

**ANALYSIS OF THE INFLUENCE OF PRODUCT
INNOVATION, PRODUCT QUALITY AND HALAL LABELS
ON CONSUMER CREDIBILITY IN HALAL COSMETIC
PRODUCT INDUSTRY COMPETITION (CASE STUDY OF
MALANG CITY COMMUNITY)**

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Abstrak: Kebutuhan adanya kosmetik dengan berbagai jenis dan inovasi serta kualitas dalam memberikan fungsi bagi konsumen, menuntut industri kosmetik untuk terus mengembangkan teknologi baik dari segi inovasi dan variasi produk juga harus meningkatkan kemudahan dan kepraktisan dalam penggunaannya. Label halal merupakan salah satu faktor yang dapat memengaruhi keputusan pembelian konsumen. Tujuan penelitian ini adalah mengetahui Pengaruh Inovasi Produk, Kualitas Produk dan Label Halal Terhadap Kredibilitas Konsumen pada Persaingan Industri Produk Kosmetik Halal (Studi Kasus Masyarakat Kota Malang). Penelitian ini akan menggunakan analisis regresi linier berganda. Penelitian ini menggunakan jumlah sampel 399 responden yang dihitung menggunakan rumus slovin. Adapun metode analisis data dalam penelitian ini menggunakan analisis regresi linear berganda. Berdasarkan hasil penelitian analisis pengaruh Inovasi Produk, Kualitas produk dan Label Halal berpengaruh positif dan signifikan terhadap kredibilitas Konsumen terhadap persaingan industri produk kosmetik halal. Sehingga dengan adanya inovasi produk, kualitas produk dan label halal maka dapat meningkatkan kredibilitas konsumen. Menurut Kotler dan Keller (2012:344) “inovasi produk, kualitas produk dan label halal adalah kemampuan suatu barang untuk memberikan hasil atau kinerja yang sesuai bahkan melebihi dari apa yang diinginkan pelanggan”.

Kata kunci : Inovasi Produk, Kualitas Produk, Label Halal, Kredibilitas Konsumen

Abstract: The need for cosmetics with various types and innovation and quality in providing functions for consumers, requires the cosmetics industry to continue to develop technology both in terms of innovation and product variety and must also increase ease and practicality in use. The halal label is one of the factors that can influence consumer purchasing decisions. The aim of this research is to determine the influence of product innovation, product quality and halal labels

on consumer credibility in competition in the halal cosmetic product industry (case study of the people of Malang City). This research will use multiple linear regression analysis. This research used a sample size of 399 respondents. The data analysis method in this research uses multiple linear regression analysis. Based on research results analyzing the influence of product innovation, product quality and the halal label, it has a positive and significant effect on consumer credibility regarding competition in the halal cosmetic product industry. So with product innovation, product quality and halal labels, consumer credibility can be increased.

Keywords: *Product Innovation, Product Quality, Halal Label, Consumer Credibility*

Introduction

As times progress in the business world, competition is very tight and changes occur very quickly, there will be many competitors, a company must be ready to take the right steps to compete with cosmetic product competitors (Astuti et al., 2022). The cosmetics industry is experiencing rapid growth and high competitive pressure. This phenomenon indicates an increasingly tight business competition situation. To face this competition, companies need to create a competitive advantage compared to competitors (Fitriani & Sharif, 2018). Because nowadays, there are many practical and easy things that support women's appearance because beauty is an asset that must be maintained so that it always looks attractive (Rosyida & Yamit, 2022).

Malang City is the second largest city in East Java with a population of up to 847,182 people in 2023 after Surabaya, increasingly from year to year Malang City experiences very rapid population growth (BPS Malang City 2020). This city is known as an Education City which continues to experience very rapid economic growth every year. This is consistent with surveyed consumers' values of a high cost of living. This

means that economic growth is increasingly advanced, the population is increasingly prosperous and the number of products is increasing rapidly. This shows that marketing opportunities for cosmetic products are also increasing due to the increasing number of people interested in cosmetic products, especially for women. The ease of marketing cosmetic products can attract consumers' attention, especially if the cosmetic product is accompanied by a halal label (Lesnida, 2021).

