

The Influence Of Religiosity, Knowledge And Price On Interest In Buying Halal Skincare At Fatayat Nahdatul Ulama Poncol Magetan

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| Article Info | Abstract |
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| <p>Article history: Received January 10, 2025 Revised March 1, 2025 Accepted May 27, 2025 Available online June 26, 2025</p> <hr/> <p>*Corresponding author email : evahabibah96@gmail.com</p> <hr/> <p>Keywords: Religiosity, Knowledge, Price, Buying</p> | <p>Introduction: Women are a potential market segment and have many needs. Every day, women cannot be separated from using skincare products. Therefore, the problem examined in this research is whether religiosity, knowledge, and price influence interest in buying halal skincare products. Based on interviews with several Fatayat NU members, halal skincare is not very popular, while Fatayat NU is seen as having more religiosity by the general public, so interest in halal skincare should be high, but the facts on the ground are not like that. This research aims to analyze the influence of religiosity, knowledge, and price on interest in purchasing halal skincare products at Fatayat NU Poncol Magetan. Research Methods: The method taken in this study is a quantitative method processed. Sampling in this study used probability sampling techniques with simple random sampling methods with 96 respondents who are members of Fatayat NU Poncol Magetan have never purchased halal skincare products to fill out the questionnaire. They were testing validity and reliability, evaluating outer models, evaluating inner models or testing hypotheses for</p> |

data analysis in this study. **Results:** This research shows that the religiosity variable has a positive and significant effect on buying interest. Knowledge has a positive and significant effect on buying interest. And price has a positive and significant effect on buying interest. The independent variable has a 0.936, or 93.6%, influence on purchase interest. This indicates that price, knowledge, and religion influence 93.6% of the buying interest variable. Meanwhile, the remaining 6.4% was influenced by other variables not discussed in the research.

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INTRODUCTION

Skincare is a part of women's lives. Besides that, skin care is a significant part of their needs (Ferrinadewi, 2005, p. 128). Therefore, women cannot be separated from the use of skincare. Skincare products have various variants suitable for user needs, ranging from morning to night care. The development of the skincare industry in Indonesia is very rapid and has experienced a significant increase.

Along with that, the trend of using skincare is also going viral, one of which is the skincare trend. Skincare is a series of activities to care for the skin to support skin health and beauty (Aidah & Tim Penerbit KBM Indonesia, 2020, p. 72). Various types of skincare are used, ranging from cleansing soap to body cream. This abundance of skincare is the high enthusiasm of skincare users. Skincare manufacturers innovate in various ways so that the products they market can adjust to consumer needs.

In addition, consumers also need information about the product and make sure that the product has obtained permission from the Food and Drug Supervisory Agency (BPOM). In addition, halal labels also play an essential role in influencing consumer buying interest in products (Izzuddin, 2018, p. 110). Halal skincare is a beauty product officially recognized as halal after passing a series of checks by LPPOM MUI and being given a halal certificate due to the MUI audit process. In an interview with Ustadz Hamim Thohari, he explained that Poncol is known as an area with many Islamic boarding schools, making it the center of students. In addition, many Islamic organizations are also active in the area, such as IPNU/IPPNU, Banser NU, Fatayat NU, and Muslimat NU (U. Hamim Thohari, personal communication, March 17, 2023). With the focus of this study, the researcher chose the object of research, namely Fatayat NU Poncol Magetan,

where Fatayat itself is an organization formed for young women which was founded on 7 Rajab 1369 Hijriah / April 24, 1950, Masehi in Surabaya.

The buying interest results from an evaluation from within a consumer about a product (Rinnanik et al., 2020, p. 12). The factors that influence buying interest are cultural factors (culture, sub-culture, social class), social factors (reference groups, family roles, and status), personal factors (age and stage of a life cycle, occupation, economic conditions, lifestyle, personality and self-concept), psychological factors (motivation, perception, learning, beliefs, and attitudes), price and promotion factors. One factor influencing buying interest is religiosity, which refers to an individual's dedication to their religion and how this dedication is reflected in their attitudes and actions. This positive attitude is influenced by personally believed norms and the religiosity of Muslims in the country (Mahardika, 2019, p. 85).

