

THE EFFECT OF RELIGIUSITY, HALAL LABEL, BRAND IMAGE, AND CELEBRITY ENDORSER ON PURCHASE DECISIONS ON SHAMPO HIJAB PRODUCTS

THE EFFECT OF RELIGIUSITY, HALAL LABEL, BRAND IMAGE, AND CELEBRITY ENDORSER ON PURCHASE DECISIONS ON SHAMPO HIJAB PRODUCTS (The Case of Muslim Consumer Study in Semarang)

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Abstract

The demand for halal products is mandatory for every Muslimah, including halal hijab shampo products. This study aims to determine the effect of religiosity, halal label, brand image, and celebrity endorser as independent variables in this study on purchasing decisions for hijab shampo products, which are the dependent variable. The data collection method was done through a questionnaire. The population in this study are Muslim consumers who have bought and used shampo hijab products in the city of Semarang. This study selected a sample of 100 respondents using a purposive sampling approach. The data are then analyzed using multiple linear regression analysis techniques. The results of the analysis show that the halal label and brand image variables have a positive and significant effect on purchasing decisions, while the religiosity and celebrity endorser variables have no significant effect on purchasing decisions. Simultaneously, the results of the independent variable religiosity, halal label, brand image and celebrity endorser have a simultaneous effect on purchasing decisions.

Keywords: Religiosity; halal label; brand image; celebrity endorser; purchase decision

1. INTRODUCTION

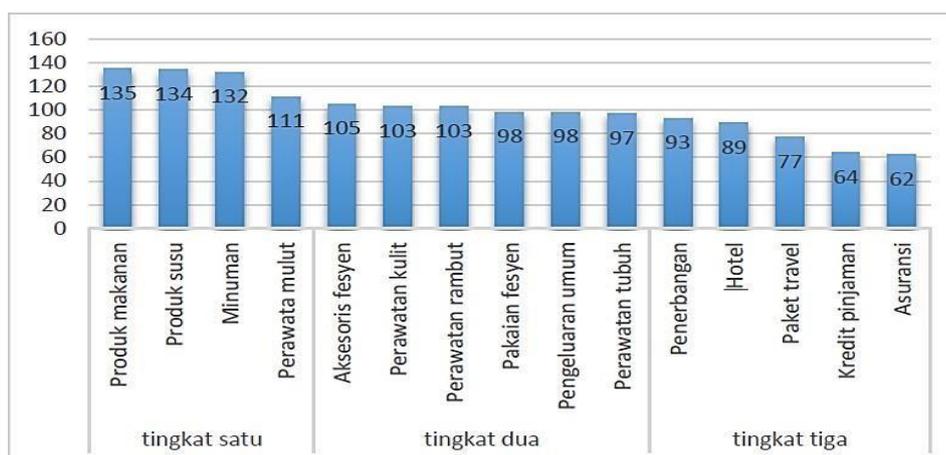
Indonesia is a country with a fairly large population and one of the countries with the largest Muslim population in the world, the number of Muslims in Indonesia reaches 207,176,162 people, out of Indonesia's total population of 237,641,326 people, or around 87.1% of the total population. Indonesia is Muslim (BPS, 2010). *Pew Research Center on Religion & Public Life* (2015) said that in 2010 Indonesia was ranked first out of 10 countries with the largest Muslim population in the world with a total of 209.120,000 people or 13.1% of the total Muslims worldwide.

The large number of Indonesians who are Muslim is certainly very influential on people's consumption. As a Muslim, it is an obligation to consume products that are halal according to the established Shari'a. It is important to pay attention to the halalness of a product in consuming these products to meet the needs of life. Mas'ud (2017) explained that the halal aspects include delicacy, health, comfort, and safety. In connection with the halalness of a product, the Indonesian government established the Institute for the Study

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of Food, Drugs and Cosmetics, the Indonesian Ulema Council or commonly called the LPPOM MUI in 1989.

