

## THE INFLUENCE OF PROMOTION, PRICE AND RELIGIUSITY ON THE PURCHASING DECISION OF BEAUTY PRODUCTS HALAL LABELED

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**Abstract:** Marketing includes advertising, selling and delivering products to consumers or other companies. In carrying out promotions, they will target people who are in accordance with the products being marketed. Not only that, in marketing, the part that has this task will make attractive packaging or designs in advertisements so that many people will be interested. In addition, marketing is also very helpful for consumers. The research objectives of this study are: to explore the influence between promotions on purchasing decisions for beauty products labeled halal. to explore the influence between prices and purchasing decisions of beauty products labeled halal. to explore the influence between religiosity with the decision to purchase beauty products labeled halal. This research uses quantitative research methods. Data collection techniques using documentation and questionnaires. as for data analysis using multiple Linear Regression. The conclusions from this study are: There is an influence between the promotion variables on the purchasing decision of beauty products labeled halal. This means that the better the promotion can affect the purchasing decision. There is an influence between the price variable on the purchasing decision of beauty products labeled halal. There is no influence between the religiosity variable on the decision to purchase beauty products labeled halal. This means that the high and low religiosity of IAI students has no influence on the decision to purchase beauty products labeled halal.

**Keywords:** Promotion, Price, Religiousity, and Purchasing Purchases.

### Introduction

Technological developments and also developments in the business world, especially in the field of cosmetics and skincare, are currently growing quite rapidly and brilliantly. The growth of the cosmetics and skincare business is influenced by many factors including

increasing lifestyles, the trend of millennial women where cosmetics and skincare are currently a primary need for women, purchasing power, income, to digitalization. This can be seen by the increasing number and development of companies engaged in the cosmetic industry. On the other hand, with the development of this business, the competition between

one cosmetic company and another is getting tighter. With this competition, consumers are offered a wide variety of varied product choices and also with the same product but with different quality and price.

Today's society is increasingly concerned and selective in choosing products to be consumed. Where they really pay attention to the halal label when buying products. Halal products for a Muslim are not only in terms of quality and ingredients but in processing must also be halal. A Muslim in consuming a product that is halal is an absolute requirement. With the country with the largest Muslim population, it should be the country with the largest consumption of halal products, but only a portion actually consumes halal products. Therefore it includes a halal label on a beauty product is very important because it guarantees the halalness of the product for safe consumption. Products that have passed the test as halal products will receive a halal certificate or halal label from LPPOM MUI. With the existence of a halal label, consumers will be sure and not worry about buying products.

Based on 2018 Ministry of Industry data, the national cosmetics industry has experienced a growth of 20% or four times the national economic growth in 2017. The Minister of Industry said that 95 percent of the national cosmetics industry is the small and medium industrial sector (IKM) and the rest is large scale industry. From medium and large scale industries, some of them have been able to export their products abroad, such as to ASEAN, Africa, Middle East and others.

Indonesia is a fairly large cosmetic market, so the cosmetics business will be very prospective and promising for cosmetic manufacturers to develop their business. The potential for this market, among other things, is the increasing number of young population or millennial generation as well as societal trends. Cosmetics and women can not be separated. Women always want to look beautiful and cosmetics can help support their appearance. Not a few women are willing to spend a lot of money on their appearance, either for treatment or buying make-up. A study in England showed that women spend an average of IDR 1.1 billion to support their appearance. Which currently cosmetic products have become a primary need for women as the main target of the cosmetic industry. In addition, along with the times, the cosmetic industry has also begun to innovate with the ability to market these products. Marketers are required to understand consumers, know their needs, tastes, and how consumers make decisions in making purchases according to their needs. Therefore marketers can study consumer behavior before implementing a marketing strategy. cosmetic products for men and women. So many kinds of cosmetic brands circulating in the market. Among them are Pixy, Wardah, Sariaayu, Maybeline, Viva, Revlon, and others.

**Tabel Top Brand Award  
Lipstik dan Pelemban  
• Lipstik**

| BRAND | TBI 2019 |  |
|-------|----------|--|
|       |          |  |

|          |       |     |
|----------|-------|-----|
| Wardah   | 33.4% | TOP |
| Revlon   | 9.2%  |     |
| Maybelin | 7.7%  |     |
| Pixy     | 6.0%  |     |
| Garnier  | 4.5%  |     |

- Pelembab

| BRAND   | TBI 2019 |     |
|---------|----------|-----|
| Pond's  | 26.3%    | TOP |
| Wardah  | 11.0%    | TOP |
| Citra   | 9.6%     |     |
| Viva    | 7.9%     |     |
| Garnier | 6.6%     |     |

Therefore, increasingly brilliant business growth, business actors are required to always innovate both in the company's internal and external affairs to increase the competitiveness of the products produced, one of the things that can be done by business actors is to expand market share and improve management systems. marketing strategy.

Marketing is a process that must be carried out by a company. The American Marketing Association defines marketing as the process of planning and executing the pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. From this statement marketing is an activity carried out by companies in promoting a product or service that they have.

Marketing includes advertising, selling and delivering products to consumers or other companies. In carrying out promotions, they will target people who are in accordance with the products being marketed. Not only that, in marketing, the part that has this task will make attractive packaging or designs in advertisements so that many people will be interested. In addition, marketing is also very helpful for consumers. So they will find it easier to find products that suit what they need. When marketing is in accordance with the target, the company will get many buyers and profits can be obtained. Marketing in Islamic fiqh is called wakalah in Indonesian means representative. In the basis of Islamic law it is explained in the rules of fiqh, which means: "Basically, all forms of muamalah are permissible unless there is an argument that forbids them". This means that in sharia marketing the entire process, both in the process of creation, the process of offering, and the process of changing value (value) must not have things that conflict with the contracts and principles in Islamic muamalah. As long as this can be guaranteed, and deviations from the principles of Islamic muamalah do not occur in transactions or in business, then any form of transaction in marketing is permissible, this is also explained in QS. Al-Kahf Verse 19.