There are several dimensions of religiosity: belief, worship, passion, knowledge, and experience (Ancok Suroso, 2008, p. 272). These five dimensions include fulfilling one's religion in everyday life, including the interest in purchasing something halal, such as skin care. In other words, the better one's religiosity, the interest in buying halal skincare will increase. However, facts in the field do not show a high interest in halal skincare. In interviews with 2 fatayat groups in Gonggang Village with 20 members, only about 3-5 people wear halal skincare.

Furthermore, in an interview with Mbak Siti, she said she had been using Daviena skincare for a long time (Siti, personal communication, September 4, 2023). This Daviena product has not received halal product recognition from LPPOM MUI. From the interview, it can be said that when the level of religiosity of a person in that place is high, the higher the interest in buying halal skincare products, but the fact is that the selection of halal skincare in this fatayat group is so minimal.

Previous research by Antin Rakhmawati (Rakhmawati, 2018, p. 57) and Tegar Pangesti Mahardika (Mahardika, 2019, p. 83) showed there is a positive and significant influence between religiosity variables on buying interest. Meanwhile, previous research by Romizah Rofifah (Rofifah & Mas'ud, 2020, p. 84) and Diah Retno Sufi Fauzia et al. (Fauzia et al., 2019, p. 43) explained that religiosity does not have a significantly positive influence on buying interest. This shows a difference in results from previous studies.

Another factor that influences buying interest is that knowledge is a factor that influences a person's actions in doing something (Divianjella, 2018, p. 5). In general, knowledge is the amount of information, experience, or understanding an individual or group of people possesses. Knowledge can be interpreted as the awareness or familiarity gained through learning or life experience. More specifically, knowledge reflects the skills and abilities an individual or group acquires through a theoretical and practical understanding of a subject. (S. et al., 2011, p. 92). Some knowledge indicators that need to be considered are product knowledge, purchasing knowledge, and usage knowledge, which will encourage someone's buying interest in a product (Notoatmodjo, 2010).

Lack of awareness of halal skincare in Fatayat NU Poncol District so will affect the level of interest of someone in halal skincare. In an interview with Marti, she was one of the people who joined the Fatayat organization. She uses mercury-containing skincare products and is still on the verge of including BPOM because his products are only circulated in small shops and markets (Marti, personal communication, September 4, 2023). Even though she knows there are other safer products, such as halal products, she still uses these products. If Fatayat NU has a high level of knowledge about a product, you can choose which skincare product is better for long-term use. According to the results of research by Tegar Pangesti Mahardika (Mahardika, 2019, p. 89), Ogy Irvanto and Sujana (Irvanto & Sujana, 2020, p. 123) knowledge has a positive and significant effect on buying interest.

In addition to religiosity and knowledge, buying interest is also influenced by price. Price is the amount of money agreed between buyers and sellers as the exchange rate for goods or services in a business transaction (Marendra, 2018, p. 50). If the price is on the quality and benefits, it will attract consumers to be interested in buying or using the product. In addition, affordability is no less important for a consumer to consider when choosing a product. However, Fatayat NU Poncol District prefers skincare products that are more expensive and do not have halal certification, while halal and more affordable products are no less widely circulated in the market. The results of the interview with Nisa she uses skincare from the Skintific brand, which, in fact the product is not yet halal certified and is also expensive (Nisa, personal communication, September 4, 2023).

From this, it can be seen that even though there are cheaper halal products, Nisa still buys expensive skincare. Even though she is a member of Fatayat NU, she ignores the halal logo on a skincare product, even the expensive ones. In previous research by Mohamad Rizal Nur Irawan (Irawan, 2020, p. 151), Umar Bakti Hairudin, and Maria Septijantini, she said price positively and significantly affects buying interest. (Bakti, 2020, p. 115) Meanwhile, research by Aptaguna and Pitaloka (Aptaguna & Pitaloka, 2016, p. 52), GA Powa, SJ Lapian, and RS Wenas (Powa et al., 2018) explain that price has no significant effect on buying interest. This confirms the difference in research results.

