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THE INFLUENCE OF HALAL AWARENESS, INCOME, AND PRICE PERCEPTION ON CONSUMER PREFERENCES FOR HALAL COSMETIC PRODUCTS (A CASE STUDY AMONG ISLAMIC ECONOMICS STUDENTS AT BRAWIJAYA UNIVERSITY)

Alifah Asysyifa[1], Ajeng Kartika Galuh[2]

[1,2] *Economics Department, Faculty of Economics and Business, Brawijaya University, Indonesia*

Abstract. Indonesia is ranked second with the largest consumers of halal cosmetics in the world. Local cosmetic manufacturers also compete with each other to attract consumer interest, one of which is PT Paragon which has consistently produced halal cosmetics since 1995. If we look at the consumption trend of halal cosmetic products, it can be seen that halal has become a lifestyle trend for some people in Indonesia, namely halal lifestyle. This halal lifestyle is influenced by halal awareness factors. The aim of this research is to analyze the influence of halal awareness, income, and price perception on consumer preferences for halal cosmetic products in PT Paragon brands. The approach used in this research is a quantitative approach with a logistic regression analysis model. The data obtained is primary data from distributing questionnaires to Islamic Economics Students at Brawijaya University. Based on the regression results, the halal awareness variable and the price perception variable have a significant positive influence, while the income variable has a significant negative influence on consumer preferences.

Keywords: Halal Awareness; Income; Price Perception; Consumer Preferences.

I. INTRODUCTION

Various countries are currently undergoing industrialization, and one industry that has attracted global attention is the halal industry, which is currently growing rapidly, including in Indonesia. Generally, there are seven sectors of the halal industry, namely: Islamic finance, halal food and beverages, halal cosmetics, halal pharmaceuticals, Muslim-friendly travel, modest fashion, and Islamic-themed media and recreation, as outlined in the State of Global Islamic Economic Report (SGIER) 2023. Overall, Indonesia ranks third. Among these seven sectors, the halal cosmetics sector in Indonesia has seen the most significant improvement, rising from eighth to fifth place (Dinar Standard, 2023).

In Indonesia, there are many local cosmetic manufacturers competing to attract consumers, such as Paragon, Mustika Ratu, Dalea Kreasi Nadisanti, Lizzie Parra Kreasi, Mica Jaya Pratama, and others (Rukmana, 2020). Some of them even have quality that is comparable to foreign-made cosmetic products, one of which is PT Paragon Technology and Innovation. This halal cosmetics manufacturer was established in 1985 by a woman named Nurhayati Subakat.

Amidst the competitive cosmetics market in Indonesia, PT Paragon has been able to maintain its leading position by always keeping up with the times (Rukmana, 2020). By creating several distinct brands—Wardah, Make Over, Kahf, and Emina—Paragon has successfully segmented its market into various categories. Wardah targets Muslim women, Make Over caters to professionals such as Makeup Artists (MUAs), Kahf is designed for men, and Emina is aimed at teenagers. The Wardah brand itself is the first Paragon brand to focus on producing halal cosmetics in Indonesia, starting in 1995. Wardah ranks first among the top 10 local cosmetic brands in Indonesia, followed by Emina and Make Over in third and ninth places (Nusa Research, 2020). To this day, Paragon consistently releases skincare and makeup products that are halal-certified.

In addition, Indonesia is the second largest consumer of halal cosmetics in the world, with consumption reaching 85 trillion rupiah (Dinar Standard, 2023). When looking at the trend of halal cosmetics usage, it is evident that the lifestyle of the majority Muslim population in Indonesia is returning to a halal lifestyle or halal life-style. This halal lifestyle is influenced by, among other things, halal awareness. Halal awareness describes the perceptions and cognitive reactions of Muslim consumers toward the products they consume (Ambali & Bakar, 2014). Thus, halal awareness is a concept in processing information to enhance awareness of what is permissible for a Muslim to consume. This includes not only what is eaten and drunk but also what is applied to the body.

