



# The Influence of Halal Certification, Brand, and Price on Purchasing Decisions and Consumer Satisfaction of Halal Cosmetic Products

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Several cosmetic brands continue to emerge and are increasingly favored by the public. However, there are still many legal and dangerous cosmetic products that are still in circulation, making consumers have to be more careful when deciding to buy. So, cosmetics business actors must try to provide consumer satisfaction by guaranteeing halal certification of products with the appropriate brand and price. This research was conducted with the aim of determining the effect of halal certification, brand and price on purchasing decisions, and to determine the effect of halal certification, brand and price on consumer satisfaction for Emina cosmetic products in Bogor City. The research sample used was 100 respondents. Data analysis technique uses the Partial Least Square (PLS) method through SmartPLS 4.0 software. This study shows that halal certification, brand, and prices has a significant and positive effect on purchasing decisions. Based on results, considering the halal product is a major consideration for Muslims in choosing a product, including halal cosmetic.

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Received: 21 April 2024

Accepted: 27 May 2024

Published: 3 June 2024

Citation:

(2024) The Influence of Halal Certification, Brand and Price on Purchasing Decisions and Consumer Satisfaction of Halal Cosmetic Products. Halal and Sustainability 2.1.

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**Keywords:** Halal Certification; Brand; Price; Purchase Decision; Consumer Satisfaction; Halal Cosmetic

## INTRODUCTION

Based on data from the Ministry of Home Affairs, the population of Indonesia is 273.87 million (Dukcapil, 2022) of this number, the majority of Indonesia's population who embrace Islam are 232.73 million people (Dukcapil, 2022). Meanwhile, according to its area, West Java is the province with the largest Muslim population in Indonesia, namely 42.58 million people (Jabar, 2022). Especially for the city of Bogor where the majority of the population is Muslim with a total of 9,69,343 people (BPS, 2022).

Economic activity is certainly inseparable from the development and progress of a product. As a Muslim living in a Muslim-majority country, of course, you need to pay attention to the halalness of a product, with the development of technology it can encourage the creation of new products that make us even more selective in choosing halal products that are in accordance with Islamic law (Rahayu, 2020). For Muslim consumers, the first thing to look at is the halal product they are going to buy. If the product has a halal label on it, consumers will no longer doubt the ingredients contained in it. This makes consumers feel safe and comfortable and calmer when consuming these products (Xaviera, 2022). This is as commanded in the Qur'an in the letter Al-Baqarah verse 168: "O people, eat what is lawful and good from what is in the earth, and do not follow the steps of the devil; because in fact Satan is a real enemy to you." (QS. Al-Baqarah (2): 168). However, it must be admitted that public awareness of halal cosmetics is indeed inferior to halal food, it has been proven that there are still many legal cosmetics that are freely traded and, more ironically, these cosmetics are selling well in the market and even being distributed in beauty clinics (Kompas, 2020).

Currently cosmetic products are required to be halal certified. Where in the second stage the obligation to obtain halal certification for medicinal, cosmetic and consumer goods products is in accordance with the mandate of Government Regulation (PP) Number 39 of 2021 concerning the Implementation of the Halal Product Assurance Field, which has started to take effect from 17 October 2021 to 17 October 2026 (Kemenag, 2021).

In addition to the halalness of a product, a brand is also something consumers pay attention to. Brands can differentiate products from competitors' products. Brands can tell something to buyers about a quality product or service, brands are able to attract

buyers' attention to new products that might be useful for them (Iqbal, 2022). The large influence of brands on consumer satisfaction has made Indonesia suffer losses due to the circulation of counterfeit goods of up to IDR 65 trillion. Losses consisted of Rp. 13.39 trillion for food and beverage products, Rp. 41.58 trillion for clothing and leather products, Rp. 6.5 trillion for pharmaceutical and cosmetic products and Rp. 3.6 trillion for software and ink products. In addition, the government also lost revenue from indirect taxes of around IDR 424 billion (Kemenperin, 2014).

In addition, price can also be an indicator of product quality. Consumers usually identify expensive product prices with good quality and if product prices are cheap, consumers doubt the quality. Prices that are too high or too low will affect consumer purchasing decisions (Ansari, 2015). The fact that often occurs among the public is buying products based on price considerations (not on the basis of benefits or uses). Consumers tend to behave which is indicated by the existence of a luxurious life so they tend to use everything that is considered the most luxurious (Laily, 2022).

Researchers conducted research on EMINA products produced by PT Paragon Technology and Innovation (Paragon) which is one of the largest national cosmetic manufacturing companies in Indonesia which also houses the brands Wardah, Make Over, IX, and Putri (PT Paragon Technology & Innovation (Make Over), 2020). Emina is a local brand that presents a variety of skincare and makeup products at affordable prices. Using safe ingredients and having a light formula makes the product suitable for all skin types, including the skin of teenagers. In addition, Emina's makeup products also provide natural results so they are suitable for everyday use (IR, 2021). Emina's products also have a halal certificate with certificate numbers 00150010680899 and LPPOM-00150084300817 from MUI (MUI, 2022) and are also registered with BPOM. (BPOM, 2022). In addition, Emina also uses AR (Augmented Reality) technology to support digital innovation. Therefore Emina won 2 awards at the 2022 MMA Smarties Global Awards in early November 2022 (emina, 2022).

The reason the researcher chose Emina's products as the object of research is because this cosmetic is halal certified, has an affordable price and is also a local brand that is quite popular with all its products and achievements. In addition, the city of

Bogor was chosen as the location for consumers of Emina's products to be studied because the majority of the population is Muslim. The large number of cosmetic products that are not suitable for distribution in Indonesia creates anxiety for consumers in buying cosmetic products. Therefore, this research is important to find out how important halal certification, brand and price are in purchasing decisions and consumer satisfaction.

This study aims to determine the effect of halal certification, brand and price on purchasing decisions and consumer satisfaction among consumers of Emina cosmetic products in the city of Bogor.

