

The Influence of Celebrity Endorsers, Halal Awareness, Product Quality, and Brand Image on Purchasing Decisions of Wardah Cosmetics

Alifah Jihan Fitria Cahyanti¹, Hari Purwanto², Rizal Ula Ananta Fauzi³

¹Management Study Program, Faculty of Economics and Business University PGRI Madiun
email: alifahjihan7@gmail.com.

²Management Study Program, Faculty of Economics and Business University PGRI Madiun
email: hari.purwanto@unipma.ac.id.

³Management Study Program, Faculty of Economics and Business University PGRI Madiun
email: rizalula@unipma.ac.id.

Abstrak

Tujuan penelitian ini adalah untuk mengetahui pengaruh *celebrity endorser*, *halal awareness*, *product quality*, dan *brand image* terhadap keputusan pembelian produk kosmetik Wardah di Kota Madiun. Populasi penelitian adalah seluruh konsumen yang pernah membeli produk kosmetik Wardah di Kota Madiun yang jumlahnya tidak diketahui dengan pasti. Penentuan jumlah sampel menggunakan rumus Lemeshow, et al. diperoleh sampel sebanyak 384 orang. Teknik pengambilan sampel menggunakan *accidental sampling*. Data dianalisis menggunakan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa secara parsial variabel *celebrity endorser*, *halal awareness*, *product quality*, dan *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian produk kosmetik Wardah di Kota Madiun. *Celebrity endorser*, *halal awareness*, *product quality*, dan *brand image* secara simultan berpengaruh terhadap keputusan pembelian produk kosmetik Wardah di Kota Madiun.

Kata Kunci: *Celebrity Endorser, Halal Awareness, Product Quality, Brand Image, Keputusan Pembelian*

Abstract

The purpose of this study is to determine the effect of celebrity endorsers, halal awareness, product quality, and brand image on purchasing decisions for Wardah cosmetic products in Madiun City. The study population consisted of all consumers who had purchased Wardah cosmetic products in Madiun City, the exact number of whom was unknown. The sample size was determined using the Lemeshow et al. formula, resulting in a sample of 384 respondents. The sampling technique used was accidental sampling. The data were analyzed using multiple linear regression analysis. The results of this study indicate that partially, celebrity endorser, halal awareness, product quality, and brand image have a positive and significant effect on purchasing decisions. Celebrity endorser, halal awareness, product quality, and brand image simultaneously affect purchasing decisions for Wardah cosmetic products in Madiun City.

Keywords: *Celebrity Endorser, Halal Awareness, Product Quality, Brand Image, Purchasing Decision.*

A. INTRODUCTION

The development of the cosmetics business in Indonesia is currently growing very rapidly, thus having a significant impact on those involved in the cosmetics business. To compete with other business players, companies must be able to implement effective and efficient marketing management. Business strategies are beginning to be studied by companies in order to maintain the existence of their products, and companies must also understand what consumers currently need and what consumers want in the modern era such as today (Fitri et al., 2022).

The variety of cosmetics available on the market to meet women's needs for enhancing their appearance gives women many choices of beauty products. Amid increasingly intense competition in the beauty industry, PT. Paragon Technology and Innovation (PTI) creates cosmetic products that suit women's preferences. Wardah is a pure and safe cosmetic brand. Wardah is a safe cosmetic brand to use because all Wardah cosmetic products have been reviewed by LPPOM-MUI, so Wardah cosmetic products have halal certification. With safe ingredients contained in Wardah cosmetic products, women can use the cosmetics they desire without causing harm to them. Paragon promotes Wardah cosmetic products through advertisements in the form of digital campaigns (Instagram, YouTube), influencer marketing, as well as physical events. These Wardah cosmetic advertisements can be used as a consideration in making purchasing decisions. According to Alma (2019), a purchasing decision is a consumer decision influenced by economic and financial factors, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thereby forming an attitude in consumers to process all information and draw conclusions in the form of a response regarding which product will be purchased.

