

The influence of service quality, marketing mix, halal certification on purchasing decisions through purchasing interest in Palembang MSMEs

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Abstract - Service quality, marketing mix and halal certification are things that need to be considered in consumer purchasing decisions for the progress of an purchasing interest in Palembang MSMEs. The purpose of this study was to determine the effect of service quality, marketing mix, halal certification on purchasing decisions purchasing interest in Palembang MSMEs. The type of research used in this study is to use quantitative research. The population in this study were buyers who purchased purchasing interest in Palembang MSMEs. In this study using nonprobability samples, because the researcher did not clearly obtain the identity of the respondents needed in the preparation of the sample frame. The method of nonprobability which uses purposive sampling technique. Purposive sample, namely the technique of determining the sample based on special characteristics, namely individuals as experts. The number of samples in the calculation using the slovin formula is 96.66 but will be rounded up to 97 samples. Data analysis tools using Smart-PLS4. The main findings in this study where service quality has no effect on purchasing decisions, marketing mix has a positive and significant effect on purchasing decisions, halal certification has a positive and significant effect on purchasing decisions, service quality has an effect on buying interest, marketing mix has an effect on buying interest, halal certification has no effect on purchasing decisions. In general, the findings in this study indicate that service quality, marketing mix, halal certification and purchase intention are very important for companies to pay attention to so that consumers can make purchasing decisions to buy products provided by the company.

Keywords: Service Quality, Marketing mix, Halal Certification. Purchase Decision, Purchase Interest

I. INTRODUCTION

Indonesia is a country famous for its diverse ethnic cultures. Each local culture has characteristics and cultural products that are different from each other. Each local culture has unique characteristics of local wisdom that are different from each other. Based on the results of data searches, the differences include the Aceh traditional house being called Krong Bade, West Sumatra having Rumah Gadang, Palembang Limas traditional house, and East Java being known as Joglo. In terms of clothing, such as Legong as the name of traditional clothing in Bali, Banjarmasin clothing with Lulut Bagajah Gamuling Baular brides, Palembang with Aesan Gede. Differences in local wisdom ranging from dances, traditional clothing, traditional weapons and regional songs in each province have their own characteristics as characteristics of each region (Hasan Basri M.Nur, 2013). Culinary authenticity as a form of community creativity, processed with food ingredients based on recipes passed down from generation to generation which then has economic value in improving community welfare (Deni Warawardhana dan Yuni Maharani, 2022). Observation results in the research area also show that there is inequality among pempek sellers in the Central Pempek 26 Ilir Palembang area. Some sellers provide their shops with comfortable places to eat close to the parking lot and provide several employees who are ready to serve buyers. However, several other sellers still sell on the side of the road called emper or street vendors and also do not have employees.

The phenomena found from these initial observations include several pempek shops whose brands are well known, such as pempek lala and Edy, which have a lot of buyers, even though buyers have to queue, but are still interested by consumers. In terms of service quality, this raises suspicions because in this area the prices are relatively the same, even though some of them offer cheaper prices, such as street vendors in general, but there are fewer people interested. One of the things that can retain consumers is service quality that is always well maintained and satisfying (Iwan Kurniawan Subagja, 2020). Good service quality will make consumers make purchasing decisions about a product. Kotler stated that service quality is an action or activity that can be offered by one party to another party, which is basically intangible and does not result in ownership (Philip Kotler and Keller, 2016). Meanwhile, Tjiptono stated that service quality is defined as a dynamic condition related to products, services, human resources, processes and the environment that meets or exceeds expectations.

Furthermore, consumer buying interest will develop and determine consumer decisions to buy products (Rahmawati, 2018). Purchase interest is important for consumers to decide to make a purchase. For this reason, companies must offer good products so that consumers are interested in the product so they decide to purchase the product offered. This is supported by research (Sriyanto dan Kuncoro, 2019) shows that Purchase Interest influences Purchase Decisions. And this is contrary to the research results (Kusuma, 2017) which shows that Purchase Interest has no influence on purchasing decisions. Another factor that influences consumer purchasing decisions in purchasing a product is the marketing mix. For this reason, business people need to form special marketing strategies to attract consumers to make purchases (Andriyanto, L., Syamsiar, S., 2020) Apart from the quality of service and marketing mix, one of the problems faced by consumers when making purchasing decisions is halal certification, this situation is due to the majority of Indonesian people embracing Islam and being Muslim. Halal is the most important parameter in the product selection process.