Cosmetics have now become a human need that cannot be ignored. Now not only women but also men use cosmetic products such as facial care cream, powder, serum, lipstick, make-up cosmetics and other care cosmetics. Because innovation and quality are needed to provide functions for consumers, the cosmetic product industry needs to continue to carry out sustainable technological development in terms of innovation and product variety, and not forget to make it easier to use (Nabilla, 2023). The cosmetics industry in Indonesia competes to create new products. One strategy to attract consumers is to add variety and value to products. The aim of this step is so that all parties can reach the product, so that the company can produce products that are in demand by consumers (Ramadhani Febriana 2017).

Table 1 Top 5 Skincare Brands in Indonesia

No.	Nama Produk
1.	Madame Gie
2.	Azarine
3.	Wardah
4.	Somethinc
5.	Emina

Sumber : compass.co.id

Consumers have different demands for cosmetics, so they have to create and compete to increase variety, innovation and quality to meet competition in the market. The cosmetic product brands that can innovate in Indonesia, such as the data on the top 5 skincare brands in Indonesia listed above, meet consumer needs not only regarding innovation, but also the quality of product information including expiration date, how to use, and information on whether the product has been approved by the Supervisory Agency. Food, Drug and Food (BPOM) and MUI are things that must be considered when choosing cosmetic products to use (Nabilla, 2023).

Even though a product has high quality, if consumers have never heard of it and feel unsure, they will not buy it (Ansah, 2017). Products are very important for entrepreneurs because if there is no product, entrepreneurs cannot achieve anything in their business. Consumers will buy a product if they like it and think it is suitable, so product marketing is successful if the product is suitable. The existence of good product quality creates satisfaction and trust in consumers (Aldini et al., 2022).

As a growing company, it is important for us to pay attention to consumer needs and desires by providing quality products. Product quality is a very important factor in positioning the product according to the price and specifications offered, and is the main key to attracting consumer interest (Sanjiwani & Mood, 2019). Therefore, companies must prioritize the quality of their products so they can compete in the market and fulfill consumer satisfaction and desires (Habibah, 2016). Consumers' interest in product quality is related to its ability to meet needs and ensure

safety. Especially for food, medicine and cosmetic products, companies must provide detailed information regarding product composition, expiration period, instructions for use, and guarantee that the product has been approved by the Food, Drug and Cosmetic Supervisory Agency (BPOM) from 2017.

The cosmetics sector industry in Indonesia increased by 153 companies in 2017, until now the total has reached around 760 companies. The highest number of cosmetic industries is in the province of West Java with 112 companies and East Java with 107 companies (Ministry of Industry of the Republic of Indonesia, 2018). These findings indicate that the West Java and East Java regions are a promising market share for the cosmetics business sector because cosmetic products have become a primary need for the population in this country where the majority adhere to Islam, a Muslim is obliged to consume halal goods. As in the word of Allah Q.S. Al-Baqarah [2]: 168, which reads as follows:

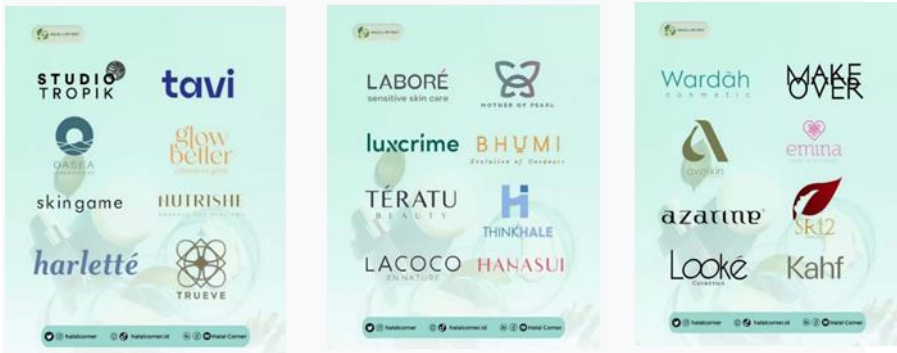
يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا ۚ وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

“Wahai manusia, makanlah sebagian (makanan) di bumi yang halal lagi baik dan janganlah mengikuti langkah-langkah setan. Sesungguhnya ia bagimu merupakan musuh yang nyata”.

