

## Design, Advertising, And Product Quality: Its Influence on The Decision to Buy Halal Cosmetic

Sugeng Nugroho Hadi<sup>1</sup>, Salihah Khairawati<sup>1\*</sup>, Ihda Nur Fatihah<sup>1</sup>,  
Ismail Yusanto<sup>1</sup>, Muhajirin<sup>1</sup>

STEI Hamfara Yogyakarta

Jalan Tugu Gentong, Bangunjiwo, Kasihan, Bantul, Yogyakarta, Indonesia

\*Email: [salihahkh@steihamfara.ac.id](mailto:salihahkh@steihamfara.ac.id)

### ABSTRACT

This study aims to analyze the effect of the design, advertising, and quality of halal cosmetic products under the Safi brand on the buying decisions of Muslim consumers. To fulfill the research objectives above, the research was conducted using quantitative methods, with incidental sampling, and using multiple linear regression including correlation test, determination test, multiple linear regression test, t-test, and F test with IBM SPSS version 23 program. Based on the results of the analysis, it can be concluded that: design has no significant effect on Consumer Buying Decisions, Advertising has a positive and significant influence on Consumer Buying Decisions, and quality does not significantly affect Consumer Buying Decisions. Meanwhile, in joint testing, all variables have a real and significant effect on Safi's Consumer Buying Decision. The management should maintain its marketing program with attractive advertisements to continue to compete with other competitors.

**Keywords:** Design, Advertisement, Quality, Purchase Decision

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## INTRODUCTION

Cosmetics become a necessity for women today, and the demand for cosmetics is increasing from year to year. Nowadays the cosmetic industry is so advanced and has even become a fusion between cosmetics and medicine. In terms of medicine, it is called medical cosmetics (*cosmeceuticals*). Because the development is quite rapid, cosmetics are part of the business sector which is widely attracted "the Ministry of Industry stated in the Master Plan for the Development of the National Industry (RIPIN) for 2015-2035". The Ministry of Industry also assessed the export value of national cosmetic products in 2017 reaching US\$ 516.99 million, an increase compared to 2016 of US\$ 470.30 million. However, the domestic cosmetics market is still dominated by multinational industries with a market share of 70%. In line with the times, many cosmetic industries have begun to innovate on halal cosmetic products that are a trend today (Kunjana, 2018). Indonesia is the country with the largest population of Muslims in the world, based on data reported by *The Pew Forum on Religion & Public Life*, adherents of the Islamic religion in Indonesia amount to 209.1 million people or 87.2% of the total population.

The large number is an opportunity for the development of halal products in Indonesia. Now consumers are not only thinking about primary needs but also thinking about meeting secondary and tertiary needs. One of the secondary needs is *grooming* and fashion in which cosmetics belong to the group. Cosmetic products are also growing with the existence of healthy and natural lifestyle changes that also encourage Muslim women in Indonesia to use halal and organic cosmetics (Euromonitor International, 2015). People have begun to switch and realize the importance of using halal beauty products. Halal beauty products are the choice of cosmetic lovers because, in addition to helping to beautify the skin, they are also made from raw materials that are safe for the skin, thus making them comfortable and calm when using this halal beauty product. Tren globally shows a high demand for halal label products. This demand comes not only from the Muslim community but also from non-Muslims who have made halal products a lifestyle because the halal label is considered to be able to guarantee the quality and safety of the product. According to the Institute for the Study of Food Medicines and Cosmetics MUI-LPPOM MUI (2016), in 2015 907 cosmetic products had the halal certification. The number of cosmetics that have a halal certification can be seen through the list of halal products published by LPPOM MUI every year. Based on the list of halal products in 2016, the number of halal-certified cosmetic products continues to grow from the previous year. Examples of product brands that are well known and have halal certification in Indonesia are Wardah, Sari Ayu, Safi, B-Erl, and others.