The potential of the halal hair care industry is growing, there are still many consumers who do not know the importance of the halal label of a product. Noor's survey results in Yuswohady, et al (2015) explained that the level of importance of halal hair care products is still at level two, while food and beverage products are at level one.



Source: Yuswohady, et al (2015)

Figure 1.
The Importance of Halal Products for Muslim Consumers

Consumers' awareness about halal hair care is still smaller when compared to halal food products among Muslim consumers.

This rapid technological development has also had an impact on the fast moving consumer goods (FMCG) industry, one of which is the potential industry is the toiletries industry, where the industry produces daily needs for body cleaners such as soap, shampoo, toothpaste and other cleaners (Sari & Djatikusuma, 2012). Advertising has a function to convey information about a product to the public, advertisements can be seen or heard anywhere because advertising is a form of promotion that exists in various places (Alo Liliweri, 1992). Wicaksono (2007) revealed that the brand image of a product in purchasing decisions is an important thing, because the correct management of the brand image will have a positive effect on the sales of the product.

In 2015, hijab care products also experienced a very rapid increase, demand increased by 400%, sales data for hair care products also increased from 2013 to 2015, where in 2013 it increased by 6.37%, then in 2014 it jumped to 43.2%, and in 2015 an increase of 12.47% (Sa'diah, 2017). The Ministry of Industry noted that in 2019 the development of the toiletries industry market in Indonesia reached an increase of up to 7.84%. The growth of the toiletries industry in 2020 is targeted to reach above 9% (Ministry of Industry, 2020). Along with the increase in the level of demand for hijab care products, what hijab care manufacturers must do is to improve brand image, carry out promotions through celebrity endorsers, religiosity and include halal labels.

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The results of previous research on brand image conducted by. The study shows that the halal label variable partially has a significant effect on the purchasing decision variable and the brand image variable also partially has a significant effect on the purchasing decision variable. The results show that the halal label, brand image, and product quality simultaneously have a positive and significant effect on purchasing decisions.

The results of research conducted by Imamuddin (2017) Obtaining the results of the halal label has a significant effect on purchasing decisions, Religiosity has a significant effect on purchasing decisions and collectively, the halal label and religiosity have a significant effect on purchasing decisions for instant noodles. This is inversely proportional to the research suggested by Astogini et al., (2011) which states that partially religiosity has no and insignificant effect on purchasing decisions.

The results of research conducted by Bramantya & Jatra (2016) Shows the results that the celebrity endorser variable partially has a positive and significant effect on the purchasing decision variable and the Brand Image partially has a positive and significant effect on purchasing decisions, together the celebrity endorser variable and brand image have a significant effect on the purchasing decision variable. This result is not in line with the research conducted by Munandar & Chadafi (2016) stated that partially the celebrity endorser variable had no and insignificant effect on the purchasing decision variable.

This research was conducted on hijab shampoo products where the researchers took samples from 3 products, namely Sunsilik Hijab, Rejoice Hijab, and Sariayu Hijab where Sariayu is one of the local brands to be reckoned with, not only in Indonesia but also whose products have been exported to other countries. However, Sariayu in this case has not been included in the Top Brand category. While the two shampoo brands, namely Sunsilik and Rejoice, are included in the top 10 Top Brands of shampoo products in Indonesia, as for the location, namely consumers in the city of Semarang. Semarang City is the capital of Central Java Province. Semarang City is one of the most developed cities on the island of Java, with a fairly high population density. Based on data from BPS, in 2017 the population of Semarang City was 1,610,605 people, while the number of Muslims in Semarang City in 2017 based on data from the Ministry of Religion of Semarang City quoted in semarangkota.bps.go.id was 1,459,150 people. This shows that 90% of the population of Semarang City is Muslim.

Based on the description above, related to the marketing of Sariayu Hijab, Sunsilik Hijab, and Rejoice Hijab shampoo, researchers are interested in knowing more and examining more deeply about the effect of the halal label, religiosity, brand image, celebrity endorser on purchasing decisions for female consumers wearing hijab in the city of Semarang.

