

## CONSUMER BEHAVIOR MODEL - BRAND EQUITY MEDIATED BY HALAL AWARENESS AND RELIGIOSITY IN HERBAL PRODUCTS

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**Abstract:** Islamic economic theory emerged due to the theory of demand for goods and services. The demand for goods and services arises as a result of the wants and needs of real consumers and potential consumers. Herbal products, when associated with the Covid 19 issue, are currently a global conversation, so sales of these herbal products have experienced a significant increase compared to previous years. the Covid 19 pandemic disaster occurred. Due to the development of this herbal product sales trend, the brand equity of good quality products can affect consumer buying interest. Halal Awareness in halal-certified herbal products is a major construct that can help improve product brand reputation in intensively promoting consumer purchase intention models for halal brands. Consumer trust and behavior to buy herbal products is the key to the company's success in getting loyal consumers. An interesting question in this study is that the variables of brand equity and consumer behavior can mediate the relationship between halal awareness and religiosity variables. The purpose of this study is to analyze the relationship between consumer behavior, brand equity and halal awareness and religiosity. The research design is descriptive quantitative with a sample survey method. The research respondents were the people of Jambi City with a total sample of 200 people, but the number of samples collected was 210 people. The analysis tool uses PLS. From the results of this study, it is known that there is a positive relationship between consumer behavior, brand equity and halal awareness as a mediating variable. The study also shows that there is a positive relationship between consumer behavior and brand equity and there is a direct and significant positive relationship with brand equity. It is hoped that the results of this study will contribute empirically to thoughts related to consumer behavior, halal awareness, religiosity to brand equity.

**Keywords:** brand equity, halal awareness, consumer behavior, religiosity.

**Abstrak:** Teori ekonomi Islam muncul karena adanya teori permintaan barang dan jasa. Permintaan barang dan jasa muncul sebagai akibat adanya keinginan dan kebutuhan konsumen riil maupun konsumen potensial. Produk herbal jika dikaitkan dengan isu Covid 19 saat ini menjadi perbincangan global sehingga penjualan produk herbal tersebut mengalami peningkatan yang signifikan dibandingkan tahun-tahun sebelumnya. Bencana pandemi Covid 19 terjadi. Akibat berkembangnya tren penjualan produk herbal ini, ekuitas merek produk yang berkualitas baik dapat mempengaruhi minat beli konsumen. Kesadaran Halal pada produk herbal bersertifikat halal merupakan konstruk utama yang dapat membantu meningkatkan reputasi merek produk dalam mempromosikan secara intensif model minat beli konsumen terhadap merek halal. Kepercayaan dan perilaku konsumen untuk membeli produk herbal menjadi kunci keberhasilan perusahaan dalam mendapatkan konsumen yang loyal. Pertanyaan menarik dalam penelitian ini adalah variabel ekuitas merek dan perilaku konsumen dapat memediasi hubungan antara variabel kesadaran halal dengan religiusitas. Tujuan penelitian ini adalah menganalisis hubungan antara perilaku konsumen, ekuitas merek dan kesadaran halal dengan religiusitas. Desain penelitian bersifat deskriptif kuantitatif dengan metode survei sampel. Responden penelitian adalah masyarakat Kota Jambi dengan jumlah sampel sebanyak 200 orang, namun jumlah sampel yang terkumpul sebanyak 210 orang. Alat analisis menggunakan PLS. Dari hasil penelitian ini diketahui bahwa terdapat hubungan positif antara perilaku konsumen, ekuitas merek dan kesadaran halal sebagai variabel mediasi. Penelitian ini juga menunjukkan bahwa terdapat hubungan positif antara perilaku konsumen dengan ekuitas merek serta terdapat hubungan positif langsung dan signifikan dengan ekuitas merek. Diharapkan hasil penelitian ini memberikan sumbangan pemikiran secara empiris terkait perilaku konsumen, kesadaran halal, religiusitas terhadap ekuitas merek.

Kata kunci: ekuitas merek, kesadaran halal, perilaku konsumen, religiusitas.