Apart from these factors, another factor that influences purchasing decisions is halal certification. A halal certificate is an acknowledgment of the halalness of a product issued by BPJPH based on a written halal fatwa issued by the MUI (Faridah, 2019). The halal construction of a product is part of a process that cannot be ignored, therefore a halal certificate as proof of the determination of a halal fatwa on a product is issued by the MUI and is an absolute necessity for its existence (Fatwa MUI, n.d.). This

is supported by the results of research conducted by MUI (Kamilah, 2017) shows that Halal Certification influences Purchasing Decisions. The results of research conducted by (Desmayonda, A., 2019) shows that Halal Certification has no effect on Purchasing Decisions.

The problem of halal products to be consumed is an urgent problem, so that what is consumed is truly halal and not mixed with any haram goods. Therefore, not everyone can know for sure whether a product is halal. A halal certificate as proof of the determination of a halal fatwa on a product is issued by the MUI and is something that is absolutely necessary. One of the fundamental problems faced by Muslims is the flood of processed food products, drinks and medicines. In line with Islamic teachings which require that food and beverage products consumed be guaranteed to be halal and pure (Agustian, H, Eri, 2019).

This research continues previous research regarding the influence of service quality, marketing mix, halal certification on purchasing decisions through purchasing interest in MSMEs. The research focuses on MSMEs located in Medan, Jambi, Pangkal Pinang and Bogor. Apart from that, previous research used data analysis other than smart-pls. The growth of MSMEs makes a significant contribution to the Indonesian economy, especially contributing to gross domestic product (GDP). This study is important to answer the challenges faced by MSMEs regarding human resources related to service quality, marketing mix and halal certification as well as purchasing interest to create purchasing decisions so that they can advance the development of MSMEs. It is hoped that this research will contribute to the development of MSMEs and become input for MSME players to maximize the company's strategies.

II. RESEARCH METHODS

This research uses quantitative research methods. The data source in this research is primary data, namely information based on questionnaire results. Population is a regeneration that includes objects and subjects that have certain priorities and characteristics to be studied and conclusions drawn (Sugiyono, 2019). The population in this research is all of Palembang MSMEs consumers. A sample is a portion of a population collected using a certain method that has certain characteristics so that it can represent that population. Nonprobability research method using purposive sampling technique. Purposive sampling is a technique for determining samples based on special characteristics, namely individuals as experts (Ady Fataron et al., 2022). The number of samples in the calculation using the Slovin formula is 96.66 but will be rounded up to 97 samples. The data collection technique uses a questionnaire. The data analysis tool uses Smart-PLS4. The first step in analyzing data is the outer model test which consists of convergent validity, discriminant validity and reliability evaluation. Next, test the inner model which consists of determination (R2) and multicollinearity test. Lastly, test the hypothesis directly and indirectly