## THEORETICAL BASIS

Consumer decision making has goals or behaviors to be achieved or satisfied. Furthermore,

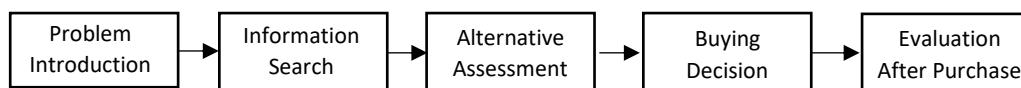


Figure 1: *Stages of the Purchase Decision Process*

Source: (Kotler & Armstrong, 2008)

According to Schiffman and Kanuk (2008) in (Firmansyah, 2018) consumer behavior describes the way individuals make decisions to utilize available resources (time, money, effort) to buy goods related to consumption.

Thus a consumer in making a buying decision there are several stages, namely: (1) Problem Recognition; (2) Information Search; (3) Alternative Evaluation; and (4) Purchase Decision. Customer satisfaction is a measurement of customers or users of the company's products or services very happy with the products or services received. Marketers know that it is more profitable to retain existing customers than to replace them with new customers. Ensuring existing consumers get satisfaction from purchasing and using their products (Firmansyah, 2018) .

According to (Kotler & Armstrong, 2008) Consumer satisfaction is dependent on the extent to which the perceived performance of the product meets the expectations of the buyer. If product performance meets or exceeds customer expectations, the buyer will be satisfied or very satisfied.

Factors Affecting Consumer Satisfaction According to Irawan (2004) in (Firmansyah, 2018) , the factors that are drivers of customer satisfaction are as follows.

consumers make decisions about the behavior they want to do to be able to solve the problem. Furthermore, it is explained that problem solving is a continuous flow of reciprocity between environmental factors, cognitive and affective processes, and behavioral actions (Firmansyah, 2018) .

According to Engel (2000) in (Firmansyah, 2018) the consumer decision process is an important thing that consumers do in buying a product. The consumer decision process is an important activity because the process contains various steps that occur sequentially before the consumer makes a decision.

According to (Kotler & Armstrong, 2008) there are 5 stages in the buying process, namely problem recognition, information seeking, alternative assessments, making buying decisions and post-purchase behavior:

First, product quality. The customer is satisfied if after buying and using the product it turns out that the quality of the product is good. Second, about price. For sensitive customers, usually low prices are an important source of satisfaction because customers will get a high value for money. Third, service quality. Satisfaction with service quality is usually difficult to imitate. Service quality is a driver that has many dimensions, one of which is popular is SERVQUAL. Forth, emotional factor. Customers will feel satisfied (proud) because of the emotional value provided by the brand of the product. Last but not least, about cost and convenience. Customers will be more satisfied if it is relatively easy, comfortable and efficient in getting a product or service.

The word halal comes from the Arabic word halla which means "free" or "not bound". Etymologically, the word halal means things that are permissible and can be done because they are free or not bound by provisions that prohibit it, or anything that is free from worldly and spiritual dangers (LPPOM-MUI, 2014). Halal is something that is permitted by religion such as the content contained in the word of Allah QS Al-Maidah (5): 88, "And eat of what Allah has given you as lawful and good sustenance, and fear Allah in whom you believe." (QS. Al-Ma'idah 5: Verse 88).

Halal certification is a process to obtain a halal certificate through several stages to prove that materials, production processes and SJH meet LPPOM MUI standards. SJH certification is a written statement from LPPOM MUI that companies holding MUI halal certificates have implemented SJH in accordance with LPPOM MUI provisions (LPPOM-MUI, 2008).

A brand is a name, symbol, sign, design or a combination of them to be used as an identity for an individual, organization or company for goods and services owned to differentiate it from other service products (Firmansyah, 2019). According to Law Number 20 of 2016 concerning Trademarks and Geographical Indications, a mark is a sign that can be displayed graphically in the form of an image, logo, name, word, letter, number, color arrangement, in the form of 2 (two) dimensions or 3 (three) dimensions, sound, holograms or a combination of 2 (two) or more of these elements to differentiate goods or services produced by persons or legal entities in trading activities of goods or services (Kemsetneg, 2016). Some of the elements that influence the formation of brand image are:

1. Quality or quality related to the product quality of goods offered under the brand made by the company.
2. Trusted and liked by consumers about the products they consume.
3. Useful and useful related to the function of a product.
4. Price in this case is related to the amount of money spent by consumers to buy the product
5. The image that is owned by the brand itself, which is in the form of information relating to a brand of a particular product.

According to Kotler & Keller (2009) in (Firmansyah, 2018) price is an element of the marketing mix that generates income; other elements generate costs. Price also communicates the intended value positioning of the company's product or brand to the market. Pricing of goods and services is a key strategy in various companies as a concentration of deregulation, increasingly fierce global competition, low growth in many markets, and opportunities for companies to strengthen their position in the market. Price is the amount of money that must be paid to obtain the right to use the item. Sometimes the size of the price represents the quality of an item (Firmansyah, 2018).

According to Tjiptono (1997) in (Firmansyah, 2018) price has two important roles in the decision-

making process for buyers: (1) The allocative role of price: the price function helps buyers to decide how to obtain the highest expected utility based on purchasing power; (2) The informational role of price, the function of price in educating consumers about factors of production such as quality.

### Previous Research

Research conducted by Zakiya Ulin Nukha, et al (2021) on "The Influence of Halal Certification, Price and Product Quality on Consumer Satisfaction Through Purchasing Decisions: Studies on Consumers of HPAI Herbal Products in Poncokusumo District" this study aims to determine the effect of halal certification, price and product quality on consumer satisfaction through purchasing decisions. This type of research is quantitative. Methods of data collection using a questionnaire. The number of samples is 100 and using the path analysis method. The results of this study indicate that there is a simultaneous effect of the variables of halal certification, price, product quality and purchasing decisions on consumer satisfaction. While partially, there is an influence between the variables of halal certification and product quality both on consumer satisfaction and purchasing decisions. In addition, there are also mediating variables. However, there is no partial or mediating effect on the price variable (Nukha et al., 2021).