## Introduction

Islam regulates all human activities including conducting muamalah by setting limits on what is permissible (halal) and what is not permissible (haram). In Islamic business, it is always based on sharia or Islamic law.

Islamic teachings cover all aspects of life, including food. Food is an important need for humans. In choosing food, most consumers prioritize the taste of food and pay less attention to its halal status. In line with the teachings of Islamic sharia, Muslim consumers want the products they consume to be guaranteed to be halal and pure.

The halal industry has experienced a lot of development and progress, starting from various industrial sectors, including the medicine and herbal industry. The halal pharmaceutical industry is a pharmaceutical industry in which every production, marketing, distribution, storage, supply chain, and development always pays attention to the guarantee provisions for Halal products in accordance with Islamic law. The drug and herbal or halal pharmaceutical industry is expected to continue to grow because more and more products are produced using halal ingredients. Halal products are increasingly focusing on function, whereas in the new

concept of halal medicine, they are trying to combine spiritual healing with medicines that are guaranteed to be halal. The halal industry also does not only focus on names or labeling, but there are many aspects or reviews in it, so that the product can truly be said to be halal which is of course in accordance with Islamic sharia values.

Islamic economic theory arises due to the theory of demand for goods/services. Demand for goods/services arises from the desires (want) and needs (needs) of real consumers and potential consumers. Humans are given the freedom to carry out consumption activities and repurchase products that are consumed in accordance with the rules or rules that exist in Islamic teachings. Trial consumers and potential consumers in terms of consumption and purchasing activities of goods and services are generally the originators in making purchasing decisions for a product, one example of a product currently experiencing an increasing sales trend is herbal products.

Herbal products, when linked to the Covid 19 issue, are currently the talk of the world, so sales of these products have increased significantly compared to the years before the Covid 19 pandemic occurred, because these herbal products are no longer a want but have become a necessity. By looking at the situation, the consumer's intention arises to re-purchase (repeat purchase) the product obtained from a stage of seeking information and a thought process that builds a perception, motivation, to meet the needs that are continuously recorded in the minds of consumers and seek additional information about the product being sold. marketed (Schiffman & Kanuk, 2010)

The current consumer priority for herbal products is the feeling of liking and benefits after consuming the product which can influence repurchase intention of the herbal products consumed. Various types of herbal

products available on the market today are still in demand by consumers, especially when the Covid-19 pandemic hit and never subsided, there have been many suggestions for consuming herbal ingredients. The herbal product sales segment is still the largest contributor to companies that produce herbal products, for example PT. Herbal Medicine and Pharmaceutical Industry Sido Muncul Tbk (SIDO), the company's revenue is up to 64.14% or the equivalent of Rp. 1.06 trillion. With the increase in sales of this herbal product, it is possible for other industrial companies to print new brands because there is great demand and now from abroad to Indonesia many are looking for spices to increase immunity.

With the development of the sales trend of these herbal products, brand equity of good quality products can influence consumer buying interest. Industries that are suitable for production are those that are able to provide a positive product image for consumers and have met standards and been clinically tested. The enactment of Law Number 33 of 2014 concerning product guarantees does not rule out the possibility that companies that produce halal products will have every product issued certified as halal and have a guaranteed halal product in the form of a halal certificate, even though there are still products that have not been labeled halal.

Halal products that comply with halal law in accordance with Islamic law, namely ingredients that do not contain pork and ingredients derived from pigs, do not contain ingredients that are forbidden (such as ingredients derived from human organs and excrement), all ingredients originating from halal animals slaughtered according to Islamic law, and all food and drinks do not contain khamr. Even though the perception of the word halal is very familiar among the public, awareness about halal products such as composition, side effects, advantages and

efficacy of halal certified herbal products and knowledge of halal brands is still very low, for this reason it is necessary to educate the public about halal products that are has Islamic legal standards (halalan thoyyiban).