The ban on Muslim communities from using haram products can result in high levels of demand. Therefore, products are selected for consumption and products are discarded or set aside. (Astuti & Hakim, 2021). The selection process itself uses halal as the main parameter in selecting products. However, in reality there are still many products on the market that do not have a halal label, but some of them still choose to buy these products (Putri et al., 2023).

The halal label has an important role in influencing consumer purchasing decisions. The existence of a halal label is crucial because it gives consumers confidence when they make purchasing decisions. Apart from that, the halal label is also an effective promotional tool to attract consumer attention (Tinggi et al., 2020). The added value of having a halal label is the most important requirement for increasing consumer credibility towards the product. The following is a list of cosmetic products with the halal logo:

Figure 1. List of Halal Certified Products



Halalness is an important thing in market research in Indonesia because consumers now pay attention to the halal label printed on products (Widyaningrum, 2016). Currently there are many cosmetic products that contain dangerous ingredients, this means these products cannot have BPOM certification or halal certification. One of the requirements for a product to be registered with halal certification is that it does not use hazardous materials. However, there are still many cosmetic products on the market that do not have halal labels, such as the data below:

Table 2. List of Products Not Yet Halal Certified

Temulawak New & Day Night	Diamond Cream
CAC Glow	Herbal Plus New Day & Night
Natural 99	Ling Zhi Day & Night
HN (Krim Siang dan Malam)	Sj Sin Jung
SP Special UV Whitening	Tabita Krim Labella
Dr Original	Super Dr Quality gold SPF 30

Data source: Kompas.com

In this case, companies must be tougher in making products that are labeled halal with various product innovations. Halal labeling is a marketing tactic that is quite effective in selling quality products to Muslims in Indonesia and internationally (Hrp, 2020). The halal label on the product significantly reduces consumer doubts about the product's halal status. The halal label on a product can also increase the credibility of consumers in choosing the product they need. With the increasing number of cosmetic companies in Indonesia, competition in the cosmetics industry is increasing. To remain competitive and retain consumers, companies need to understand and meet consumer needs and preferences. This includes the ability to keep up with changing trends and respond appropriately to consumer needs (Widyaningrum, 2016).

Research (Gunasti, 2019) found that product innovation has a significant effect on consumer confidence. Research (Prasetya, 2017) found that product quality also influences consumer confidence. Research from (Oktavia, 2020) found that credibility also has an influence on consumer trust. Based on the above phenomenon, the aim of this research is to determine the influence of product innovation, product quality and

halal labels on consumer credibility in competition in the halal cosmetic product industry (case study of the people of Malang City).

Literature Review

The Importance of Innovation in Increasing Sales

Product innovation is an important process in developing and perfecting the products offered by the company to the market. According to (Sihombing & Gultom, 2022) Product innovation is defined as a new product or service introduced to the market to meet needs.

In the Islamic context, innovation is considered important as a creative and innovative effort to achieve effectiveness and efficiency. In business, this means looking for new ways to improve a product or service, by understanding consumer needs and wants and market dynamics. Product innovation is the key in facing competition, where companies must continue to innovate to maintain business continuity. Innovation strategies must be in line with consumer needs and the latest trends, so that products remain in demand and do not feel obsolete (Hermawan, 2012).

Product Innovation and Product Quality Objectives

The main goal of a company innovating is to ensure the survival and growth of its business amidst increasingly tight and changing market competition. Failure to innovate or ignoring consumer preferences can lead to decreased sales and loss of customers to competitors (Agustina et al., 2021).

Product quality is all the features that enable goods or services to meet needs, which may be stated implicitly (Maryari, 2022). According to (Tjiptono, 2015) to evaluate satisfaction with a particular product, service or company, several parameters are needed

Use of the Halal Label on Consumer Credibility

According to the Indonesian Halal Certification (2023), the Halal label is a symbol or image on a halal product or food that shows that it complies with halal standards in the Islamic religion. Complete requirements for using the Halal Logo include that the raw materials must be halal, the production process must be halal, not contain haram ingredients, not be contaminated with haram materials, be supervised by a trusted halal certification body, use the halal logo with permission, and not use fake halal logos. To obtain a Halal certificate and use the Halal logo, producers must follow the application and verification procedures from a trusted Halal certification body. Through labels, consumer trust will increase (Slamet, 2023).