Research conducted by Ian Alfian and Muslim Marpaung (2017) on "Analysis of the Influence of Halal Labels, Brands and Prices on Purchasing Decisions in Medan City" on purchasing decisions of Muslim consumers in Medan city. The method used is a quantitative approach using path analysis with multiple linear regression models supported by model tests and statistical tests using the help of the SPSS version 17 program. The results showed that around 65.1 % the variable halal label, brand /brand image and price influenced purchasing decisions of Muslim consumers in Medan city (a case study in Medan Petisah sub-district), while 34.9% is explained by other factors. Then about 59.7 % of the halal label and brand variables affect the price, while 40.3% is explained by other factors. The results of the indirect influence significance test show that there is an indirect effect of the halal label variable and brand /brand image on purchasing decisions through price significantly (Alfian & Marpaung, 2017).

Research conducted by Risma Nur Maulidya, et al (2019) regarding "The Influence of Islamic Business Ethics and Service Quality on Customer Satisfaction

and Loyalty of Sharia Hotels in Bogor". This research was conducted with the aim to determine the effect of Islamic business ethics and service quality on customer satisfaction and loyalty, and to determine the effect of satisfaction on customer loyalty in sharia hotels in Bogor. The research was conducted at 2 Syariah Hotels in Bogor, namely Sahira Butik Hotel and Srigunting Inn Hotel. The population in this study were all customers of Sahira Butik Hotel and Srigunting Inn Hotel. The research sample is 100 respondents. The method used is a quantitative research method. Data analysis

technique uses the Part Least Square (PLS) method through SmartPLS 3.0 software. This study shows that Islamic business ethics has a significant and positive effect on customer satisfaction and customer loyalty. Service quality has a significant and positive effect on customer satisfaction. and customer loyalty. Customer satisfaction has a significant and positive effect on customer loyalty (Maulidya et al., 2019).

## Conceptual Framework

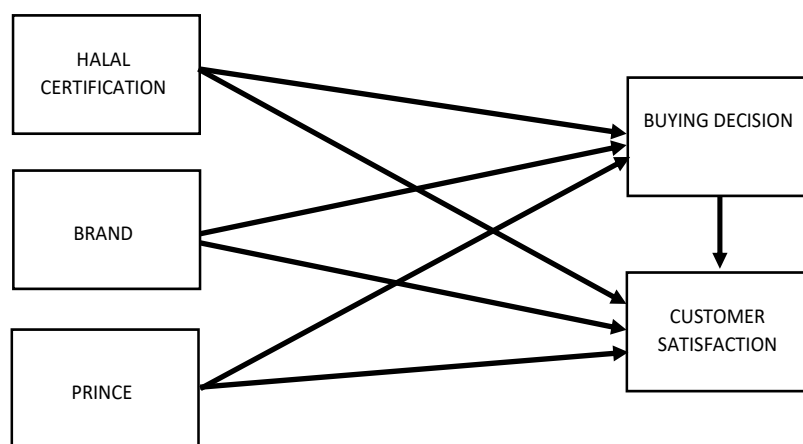


Figure 2. *Conceptual Framework*

### Relationship between variables

This section describes the conceptual framework and relationship between variables, to answer the research question.

#### Effect of Halal Certification on Purchasing Decisions

Ian & Muslim (2017) state that the halal label influences purchasing decisions. Wanda (2018) in her research stated that there is a positive relationship to purchasing decisions. Zakia, Rini & Ratna (2021) stated that halal certification has a positive and significant effect on purchasing decisions. Based on this description, the hypothesis is:

*H1: Halal certification has a significant effect on purchasing decisions of Emina consumers in Bogor City.*

#### Brand Influence on Purchasing Decisions

Ian & Muslim (2017) in their research stated that there is an influence of brands on purchasing decisions. Fanny & Tri (2016) stated in their research that brand image has a significant effect on purchasing decisions.

Muizzudin & Siti (2020) in their research stated that brand image has a significant effect on purchasing decisions. Based on this description, the hypothesis is:

*H2: Brand has a significant effect on consumer purchasing decisions of Emina in Bogor City.*

#### Effect of Price on Purchasing Decisions

Fanny & Tri (2016) in their research stated that price has a significant effect on purchasing decisions. Muizzudin & Siti (2020) in their research stated that price has a positive effect on purchasing decisions. Ridho (2020) in his research stated that price has a significant effect on purchasing decisions. Based on this description, the hypothesis is:

*H3: Prices have a significant effect on the purchasing decisions of Emina consumers in Bogor City.*

#### Effect of Halal Certification on Consumer Satisfaction

Zakiya, Rini & Ratna (2021) in their research stated that halal certification affects consumer satisfaction. T. Ahmad (2020) states that in his research, halal

certification has a significant effect on customer satisfaction. Cici (2020) in her research stated that halal certification has a significant effect on consumer satisfaction. Based on this description, the hypothesis is: *H4: Halal certification has a significant effect on Emina's consumer satisfaction in Bogor City.*

### Brand Influence on Consumer Satisfaction

Efit, Nurul & Yohanes (2019) in their research stated that brand image has a significant effect on consumer satisfaction. Nada (2020) in his research stated that brand awareness has a significant effect on consumer satisfaction. Christi (2020) in his research states that there is an influence of brand image on consumer satisfaction. Based on this description, the hypothesis is: *H5: Brand has a significant effect on Emina's consumer satisfaction in Bogor City.*

### Effect of Price on Consumer Satisfaction

Didit (2019) in his research stated that price has a significant effect on customer satisfaction. Nova, Theresia & Agus (2021) in their research stated that price has a significant effect on consumer satisfaction. Nindi (2023) in his research stated that price has a significant effect on consumer satisfaction. Based on this description, the hypothesis is: *H6: Price has a significant effect on Emina's consumer satisfaction in Bogor City.*