The sales growth of Wardah cosmetics in Madiun City can be seen from the fact that Wardah cosmetics consistently experience growth each year, with growth in 2024 reaching 18.49%, in 2024 declining to 5.01%, and in 2025 increasing to 9.63%. This indicates that sales growth of Wardah products continues to experience significant increases and decreases. Several variables

are suspected to influence purchasing decisions for Wardah cosmetic products in Madiun City, including celebrity endorser, halal awareness, product quality, and brand image.

Celebrity endorsers have a strong influence on purchasing decisions. This is because they are able to increase product credibility, build a positive brand image, and attract attention through their popularity. Purchasing decisions for Wardah cosmetic products can also be influenced by halal awareness as an individual muslim's knowledge of the concept of halal, halal processes, and the perception that using halal cosmetics is important to them (Rosid, 2022). Halal awareness of the Wardah cosmetic brand refers to the level of consumer understanding and belief that Wardah using pure ingredients and production processes or those in accordance with Islamic law. This creates a strong positive image and makes halal certification a major factor in purchasing decisions. The more consumers understand the concept of halal, the more selective they become in purchasing and using cosmetic products that are widely sold in society. The next variable that influences purchasing decisions for Wardah Cosmetic products in Madiun City is product quality. According to Kotler & Keller (2019), product quality is a product's ability to perform its functions, including durability, reliability, and precision, which are obtained by the product as a whole. The existing phenomenon shows that Wardah cosmetic products are considered to have good and reliable quality, as evidenced by halal certification, BPOM permits, and their top position in the Top Brand Index. Purchasing decisions for Wardah cosmetic products can also be influenced by brand image. According to Kotler & Keller (2019), brand image is the perception of a brand as reflected by the brand associations held in consumers' memories.

This study focuses on consumers in Madiun City, who have demographic, cultural, and consumer behavior characteristics that differ from previous studies in other major cities. Based on the description of the problems above, the researcher is interested in conducting a study with the aim of determining the partial and simultaneous effects of celebrity endorser, halal awareness, product quality, and brand image on purchasing decisions for Wardah cosmetic products in Madiun City.

Theoretical Study

Purchase Decision

According to Assauri (2020), a purchase decision is a decision-making process regarding a purchase that includes determining what will be purchased or whether not to make a purchase, and the decision is obtained from previous activities. According to Kotler & Armstrong (2019), the indicators of purchase decisions are as follows: 1) product choice, 2) brand choice, 3) dealer choice, 4) purchase time, 5) purchase quantity, 6) payment method, is the method or system used by consumers to complete a transaction when purchasing goods or services.

Celebrity Endorser

According to Shimp (2018), a celebrity endorser is a famous artist and an advertising star on television or social media, or someone whose profession is as an actor, athlete, and entertainer who is recognized by the public based on achievements in a field different from that of the group of a product being advertised. According to Putri (2024), the indicators of celebrity endorsers used in advertising a product are as follows: 1) visibility, 2) credibility, 3) attraction, 4) power.

Halal Awareness

Awareness is a concept that implies understanding and perception of events or subjects (Aziz & Vui, 2022). Halal awareness is determined by whether a muslim understands what halal is. According to Nurcahyo & Hudrasyah (2022), halal awareness is the level of understanding among muslims regarding issues related to the concept of halal. Based on these opinions, it can be concluded that halal awareness is a muslim's understanding, knowledge, and interest in recognizing cosmetic products that comply with Islamic principles, involving carefulness in checking halal status, concern for ingredient content, and adherence to consuming only halal products, especially certified products. According to Amin (2024), the indicators of halal awareness are: 1) knowledge about halal, 2) awareness of halal, 3) prioritizing the purchase of halal products, and 4) product cleanliness and safety.