Based on the interview results, researchers selected and determined the variables of religiosity, knowledge, and price as the focus of this study. Findings in the field show that although the majority of the population has a high level of religiosity, this is why it does not encourage someone to be interested in using halal-certified products. In addition, the minimal level of knowledge about skincare, including other skincare products, is a factor that influences purchase interest. Furthermore, the price of the product is also a consideration. In addition, differences in research results show inconsistencies in results on religiosity, knowledge, and price variables. Based on the description above, researchers conducted a study entitled The Influence of religiosity, knowledge, and price on consumer buying interest.

RESEARCH METHOD

The method taken in this study is a quantitative method processed with SmartPLS 4.0 software and uses Partial Least Square (PLS) analysis to answer the objectives of this study. All members of the Fatayat NU Poncol sub-district became a population. Sampling in this study used probability sampling techniques with simple random sampling methods. This technique refers to the determination of samples sampling members of a population carried out randomly and ignoring strata (Indra Prasetia, 2022, p. 104). Using the Cochran formula, a sample of an unknown population can be calculated as follows:

$$n = \frac{z^2 * p * q}{e^2}$$

$$n = \frac{1.96^2 * 0.5 * 0.5}{0.1^2}$$

$$n = \frac{3.8416 * 0.5 * 0.5}{0.01}$$

$$n = \frac{0.9604}{0.01}$$

$$n = 96.04$$

As a result, 96 respondents who are members of Fatayat NU Poncol Magetan have never purchased halal skincare products to fill out the questionnaire. A total of 96 respondents, namely Fatayat NU, came from 8 villages in Poncol, with the following details:

Table 1. Data Sampel Fatayat NU Poncol Magetan

| Village | The sum of Fatayat NU |
|--------------|-----------------------|
| Alastuwo | 12 |
| Cileng | 12 |
| Genilangit | 12 |
| Gonggang | 12 |
| Janggan | 12 |
| Plangkrongan | 12 |
| Poncol | 12 |
| Sombo | 12 |

Source: Poncol District official website

Next, a questionnaire is chosen as a tool for data collection. Because this data is primary data obtained from respondents, namely Fatayat NU Poncol Magetan. The primary data in this

study was a questionnaire distributed to 96 Fatayat NU Poncol Magetan respondents who had not purchased halal skincare products. This questionnaire is closed, so respondents are expected to answer according to their circumstances with the choices provided. Before compiling a questionnaire, a grid is first prepared to facilitate the manufacture of research instruments as follows:

Table 2. Operational Definition

| Variable | | Indicator | Item |
|---------------------|--|---------------------------|-------|
| Buying Interest (Y) | | Transactional Interest | 1-2 |
| | | Referential interests | 3-4 |
| | | Preferential interests | 5-6 |
| | | Exploratory interest | 7-8 |
| Religiosity (X1) | | Belief | 9-10 |
| | | Worship | 11-12 |
| | | Lived | 13-14 |
| | | Knowledge | 15-16 |
| | | Experience | 17-18 |
| Knowledge (X2) | | Product knowledge | 19-20 |
| | | Purchasing knowledge | 21-22 |
| | | Usage knowledge | 23-24 |
| Price (X3) | | Affordability | 25-26 |
| | | Price match with quality | 27-28 |
| | | Price competitiveness | 29-30 |
| | | Price match with benefits | 31-32 |

The value of each variable is measured on a Likert scale. The scale used in this study aims to measure respondents' attitudes, opinions, and perceptions of predetermined topics. When using the Likert scale, questions are given answer choices using Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD) (Ramdhan, 2021, p. 68).

