

The Influence of Halal Marketing Strategy, Product Quality, and Price On Skincare Purchase Decisions in Masamba

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Abstract: This study aims to examine the influence of halal marketing strategies, product quality, and price on consumer decisions to purchase halal skincare in Masamba District. This research is motivated by increasing public awareness of the importance of using halal products, especially among young women as the main users of skincare. The study used a quantitative approach with primary data collected through questionnaires from 115 respondents who use halal skincare. Data analysis was conducted using the SmartPLS 3.0 application to test validity, reliability, and relationships between variables. The results showed that halal marketing strategies, product quality, and price had a positive and significant effect on purchasing decisions. The coefficient of determination (R^2) value of 0.718 indicates that 71.8% of the variation in purchasing decisions can be explained by these three variables, while the remaining 28.2% is influenced by other variables outside the research construct. These findings indicate that the implementation of Islamic value-based marketing strategies, superior product quality, and competitive prices can increase consumer trust and encourage purchasing decisions for halal skincare. Thus, a combination of halal marketing strategies, improving product quality, and setting appropriate prices are key factors in strengthening the competitiveness of halal skincare products.

Keywords: Consumer Trust; Halal Skincare; Consumer Behavior; Purchase Decisions; Purchase Intention

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1. INTRODUCTION

Public awareness of the importance of maintaining appearance and skin health continues to increase, significantly driving the growth of the beauty industry in Indonesia. Skincare products, particularly halal skincare, are no longer viewed as secondary needs but have become primary needs for teenagers and young adults. This phenomenon is also evident in Masamba District, North Luwu Regency, where people are increasingly selective in choosing products, considering safety, quality, and halal certification before making purchasing decisions.

Theoretical studies indicate that halal marketing strategies play a crucial role in building consumer trust. Mukhroni et al. (2024) and Paujiah et al. (2020) explain that halal marketing encompasses the entire range of business activities, from production and distribution to promotion and service, implemented based on sharia principles, transparency, and moral responsibility. Halal certification from official institutions such as the Indonesian Ulema Council (MUI) has been shown to increase consumer trust and loyalty.

"O mankind, eat of what is lawful and good on earth." (Quran, Al-Baqarah: 168). This verse emphasizes that halal is not only a religious requirement but also serves as a guarantee of product quality and safety for consumers. Therefore, implementing a halal marketing strategy is an important instrument in shaping consumer purchasing decisions.

In addition to halal marketing strategies, product quality is also a factor that significantly influences purchasing decisions. Product quality includes effectiveness of use, ingredient safety, comfort of use, and attractive design and packaging (Erniati et al., 2021; Pramesthi, 2021). Based on consumer interviews, high-quality skincare products can increase self-confidence, encourage repeat purchases, and generate word-of-mouth recommendations. This aligns with the hadith of the Prophet Muhammad (peace be upon him): "Indeed, Allah is good and accepts only that which is good." (Narrated by Muslim). This hadith emphasizes that quality, or the element of *thayyib*, is a crucial requirement for a product to be accepted and trusted by Muslim consumers.

Furthermore, price is also a determining factor in the purchasing decision-making process. Ashari et al. (2024) stated that price not only functions as a medium of exchange but also shapes consumer perceptions of product quality and benefits. Fair, affordable, and competitive pricing can increase purchasing interest and consumer loyalty, while prices perceived as disproportionate to the benefits can actually decrease purchasing interest. The principle of fairness in pricing aligns with the word of Allah SWT: "And perfect the measure and weight with justice." (Quran, Al-An'am: 152). This verse emphasizes that prices must be set fairly, without harming consumers, and in accordance with the value and benefits of the product offered.

By considering these three factors: halal marketing strategy, product quality, and price, this study aims to analyze their influence on purchasing decisions for halal skincare in Masamba District. Referring to consumer behavior theory (Hamka & Aqsa, 2025; Bahri et al., 2023), the purchasing decision process includes need recognition, information search, alternative evaluation, decision-making, and post-purchase behavior, all of which are influenced by halal aspects, product quality, and price.

This research is expected to provide practical contributions to halal skincare businesses in formulating more effective and competitive marketing strategies. Furthermore, this research is also expected to contribute academically to the development of Islamic-based marketing management studies and encourage the public to be more critical and selective in choosing safe and high-quality halal products.

