

THE INFLUECE OF HALAL AWARENESS, PRODUCT QUALITY, PROMOSION, AND PRICE ON THE PURCHASE DECISION OF HANASUI LIPSTICK PRODUCTS AMONG MUSLIM FEMALE STUDENTS MAJORING IN ACCOUNTING AT THE MEDAN STATEPOLYTECNIC

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh halal awareness, kualitas produk, promosi, dan harga terhadap keputusan pembelian lipstik Hanasui pada mahasiswi Muslimah Jurusan Akuntansi Politeknik Negeri Medan. Penelitian kuantitatif ini menggunakan sampel 103 responden dengan instrumen kuesioner dan dianalisis melalui regresi linear berganda menggunakan SPSS 26. Hasil uji parsial menunjukkan bahwa halal awareness, kualitas produk, promosi, dan harga berpengaruh signifikan terhadap keputusan pembelian. Secara simultan, keempat variabel tersebut memiliki hubungan yang sangat kuat dengan keputusan pembelian ($r = 0,886$) dengan kontribusi pengaruh sebesar 78,6%, sementara 21,4% dipengaruhi faktor lain di luar penelitian ini.

Kata Kunci: Halal Awareness, Kualitas Produk, Promosi, Harga, Keputusan Pembelian.

Abstract

This study aims to analyze the effect of halal awareness, product quality, promotion, and price on the decision to purchase Hanasui lipstick among Muslim female students majoring in accounting at the Medan State Polytechnic. This quantitative study used a sample of 103 respondents with a questionnaire instrument and was analyzed using multiple linear regression with SPSS 26. The partial test results show that halal awareness, product quality, promotion, and price have a significant effect on purchasing decisions. Simultaneously, these four variables have a very strong relationship with purchasing decisions ($r = 0.886$) with an influence contribution of 78.6%, while 21.4% is influenced by other factors outside this study.

Keywords: Halal Awareness, Product Quality, Promotion, Price, Purchase Decision.

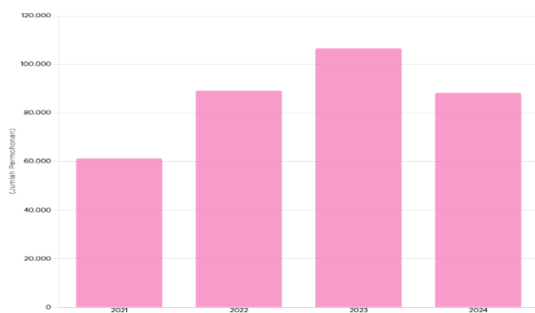
PENDAHULUAN

The cosmetics industry in Indonesia is currently experiencing significant growth

every year. Data from BPOM shows that in August 2024, BPOM released the latest data on the number of cosmetic notifications per year. In 2021, there were

61,201 cosmetic notification applications submitted to BPOM. This number increased by 45.64% from the previous year, after reaching 89,092 in 2022. Meanwhile, in 2023, Indonesia set a temporary record with 106,457 cosmetic notification applications. This data shows that the cosmetic market in Indonesia continues to grow, as seen from the increase in the number of products undergoing the distribution requirements process. In 2024, which is not yet over, cosmetic notification applications have reached 88,178, based on BPOM data. This number is almost equivalent to the figure in 2022 (Data, 2024b). Figure 1 shows the trend of cosmetics in Indonesia from 2021 to 2024.

Figure 1 Cosmetics Sales Trend in Indonesia



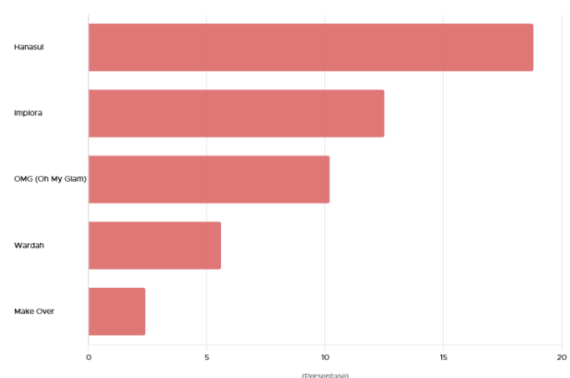
Source: BPOM Indonesian Cosmetics Trends (Data, 2024b)

The driving force behind the growth of the cosmetics industry is the progress of Indonesian society (Ubaidillah, 2023). Cosmetics have become an important

necessity, especially for women who follow global cosmetics trends, leading to an increase in cosmetics sales. Many women use cosmetic products, not only for beauty or skin care in their daily lives (Elsi & Martias, 2024).

Lipstick is one of the most popular cosmetic products. The local brand Hanasui ranked first in market share, reaching 18.8% in the first quarter of 2024. This market share is calculated based on sales from e-commerce, both in official and non-official stores. In second place is Implora with a total market share of 12.5%. OMG (Oh My Glam) occupies the third position with a market share of 10.19%. With a market share of 5.6%, Wardah occupies the fourth position.

Figure 2 Local Lipstick Brands with the Largest Market Share in 2024



Source: Kompas Market Insight (Data, 2024a)

Based on the data above, one of the cosmetic brands most chosen by Indonesian women is Hanasui. Hanasui is a local cosmetic brand that was founded in 2016 and is produced by PT Eka Jaya Internasional. Hanasui lipstick is a local product that is safe and halal for use, especially for Muslim consumers. In terms of safety, this product has been registered and licensed, which means that each product has undergone laboratory testing to ensure the safety of the ingredients, the stability of the formulation, and that it does not cause any harmful side effects. In addition, Hanasui also produces cosmetics that are free from animal testing (cruelty-free). All Hanasui products have obtained a Production Permit certificate, a Good Cosmetic Manufacturing Practices (CPKB) certificate, a BPOM certificate, and a Halal certificate, so that the products produced have implemented quality and safety standards (Hanasui, 2023). This indicates that all ingredients used come from halal and pure sources, and the production process is strictly monitored to prevent contamination by substances prohibited in Islam. Thus, Hanasui lipsticks are not only safe for health but also align with Islamic principles, supporting Muslims in caring for and beautifying themselves without violating religious rules.