Many previous studies have been conducted on halal cosmetics (Handriana, 2020; Hafaris 2020; Imam, 2020; Rizky, 2020). The variables in this study are Price Perception, Halal Awareness, and Income in relation to Consumer Preferences for Halal Cosmetics. The objects of this study are brands under PT Paragon, the largest halal cosmetics manufacturer in Indonesia (Rukmana, 2020). This study was conducted among Islamic Economics students at Brawijaya University in Malang. The sample selection was based on previous research (Ambali, 2014), which stated that "consumers who are familiar with the concept of halal can increase their halal awareness through education and learning." Islamic Economics students at Brawijaya University are a group that has greater access to Islamic economics education, making it possible to measure their halal awareness.

This study aims to analyze whether halal awareness, income level, and price perception influence consumer preferences in purchasing halal cosmetic products from PT Paragon brands. It is hoped that this study will be beneficial for local cosmetic manufacturers to better understand consumer preferences and market needs, especially among students.

II. LITERATURE REVIEW

A. Consumer Preference Theory

Consumer preferences are part of consumer behavior theory, which explains how consumers distribute their income across various goods and services to maximize their well-being (Pindyck, 2013). In consumer preferences theory, it is assumed that consumers always choose or prefer products that give them the most satisfaction. There are three basic assumptions about consumer preferences, namely:
  a. Completeness: Consumers can compare and evaluate two preferred product choices.
  b. Transitivity: Consumers make consistent choices. If a consumer tends to prefer product A over B, and prefers product B over C, then they will tend to prefer product A over C.
  c. More is better: Consumers always prefer more goods to fewer goods.

To explain consumer preferences graphically, indifference curves can be used. Indifference curves show the value of utility or satisfaction an individual gets from consuming goods or services. These curves show combinations of goods consumed that have the same level of utility along the curve.

B. Consumer Preferences Based on Islamic Economics

In Islamic economics, "consumer preferences are based on consumer behavior theory, taking into account aspects of faith, law, ethics, and social and cultural values" (Hoetoro, 2018). Consumer preferences are not only influenced by taste but are also regulated by Islamic law. In Islamic law, a Muslim is obligated to consume halal and thayyib commodities as stipulated in the Qur'an, Surah An-Nahl [16], verse 114.

C. The Influence of Halal Awareness on Consumer Preferences

Halal awareness is an awareness that shapes understanding of things that are permissible to consume, whether eaten, drunk, worn on the body, or used by Muslims (Ambali, 2014). Thus, halal awareness becomes a concept in processing information to increase awareness of things that are permissible for consumption by Muslims.

In consumer preferences for purchasing cosmetic products, halal awareness can be seen when consumers pay attention to halal labels before making a purchase. In addition, consumer beliefs related to religion, exposure to halal products, and health reasons can also be assessed in consumer decisions to purchase halal-labeled cosmetic products (Kurniawati & Savitri, 2020).

D. The Influence of Income on Consumer Preferences

In the concept of budget constraints, income acts as a constraint on consumers' ability to purchase goods or services (Pindyck, 2013). The maximum amount an individual can spend on goods or services is illustrated by the budget line. Therefore, consumer preferences are influenced by the income they possess.

According to Afifah (2020), citing data from the Central Statistics Agency (BPS), income comes from three sources, namely:

1. Income from wages as compensation for work obtained from companies, agencies, or employers.
2. Income from business or entrepreneurial activities.
3. Other income such as interest, dividends, royalties, pensions, remittances from family, scholarships, and others.

Students are not classified as part of the labor force and do not have a steady income like the labor force because they are both students and recipients of income (Afifah, 2020). Therefore, in this study, students' sources of income are divided into three groups based on the above classification. In other words, students who work while studying earn income from internships or part-time jobs, students who are entrepreneurs earn income from their own businesses, scholarship recipients earn income from scholarships, and others receive monthly allowances from their parents.

E. The Influence of Price Perception on Consumer Preferences

Consumers' price assessments of products that are considered expensive and cheap vary from one consumer to another, based on their personal views of their environment and conditions. When consumers consider a price, they do not only focus on the price level, but also on their perception of the price. According to Kotler (2016), "some price indicators from

the consumer's perspective include the alignment of price with product quality and benefits, price affordability, and the price competitiveness of one product compared to others."