For a Muslim, in daily life, one must understand what herbal products are safe and lawful for consumption according to Islamic provisions. Herbal products to be produced must be free from pork and alcohol content, both from the main ingredients and the manufacturing process, starting from quality control processes such as food processing, monitoring, storage, material handling, distribution, and others. In addition, Halal product guarantees also have regulations that explain convenience, security, safety, and certainty of availability for the public in consuming and using products; and increasing added value for business actors to produce and sell halal products in accordance with Maqoshid al-Shariah.

Halal awareness of halal-certified herbal products is a major construct that can help improve product brand reputation and should focus more on intensively promoting consumer purchase intention models for halal brands (Aziz & Chok, 2013).

Based on the Implementation of Law Number 33 of 2014 concerning Halal Product Guarantee (JPH) it is established as the basis for guaranteeing legal certainty related to regulation of Halal products, and JPH is also expected to be able to guarantee comfort, safety and availability in providing halal products to the public and provide added value to halal product entrepreneurs in producing and selling. Through awareness and knowledge of herbal products, consumers are expected to be able to choose and make purchasing decisions on products that have received a halal label. Trust and consumer behavior to repurchase herbal products is the key to the company's success

in getting loyal consumers. An interesting question is whether brand equity and consumer behavior can mediate the relationship between halal awareness and religiosity? Based on some literature there are two variables that are suspected of being intermediaries or mediation, of course this requires further empirical testing.

The priority of the research to be carried out lies in how the development of the sales trend of herbal products in the perspective of halal awareness and religiosity in order to maintain brand equity so as to contribute ideas to the business world. This research is also very helpful to build a triple helix relationship with the herbal business world and the government. Furthermore, it further strengthens the development of theory and provides reinforcement for similar research

RESEARCH METHODS

The research design is quantitative research to analyze the relationship between consumer attitudes and brand equity variables with mediation in the form of halal awareness variables and religious norms towards the interest in repurchasing herbal products. To interpret quantitative results using literature studies. Quantitative approach used through surveys, interviews and observations.

Table 1.  
Research Variables

No	Variable	Definition	Dimension
1.	Consumer behaviour Kotler and Keller, 2016	the study of how individuals, groups, and organizations select, purchase, use, and disposition goods, services, ideas, or experiences to satisfy their needs and wants	1. Internal influences 2. External influences

2.	Brand Equity Keller and Brexendorf, 2019	The power of the brand lies in the consumer's eyes and the experiences and lessons learned about the brand over time. Brand equity can be considered as an added value given to a product in the words, actions, and thoughts of consumers	1. <i>Brand Awareness</i> 2. <i>Brand Image</i>
3.	Halal Awareness Aziz and Chok, 2013	degree of consumer knowledge about halal food	1. <i>Raw materials (halal)</i> 2. <i>Religious obligations</i> 3. <i>Production process</i> 4. <i>Product hygiene</i>
4.	Religious Norms Kanukand Schiffman, 2010	A form of human relationship with its creator through religious teachings that are already internalized in a person and reflected in his daily attitudes and behaviors.	1. <i>Ritual (syari'ah)</i> 2. <i>Ideologis (aqidah)</i> 3. <i>Intelektual (ilmu)</i> 4. <i>Experiential</i> 5. <i>Konsekuensial</i>

1	Woman	115	54,76
2	Man	95	45,24
	Total	210	100

Source : Primary data processed (2022)

Looking at the characteristics of respondents by age was to look at the level of adolescent, productive and elderly age groups in the study. The following table shows the characteristics of respondents based on specific age groups:

**Table 3.**  
**Characteristics of Respondents By Age**

No	Age (Years)	Total	Percentage (%)
1	15-20	47	22,38
2	21-26	73	34,76
3	27-31	45	21,43
4	32-37	40	19,04
5	38-42	5	2,39
6	<43	0	0
	Total	210	100

Source : Primary data processed (2022)

Looking at the characteristics of respondents based on average expenses per month is to see the expenditure of respondents in meeting their daily needs and needs for body health. The following table displays the characteristics of respondents based on average spending per month :

