

The Influence of Brand Image, Relationships Marketing, Celebrity Endorses, On Deditions to Purchase Halal Cosmetic Products Online in The Market Place

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Abstract

In societal needs, cosmetics, particularly for enthusiasts who prioritize halal products, emerge as essential commodities. Within the halal cosmetics business, understanding market demand becomes pivotal, requiring a comprehensive grasp of the factors influencing online purchasing decisions. This research, conducted in Sungai Penuh, seeks to unravel the elements affecting the online purchase of halal cosmetics in the marketplace, anchored in demand theory. The selected factors include Brand Image (X1), Relationship Marketing (X2), and Celebrity Endorsement (X3). Utilizing quantitative methods and processing data through the SPSS 25 application, the study involved 75 respondents, aligning with the substantial interest and usage of cosmetics in Sungai Penuh. The research findings consistently reveal that Brand Image, Relationship Marketing, and Celebrity Endorsements all exert

Keywords: *Band Image, Relationship Marketing, Celebrity Endorse, halal cosmetics production, marketplace*

Citation suggestions: Sabrina, R. N., & Antoni, S. (2024). The Influence of Brand Image, Relationships Marketing, Celebrity Endorses, On Deditions to Purchase Halal Cosmetic Products Online in The Market Place. *Jurnal Ilmiah Ekonomi Islam*, 10(03), 2517-2523. Doi: <http://dx.doi.org/10.29040/jiei.v10i3.14236>

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1. INTRODUCTION

The narrative of the development industry unfolds significantly across diverse global landscapes, transcending borders and not confined solely to Muslim-majority nations. Amid this widespread impact, Indonesia, with its predominantly Muslim population, assumes a pivotal role in propelling the rapid growth of the halal industry. This matter is not only about providing for Muslim needs but also contributes significantly to the global economy, playing an important role in the economy world community. (Alyaa, Abd, and Sains 2020) More simply put infrastructure, the halal industry also reflects the lifestyle of society, becoming guards of Islamic values in various aspects of life everyday (Alyaa, Abd, and Sains 2020) Positioned as a key player in the global supply of halal products, Indonesia, particularly in catering to member countries of The Organization of Islamic Cooperation (OIC), showcases the immense potential of its thriving halal industry. This significance is underscored by insights gleaned from the Indonesian Halal Market

Report 2022. The contribution of Indonesian Muslims in the global halal market still has not yet reached the maximum potency according to Hidayah & Amalia, 2020 (Haile G 2023). The growth and development of the halal industry involve diverse sectors.

The evolution of information technology and the swift penetration of the internet have reshaped consumer behavior, notably evident in the cosmetics sector in Indonesia. Consumers are increasingly gravitating towards online shopping, fueling a heightened interest in halal cosmetics products. Not only cut from religious aspects, but also by consciousness will security products and attention to The surge in technology, information, and internet penetration in Indonesia has brought about a profound transformation in consumer behavior, notably within the cosmetics sector. This shift is evident in the rising trend of consumers transitioning to online shopping platforms, whether through marketplaces or e-commerce. This phenomenon not only facilitates a more convenient way for consumers to access

cosmetic products but also yields a positive impact on the halal cosmetics industry.

The utilization of marketplaces or e-commerce platforms significantly amplifies the efficacy of marketing and selling halal cosmetics. These platforms serve as remarkably streamlined pathways, enabling manufacturers and sellers to extend their reach beyond geographical limitations, thereby expanding the reach of Indonesian halal cosmetics to both local and international consumers. In this intricate dance, the market seamlessly operates as a connecting bridge, fostering the link between halal cosmetics producers and consumers actively seeking products that align with halal principles.

In the realm of online consumer decisions, the presence of Halal certification on cosmetic products emerges as a crucial aspect. Consumers can effortlessly read and verify the Halal status of a product through the information provided on the e-commerce platform. Transparency regarding the halal nature of a product stands as a key factor that enhances consumer trust, thereby expediting the purchasing process.