2. LITERATURE REVIEW

Halal Marketing Strategy on Purchasing Decisions

A halal marketing strategy is a company's effort to market products or services in accordance with Islamic sharia principles, ensuring that products are not only legally halal but also meet the expectations of Muslim consumers. This strategy encompasses products, pricing, distribution, and promotion that comply with halal regulations. According to Mukhroni et al. (2024), implementing a halal marketing strategy is crucial in the skincare industry because these products are used directly on the body and are related to skin health. (Amiah et al., 2024) According to Paujiah et al. (2020), halal marketing is a differentiation strategy capable of building a positive company image among Muslim consumers. Furthermore, research shows that implementing the halal concept in cosmetics marketing can shape positive consumer perceptions and increase purchasing interest (Kornitasari et al., 2022).

H₁: A halal marketing strategy has a positive and significant effect on purchasing decisions.

Product Quality on Purchasing Decisions

Product quality is the extent to which a product meets consumer expectations, encompassing functional aspects, durability, and product design. Good quality products tend to increase consumer satisfaction and loyalty (Erniati et al., 2021). In the context of skincare products, product quality also encompasses effectiveness, ingredient safety, and comfort (Product and Price, 2024). Product quality is a crucial factor in purchasing decisions, particularly for skincare products, which are heavily influenced by consumer perceptions of product effectiveness and safety. Skincare quality can be assessed by its ingredients, safety level, product texture, and perceived results after use (Erika Dewi Ari Mita & Ach. Yasin, 2024). Therefore, the better the product quality perceived by consumers, the more likely they are to make a purchase.

H₂: Product quality has a positive and significant effect on purchasing decisions.

Price Versus Purchase Decision

Price is the amount of money consumers must pay to obtain a product or service. From a halal marketing perspective, pricing must also adhere to Sharia principles of fairness and transparency (Edriani, 2021). Consumers tend to consider the appropriateness of the price paid and the benefits received before deciding to purchase a product. In the context of skincare products, consumers generally choose products with affordable prices while still ensuring quality and safety (Ashari et al., 2024). Competitive prices can increase purchasing interest and foster positive perceptions of the product. Conversely, prices perceived as inconsistent with the benefits offered can decrease purchasing interest and

consumer trust (Ayu Widitya et al., 2024). Thus, price is a crucial factor influencing purchasing decisions.

H₃: Price has a positive and significant effect on purchasing decisions.

The Influence of Halal Marketing Strategy, Product Quality, and Price on Purchasing Decisions

Purchasing decisions are the process consumers undertake in selecting, purchasing, using, and evaluating products or services to meet their needs and desires. These decisions are influenced by various factors, both internal factors such as consumer perceptions and attitudes, and external factors such as marketing strategies, product quality, and price (Sitompul, 2024; Lutfianti, 2022). In the context of halal skincare products, purchasing decisions are based not only on skincare needs but also on consumer confidence in the safety and clarity of the product's halal status (Hamka & Aqsa, 2025). Muslim consumers tend to be more confident in purchasing skincare products that offer good quality, reasonable prices, and implement clear and transparent halal marketing strategies (Bahri et al., 2023). Therefore, halal marketing strategies, product quality, and price are expected to collectively influence consumer purchasing decisions.

H₄: Halal marketing strategies, product quality, and price simultaneously have a positive and significant influence on purchasing decisions.

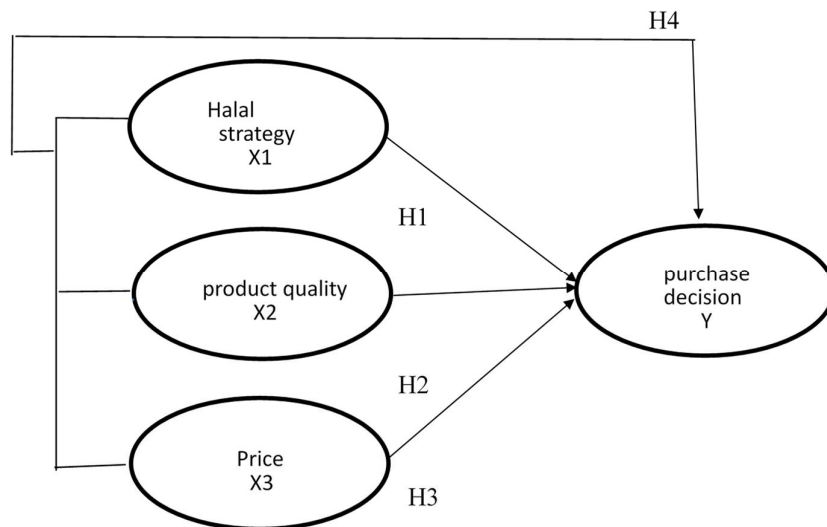


Figure 1 Conceptual Framework

Source: processed data 2025

3. RESEARCH METHODS

This study used a quantitative approach with an associative approach to analyze the relationships between variables. Data were collected numerically using a Likert scale of 1 to 5, then analyzed statistically. The model used is called Partial Least Squares–Structural Equation Modeling (PLS-SEM), which is suitable for relatively small sample sizes and is capable of evaluating complex relationships between latent variables (Subhaktiyasa, 2024).