### Effect of Purchasing Decisions on Consumer Satisfaction

Zakiya, Rini & Ratna (2021) in their research stated that purchasing decisions have a significant effect on consumer satisfaction. Nova, Theresia & Agus (2021) in their research stated that purchasing decisions have a significant effect on consumer satisfaction. Satria, Anggita and Hazmanan (2021) in their research stated that purchasing decisions have a significant effect on consumer satisfaction. Based on this description, the hypothesis is: *H7: Purchase decisions have a significant effect on Emina's consumer satisfaction in Bogor City.*

## METHODOLOGY

This research uses quantitative methods. Because the research data is in the form of numbers and the analysis uses statistics. Where the research was conducted on Emina consumers who are in the city of Bogor. The time of the research was conducted from March to August 2023. The population in this study

were all consumers of Emina products in the city of Bogor. The sampling technique used is Nonprobability Sampling through Purposive Sampling technique. Purposive Sampling is a sampling technique with certain considerations (Sugiyono, 2007). The sample criteria in this study are people who use/have used Emina's cosmetic products and live in the city of Bogor.

According to Hair, et al (2017) stated that the minimum sample size guidelines in SEM-PLS analysis are equal to or greater than the following conditions:

- 1) 10 times the largest number of formative indicators used to measure a construct.
- 2) 10 times the largest number of structure paths that lead to a particular construct. This guideline is called the 10 time rule (10 time rule of thumb), which practically is 10 times the maximum number of arrows that hit a latent variable in the PLS model (Hair et al., 2017).

Based on the guidelines in determining the sample size for PLS analysis, in this study the minimum sample size is:

$$\begin{aligned} \text{Sample size} &= 10 \times \text{Maximum number of arrows} \\ &\text{hitting a latent variable} \\ &= 10 \times 7 \\ &= \mathbf{70 \text{ samples}} \end{aligned}$$

The minimum number of samples in this study is 70 samples, but the samples to be used are 100 samples from Emina cosmetic consumers in the city of Bogor. In this study there are 2 variables, namely the independent variable and the dependent variable. In this study, the independent variables or exogenous variables included halal certification, brand and price. Meanwhile, the dependent variable or endogenous variable includes purchasing decisions and customer satisfaction.

The data collection technique in this study was a questionnaire distributed online using the Google form. In analyzing the data, the researcher used the SEM-PLS (Structural Equation Modeling-Partial Least Square) analysis technique with Smart PLS 4.0 software. The indicator model used in this study is the reflective indicator model, where indicators can reflect latent variables, or in other words latent variables are a reflection of the indicators (Arstics, 2016).

## RESULTS AND ANALYSIS

The data used in this study are answers from consumers of Emina's cosmetic products in the Bogor City area which is the case study. The number of respondents or data used in this study is 100 respondents. The characteristics of the respondents in this study will be explained as follows.

Based on gender, it can be seen that respondents can be divided into two categories, namely men and women. From the data obtained from 100 respondents, the composition of respondents based on gender was 100% female. According to the researcher, the 100% percentage is because Emina's products are more specifically for women.

Based on age, it can be seen that respondents can be divided into 4 categories, namely 16-20, 21-25, 26-30 and >30. From the data obtained from 100 respondents, the composition of respondents based on age was 79 people (79%) aged 21-25 years, 15 people (15%) aged 16-20 years and 6 people (6%) aged 26-30 years. The results are dominated by the age of 21-25 years which is a young age. Based on the work, it can be seen that the respondents were divided into five job categories, namely Students, Employees, Entrepreneurs, Housewives, and Others. From the data obtained from 100 respondents, the composition of respondents based on work was 55 people or 55%

Student, 14 people or 44% Employees/Employee, 7 people or 7% Entrepreneur, 21 people or 21% Housewives, 3 people or 3% work other than these jobs. The results show that the number of respondents is dominated by students with a total of 55 people or 55%.

### Outer Model Analysis (Measurement Model)

There are 3 criteria for analyzing the outer/measurement model with reflective indicators, namely:

#### (1) Convergent Validity

convergent validity value is the factor loading value on the latent variable with its indicators. Expected value >0.7 (Hussein, 2015). As for the results of convergent validity in this study, there are indicators that have a loading factor value below 0.70 or can be said to be invalid. Indicators that are less than 0.7 in the halal certification variable, namely SH2, SH5, B1 with values, H1, H2, H4, KP1, KP2, KP3 Then indicators that have a loading factor value below 0.70 must be removed (dropped) from the model. After the indicators (SH2, SH5, B1, H1, H2, H4, KP1, KP2, and KP3) are dropped, then the model is analyzed again, the results of the second model analysis after the indicators are dropped, there are no indicators that have a loading factor value below 0.70. The results of the second phase of the convergent validity analysis are as follows:

Table 1: Results of Convergent Validity Analysis Based on Outer Loading Value

|     | Certification<br>(SH) | Brands<br>(B) | Price<br>(H) | Purchasing Decision<br>(KP) | Consumer Satisfaction<br>(KK) |
|-----|-----------------------|---------------|--------------|-----------------------------|-------------------------------|
| SH1 | 0.879                 |               |              |                             |                               |
| SH3 | 0.797                 |               |              |                             |                               |
| SH4 | 0.711                 |               |              |                             |                               |
| B2  |                       | 0.840         |              |                             |                               |
| B3  |                       | 0.854         |              |                             |                               |
| B4  |                       | 0.774         |              |                             |                               |
| H3  |                       |               | 0.766        |                             |                               |
| H5  |                       |               | 0.716        |                             |                               |
| H6  |                       |               | 0.842        |                             |                               |
| H7  |                       |               | 0.834        |                             |                               |
| KP4 |                       |               |              | 0.703                       |                               |
| KP5 |                       |               |              | 0.874                       |                               |
| KP6 |                       |               |              | 0.795                       |                               |
| KK1 |                       |               |              |                             | 0.867                         |
| KK2 |                       |               |              |                             | 0.861                         |
| KK3 |                       |               |              |                             | 0.888                         |
| KK4 |                       |               |              |                             | 0.863                         |

From the table 1, it can be seen that the loading factor results for all indicators have met convergent validity, because all values are above 0.70, thus the indicators used adequately describe each construct to be measured and declared valid.