The increasing demand for halal cosmetics or cosmetics with halal *positioning* indirectly reflects the magnitude of religious influence in consumer decision-making. Indonesia is a country with a majority of Muslims, so the guarantee of halalness in cosmetics is very important because there are still many cosmetics circulating in the market that do not include halal labels on their product packaging. Halal is intended for everything good and clean for humans. As God has affirmed in QS. Al-Maidah verse 3. This verse explains that "eating" is not only interpreted as eating by mouth but eating is defined as consuming, in the sense of using processed pork for various purposes including cosmetics as a nutrient. Halal or not is very basic security for Muslims (Shafi'w & Othman, 2010). Muslim consumers tend to choose products that have been declared halal compared to products that have not been declared halal by authorized institutions.

It is a must to selectively choose the cosmetics to be used, by looking at the composition of ingredients and ingredients contained in the design of cosmetic products, therefore it can be seen how the quality of the product, whether halal and *thoyyib* or not, is supported by advertisements that also provide information correctly.

In this research, we use Safi as the object of research to see that Safi Indonesia is a halal, Natural, and Tested cosmetic product, MUI Certified and the Malaysian Islamic Advancement Office (JAKIM). During the 6 months, Safi was launched, Safi's sales growth in Indonesia reached 45%. Even in retail stores like Watson and Guardian, Safi is already a good player. Safi conducted two years of research to understand Indonesian consumers and markets. For example, finding out what kind of packaging is suitable for the Indonesian market, to *the taste* that Indonesian consumers want. These three variables have been studied by several people such as (Erviana & Soegoto, 2018) in their research on the Analysis of the Influence of Packaging Design and Brand Image on The Purchasing Decision of Saripohatji Powder Products in Bandung said that packaging design and brand image have a significant effect on consumers' buying decisions both partially and simultaneously. Research by (Saraswati, Pradhanawati & Hidayat, 2015) emphasizes that innovative product designs can influence consumer buying decisions. Purchase decisions are also influenced by product design, product quality, competitive prices, and brand image (Reven & Ferdinand, 2017). The role of product design in influencing consumer purchasing decisions is also proven by (Suari, Telaghawati & Yualinthani 2019; Putri, *et al*, 2020) in their empirical research. The relationship between product design and purchasing decisions is that product design also provides added value to a product, which of course will be considered by consumers in the process of determining the purchase of an item.

The requirements for making advertisements must also be fulfilled, several conditions such as artist or model advertisements maintain their *aurat*, are trustworthy, honest, do not lie or exaggerate in advertising, of course, the advertised goods are not haram and not unclean goods, information in promoting or advertising products must be following the quality and value attached to the advertised product (Abuznaid, 2012; Puspita & Suryoko, 2017) in their research Advertising Influence, Price, and Brand Trust In Cosmetic Purchasing Decisions Revlon said that there is a positive and significant influence between advertising, price, and brand trust in purchasing decisions simultaneously and partially. Advertising has a significant impact on influencing consumer behavior and introducing consumption habits of products and services. Studies conducted by (Saravanakumar & Archana, 2021; Rafi, *et al*, 2020) prove the positive influence of advertising on purchasing decisions.

A study conducted by (Habibah, 2016) in a study on the Effect of Quality and Price on the Purchasing Decision of Wardah Cosmetic Products found that Product Quality and Price together had a significant effect on the purchasing decisions of Wardah cosmetic consumers. Therefore, the production also includes aspects of the objectives of the activity that produce the output, as well as the characters inherent in the process and its results. (Center for The Study and Development of Islamic Economics, 2014). Product quality is important for most consumers, consumers' decision to buy a product is often based on past experiences in using a certain product brand. (Saraswati, Pradhanawati & Hidayat 2015) in empirical studies proved the importance of the role of product quality in purchasing decisions. Product quality positively

affects purchasing decisions (Suari, Telaghawati & Yualinthani 2019; Vorst, Tromp & Zee, 2009).

Consumer behavior in choosing products is influenced by religiosity (religious norms). A Muslim when deciding to buy a product must consider several things, namely, the goods purchased are not haram, namely, in substance, they are not haram, and how to get them is not in an illegitimate way (Utomo & Salsabila, 2021). Consumers' buying decisions are the result of five stages (Omar & Atteya, 2020; Qazzafi, 2019). Therefore, companies need to optimize marketing strategies so that every stage can be carried out by consumers properly. Researchers find that consumer problems today are very few who Observing some of the previous studies, it is difficult to find studies that examine this matter.