وَكَذَلِكَ بَعْثَتْهُمْ لِيَتَسَاءَلُوا بَيْنَهُمْ قَالَ فَالْيُونَى مَنْهُمْ كَمْ لِيَنْتَهُمْ  
فَالْأُولُوا لِيَنْتَنَا بِوَمَا أَوْ بَعْضِ بَوْمَ قَالُوا رَبُّكُمْ أَعْلَمُ بِمَا  
لِيَنْتَهُمْ فَأَبْعَثُو أَحَدَكُمْ بِوَرْقَمَ هَذَا إِلَى الْمَدِينَةِ فَلَيَنْتَهُ  
أَنْهَا أَرْكَى طَعَامًا فَلَيَأْتِكُمْ بِرَزْقٍ مَّنْهُ وَلَيَنْتَهُ فَوَلَا  
يُسْعِرَنَّ بِكُمْ أَحَدًا

Meaning: And thus We wake them up, so that they may ask one another. One of them said, "How long have you been (here)?" They replied, "We are (here) a day or half a day." Said (another), "Your Lord knows better how long you have been (here). So tell one of you to go to town with your silver money, and let him see which food is better, and bring some food it is for you, and let him be gentle and never tell anyone about you.

In addition, promotion is also one of the factors that influence consumers to make purchasing decisions. With the promotion of consumers will be able to get to know the product so that there is a desire to make a purchase decision. According to Indriyo, promotion is an activity aimed at influencing consumers so that they can get to know the products offered and become interested in buying these products.<sup>1</sup>

Promotion is carried out for the purpose of informing, persuading or influencing, and reminding consumers of the products offered. By carrying out promotions, it is hoped that consumers who were previously uninterested will become interested in making purchases. Therefore, so that the promotion carried out can be maximized, the company must be able to determine the right promotion strategy. According to Kotler, to measure promotion includes: Promotion reach, related to how much is affected by promotional activities in a certain period.

Promotional attractiveness, related to the impression contained in the promotion. The quantity of ad serving in promotional media is related to how much promotion is given to consumers in promotional media. The quality of message delivery in promotional media, relates to how well the promotional messages are delivered in promotional media in order to convince consumers.

In product purchasing decisions, promotion is the most important thing. Promotion is useful for informing or telling about the types, uses, and benefits contained in these products, and can find out what ingredients are in these products. Promotion in the mass media is the main choice because consumers do not need to spend a lot of energy to go to a factory or shop to find out about beauty products.

Price (price) from a marketing point of view is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain the right to own or use an item or service. From the consumer's point of view, price is often used as an indicator of value when the price is associated with the perceived benefits of a good or service.

According to William J. Stanton, as quoted from Marius P Angipora's book, price is the amount of value that consumers exchange for the benefits of owning or using other products or services set by the buyer

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<sup>1</sup> Indriyo Gitosudarmo, *Manajemen Pemasaran Edisi Pertama*, (Yogyakarta: BPFE, 2000), hlm. 237.

or seller for one price that is the same for all buyers.

In determining product purchasing decisions, information about prices is needed where this price information will be considered, understood and the meaning resulting from this price information will influence consumer decisions in choosing. This price information can be in the form of added value to the products offered by the Manufacturer.

Religiosity is a form of religious aspect that has been internalized by individuals in the heart. The meaning of religiosity is described in several aspects that must be fulfilled as instructions on how to live life properly so that humans can achieve happiness, both in this world and the hereafter. Islam is a way of life that can guide all aspects of human life with aqidah, sharia, and morality. Religion is an integrated system of beliefs and practices relative to sacred matters, while religiosity is a view as to what extent belief in certain religious values and ideals is owned and practiced by individuals. Understanding of religious values is determined by ability. individuals to examine and understand Islamic teachings which refer to the only source of value, namely the Qur'an and the Sunnah of the Prophet.

Promotion and price are considered by consumers before making a purchase decision. However, apart from these two things, a consumer who will make a purchase is also based on the aspect of religiosity. Religion plays an important role in shaping a person's

beliefs, attitudes and knowledge where this will have an impact on consumer decisions, because religious teachings teach what things are forbidden to do and what things are not forbidden to do.

**Tabel 1.2**  
**Peringkat dari 2020-2022**

| No    | Brand    | Prersents |
|-------|----------|-----------|
| 1     | Warda    | 53%       |
| 2     | Citra    | 24%       |
| 3     | Garnierr | 16%       |
| 4     | Nivea    | 7%        |
| Total |          | 100%      |

From the results of this study the reason for taking the object was because of the large number of students at IAI Syarifuddin, many students came from Islamic boarding schools, where they had received knowledge about halal and haram both from the boarding school and the campus environment. This decision is always awaited by producers because when consumers make decisions to make purchases, that is where success is obtained by producers. The purchase decision itself is the behavior shown by consumers in searching for, giving, using, evaluating and spending a product or service which is then expected to satisfy their needs.

#### Theoretical review

- Marketing Management  
Definition of Marketing Management

According to Philip Kotler, marketing is a social and managerial process by which individuals or groups obtain what they need and want through

creating and exchanging products and value with others. So, marketing management is the activity of maximally regulating marketing functions so that the activities of exchanging or delivering goods or services from producers to consumers can run smoothly and satisfactorily.

Marketing (marketing) according to "Kotler and Amstong, namely as a process by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return".

Marketing according to Sudaryono is a combination of activities that are interconnected to find out consumer needs through creating, offering and exchanging products and services of value and developing promotions, distribution, services and prices so that consumer needs can be properly satisfied at a certain profit level.

### Marketing Concept

The marketing concept is based on 4 pillars: target market, customer needs, integrated marketing and profit generation. The marketing concept has an outside-in perspective. The fulcrum and starting point of thinking about the marketing concept is to understand consumers, what they want or need, then how to fulfill these wants or needs with marketing efforts.

Integrated so that consumers are satisfied in the long term that allows repeated purchases. So in the marketing concept it starts with "he" not "I". Meanwhile, the sales concept has an inside out perspective. The

sales concept starts with the awareness of "what can I make", then is developed by how to promote it so that we can sell the products we can make so that we can make a profit through sales volume. This concept denies consumer satisfaction.

### Marketing Management According to Islamic Views

In general, Kertajaya states that sharia marketing is a business strategy, which must cover all activities within a company, covering all processes, creating offers, exchanging value, from a producer, or a company, or an individual, in accordance with Islamic teachings. In view of Islamic teachings, everything must be done in a neat, correct, orderly and orderly manner. The processes must be followed properly. Something should not be done carelessly. A clear direction of work, a solid foundation, and ways to get it that are transparent are deeds that are loved by Allah SWT.