From an Islamic perspective, cosmetics are viewed as a means of maintaining cleanliness, beauty, and personal appearance, as long as they are used with intentions and methods that are in accordance with Islamic law. Islam does not prohibit people from beautifying themselves; in fact, it encourages its followers to appear clean and neat, as long as they do not violate religious boundaries, because Islam teaches that cleanliness and beauty are part of faith. One of the things that can be done to achieve cleanliness and beauty is through efforts to beautify and enhance one's appearance. In today's modern era, various products related to beauty and aesthetics are very easy to find on the market. Indonesians are generally more familiar with the term "cosmetics" to refer to beauty and aesthetic products (Miftah, 2020). The hadith reads:

إِنَّ اللَّهَ طَيِّبٌ يُحِبُّ الطَّيِّبَ، تَطَيَّفٌ يُحِبُّ
النَّظَافَةَ، كَرِيمٌ يُحِبُّ الْكَرَمَ، جَوَادٌ يُحِبُّ الْجُودَ، فَتَطَفُّوا
أَفْنِيَتِكُمْ

Meaning: "From the Messenger of Allah, peace and blessings be upon him: Verily, Allah is pure and loves purity, He is Most Clean and loves cleanliness, He is Most Noble and loves nobility, He is Most Beautiful

and loves beauty, so clean your places.” (HR. Tarmizi).

Hanasui lipsticks come in a variety of superior variants and are designed to meet the needs of consumers with different skin types and appearance preferences. Hanasui offers various types of lipsticks, such as lip tints, lip creams, and lipstick sticks. This is supported by the value of e-commerce transactions worldwide and especially in Indonesia, which continues to increase every year (Nursartika, 2023). Technology-based marketing, such as digital marketing, allows companies to reach consumers more directly and personally through online platforms, social media, and personalized advertising (Dewi, 2025). Hanasui uses social media platforms such as Instagram, TikTok, YouTube, and Facebook to build and increase brand awareness (Hanasui, 2023). For marketing, Hanasui utilizes e-commerce to make it easily accessible to consumers.

According to (Samsiyah et al., 2023), consumer behavior is a series of activities related to the process of purchasing goods or services. Research conducted by (Khafidin, 2020), shows that consumer behavior is an action taken by individuals or groups in the process of purchasing or using a product or service. This involves decision-making

stages with the aim of obtaining products or services that meet consumer needs and desires.

The impact of Hanasui lipstick products on consumers is also felt and widely used by Muslim women, especially Muslim female students majoring in accounting at the Medan State Polytechnic, who pay attention to the halal status and suitability of products with Islamic principles, including in choosing cosmetic products. This can be seen from the fact that several female students use Hanasui lipstick for their daily activities on campus. This shows that Hanasui lipstick products have many enthusiasts and active users who have great potential as consumers. Thus, the researcher chose Muslim female students majoring in accounting at the Medan State Polytechnic to discuss purchasing decisions on Hanasui cosmetic products.

LITERATURE REVIEW

Purchase Decision

In Islam, this decision-making process is explained in several verses of the Qur'an that are more general in nature, meaning that they can be applied to all activities. The concept of decision-making in Islam must be fair, based on the example of a judge who must be firm and fair in

deciding a court case (Miftah, 2020). As stated in Surah Al-Imran verse 159, which reads:

فَبِمَا رَحْمَةٍ مِّنَ اللَّهِ لِنْتَ لَهُمْ وَلَوْ كُنْتَ فَظًّا غَلِيظَ الْقَلْبِ
لَانْفَضُّوا مِنْ حَوْلِكَ فَاعْفُ عَنْهُمْ وَاسْتَغْفِرْ لَهُمْ
وَشَاوِرْهُمْ فِي الْأَمْرِ فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ إِنَّ
اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ ﴿١٥٩﴾

Meaning: So, by the grace of Allah, you (Prophet Muhammad) are gentle towards them. If you were harsh and hard-hearted, they would surely turn away from you. Therefore, forgive them, ask forgiveness for them, and consult with them in all (important) matters. Then, when you have made up your mind, put your trust in Allah. Indeed, Allah loves those who put their trust in Him.

The hadith narrated by Bukhari and Muslim from Hakim bin Hazam states that the Prophet Muhammad SAW said: "In the process of buying and selling, both parties have the right to choose or cancel the transaction as long as they are still in the same place and have not separated. The Prophet Muhammad (peace be upon him) emphasized the importance of honesty and openness in transactions. If the seller and buyer are both honest in conveying the

condition of the goods and the price, then Allah will bless the sale. However, if there is deception or information is concealed, then that blessing will be revoked." (Narrated by Bukhari and Muslim).

Halal Awareness

Islam, as a religion with comprehensive teachings on regulating human activities, is certainly capable of answering a series of problems, especially those faced in the business world. The Qur'an, as the holy book of Islam, has regulated values, norms, behavior, and ethics in a balanced manner. This is where the importance of ethics and communication in business from an Islamic perspective is developed as an alternative solution to solve various business problems that arise, so that we are not trapped in capitalist, secularist, individualistic, hedonistic, and excessive behaviors that justify all means in managing business (Nasir, 2020). This can be understood in the explanation of Q.S. Al-Ma'idah Verse 87:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَحْرِمُوا طَيِّبَاتِ مَا أَحَلَّ اللَّهُ لَكُمْ
وَلَا تَعْتَدُوا إِنَّ اللَّهَ لَا يُحِبُّ الْمُعْتَدِينَ ﴿٨٧﴾

Meaning: O you who believe, do not forbid the good things which Allah

has made lawful for you, and do not transgress. Indeed, Allah does not like transgressors.

