

DAFTAR PUSTAKA

- Achmad, D. N., & Fikriyah, K. (2021). Pengaruh Halal Knowledge, Islamic Religiosity dan Kualitas Produk terhadap Keputusan Pembelian Produk Wardah. *Jurnal Ekonomika Dan Bisnis Islam*, 4(3), 215–229. <https://doi.org/10.26740/jekobi.v4n3.p215-229>
- Ahmadi, A., & Ataei, A. (2022). Emotional attachment: a bridge between brand reputation and brand advocacy. *Asia-Pacific Journal of Business Administration*. <https://doi.org/10.1108/APJBA-11-2021-0579>
- Aliyah, S., & Suryaningsih, S. A. (2022). PENGARUH ISLAMIC BRANDING, RELIGIUSITAS, LIFESTYLE TERHADAP KEPUTUSAN PEMBELIAN SKINCARE DI KABUPATEN GRESIK. *Jurnal Ekonomika Dan Bisnis Islam*, 4(3), 123–133. <https://doi.org/10.26740/jekobi.v4n3.p123-133>
- Amron, Usman, & Mursid, A. (2018). Buying decision in the marketing of Sharia life insurance (evidence from Indonesia). *Journal of Islamic Marketing*, 9(2), 370–383. <https://doi.org/10.1108/JIMA-02-2017-0013>
- Anggadwita, G., Alamanda, D. T., & Ramadani, V. (2020). Halal Label vs Product Quality in Halal Cosmetic Purchasing Decisions. *Ikonomika*, 4(2), 227–242. <https://doi.org/10.24042/febi.v4i2.5897>
- Anggraeni, V., Zamhari, & Astuti, N. (2021). PENGARUH ASPEK KELENGKAPAN PRODUK, PERSEPSI HARGA, KUALITAS PELAYANAN DAN KENYAMANAN Berbelanja Terhadap Keputusan Pembelian Pelanggan (Studi Kasus Padapermata Cell Kota. *Jurnal Ilmiah Progresif Manajemen Bisnis (JIPMB)*, 8(2), 9–15.
- Aranathasya, L., & Suyono, S. (2022). *SEIKO : Journal of Management & Business Analisis Perilaku Belanja Generasi Milenial terhadap Produk Kosmetik Halal di Kota Batam Abstrak*. 4(3), 227–235. <https://doi.org/10.37531/sejaman.v4i3.2500>
- Arifin, M. R., Raharja, B. S., & Nugroho, A. (2022). Do young Muslim choose differently? Identifying consumer behavior in Halal industry. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-02-2021-0049>
- Asiyah, S., & Hariri, H. (2021). Perilaku Konsumen Berdasarkan Religiusitas. *Perisai : Islamic Banking and Finance Journal*, 5(2), 158–166. <https://doi.org/10.21070/perisai.v5i2.1533>
- Baroto, W. I. (2019). Minat Beli Konsumen Terhadap Produk Kosmetik bersertifikat Halal. *Ncab*. <https://www.unisbank.ac.id/ojs/index.php/ncab/article/view/7714>
- Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2022). Adoption of halal cosmetics: extending the theory of planned behavior with

- moderating role of halal literacy (evidence from Pakistan). *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-09-2021-0295>
- Briliana, V., & Mursito, N. (2017). Exploring antecedents and consequences of Indonesian Muslim youths' attitude towards halal cosmetic products: A case study in Jakarta. *Asia Pacific Management Review*, 22(4), 176–184. <https://doi.org/10.1016/j.apmr.2017.07.012>
- Budiman, F. (2020). Sertifikasi Halal Bagi Masyarakat Kabupaten Boyolali Jawa Tengah (Studi Tentang Keputusan Pembelian Produk Herbal Penawar Alwahida Indonesia). *Jurnal Ilmiah Ekonomi Islam*, 6(2), 379. <https://doi.org/10.29040/jiei.v6i2.1192>
- Digdowiseiso, K. (2017). Metode Penelitian Ekonomi dan Bisnis. In *Universitas Pendidikan Indonesia* (Vol. 1, Issue Metodologi Penelitian).
- Fathurrahman, A., & Anggesti, M. (2021). Pengaruh Gaya Hidup, Label Halal dan Harga terhadap Keputusan Pembelian Kosmetik (Studi Kasus pada Produk Safi). *JES (Jurnal Ekonomi Syariah)*, 6(2), 113. <https://doi.org/10.30736/jesa.v6i2.125>
- Fitriana, R., & Suprehatin. (2018). Aplikasi Theory of Planned Behavior Dan Atribut Produk Terhadap Keputusan Pembelian Produk Susu Cair Dalam Kemasan Pada Mahasiswa Indonesia Dan Malaysia. *Jurnal Agribisnis Indonesia*, 6(2), 149. <https://doi.org/10.29244/jai.2018.6.2.149-168>
- Garg, P., & Joshi, R. (2018). Purchase intention of “Halal” brands in India: the mediating effect of attitude. *Journal of Islamic Marketing*, 9(3), 683–694. <https://doi.org/10.1108/JIMA-11-2017-0125>
- Gorka, A. K., & Sikora, T. (2022). *Determinants for food service market segmentation and contemporary consumers' behaviours amid the Covid-19 pandemic*. <https://doi.org/10.1108/BFJ-03-2022-0230>
- Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics* (N. Fox (ed.); 5th ed.). Douglas Reiner.
- Gunawan, D. G. (2022). Pengaruh Label Halal, Electronic Word Of Mouth Dan Kualitas Produk Terhadap Keputusan Pembelian Skincare Safi Melalui Brand Image Dan Brand Trust. *Jurnal Ilmiah Ekonomi Islam*, 8(1), 815. <https://doi.org/10.29040/jiei.v8i1.4508>
- Hamdani, A. (2021). *Pengaruh Kesadaran Halal dan Sertifikat Halal Terhadap Minat Beli Produk Kentucky Fried Chicken (KFC)*. 17, 198–212.
- Hikmawati, F. (2020). *Metodologi Penelitian*.
- Hosseini, S. M. P., Mirzaei, M., & Iranmanesh, M. (2020). Determinants of Muslims' willingness to pay for halal certified food: Does religious commitment act as a moderator in the relationships? *Journal of Islamic Marketing*, 11(6), 1225–1243. <https://doi.org/10.1108/JIMA-02-2018-0043>