III. RESEARCH FRAMEWORK

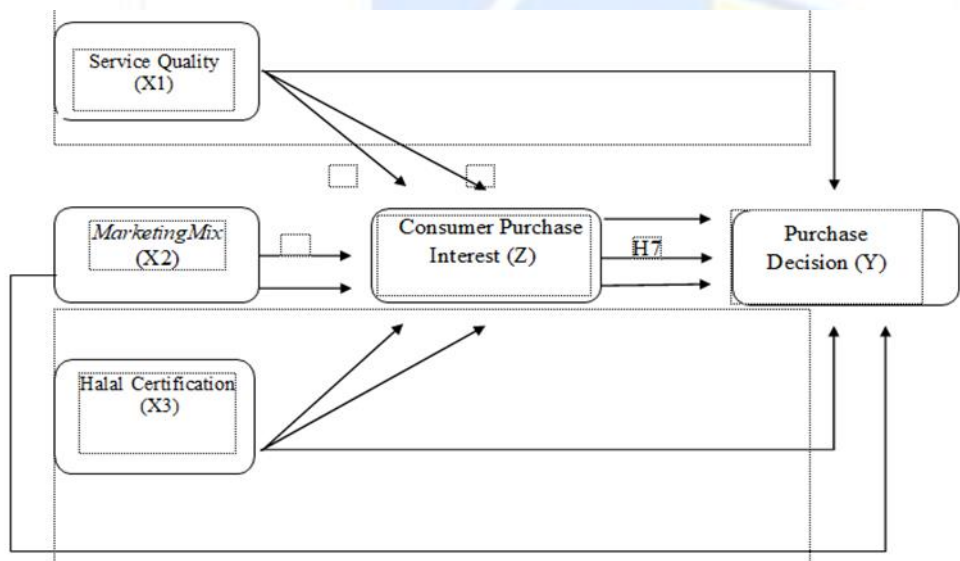


Fig 1. Research Framework

IV. RESULT AND DISCUSSION

Respondent Demographics

Table 1. Respondent Demographics

Respondent	Category	Frequency	Presentase
Gender	Male	41	42%
	Female	56	58%
Last Education	SMP	19	20%
	SMA	48	49%
	SARJANA	21	22%
	LAINNYA	9	9%
Religion	Islam	86	89%
	Kristen	7	7%

	Hindu	2	2%
	Budha	1	1%
	Katolik	1	1%
	Konghucu	0	0%

Source: Data processed (2024)

Convergent Validity

Convergent validity assess the correlation between constructs and highly correlated latent variables. It can be said to be valid if the factor loading value per indicator has a value of $>0,7$.

Table 2. Convergent Validity

	Decision Purchase	Purchase intention	Service Quality	Marketing mix	Halal Certification
KPY_1	0,904				
KPY_2	0,913				
KPY_3	0,910				
KPY_4	0,923				
KPY_5	0,905				
KPY_6	0,900				
MB_1		0,910			
MB_2		0,934			
MB_3		0,929			
MB_4		0,939			
KP_1			0,819		
KP_2			0,887		
KP_3			0,903		
KP_4			0,899		
KP_5			0,860		
MX_1				0,864	
MX_2				0,881	
MX_3				0,935	
MX_4				0,872	
MX_5				0,921	
MX_6				0,908	
MX_7				0,886	
SH_1					0,945
SH_2					0,895
SH_3					0,963
SH_4					0,927

Source: Data processed (2024)

Table 2 shows that the indicator variables in this study have a correlation value greater than 0.7, thus supporting the conclusion that the indicator is reliable as a measurement tool.

Discriminant Validity

Discriminant validity relates to the ability to accurately distinguish one construct from another and assess the degree of variation between the construct and its associated indicators. A cutoff value of 0.5 for Average Variance Extracted (AVE) is considered a reliability indicator.

Table 3. Discriminant Validity

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
Purchase Decision	0.958	0.959	0.966	0.826
Service Quality	0.923	0.925	0.942	0.764
<i>Marketing Mix</i>	0.959	0.960	0.966	0.802
Purchase Intention	0.946	0.947	0.961	0.861
Halal Certification	0.948	0.949	0.963	0.865

Source: Data processed, (2024)

Table 3. obtained the AVE value for each variable exceeds 0.5. So it can be stated that each variable in the study has good construct validity and discriminant validity.

Composite Reliability

The composite reliability test was conducted to assess the extent to which the research variables have reliable reliability. Composite reliability with a value above 0.7 is considered reliable.

Table 4. Composite Reliability

	<i>Composite Reliability</i>
Purchase Decision	0.966
Service Quality	0.942
<i>Marketing Mix</i>	0.966
Purchase Intention	0.961
Halal Certification	0.963

Source: Data processed, (2024)

Based on the data in table 4 above, the value of purchasing decisions, service quality, marketing mix, purchase intention and halal certification is greater than 0.7, which indicates that these variables are reliable.

Model Structure Analysis

Bootstrapping was used with 200 data points and 500 samples to standardize the data and test the significance of the path statistical coefficients. The results of the significance test of the path coefficients of each variable are presented in Tables 5 and 6.