Product Quality

From an Islamic perspective, improving quality is not just a business strategy, but a moral obligation that must be carried out by every business person. Islam teaches its followers to work ihsan, which means to do their best, including in producing goods or services. Therefore, maintaining and improving product quality is part of the mandate and responsibility to consumers and to Allah SWT. In the business world, product quality plays an important role because it reflects the honesty and integrity of business actors. However, quality cannot only be measured from the producer's point of view. What is far more important is how consumers assess and feel the benefits of the product. Therefore, business actors are required to truly understand what consumers need and expect. Quality improvement will be more optimal if it is based on consumer perceptions and satisfaction, rather than merely the personal assumptions of producers. For example, if consumers want products that are durable, clean, safe, and easy to use, then those are the quality standards that should be used as a reference.

Long-term business success is highly dependent on consumer satisfaction, because that is where trust, loyalty, and transaction sustainability are built. A long-term relationship between sellers and buyers cannot be created solely through promotion or low prices, but must be supported by a commitment to quality. Therefore, in Islam, improving quality is a tangible form of moral, social, and spiritual responsibility. This not only brings worldly benefits, but also becomes a way to obtain blessings in business. This relationship can be realized by creating customer loyalty, which will then have an impact on increasing satisfaction both during the purchasing process and when using the product (Hasballah, 2023). Surah Al-Baqarah verse 172 explains:

يَا أَيُّهَا الَّذِينَ آمَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا
لِلَّهِ إِنَّ كُنتُمْ لِيَّاهُ تَعْبُدُونَ ﴿١٧٢﴾

Meaning: O you who believe, eat of the good and lawful things We have provided for you, and be grateful to Allah for His blessings, if you truly worship and serve Him alone.

Promotion

In Islamic teachings, honest and trustworthy traders hold a very noble

position. The Prophet Muhammad SAW said that honest and trustworthy traders will be placed alongside the prophets, the righteous (shiddiqin), and the martyrs in the hereafter. This shows how highly honesty is valued in commercial activities. Honesty in trading is not only about truthfulness in conveying information about goods or prices, but also includes being fair, not deceiving, and not taking advantage of consumers' ignorance. Thus, honesty in trading is not only a form of worship, but also has a direct impact on the success and blessings of a business. This noble hadith shows the greatness of a trader who possesses these qualities, because he will be honored with great virtue and a high position in the sight of Allah SWT, being gathered together with the Prophets, the truthful, and those who died as martyrs on the Day of Judgment (Handayani & Anwar, 2019). This is explained in the Qur'an, Surah Al-Baqarah, verse 42, which reads:

وَلَا تَلْبِسُوا الْحَقَّ بِالْبَاطِلِ وَتَكْتُمُوا الْحَقَّ وَأَنْتُمْ تَعْلَمُونَ ﴿٤٢﴾

Meaning: Do not mix truth with falsehood, and do not conceal the truth when you know it.

Price

According to Hakim 2012 In (Tuti et al., 2023). In Islamic conception, the most

important principle is that prices are determined by the balance of supply and demand. This balance occurs when buyers and sellers need each other. Therefore, prices depend on the seller's ability to supply goods to buyers and the buyer's ability to obtain goods from sellers at a price. However, if traders raise prices above reasonable limits, which is unfair and very detrimental to humanity, then the authorities (government) must intervene to resolve this issue by setting standard prices, as stated by Caliph Umar bin Khattab. Islam provides guidelines for humans in conducting trade by establishing a basis for determining fair prices, in order to avoid harmful actions, reduce difficulties, and create ease in transactions (Aswawi, 2022). As Allah SWT explains in Surah An-Nisa verse 29, which reads:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ﴿٢٩﴾

Meaning: O you who believe, do not consume one another's wealth unjustly, except in a manner that is mutually agreed upon. Do not kill yourselves. Indeed, Allah is Most Merciful to you.

RESEARCH METHODS

This study uses a quantitative research approach, which is research that uses numerical data and statistics. This method is scientific because it meets scientific principles, namely concrete/empirical, objective, measurable, rational, and systematic. This research was conducted with the aim of observing the relationship between variables and research objects in terms of cause and effect, so that in this research there are independent and dependent variables (Sugiyono, 2023). The research location was in the city of Medan with respondents being Muslim female students majoring in accounting at the Medan State Polytechnic. The population of this study was female Muslim students majoring in accounting at the Medan State Polytechnic. The population size was 834 active female Muslim students.

According to (Sugiyono, 2023), a sample is a portion of the size and characteristics of a population. The sampling technique used in this study was purposive sampling, where the sample was selected based on specific criteria and characteristics to obtain a sample that was suitable for the study. This study used the Cochran formula to determine the minimum sample size because the population size of

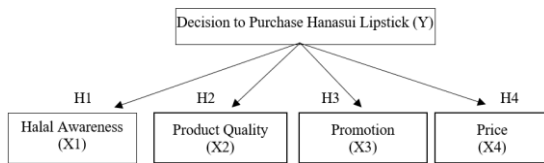
female Muslim students majoring in accounting at the Medan State Polytechnic who used Hanasui lipstick products was not known with certainty. The following are the variable indicators used in this research:

Table 1 Operational Variables

No	Variabel	Defenisi	Indikator
1.	<i>Halal Awareness</i>	<i>Halal awareness</i> adalah kesadaran seseorang terkait dengan aspek pengetahuan dan pemahaman yang dimilikinya terhadap pemilihan, penggunaan ataupun pemakaian suatu produk halal (Lestari et al., 2021).	1) produk yang dikonsumsi halal. 2) dikonsumsi mengandung bahan-bahan halal. 3) produk yang dikonsumsi diproses/diproduksi melalui proses halal 4) produk memiliki label halal. 5) Memiliki pengetahuan produk halal.
2.	Kualitas Produk	Kualitas Produk adalah kualitas meliputi usaha memenuhi atau melebihi harapan pelanggan yang mencakup produk, jasa, manusia, proses, dan lingkungan (Pahmi, 2024).	1) Kesesuaian dengan Spesifikasi. 2) Reliabilitas (Keandalan) 3) Daya Tahan (<i>Durability</i>)
3.	Promosi	Promosi merupakan serangkaian aktivitas pemasaran yang bertujuan untuk menginformasikan, memperkenalkan, dan mendorong minat konsumen terhadap produk, jasa, atau ide yang ditawarkan perusahaan.	1) Frekuensi Promosi 2) Kualitas Promosi 3) Kuantitas Promosi 4) Waktu Promosi 5) Ketepatan atau Kesesuaian Sasaran Promosi
4.	Harga	menjelaskan bahwa harga merupakan suatu nilai tukar yang dapat disamakan dengan uang atau barang lain untuk manfaat yang diperoleh dari suatu barang dan jasa bagi seseorang atau kelompok pada waktu tertentu dengan tempat tertentu (Shinta et al., 2024).	1) Keterjangkauan harga 2) Kesesuaian harga 3) Daya saing harga 4) Kesesuaian harga dengan manfaat.
5.	Keputusan Pembelian Berdasarkan	pengertian diatas dapat disimpulkan bahwa keputusan pembelian adalah perilaku konsumen yang mencakup serangkaian proses, dimulai dari pengenalan masalah, pencarian informasi, hingga pemilihan dan evaluasi produk atau jasa yang digunakan untuk memenuhi kebutuhan dan keinginan.	1) Pilihan Produk 2) Pilihan Merek 3) Pilihan Penyalur 4) Waktu Pembelian 5) Jumlah Pembelian 6) Metode Pembayaran

The following is an analysis of the model used in this research.

Table 2 analysis of the model



RESULTS AND DISCUSSION

In the table above, it can be seen that there were 103 respondents who were Muslim. Respondents aged < 20 years numbered 24 people (23.3%). Respondents aged 20-22 years numbered 73 people (70.9%). Respondents aged > 22 years numbered 6 people (5.8%). This shows that the most dominant respondents were those aged 20-22 years, totaling 73 people (70.9%). Respondents from the Accounting Department of the Sharia Finance and Banking Study Program totaled 50 people (48.5%). The Public Finance Accounting Study Program totaled 15 people (14.6%). The Finance and Banking Study Program had 23 respondents (22.3%). The Accounting Study Program had 15 respondents (14.6%). This shows that the most dominant respondents were those from the Sharia Finance and Banking Study Program, totaling 50 respondents (48.5%). Most respondents purchased Hanasui lipstick 2-3 times a month, namely 45 people or 43.69% of the total respondents. Furthermore, there were 29 respondents

(28.16%) who purchased lipstick 4-5 times, and 23 respondents (22.33%) who only made purchases once a month. Meanwhile, there were 6 respondents (5.83%) who purchased lipstick more than 5 times a month. These findings indicate that the majority of respondents have a fairly regular purchase frequency for Hanasui lipstick products, particularly in the range of 2 to 5 times per month. This indicates that the product is quite popular and has become part of the routine cosmetic needs of Muslim female students majoring in accounting at the Medan State Polytechnic.

Table 3 Respondent Demographics

Respondent Profile	Numbers	Percentage (%)
Islamic religion		
Yes	103	100%
No	-	-
Age		
<20 years old	24	23,3 %
20-22 years old	73	70,9%
> 22 years old	6	5,8%
Accounting Department/ Study Program		
D4 Sharia Finance and Banking	50	48,5 %
D4 Public Finance Accounting	15	14,6 %
D3 Finance and Banking	23	22,3 %
D3 Accounting	15	14,6 %
Monthly Allowance		
<Rp 500.000	6	5.83%
Rp 500.000 - Rp 1.000.000	33	32.04%
Rp 1.000.000 - 2.000.000	35	33.98%
Rp 2.000.000 - 3.000.000	24	23.30%
>Rp 3.000.000	5	4.85%
How many times a month do you buy Hanasui lipstick?		
1 time	23	22.33%
2-3 times	45	43.69%
4-5 times	29	28.16%
More than 5 times	6	5.83%
number of respondents	103	100%

This study contains five variables that need to be tested for validity and reliability. Validity and reliability tests will be conducted using the analysis

described in the previous chapter. Based on the results of processing the validity and reliability data of the questionnaire using SPSS version 26, it is known that all statement items from each variable are valid and reliable, as described below:

In this study, validity testing was conducted using Pearson Correlation and SPSS 26 software. A questionnaire can be considered valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2021). According to the SPSS results, the validity values in the table for each statement of each variable studied show that all variables can be declared valid because the coefficient values are > 0.193 . The following are the validity test results:

Tabel 4 Validity Test Results

Variable	Statement	Calculated r	Table r	Description
Halal Awareness X1	HA1	0,730	0,193	Valid
	HA2	0,809	0,193	Valid
	HA3	0,810	0,193	Valid
	HA4	0,838	0,193	Valid
	HA5	0,860	0,193	Valid
	HA6	0,837	0,193	Valid
	HA7	0,815	0,193	Valid
	HA8	0,823	0,193	Valid
	HA9	0,818	0,193	Valid
	HA10	0,753	0,193	Valid
Product Quality X2	KP1	0,774	0,193	Valid
	KP2	0,841	0,193	Valid
	KP3	0,796	0,193	Valid
	KP4	0,814	0,193	Valid
	KP5	0,774	0,193	Valid
	KP6	0,721	0,193	Valid
Promotion X3	P1	0,634	0,193	Valid
	P2	0,656	0,193	Valid
	P3	0,706	0,193	Valid
	P4	0,762	0,193	Valid
	P5	0,723	0,193	Valid
	P6	0,794	0,193	Valid
	P7	0,753	0,193	Valid
	P8	0,752	0,193	Valid
	P9	0,809	0,193	Valid
	P10	0,794	0,193	Valid

Price X4	H1	0,753	0,193	Valid
	H2	0,737	0,193	Valid
	H3	0,802	0,193	Valid
	H4	0,821	0,193	Valid
	H5	0,820	0,193	Valid
	H6	0,771	0,193	Valid
	H7	0,808	0,193	Valid
	H8	0,798	0,193	Valid
Purchase Decision Y	KP1	0,767	0,193	Valid
	KP2	0,837	0,193	Valid
	KP3	0,755	0,193	Valid
	KP4	0,777	0,193	Valid
	KP5	0,785	0,193	Valid
	KP6	0,759	0,193	Valid
	KP7	0,799	0,193	Valid
	KP8	0,786	0,193	Valid
	KP9	0,773	0,193	Valid
	KP10	0,703	0,193	Valid
	KP11	0,776	0,193	Valid
	KP12	0,736	0,193	Valid