Research Location and Timeline

This research was conducted in Masamba District, North Luwu Regency, chosen due to its high use of halal skincare products. Instrumentation, information collection, and analysis took place from August to November 2025.

Population and Sample

The study population was halal skincare consumers in Masamba District. Because the exact population size was unknown, the sample size was calculated using the formula for large or unknown populations

$$:n = \frac{Z^2 \cdot p(1-p)}{d^2} \dots\dots\dots (1)$$

Description:

n = number of samples

Z = Z value at 95% confidence level (1.96)

p = population proportion (0.5) d = margin of error (0.092)

With $Z = 1.96$, $p = 0.5$, and $d = 0.092$, $n = 113.48$ was obtained, rounded to 115 respondents, according to the 10-fold rule in PLS-SEM (Hair et al., 2019; see also Pramesthi, 2021).

Sampling technique

Sampling Technique The method used is purposive sampling, with the following respondent criteria:

1. Residing in Masamba District, North Luwu Regency.
2. Have used halal-certified skincare products.
3. Be at least 17 years old and able to make your own purchasing decisions.

Data Collection Sources and Techniques

Primary data was obtained through a 1–5 Likert-scale questionnaire distributed directly to respondents in Masamba District. Some questionnaires were also distributed through the respondents' networks to friends who met the criteria. Additionally, secondary data in the form of literature, journals, and articles related to halal marketing, product quality, pricing, and purchasing decisions were used to strengthen the theoretical framework. The entire data collection process was documented to prove validity.

Variable operational				
No	Variable	Operational definition	An Indicator	Information
1.	Halal Marketing Strategy (X1)	The company's efforts to base its products on Islamic principles, start with the product itself and continue through production, promotion and distribution.	<ol style="list-style-type: none"> 1. Official halal certification (MUI) 2. Contents free from impure/haram ingredients 3. Production process complies with Sharia law 4. Promotion is honest and not misleading 5. Product distribution is carried out ethically 	(Mukhroni et al., 2024)
2.	Product quality (X2)	The level of skincare product capability in meeting consumer needs in terms of safety, effectiveness, comfort, and durability.	<ol style="list-style-type: none"> 1. Hygienic & attractive packaging 2. Product lives up to its claims 3. Safe for all skin types 4. Texture & fragrance as expected 5. Product is long-lasting & doesn't spoil easily 	(Erniati et al., 2021).
3.	Price (X3)	Meeting consumer needs from the perspective of safety, effectiveness, durability, and convenience. The amount of money a customer must pay to purchase a product, which indicates the product's affordability and value.	<ol style="list-style-type: none"> 1. The product's price reflects its quality. 2. The price is affordable for target customers. 3. The price is competitive with similar products. 4. There are attractive discounts or promotions. 5. The price is in line with profit. 	(Ashari et al., 2024)
4.	Purchase decision (Y)	This is the final stage where customers choose skin care products based on their preferences.	<ol style="list-style-type: none"> 1. Buying because you're sure it's halal 2. The product meets your needs 3. Making repeat purchases 4. Recommending it to others 5. No regrets/disappointments after purchasing 	(Bahri et al., 2023)

Source: processed data 2025

Data analysis

Data was analyzed using SmartPLS 3.0 with the following stages:

1. Test the construct's validity and reliability.
2. Analyze the path coefficients to determine the direction and strength of the influence.
3. Test the Predictive Relevance (Q^2) to assess the model's predictive ability.
4. Test the significance using bootstrapping (T-statistic > 1.96 or P-value < 0.05). The model is considered feasible if the indicators meet the criteria of validity and consistency, and the relationships between variables are empirically proven to be meaningful.