Table 5. Significance of Direct Effect

	Original sample (O)	Sampel mean (M)	Deviation Standar (STDEV)	T Statistic (O/STDEV)	P-Values
Service Quality -> Purchase Decision	0.21 _	0.21 _	0,1 1	1.93	0,0 5
Service Quality -> Purchase intention	0.16 _	0.17 _	0,1 2	1.30	0.19 _
Marketing Mix -> Purchase Decision	0.34 _	0.33 _	0,1 3	2.45	0.01 _
Marketing Mix -> purchase intention	0.27 _	0,26 _	0,1 3	1.97	0,0 4
Purchase intention -> Purchase Decision	0,41	0,39	0,15	2.58	0,01

Halal Certification -> Purchase Decision	-0,00	0,01	0,12	0,04	0,96
Halal Certification -> Purchase intention	0.51 _	0.50 _	0.15 _	3.32	0.00 _

Source: Data processed, (2024)

Table 6. Significance of Indirect Effect

	Original sample (O)	Sampel mean (M)	Deviation Standar (STDEV)	Statistik T ((O/STDEV))	P-Values
Service Quality -> Purchase Intention->Purchase Decision	0,09	0.07 _	0,06	1.03	0,30
Marketing Mix ->Buy Intention->Purchase Decision	0,11	0,10	0,07	1.56	0,11
Halal Certification -> Purchase Intention->Purchase Decision	0.20 _	0.19 _	0.09 _	2.17	0.03 _

Source: Data processed, (2024)

The hypothesis is considered significant if the P-value <0.05 (Ghozali et al., 2015). A positive directed relationship has a positive original sample value (O), while a negative directed hypothesis has a negative original value (-O).

The Effect of Service Quality on Consumer Purchase Interest

The results of data processing state that service quality has no effect on consumer buying interest with a p value of 0.194. This means that if the quality of service increases, buying interest tends to remain. These results are in line with research conducted by (Wisnu Widayat, 2020) and contradicts the research (Prasasti & Maisara, 2022)

The Effect of Marketing Mix on Consumer purchasing interest in Palembang MSMEs

Based on the results of data processing, the p value of 0.04 is smaller than 0.05. So it can be concluded that the marketing mix has an effect on buying interest. This means that if the marketing mix of the shop increases, buying interest will also increase. However, if the marketing mix decreases, buying interest will also decrease. This research is in line with research conducted by (Salazha Nur Indah Lestari, 2017) If the marketing mix has been implemented properly in accordance with the wants and needs of consumers, it will certainly affect consumer interest .

The Effect of Halal Certification on Interest in Buying in Palembang MSMEs

From the results of data processing, it is known that the p value of the effect of halal certification on buying interest in pempek in the 26 ilir area is 0.00, meaning that the more pempek sellers in the Palembang area who have halal certification, consumers will buy interest in buying pempek in the Palembang area will increase. This research is supported by research conducted by (Sri Kasnelly; Abd. Jalil, 2019) People need to be sure of the halalness of the food they eat, sure of the cleanliness of the food they eat, sure of the impact of the food they eat on health, sure of the law of eating the food they will eat, as well as a form of public concern and support for the government / MUI.

The Effect of Service Quality on Consumer Purchasing Decisions in Palembang MSMEs

The results of the significance test of the effect of service quality on purchasing decisions obtained a p value of 0.05, meaning that if the Service Quality increases, the Purchasing Decision will increase (Asrizal Efendy Nasution, 2018) which states that if the seller or employee provides good enough service starting from welcoming when entering the store, the friendliness of officers who are willing to help consumers to find the desired product, to when consumers pay at the cashier and say thank you. This results in service quality being important to support consumer decisions.

The Influence of Marketing Mix on Purchasing Decisions for purchasing interest in Palembang MSMEs

From the results of the significance test of the influence of the marketing mix on purchasing decisions obtained a p value of 0.01, meaning that the higher the application of the marketing mix, the more consumers decide to buy pempek in the Palembang area. This research is in line with research conducted by (Hendy Evan Dan Sonata Christian, 2019) states that all aspects contained in the marketing mix are nothing but the seller's efforts to provide the best to consumers so that a good relationship is established between consumers and sellers so that consumers can determine their attitude in buying the products sold.

The Effect of Halal Certification on Purchasing Decisions for buying in Palembang MSMEs

The results of data processing on the effect of halal certification on pempek purchasing decisions in the Palembang area get a p value of 0.962, meaning that if more and more pempek sellers in the Palembang area are halal certified, it does not make consumers determine their decision to buy it. This research is in line with research (Fathan Budiman, 2020) and contradicts the research (Uswatun Hasanah dan Mila Ratna Sari, 2023) which states that halal certification affects purchasing decisions. In his research, he said that sellers must maintain the consistency of the halalness of their products, so that consumers continue to trust and not feel worried about using these products.