- IHLC, Dinar Standard, & Bank Indonesia. (2021). *Indonesia Halal Markets Report 2021/2022*. 1–118.
- Ikhsan, R. R. N., & Sukardi, S. (2020). Pengaruh Religiusitas, Sikap, Norma Subjektif, dan Kontrol Perilaku terhadap Niat Membeli Produk Kosmetik Halal di Fakultas Ekonomi dan Bisnis Universitas Ahmad Dahlan Yogyakarta. *Jurnal Ilmiah Ekonomi Global Masa Kini*, 11(1), 49. <https://doi.org/10.36982/jiegmk.v11i1.1061>
- Ing, P. G., Zheng Lin, N., Xu, M., & Thurasamy, R. (2020). Customer loyalty in Sabah full service restaurant. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1407–1429. <https://doi.org/10.1108/APJML-07-2019-0437>
- Islam, T., & Chandrasekaran, U. (2020). Religiosity and consumer decision making styles of young Indian Muslim consumers. *Journal of Global Scholars of Marketing Science*, 30(2), 147–169. <https://doi.org/10.1080/21639159.2019.1679031>
- Jaiyeoba, H. B., Abdullah, M. A., & Dzuljastri, A. R. (2020). Halal certification mark, brand quality, and awareness: Do they influence buying decisions of Nigerian consumers? *Journal of Islamic Marketing*, 11(6), 1657–1670. <https://doi.org/10.1108/JIMA-07-2019-0155>
- Jajuli, S. (2020). *METODE PENELITIAN EKONOMI ISLAM: Step by Step Menulis Laporan Penelitian*. Media Madani. [http://repository.uinbanten.ac.id/7797/2/Metode Penelitian Ekonomi Islam.pdf](http://repository.uinbanten.ac.id/7797/2/Metode%20Penelitian%20Ekonomi%20Islam.pdf)
- Khare, A., Sarkar, S., & Patel, S. S. (2019). Influence of culture, price perception and mall promotions on Indian consumers' commitment towards malls. *International Journal of Retail and Distribution Management*, 47(10), 1093–1124. <https://doi.org/10.1108/IJRDM-06-2017-0134>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. In *Pearson Education Limited* (15e ed., Vol. 22). Pearson Education Limited.
- Kurniawan, D. D., & Sigit, K. N. (2022). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Air Mineral AQUA Di Indomaret Subah Kabupaten Batang. *Jurnal Ekonomika Dan Bisnis*, 8(2), 27–41.
- Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. *Journal of Marketing Research*, 30(2), 234. <https://doi.org/10.2307/3172830>
- LPPOM MUI. (2008). Panduan Umum Sistem Jaminan Halal. In *Panduan Umum Sistem Jaminan Halal*.
- Mahardika, T. P. (2019). Pengaruh Pengetahuan dan Religiusitas Terhadap Minat Beli dengan Sikap Konsumen sebagai Variabel Mediasi. *Jurnal Ilmu Manajemen*, 16(2), 2019.