4. RESULTS AND DISCUSSION

Overview and Characteristics of Respondents

This research was conducted in Masamba District, North Luwu Regency, with approximately 115 respondents who met the research criteria. Women constituted the majority of respondents (69.6%), while men made up 30.4%. By age, the majority of the population was under 20 years old (52.2%) and between 20 and 25 years old (43.5%), indicating that adolescents and young adults are the primary users of halal skincare products. The majority of respondents were high school students (41.7%) and college students (33%). Approximately 97.4% of respondents reported using halal skincare products, demonstrating public concern for the safety of cosmetic products.

a. Loading Factors

The results indicate that the major indicator has a value greater than 0.70, while indicators with values between 0.60 and 0.70 are still valid because the AVE is greater than 0.50. Consequently, all indicators adequately represent the variables and are worthy of further analysis.

Table 1. Loading Factor

Variable	Indicator	Outer Loading	Information
HALAL MARKETING STRATEGY (X1)	X1.1	0,649	Valid
	X1.2	0,739	Valid
	X1.3	0,863	Valid
	X1.4	0,784	Valid
	X1.5	0,669	Valid
PRODUCT QUALITY (X2)	X2.1	0,725	Valid
	X2.2	0,842	Valid
	X2.3	0,799	Valid
	X2.4	0,718	Valid
	X2.5	0,771	Valid
PRICE (X3)	X3.1	0,653	Valid
	X3.2	0,775	Valid
	X3.3	0,809	Valid
	X3.4	0,794	Valid
	X3.5	0,752	Valid
PURCHASE DECISION (Y)	Y1	0,833	Valid
	Y2	0,764	Valid
	Y3	0,743	Valid
	Y4	0,726	Valid
	Y5	0,755	Valid

Source: processed data 2025

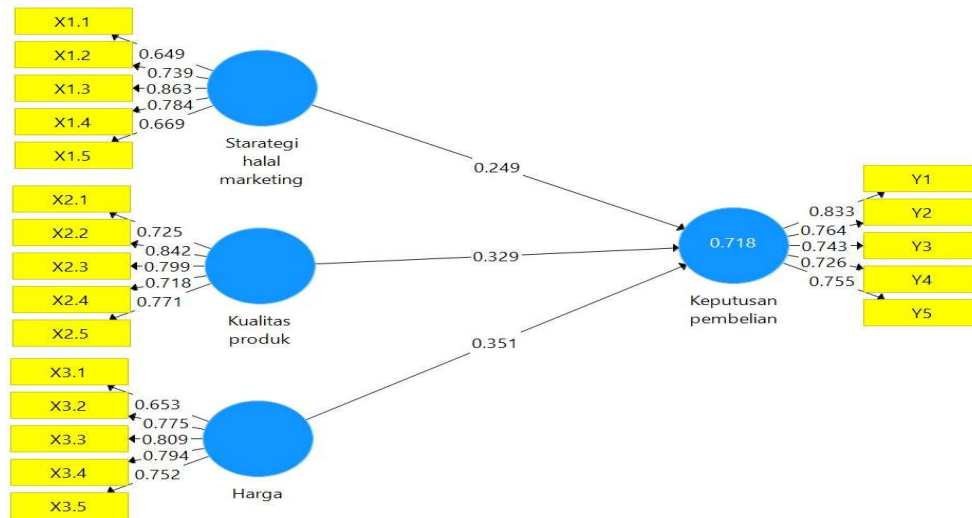


Figure 2. Loading Factor
Source: processed data 2025

After calculating the additional factors, the value of each indicator exceeded the threshold, which was greater than 0.7, with a minimum value of 0.6. This indicates that all indicators have the ability to explain their variables and are worthy of further analysis.

b. Discriminant Validity Test

The discriminant validity test was conducted to ensure that each model construct is identical to the others. In this analysis, the Average Variance Extracted (AVE) coefficient was used. If the AVE is greater than 0.50, the construct is considered valid.

Table 2. Results of the Average Extracted Variation Value (AVE)

VARIABLE	VARIANS (AVE)	INFORMATION
Halal Marketing Strategy	0.555	Valid
Product Quality	0.575	Valid
Price	0.585	Valid
Purchase Decision	0.596	Valid

Source: processed data 2025

Because each variable has an AVE of at least 0.50, the construct is valid and can be distinguished from other constructs, as shown in Table 2. Therefore, the research model meets the criteria for discriminatory validity (Fornell & Larcker, 1981; Hair et al., 2017; Ghazali, 2016).

c. Reliability Test

Based on the results of the loading values for all indicators, which are greater than 0.60, it can be concluded that most indicators function well in terms of improving the construct itself.