2. LITERATURE STUDY

2.1 Purchasing decision

Purchase decision according to Hasan (2013) is a decision to choose an action for several alternative choices in buying a product or service for consumption. Purchase decision according to Kotler, P. & Armstrong (2008) is a process in which consumers recognize the problem, seek information about a particular product or brand, then evaluate how well each of these alternatives can solve the problem, then lead to a purchase decision.

2.2 Religiosity

Jalaluddin (2010) states that religiosity is the consistency between belief in religion as a cognitive element, feelings towards religion as an affective element, and behavior towards religion, including the conative element.

Religiosity is an individual's commitment to his religion and this is reflected in his attitude and behavior (Ramly et al., 2008). Commitment to religion forms the basis of individual attitudes in making choices to consume something so as to guide them on the right path in making a decision (Salman & Siddiqui, 2011).

2.3 Halal Label

Ministry of Religion (2003) said that the halal label is a written statement of halal on the part of the package issued on the basis of halal affirmation which is attached to the part of the product packaging and as proof of legal guarantee for use and consumption by the public in accordance with the provisions of Islamic law and statutory regulations.

Yuswohady (2015) states that, the halal label is a guarantee provided by an authorized institution such as the Indonesian Ulema Council (LPPOM-MUI) Food and Drug Research Institute (LPPOM-MUI) to ensure that the product has passed the halal test according to Islamic law.

2.4 Image Brand

Kotler & Keller (2009) argues that a brand image is a vision and belief that is hidden by a consumer as a reflection of an association that is held in the consumer's memory, and a process in which a person chooses about the process of that person selecting, organizing, and interpreting input information to create a meaningful picture. Association has a role to form a brand, a brand image is a set of associations that consumers perceive a certain brand as known as a brand association, three indicators of brand image related to the brand association are as follows (Kotler & Keller, 2009):

a. *Strength of brand associations* (Strength of Brand Associations)

Strength of association, this strength leads to advantages that are physical and not found in other brands.

b. *Favorability of brand association* (Brand Association Excellence)

The advantages of brand association relate to the ability of brands to be remembered by consumers such as ease of brand pronunciation.

c. *Uniqueness of brand associations* (Brand Association Uniqueness)

Uniqueness relates to the ability of consumers to distinguish a brand among other brands in the same type of goods.

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2.5 Celebrity Endorser

Shimp (2007) explained that an endorser is an advertising supporter or also known as an advertisement star to support a product. Meanwhile, celebrities are figures (actors, entertainers or athletes) who are known for their achievements in fields different from the products they support. Celebrities are seen as individuals who are liked by society and have attractive or attractive advantages that distinguish them from other individuals. Meanwhile, according to (Widyaningrum, 2016) Celebrity is a spokesperson for a brand or brand. Celebrities by definition are people who are widely recognized by the public, be they a movie star, singer, athlete, or model.

According to Belch (2004: 218) in (Bramantya & Jatra, 2016) the attributes of the endorser are:

1. *Credibility*

An endorser with more expertise is more likely to be trusted with persuasion than someone who is less skilled and cannot be trusted.

2. *Attractiveness*

Endorsers with an attractive physical or non-physical appearance can support advertising

3. *Power*

Power is the charisma emitted by sources to influence consumers, so that target consumers are influenced to buy products.

3. RESEARCH METHODOLOGY

The dependent variable or dependent variable used in this study is the decision to purchase hijab shampoo. The independent variables or independent variables used in this study are Religiosity, Halal Label, Brand Image, and Celebrity Endorser. The population used in this study is unknown in number, namely Muslim consumers who have bought and used shampoo hijab products in the city of Semarang. The sample used in this research is Muslim consumer who has ever bought and used hijab shampoo products in the city of Semarang. The sampling technique used in this study is a non-probability sampling technique with a purposive sampling approach, which is an approach that determines samples based on certain criteria or characteristics. The criteria referred to in this study are Muslim respondents who become buyers and use hijab shampoo products in the city of Semarang. The data collection method in this research is by distributing questionnaires and literature studies from journals, the internet, and books. The type of data in this study is quantitative. The data analysis used was the validity and reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression, t test, F test, and the coefficient of determination (R²).