Product Quality

According to Kotler & Keller (2019), product quality is the ability of a product to perform its functions, which includes durability, reliability, and accuracy, obtained by the product as a whole. The indicators of product quality according to Tjiptono (2021) are: 1) product performance results, 2) characteristics or additional features, 3) reliability, 4) conformance to specification, 5) durability, 6) serviceability, 7) aesthetics, and 8) perceived quality.

Brand Image

According to Kotler & Keller (2019), brand image is the perception of a brand as reflected by the brand associations that exist in consumers' memories. Brand image represents consumers' overall understanding of a brand, along with their beliefs and views toward the brand. According to Kotler & Keller (2019), the indicators of brand image are: 1) strength of brand association, 2) favourability of brand association, and 3) uniqueness of brand association.

Conceptual Framework

The use of celebrity endorsers for Wardah cosmetic products is very important as a marketing strategy, especially for influencing consumers' purchasing decisions. Research conducted by Koesworodjati & Dwiyaniti (2023) proves that celebrity endorsement has an influence on product purchasing decisions. Halal awareness helps consumers feel confident that Wardah products are free from haram ingredients, which directly increases purchase intention. Research conducted by Puspitasari & Rokhman (2024) explains that halal awareness has an influence on purchasing decisions. Research conducted by Pasaribu & Setiawan (2024) explains that product quality has an influence on purchasing decisions. Research conducted by Yahya et al. (2025) explains that brand image has an influence on purchasing decisions. Based on the relationships among the variables and the findings of several previous studies as described above, the conceptual framework in this study can be formulated as follows:

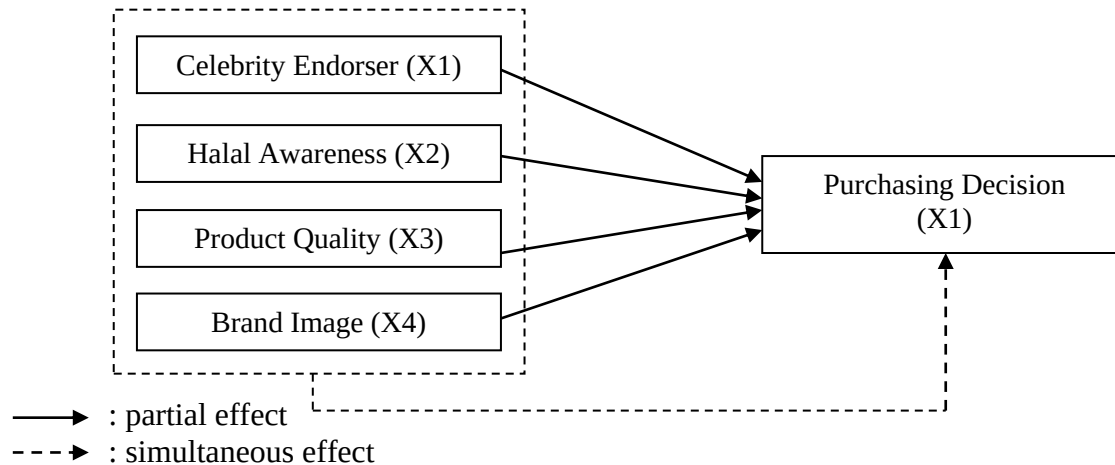


Figure 1. Conceptual Framework

Hypothesis

- H1 : It is suspected that celebrity endorser influences the purchasing decision of Wardah cosmetic products in Madiun City.
- H2 : It is suspected that halal awareness influences the purchasing decision of Wardah cosmetic products in Madiun City.
- H3 : It is suspected that product quality influences the purchasing decision of Wardah cosmetic products in Madiun City.
- H4 : It is suspected that brand image influences the purchasing decision of Wardah cosmetic products in Madiun City.
- H5 : It is suspected that celebrity endorser, halal awareness, product quality, and brand image influence the purchasing decision of Wardah cosmetic products in Madiun City.