Source: Data processed with SPSS 26 (2025)

Reliability testing in this study was conducted to demonstrate the level of internal consistency reliability of the techniques used by measuring Cronbach's Alpha coefficient with the help of the SPSS 26 program. A statement can be categorized as reliable if the alpha value is > 0.60 . The following are the validity test results:

Table 5 Reliability Test Results

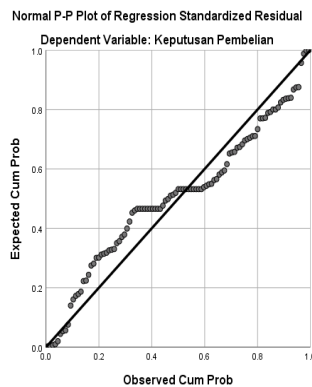
Variable	Cronbach's Alpha	Description
Halal Awareness (X1)	0,941	Reliable
Product Quality (X2)	0,877	Reliable
Promotion (X3)	0,906	Reliable
Price (X4)	0,913	Reliable
Purchase Decision (Y)	0,938	Reliable

Source: Data processed with SPSS 26 (2025)

Based on the table above, the overall Cronbach's Alpha value is > 0.60 . It can be concluded that all variables used in this study are reliable.

Normality testing is a test conducted to evaluate whether the distribution follows a normal pattern or not. The normality test is a test conducted to determine whether the data has a normal distribution. The data tested is data obtained from the results of a questionnaire distribution. The data normality standard must be above > 0.50 (Sugiyono, 2023). This normality test uses a histogram and P-P plot graphical approach. The following are the results of the normality test:

Figure 3 P-P Plot Graph



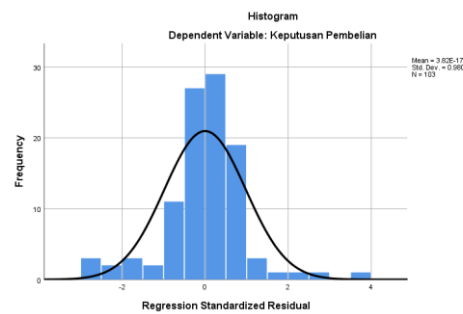
Source: Data processed with SPSS 26 (2025)

Based on the image above, it can be seen that the P-P plot graph is normal because the distribution points show that the data is scattered around the diagonal line and follows the direction of the diagonal line. This indicates that the data has a normal

distribution and the assumption of normality is fulfilled.

This is reinforced by the following histogram graph:

Figure 4 Histogram Graph



Source: Data processed with SPSS 26 (2025)

Based on the image above, it can be seen that the curve forms a bell shape, so the residual value is declared normal or the data is normally distributed. To confirm whether the data or variable is normally distributed or not, a Kolmogorov-Smirnov normality test needs to be performed. If the significance is above 0.05 or 5%, the data is declared normally distributed. The following are the results of the Kolmogorov-Smirnov normality test:

Table 6 Results of the Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
			103
Normal Parameters ^{a,b}	Mean		0.0000000
	Std. Deviation		5.99816765
Most Extreme Differences	Absolute		0.131
	Positive		0.088
	Negative		-0.131
Test Statistic			0.131
Asymp. Sig. (2-tailed)			.000 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.053 ^d
	99% Confidence Interval	Lower Bound	0.047
		Upper Bound	0.059

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 2000000.

Source: Data processed with SPSS 26 (2025)

Based on the table above, it can be seen that the significance value is 0.066. Therefore, it can be stated that the significance value of $0.053 > 0.05$. Thus, it can be concluded that the residual value is declared to have a normal distribution.

The multicollinearity test aims to test whether the regression model finds correlations between independent variables. The way to determine the presence or absence of multicollinearity in a regression model is as follows (Ghozali, 2021).

Table 7 Multicollinearity Test Results

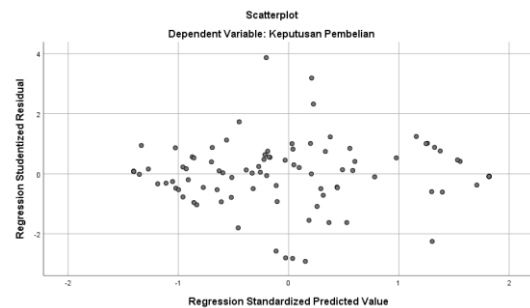
Variable	Tolerance	VIF	Conclusion
Halal Awareness (X1)	0.511	1.959	No multicollinearity
Product Quality (X2)	0.540	1.851	No multicollinearity
Promotion (X3)	0.376	2.659	No multicollinearity
Price (X4)	0.437	2.291	No multicollinearity

Source: Data processed with SPSS 26 (2025)

Based on the table above, it shows that the tolerance value for each independent variable is > 0.1 and the VIF value is < 10 . Therefore, it can be stated that there is no multicollinearity in the independent (free) variables.

The results of the heteroscedasticity test using the Scatterplot graphical method from the processing of data provided by respondents.

Table 8 Results of the Heteroscedasticity Test with Scatterplot



Source: Data processed with SPSS 26 (2025)

Based on the image above, it can be seen that the points are scattered randomly and spread both above and below the number 0 on the Y-axis and do not form a clear pattern. Therefore, it can be concluded that there is no heteroscedasticity problem.