The Influence of Purchase Interest on Purchasing Decisions for Pempek in the 26 Ilir Palembang Area

The results of data processing on the effect of buying interest on purchasing decisions obtained a p value of 0.01, meaning that the higher the consumer's buying interest, the consumer will decide to buy pempek in the Palembang area. This research is supported by research (Maulana Rifky Stansyah, 2023) So it can be concluded that there are other variables that may mediate the effect of service quality on purchasing decisions.

The Effect of Service Quality on Purchasing Decisions for Pempek in the 26 Ilir Palembang Area through Purchase Intention

From the results of research on the effect of service quality on purchasing decisions through buying interest in pempek in the Palembang area, a p value of 0.30 is obtained, meaning that buying interest cannot mediate the influence between service quality on purchasing decisions. This means that the quality of service is quite good. And when viewed from the previous significance test that service quality has a direct effect on purchasing decisions. So it can be concluded that there are other variables that may be able to mediate the effect of service quality on purchasing decisions. This is in line with research conducted by (Raja Ainaya Alfatiha1, 2020)

The Influence of Marketing Mix on Purchasing Decisions for Pempek in the 26 Ilir Palembang Area through purchase intention

The results of the data test of the Effect of Marketing Mix on Pempek Purchasing Decisions in the Palembang area through Purchase Interest show a p value of 0.11, meaning that purchase interest cannot mediate the effect of marketing mix on purchasing decisions. In the significance test, the direct effect of marketing mix variables affects purchasing decisions and also buying interest. However, in the mediation test, it turns out that the purchase interest variable is not strong enough to mediate the marketing mix variable on purchasing decisions.

The Effect of Halal Certification on Purchasing Decisions for Pempek in the 26 Ilir Palembang Area through Purchase Intention

The p value of the Effect of Halal Certification on Purchasing Decisions for Pempek in Palembang Region through Purchase Interest is 0.03. This means that purchase interest is accepted as a variable that mediates the effect of halal certification on purchasing decisions. Halal certification is very beneficial for the continuity of consumer activities, because halal certification is displayed on the packaging and product logo so that it is easily readable. As in this study, the seller does the same thing so that consumers are interested in buying pempek in the 26 ilir area and then the sale and purchase transaction occurs.

I. CONCLUSION

The main objective of this study is to determine the effect of service quality, marketing mix and halal certification on purchasing decisions through purchase intention interest in Palembang MSMEs. The results showed that marketing mix has an influence on purchasing decisions, halal certification affects purchasing decisions, while service quality has no effect on purchasing decisions and purchase intention is able to mediate between service quality, marketing mix and halal certification with purchasing decisions. Regarding the practical implications, in Palembang MSMEs must optimize the factors that have an influence on purchasing decisions and optimize existing resources in order to provide maximum service to consumers so as to advance the company. For further researchers, research can be used as a reference for future research, further researchers can add several variables related to purchasing decisions and can increase the number of samples so that the research results are maximized

V. CONCLUSION

The main findings in this study where service quality has no effect on purchasing decisions, marketing mix has a positive and significant effect on purchasing decisions, halal certification has a positive and significant effect on purchasing decisions, service quality has an effect on buying interest, marketing mix has an effect on buying interest, halal certification has no effect on purchasing decisions. In general, the findings in this study indicate that service quality, marketing mix, halal certification and purchase intention are very important for companies to pay attention to so that consumers can make purchasing decisions to buy products provided by the company. The main objective of this study is to determine the effect of service quality, marketing mix and halal certification on purchasing decisions through purchase intention in purchasing interest in Palembang MSMEs. The results showed that marketing mix has an influence on purchasing decisions, halal certification affects purchasing decisions, while service quality has no effect on purchasing decisions and purchase intention is able to mediate between service quality, marketing mix and halal certification with purchasing decisions. Regarding the practical implications in Palembang MSMEs must optimize the factors that have an influence on purchasing decisions and optimize existing resources in order to provide maximum service to consumers so as to advance the company. For further researchers, research can be used as a reference for future research, further researchers can add several variables related to purchasing decisions and can increase the number of samples so that the research results are maximized

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