They were testing validity and reliability, evaluating outer models, evaluating inner models or testing hypotheses for data analysis in this study. The independent variables in this study are religiosity, knowledge, and price, while the dependent variable is buying interest. The hypotheses proposed based on the objectives of this study are:

- H_{a1} = There is a positive and significant influence between religiosity on the interest in buying halal skincare at Fatayat NU Poncol Magetan.
- H_{a2} = There is a positive and significant influence between knowledge on the interest in buying halal skincare at Fatayat NU Poncol Magetan.
- H_{a3} = There is a positive and significant influence between price and interest in buying halal skincare at Fatayat NU Poncol Magetan.

RESULT AND DISCUSSION

All instruments that have been prepared are then tested first by 30 respondents to obtain the results of the validity and reliability of the instruments owned. This valid and reliable instrument is then used for research data collection. An instrument is valid if the calculated value is more than 0.361, and it can be reliable if the value of Cronbach's Alpha is more than 0.361. The results of this analysis show that all statements of the variables religiosity, knowledge, and price are valid because the calculated value is more than 0.361. In addition, Cronbach's Alpha value was more than 0.361 on all variables, so all variables in this study were reliable. These results show that the data has met the assumptions of validity and reliability so that this instrument can be used for research data collection instruments.

Before testing the hypothesis, this study performed an outer model evaluation (convergent validity, discriminant validity, composite reliability, collinearity statistic). The results of these tests are shown in Table 3 to Table 6, as follows:

Table 3. Output Outer Loading

| Variable | Indicator | Outer Loading |
|---------------------|-----------|---------------|
| Religiosity (X1) | X1.1 | 0.940 |
| | X1.2 | 0.948 |
| | X1.3 | 0.919 |
| | X1.4 | 0.935 |
| | X1.5 | 0.950 |
| Knowledge (X2) | X2.1 | 0.944 |
| | X2.2 | 0.924 |
| | X2.3 | 0.952 |
| Price (X3) | X3.1 | 0.943 |
| | X3.2 | 0.960 |
| | X3.3 | 0.965 |
| | X3.4 | 0.953 |
| Buying Interest (Y) | Y.1 | 0.944 |
| | Y.2 | 0.925 |
| | Y.3 | 0.946 |

| Variable | Indicator | Outer Loading |
|----------|-----------|---------------|
| | Y.4 | 0.950 |

Source: Primary Data Processing, 2023

Table 3 shows the results of convergent validity testing. The calculation results show that the outer loading value is more than 0.7. So that all variables are considered valid or appropriate for use in research.

Table 4. Output Cross Loading

| | Religiosity (X1) | Knowledge (X2) | Price (X3) | Buying Interest (Y) |
|-------------|---------------------|-------------------|---------------|---------------------------|
| X1.1 | 0.940 | 0.899 | 0.884 | 0.913 |
| X1.2 | 0.948 | 0.889 | 0.870 | 0.893 |
| X1.3 | 0.919 | 0.871 | 0.878 | 0.886 |
| X1.4 | 0.935 | 0.887 | 0.904 | 0.881 |
| X1.5 | 0.950 | 0.881 | 0.885 | 0.889 |
| X2.1 | 0.924 | 0.944 | 0.915 | 0.910 |
| X2.2 | 0.869 | 0.958 | 0.895 | 0.886 |
| X2.3 | 0.900 | 0.952 | 0.916 | 0.910 |
| X3.1 | 0.911 | 0.893 | 0.943 | 0.885 |
| X3.2 | 0.905 | 0.923 | 0.960 | 0.918 |
| X3.3 | 0.895 | 0.923 | 0.965 | 0.910 |
| X3.4 | 0.889 | 0.910 | 0.953 | 0.920 |
| Y.1 | 0.894 | 0.896 | 0.928 | 0.944 |
| Y.2 | 0.916 | 0.877 | 0.884 | 0.925 |
| Y.3 | 0.872 | 0.894 | 0.879 | 0.946 |
| Y.4 | 0.898 | 0.900 | 0.889 | 0.950 |

Source: Primary Data Processing, 2023

Table 4 shows the results of discriminant validity testing. The calculation results show that the cross-loading value exceeds 0.7. So that all variables are considered to meet the validity of the discriminant.