Table 9 Pearson Correlation Test Results

		Correlations				
		Halal Awareness	Product Quality	Promotion	Price	Purchase Decision
Halal Awareness	Pearson Correlation	1	.577**	.658**	.574**	.705**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	103	103	103	103	103
Product Quality	Pearson Correlation	.577**	1	.610**	.595**	.719**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	103	103	103	103	103
Promotion	Pearson Correlation	.658**	.610**	1	.720**	.819**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	103	103	103	103	103
Price	Pearson Correlation	.574**	.595**	.720**	1	.743**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	103	103	103	103	103
Purchase Decision	Pearson Correlation	.705**	.719**	.819**	.743**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	103	103	103	103	103

Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed with SPSS 26 (2025)

Based on the table above, it can be seen that the significance value of the independent variables on the residual value is > 0.05, with the significance value of the Halal Awareness variable at 0.705, the significance value of the Product Quality variable at 0.719, the significance value of the Promotion variable at 0.819, and the significance value of the Price variable at 0.743. Therefore, it can be concluded that there is no evidence of heteroscedasticity.

Multiple linear regression analysis is used to determine the extent to which independent variables influence dependent variables (Darma, 2021).

Table 10 Multiple Linear Regression

Analysis Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-1.163	2.251		-0.517	0.607
	Halal Awareness	0.197	0.072	0.180	2.756	0.007
	Product Quality	0.495	0.126	0.249	3.917	0.000
	Promotion	0.509	0.096	0.404	5.295	0.000
	Price	0.288	0.102	0.200	2.831	0.006

a. Dependent Variable: Purchase Decision

Source: Data processed with SPSS 26 (2025)

Based on the table above, the results of the multiple linear regression analysis above, the regression equation can be written as follows:

$$KP = -1.163 + 0.197 HA + 0.495 KP + 0.509 P - 0.288 H$$

From the regression equation above, the regression coefficient values can be stated as follows:

- 1) A constant value of -1.163 indicates that if there is no Halal Awareness, Product Quality, Promotion, and Price, the Purchase Decision will be -1.163.
- 2) The regression coefficient value of the Halal Awareness variable (X1) is 0.197. This means that an increase of one unit of Halal Awareness will affect the Purchase Decision by 0.197, assuming other variables

remain constant. The significance level of $0.007 < 0.05$ can be interpreted as meaning that the Halal Awareness variable (X1) has a positive and significant effect on the Purchase Decision (Y).

- 3) The regression coefficient value for the Product Quality variable (X2) is 0.495. This means that an increase of one unit in Product Quality will affect the Purchase Decision by 0.495, assuming that other variables remain constant. The significance level of $0.000 < 0.05$ means that the Purchase Decision variable (X2) has a positive and significant effect on Purchase Decision (Y).
- 4) The regression coefficient value of the Promotion variable (X3) is 0.509. This means that an increase of one unit of Promotion will affect Promotion by 0.509, assuming other variables remain constant. A significance level of $0.000 < 0.05$ means that the Promotion variable (X3) has a positive and significant effect on Purchase Decision (Y).
- 5) The regression coefficient value for the Price variable (X4) is 0.288. This means that an increase of one unit in Price will affect Price by 0.288,

assuming other variables remain constant. A significance level of $0.006 < 0.05$ indicates that the Price variable (X4) has a positive and significant effect on Purchase Decision (Y).

To determine whether or not each independent variable has a partial effect on the dependent variable, we can look at the significance level of 5% (0.05). The hypothesis in the t-test is as follows:

- H0 : meaning that the independent variable has no significant partial effect on the dependent variable.
- Ha : meaning that the independent variable has a significant partial effect on the dependent variable.

The basis for decision making for the F test is as follows:

- a) If the calculated t value $>$ t table and the significance value $<$ 0.05, then H0 is rejected and Ha is accepted.
 - b) If the calculated t value $<$ t table and the significance value $>$ 0.05, then H0 is accepted and Ha is rejected.
- The results obtained from the t test are as follows.

Table 11 t-test results

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
1 (Constant)	-1.163	2.251		-0.517	0.607
Halal Awareness	0.197	0.072	0.180	2.756	0.007
Product Quality	0.495	0.126	0.249	3.917	0.000
Promotion	0.509	0.096	0.404	5.295	0.000
Price	0.288	0.102	0.200	2.831	0.006

a. Dependent Variable: Purchase Decision

Source: Data processed with SPSS 26 (2025)

The F-test is used to determine whether the independent variables (Halal Awareness, Product Quality, Promotion, and Price) jointly influence the dependent variable (Purchase Decision). To see the simultaneous effect of each independent variable on the dependent variable, we can look at the 5% significance level (0.05).

The hypotheses in the F test are as follows:

H0: the independent variables simultaneously have no significant effect on the dependent variable.

Ha: the independent variables simultaneously have a significant effect on the dependent variable.

The basis for decision making for the F test is as follows:

a) If the calculated f value > table f and the significance value < 0.05, then H0 is rejected and Ha is accepted.

b) If the calculated f value < table f and the significance value > 0.05, then H0 is accepted and Ha is rejected.

The results obtained from the f test are as follows:

Table 12 F-test results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	13455.660	4	3363.915	89.833	.000 ^b
Residual	3669.758	98	37.447		
Total	17125.417	102			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Halal Awareness, Product Quality, Promotion

Source: Data processed with SPSS 26 (2025)

Based on the table above, the f statistical test result is 89.833. The f distribution table is sought at a confidence level of $\alpha = 5\%$ (0.05), with the numerator degree (df1) (k-1) or (4-1) = 3, and the denominator degree (df2) (n-k) or (103-4) = 99, then the f table value obtained is 2.696. Because f calculated > f table or 89.833 > 2.696 and the probability value (sig) is known to be smaller than the alpha value (α), namely 0.000 < 0.05. Therefore, it can be concluded that H0 is rejected and Ha is accepted, which means that simultaneously, the variables of Halal Awareness, Product Quality, Promotion, and Price have a significant effect on the Purchase Decision of Hanasui lipstick products by Muslim female students

majoring in Accounting at the Medan State Polytechnic.