Actually management in the sense of arranging everything so that it is done properly, precisely and thoroughly is something that is prescribed in Islamic teachings. As the words of Rasulullah SAW in a hadith which means: "Indeed, Allah really loves if someone does a job that is done in itqan (precise, directed), clear and thorough) (HR. Thabrani) A clear direction of work, a solid foundation, and ways to get it that are transparent are deeds that are loved by Allah SWT. Actually management in the sense of arranging everything so that it is done properly, precisely and thoroughly is something that is prescribed in Islamic teachings. In

Islamic marketing or sharia marketing, companies are not only profit-oriented, but are also oriented towards other goals, namely blessings. The combination of the concept of profit and blessing gives rise to the concept of maslahah, namely a company will be oriented towards achieving optimal maslahah.<sup>2</sup>

- Promotion

#### Meaning of Promotion

Promotion is an important part of the marketing mix. Promotion is everything that is done to introduce products to consumers such as prices, distribution channels so they can find out about the existence of the product and the benefits of the product.<sup>3</sup> according to Indriyo, promotion is an activity aimed at influencing consumers so that they can get to know the products offered and become interested in buying these products.<sup>4</sup> Actually, promotion aims to encourage sales and also to attract the attention of consumers so they want to buy the product. So promotion aims to inform, influence, and remind the product in order to get a response about the product or service offered.<sup>5</sup>

According to Agustina, promotion is a form of marketing communication, which means a

business marketing activity to disseminate information, persuade or influence, and remind consumers of the company's products and services so they want to buy, accept, and be loyal to the products offered.<sup>6</sup>

According to Sistaningrum, promotion is an effort made to influence actual and potential consumers to be willing to buy the products offered by the company now and in the future.<sup>7</sup>

From some of the definitions above, it can be concluded that promotion is one of the marketing activities used by companies to inform, persuade or influence and remind consumers of the company's products, both goods or services, with the aim of attracting the attention of consumers so they are willing to buy the products offered.

Types of promotion According to Kotler, the types of promotional activities include: advertising, personal promotion, sales promotion, publicity, and direct marketing.<sup>8</sup> In detail it can be explained as follows:

- Periklanan (advertising)

The form of promotional activities carried out by the company for the purpose of informing, influencing and reminding consumers of the products offered. In doing this

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<sup>2</sup> M. Nur Rianto Al Arif, *Dasar-dasar Pemasaran Bank Syariah*, (Bandung: Alfabeta, 2010) . 19

<sup>3</sup> Rachmat Kriyantono, *Manajemen Periklanan Teori dan Praktek*, (Malang: UB Press), 2013, 18

<sup>4</sup> Indriyo Gitosudarmo, *Manajemen Pemasaran Edisi Pertama*, (Yogyakarta: BPFE, 2000), 237

<sup>5</sup> Ari Setyaningrum, *Prinsip-prinsip Pemasaran*, (Yogyakarta: Andi Offset, 2015)., 223

<sup>6</sup> Agustina, *Manajemen Pemasaran*, (Bandung: Alfabeta, 2011), 127

<sup>7</sup> Sistaningrum, *Manajemen Promosi Pemasaran*, (Jakarta: PT Index, 2002), 98

<sup>8</sup> Philip Kotler dan Gary Amtrong, *Prinsip-prinsip Pemasaran Jilid 1*, (Jakarta: Erlangga, 2008), 116

advertising the company can do it through banners, brochures, as well as with electronic and print media advertisements

- Promosi Pribadi (personal selling)  
This form of promotion is carried out by sending salespeople to promote the company's products for the purpose of generating sales and building good relationships with consumers.
- Promosi Penjualan (sales promotion)  
A form of promotion aimed at consumers for the purpose of attracting the attention of consumers to be willing to buy the products offered. In this case, this can be done by providing discounts or certain prices for a certain number of purchases when carrying out promotions so that potential customers become interested.
- Publisitas  
Promotional activities carried out through activities carried out through exhibitions and bazaars, social services. In this activity the aim is to build relationships with consumers and create a company image in the minds of consumers
- Pemasaran langsung  
Forms of sales made directly to consumers for the purpose of influencing consumers to want to make purchases of the products offered at that time

❖ Promotion indicator

According to Kotler, promotion has several indicator namely:<sup>9</sup>

- Promotional reach
- Promotional appeal
- The quality of message delivery in promotional media
- The quantity of advertising served on promotional media

❖ Measuring Promotion  
There are several indicators used to measure promotions including:

- Promotion affordable by consumers.
- In accordance with consumer expectations.
- Influence consumers in decision making
- Competition in ad serving and delivering messages on social media

- Harga (Price)

Meaning of price

Price (price) from a marketing point of view is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain the right to own or use an item or service. From the consumer's point of view, price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. The definition of price according to Michael J. Etzel, is the value stated in currency or other monetary medium as a medium of

<sup>9</sup> Hesti Ratnaningrum, *Pengaruh Promosi, Haga, dan Kualitas Produk Terhadap Pembelian Konsumen Dalam Pembelian Bahan Bakar Minyak Jenis Pertaite di Kota Yogyakarta*,

Skripsi, (Yogyakarta: Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Darma, 2016), 41

exchange.<sup>10</sup> A fair price for the Messenger of Allah is an order from the Qur'an, which always places a high priority on and promotes the upholding of justice in various fields, including in economic activities. A fair price according to Ibn Taimiyah is always associated with two things, namely: equal compensation and equal price. Equivalent compensation is measured according to the quantity and specific objects used in general. According to Philip Kotler, price is the amount of value or money charged to a product or service for the amount of value exchanged by consumers for the price benefits that have become important factors influencing the choice of buyers, this applies in poor countries, but non-price factors have become more important in buying behavior in this decade (10 years). In the narrowest sense, price is the amount of money charged for something or a service.

❖ **Indicator of price**

According to Kotler and Armstrong in Thomas S. Kaitahu, et. al., price indicators include the following:<sup>11</sup>

➤ **Price affordability**

Aspects of pricing carried out by producers or sellers in accordance with the purchasing power of consumers..