## METHOD

This research uses explanatory research which is intended to determine the size of the relationship and influence between research variables (Sugiyono, 2010). This study uses primary data where the data is obtained directly from the respondents through an e-questionnaire. The population of this study is Muslim women who use Safi cosmetics. The sampling technique was carried out by judgment sampling where respondents were selected based on several criteria such: namely Muslim women had used safi cosmetics and were domiciled in Yogyakarta. A total of 150 questionnaires were distributed, while the complete and appropriate questionnaires were further processed in as many as 116 questionnaires. Measurements for each variable are carried out in the form of scoring according to a Likert scale, where 1 indicates the lowest value and 5 indicates the highest score, using a Likert scale model where each number has a value: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. The collected data will be analyzed in several stages, namely: testing the validity and reliability of the research instrument, classical assumption test, and finally, multiple linear regression analysis using a computer program (IBM SPSS program) Windows version 23.

## RESULTS AND DISCUSSION

### Validity Test Results

A validity test is carried out to test the extent to which the measuring instrument works, here the questionnaire measures what is to be measured. By using the *Pearson product-moment* correlation technique formula, to calculate the correlation between each question and the total score. In this study, an instrument was used in the form of a questionnaire. The following are presented the results of the validity test of each variable using SPSS 23 which consists of product design, product advertising, product quality, and purchase decisions consisting of 32 questions. From the test of the entire question, the item obtained  $r$  count  $>$   $r$  table (0.198), which means it is valid.

## Reliability Test Results

Table 1. Reliability Test Results

Variable	Cronbach Alpha	Reliability Standards	Information
Design	0,859	0,60	Very Reliable
Advertisement	0,837	0,60	Very Reliable
Quality	0,802	0,60	Very Reliable
Consumer Buying Decisions	0,887	0,60	Very Reliable

Based on the table data above, it shows all the variables of product design X<sub>1</sub>, product advertisement X<sub>2</sub>, product quality X<sub>3</sub>, and buying decision Y have a reliability coefficient value higher than the standard value of 0.60 which means it reaches a very reliable level.

## Test of Classical Assumptions

This classic assumption test is intended to produce a regression model that meets the BLUE (*Best Linear Unbiased Estimator*) criteria. The Classical Assumption Test is carried out:

1. The results of the multicollinearity test obtained a tolerant value of  $> 0.10$  or equal to the VIF value of  $< 10$ . So, it can be concluded that there is no multicollinearity and the regression model is feasible to use in this study. In the next stage, a test is carried out

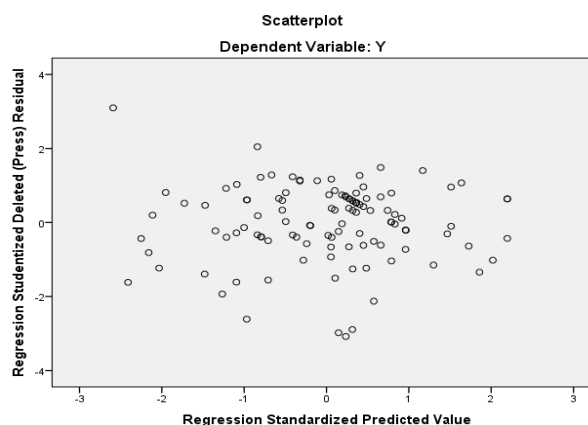


Figure 1. Heteroskedasticity Test Results

2. Heteroskedasticity Test Results. Based on the data of the scatterplot chart above shows that the dots spread randomly (do not form a specific pattern) on the number (-3) to the number 4, as well as spread both above the number) and below number 0 on the Y axis.