The following are the results of the coefficient of determination test in this study:

Table 13 Results of the Coefficient of Determination Test (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886 ^a	0.786	0.777	6.11935

a. Predictors: (Constant), Price, Halal Awareness, Product Quality, Promotion

b. Dependent Variable: Purchase Decision

Source: Data processed with SPSS 26 (2025)

Based on the table above, the following results can be observed:

- 1) The correlation coefficient R of 0.886 indicates a very strong relationship between the independent variable and the dependent variable because it is close to 1.
- 2) The coefficient of determination (R²) of 0.786 indicates that the proportion of the independent variable affecting the dependent variable is 78.6%, while the remaining (100% - 78.6%) = 21.4% is influenced by other variables not examined in this research model. Therefore, there are many variables that can influence the purchasing decisions of Muslim female accounting students at the Medan State

Polytechnic, such as psychological variables, social environment, market trends, or personal characteristics of consumers that are not included in the regression model.

Discussion

Based on the results of data analysis of the variables in this study, it can be seen that the respondents' responses to the variables described in the questionnaire were generally very good. Based on the results of the analysis described above, the overall discussion of the results of this study can be summarized as follows:

- 1) The Effect of Halal Awareness on Purchasing Decisions

Based on the results of the multiple linear regression test, the regression coefficient value of the Halal Awareness variable is 0.197. This means that an increase of one unit of Halal Awareness will affect the Purchase Decision by 0.197, assuming that other variables remain constant. The significance level of $0.007 < 0.05$ means that the Halal Awareness variable has a positive and significant effect on Purchase Decisions.

In the partial test, if the t-value is $>$ t-table and the probability value

(significance) is < 0.05 , it can be stated that the independent variable partially has a significant effect on the dependent variable. Based on the partial test results (t-test) in this study, it can be seen that the t-count for the Halal Awareness variable is 2.756. The t-table value obtained is 1.984. Because $t\text{-count} < t\text{-table}$ or $2.756 < 1.984$ and the probability value (sig) is > 0.05 or $0.007 < 0.05$. Therefore, it can be concluded that H_{01} is rejected and H_{a1} is accepted, which means that Halal Awareness partially has a significant effect on the purchase decision of Hanasui lipstick products among students.

This is also in line with the theory of Halal Awareness according to (Syarofi, 2024), where Halal Awareness is a benchmark for Muslims to digest information related to increasing awareness of what is permissible to use and consume. If Halal Awareness is done properly, consumers will be careful in choosing products. The results of this study are in line with research conducted by (Ismawati et al., 2021), which found that Halal Awareness has a positive and significant effect on consumer

decisions to purchase skincare products. This differs from the research conducted by (Zuhri et al., 2022), where the Halal Awareness variable did not have a positive and significant effect on purchasing decisions, indicating a low level of consumer awareness of halal products.

Through the above explanation, the first research question is answered, namely that the Halal Awareness variable, measured using the Halal Awareness theory, partially has a positive and significant effect on the level of awareness among Muslim female students majoring in accounting at the Medan State Polytechnic. The results of this study indicate that many Muslim female students majoring in accounting at the Medan State Polytechnic are aware that the halal status of a product is important in using and consuming a product.

- 2) The effect of product quality on purchasing decisions

If the significance level is less than 0.05 and the t-value is greater than the t-table value, then the independent variable affects the

dependent variable. Based on this study, the significance level of the Product Quality variable is 3.917. The t-table value is 1.984. Because $t\text{-count} > t\text{-table}$ or $(3.917 < 1.984)$ and the probability value (sig) is known to be < 0.05 or $(0.000 < 0.05)$. Therefore, it can be concluded that Product Quality partially has a significant effect on the Purchase Decision of Hanasui lipstick among Muslim female students majoring in Accounting at the Medan State Polytechnic.

This shows that Product Quality is very important and influences the Purchase Decision among Muslim female students majoring in Accounting at the Medan State Polytechnic.

This is also in line with the theory of Product Quality according to (Asep et al., 2020), where Product Quality has the ability to perform its functions, including durability and reliability. If Product Quality is good and maintained, it can increase consumer interest in purchasing a product, thereby increasing the number of product purchases. The results of this study are in line with the research conducted by (Sakti et al., 2020), that

Product Quality has a positive and significant effect on purchasing decisions. This is in contrast to the research conducted by (Aprilia & Sidanti, 2023), where the Product Quality variable does not have a positive and significant effect on purchasing decisions.

Through the explanation above, the first research question is answered, namely that the Product Quality variable, measured using the Product Quality theory, partially has a positive and significant effect on the level of awareness of Muslim female students majoring in accounting at the Medan State Polytechnic. The results of this study indicate that many Muslim female students majoring in accounting at the Medan State Polytechnic consider product quality important before buying and using it.

3) The Effect of Promotion on Purchase Decisions

If the significance level is less than ($<$) 0.05 and the t-value is greater than ($>$) the t-table value, then the independent variable affects the dependent variable. It can be seen that the t-value for the Promotion

variable is 5.295. The t-table value is 1.984. Because $t\text{-value} > t\text{-table}$ or $5.295 < 1.984$ and the probability value (sig) is < 0.05 or $0.000 < 0.05$. Therefore, it can be concluded that Promotion partially has a significant effect on the Purchase Decision of Hanasui lipstick products among Muslim female students majoring in Accounting at the Medan State Polytechnic. This shows that Promotion among Muslim female students majoring in Accounting at the Medan State Polytechnic is very important and influences Purchase Decisions.

This is also in line with the theory of Promotion according to (Rangkuti, 2009), where Promotion is a sales and marketing activity aimed at informing and encouraging demand for a company's products, services, and ideas. If Promotion is carried out well using discounts and promising advertisements, consumers will buy the product because of the discounts and advertisements that attract their attention. The results of this study are in line with the research conducted by (Musaidah, 2024), which found that promotion has a significant effect on

decisions. This differs from the results of research conducted by (Pambela, 2022), which found that the Promotion variable did not have a significant effect but had a positive value on purchasing decisions.

Through the explanation above, the first research question is answered, namely that the Promotion variable, measured using the Promotion theory, has a partial positive and significant effect on the level of awareness of Muslim female students majoring in accounting at the Medan State Polytechnic. The results of this study indicate that many Muslim female students majoring in accounting at the Medan State Polytechnic buy products because of promotions offered through discounts that are affordable for Muslim female students.