Table 3. Cronbach's alpha results and composite reliability values

VARIABLE	CRONBACH'S ALPHA	COMPOSITE RELIABILITY	INFORMATION
Product Quality	0.830	0.880	Reliable
Purchase Decision	0.823	0.876	Reliable
Halal Marketing Strategy	0.799	0.860	Reliable
Price	0.813	0.871	Reliable

Source: processed data 2025

Each variable had a Composite Reliability and Cronbach's Alpha value of at least 0.7, indicating that the construct could be implemented comprehensively and had good internal consistency. (Henseler et al., 2015)

d. Bootstrapping Test

After the PLS algorithm was tested and all results were confirmed, the next step was to use the Bootstrapping method to determine the coefficient of variation or significance of the independent variables X1, X2, and X3 on the dependent variable (Y) to test the research hypothesis. This graph illustrates the results of the path coefficient analysis obtained through bootstrapping using SmartPLS 3:

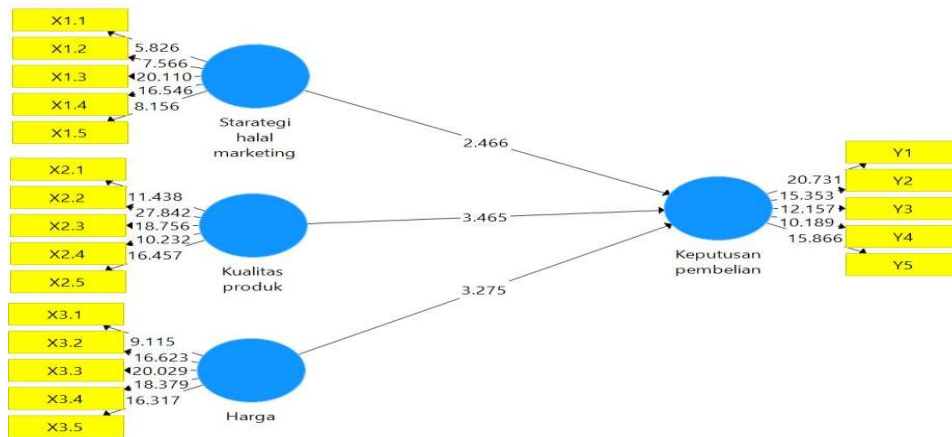


Figure 3. Direct Effect Bootstrapping Results

Source: processed data 2025

Table 4. Shows the Results of Partial Hypothesis Testing

VARIABLE	PATH COEFFICIENT	T-STATISTIC	P-VALUE	INFORMATION
Halal marketing strategy → purchasing decision	0.249	3.419	0.016	Significant
Product quality → purchasing decision	0.329	3.573	0.000	Significant
Price → purchase decision	0.351	3.181	0.002	Significant

Source: Processed data 2025

Simultaneous Test (R²)

Table 5. Simultaneous Test (R-Square)

VARIABLE	R SQUARE	R SQUARE ADJUSTED	INFORMATION
Buying decision Y	0,718	0,710	Significant

Source: processed data 2025

Hypothesis testing results

The Influence of Halal Marketing Strategy on Purchasing Decisions

The results of the hypothesis test indicate that halal marketing strategy has a positive and significant effect on purchasing decisions. This is indicated by a T-statistic of 3.419, which is greater than 1.96, and a P-value of 0.016, which is less than 0.05. These findings indicate that the implementation of Sharia-compliant marketing strategies, such as clear halal certification, ethical promotional strategies, and distribution processes that comply with halal principles, can increase consumer interest and confidence in purchasing halal skincare products in Masamba District. Therefore, the first hypothesis (H_1) is accepted.

The results of the study indicate that halal marketing strategy has a positive and significant effect on purchasing decisions. This is evidenced by a T-statistic of 3.419 and a P-value of 0.016. These findings indicate that the better the implementation of halal marketing strategy, the higher the consumer's tendency to purchase halal skincare products. Clarity about the product's halal status, transparency in the production process, and the application of Sharia principles in marketing can increase consumer trust. This trust is a crucial factor driving consumer purchasing decisions. These research findings align with the findings of Sunny Nizar Ganim and Nobelson (2021), who stated that consumer trust in halal cosmetic products can be enhanced through product safety and health aspects. Furthermore, Mukhroni et al. (2024) also emphasized that openness and honesty in halal product marketing play a significant role in influencing consumer purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

The test results indicate that product quality has a positive and significant influence on purchasing decisions. This is evidenced by the T-statistic of 3.573, which is greater than 1.96, and the P-value of 0.000, which is less than 0.05. These findings indicate that consumers tend to choose halal skincare products that offer high quality, such as ingredient safety, product effectiveness, comfort of use, and suitability for skin needs. Therefore, the second hypothesis (H_2) is accepted.