## (2)Discriminant Validity

This value is a cross loading factor value which is useful for knowing whether a construct has adequate discriminant, namely by comparing the loading value on the intended construct must be greater than the loading value with other constructs (Hussein, 2015). The results of the discriminant validity analysis based on the cross loading value are as follows:

Table 2: Discriminant Validity Analysis Results Based on Cross Loading Values

|     | Certification (SH) | Brands (B)   | Price (H)    | Purchasing Decision (KP) | Consumer Satisfaction (KK) |
|-----|--------------------|--------------|--------------|--------------------------|----------------------------|
| SH1 | <b>0.879</b>       | 0.329        | 0.343        | 0.482                    | 0.553                      |
| SH3 | <b>0.797</b>       | 0.345        | 0.367        | 0.348                    | 0.463                      |
| SH4 | <b>0.711</b>       | 0.235        | 0.129        | 0.306                    | 0.297                      |
| B2  | 0.315              | <b>0.840</b> | 0.569        | 0.523                    | 0.490                      |
| B3  | 0.366              | <b>0.854</b> | 0.622        | 0.600                    | 0.718                      |
| B4  | 0.258              | <b>0.774</b> | 0.517        | 0.463                    | 0.569                      |
| H3  | 0.260              | 0.509        | <b>0.766</b> | 0.493                    | 0.520                      |
| H5  | 0.277              | 0.568        | <b>0.716</b> | 0.501                    | 0.436                      |
| H6  | 0.322              | 0.549        | <b>0.842</b> | 0.628                    | 0.504                      |
| H7  | 0.303              | 0.578        | <b>0.834</b> | 0.470                    | 0.585                      |
| KP4 | 0.415              | 0.417        | 0.579        | <b>0.703</b>             | 0.867                      |
| KP5 | 0.418              | 0.643        | 0.555        | <b>0.874</b>             | 0.698                      |
| KP6 | 0.329              | 0.459        | 0.453        | <b>0.795</b>             | 0.608                      |
| KK1 | 0.554              | 0.663        | 0.652        | 0.712                    | <b>0.867</b>               |
| KK2 | 0.412              | 0.580        | 0.501        | 0.566                    | <b>0.861</b>               |
| KK3 | 0.462              | 0.652        | 0.581        | 0.687                    | <b>0.888</b>               |
| KK4 | 0.533              | 0.642        | 0.504        | 0.632                    | <b>0.863</b>               |

Source: 2023 research results (processed)

From the table above, it can be seen that the correlation value of each indicator with the construct is higher than with the other constructs. This shows that the latent construct predicts indicators in its own block more than other block indicators. In addition, to measure discriminant validity, the Fornell Lacker criterion is used, namely by comparing the square root of the Average

Variance Extracted (AVE) of each construct with its correlation. The square root of each AVE construct must be greater than the correlation between the construct and the other constructs in the model. AVE is declared satisfactory if  $> 0.5$  (Hair et al., 2017). The results of the discriminant validity analysis based on the Fornell Lacker criteria are as follows:

Table 3: Discriminant Validity Analysis Results based on Fornell Lacker

|                       | Halal Certification | Brands       | Price        | Buying decision | Consumer Satisfaction |
|-----------------------|---------------------|--------------|--------------|-----------------|-----------------------|
| Halal Certification   | <b>0.798</b>        |              |              |                 |                       |
| Brands                | 0.385               | <b>0.824</b> |              |                 |                       |
| Price                 | 0.368               | 0.695        | <b>0.791</b> |                 |                       |
| Buying decision       | 0.487               | 0.648        | 0.664        | <b>0.794</b>    |                       |
| Consumer Satisfaction | 0.568               | 0.732        | 0.647        | 0.751           | <b>0.870</b>          |

Source: 2023 research results (processed)

Based on the table 3, the AVE root test results for halal certification are 0.798, for brands are 0.824, prices are 0.791, purchasing decisions are 0.794 and for consumer satisfaction are 0.870. The AVE root value of each construct is greater than the correlation between the other constructs. Thus, all the constructs included,

namely halal certification, brand , price, purchasing decisions and consumer satisfaction, have fulfilled discriminant validity . In addition, the AVE value must be greater than 0.5. The AVE values in this study are as follows:

Table 4: AVE values

| Variable              | AVE   |
|-----------------------|-------|
| Halal Certification   | 0.637 |
| Brands                | 0.678 |
| Price                 | 0.626 |
| Buying decision       | 0.630 |
| Consumer Satisfaction | 0.756 |

Source: 2023 research results (processed)

From the table above, it can be seen that the AVE value of all variables or constructs is greater than 0.5 . Thus the model can be said to be good or valid

Data that has composite reliability > 0.7 has high reliability. In addition, the reliability test is strengthened by Cronbach Alpha . Expected value >0.6 for all constructs (Hussein, 2015).

(3)Composite Reliability.

Table 5: Composite Reliability analysis results based on Composite Reliability and Cronbach Alpha values

| Variable              | Composite Reliability (rho_a) | Composite Reliability (rho_c) | Cronbach's Alpha |
|-----------------------|-------------------------------|-------------------------------|------------------|
| Halal Certification   | 0.769                         | 0.840                         | 0.719            |
| Brands                | 0.781                         | 0.863                         | 0.764            |
| Price                 | 0.805                         | 0.869                         | 0.799            |
| Buying decision       | 0.725                         | 0.835                         | 0.703            |
| Consumer Satisfaction | 0.897                         | 0.926                         | 0.893            |

Source: 2023 research results (processed)

Based on the table above, it shows that each variable has high reliability with a composite reliability value greater than 0.7 . In addition, each variable has a good Cronbach alpha value with a value greater than 0.6. With this in

mind, it can be concluded that each construct is reliable and meets composite reliability. The results of the analysis of the outer model can be described clearly as shown in Figure 3:

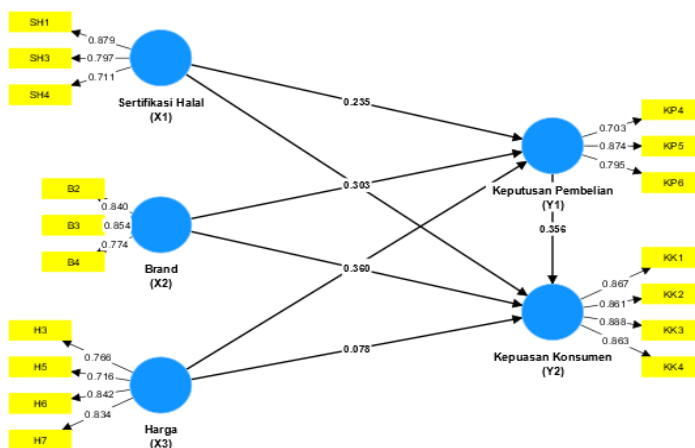


Figure 3: Outer Model Analysis Results

**Inner Model Analysis (Structural Model)**

Analysis of the inner model / structural analysis of the model is carried out to ensure that the structural model built is robust and accurate (Hussein, 2015). The inner model is a structural model for predicting the

causality relationship between latent variables. This test is used to evaluate the relationship between latent constructs as hypothesized in research (Thungasal & Siagian, 2019), based on the PLS output, the following figure is obtained:

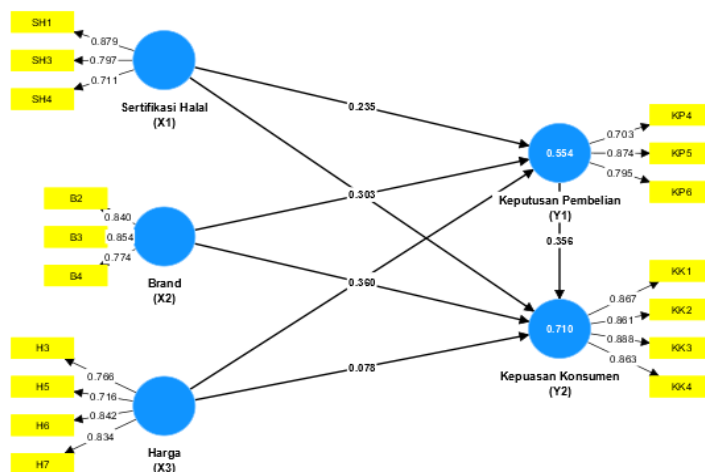


Figure 4: Inner Model Analysis Results

To evaluate the inner model or structural model, the coefficient of determination (R<sup>2</sup>) is used. The coefficient of determination (R<sup>2</sup>) is a tool to measure how far the model's ability to explain the variation of the

dependent variable. This coefficient is a measure of the predictive accuracy of the model (Thungasal & Siagian, 2019). The R<sup>2</sup> value for each endogenous construct or variable Y can be seen in table 6 as follows:

Table 6 : Value of R Square (R<sup>2</sup>)

| Variable              | R <sup>2</sup> |
|-----------------------|----------------|
| Buying decision       | 0.554          |
| Consumer Satisfaction | 0.710          |

Source: 2023 research results (processed)

Based on table 6 above it can be concluded that:

- Halal certification, brand and price variables that affect purchasing decisions in the structural model have an R<sup>2</sup> value of 0.554 which indicates that the model is moderate, which can be interpreted that the variability of the construct of purchasing decisions (Y1) can be explained by halal certification (X1), brand (X2) and price (X3) is 55.4%, while the remaining 44.6% is explained by other variables not examined.
- Halal certification, brand and price variables that affect consumer satisfaction (Y2) in the structural model have an R<sup>2</sup> value of 0.710 which indicates that the model is moderate, where the R<sup>2</sup> value can be interpreted that the construct variability of consumer

satisfaction (Y2) can be explained by halal certification (X1), brand (X2) and price (X3) are 71%, while the remaining 69% is explained by other variables not examined.

Inner model analysis can also be done by looking at the Q<sup>2</sup> value predictive relevance for structural models measures how well the observed values are generated by the model as well as the parameter estimates. If the Q<sup>2</sup> value is greater than 0, then the model is appropriate (Maulidya et al., 2019). The suitability of the inner model or structural model can be seen from Q<sup>2</sup> as follows:

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R1) * (1 - R^2)] \\
 &= 1 - [(1 - 0.554) * (1 - 0.710)] \\
 &= 1 - [(0.446) * (0.290)] \\
 &= 1 - [0.129] \\
 &= 0.871
 \end{aligned}$$

Q<sup>2</sup> result achieved was 0.871, meaning that the Q<sup>2</sup> value above zero provides evidence that the model is "good" which has predictive relevance, which means it is still at a reasonable level.

### Hypothesis Test Results

In general, the explanatory research method is a method approach that uses PLS. This is because in this method there is a hypothesis testing. Testing the

hypothesis can be seen from the value of the t-statistic and the probability value. To test the hypothesis using statistical values, for alpha 5% the value of the t-statistic used is 1.96. So that the criteria for accepting/rejecting the hypothesis are that H<sub>a</sub> is accepted and H<sub>0</sub> is rejected when the t-statistic is > 1.96. To reject/accept the hypothesis using probability, H<sub>a</sub> is accepted if the p value < 0.05. These values can be seen from the bootstrapping results. (Hussein, 2015).