Research conducted by Mardhotilah et al. (Nurmaya Adianti and Ayuningrum 2023) shows that the halal logo has influenced positive significance to decision purchase. This included the halal logo on the packaging, causing more tall decision consumers to buy products that were assessed as safe and by appropriate Sharia recommendations. In addition to that, engaging in online transactions for the purchase of Halal cosmetics offers the benefits of comfort and security. Consumers can effortlessly explore a myriad of product choices, read user reviews, and easily compare prices all from the comfort of their homes. The utilization of internet technology in these e-commerce transactions also ensures the security of consumers' data, a crucial consideration in the online purchasing context. With the escalating popularity of e-commerce in Indonesia, particularly in the realm of Halal cosmetics, industry players have the opportunity to capitalize on this trend effectively. Leveraging this trend optimally becomes a strategic approach to boost sales, tapping into the expansive marketplace and meeting the increasing demands of consumers who prioritize Halal awareness.

A pivotal determinant in consumers' decisions to purchase halal cosmetics is the brand image associated with the product. Consumers generally lean towards brands that boast a positive image, particularly the

halal nature of the product, its quality, and its appeal to their desires.(Habibah, Hamdani, and Lisnawati 2018)

Top of Form. According to Kotler and Keller (Jaelani and Alexandra 2019), a brand is a name, term, symbol, design, or combination of both, that aims to identify goods or competitors from a seller or group of sellers and differentiate them from competitors. A critical element within a product is its brand. It is the distinguishing factor that sets one product apart from its competitors. In its essence, the brand image serves as a concise representation, instilling trust in consumers towards a particular product. According to Kotler Keller (Miati 2020) brand image is something of a perception of brands on display in association with the brand in the minds of consumers). According to Kotler (WATI 2022), purchase decisions made by consumers are influenced by the brand image. Therefore, the quality of something brand becomes the important reason for deciding to buy some product. Prospective buyers will consider a brand that will be considered and then choose. If connected with the consumer's desire to obtain quality from the product, an image-positive brand can be a very influential consumer for buying the product. There are quality factors in brands of images, where quality is about tight with the image given brand.

Beyond the realm of brand image, the significance of relationship marketing lies in fostering personal connections between brands and customers. This form of relationship marketing holds the power to cultivate trust and loyalty among consumers towards cosmetic brands. Effective communication not only enhances the online shopping experience but also fortifies emotional bonds between brands and consumers. According to Francis (Jurnal et al. 2019) "the core process of customer relationship marketing is consumer acquisition." Process performance, a company, for example, management cycle life consumer. companies potential consumers To become a target, try to do an introduction when consumers want to purchase, understand the desire consumers, and offer products or services to consumers. To enhance customer relationship marketing, a company must prioritize the continual improvement of consumer satisfaction, ensuring that the satisfaction levels are maintained to influence ongoing purchasing decisions. This seamless decision-making process, coupled with the fulfillment of consumer satisfaction,

nurtures a positive relationship between consumers and companies in the contemporary landscape. In essence, the influence of customer relationship marketing extends to shaping the dynamics of purchasing decisions. This matter is in line with research conducted by (Manik 2018) which stated that there is an influence between customer relationships and marketing purchase decisions.

Another pivotal factor shaping customer decisions in cosmetic purchases is the role of celebrities, as their endorsements play a decisive role in influencing customer choices and shaping perceptions of halal cosmetic products. When a respected celebrity is involved, it can significantly boost the brand image, exert extra pulling power, and enhance consumer trust in halal products. The findings from research on Celebrity Endorsers stand as a leading concept in both empirical studies and managerial insights, showcasing their impact on consumer behavior when making product purchases and their substantial influence on the overall market economy. (Emokiniovo 2017) show that celebrity endorsers are influential purchases and significant to decision purchase. Celebrity endorsers are one of the procedures for a very famous promotion in the world, with popular celebrities who are interesting, excited, and can be trusted by the target public so that promoted products are known and known. Where celebrity endorsers take advantage of using the artist as a star advertisement. Not only is a celebrity used to attribute his fame to good looks, courage, talent, confidence, and strength, as well as energy pull, but frequent physical energy represents the attraction desired by the brand they want to. (Nuraini, Maftukhah, and Artikel 2015)