Research Hypothesis:

H0   : There is no positive influence between Halal Awareness, Income, and Price Perception on consumer preferences for halal cosmetic products of PT Paragon brands among Islamic Economics students at Brawijaya University

H1 : There is a positive influence of Halal Awareness on consumer preferences for halal cosmetic products of PT Paragon brands among Islamic Economics students at Brawijaya University

H2: There is a positive influence of Income on consumer preferences for halal cosmetic products of PT Paragon brands among Islamic Economics students at Brawijaya University

H3: There is a positive influence of price perception on consumer preferences for halal cosmetic products of PT Paragon brands among Islamic Economics students at Brawijaya University

Research Framework
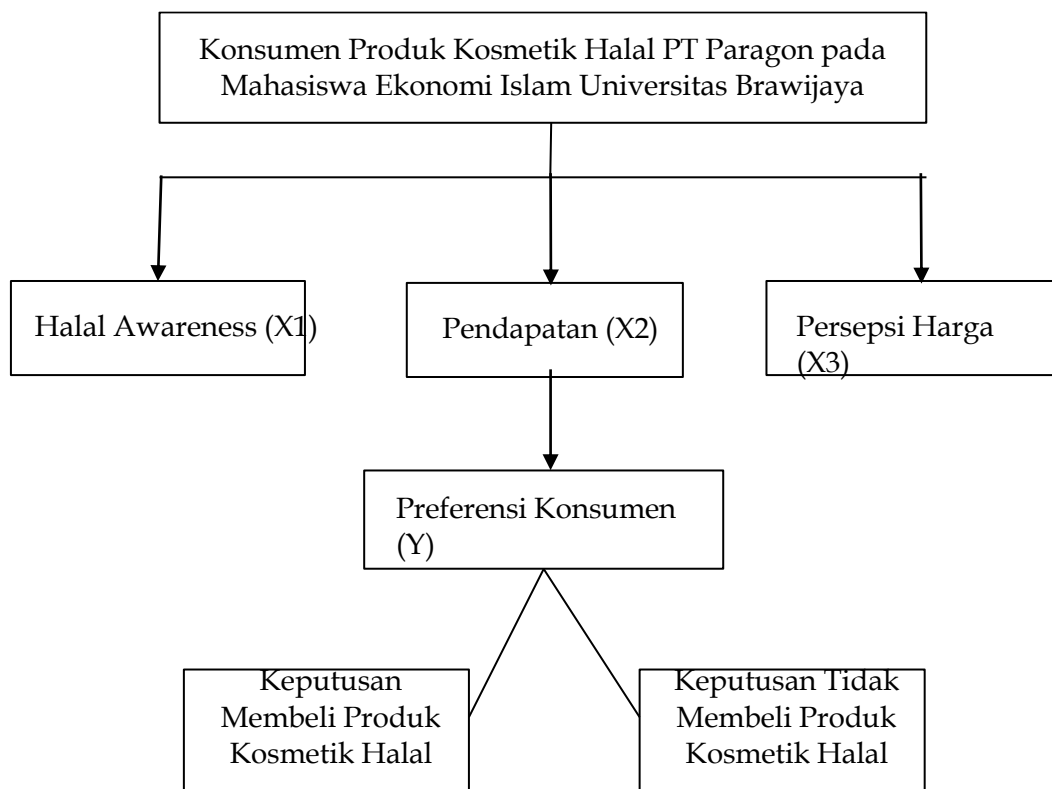
III. RESEARCH METHODOLOGY

The approach used in this study is quantitative research. "This type of research is used to test existing theories to determine whether   the theory   is   correct or   incorrect" (Sarmanu, 2017).

This study uses data collection techniques through questionnaires or surveys distributed to respondents via Google Forms. The data collection is measured using a Likert scale (1-5), where 1 (strongly disagree); 2 (disagree); 3 (neutral); 4 (agree); 5 (strongly agree). The sampling technique was conducted using specific criteria through purposive sampling and determined using the Slovin formula to find the minimum sample size.

Slovin Formula:
$$n = N/(1+Ne^2)$$
Explanation:
n = minimum sample size
N = population sample
e = tolerance limit percentage (margin of error)
The tolerance level in the Slovin formula is:
Value of e = 0.01 (1%)
Value of e = 0.05 (5%)
Value of e = 0.1 (10%)
Slovin's formula:
$$n = 576/(1+576 \times 0.1^2)$$

Based on the population data from akademik.ub.ac.id (2023), the number of active Islamic economics students is 576, resulting in a minimum sample size of 85 respondents.