**Table 4.**  
**Respondent's Average Expenses Per Month**

No	Average Expenses Per Month (Rupiah)	Total	Percentage (%)
1	250.000 - 500.000	10	4,76
2	500.000 - 750.000	46	21,90
3	750.000 - 1.000.000	85	40,48
4	1.000.000 - 1.250.000	32	15,24
5	> 1.250.000	37	17,62
	Total	210	100

Source : Primary data processed (2022)

## RESULT AND DISCUSSION

### Respondent Profile

Looking at respondents' characteristics through sex differences can illustrate how behaviors, roles, benefits, participation and access in research can be enjoyed by both sexes. The following table displays the characteristics of research respondents based on the degree of sex difference :

**Table 2.**  
**Characteristics of Respondents By Gender**

No	Gender	Total	Percentage (%)
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Looking at the characteristics of respondents based on social media used to find out the brand, halalness of the product and the religious value of this herbal product because herbal products are considered as practical solutions to problems that occur in health. The following table shows the characteristics of respondents based on social media used in knowing supplement products and herbal drinks:

**Table 5.**  
**Characteristics of Respondents Based on Social Media**

No	Social Media	Total	Percentage (%)
1	WhatsApp	85	40,48
2	Instagram	98	46,67
3	Facebook	11	5,24
4	Newspaper Media	9	4,29
5	Radio	7	3,32
	Total	210	100

Source : Primary data processed (2022)

Looking at the characteristics of respondents based on how many times a month to consume supplements or drinks of herbal products this is because herbal products are considered a practical solution to problems that occur in public health before and during the Covid-19 pandemic that has not ended until now. The following table shows the characteristics of respondents based on the length of consumption of supplement products and herbal drinks:

**Table 6.**  
**Characteristics of Respondents Based on Length of Consumption of Herbal Products**

No	In a month consume herbal products	Total	Percentage (%)
1	3 times consumption	76	36,19

2	5 times consumption	36	17,14
3	7 times consumption	40	19,04
4	9 times consumption	33	15,72
5	> 9 times consumption	25	11,91
	Total	210	100

Source : Primary data processed (2022)

**Results and discussion**

In this study, researchers used the outer model and inner model. Evaluation of the outer model model is carried out by looking at the CFA value, by testing the validity by looking at the values of Loading Factor, AVE, Communality, and testing the reliability of the model by looking at the values of Cronbach's Alpha and Composite Reliability. The evaluation of the inner model aims to predict the relationship between latent variables by looking at the magnitude of the percentage of variance described, namely by looking at the R-Square value and the Tstatistics value in the Path Coefficients table. Evaluate the model by looking at the significance value of Tstatistics to find out the influence between variables, through the bootstrapping process first, then the initial research model is as follows:

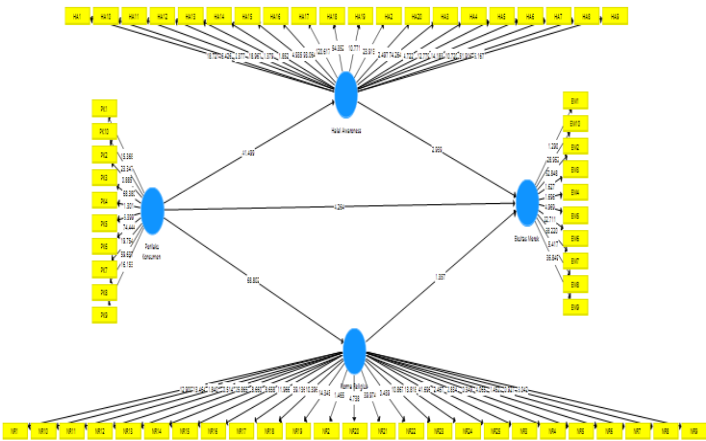


Figure 1. Preliminary Research Model

Table 7.  
Initial Model Factor Loading Value

	Brand Equity	Halal Awareness	Religiou s Norms	Consumer Behavior
EM1	0,188			
EM10	0,849			
EM2	0,876			
EM3	0,207			
EM4	0,204			
EM5	0,462			
EM6	0,834			
EM7	0,971			
EM8	0,512			
EM9	0,918			
HA1		0,718		
HA10		0,447		
HA11		0,148		
HA12		0,548		
HA13		0,149		
HA14		0,161		
HA15		0,327		
HA16		0,962		
HA17		0,971		
HA18		0,919		
HA19		0,722		
HA2		0,797		
HA20		0,265		
HA3		0,976		
HA4		0,481		
HA5		0,667		
HA6		0,690		
HA7		0,654		
HA8		0,931		
HA9		0,475		
NR1			0,718	
NR10			0,583	
NR11			0,222	
NR12			0,055	
NR13			0,855	
NR14			0,597	
NR15			0,648	
NR16			0,776	
NR17			0,857	
NR18			0,717	
NR19			0,592	
NR2			-0,121	
NR20			0,389	
NR21			0,921	
NR22			0,039	
NR23			0,662	
NR24			0,768	
NR25			0,919	
NR3			-0,260	
NR4			-0,302	
NR5			0,034	
NR6			0,385	
NR7			0,147	
NR8			0,091	
NR9			0,315	
PK1				0,816
PK10				0,804
PK2				0,058
PK3				0,941
PK4				-0,100
PK5				0,450
PK6				0,908
PK7				0,704
PK8				0,914
PK9				0,627

Source : Primary data processed (2022)

From the outer loading table above, not all construct indicators have a value above the rule of thumb 0.7. Because it does not meet the minimum required value, the indicator must be removed from the model and a second model is formed. Furthermore, the second calculate on the model is again done to find out the loading factor value of the model with the following image:

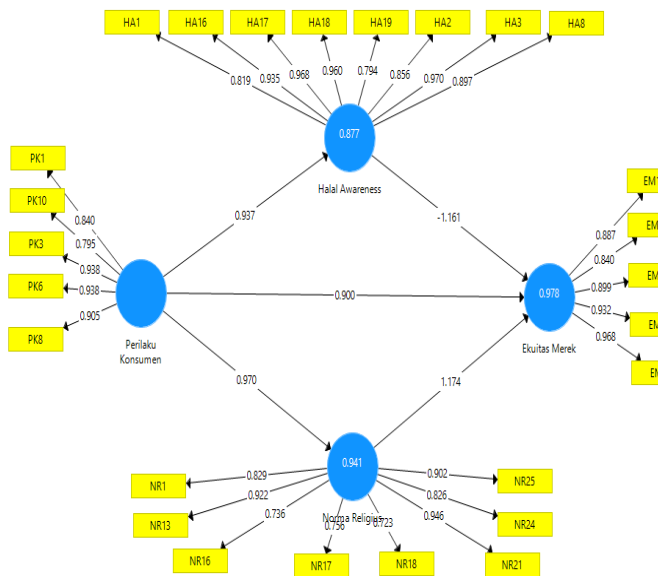


Figure 2. Second Calculate Result

Table 8.

Value of the Second Model Loading Factor

	Brand Equity	Halal Awareness	Religious Norms	Consumer Behavior	Information
EM10	0,887				Valid
EM2	0,840				Valid
EM6	0,899				Valid
EM7	0,932				Valid
EM9	0,968				Valid
HA1		0,819			Valid
HA16		0,935			Valid
HA17		0,968			Valid
HA18		0,960			Valid
HA19		0,794			Valid
HA2		0,856			Valid
HA3		0,970			Valid

HA8		0,897		Valid
NR1		0,829		Valid
NR13		0,922		Valid
NR16		0,736		Valid
NR17		0,756		Valid
NR18		0,723		Valid
NR21		0,946		Valid
NR24		0,826		Valid
NR25		0,902		Valid
PK1			0,840	Valid
PK10			0,795	Valid
PK3			0,938	Valid
PK6			0,938	Valid
PK8			0,905	Valid

Source : Primary data processed (2022)

The AVE value is obtained from the calculation technique of processing data using the PLS algorithm. A variable is said to be valid if it has an AVE value greater than 0.5. The results of calculating the average extracted variance (AVE) are outlined in table 9.

Table 9.