- Maulana, N., & Zulfahmi. (2022). Potensi Pengembangan Industri Halal Indonesia Di Tengah Persaingan Halal Global. *Iqtisaduna*, 8, 136–150. <https://doi.org/10.24252/iqtisaduna.v8i2.32465>
- Mishra, R., Singh, R. K., & Koles, B. (2021). Consumer decision-making in omnichannel retailing: Literature review and future research agenda. *International Journal of Consumer Studies*, 45(2), 147–174. <https://doi.org/10.1111/ijcs.12617>
- Mukhtar, A., & Butt, M. M. (2012). Intention to choose Halal products: The role of religiosity. *Journal of Islamic Marketing*, 3(2), 108–120. <https://doi.org/10.1108/17590831211232519>
- Narimawati, U., Sarwono, J., Munandar, D., & Winarti, M. B. (2020). *Metode Penelitian dalam Implementasi Ragam Analisis: untuk Penulisan Skripsi, Tesis, dan Disertasi*. Penerbit Andi. <https://books.google.co.id/books?id=rV0MEAAAQBAJ>
- Niswah, F. M. (2018). Hubungan Persepsi dan Religiusitas terhadap Keputusan Pembelian Kosmetik Tanpa Label Halal. *Jurnal Middle East and Islamic Studies*, 5(1), 47–66. <http://meis.ui.ac.id/index.php/meis/article/view/69>
- Nurfitriana, S., & Iriani, F. (2018). Citra Merek, Kualitas Produk, Harga Dan Pengaruhnya Pada Minat Beli Ulang Produk Kecantikan Wardah. *Sebatik*, 22(2), 56–63. <https://doi.org/10.46984/sebatik.v22i2.308>
- Nurmalasari, D., & Istiyanto, B. (2021). Pengaruh Kualitas Produk, Harga Promosi dan Citra Merek terhadap Keputusan Pembelian Lipstik Merek Wardah di Kota Surakarta. *Jurnal Sinar Manajemen*, 8(1), 42–49. <https://doi.org/10.56338/jsm.v8i1.1434>
- Paramita, R. W. D., Rizal, N., & Sulistyan, R. B. (2021). *Metode Penelitian Kuantitatif: Buku Ajar Perkuliahan Metodologi Penelitian Bagi Mahasiswa Akuntansi & Manajemen* (3rd ed.). Widya Gama Press.
- Peter, P. J., & Olson, J. C. (2010). Consumer Behavior Marketing. In *Mc Graw*.
- Prasasti, C. A., & Ekawaty, M. (2022). *PENGARUH LABEL HALAL, PENDAPATAN, HARGA PRODUK, DAN RELIGIUSITAS TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK HAND BODY LOTION (STUDI PADA MAHASISWI MUSLIM DI KOTA MALANG)*. 140–155.
- Puspitasari, R. H. U. (2019). Analisis Pengaruh Keputusan Pembelian Pada Kosmetik Berlabel Halal. *BMAJ: Business Management Analysis Journal*, 2(1), 68–77. <https://doi.org/10.24176/bmaj.v2i1.3212>
- Romdhoni, A. H., Sumadi, S., & Firdaus, T. A. (2022). Pengaruh Celebrity Endorser, Label Halal dan Kualitas Terhadap Minat Beli Konsumen Produk Pasta Gigi Halal Sasha Siwak di Surakarta. *Jurnal Ilmiah Ekonomi Islam*, 8(2), 2261. <https://doi.org/10.29040/jiei.v8i2.5556>