Table 7: Results of Significance Test of Path Coefficient (Path) Structural Model

|                  | Original Sample (O) | Sample Means (M) | Standard Deviation (STDEV) | t Statistics ( O/STDEV ) | P Values     |
|------------------|---------------------|------------------|----------------------------|--------------------------|--------------|
| <b>SH-&gt;KP</b> | 0.235               | 0.273            | 0.116                      | <b>2,026</b>             | <b>0.045</b> |
| <b>B-&gt;KP</b>  | 0.303               | 0.275            | 0.127                      | <b>2,393</b>             | <b>0.019</b> |
| <b>H-&gt;KP</b>  | 0.366               | 0.360            | 0.149                      | <b>2,459</b>             | <b>0.016</b> |
| <b>SH-&gt;KK</b> | 0.228               | 0.271            | 0.109                      | <b>2086</b>              | <b>0.040</b> |
| <b>B-&gt;KK</b>  | 0.360               | 0.319            | 0.116                      | <b>3,100</b>             | <b>0.003</b> |
| <b>H-&gt;KK</b>  | 0.078               | 0.112            | 0.107                      | <b>0.723</b>             | <b>0.472</b> |
| <b>KP-&gt;KK</b> | 0.356               | 0.322            | 0.104                      | <b>3,421</b>             | <b>0.001</b> |

Source: 2023 research results (processed)

Based on the table above, the results of hypothesis testing for the inner model through the statistical t test show that: The first hypothesis is that halal certification has a significant effect on purchasing decisions, because it has a statistical t value of 2.026 which means it is greater than 1.96 with a p value of 0.045 which is less than 0.05. Thus, it can be concluded that H<sub>1</sub> is accepted and H<sub>0</sub> is rejected, with an original sample coefficient value of 0.235, which means that halal certification can influence purchasing decisions by 23.5%.

The second hypothesis is that the brand has a significant effect on purchasing decisions, because it has a statistical t value of 2.393 which means it is greater than 1.96 with a p value of 0.019 which is less than 0.05. Thus, it can be concluded that H<sub>2</sub> is accepted and H<sub>0</sub> is rejected, with an original sample coefficient value of 0.303, which means that brands can influence purchasing decisions by 30.3%.

The third hypothesis is that price has a significant effect on purchasing decisions, because it has a statistical t value of 2.459 which means it is greater than 1.96 with a p value of 0.016 which is less than 0.05. Thus, it can be concluded that H<sub>3</sub> is accepted and H<sub>0</sub> is rejected, with an original sample coefficient value of 0.366, which means that prices can influence purchasing decisions by 36.6%.

The fourth hypothesis is that halal certification has a significant effect on consumer satisfaction, because it has a statistical t value of 2.086 which means it is greater than 1.96 with a p value of 0.040 which is less than 0.05. Thus, it can be concluded that H<sub>4</sub> is accepted and H<sub>0</sub> is rejected, with an original sample coefficient value of 0.228, which means that halal certification can affect consumer satisfaction by 28.8%.

The fifth hypothesis is that brand has a significant effect on consumer satisfaction, because it has a statistical t value of 3.100 which means it is greater than 1.96 with a p value of 0.003 which is less than 0.05. Thus, it can be concluded that H<sub>5</sub> is accepted and H<sub>0</sub> is rejected, with an original sample coefficient value of 0.360, which means that brands can influence consumer satisfaction by 36%.

The sixth hypothesis is that price has no significant effect on consumer satisfaction, because it has a statistical t value of 0.723 which means it is smaller than 1.96 with a p value of 0.472 greater than 0.05. Thus, it can be concluded that H<sub>6</sub> is rejected and H<sub>0</sub> is accepted, with an original sample coefficient value of 0.078, which means that brands can affect consumer satisfaction only by 7.8%.

The seventh hypothesis is that purchasing decisions have a significant effect on consumer satisfaction, because it has a statistical t value of 3.421

which means it is greater than 1.96 with a p value of 0.001 which is less than 0.05. Thus, it can be concluded that H7 is accepted and H0 is rejected, with an original sample coefficient value of 0.356, which means that purchasing decisions can affect consumer satisfaction by 35.6%.

## DISCUSSION

### Effect of halal certification on purchasing decisions

The results of this study indicate that halal certification has a significant and positive effect on purchasing decisions. This shows that the halal certification of Emina's cosmetic products has been maximized and is able to create a consumer decision to buy a product seen from the halal certification. This means that consumers who are in the city of Bogor, before purchasing cosmetics, must first see and ensure the halal product and Emina's cosmetic products are halal-certified cosmetic products.

According to [Prawitra \(2001: 15\)](#) in [\(Firmansyah, 2018\)](#) Decision making by consumers to purchase a product begins with awareness of fulfilling needs and desires. Based on this statement, it can be said that consumers of cosmetic products in the city of Bogor have an awareness of their needs and desires, namely by making halal certification of a product a must-have requirement for the cosmetics they are going to buy.

The results of this study are in accordance with the research of [Ian & Muslim \(2017\)](#) stating that halal labels have an effect on purchasing decisions and [Wanda \(2018\)](#) in his research stated that there is a positive relationship to purchasing decisions, [Zakia, Rini & Ratna \(2021\)](#) stated that halal certification has a positive effect and significant to the purchase decision.

### Brand Influence on Purchasing Decisions

The results of this study indicate that the brand has a significant and positive effect on purchasing decisions. This shows that the brand in Emina's cosmetic products is maximized and is able to create a consumer decision to buy a product, judging by the brand. This means that a brand really contributes to creating a feeling of wanting to buy in the minds of consumers who are in the city of Bogor. The better and more famous a brand or brand is, of course, it will make it easier for consumers to get information about a product everywhere, so this will further increase the feeling in the minds of consumers to buy a product.

Brands/brands that make products that are different from one another are expected to make it easier for consumers to determine the products they will consume based on various considerations and lead to brand loyalty [\(Firmansyah, 2019\)](#).

These results are in line with the research of [Ian & Muslim \(2017\)](#) in his research stating that there is an influence of brands on purchasing decisions, and [Fanny & Tri \(2016\)](#) stating in their research that brand image has a significant effect on purchasing decisions, [Muizzudin & Siti \(2020\)](#) in their research states that brand image has a significant effect on purchasing decisions.

### Effect of Price on Purchasing Decisions

The results of this study indicate that price has a significant and positive effect on purchasing decisions. This shows that the price of Emina's cosmetic products is maximized and is able to create a consumer decision to buy a product based on the price. This means that a price greatly contributes to creating and feeling of wanting to buy in the minds of consumers who are in the city of Bogor. The more appropriate the price of a product increases, the more it will increase consumer purchasing decisions.