The results of the study indicate that product quality has a positive and significant effect on purchasing decisions. This is indicated by a T-statistic of 3.573, a P-value of 0.000, and a path coefficient of 0.329. These findings indicate that the better the product quality offered, the greater the consumer's likelihood of making a purchase. Consumers tend to be attracted to halal skincare products that contain safe ingredients, deliver expected results, are comfortable to use, and are attractively packaged. Good product quality creates confidence that the product is appropriate and safe to use, thus encouraging consumers to choose and use it. This finding aligns with research by Erniati et al. (2021), which states that high product quality contributes to increased consumer satisfaction and purchasing decisions.

The Influence of Price on Purchasing Decisions

Based on the test results, price was proven to have a positive and significant influence on purchasing decisions. This is indicated by a T-statistic of 3.181, which is greater than 1.96, and a P-value of 0.002, which is less than 0.05. These findings indicate that consumers are more likely to purchase halal skincare products if the price offered is in line with their quality, competitiveness, and affordability. Therefore, the third hypothesis (H_3) is accepted.

The results of the study indicate that price has a positive and significant effect on purchasing decisions. This is evidenced by a T-statistic of 3.181, a P-value of 0.002, and a path coefficient of 0.351. These findings indicate that improved price perceptions increase consumer purchasing decisions. Consumers tend to choose halal skincare products that offer a balance between price, quality, and benefits. Prices perceived as reasonable and in line with the product's value make consumers feel more confident in making a purchase. This finding aligns with research by Ashari et al. (2024), which states that competitive pricing can encourage consumer purchasing decisions. Furthermore, Setiyanti and Ansori (2024) also emphasized that the match between price and benefits is a crucial factor in determining consumer choice of skincare products.

The Simultaneous Effect of Halal Marketing Strategy, Product Quality, and Price on Purchasing Decisions

The simultaneous test results showed a coefficient of determination (R^2) of 0.718. This means that 71.8% of the variation in purchasing decisions can be explained by halal marketing strategy, product quality, and price together. Meanwhile, 28.2% of the variation in purchasing decisions is influenced by factors outside the research model, such as promotion, brand image, and customer satisfaction. Therefore, the fourth hypothesis (H_4) is accepted because all three independent variables simultaneously influence purchasing decisions.

Based on the results of the simultaneous test, the R^2 value was 0.718 and the Adjusted R^2 was 0.710. This indicates that 71.8% of the variation in purchasing decisions can be explained by halal marketing strategy, product quality, and price,

while the remaining 28.2% is influenced by factors outside the research model, such as promotion, brand image, and customer loyalty. This finding aligns with Khumairoh's (2022) research in Masamba District, which showed that product quality, price, and halal labeling simultaneously significantly influence consumer decisions to purchase halal cosmetics. Based on these results, it can be concluded that a combination of marketing strategies emphasizing halal certification, guaranteed product quality, and reasonable prices are important factors influencing consumer purchasing decisions for halal skincare products.

5. CONCLUSION

The research results show that product quality, halal marketing strategies, and price are the main factors influencing consumers' decisions to purchase halal skincare products. The implementation of marketing strategies that emphasize honesty in promotions, transparency in halal certification, and ethical distribution has been proven to increase consumer trust. Furthermore, product quality that is safe, effective, and tailored to consumer needs, along with pricing commensurate with the product's value, also encourages consumers to make purchases. Consumer trust and loyalty to halal skincare products are supporting factors that strengthen purchasing decisions.

Based on the research findings, the researchers offer the following recommendations:

1. Halal skincare companies are expected to maintain honesty in promotional activities, include official halal labels, and increase transparency in production processes to strengthen consumer trust.
2. Skincare companies are advised to continue improving product innovation, maintaining ingredient quality and safety, and adjusting product prices to meet consumer purchasing power to remain competitive in the market.
3. Consumers are expected to be more selective and critical in choosing halal skincare products, paying attention to safety, quality, and clarity of the product's halal status.
4. Future researchers are advised to expand this study by adding other variables, such as brand image, digital promotion, and customer satisfaction, to obtain more comprehensive results.

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