- Rosyada, M. (2022). Analisis Pengaruh Brand Awareness, Label Halal dan Religiusitas Terhadap Keputusan Pembelian Produk Kosmetik Halal. *Coopetition: Jurnal Ilmiah Manajemen*, 13(2), 213–218. <https://doi.org/10.32670/coopetition.v13i2.868>
- Saktiana, N., & Miftahuddin, M. A. (2021). Pengaruh Sikap Konsumen, Persepsi Harga Dan Persepsi Risiko Terhadap Keputusan Pembelian Kosmetik Berlabel Halal (Studi pada Konsumen Pengguna Kosmetik Berlabel Halal di Purwokerto). *Master: Jurnal Manajemen Dan Bisnis Terapan*, 1(1), 45. <https://doi.org/10.30595/jmbt.v1i1.10405>
- Saputra, A. A., & Jaharuddin, J. (2022). Pengaruh Sertifikasi Halal, Kesadaran Halal, Dan Celebrity Endorse Terhadap Keputusan Pembelian Produk Zoya (Studi Kasus Mahasiswa Feb Umj). *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 16(4), 1521. <https://doi.org/10.35931/aq.v16i4.1185>
- Saputri, O. B., & Huda, N. (2020). Pengaruh Informasi Covid-19 Melalui Media Sosial Terhadap Perilaku Konsumen. *HUMAN FALAH: Jurnal Ekonomi Dan Bisnis ...* <http://jurnal.uinsu.ac.id/index.php/humanfalah/article/view/7213>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. In Wiley. <https://doi.org/10.1108/BFJ-03-2022-0230>
- Shahid, S., Ahmed, F., & Hasan, U. (2018). A qualitative investigation into consumption of halal cosmetic products: the evidence from India. *Journal of Islamic Marketing*, 9(3), 484–503. <https://doi.org/10.1108/JIMA-01-2017-0009>
- Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2022). Determinants of Muslim consumers' halal cosmetics repurchase intention: an emerging market's perspective. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-08-2021-0265>
- Sholikhah, B., Fitri, R., & Mahanani, Y. (2021). Analisis Pengambilan Keputusan Pembelian Kosmetik Berlabel Halal MUI pada Generasi Millennial. *Al Maal: Journal of Islamic Economics and Banking*, 2(2), 193. <https://doi.org/10.31000/almaal.v2i2.3754>
- Sihabudin, Wibowo, D., Mulyono, S., Kusuma, J. W., Arofah, I., Ningsi, B. A., Saputra, E., Purwasih, R., & Syaharuddin. (2021). *Ekonometrika Dasar Teori dan Praktik Berbasis SPSS* (V. Mandailina, M. Ibrahim, & H. R. P. Negara (eds.)). CV. Pena Persada.
- Sri Rahayu, D., & Sutedjo, B. (2022). Pengaruh Country Of Origin, Persepsi Harga, dan Brand Ambassador terhadap keputusan Pembelian (Studi Pada Konsumen Produk Kosmetik YOU di Terang Beauty Demak). *SEIKO: Journal of Management & Business*, 5(1), 2022–2182. <https://doi.org/10.37531/sejaman.v5i1.1904>
- Sugibayashi, K., Yusuf, E., Todo, H., Dahlizar, S., Sakdiset, P., Arce, F. J., & See,

- G. L. (2019). Halal cosmetics: A review on ingredients, production, and testing methods. *Cosmetics*, 6(3), 1–17. <https://doi.org/10.3390/cosmetics6030037>
- Sugiyono. (2013). Metode Penelitian Kualitatif dan R and D. In *Bandung: Alfabeta* (Vol. 3, Issue April).
- Suhartanto, D., Dean, D., Sarah, I. S., Hapsari, R., Amalia, F. A., & Suhaeni, T. (2021). Does religiosity matter for customer loyalty? Evidence from halal cosmetics. *Journal of Islamic Marketing*, 12(8), 1521–1534. <https://doi.org/10.1108/JIMA-03-2020-0069>
- Thousani, H. F. (2021). PENGARUH KUALITAS PRODUK DAN LABEL HALAL TERHADAP KEPUTUSAN PEMBELIAN PRODUK (Study Kasus Pada Mahasiswa IAIN Salatiga). *Eqien: Jurnal Ekonomi Dan Bisnis*, 8(2), 86–92. <https://doi.org/10.34308/eqien.v8i2.218>
- Usman, H., Chairy, C., & Projo, N. W. K. (2021). Impact of Muslim decision-making style and religiosity on intention to purchasing certified halal food. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-01-2021-0027>
- Warto, & Samsuri. (2020). Sertifikasi Halal dan Implikasinya Bagi Bisnis Produk Halal di Indonesia. *Al Maal: Journal of Islamic Economics and Banking*, 2(1), 98. <https://doi.org/10.31000/almaal.v2i1.2803>
- Widyanto, H. A., & Sitohang, I. A. T. (2022). Muslim millennial's purchase intention of halal-certified cosmetics and pharmaceutical products: the mediating effect of attitude. *Journal of Islamic Marketing*, 13(6), 1373–1394. <https://doi.org/10.1108/JIMA-04-2020-0117>
- Yasri, Y., Susanto, P., Hoque, M. E., & Gusti, M. A. (2020). Price perception and price appearance on repurchase intention of Gen Y: do brand experience and brand preference mediate? *Heliyon*, 6(11), e05532. <https://doi.org/10.1016/j.heliyon.2020.e05532>
- Yudha, A. T. R. C., Pauzi, N. S., & Mohd Azli, R. B. (2020). The Synergy Model for Strengthening the Productivity of Indonesian Halal Industry. *Al-Uqud : Journal of Islamic Economics*, 4(2), 186. <https://doi.org/10.26740/al-uqud.v4n2.p186-199>
- Yulianty, Setyawan, O., & Indrastuti, S. (2021). Pengaruh Kualitas Produk, Harga, Promosi Dan Citra Merek Terhadap Keputusan Pembelian Kosmetik Lipstik Merek Wardah Di Kota Pekanbaru. *Kurs : Jurnal Akuntansi, Kewirausahaan Dan Bisnis*, 6(2), 142–155. <https://doi.org/10.35145/kurs.v6i2.1819>