➤ **Compatibility of price with product quality**

Aspects of pricing carried out by producers or sellers in accordance with product quality that can be obtained by consumers. In this case

consumers have the perception that high prices reflect high quality.

➤ **Price competitiveness**

The price offers given by manufacturers or sellers are different and compete with those given by other producers, for the same type of product. Consumers compare the prices of various available product alternatives so they can decide to allocate funds to the desired product.

➤ **Compatibility of price with benefits**

Aspects of pricing by producers or sellers in accordance with the benefits that can be obtained by consumers from the product purchased.

❖ **Measuring price**

According to Wulandari explained that there are several indicators used to measure prices, namely as follows

- **Prices according to product quality**
- **Price comparison**
- **Price competition according to price with quality**
- **Prices according to consumer expectations**

• **Religiosity**

1. **Definijt of Religiusitas**

Religiosity is a response, observation, thought, feeling and attitude of obedience colored by religious feelings. In other words, religiosity indicates the level of individual commitment to religion. In practice, religious commitment and belief can affect a person's feelings and attitudes towards consumption. Based on the above,

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<sup>10</sup> Danang Suyonto, *Teori, Kuesioner & Analisis Data Untuk Pemasaran dan Perilaku Konsumen.* ( Yogyakarta: Graha Ilmu, 2013),15.

<sup>11</sup> Thomas S. Kaitahu, et.al, *Manajemen Komplain*, (Yogyakarta: Andi, 2007).33.

it shows that religiosity has a positive and significant relationship with attitudes towards halal cosmetic prod.<sup>12</sup>

According to Gazalba Gufron and Rini, religiosity comes from the word religion in Latin "religio" whose root word is religare which means to bind. Thus, it implies that religion or religion in general has rules and obligations that must be obeyed and carried out by its adherents. All of these function to bind a person or group of people in relation to God, fellow human beings and the natural environment. According to Gufron and Risnawita, religiosity refers to the level of individual attachment to their religion. This shows that the individual has lived and internalized the teachings of his religion so that it influences all his actions and outlook on life.<sup>13</sup>

Religion in Islam is a very important factor, according to Riaz Hasan said that "Religion is the essence of Muslim identity"

❖ Indicator of religiusitas

- Islamic doctrinal  
is a person's belief in the belief in monotheism of his religion.
- Intrinsic religiosity  
People with this orientation regard religion as the ultimate goal, this intrinsic orientation is the main motive in their life. Religious beliefs and values are internalized

unconditionally and other needs are adapted to intrinsic religious values, for example, humility, compassion, etc. This intrinsic orientation floods all of life with motivation and meaning .

➤ Extrinsic religiosity

People who have this extrinsic orientation approach religion in a utilitarian or instrumental way, this extrinsic orientation helps a person to achieve self-centered things. This religious orientation is taken lightly, is not reflected and is not well integrated in life.

• Decision-making

- Definition of decision making  
Decision making is an action that determines the outcome in solving a problem by choosing a course of action among several existing alternatives through a mental process and logical thinking and also considering all available alternative options that have a negative or positive influence. Decision making has an important role in management because the decisions taken by managers are the final decisions that must be implemented in the real organization or business they run. The manager's decision is very important because it

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<sup>12</sup> F. A. Mansyuroh, "Pengaruh Persepsi Dan Religiusitas Terhadap Pembelian Skin Care Tanpa Label Halal Pada Muslim Generasi Z di Banjarmasin," *At-Taradhi J. Stud. Ekon.* Vol., vol. XI, pp. 46–66, 2020.

<sup>13</sup> Skripsi, Zuhroh An-Nada Pengaruh Tingkat Religiusitas Dan Label Halal

*Pada Produk makanan kemasan Terhadap Keputusan Pembelian Konsumen Muslim (Studi pada Masyarakat Muslim di Perumahan Bekasi Elok 1,Desa Jejalen Jaya, Tambun Utara,Bekasi,Jawa Barat),2018,24.*

involves all aspects. Errors in making decisions can be detrimental to the organization, ranging from damaging the good name of the organization or company to financial losses. So therefore the manager must be careful in making decisions.

Some definitions of decision making according to experts, as follows:

- G.R.Terry: Stated that decision making is an election based on certain criteria of two or more possible alternatives.
- P. Siagian: Decision making is a systematic approach to a problem, collecting facts and data.
- Horold and Cyril O'Donnell: They say that decision making is choosing among alternatives regarding a way of acting, namely the essence of planning, a plan cannot be said to not exist if no decision, a reliable source, guidance or reputation has been made.
- According to J.Reason, decision making can be considered as a result or output of a mental or cognitive process that leads to the selection of a course of action among several available alternatives. Every decision-making process always produces a final choice.
- Claude S. Goerge, Jr.: Said that the decision-making process is carried out by most managers in the form of an awareness, thought activity

that includes consideration, assessment and selection among a number of alternatives. Case examples in the types of decision-making processes: Throughout his life humans are always faced with choices or alternatives and decision making.

This is in line with the theory of real life choice, which states that in everyday life humans make or make choices among a number of alternatives. These choices are usually related to alternatives in solving problems, namely efforts to close the gap between the current state and the desired state. Likewise with the company. Companies also need to make decisions that will affect the company in the future. And of course in making decisions, these decisions must be carefully thought out in advance so as not to harm the company and related parties. Decision making is universally defined as choosing among alternatives..

#### ❖ Decision making indicators

According to Kotler (1995.70) there are four indicators of decision making, namely:<sup>14</sup>

- The stability of a product,
- Habits in using the product,,
- Provide recommendations to others.,
- Repetitive use

- Measuring tool for decision making

Purchasing decision is a problem-solving process that consists of analyzing or recognizing needs and wants to behavior after purchase.

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<sup>14</sup> Meithiana Indrasari, *Pemasaran Dan Kepuasan Pelanggan* (Surabaya:Utomo Press, 2019), 75.

Based on the definition above, a scale will be made based on aspects of decision making which include:<sup>15</sup>

- Problem recognition
- Information search
- Evaluation of alternatives
- Use decisions

## METHOD

### 1. Approach and Type of Research

#### a. Approach

This study uses a quantitative approach, by interpreting the independent variables namely promotion, price and religiosity to what extent they affect the dependent variable, namely the decision to purchase beauty products labeled halal. The research data is the number of IAI Syarifuddin batch 2018 students and explanation of the respondent's answer tables from the questions posed by the researcher.