4. RESULT AND DISCUSSION

4.1 Overview of Respondents

Respondents in this study were Muslim consumers who had bought and used hijab shampoo products (Sunsilk hijab, Rejoice hijab, Sariayu hijab, etc.) in the last 1 month. In accordance with the sampling method used in this study, namely purposive sampling.

Purposive sampling method with 100 respondents was used because, there are criteria proposed to be respondents, namely women who are Muslim (Muslim), have bought and used shampoo hijab and live in Semarang.

Respondent Description

Table 1
Characteristics of Respondents Age

No.	Age	amount	Percentage
1	16-25	87	87
2	26-35	9	9
3	36-45	2	2
4	46-55	2	2
	amount	100	100

Source: Primary data processed, 2020

Table 4.2 below shows that the age of the most respondents is between 16-25 years old as many as 87 people, this is because the respondents who have bought and used hijab shampoo products in this study are mostly students and students, so the age range of respondents is students and students.

Table 2
Respondent Job Characteristics

No.	Profession	amount	Percentage
1.	Student / Student	87	87
2.	Entrepreneur	2	2
3.	Civil Servants (PNS)	1	1
4.	Private employees	1	1
5.	Others	9	9
	Amount	100	100

Source: Primary data processed, 2020.

Based on Table 4.3, it can be seen that the most respondents were students with a total of 87 people as respondents in this study. This condition illustrates that the hijab shampoo product has popularity among students, it is undeniable that affordable prices are in great demand by the general public, especially students.

Table 3
Respondent Educational Characteristics

No.	Education	Amount	Percentage
	High school	25	25

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S1	70	70
S2	4	4
S3	1	1
amount	100	100

Source: Primary data processed, 2020

Table 4.4 shows that the most recent respondent's education is S1 with a total of 70 respondents followed by SMA as many as 25 respondents, this is in line with the largest age group and most occupations, namely students or students aged 16-25 years.

Table 4

Respondent Income Characteristics

Income per Month	Amount	Percentage
<IDR 1,000,000	48	48
IDR 1,000,000 - IDR 2,000,000	38	38
IDR 2,000,000 - IDR 3,000,000	6	6
IDR 3,000,000 - IDR 4,000,000	2	2
IDR 4,000,000 - IDR 5,000,000	1	1
> IDR 5,000,000	5	5
amount	100	100

Source: Primary data processed, 2020

The value of income per month obtained by respondents can be seen in table 4.5 below, as many as 48 respondents as the largest proportion had an income of less than IDR 1,000,000 per month, followed by 38 respondents who had an income of IDR 1,000,000 to IDR 2,000 .000.

This condition reflects that most of the respondents are students and college students where most of the income they get comes from their parents. This also reflects that the hijab shampoo product has consumers of all ages and incomes.

4.2 Descriptive Analysis

Descriptive analysis is a statistic that is used to analyze data by describing or describing the data that has been collected as it is without making general conclusions or generalizations (Sugiyono, 2014). The average results for the descriptive analysis index can be seen in the following table:

Table 5

Variable Descriptive Analysis

Variable	Index Average	Category
religiosity	95.1	High
Halal Label	92.31	High
Brand Image	87.24	High
Celebrity Endorser	83.45	High
Buying decision	87.9	High

Source: Primary data processed, 2020

Table 3 above shows that the average index value of all variables is included in the high or good category. This reflects that respondents gave a good assessment.

4.3 Instrument Test Results

Validity test

All results from testing the validity of all indicators used have a calculated r value greater than r table, namely 0.197 (r table value for n = 100), so all indicators are declared valid.