B. METHOD

This research is an associative quantitative research. The research location was Madiun City, with all consumers who have purchased Wardah cosmetic products in Madiun City, whose exact number is unknown as population. The sample size was determined using the Lemeshow, et al. formula, resulting in a sample of 384 respondents. The sampling technique used was

accidental sampling. The research instrument was a questionnaire with a Likert scale of 1–5. Data analysis was performed using multiple linear regression.

C. RESULTS AND DISCUSSIONS

Validity and Reliability Test

Tabel 1. Validity Tes

Variable	Item	r _{hitung}	r _{tabel}	Notes	Variable	Item	r _{hitung}	r _{tabel}	Notes	Variable	Item	r _{hitung}	r _{tabel}	Notes
Celebrity Endorser (X1)	1	0,742	0,100	Valid	Halal Awareness (X2)	5	0,695	0,100	Valid	Product Quality	13	0,650	0,100	Valid
	2	0,754	0,100	Valid		6	0,867	0,100	Valid		14	0,843	0,100	Valid
	3	0,697	0,100	Valid		7	0,727	0,100	Valid		15	0,808	0,100	Valid
	4	0,742	0,100	Valid		8	0,813	0,100	Valid	Brand Image (X4)	1	0,626	0,100	Valid
	5	0,698	0,100	Valid		9	0,797	0,100	Valid		2	0,648	0,100	Valid
	6	0,546	0,100	Valid		10	0,840	0,100	Valid		3	0,778	0,100	Valid
	7	0,557	0,100	Valid		11	0,794	0,100	Valid		4	0,505	0,100	Valid
	8	0,571	0,100	Valid	Product Quality (X3)	1	0,711	0,100	Valid	Purchase Decision (Y)	5	0,807	0,100	Valid
	9	0,564	0,100	Valid		2	0,450	0,100	Valid		1	0,786	0,100	Valid
	10	0,537	0,100	Valid		3	0,751	0,100	Valid		2	0,687	0,100	Valid
	11	0,763	0,100	Valid		4	0,659	0,100	Valid		3	0,784	0,100	Valid
	12	0,737	0,100	Valid		5	0,659	0,100	Valid		4	0,730	0,100	Valid
	13	0,742	0,100	Valid		6	0,773	0,100	Valid		5	0,786	0,100	Valid
	14	0,713	0,100	Valid		7	0,700	0,100	Valid		6	0,718	0,100	Valid
	15	0,732	0,100	Valid		8	0,791	0,100	Valid		7	0,707	0,100	Valid
Halal Awareness (X2)	1	0,684	0,100	Valid		9	0,594	0,100	Valid					
	2	0,587	0,100	Valid		10	0,788	0,100	Valid					
	3	0,641	0,100	Valid		11	0,550	0,100	Valid					
	4	0,765	0,100	Valid		12	0,464	0,100	Valid					

Sources: SPSS output (Processed)

This indicates that all instrument items are declared valid and can be used in this study.

Tabel 2. Reliability Tes

No.	Variable	Cronbach Alpha	Limitation	Coclusion
1.	Celebrity Endorser (X1)	0,914	0,70	Reliabel
2.	Halal Awareness (X2)	0,906	0,70	Reliabel
3.	Product Quality (X3)	0,920	0,70	Reliabel
4.	Brand Image (X4)	0,804	0,70	Reliabel
4.	Purchasing Decision (Y)	0,864	0,70	Reliabel

Sources: SPSS output (Processed)

Cronbach's Alpha for all variables was greater than 0,70. This means that all statement items in each variable are reliable and therefore suitable for use in research.

Classical Assumption Test

Normality and Multicollinearity Test

Tabel 2. Reliability Tes

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.03837864
Most Extreme Differences	Absolute	.087
	Positive	.055
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.120 ^c

a. Test distribution is Normal.