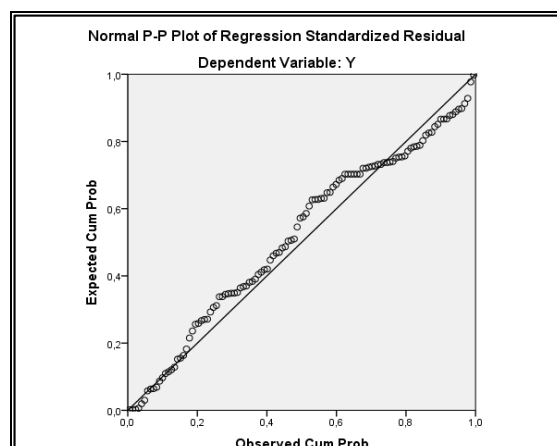


Figure 2. Distribution Normality Test Result

3. Distribution Normality Test. Based on the chart above, the dots spread out around the diagonal line, as well as the spread following the direction of the diagonal line. This equation is used to analyze the influence of the variables Design ( $X_1$ ), Advertising ( $X_2$ ), and Quality ( $X_3$ ) on consumer purchasing decisions ( $Y$ ). From the graph, it can be stated that the regression model in this study meets the assumption of normality.

### Multiple Regression Test Results

Multiple Regression Test results from the calculation results of regression analysis with SPSS 23 for windows, obtained:

Table 2. Multiple Regression Test Results  
Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	-.727	3,767		-,193	,847		
Design ( $X_1$ )	-,198	,135	-,128	-1,465	,146	,458	2,185
Advertising ( $X_2$ )	1,010	,107	,750	9,408	,000	,553	1,808
Quality ( $X_3$ )	,395	,211	,163	1,877	,063	,468	2,135

a. Dependent Variable: Y Consumer Buying Decision

In the results of multiple regression analysis, the results were obtained that the product design variable ( $X_1$ ) had a negative and insignificant influence on the purchase decision variable ( $Y$ ) of -0.128. Then the product advertising variable ( $X_2$ ) has a positive and significant influence on the purchase decision ( $Y$ ) of 0.750. Meanwhile, product quality ( $X_3$ ) has a positive but not significant influence on purchasing decisions ( $Y$ ) of 0.163.

## Hypothesis Test

This test aims to see the extent of the influence separately of each free variable (X), on the bound Variable (Y) based on the regression results present in table 3. The t-test is carried out by comparing the calculated t with the t of the table with an error rate of 5%, the author uses the formula t of the table, (t of the table =  $(\alpha/2; n-k-1)$ ). t of the table = (0.05/2; 116-3-1), then the t of the table is obtained by 1.98137. If t calculates the > from the t table then it can be concluded that there is an influence of variable X on variable Y which means that the hypothesis is accepted and significant.

**Table 3.** Hypothesis Test Results

No.	Hypothesis Test	Correlation	Determination	T Calculate	F Calculate	Conclusion
1	Product design against purchasing decisions	0,450	-19,8 %	-1,465	-	H <sub>11</sub> rejected
2	Product advertising against purchasing decisions	0,770	10,1 %	9,408	-	H <sub>12</sub> received
3	Product quality to purchasing decisions	0,531	39,5 %	1,877	-	H <sub>13</sub> rejected
4	Product design, product advertising, product quality against purchasing decisions	-	60,6 %	57,412	2,47	H <sub>14</sub> received

Based on the results of statistical test calculations in Table 3 shows that the design of the product does not have a positive and significant effect on the purchasing decision of consumers. Meanwhile, product advertising has a positive and significant effect on purchasing decisions. The results of the product quality statistical test of the purchase decision tested positive but not significant. The relationship of the three variables simultaneously to the purchase decision tested positive and significant.

## R Test<sup>2</sup> (Determination)

To find out the influence of free variables simultaneously on non-free variables, it can be seen from the magnitude of the coefficient of determination or (R<sup>2</sup>) The results of the coefficient of determination test (R<sup>2</sup>) can be seen in the following table:

**Table 4.** Determination Test Results

Model Summary <sup>b</sup>				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,778 <sup>a</sup>	,606	,595	3,859

a. Predictors: (Constant), X3, X2, X1  
b. Dependent Variable: Y

The table above shows that product design, product advertising, and product quality indicate the magnitude of the coefficient of determination (Adjusted R<sup>2</sup>) = 0.595. This can be



interpreted to mean that the three independent variables jointly explain the dependent variable of 59.5%, and the remaining > 40.5% explained by other variables that were not included in the research model.