The criteria for questionnaire respondents consisted of active Islamic Economics students at Brawijaya University who had purchased halal cosmetic products from PT Paragon brands such as Wardah, Emina, Make Over, and Kahf. The purpose of the questionnaire with UB Islamic Economics students as respondents was as part of an educated community in Islamic economics, having at least taken the Micro Islam course. This is useful for obtaining data on the level of halal awareness, income levels, and their perceptions of the prices of cosmetic products from PT Paragon brands as the largest halal cosmetic manufacturer in Indonesia.

IV. RESULTS AND DISCUSSION

A. Respondent Characteristics

The total number of respondents was 85, in accordance with the minimum sample size calculated using the Slovin formula. The information provided by the respondents was obtained based on their characteristics, namely gender, generation, and income level. Based on the collected data, it was found that the respondent category according to gender was dominated by females at 80%, while males accounted for 20%. Based on cohort, it was found that respondents were from the 2019 cohort (3%), the 2020 cohort (66%), the 2021 cohort (21%), the 2022 cohort (4%), and the 2023 cohort (6%).
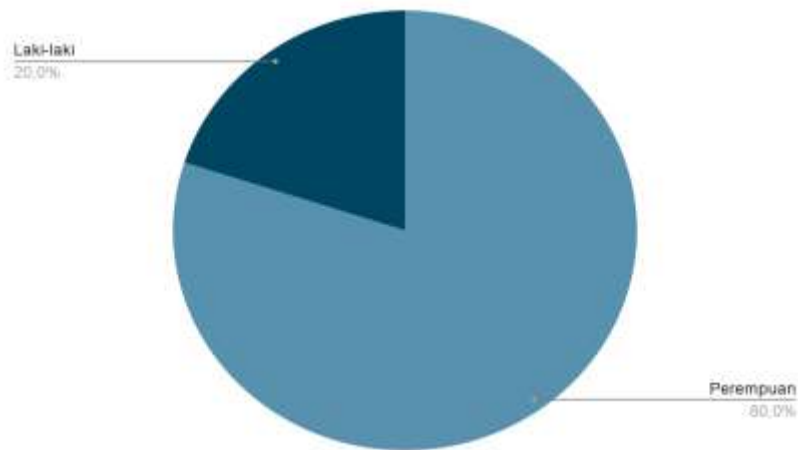
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Figure 2. Gender Categories of Respondents

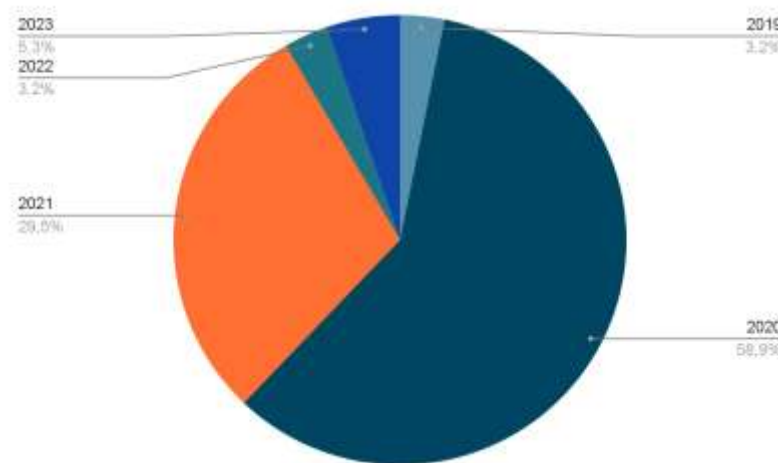Source: Data processed by the author (2024)

Figure 3. Cohort Categories of Respondents

Source: Data processed by the author (2024)