Sources: SPSS output (Processed)

A significance value of 0,120 was obtained. Since the significance value is greater than 0.05 (>0.05), it can be concluded that the residual data is normally distributed. All independent variables had tolerance values > 0.10 and $VIF < 10$, indicating no multicollinearity in the regression model.

Heteroscedasticity and Autocorrelation Test

A good regression model should not exhibit heteroscedasticity, which means that the residual variance is constant (homoscedasticity). To detect it, the Glejser statistical test is used.

Tabel 4. Heteroscedasticity Test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	.952	.579		1.644	.074
Celebrity Endorser	.043	.028	.104	1.521	.085
Halal Awareness	.038	.037	.009	1.021	.108
Product Quality	.064	.066	.001	.972	.174
Brand Image	.019	.027	.002	.703	.218

a. Dependent Variable: Abs_Res

Sources: SPSS output (Processed)

Tabel 3. Multicollinearity Tes

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Celebrity Endorser	.508	1.969
Halal Awareness	.510	1.961
Product Quality	.405	2.469
Brand Image	.592	1.689

a. Dependent Variable: Purchasing Decision

Sources: SPSS output (Processed)

Tabel 5. Autocorrelation Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.934 ^a	.873	.871	1.914

a. Predictors: (Constant), Brand Image, Halal Awareness, Celebrity Endorser, Product Quality

b. Dependent Variable: Purchasing Decision

Sources: SPSS output (Processed)

All independent variables had an absolute residual value > 0.05 , indicating no heteroscedasticity problem in the regression model. The Durbin-Watson (DW) value is 1.914, and this value will then be compared with the 5% significance level, a sample size of 384, and 4 independent variables, resulting in a DU value of 1.848 (the source of the DU value is in the Durbin-Watson table). Thus, the DW value of 1.914 is greater than the upper bound (DU), which is 1.848, and less than (4-du), $4 - 1.848 = 2.152$, so it can be concluded that there is no autocorrelation.

Multiple Linear Analysis Test

Tabel 6. Results of the Multiple Linear Analysis Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	2.224	.579		3.844 .000
	Celebrity Endorser	.227	.028	.453	8.138 .000
	Halal Awareness	.279	.037	.439	7.588 .000
	Product Quality	.490	.066	.309	7.372 .000
	Brand Image	.160	.027	.334	5.903 .000

a. Dependent Variable: Purchasing Decision
Sources: SPSS output (Processed)

Based on the results of the multiple linear regression test, the following regression equation was obtained: Purchase Decision (Y) = $2,224 + 0,227X_1 + 0,279X_2 + 0,490X_3 + 0,160X_4$. Interpretation of regression results: the constant value shows a positive value of 2,224. This indicates that if the variables celebrity endorser, halal awareness, product quality, and brand image have a constant value (0), then the purchasing decision for Wardah cosmetic products in Madiun City is 2,224. Celebrity endorser has a coefficient of 0,227 with a significance value of 0,000 ($< 0,05$), which means it has a positive and significant effect on purchase decision. Halal awareness has the largest coefficient, 0,279 with a significance value of 0,000 ($< 0,05$), indicating that halal awareness also has a positive and significant effect on purchase decision. Product quality has a coefficient of 0,490 and is significant at a value of 0,000 ($< 0,05$), indicating that product quality has a positive and significant effect on purchase decision. Brand

image has a coefficient of 0,160 with a significance value of 0,000 ($< 0,05$), indicating that brand image also has a positive and significant effect on purchase decision.