## DISCUSSION

### Product Design Against Purchasing Decisions

The results of this study found that the design correlation value of 0.45 or 45% means that Design is negatively related to Consumer Buying Decisions with a moderate level of relationship and the value of the Design regression coefficient to Consumer Buying Decisions Y of -0.198 with a significant value of  $0.146 < 0.05$ , it can be concluded that  $H_0$  is accepted and  $H_{1.1}$  is rejected, meaning that the Design does not have a significant effect on the Purchase Decision. This study is contrary to research conducted by (Erviana & Soegoto, 2018) in their research Analysis of the Influence of Packaging Design & Brand Image on the Purchasing Decision of Saripohatji Powder Products in Bandung with the results of research that Product Packaging Design affects buying decisions. This shows that respondents do not attach importance to Safi's product design. Seeing that the respondents in this study are mostly young people who are easily attracted by advertisements when they get the right advertisement and build a positioning in young people, they will easily make purchases without thinking about design. However, Safi's design is under Islam judging from its packaging that does not use symbols that are prohibited in Islam and does not use images of animate creatures.

Design in the view of Islamic Sharia should meet the needs and desires of consumers, creative and attractive design should be carried out in a way that reflects the characteristics of Islam and can attract potential buyers. For tangible products, the specifications of such products must be in line with Islamic values, such as precise measurements, there are clear (halal) labels, and the packaging used must be made from permissible materials, safe and durable, and others. The use of product design must also be following the law of drawing in Islam, that is, it is not allowed to draw animate creatures and must not use symbols that are prohibited in Islamic teaching. Purchasing decisions in the context of product consumption in the Islamic view are based on fulfilling human welfare and increasing spiritual sense (El Bassouny, 2017).

### Product Advertising Against Purchasing Decisions

In this study, the correlation value of Advertisement  $X_2$  was obtained by 0.770 or 77%, which means that Advertising is positively related to Consumer Buying Decisions with a strong relationship level and the value of the Regression coefficient of Advertisement  $X_2$  to Consumer Buying Decisions of Y is 1,010 with a significant  $0.000 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_1$  accepted, meaning that Advertising has a significant effect on Consumers' Buying Decisions in an Islamic perspective on Safi *Skincare*. Advertising is an important aspect of a product introduction to consumers. In this study, advertising has a significant effect on consumer purchasing decisions. Judging from the answers, the majority of respondents answered that they agreed that Safi's skincare advertisement explained its products well with the jargon of Safi Halal, Natural, which was proven to have attracted consumers to make purchases. Referring to these data, it can be understood that the advertising variable of Safi's products has a significant effect on the decision of consumers of Safi's halal cosmetics on Safi users.



This research is in line with previous research conducted by (Puspita & Suryoko, 2017) entitled The Effect of Advertising, Price and Brand Trust on Revlon Cosmetics Purchase Decisions which states that advertising has a significant effect on purchasing decisions. In this case, Safi's halal cosmetics have succeeded in promoting by making good and attractive advertisements by educating consumers that Safi's products are halal, and natural, tested with the largest research laboratory in Asia which increasingly convinces consumers to buy and use them. This is evidenced by the results of the correlation test of the effect of the relationship between Safi's halal cosmetic product advertisements with strong consumer purchasing decisions. The findings show that product advertising is now becoming a major influence on consumer purchasing decisions, especially among young people. Therefore, advertising must use an attractive and good concept, especially since Safi is a product labeled Halal. The concept of advertising halal products must be following what is in the guidelines of Islamic law. This study, shows that the advertisement of Safi's halal cosmetic products is following Islamic law, namely explaining the product clearly and honestly, politely and there are no elements that are prohibited in Islam.

Advertisements that are following Islamic law are conveying things that are following reality. Exaggerating the superiority of the product while it is not following the actual situation, is not allowed (Hassan, 2008). Likewise, Islam teaches polite, clear communication with others, using polite words, language, and symbols. Islam forbids any form of false statements or testimonies, or false accusations (Qur'an 43:19). The use of promotional techniques that highlight the attractiveness of women's sexuality, false testimony and research, contribute to ignorance of the mind, or encourage extravagance is considered incompatible with Islamic values (Sutanto & Umam, 2013). In Islam, the seller is someone who must be held accountable before God. Based on this, it can be said that the concept of advertising for Safi's halal cosmetic products is following the concept of advertising in the view of Islamic Sharia.