Despite numerous studies examining these factors individually, there remains a gap in research that explores the intricate interactions among branding image, relationship-based marketing, and celebrity endorsements, particularly within the context of online purchases of halal cosmetics on marketplace platforms in Indonesia. This research endeavors to fill this gap by bridging existing knowledge and providing a deeper understanding of the complex dynamics of these three factors, shedding light on their collective impact on consumer preferences and purchasing decisions in the online market for halal cosmetics in Indonesia.

2. METHOD

The study was conducted in the City of Sungai Penuh, with a particular focus on the local community, spanning a duration of one year from January 13, 2024, to January 2024. The selection of the River Full City as the study location was driven by the community's inclination towards online cosmetic shopping due to the limited availability of cosmetic products in the Sungai Penuh area. Moreover, the scarcity of sellers producing halal cosmetics, coupled with the city's distance from the urban center, prompted the investigation into the significant influence of these factors on consumer preferences for online halal cosmetic products in the Sungai Penuh. While alternative locations offer similar products, the enthusiasm and preference of consumers in Sungai Penuh led to the selection of this city as the primary focus of the study. The primary data for this research was sourced from respondents who are buyers or users of halal cosmetics in Sungai Penuh, with both primary and secondary data being central to the study. To ensure a representative sample, 75 respondents were selected from various places in Sungai Penuh, where a considerable number of people actively use halal cosmetics, aligning with the study's focus on that particular location.

This study encompasses multiple variables, focusing on the online purchase of halal cosmetics in Sungai Penuh City. The variables include (1) Brand Image, which explores the influence of brand image on the online purchase decisions of halal cosmetics; (2) Relationship Marketing, delving into the impact of relationship-based marketing strategies on the choices made in purchasing halal cosmetics online; and (3) Celebrity Endorsement, evaluating the influence of employing well-known figures as endorsers on the decision-making process for online purchases of halal cosmetics. These variables are measured using a scale, employing either an Ordinal or Likert scale with response options ranging from (1) Strongly Disagree, (2) Disagree, (3) Agree, to (4) Strongly Agree. Following data collection, the analysis is conducted using the SPSS 25 program, encompassing tests for reliability, validity, normality, and partial t-tests. Additionally, researchers engage in comprehensive data analysis and simultaneous testing.

3. RESULT AND CONCLUSION

3.1. Result

Before analyzing the data and testing hypotheses, a comprehensive examination of classical assumptions was conducted to ensure the quality of the data, validate the assumptions, and prevent biased estimates. These classic assumptions included tests for normality, multicollinearity, autocorrelation, and heteroscedasticity. The normality test, utilizing the Kolmogorov-Smirnov one-sample test, revealed that both Model 1 and Model 2 had p-values of 0.200, indicating that the data followed a normal distribution. Multicollinearity was assessed using tolerance and VIF values, with both Model 1 and Model 2 showing tolerance values above 1 and VIF values below 10, indicating the absence of multicollinearity. The Glejser test was employed for the heteroscedasticity test, and the results showed that in both Model 1 and Model 2, the variables had sig values greater than 0.05, indicating the absence of heteroscedasticity. Autocorrelation was assessed using the run test,

TEST T

| Coefficient ^a | | | | | |
|--------------------------|-----------------------------|------------|--------------------------|-------|------------|
| Model | Unstandardized Coefficients | | Standardized Coefficient | Q | signature. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 4,186 | 1,668 | | 2,510 | .014 |
| Brand_Image | -.068 | ,146 | -.053 | -.465 | ,643 |
| Relationship_Marketing | ,276 | ,138 | ,259 | 2,005 | ,049 |
| Celebrity_Endorsements | .311 | .141 | ,273 | 2,210 | ,030 |

For ensure the model is tested in a way parsia so T test was carried out

3.2. Discussion

3.2.1. The Influence of Brand Image on Purchasing Decisions Halal Cosmetics Online at the Marketplace

In the course of this research, an analysis was conducted to examine the impact of Brand Image on purchasing decisions for halal cosmetics in the city of Sungai Penuh. The results of the hypothesis test, utilizing the t-test, revealed that the Brand Image variable exhibited a significance level of 0.643, surpassing the cutoff value of 0.05. This indicates that Brand Image does not exert a significant influence on purchasing decisions for halal cosmetics.