Respondents in this study have diverse incomes ranging from Rp 500,000 to over Rp 3,500,000. The majority of respondents have income in the Rp 1,500,000 - Rp 2,500,000 category, accounting for 40.4%, the category below Rp 500,000 accounts for 7.4%, the category Rp 1,500,000 - Rp 2,500,000 category accounted for 33%, the Rp 2,500,000 – Rp 3,500,000 category, and the category above Rp 3,500,000 accounted for 4.3%.
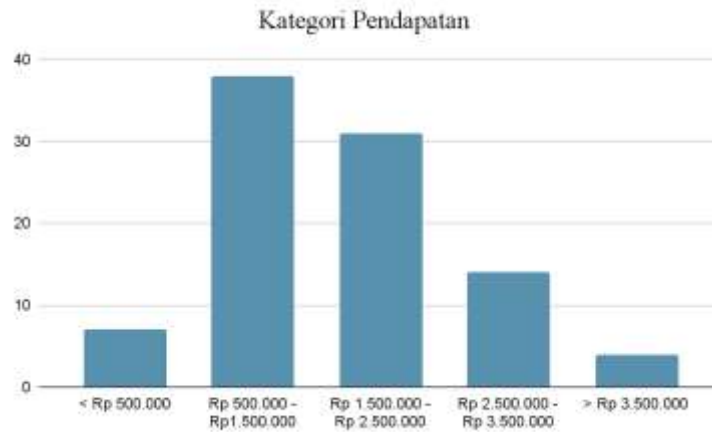
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Figure 4. Income Categories of Respondents

Source: Data processed by the author (2024)

B. Validity, Reliability, and Multicollinearity Tests

Based on the validity test results, all independent variables—halal awareness (X1), income (X2), and price perception (X3)—were found to be valid statements. This is because each variable indicator has a calculated r-value higher than the table r-value (0.213).

As for the reliability test, it can be proven that the three independent variables are reliable with a Cronbach's alpha value higher than 0.6, namely 0.601 for the halal awareness variable, 0.647 for the income variable, and 0.638 for the price perception variable.

Table 1. Results of Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Halal Awareness	.899	1.112
	Pendapatan	.984	1.016
	Harga	.903	1.108

a. Dependent Variable: Preferensi Konsumen

Source: Data processed by the author (2024)

Based on the results of the multicollinearity test, it can be seen that the three independent variables have tolerance values greater than 0.10 and VIF less than 10, meaning that there is no multicollinearity or correlation between variables.

C. Model Suitability Test (Hosmer and Lemeshow's Goodness of Fit Test)
Table 2. Model Suitability Test Results

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	2.425	7	.933

Source: Data processed by the author (2024)

Based on the results of the regression model goodness-of-fit test, the chi-square value is 2.425 with a significance level of 0.933. This indicates that the chi-square significance value is greater than the significance level of 0.05, so the Hosmer and Lemeshow Test accepts H0, indicating that the logistic regression model in this study is acceptable and hypothesis testing can be conducted for the next stage because the observed data fits the model.

D. Overall Regression Model Test (Overall Model Fit)

Based on the overall regression model test, the initial block value of -2 Log Likelihood in the model is 76.057. Then, the final -2LL value in the model after the three independent variables were entered is 53.457. The decrease in the likelihood value (-2LL) indicates that with the addition of independent variables in the model, the model becomes better or, in other words, the hypothesized model fits the data.

E. Goodness of Fit Test (R^2)
Table 3. Results of the Goodness of Fit Test

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	53.457[a]	.233	.395

a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Source: Data processed by the author (2024)

The table above is a summary model table showing Nagelkerke R Square values of 0.395 and Cox & Snell R Square values of 0.233. Based on these results, it can be concluded that the ability of the independent variables, namely halal awareness, income, and price perception, to explain the dependent variable, namely consumer preference, is 0.395 , or 39.5%, and there are 100% – 39.5% = 60.5% other factors outside the model that explain the dependent variable.

F. Simultaneous Significance Test

Table 4. Results of Simultaneous Significance Test

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	22.599	3	.000
	Block	22.599	3	.000
	Model	22.599	3	.000

Source: Data processed by the author (2024)

The simultaneous significance test resulted in a chi-square significance value of 0.000, which is below the significance level of 0.05. This indicates that all independent variables in this study, namely halal awareness, income, and price perception, jointly have a significant effect on consumer preferences.