Average Variance Extracted (AVE) Value

	Average Variance Extracted (AVE)	Information
Brand Equity	0,822	Accepted
Halal Awareness	0,814	Accepted
Religious Norms	0,696	Accepted
Consumer Behaviour	0,783	Accepted

Based on the rule of thumb the AVE value for all research variables has an AVE value of more than 0.5. So it can be said that all variables, namely variables related to consumer behavior, halal awareness, religious norms and brand equity meet the measurement criteria

Cronbach's Alpha

Table 10.



**Values of Cronbach's Alpha**

	<i>Cronbach's Alpha</i>	<i>Information</i>
<i>Brand Equity</i>	0,945	<i>Accepted</i>
<i>Halal Awareness</i>	0,967	<i>Accepted</i>
<i>Religious Norms</i>	0,936	<i>Accepted</i>
<i>Consumer Behaviour</i>	0,930	<i>Accepted</i>

Source : Primary data processed (2022)

From the table it is concluded that the value of Cronbach's alpha of all variables has met the criteria. The variable introducing the product through the website has the highest Cronbachs Alpha value of 0.967

#### *Composite Reliability*

**Table 11.**  
**Composite Reliability Values**

	<i>Reliabilitas Komposit</i>	<i>Information</i>
<i>Brand Equity</i>	0,958	<i>Accepted</i>
<i>Halal Awareness</i>	0,972	<i>Accepted</i>
<i>Religious Norms</i>	0,948	<i>Accepted</i>
<i>Consumer Behaviour</i>	0,947	<i>Accepted</i>

Source : Primary data processed (2022)

The composite reliability value shows a more accurate estimate assumption. Based on the table, composite reliability value data for all research variables met the criteria for research measurement with a value of > 0.7.

#### *Structural Model*

**Table 12.**  
**R Square and R Square Values Adjusted**

	<i>R Square</i>	<i>Adjusted R Square</i>
<i>Brand Equity</i>	0,978	0,978
<i>Halal Awareness</i>	0,877	0,877
<i>Religious Norms</i>	0,941	0,940

Source : Primary data processed (2022)

Testing the goodness of fit structural models against the inner model using predictive-relevance (Q2) values. The Q2 magnitude has a range value of  $0 < Q2 < 1$ . Getting closer to 1 means the model is getting better. Once known the R-square value of each variable as seen in the R-square Table, the predictive-

relevance value can be obtained using the following formulations and calculations:

$$Q2 = 1 - (1 - R12) (1 - R22) (1 - R32)$$

$$Q2 = 1 - (1 - 0.9782) (1 - 0.8772) (1 - 0.9412)$$

$$Q2 = 1 - (0.043516) (0.230871) (0.114519)$$

$$Q2 = 0.99884$$

The results of the calculation of the predictive-relevance value of 0.99884 or 99.88% show that the diversity of data that can be explained by the model is 99.88%. The remaining 0.12% is explained by other variables that have not been contained in the model and errors. These results mean that this research model is a feasible model because it has relevant predictive values, so it can be used for hypothesis testing.

#### **Conclusion**

The results of this study according to the theory state that halal awareness is known based on whether a Muslim understands what halal is, knowing the correct production process, and prioritizing halal food for them to consume. The influence of halal awareness affects purchasing decisions. The same can also be seen from religiosity which is a form of a person's feelings towards the religion he adheres to, these feelings are related to a belief, symbol, value and activity of a religious force.

From the two variables above, it has an impact on purchasing decisions or buying interests. Buying interest is the tendency of consumers to buy something or take actions related to buying and is measured by the level of probability of consumers making a purchase.

The influence of brand equity on the purchasing decision process can be interpreted as a set of assets related to a brand, name, symbol that is able to add or decrease the value provided by a product

From the results of the study and discussion, it is known that not all indicators show significant results, but there are several indicators that show significant results. The author tried to formulate a suggestion in this study, namely that this herbal product in the future will look more and improve and expand the marketing network, quality, taste, benefits and what message is conveyed to consumers with social media means and do not forget to pay attention to the rules and norms in the Islamic economy.

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