Hypothesis Testing

Partial Test (T-test), Simultaneous Test (F-Test) and Coefficient of Determination Test

Based on the results of the data analysis in Table 6, it can be concluded that on the celebrity endorser variable (X1), $t_{count} > t_{table}$, namely $8,138 > 1,966$ with a significance of $0,000 < 0,05$, meaning that H_0 is rejected and H_a is accepted. This means that partially the celebrity endorser variable (X1) has a positive and significant influence on the purchasing decision of Wardah cosmetic products in Madiun City, so the first hypothesis is accepted. On the halal awareness variable (X2), $t_{count} > t_{table}$, namely $7,588 > 1,966$ with a significance of $0,000 < 0,05$, meaning that H_0 is rejected and H_a is accepted. This means that partially the halal awareness variable (X2) has a positive and significant influence on the purchasing decision of Wardah cosmetic products in Madiun City, so the second hypothesis is accepted. On the product quality variable (X3), $t_{count} > t_{table}$, namely $7,372 > 1,966$ with a significance of $0,000 < 0,05$, meaning that H_0 is rejected and H_a is accepted. This means that partially the product quality variable (X3) has a positive and significant influence on the purchasing decision of Wardah cosmetic products in Madiun City, so the third hypothesis is accepted. On the brand image variable (X4), $t_{count} > t_{table}$, namely $5,903 > 1,966$ with a significance of $0,000 < 0,05$, meaning that H_0 is rejected and H_a is accepted. This means that partially the brand image variable (X4) has a positive and significant influence on the purchasing decision of Wardah cosmetic products in Madiun City, so the fourth hypothesis is accepted.

Tabel 7. Results of the Multiple Linear Analysis Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10912.473	4	2728.118	649.731	.000 ^b
Residual	1591.360	379	4.199		
Total	12503.833	383			

a. Dependent Variable: Purchase Decision
Sources: SPSS output (Processed)

Tabel 8. Results of the Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934 ^a	.873	.871	2.04911

a. Predictors: (Constant), Brand Image, Halal Awareness, Celebrity Endorser, Product Quality

b. Dependent Variable: Purchase Decision

Sources: SPSS output (Processed)

The results of the ANOVA test in the table obtained a calculated F value of 649,731 and a significance value of 0,000. Because the significance value is 0,000 (≤ 0.05), it can be concluded that the variables Celebrity Endorser (X1), Halal Awareness (X2), Product Quality (X3), and Brand Image (X4) simultaneously have a significant effect on Purchasing Decisions (Y). Based on the Model Summary output results in the table above, a correlation coefficient (RSquared) value of 0,873 was obtained, which indicates a strong influence between the independent variables and the dependent variable. As for the percentage of influence of celebrity endorser, halal awareness, product quality, and brand image on purchasing decisions for Wardah cosmetic products in Madiun City. The percentage of influence of celebrity endorsers, halal awareness, product quality, and brand image on purchasing decisions for Wardah cosmetic products in Madiun City is 87,3%. Meanwhile, the remaining 12,7% is influenced by other independent variables that were not examined in this study.

D. CONCLUSIONS

The results of this study demonstrate that partially, celebrity endorser, halal awareness, product quality, and brand image have a positive and significant effect on purchasing decisions for Wardah cosmetic products in Madiun City. There is a simultaneous effect of celebrity endorser, halal awareness, product quality, and brand image on purchasing decisions for Wardah cosmetic products in Madiun City.

E. SUGGESTIONS

Based on the conclusions of this study, suggestions can be given to several parties. For the Paragon Technology and Innovation as Wardah cosmetic producers it should maintain its position as a pioneer of halal cosmetics. This can be done by providing more education regarding MUI halal certification and promoting a healthy lifestyle through social media content or roadshow activities in Madiun City. It should select public figures (such as brand ambassadors) who are not only popular, but also have a clean, inspiring image, and are in line with the halal

and beauty values promoted by Wardah. Wardah needs to ensure that products distributed at outlets (such as counters in department stores or local cosmetic shops in Madiun) are always in prime condition and up-to-date with the latest beauty trends. For distributors (cosmetic shops, and beauty advisors): The beauty advisors (BAs) at Wardah counters should be equipped with good product knowledge so that they can explain the advantages of halal raw materials and product quality to consumers. They should always provide comprehensive stocks of product variants, considering that consumers' understanding and awareness of halal cosmetics are currently increasing.

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