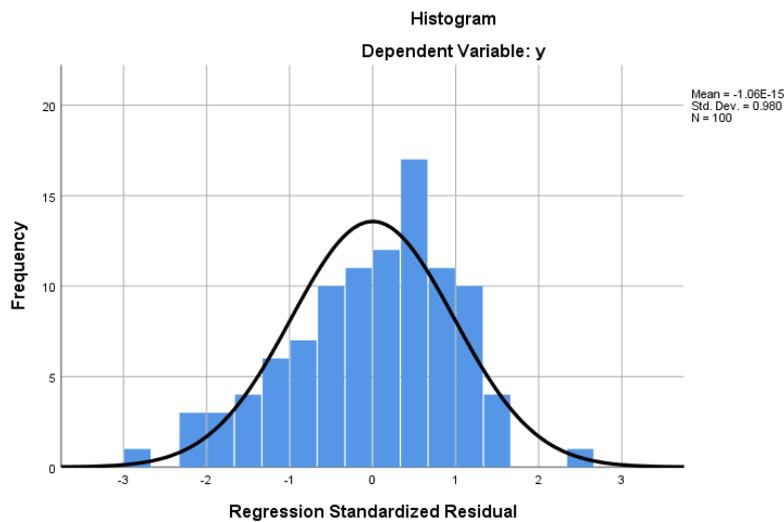
Reliability Test

The reliability test results explain that the Cronbach's Alpha value of all variables is greater than 0.60. Based on this, it can be concluded that all variables are declared reliable.

4.4 Classic assumption test

Normality test

The results of the normality test using a histogram graph indicate that the distribution pattern that is formed is normal. With the histogram data it forms a bell.



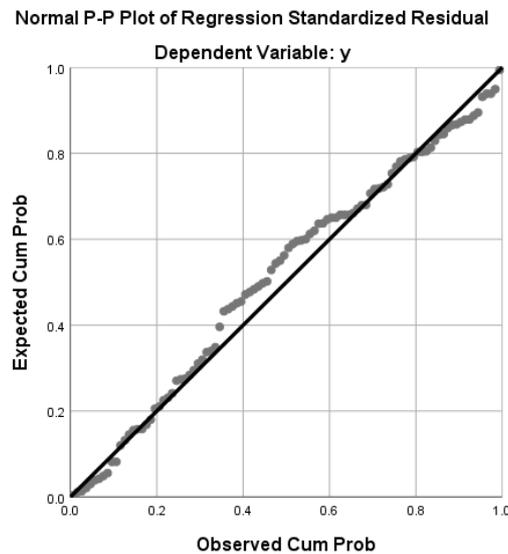
Source: Primary data processed, 2020

Figure 2

Detect Normality Using Histogram

Normality test can also use the Normal P-Plot of Regression Standardized Residual method. The test results show that the points are around the diagonal line and follow the diagonal line, so it can be concluded that the regression model is normally distributed.

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Source: Primary data processed, 2020

Figure 3

Detection of Normality Normal Probability Plot

The normality test can also use the method through statistical analysis carried out with Kolmogorov-Smirnov a regression model is declared normal if the significance value is greater than 0.05. Based on the test results, it is known that the value is $0.098 > 0.05$. So it can be concluded that the regression model is normally distributed.