#### **Product Quality on Purchase Decision**

In the results of this study, the correlation value of product quality was 0.531, meaning that Quality was positively related to Consumer Buying Decision Y with a "medium" relationship level and the regression coefficient value of Product Quality to Consumer Buying Decision Y was 0.395 with a significance of  $0.063 > 0.05$ , it can be concluded that  $H_0$  is accepted and  $H_1$  is rejected, meaning that Quality does not have a significant effect on Consumer Buying Decisions. The results of this study are contrary to previous research conducted by (Rizky & Donant, 2018) in their research entitled The Effect of Brand Image & Product Quality on Purchase Decisions on Cosmetic Products saying that quality affects consumer buying decisions. Although the results of this study indicate that quality does not affect purchasing decisions, Safi's products have good quality or quality that is following the quality in the view of Islamic law, it's just that the respondents in this study did not focus on the quality of Safi's products, because of the influence of advertisements. This was intensively carried out so that Safi was widely known, and Safi presented advertisements informing him that Safi had a research center containing 100 scientists and that made consumers more confident in Safi, especially young people so that consumers did not see the quality of the product anymore, this is due to the current competition that is hard. increasingly stringent with the number of skincare and cosmetic products made by

other competitors, so that consumers only rely on advertisements that introduce products offered by companies that suit the needs and desires of customers.

The quality of the product in the view of Islamic law is not enough to stop at halal and thayib, but must have quality, the product must be able to offer values in the form of benefits or benefits but the product must also provide benefits for both producers and consumers. In developing a product, the moral and spiritual elements are taken into consideration. Hassan (2008) states that there are several sharia principles in determining products, including products must be halal and do not cause damage to the mind in any form, products must be real, not virtual, and products must be sent after sales (transactions). It is necessary to identify additional features that will increase costs that can change purchasing decisions, all parties carry out transaction activities based on faith and the principles of equality, honesty, and justice. Provisions on the value and impact of the product for the benefit of society. The opinion of (al Faruqi, 1992) is that the welfare of mankind and society is an important goal of actualizing Islamic values in product creation or production activities. In the Islamic marketing mix, companies that adopt an Islamic approach in marketing a product must differentiate their products by having a permit or certification which is sharia compliance and quality.

The results of this study indicate that the partial test shows that Design and Quality have no significant effect, only the Advertising variable affects purchasing decisions for Safi users. But the simultaneous test shows that the design, advertising, and quality of Safi's products have a significant effect on consumers' buying decisions. This is evidenced by the calculated F value of 57.412 which is greater than F table 2.47 and sig. F of 0.000 is smaller than 0.05 (significant level). These independent variables can explain the Consumer Purchase Decision variable on Safi's products of 59.5% explained by three independent variables, namely Design, Advertising, and Product Quality. While the rest is influenced by other factors not examined by the authors in this study. Product design has a negative and insignificant effect on Consumer Buying Decisions. This explains that the Design has no effect on Safi Consumer Buying Decisions on Safi Users. Advertising has a positive and significant influence on Consumer Buying Decisions, especially among young people. Quality has a positive and insignificant effect on Consumer Buying Decisions.

## CONCLUSION

Meanwhile, in joint testing, product design, advertising, and product quality variables have a significant effect on Consumer Buying Decisions. Based on the conclusions, this study provides several suggestions that are deemed necessary to be considered and become a consideration for academics in conducting further research and the authorities or stakeholders to encourage the progress of halal beauty product businessmen, especially the Safi company, including the following: For business people when preparing a business strategy, where the market segment is young people, to further increase the value of advertising, you can add uniqueness or other characteristics such as using the Ambassador brand (the famous Hijaber which is currently popular) for an advertising model so that it will stick in your heart. and consumer minds. With it can build a strong positioning among young people. Beauty product businessmen, especially the halal cosmetic company Safi, are expected to be able to maintain

the provisions of Islamic law in every aspect of design, advertising, and quality. To maintain consumer confidence in halal-labeled products. Further researchers, can conduct research by adding or selecting other variables that have not been studied in this study, such as price variables, brand trust variables, or other variables.

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