The population in this study were IAI Syarifuddin wonorejo-Lumajang students class of 2018, totaling 244 students. The sampling technique is simple random sampling. To determine the number of samples from a population, researchers use the Slovin formula. Measurement Scale uses a Likert scale that is used to measure attitudes, opinions, perceptions of a person or group about events or social phenomena.

**Skala Pengukuran**

| Skala likert | SS | S | TS | STS |
|--------------|----|---|----|-----|
| Skor         | 4  | 3 | 2  | 1   |

## Research Variables and Research Operations

### • Independent Variable (Independent)

The independent variable is a variable that influences or causes changes in the dependent (dependent) variable. The independent variables in this study are Promotion (X1), Price (X2) and Religiosity (X3).

### • Dependent Variable (Dependent)

The dependent variable is a variable that gives a reaction/response when associated with the independent variable. The dependent variable is the variable that observed and measured to determine the effect caused by the independent variables. The dependent variable in this study is the purchasing decision of cosmetics labeled halal (Y)

### • Variable Operational Definition

The operational definition is the part that defines a concept/variable so that it can be measured, by looking at the dimensions (indicators) of a concept/variable. As for the operational definition of this research, namely Promotion, Religiosity Prices. Independent variable X1 (Effect of Promotion), X2 (Effect of price), X3 (Effect of Religiosity) and dependent variable Y (purchasing decision of cosmetics labeled halal).

#### ❖ Promotion

Promo The operational definition is the part that defines a concept/variable so that it can be measured, by looking at the dimensions (indicators) of a

<sup>15</sup> Indrasari, *Pemasaran Dan Kepuasan Pelanggan*,72.

concept/variable. As for the operational definition of this research, namely Promotion, Religiosity Prices. Independent variable  $X_1$  (Effect of Promotion),  $X_2$  (Effect of price),  $X_3$  (Effect of Religiosity) and dependent variable  $Y$  (purchasing decision of cosmetics labeled halal) is a form of marketing communication, which means a business marketing activity to disseminate information, persuade or influence, and remind consumers of the company's products and services so they want to buy, accept, and be loyal to the products offered.

❖ **Price**

Price in the view of marketing is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of goods and services. From the consumer's point of view, price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. However, non-price factors have become more important in buyer selection behavior in this decade (10 years). In the narrowest sense, price is the amount of money charged for something or a service.

❖ **Religiosity**

Religiosity is a form of religious aspect that has been internalized by individuals in the heart. The meaning of

religiosity is described in several aspects that must be fulfilled as instructions on how to live life properly so that humans can achieve happiness, both in this world and the hereafter. Islam is a way of life that can guide all aspects of human life with aqidah, sharia, and morality. Religion is an integrated system of beliefs and practices relative to sacred things, while religiosity is a view as the extent to which belief in certain religious values and ideals is possessed and practiced by individuals

❖ **Purchase decision**

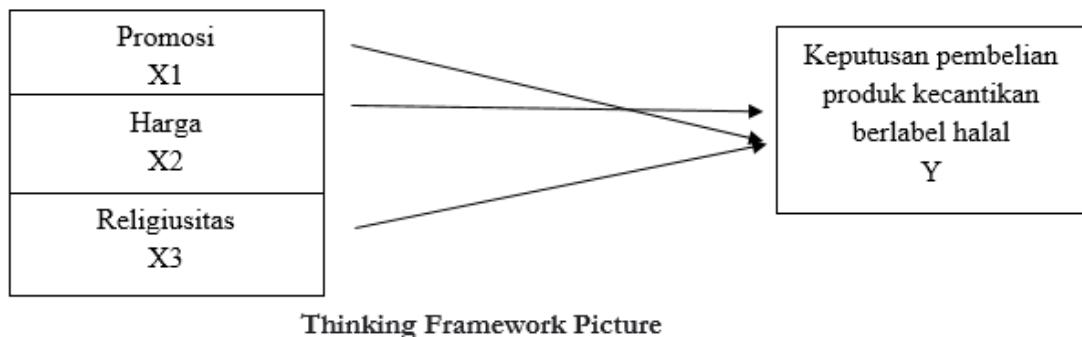
The consumer purchasing decision process consists of five stages that are carried out by a consumer before arriving at a purchase decision and then post-purchase. This shows that the buying process carried out by consumers begins long before the buying action is carried out and has consequences after the purchase is made.

## **Thinking Framework**

Every research requires a clear rationale. For this reason, it is necessary to develop a theoretical framework that explains from which angle a research problem will be reviewed, namely explaining the relationship between concepts which will later be translated into research variables. The main basis for compiling a framework for thinking is a review of the literature and background. In this frame of mind, research is expected to be able to

present theories and concepts in a good, integrated, systematic and relevant way to the problems to be studied because the frame of mind is a line of thinking based on previous theories and also empirical experiences that are useful for building A hypothesis.<sup>16</sup>

Based on the description above, a frame of mind can be made that Promotion, Price and Religiosity on the decision to use. The research framework can be seen in the following figure:



Thinking Framework Picture

### Research Hypothesis

The hypothesis is a temporary answer to the research formulation, where the research problem formulation is stated in the form of a sentence. Based on the theoretical basis and framework above, the hypothesis proposed is:

H1 = promotion partially has a significant effect on student decisions in purchasing beauty products labeled halal.

H2 = price partially has a significant effect on student decisions in purchasing beauty products labeled halal.

H3 = Religiosity partially has a significant effect on student decisions in purchasing beauty products labeled halal.

### Research Subjective Description

1. History of the Syarifuddin Wonorejo Lumajang Islamic Institute

The Syarifuddin Islamic Institute (IAIS) was originally the Syarifuddin Tarbiyah College of Science (STITS). This change is based on the Decree of the Ministry of Religion of the Republic of Indonesia No. DJ II/07/2005 regarding approval for the establishment of STIT Syarifuddin and permission to administer the Islamic Religious Education study program dated February 18, 2005. However, along with developments that have accelerated, STITS has changed to IAIS On April 26, 2010 based on the Decree of the Director General of Islamic Education Number: Dj

<sup>16</sup> Asnawi dan Masyuri, *Metodologi Penelitian Riset Manajemen Pemasaran* (Malang: UIN-Malang Press,2009),107

.I/200/2010, by opening two departments, namely the Department of Tarbiyah with the PAI study program and the Department of Syari'ah with the Syari'ah Economics study program.