Multicollinearity Test

Table 6

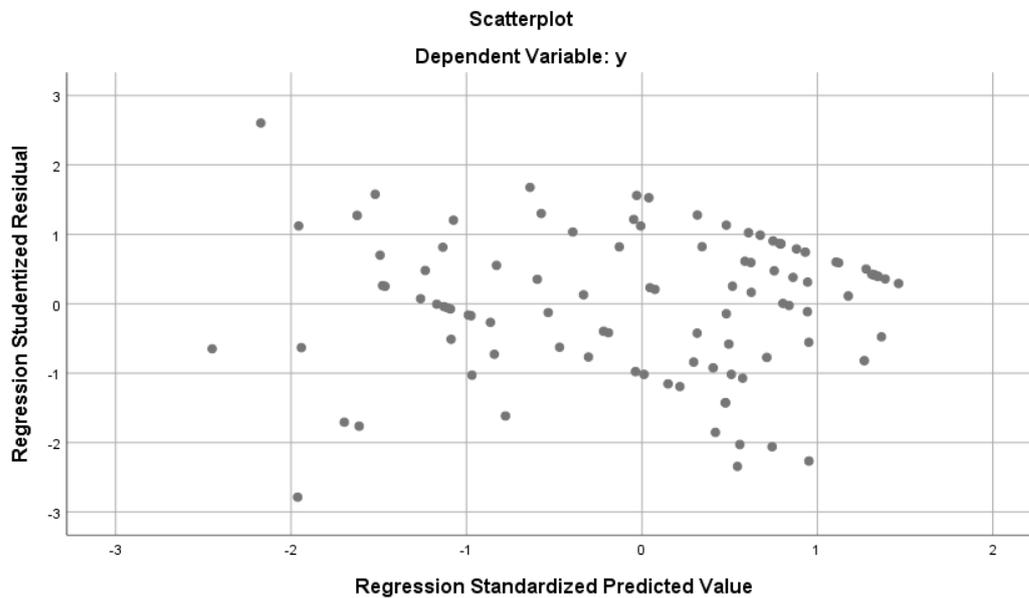
Multicollinearity Testing

Variable	Tolerance	VIF
Religious	0.884	1,131
Halal Label	0.568	1,759
Brand Image	0.389	2,571
Celebrity Endorser	0.555	1,801

Source: Primary data processed, 2020

Based on the multicollinearity test results above, it can be concluded that the independent variables used in this study are not correlated. It is known from a tolerance value greater than 0.1 and a VIF value smaller than 10.

Heteroscedasticity Test



Source: Primary data processed, 2020

Figure 4
Heteroscedasticity Testing

Based on the results of the Heteroscedasticity Test which was carried out by looking at the scatterplot graph above, it can be seen that the distribution of points is above and below 0 on the Y axis, does not gather only above or below, is not patterned, does not form wave patterns, is straight, or curved so that it can be interpreted that the data collected does not have the heteroscedasticity style.

4.5 Hypothesis testing

Multiple Linear Regression Test Results

In the consideration of multiple linear regression analysis, it can be included in the regression equation as follows:

$$Y = -0.057 X_1 + 0.359 X_2 + 0.341 X_3 + 0.046 X_4$$

The regression coefficient equation above can be interpreted as follows:

1. The regression coefficient on the religiosity variable (X_1) has a negative effect on purchasing decisions (Y) of -0.057, this indicates that if the religiosity variable increases by one unit, the level of decision to purchase hijab shampoo products has decreased by 0.057, assuming other variables remain (do not change).
2. The halal label variable (X_2) has a positive effect on purchasing decisions (Y) of 0.359. This shows that if the halal label variable increases by one unit, the variable purchasing decision for hijab shampoo (Y) products also increases by 0.359,

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assuming that the other independent variables of the regression model are fixed (unchanged).

3. The brand image variable (X3) has a positive effect on purchasing decisions (Y) of 0.341. This shows that if the brand image variable increases, the decision variable for buying hijab shampoo products (Y) will increase by 0.341, assuming that the other independent variables from the regression model are fixed (unchanged).
4. The celebrity endorser variable (X4) has a positive effect on purchasing decisions (Y) of 0.065. This shows that if the celebrity endorser variable has increased, the variable purchasing decision for hijab shampoo products will also increase by 0.065, assuming that the other independent variables of the regression model are fixed (unchanged).

Partial Hypothesis Test Results (t test)

Here is the df (degree of freedom) formula to find t table: $df = (n - k)$ Information:

n: number of respondents

k: the number of the dependent variable.

Based on the formula, $df = 100 - 6 = 94$. This shows that df is 94, and $\alpha = 0.05$, then the t table is obtained at 1.985.