Table 5. Output Composite Reliability

| Composite Reliability | |
|-----------------------|-------|
| Religiosity (X1) | 0.977 |
| Knowledge (X2) | 0.969 |
| Price (X3) | 0.967 |
| Buying Interest (Y) | 0.974 |

Source: Primary Data Processing, 2023

The calculation results in Table 5 show that the composite reliability test results exceed 0.7, so the test results show that all these variables met reliability.

Table 6. Output Collinierity Statistic (VIF)

| Variable | Indicator | VIF |
|------------------|-----------|-------|
| Religiosity (X1) | X1.1 | 5.621 |
| | X1.2 | 6.402 |
| | X1.3 | 4.403 |
| | X1.4 | 5.452 |
| | X1.5 | 6.670 |
| Knowledge (X2) | X2.1 | 4.261 |
| | X2.2 | 5.689 |
| | X2.3 | 5.046 |
| Price (X3) | X3.1 | 5.430 |
| | X3.2 | 7.106 |
| | X3.3 | 8.331 |
| | X3.4 | 6.626 |
| | Y.1 | 5.296 |

| Variable | | Indicator | VIF |
|---------------------|--|-----------|-------|
| Buying Interest (Y) | | Y.2 | 4.085 |
| | | Y.3 | 5.825 |
| | | Y.4 | 5.936 |

Source: Primary Data Processing, 2023

The test results in Table 6 show that the VIF values of all variables are less than 10. So that there is no multicollinearity in this study. Based on the evaluation of the outer model that has been done, all assumptions have been met so that hypothesis tests or path coefficient tests can be carried out. The following path coefficient test results are shown in Table 7.

Table 7. Output Path Coefficient

| | Original Sample (O) | T Statistic (O/STDEV) |
|-------------------|---------------------|-------------------------|
| X1 -> Y | 0.390 | 3.002 |
| X2 -> Y | 0.255 | 2.146 |
| X3 -> Y | 0.340 | 2.646 |

Source: Primary Data Processing, 2023

Based on the test results in Table 7, it can be seen that:

- Religiosity (X_1) has a calculated value of 3.002, more than 1.96 so reject H_{01} . The magnitude of the coefficient (Original Sample) of 0.390 shows that the influence of religiosity on buying interest has a positive influence. If religiosity increases by 1 unit, buying interest increases by 0.390 units, assuming other variables do not change or remain.
- Knowledge (X_2) has a calculated value of 2.146 over 1.96, so reject H_{02} . The magnitude of the coefficient (Original Sample) of 0.255 shows that the influence of knowledge on buying interest has a positive influence. If knowledge is increased by 1 unit, then buying interest increases by 0.255 units, assuming other variables do not change or remain.
- Price (X_3) has a calculated value of 2.646 more than 1.96 so reject H_{03} . The magnitude of the coefficient (Original Sample) of 0.340 shows that the influence of price on buying interest has a positive influence. If the price increases by 1 unit, buying interest increases by 0.340 units, assuming other variables do not change or remain.

Table 8. Coefficient of Determination

| | R-Square | R-Square Adjusted |
|----------------------------|-----------------|--------------------------|
| Buying Interest (Y) | 0. 936 | 0. 934 |

Source: Primary Data Processing, 2023

Based on the model criteria, the R-Square (R^2) value in Table 8 shows a value of 0.936, which means that the variables religiosity, knowledge, and price can explain the variability of buying interest by 93.6% (powerful model) and the remaining 6.4% is influenced by other variables outside the model.