IAI Syarifuddin Wonorejo Lumajang is the only private Islamic higher education institution in Lumajang Regency which is characterized by the culture and traditions of Islamic boarding schools according to the guidance of the Islamic religion Ahlussunnah wal-jama'ah and the noble values of the Indonesian nation. Therefore, in the future IAI Syarifuddin Lumajang must always be intense in developing and realizing strategic programs, at least for two reasons. First, because of its existence, IAI Syarifuddin Lumajang must always compete with a number of private universities in Lumajang, by prioritizing quality improvement.

Second, the development of IAI Syarifuddin Lumajang is a

mandate from the founders that must be realized by all members of the academic community, especially the leadership of IAI Syarifuddin Lumajang. More than that, because geographically IAI Syarifuddin Lumajang can be called a "center for the development of Islam from the east door"

### Descriptive Analysis

Descriptive analysis is used to describe or describe the condition of the data in a study. Descriptive analysis of the research data amounted to 71 samples. The variables used in this study include the dependent variable, namely purchasing decisions (Y) and the independent variables consisting of promotion (X1), price (X2), and religiosity (X3). The results of descriptive statistics from respondents' answers through the questionnaire can be seen as follows:

Hasil Uji Statistik Deskriptif

| Descriptive Statistics |    |         |         |       |                |
|------------------------|----|---------|---------|-------|----------------|
|                        | N  | Minimum | Maximum | Mean  | Std. Deviation |
| Total_X1               | 71 | 15      | 24      | 19,08 | 2,041          |
| Total_X2               | 71 | 9       | 16      | 12,58 | 1,546          |
| Total_X3               | 71 | 8       | 12      | 10,04 | 1,468          |
| Total_Y                | 71 | 15      | 24      | 19,23 | 2,065          |
| Valid N (listwise)     | 71 |         |         |       |                |

Promotion variable is shown by X1total. Based on Table 4.4, it shows the promotion variable with 71

samples of Syarifuddin IAI students with a minimum score of 15, a maximum score of 24 with an average

value (mean) of 19.08. While the standard deviation is 2.041. The price variable is represented by X2total. Based on Table 4.4, it shows that the price variable with 71 samples of IAI Syarifuddin students has a minimum value. 9, max value. 16 and the average value (mean) of 12.58. While the standard deviation is 1.546.

The religiosity variable is indicated by X3total. Based on Table 4.4, it shows the religiosity variable with 71 samples of IAI Syarifuddin students having a minimum value. 8, max value. 12 and an average value (mean) of 10.04. While the standard deviation is 1.468.

The purchase decision variable is indicated by Ytotal. Based on Table 4.4, it shows that the purchasing decision variable with 71 samples of IAI Syarifuddin students has a minimum value. 15, max value. 24 and the average value (mean) of 19.23. While the standard deviation is 2.065

#### Research Hypothesis Test Results

##### ❖ Instrument Test

###### • Validity test

The results of the validity test on the promotion variable from the data that the researchers obtained are as follows:

Tabel Hasil uji validitas promosi

| Item | Corrected Item - Total Correlation | Keterangan |
|------|------------------------------------|------------|
| p1   | 0,000                              | Valid      |
| p2   | 0,000                              | Valid      |
| p3   | 0,000                              | Valid      |

|    |       |       |
|----|-------|-------|
| p4 | 0,000 | Valid |
| p5 | 0,000 | Valid |
| p6 | 0,000 | Valid |
| p7 | 0,000 | Valid |

Based on the table data above, it is known that all items on the promotion are declared valid. Meanwhile, the results of the price variable validity test are as follows:

Tabel Hasil uji validitas harga

| Item | Corrected Item - Total Correlation | Keterangan |
|------|------------------------------------|------------|
| h1   | 0,000                              | Valid      |
| h2   | 0,000                              | Valid      |
| h3   | 0,000                              | Valid      |
| h4   | 0,000                              | Valid      |
| h5   | 0,000                              | Valid      |

Based on the table data above, it is known that all items at the stated price are valid. Meanwhile, the results of the validity test for the religiosity variable are as follows:

Tabel Hasil Uji Validitas Religiusitas

| Item | Corrected Item - Total Correlation | Keterangan |
|------|------------------------------------|------------|
| r1   | 0,000                              | Valid      |
| r2   | 0,000                              | Valid      |
| r3   | 0,000                              | Valid      |
| r4   | 0,000                              | Valid      |
| r5   | 0,000                              | Valid      |
| r6   | 0,000                              | Valid      |
| r7   | 0,000                              | Valid      |

Based on the table data above, it is known that all items on religiosity are declared valid. Meanwhile, the results of the validity test of the purchasing decision variable are as follows:

Tabel Hasil Uji Validitas keputusan pembelian

| Item | Corrected Item - Total Correlation | Keterangan |
|------|------------------------------------|------------|
| m1   | 0,000                              | Valid      |
| m2   | 0,000                              | Valid      |
| m3   | 0,000                              | Valid      |
| m4   | 0,000                              | Valid      |
| m5   | 0,000                              | Valid      |
| m6   | 0,000                              | Valid      |
| m7   | 0,000                              | Valid      |

Based on the table data above, it is known that all items of interest are declared valid.

- Reliability Test

After testing the validity, the researcher continued to test the reliability of the data. A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data. The facility to test the reliability is by using the Cronbach Alpha statistical test.

Basis for decision making:

- 1) If  $r_{Alpha}$  is positive, and  $r_{Alpha} > r_{table}$ , then the variable is reliable.
- 2) If  $r_{Alpha}$  is positive, and  $r_{Alpha} < r_{table}$ , then the variable is not reliable.

The results of the reliable test on the promotion variable are as follows:

Table of Promotional Reliability Test Results

| Cronbach's Alpha | N of Items | Cronbach's Alpha | N of Items |
|------------------|------------|------------------|------------|
| 0,700            | 6          |                  |            |

Based on the data above, it can be seen that the value of Cronbach's Alpha is  $0.700 > 0.60$ . So it can be seen that the promotion measurement instrument is reliable.