4) The Effect of Price on Purchasing Decisions

If the significance level is less than ($<$) 0.05 and the t-value is greater than ($>$) the t-table value, then the independent variable affects the dependent variable. It can be seen that the t-value for the Price variable is 2.831. The t-table value is 1.984.

Because $t\text{-value} > t\text{-table}$ or $2.831 < 1.984$ and the probability value (sig) is < 0.05 or $0.000 < 0.05$. Therefore, it can be concluded that Price partially has a significant effect on the Purchase Decision of Hanasui lipstick products among Muslim female students majoring in Accounting at the Medan State Polytechnic. This shows that Price is very important and influences the Purchase Decision among Muslim female students majoring in Accounting at the Medan State Polytechnic.

This is also in line with the theory of Price by (Majid & Rizaldi, 2024), where a high price for a product can generate greater revenue for producers and vice versa. However, if the price is cheaper, sales will increase but the company's profits will decrease. If the price is affordable for consumers, it can increase sales and experience a significant increase. The results of this study are in line with research conducted by (Ahmad & Andini, 2023), which found that price has a significant influence on consumers' purchasing decisions. This differs from research conducted by (Meti Lestari, 2024), which found that the price

variable does not have a significant influence on purchasing decisions.

Through the above explanation, the first research question is answered, namely that the Price variable, measured using the Price theory, has a positive and significant effect on the level of awareness of Muslim female students majoring in accounting at the Medan State Polytechnic. The results of this study indicate that many Muslim female students majoring in accounting at the Medan State Polytechnic view products based on their price because low prices and high quality are very important considerations when purchasing a product.

5) The Influence of Halal Awareness, Product Quality, Promotion, and Price on Purchasing Decisions

If the significance level is less than 0.05 and the calculated F is greater than the table F, then the independent variables have a simultaneous effect on the dependent variable. Based on the results of this study, the statistical test result was 89.833. The F table value was 2.696. Because the F count $>$ F table or $89.833 > 2.696$ and the probability

value (sig) was smaller than the alpha (α) value, namely $0.000 < 0.05$. Therefore, it can be concluded that simultaneously, the variables of Halal Awareness, Product Quality, Promotion, and Price have a significant effect on the Purchase Decision of Hanasui lipstick products among Muslim female students majoring in Accounting at the Medan State Polytechnic.

The R value of 0.886 or 88.6% indicates a very strong relationship between the variables of Halal Awareness, Product Quality, Promotion, and Price on the Purchase Decision of Hanasui Lipstick Products among Muslim female students majoring in Accounting at the Medan State Polytechnic. Based on the R-square value of 0.786 or 78.6%, it shows that the proportion of the variables of Halal Awareness, Product Quality, Promotion, and Price on the Purchase Decision of Hanasui Lipstick Products among Muslim female students majoring in Accounting at the Medan State Polytechnic is 78.6%, while the remaining 21.4% is influenced by other variables not examined in this research model.

CONCLUSION AND SUGGESTIONS

Based on the data analysis and discussion conducted with reference to the research questions and objectives, the following conclusions can be drawn:

- 1) Halal Awareness partially has a significant effect on the Purchase Decision of Hanasui Lipstick Products among Muslim Female Students majoring in Accounting at the Medan State Polytechnic.
- 2) Product quality partially has a significant effect on the purchase decision of Hanasui lipstick among Muslim female students majoring in accounting at the Medan State Polytechnic.
- 3) Promotion partially has a significant effect on the purchase decision of Hanasui lipstick among Muslim female students majoring in accounting at the Medan State Polytechnic.
- 4) Price partially has a significant effect on the purchase decision of Hanasui lipstick among Muslim female students majoring in accounting at the Medan State Polytechnic.
- 5) The variables of halal awareness, product quality, promotion, and price simultaneously have a

significant effect on the purchase decision of Hanasui lipstick among Muslim female students majoring in accounting at the Medan State Polytechnic.

Recommendations

Based on the results of the research and conclusions above, the researcher offers the following recommendations:

- 1) Halal awareness has a significant effect on purchasing decisions, so it is recommended that Hanasui continue to strengthen halal awareness among its consumers. This can be done by clearly displaying the halal logo on product packaging, educating consumers about the importance of halal cosmetics, and communicating that all Hanasui products meet halal standards. These efforts will increase the trust and loyalty of Muslim consumers, especially female students who are increasingly critical in choosing products that comply with Islamic law.
- 2) Product quality has been proven to have a significant effect on purchasing decisions, so Hanasui needs to maintain and improve the quality of its products in terms of composition, durability, and comfort when used. Innovations in formulas that are safe,

long-lasting, and suitable for various skin types will further increase consumer satisfaction. In addition, regular evaluation of customer feedback is necessary to maintain quality in line with market expectations.

- 3) Promotions have proven to have a significant impact, so Hanasui's promotional strategies should continue to be developed with a creative, honest, and ethically Islamic approach. The company can leverage social media, collaborate with Muslim beauty influencers, and create educational content about halal products and Islamic self-care practices.
- 4) Price The results of the study show that price has a significant influence on purchasing decisions. Therefore, it is recommended that Hanasui maintain an affordable pricing policy while still reflecting the quality of its products. Promotional offers, economy packages, and loyalty discounts can be an additional attraction for students with limited spending power, without necessarily lowering the perceived value of the product in the eyes of consumers.

- 5) Halal Awareness, Product Quality, Promotion, and Price have been proven to simultaneously have a significant impact on purchasing decisions. Therefore, Hanasui is advised to implement a holistic and integrated marketing strategy. The combination of halal education, product quality improvement, attractive promotions, and competitive prices will provide greater strength in attracting consumers and maintaining their loyalty, especially among Muslim female students majoring in Accounting at the Medan State Polytechnic.
- 6) Future researchers are encouraged to develop research with the same discussion, namely regarding the influence of Halal Awareness, Product Quality, Promotion, and Price on purchasing decisions. In addition, future researchers are also advised to add other variables or factors that may influence the decision to purchase halal cosmetic products, so that the research results obtained are broader, more in-depth, and relevant to the current developments in Muslim consumer behavior

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