G. Partial Significance Test

Table 5. Results of the Partial Significance Test

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Halal Awareness	.448	.173	6.695	1	.010	1.566
	Pendapatan	-.471	.206	5.252	1	.022	.624
	Harga	.529	.211	6.260	1	.012	1.696
	Constant	-8.981	4.002	5.037	1	.025	.000

a. Variable(s) entered on step 1: Halal Awareness, Pendapatan, Harga.

Source: Data processed by the author (2024)

Based on the Variables in the Equation table, the following regression model was obtained:

$$Y = \ln\frac{Pi}{1-Pi} = -8.981 + 0.449X1 + -0.471X2 + 0.529X3 + \mu i$$

With a significance level of 5% or 0.05, the results of the hypothesis test are:

1. H1 is accepted because the Halal Awareness Variable (X1) has a significance value of 0.010 and a positive coefficient of 0.448. This means that consumer preference for halal cosmetic products is significantly and positively influenced by halal awareness. The odds ratio or Exp (B) value of the halal awareness variable is 1.566, indicating that an increase in halal awareness is expected to increase the likelihood of preferring to purchase the product by 1.566 times.

2. H2 was rejected because the Income Variable (X2) had a significance value of 0.022, but had a negative coefficient of -0.471. This means that consumer preferences for halal cosmetic products are significantly and negatively influenced by income. The odds ratio value for the income variable is 0.624, indicating that an increase in income is expected to increase the likelihood of preferring to purchase the product by 0.624 times.

3. H3 is accepted because the Price Perception Variable (X3) has a significance value of 0.012 and a positive coefficient of 0.529. This means that consumer preferences for

halal cosmetic products are significantly and positively influenced by price perception. The odds ratio value of the price perception variable is 1.696, indicating that an increase in price perception is estimated to increase the likelihood of preference for purchasing the product by 1.696 times.

H. Probability Estimation and Classification Accuracy

In addition to explaining the direction of influence (positive/negative) of an independent variable, the coefficient value is also used to determine the estimated probability or likelihood of the outcome of variable Y, namely Consumer Preference of each respondent in deciding whether to purchase a product or not. The model used is as follows:

$$P(y = 1) = \frac{e^{a+\beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3}}{1 + e^{a+\beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3}}$$

$$P(y = 1) = \frac{e^{-8,981+0,448X_1-0,471X_2+0,529X_3}}{1 + e^{-8,981+0,338X_1-0,471X_2+0,529X_3}}$$

The model above is the result of the natural logarithm of the logistic regression model equation, which is used as a reference to assess how accurate the regression results are in predicting the respondents' decisions, which are processed by SPSS into the following table:

Table 6. Classification Results

Classification Table[a]

	Observed		Predicted		
			Preferensi Konsumen		Percentage Correct
			Tidak	Ya	
Step 1	Preferensi Konsumen	Tidak	4	10	28.6
		Ya	2	69	97.2
	Overall Percentage				85.9

a. The cut value is .500

Source: Data processed by the author (2024)

In performing classification, a value of 0.5 is used as a reference to determine the prediction of Yes or No from the results of the logistic regression model. If the value of the Y variable of the respondent is≤ 0.5, then the respondent is predicted not to buy, and vice versa. Based on the table above, it is known that there are 14 consumers who prefer not to purchase halal cosmetic products, only 4 of whom are predicted not to purchase. Meanwhile, 10 consumers are predicted to decide to purchase the product, resulting in a prediction accuracy rate of 28.6%. It is known that there are 71 consumers who have a preference for purchasing halal cosmetic products, with 2 of them predicted to decide not to purchase the product, resulting in a prediction accuracy rate of 97.2%. Therefore, the percentage of accuracy that can be correctly predicted by the model is 85.9%.

1. The Influence of Halal Awareness on Consumer Preferences

From the analysis above, it was found that the halal awareness variable has a significant positive effect on consumer preferences. This means that the higher the level of halal awareness, the higher the probability of consumer preference in purchasing halal cosmetic products from PT Paragon brands.

Islamic Economics students at Brawijaya University already have awareness regarding the halal status of a product, as reflected in their preferences to consider indicators such as religious beliefs, halal certificates/labels, exposure to education about product halal status, as well as safety and health reasons. The findings of this study support the findings of Ambali and Bakar (2014) that consumers who understand the concept of halal through education and learning can increase their level of halal awareness.