While the results of the reliable test on the price variable are as follows:

Table of Price Reliability Test Results

| Cronbach's Alpha | N of Items |
|------------------|------------|
| 0,657            | 4          |

Based on the data above, it can be seen that the value of Cronbach's Alpha is  $0.657 > 0.60$ . So it can be seen that the price measurement instrument is reliable. While the results of the reliable test on the religiosity variable are as follows:

Table 4.12 Religiosity Reliability Test Results

| Cronbach's Alpha | N of Items |
|------------------|------------|
| 0,629            | 3          |

Based on the data above, it can be seen that the value of Cronbach's Alpha is  $0.629 > 0.60$ . So it can be seen that the religiosity measurement instrument is reliable. Meanwhile, the reliable test results on the purchase decision variable are as follows:

Table of Reliability Test Results for purchasing decisions

| Cronbach's Alpha | N of Items |
|------------------|------------|
| 0,757            | 6          |

Based on the data above, it can be seen that the value of Cronbach's Alpha is  $0.757 > 0.60$ . So it can be seen that the purchasing decision measurement instrument is reliable.

❖ Classical Assumption Test

- Normality test

The normality test is useful for determining the data that has been collected is normally distributed or taken from the normal population. 89 To find out whether or not the

distribution of data is normal, a normality test is calculated using a statistical test. According to Hadi, the data is said to be normally distributed if the significant value is  $> 0.05$ , otherwise if the value is  $< 0.05$  then it is actually not normal.

Table of Normality Test Results

**One-Sample Kolmogorov-Smirnov Test**

|                                  |                         | Standardized Residual |
|----------------------------------|-------------------------|-----------------------|
| N                                |                         | 71                    |
| Normal Parameters <sup>a,b</sup> | Mean                    | ,0000000              |
|                                  | Std. Deviation          | ,97833678             |
| Most Extreme Differences         | Absolute                | ,118                  |
|                                  | Positive                | ,118                  |
|                                  | Negative                | -,069                 |
| Test Statistic                   |                         | ,118                  |
| Asymp. Sig. (2-tailed)           |                         | ,016 <sup>c</sup>     |
| Monte Carlo Sig. (2-tailed)      | Sig.                    | ,263 <sup>d</sup>     |
|                                  | 99% Confidence Interval |                       |
|                                  | Lower Bound             | ,252                  |
|                                  | Upper Bound             | ,274                  |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with 2000000 starting seeds.

Source : SPSS output version 25, 2022  
Based on the output above, it is known that the significance value of 0.263 is greater than 0.05, so it can be concluded that what we tested is normally distributed.

- Multicollinearity Test

The multicollinearity test has the objective of knowing whether the

independent variables are correlated with one another or not. The way to detect multicollinearity is the tolerance value and the Variance Inflation Factor (VIF) value. A variable is said to have a multicollinearity problem if the tolerance value is less than 0.1 or the VIF value is greater than 10. The output of the results of data processing using SPSS is as follows  
The results of the multicollinearity test are as follows:

Tabel 4.15 Hasil Uji Multikoliniaritas

| Model        | Coefficients <sup>a</sup>   |            |      |                           |      |            |              |      |           |                         |  |
|--------------|-----------------------------|------------|------|---------------------------|------|------------|--------------|------|-----------|-------------------------|--|
|              | Unstandardized Coefficients |            |      | Standardized Coefficients |      |            | Correlations |      |           | Collinearity Statistics |  |
|              | B                           | Std. Error | Beta | t                         | Sig. | Zero-order | Partial      | Part | Tolerance | VIF                     |  |
| 1 (Constant) | 9,017                       | 2,546      |      | 3,541                     | ,001 |            |              |      |           |                         |  |
| X1           | ,217                        | ,126       | ,214 | 1,715                     | ,091 | ,358       | ,205         | ,187 | ,764      | 1,308                   |  |
| X2           | ,329                        | ,167       | ,247 | 1,974                     | ,053 | ,375       | ,234         | ,216 | ,765      | 1,307                   |  |
| X3           | ,192                        | ,158       | ,137 | 1,216                     | ,228 | ,228       | ,147         | ,133 | ,947      | 1,056                   |  |

a. Dependent Variable: Y

Sumber : output SPSS versi 25, 2022

Based on the multicollinearity test table above, that there is no multicollinearity between independent variables in research i. Because the VIF value of the two variables is not greater than 10.

• Heteroscedasticity Test

The heteroscedasticity test appears when the errors or residuals of the

observed model do not have a constant variance from one observation to another. To find out these symptoms, it is done using the Glejser Test technique. The output of the results of data processing using SPSS is as follows:

Tabel Hasil Uji Heteroskedastisitas  
Coefficients<sup>a</sup>

| Model        | Coefficients <sup>a</sup>   |            |      |                           |      |            |              |      |           |                         |  |
|--------------|-----------------------------|------------|------|---------------------------|------|------------|--------------|------|-----------|-------------------------|--|
|              | Unstandardized Coefficients |            |      | Standardized Coefficients |      |            | Correlations |      |           | Collinearity Statistics |  |
|              | B                           | Std. Error | Beta | t                         | Sig. | Zero-order | Partial      | Part | Tolerance | VIF                     |  |
| 1 (Constant) | -1,496                      | 1,459      |      | -1,025                    | ,309 |            |              |      |           |                         |  |
| X1           | ,002                        | ,072       | ,004 | ,032                      | ,975 | ,090       | ,004         | ,004 | ,764      | 1,308                   |  |
| X2           | ,033                        | ,096       | ,045 | ,343                      | ,733 | ,111       | ,042         | ,039 | ,765      | 1,307                   |  |
| X3           | ,248                        | ,090       | ,325 | 2,746                     | ,008 | ,334       | ,318         | ,316 | ,947      | 1,056                   |  |

a. Dependent Variable: ABSRESID

Sumber : output SPSS versi 25, 2022

Based on the output results above, it is known that the significance value of the promotion variable (X1) is 0.975, price (X2) is 0.733 and religiosity (X3) is 0.008. In this heteroscedasticity test it is known that the significance of the promotion