Methods

Research Approach

This research uses a descriptive method with a quantitative approach, which is a method for testing hypotheses. According to (Sugiyono, 2017), quantitative data is a method based on positivism, which involves concrete data.

Population, Sample and Sampling Techniques

The population of this research is the people of Malang City, namely people who have experience buying and using any type of cosmetic product, with a total sample of 399 respondents. The sampling technique used is purposive sampling technique.

Data, Sources of Collection Techniques and Data Analysis Techniques

The type of data used in this research is primary quantitative data. The data collection technique used is the method of distributing questionnaires via social media platforms. The data analysis techniques used are Validity Test, Reliability Test, Classical Assumption Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis, F and t Hypothesis Test, and Determination Coefficient (R^2).

Results and Discussion

Validity test

The results of the calculated r values for all items are above r table (0.361). So it can be concluded that all statement items are declared valid.

Reliability Test

This reliability test aims to determine whether a questionnaire is reliable or not (Ghozali, 2018). A research variable is said to be reliable if the Cronbach alpha value is > 0.60 . Following

Based on the reliability test, the Cronbach alpha value for all variables was above 0.6. Therefore, it can be concluded that all variables are reliable to use.

Classic assumption test

Normality test

Based on the results of the normality test, results were obtained which showed a significance value of 0.087 which was greater than (0.05), so it could be concluded that the data was normally distributed.

Multicollinearity Test

Based on the results of the multicollinearity test above, it shows that the VIF value of all independent variables is less than 10. Therefore, it can be concluded that there is no multicollinearity in the independent variables.

Heteroscedasticity Test

Based on the test results, heteroscedasticity was tested using the Gletjer test. Obtaining results that each variable has a significance greater than 0.05 so it can be concluded that heteroscedasticity does not occur.

Multiple Linear Regression Analysis

Table Multiple Linear Regression Model

Variabel	Koefisien Regresi (B)
(Constant)	-0,226
Inovasi Produk (X1)	0,328
Kualitas Produk (X2)	0,223
Label halal (X3)	0,289

Source: processed data, 2024

$$Y = -0,266 + 0,328 X1 + 0,223 X2 + 0,289 D1 + e$$

In the multiple linear regression model above, when product innovation increases every one unit, this is followed by an increase in consumer

credibility by 0.328 units, and when product quality increases every one unit, this is followed by an increase in consumer credibility by 0.223 units. Then when the halal label experiences This increase in every one unit is followed by an increase in consumer credibility of 0.289.

Hypothesis testing

t test

Based on the results of the t test, the significance value (sig) of variable variable X2 is 0.000 smaller than α (0.05), therefore the decision to reject H0 is obtained with the conclusion that variable (0.05), therefore the decision to reject H0 is obtained with the conclusion that variable X3 t has a significant influence on increasing variable Y.

F test

Based on the results of the f test, the results obtained showed that the significance (sig) of 0.000 was smaller than α (0.05), therefore the decision to reject H0 was obtained with the conclusion that the multiple linear regression model formed was appropriate to explain the influence of variables X1, X2 and X3 to variable Y.

Coefficient of Determination

The coefficient of determination test results show an R Square value of 0.860. This means that variables X1, X2, and X3 together are able to influence variable Y by 86.0%. The remaining 14.0% was influenced by other variables not included in this study.

Results and Discussion

The influence of product innovation (X1) on consumer credibility (Y) in the competition in the halal cosmetic product industry

It is not surprising that now many companies are developing by innovating their own products. Product innovation is very important to achieve company goals and customer loyalty (Novita & Suswita). Innovation is a product or service that is considered new by consumers. Innovation not only includes new business ideas and new processes, but also includes all forms of improvements that increase the value and attractiveness of products or services for consumers (Sinurat et al., 2017).