Within the realm of the online cosmetics market, a brand holds the authority to leverage its brand image as a service to consumers in the decision-making process for purchasing halal cosmetics. A commonly

revealing p-values of 0.527 in Model 1 and more than 0.388 in Model 2, suggesting no evidence of autocorrelation in both models.

TEST HYPOTHESIS

Furthermore For ensure the model is tested so F test was carried out.

ANOVA ^a

| Model | | Sum of Squares | df | Means Square | F | signature |
|-------|------------|----------------|----|--------------|-------|-----------|
| 1 | Regression | 75,450 | 3 | 25,150 | 5,966 | 0.001b - |
| | Remainder | 299,297 | 71 | 4,215 | | |
| | Total | 374,747 | 74 | | | |

A. Dependent Variable: Purchase_decision

B. Predictors: (Constant), Celebrity_Endorsment, Brand_Image, Relationship_Marketing

The F test results in Table 1 show that Model 1 and Model 2 have marked the significance of each as more than 0.001 smaller than a level than 0.05. Therefore, you can conclude that the influence of brand image, marketing relationships, and celebrity endorsements, are variable suitable moderation in explaining variation in purchasing decisions of level.

employed strategy involves promoting products with a robust brand image, thereby fostering a positive perception in the eyes of consumers.

Research conducted by Ilham in 2013(Karamoy 2022) (Karamoy 2022) “the brand image on the cosmetics online marketplace has a positive impact and significant enhancement online improvement, improvement to consumer decisions”. This is consistent with a study (Musay 2013), which states that the more a brand image product in the eyes of society, the more the tendency public to make decisions to purchase. According to Tjiptono (2015:49) (Nugroho and Sarah 2021), brand image (image brand) reflects the observations and beliefs of consumers. Decisions for buying decisions, according to Tjiptono (Nugroho and Sarah 2021), most often depend on the brand image or the characteristics of the brand. Consumers tend to buy famous branded products with a positive brand image because a brand

with an image. This can lower the risks of effects for consumers. According to Shafiee et al. (2014:365) (Indahningrum and lia dwi jayanti 2020). it is also stated that brand image is the combined perception you have as a consumer of a product and is considered the basis of the decision to purchase. Therefore, an important factor, a strong brand image in the context of halal cosmetics in the online market can become an important factor in influencing consumer decisions. With the existence of a positive brand image, consumers tend to choose more and make decisions to purchase halal cosmetics from the brand.

3.2.2. The influence of relationship marketing on purchasing decisions for halal cosmetics online in the marketplace

In this research, an analysis was conducted to examine the impact of Relationship Marketing on the decision to purchase halal cosmetics in the vicinity of the River Full. The results of the hypothesis test, employing the t-test, indicated that the Relationship Marketing variable exhibited a significant level of 0.49, falling below the cutoff value of 0.05. This signifies that the authentic implementation of Relationship Marketing significantly influences the decision to purchase halal cosmetics online in the marketplace.