Tabel 4.17 Hasil Analisis Regresi Berganda

| Model | Coefficients <sup>a</sup> |                                |                              | t     | Sig.  |
|-------|---------------------------|--------------------------------|------------------------------|-------|-------|
|       | B                         | Unstandardized<br>Coefficients | Standardized<br>Coefficients |       |       |
| 1     | (Constant)                | 9,104                          | 2,464                        | 3,695 | ,000  |
|       | X1                        | ,244                           | ,121                         | ,249  | 2,014 |
|       | X2                        | ,285                           | ,160                         | ,219  | 1,774 |
|       | X3                        | ,214                           | ,152                         | ,156  | 1,408 |

a. Dependent Variable: Y

Sumber : output SPSS versi 25, 2022

Based on the regression analysis, the regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 9.104 + 0.244X_1 + 0.285X_2$$

$$+ 0.214X_3 + e$$

Where :

Y = Purchasing decision variable

X1 = Promotion variable

X2 = Price variable

X3 = Religiosity Variable

a = Constant

b1 = Regression Coefficient of 1

b2 = Regression Coefficient 2

b3 = Regression Coefficient 3

variable (X1) is 0.975, price (X2) is 0.733 and religiosity (X3) is 0.008 greater than 0.05, so there is a problem of heteroscedasticity.

#### ❖ Multiple Linear Regression Test

e = Error Level

The regression equation above shows the relationship between the dependent variables partially, from this equation it can be concluded that:

#### ❖ Hypothesis Testing

##### • Statistical T Test

The t test was conducted to see the effect of one independent variable on the other variables. If probability  $> \alpha$  then  $H_0$  is accepted, so should it be if probability  $< \alpha$  then  $H_a$  is accepted, while the limit value of  $\alpha$  in the t test is 0.05 (5%)

Tabel 4.18 hasil uji T

| Model | Coefficients <sup>a</sup> |                                |                                  | t     | Sig.  |
|-------|---------------------------|--------------------------------|----------------------------------|-------|-------|
|       | B                         | Unstandardized<br>Coefficients | Standardize<br>d<br>Coefficients |       |       |
| 1     | (Constant)                | 9,104                          | 2,464                            | 3,695 | ,000  |
|       | X1                        | ,244                           | ,121                             | ,249  | 2,014 |
|       | X2                        | ,285                           | ,160                             | ,219  | 1,774 |

|    |      |      |      |       |      |
|----|------|------|------|-------|------|
| X3 | ,214 | ,152 | ,156 | 1,408 | ,164 |
|----|------|------|------|-------|------|

a. Dependent Variable: Y

Sumber : output SPSS versi 25, 2022

- The t test on the promotion variable (X1) shows that promotion has a partial effect on purchasing decisions for beauty products labeled halal, the results of which are shown in table 4.16 where the significant value of t table is less than 5%, namely 0.048 <5%
- The t test on the price variable (X2) shows that promotion has a partial effect on purchasing decisions for beauty products labeled halal, the results of which are shown in table 4.16 where the significant value of t table is less than 5%, namely 0.081 <5%
- The test on the religiosity variable (X3) shows that religiosity does not partially influence the decision to purchase beauty products

labeled halal, which results are shown in table 4.16 where the significant value of t table is less than 5%, namely 0.164 <5%

• Statistical Test F

The F test was carried out to test all variables together (simultaneously), namely to test the hypothesis: donor satisfaction at lazisnu Lumajang by the zakat pick-up service system and account transfer, The terms used are:

- If the probability F count is less than 0.05, then  $H_0$  is rejected
- If the probability F count is more than 0.05 then  $H_0$  is accepted

The level of confidence used in calculating multiple linear correlation is 95% or a significant level of 0.05.

Tabel hasil uji F

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F     | Sig.              |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1     | Regression | 60,187         | 3  | 20,062      | 6,067 | ,001 <sup>b</sup> |
|       | Residual   | 221,559        | 67 | 3,307       |       |                   |
|       | Total      | 281,746        | 70 |             |       |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Sumber : output SPSS versi 25, 2022

Based on the results of the data processing above, it can be explained that the calculated F is 6.067 with a significance level of 0.001. Promotional variables (X1) price (X2) and religiosity (X3) simultaneously influence purchase satisfaction.

- Uji Determinasi (R2)

Tabel 4.20 hasil uji R2

**Model Summary<sup>b</sup>**

| Mo<br>del | R<br>R<br>Squa<br>re | R<br>Adjus<br>ted R<br>Square | Std.<br>Error<br>of the<br>Estima<br>te | R<br>Square<br>Chang<br>e | Change Statistics |       |     | Sig. F<br>Chang<br>e | Durbin<br>-<br>Watso<br>n |
|-----------|----------------------|-------------------------------|---|---------------------------|-------------------|-------|-----|----------------------|---------------------------|
|           |                      |                               |   |                           | F<br>Cha<br>nge   | df1   | df2 |                      |                           |
| 1         | ,462 <sup>a</sup>    | ,214                          | ,178                                    | 1,818                     | ,214              | 6,067 | 3   | ,001                 | 2,118                     |

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Sumber : output SPSS versi 25, 2022

Based on the table above shows that the value of the coefficient of determination (R2) is 0.214. This means that 21.4% of the dependent variable in the form of purchasing decisions for beauty products labeled halal can be explained by the independent variables, namely promotion, price and religiosity. While the remaining 78.6% is explained by other factors not included in this research model.

## CONCLUSION

Based on the results of research and discussion on the effect of promotion, price and religiosity on buyers' decisions on purchasing decisions for beauty products labeled halal, the following conclusions can be drawn.

- There is an influence between promotion variables on purchasing decisions for beauty products labeled halal. This means that the better the promotion can affect the purchasing decision.
- There is an influence between the price variable on the decision to purchase beauty products labeled halal.
- There is no influence between the religiosity variable on the decision

to purchase beauty products labeled halal. This means that the high and low religiosity of IAI students has no influence on the decision to purchase beauty products labeled halal.

- Based on the results of the research, the most dominant influence of promotion (X1), price (X2) and religiosity (X3) is promotion (X1). This can be seen from the stand table. The coefficient ts beta is 0.249

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