Based on this research, product innovation partially influences consumer credibility in the competitive halal cosmetics industry. This is proven by the significance value of the t test for variable X1 of 0.000, which is smaller than 0.05. The test results show the influence of product innovation on consumer credibility. And according to research (Gunasti, 2019) and (Mailani et al., 2024) product innovation has a significant effect on consumer confidence.

This shows that product innovation influences consumer credibility because in accordance with the theory in this research, it shows product updates through innovations that continue to be created by the cosmetic product industry itself, interesting market breakthroughs such as new innovations through packaging, various types of products released to meet consumer needs, such as cushions. , loose powder, toner, serum, moisturizer, sunscreen that follow consumer needs and suitability for product innovation. The results of this research are also strengthened (Almira & Ali 2022) In innovation, consumer confidence is really needed

to make purchases because by creating attractive product variants it will create consumer confidence in consumer purchases.

Not only that, the product innovations released in one product such as serum are not just one but many types of choices including those for sensitive skin, acne-prone skin, dry skin, and skin with freckles. Therefore, consumers only match the type of skin needs and as a cosmetic product industry, they must continue to innovate to compete in the cosmetic product industry, so this product innovation affects consumer credibility in the competitive cosmetic product industry.

The influence of product quality (X2) on consumer credibility (Y) in the competition in the halal cosmetic product industry

Quality products tend to be more popular with the public, because people consider that good quality products will provide added value compared to products of ordinary quality (Erdalina & Evanita, 2018). In choosing a product, consumers certainly consider the elements contained in a product, such as design, color, size, packaging, etc., as well as intangible attributes, namely price, service and quality (Ernawati, 2019). Product quality partially influences consumer credibility in the competition in the halal cosmetic product industry, this is proven by the significance value in the t test for variable X2 of 0.000, which is smaller than 0.05. And according to (Prasetya, 2017), research results show that product quality influences consumer confidence, and (Astuti et al., 2022) this research shows that product quality and product innovation variables influence respondents' buying interest with positive and significant results. This shows that there is an influence on product quality on consumer credibility, in accordance with the theory in this research because quality

greatly influences the quality results desired by consumers, product durability and durability when used, the product is safe from side effects when used, the product has an aroma. Natural fragrance and has its own charm. It can be concluded that product quality also influences credibility because the quality itself is what consumers see when using it. So it can be concluded that the higher the product quality, the greater the credibility of consumers in the competitive halal cosmetic product industry.

The Influence of Halal Label Analysis (X3) on Consumer Credibility(Y) in the competition in the halal cosmetic product industry

Consumer purchasing decisions are decisions that consider quality, value and price (Najib, Rachma and Hufrom, 2019). Good products are more popular among the public because they believe quality products provide added value (Erdalina & Evanita, 2018). In choosing a product, consumers really think about everything about the product (Ernawati, 2019).

Product quality partially influences consumer credibility in the competitive halal cosmetics industry. This is proven by the significance value of the t test for variable X2 of $0.000 < 0.05$. This research is supported by (Prasetya, 2017), which found that product quality influences consumer trust. Apart from that, research (Astuti et al., 2022) shows that the variables of product quality and product innovation have a significant positive effect on respondents' buying interest. This shows that product quality has an influence on consumer credibility, according to the theory in this research.

because quality really influences the quality results desired by consumers, the product's durability and durability when used, the product is safe from side effects when used, the product has a fragrant, natural aroma and has its own charm. It can be seen that product quality also affects credibility because the quality itself is what consumers see when using it. So the higher the product quality, the greater the credibility of consumers in the competition in the halal cosmetic product industry.

Conclusion

Based on the results of research analyzing the influence of Product Innovation, Product Quality and Halal Labels on Consumer credibility in the competition in the halal cosmetic product industry, the researchers draw the conclusion that product innovation in cosmetics has a significant influence on consumer credibility in the competition in the cosmetic product industry because with renewed product innovation, breakthroughs an attractive market, suitability for use, and product quality have a significant influence on consumer credibility in the competitive cosmetics industry because good quality products can increase consumer credibility and the influence of the Halal Label included on the packaging partially also has a significant effect on credibility. consumers in the competition in the cosmetic product industry because it can be a consideration and convince consumers when choosing a product that the product is innovative and guaranteed to be legal.

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