These findings indicate that as the level of Relationship Marketing increases, there is a corresponding increase in the likelihood of purchasing cosmetics, and conversely, a decrease in Relationship Marketing correlates with a decrease in cosmetic purchases. This aligns with the outcomes of a previous study conducted by (Setiawan et al. 2019), titled "The Influence of Product Quality, Price, and Relationship Marketing on Purchase Decisions at PT Asaba Pekanbaru." Research results show that has relationship marketing a significant influence on decision purchases, (TELEGHANI, CHIRANI, and MIRRASHED 2011) stated that connection marketing is a business strategy with progress-strengthened technology through its organizations, creating connections To help organizations optimize and receive value on base processing perception customer. In creating good marketing relationships for consumers, a need exists for action that is, for example, satisfying consumers as well as remembering consumers and communicating in a way that continues to give satisfaction when carrying out

the purchasing process. Research Results written by (Setiawan et al. 2019)

3.2.3. The Influence of Celebrity Endorsements on Purchasing Decisions Halal Cosmetics Online at the market place

In this research, an analysis was conducted to examine the impact of Celebrity Endorsements on the purchasing decisions of halal cosmetics in the city of Sungai Full. The results of the hypothesis test, utilizing the t-test, revealed that the Celebrity Endorsement variable demonstrated a significant level of 0.30, falling below the cutoff value of 0.05. This signifies that Celebrity Endorsers wield a significant influence on the purchasing decisions of halal cosmetics. Notably, endorsement by English celebrities has emerged as a primary driver in enhancing the image and boosting sales of the product. This suggests that as Celebrity Support increases, there is a corresponding increase in cosmetic purchases, and conversely, a decrease in Celebrity Support correlates with a decrease in cosmetic purchases.

Top of Form Research results This supports research conducted by (Misnanto and Istiyanto 2021) regarding Scarlett Whitening products in Surakarta found that the connection between celebrity endorsers, price, and quality of products to interest buy is positive and significant. Research results. This shows that an increase in celebrity endorser popularity can increase interest in consumers, in particular in the category of cosmetics. This is consistent with research by (Khan and Lodhi 2016) which states that the endorser has a role in increasing decision purchases, esp when the endorser can image an effective positive towards the target market and has a strong power pull on consumers. Temporary Shandu & Syeda's (2014) research also supports this draft. This shows that celebrity endorsers have a positive influence on purchase decisions. However, there is research that states view differently, such as (Fierro, Iván; Pinto, Diego; and Afanador 2014), who found that celebrity endorsers do not influence in a way significant to decision purchase. They suggest producing more notice enhancement quality products than focusing on expensive advertising.

Acording to Ikaningsih (Dianti 2017) her research, reinforces that the idea of using fame can create a good brand image in society because they consider their good taste and capablerepresent

the needs of consumers. Therefore, building an image through celebrity endorsers can be an effective strategy for increasing the intensity of purchase, as expressed in research by (Khan and Lodhi 2016) In summary, the literature consistently highlights that employing celebrity endorsers has a positive impact on both brand image and purchasing decisions, despite some divergent views presented in certain research. The integrity of the brand image, the quality of the product, and the persuasive influence of advertising power are interconnected elements that collectively shape consumer perceptions and significantly influence purchasing behavior.

4. CONCLUSION

This study underscores the significant impact of relationship marketing and celebrity endorsements on purchasing decisions for halal cosmetics in Sungai Penuh, while brand image did not exhibit a significant influence in this context. These findings emphasize the importance of building strong relationships with consumers and leveraging the influence of celebrity endorsements to enhance brand perception and trust. By focusing on these aspects, halal cosmetics brands can better cater to consumer preferences and drive sales.

The relevance of this research lies in its potential to inform marketing strategies within the halal cosmetics industry, particularly in leveraging online platforms. As consumers increasingly turn to e-commerce for their purchases, understanding the factors that influence their decisions is crucial for brands aiming to capture and retain market share. The study's findings contribute to the broader understanding of consumer behavior in the halal cosmetics sector and highlight the need for strategic emphasis on relationship marketing and celebrity endorsements.

In the context of previous work, this research adds a nuanced understanding of the interplay between these factors in the online marketplace for halal cosmetics. While individual studies have explored brand image, relationship marketing, and celebrity endorsements separately, this study provides a comprehensive analysis of their collective impact, offering valuable insights for both academic and practical applications. The originality of this study lies in its specific focus on the halal cosmetics market in

Indonesia, providing a localized perspective that enriches the existing body of knowledge.

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