Table 7

T Test Results

Model	T	Sig
(Constant)	0.953	0.343
Religiosity	-0.691	0.491
Halal Label	3,484	0.001
Brand Image	2,731	0.008
Celebrity Endorser	0.619	0.537

Source: Primary data processed, 2020

Based on the results of the T test in Table 4.17 it can be explained as follows:

1. The Effect of Religiosity on Purchasing Decisions

Based on the results of the t test in Table 4.17, it shows that the t value of the Religiosity variable (X1) shows a negative result of -0.691 with a significance level of 0.491. With t table 1.98522, then $t \text{ count } -0.691 < t \text{ table}$, using a significance limit of 0.05, the significance value is $0.491 < 0.05$. So it can be concluded that Religiosity has a negative and insignificant effect on purchasing decisions, which means that hypothesis I is rejected.

2. Effect of Halal Label on Purchasing Decisions

Based on the results of the t test in Table 4.17, it shows that the t value of the Halal Label variable (X2) shows a positive result of 3.484 with a significance level of 0.001. With t table 1.98522 then $t \text{ count } 3.484 > t \text{ table}$ using a significance limit of 0.05, the significance value is $0.001 < 0.05$. So it can be concluded that the Halal Label has a positive and significant effect on Purchasing Decisions, which means that hypothesis II is accepted.

3. The Influence of Brand Image on Purchasing Decisions

Based on the t test results in Table 4.17, it shows that the t value of the Brand Image variable (X3) shows a positive result of 2.731 with a significance level of 0.008. With t table 1.98522 then t count $2.731 > t$ table using a significance limit of 0.05, the significance value is $0.008 < 0.05$. So it can be concluded that Brand Image has a positive and significant effect on Purchasing Decisions, which means that hypothesis III is accepted.

4. The Influence of Celebrity Endorser on Purchasing Decisions

Based on the results of the t test in Table 4.17, it shows that the t value of the Celebrity Endorser (X4) variable shows a positive result of 0.619 with a significance level of 0.537. With t table 1.98522, then t count $0.619 < t$ table, using a significance limit of 0.05, the significance value is $0.537 < 0.05$. So it can be concluded that the Celebrity Endorser has no partial and insignificant effect on purchasing decisions, which means that hypothesis IV is rejected.

Model Feasibility Test (F Test)

The following is the formula for the F table:

$$df 1 = k - 1$$

$$df 2 = n - k$$

Information:

n: number of respondents

k: the number of the dependent variable.

Then the values of the F table are: $df 1 = 5 - 1 = 4$ $df 2 = 100 - 6 = 94$ and $\alpha = 0.05$, then the f table is obtained at 2.31. It is found that the f value is 17.612 with a significance level of 0.000. F count 17.612 is greater than f table is 2.31 with a significance value of 0.000 which is smaller than 0.05. So it can be concluded that the independent variables, namely halal label, halal awareness, advertising, brand image and self-concept have a positive and significant effect simultaneously on purchasing decisions.

Determination Coefficient Test (R2)

The result of the coefficient of determination test results in a value of R2 of 0.426. This shows that 42% of purchasing decisions are influenced by the variable of religiosity (X1), halal label (X2), brand image (X3), and celebrity endorser (X4), and the remaining 58% are influenced by independent variables not found in this study.

5. CONCLUSION

Based on the results of data analysis and the discussion that has been described regarding the Analysis of the Effect of Religiosity, Halal Label, Brand Image and Celebrity Endorser on Purchasing Decisions of Muslim Consumers in Semarang for Hijab Shampoo Products, the following conclusions can be drawn:

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1. Religiosity has no and insignificant effect on purchasing decisions for hijab shampoo products in Semarang.
2. The halal label has a positive and significant effect on purchasing decisions for hijab shampoo products in Semarang.
3. Brand image has a positive and significant effect on purchasing decisions for hijab shampoo products in Semarang.
4. Celebrity endorsers have a positive and significant effect on purchasing decisions for Hijab shampoo products in Semarang.

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