The results of this study support the theory of Muslim consumer behavior that Muslim consumers should consume halal and thayyib products (Hoetoro 2018). This includes not only food and beverages but also products used on the body. Furthermore, the findings of this study align with previous research by Hafaris (2020) and Imam (2020). Halal awareness is formed through the knowledge and awareness of individual Muslims who undergo a series of management processes, including raw materials, packaging, and ultimately deciding to consume the product. As Muslims, it is important to consider this aspect of halal awareness because products with halal certification ensure safety from haram elements, allowing consumers to consume them without concern.

2. The Influence of Income on Consumer Preferences

Income level has a significant negative effect on consumer preferences, meaning that Islamic Economics students at Brawijaya University are more likely to purchase halal cosmetic products from PT Paragon brands when their income is low, and conversely, when consumer income is high, their preference for purchasing halal cosmetic products from PT Paragon brands decreases. Islamic Economics students have varying income levels, with the majority earning between Rp 500,000 and Rp 1,500,000, accounting for 40.4% of the sample. According to the Central Statistics Agency (BPS), this income range falls into the low category, leading to high consumer preference for the products in question.

In economics, products such as those described above fall into the category of inferior goods. Inferior goods are goods for which demand decreases when consumer income increases (OCBC, 2023). This is due to the characteristic of inferior goods, which have an income elasticity of less than zero. Therefore, when consumer income increases, they will switch to other more expensive products.

The results of this study differ from those of Rizky (2020), whose research found that income had a significant positive effect, causing consumers to purchase more cosmetic products when they had higher incomes. In this study, however, the regression coefficient was negative, indicating that an increase in income reduced the probability of purchasing halal cosmetic products from PT Paragon brands.

The results of this study are in line with the utility theory found in consumer behavior theory (Pindyck, 2013), whereby rational consumers can compare one product with another and choose the product that offers maximum satisfaction. Consumers with high incomes have more choices because they have greater access to various brands of halal cosmetic products, so they are not too attached to one brand, while consumers with limited incomes tend to choose affordable products.

3. *The Influence of Price Perception on Consumer Preferences*

Price perception has a significant and positive effect on consumer preferences when purchasing halal cosmetic products from PT Paragon brands. This means that the higher the price conformity of the product to consumer preferences, the greater the probability of consumers purchasing it. Halal cosmetic products from PT Paragon brands are affordable and in line with respondents' purchasing power, so they can be classified as inferior products.

Price perception is a crucial factor in determining product purchase preferences. This supports the price perception theory (Kotler and Armstrong, 2016), which identifies several price indicators from the consumer's perspective, namely price-quality and price-benefit matching, price affordability, and price competitiveness of one product compared to others. In line with previous research (Rizky, 2020), consumers prefer products that they consider most affordable and consistent with their references. The level of price that is appropriate, affordable, and competitive compared to other products is more important to consumers in their product purchase decisions.

V. CONCLUSION

Based on the processed and analyzed data, it was found that two independent variables, namely halal awareness and price perception, had a significant positive effect on consumer preferences in purchasing halal cosmetic products from PT Paragon brands by Islamic Economics students at Brawijaya University, while the other variable, income, had a significant negative effect.

The results of this study can provide information to relevant stakeholders regarding the factors of halal awareness, price perception, and income that influence consumer preferences for halal cosmetic products. This study can serve as input for cosmetic manufacturers to better understand consumer preferences by paying attention to the halal status of their products through halal certification in their production process.

This study is still limited to products from PT Paragon. In addition, this study only examines samples with a homogeneous scope, namely Islamic Economics students at Brawijaya University. The ability of the independent variable to explain the dependent variable, namely consumer preferences, is only 39.5%, meaning that there are 60.5% other variables outside the model that have not been explained in this study.

For further research, researchers can conduct studies with larger and more diverse samples and objects, as well as add more relevant independent variables that influence consumer preferences for halal cosmetic products. As for manufacturers, they should register their products with the Halal Product Guarantee Agency (, BPJPH) because the target consumers of cosmetic products, especially among Islamic economics students, already have halal awareness.

ACKNOWLEDGEMENT

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