Influence between religiosity on the interest in buying halal skincare at Fatayat NU Poncol Magetan

The results of the hypothesis test show that the variable religiosity (X_1) has a significant influence on the variable of buying interest (Y). This is based on a calculated value of 3.002 over 1.96, meaning it rejects H_{01} . The influence of the religiosity variable on the buying interest variable proved positive with the value of the religiosity variable coefficient at the output path coefficient of 0.390, which means that there is a positive influence on the interest in buying halal skincare products. So, it can be concluded that religiosity positively and significantly influences buying interest. The results of these tests support the theory of Kotler and Keller (Kotler & Keller, 2008, pp. 166–175) and according to previous research conducted by (Rakhmawati, 2018, p. 57) and (Mahardika, 2019, p. 83) which states that there is a positive and significant influence between religiosity variables on buying interest.

This shows that the Fatayat NU Poncol Magetan group, increasing its religiosity by increasing faith and adherence to Islam, is increased, and awareness of halal products is further improved. So, the interest in buying halal skincare products is increasing. Halal skincare manufacturers realize that consumers who are religious know that they need to use halal products, so consumers must prioritize halal skincare and are more interested in buying them than other products. This enhanced awareness creates a strong foundation for increased interest in buying halal skincare products (Sitompul, 2021, p. 57).

Influence between knowledge on the interest in buying halal skincare at Fatayat NU Poncol Magetan

The results of the hypothesis test show that the knowledge variable (X_2) significantly influences the buying interest variable (Y). This is based on a calculated value of 2.146, more than 1.96 meaning it rejects H_{02} . The influence given by the knowledge variable on the buying interest variable proved positive with the value of the knowledge variable coefficient at the output path coefficient of 0.255, which means that there is a positive influence on the interest in buying halal

skincare products. So, it can be concluded that knowledge positively and significantly influences buying interest. The results of these tests support the theory of Kotler and Keller (Kotler & Keller, 2008, pp. 166–175) and according to previous research conducted by Tegar Pangesti Mahardika (Mahardika, 2019, p. 89) Ogy Irvanto and Sujana (Irvanto & Sujana, 2020, p. 123) that knowledge has a positive and significant effect on buying interest.

This shows that the Fatayat NU Poncol Magetan group increased their knowledge by discovering halal skincare products and looking for safe product compositions. So, the interest in buying halal skincare products is increasing. Therefore, it can be said that efforts to increase consumer knowledge about halal skincare products can be an effective strategy in spurring buying interest.

Influence between price and interest in buying halal skincare at Fatayat NU Poncol Magetan

The results of hypothesis testing show that the price variable (X_3) significantly influences the buying interest variable (Y). This is based on a calculated value of 2.646 more than 1.96 meaning it rejects H_{03} . The influence given by the price variable on the buying interest variable proved positive with the value of the price variable coefficient at the output path coefficient of 0.340, which means that there is a positive influence on the interest in buying halal skincare products. So, it can be concluded that the price positively and significantly influences buying interest. The results of this test support the theory of Aditya Kresna et al. (Aditya Krisna et al., 2021, p. 5) and previous research conducted by Mohamad Rizal Nur Irawan (Taan, 2021, p. 95), Umar Bakti Hairudin and Maria Septijantini (Aula, 2022, p. 31) which says that price has a positive and significant effect on buying interest.

CONCLUSION

The religiosity and knowledge of the Fatayat NU Poncol Magetan group are good enough. Still, Fatayat NU Poncol Magetan should not only have religiosity and knowledge about halal skincare products that are safe to use. Because in this case they still often consider halal and non-halal skincare products to be the same, even though they are different. Therefore, the religiosity and knowledge of Fatayat NU need to be improved not to assume that halal and non-halal skincare products are the same. Please continue to follow the principles of Sharia following the teachings of Islam.

The results of this study are expected to be a source of ideas and input in developing further research for the better. Because in this study there are still many limitations, researchers can further develop such as multiplying samples, replacing one of the independent variables, or adding independent variables that may have an effect or affect the variable of buying interest, and maybe the next researcher can consider the expansion of the object of research.

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