Price is one of the determinants of a company's success, because price determines how much profit the company will get from selling its products in the form of goods or services [\(Firmansyah, 2018\)](#). These results are in line with the research of [Fanny & Tri \(2016\)](#) in their research which stated that price has a significant effect on purchasing decisions and [Muizzudin & Siti \(2020\)](#) in their research stated that price has a positive effect on purchasing decisions.

### Effect of Halal Certification on Consumer Satisfaction

The results of this study indicate that halal certification has a significant and positive effect on consumer satisfaction. This shows that the halal certification of Emina's cosmetic products has been maximized and is able to create and give a feeling of satisfaction to the minds of consumers who are in the city of Bogor. This means that by maximizing a halal cosmetic product it can increase feelings of pleasure and satisfaction for consumers.

These results are in line with the research of [Zakiya, et al \(2021\)](#) in his research which stated that halal certification has an effect on consumer satisfaction and [Cici \(2020\)](#) in his research stated that halal certification has a significant effect on consumer satisfaction.

### Brand Influence on Consumer Satisfaction

The results of this study indicate that brand has a significant and positive effect on consumer satisfaction. This shows that the brand in Emina's cosmetic products has been maximized and is able to create and give a feeling of satisfaction to the minds of consumers who are in the city of Bogor. This means that by maximizing a brand in cosmetic products it can increase feelings of pleasure and satisfaction for consumers.

This result is in line with the research of [Efit, et al \(2019\)](#) in his research which stated that brand image has a significant effect on consumer satisfaction and [Nada \(2020\)](#) in his research stated that brand awareness has a significant effect on consumer satisfaction. brand image has a positive and significant effect on customer satisfaction.

### Effect of Price on Consumer Satisfaction

The results of this study indicate that price has no significant and positive effect on consumer satisfaction. This shows that the price of Emina's cosmetic products has not been maximized in creating and giving a feeling of satisfaction to the minds of consumers who are in the city of Bogor. Therefore, Emina must maximize a price on cosmetic products in order to increase feelings of pleasure and satisfaction for consumers. According to [Irawan \(2004\)](#) in ([Firmansyah, 2018](#)) Price, for sensitive customers, usually low prices are an important source of satisfaction because customers will get high value for money .

This result is in line with [Aris' research \(2020\)](#) in his research which stated that price had no effect on customer satisfaction and [Nur & Muchsin \(2018\)](#) in his research stated that price perceptions did not have a significant effect on customer satisfaction.

### The Effect of Purchasing Decisions on Consumer Satisfaction

The results of this study indicate that purchasing decisions have a significant and positive effect on consumer satisfaction. This shows that purchasing decisions on Emina cosmetic products can create feelings of pleasure and satisfaction in the minds of consumers who are in the city of Bogor. The increasing consumer purchasing decisions will further affect the level of consumer satisfaction.

According to [Umar \(2005\)](#) in ([Firmansyah, 2018](#)) Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations. A customer, if he is satisfied with the value

provided by a product or service, is very likely to be a customer for a long time.

These results are in line with the research of [Zakiya, et al \(2021\)](#) in his research which stated that purchasing decisions have a significant effect on consumer satisfaction and [Nova, et al \(2021\)](#) in his research stated that purchasing decisions have a significant effect on consumer satisfaction.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion that have been described previously, in this study the following conclusions can be drawn:

1. Halal certification has a significant and positive effect on purchasing decisions for Emina cosmetics in Bogor City. This means that consumers who are in the city of Bogor, before purchasing cosmetics, first see and ensure the halal product and Emina's cosmetic products are halal-certified cosmetic products.
2. Brand has a significant and positive effect on purchasing decisions for Emina cosmetics in Bogor City. This means that the brand really contributes to attracting consumers in the city of Bogor to buy and subscribe to Emina products.
3. Price has a significant and positive effect on purchasing decisions for Emina's cosmetics in Bogor City. This means that prices greatly contribute to attracting consumers in the city of Bogor to buy and subscribe to Emina products. The more appropriate the price of a product increases, the consumer purchasing decisions also increase.
4. Halal certification has a significant and positive effect on consumer satisfaction for Emina cosmetics in Bogor City. This means that maximizing halal cosmetic products can increase feelings of pleasure and satisfaction for consumers.
5. Brand has a significant and positive effect on consumer satisfaction for Emina cosmetics in Bogor City. This means that by maximizing the brand on cosmetic products it can increase feelings of pleasure and satisfaction for consumers.
6. Price has no significant and positive effect on consumer satisfaction for Emina cosmetics in Bogor City. This means that Emina must maximize the price of cosmetic products in order to increase feelings of pleasure and satisfaction for consumers.

7. Purchase decisions have a significant and positive effect on consumer satisfaction for Emina cosmetics in Bogor City. This means that the increasing consumer purchasing decisions will increasingly affect the level of consumer satisfaction.

The suggestions that the writer can give in relation to the results of this study are as follows:

#### 1. For Companies

In terms of customer satisfaction, the majority of consumers in this study were satisfied with Emina's products. PT Paragon Technology and Innovation (Paragon) must maintain the halalness of its products and continue to monitor each validity period of Emina's product halal certification. In addition, considering the halal product is also a major consideration for Muslims in choosing a product. In terms of brand, Emina is good and has characteristics that are easy to remember and stick in consumers' memories. For packaging, we still have to keep up with the times so that we are not left behind by other cosmetic products. Meanwhile, in terms of price, Emina must always adjust to market conditions, so that price setting can be reached by all groups, but also must be continuously improved so that consumers are not only satisfied but also grow loyalty.

#### 2. For further researchers

For future researchers, it is hoped that they can develop this research by adding variables, using different research objects or using different analytical tools. In addition, when taking samples, it is also necessary to be more careful whether these consumers are just ordinary consumers or customer consumers so that the research results are more accurate.

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