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## THE INFLUENCE OF PRICE, PRODUCT INFORMATION, AND ONLINE CONSUMER REVIEWS ON PURCHASE DECISIONS: THE MODERATING ROLE OF HALAL AWARENESS

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### ABSTRACT

*This research is designed regarding the impact of price, product information, as well as online customer reviews influence buying choices, involving halal awareness serving as a moderating factor. A quantitative method was employed utilized, focusing on Tokopedia users in Kabupaten Sumenep as the study population. The research involved approximately 152 respondents. The data were examined by applying the Partial Least Squares (PLS) technique method using SmartPLS software. The findings indicate indicating that price has a significant and positive influence on buying decisions ( $\beta = 0.336$ ;  $t = 4.107$ ;  $p = 0.000$ ), product information also exerts a significant and positive effect ( $\beta = 0.382$ ;  $t = 6.189$ ;  $p = 0.000$ ), as well as online customer reviews likewise demonstrate a significant and positive effect on purchasing decisions ( $\beta = 0.419$ ;  $t = 7.545$ ;  $p = 0.000$ ). Furthermore, halal awareness was found to moderate the influence of price ( $\beta = 0.363$ ;  $p = 0.000$ ), product information ( $\beta = 0.161$ ;  $p = 0.004$ ), and online consumer reviews ( $\beta = 0.304$ ;  $p = 0.000$ ) on buying decisions, strengthening the relationship between the variables*

**Keywords:** *Product Information, Online Consumer Reviews, Purchasing Decisions, Halal Awareness.*

### ABSTRAK

Studi ini memiliki tujuan untuk meneliti dampak harga, informasi produk serta ulasan konsumen secara daring pada proses pembelian dengan kesadaran halal sebagai faktor variabel moderasi. Studi ini menerapkan metode kuantitatif dengan populasi masyarakat Kabupaten Sumenep yang menggunakan Tokopedia sebagai platform belanja online. Total sampel yang digunakan adalah 152 responden. Pengumpulan data tersebut dilakukan dengan memanfaatkan metode Partial Least Square (PLS) yang didukung dengan memanfaatkan perangkat lunak SmartPLS. Temuan studi menunjukkan bahwasanya harga memberi dampak positif serta signifikan pada keputusan dalam melakukan pembelian ( $\beta = 0,336$ ;  $t = 4,107$ ;  $p = 0,000$ ), Informasi produk juga berpengaruh yang positif serta signifikan terhadap keputusan pembelian ( $\beta = 0,382$ ;  $t = 6,189$ ;  $p = 0,000$ ), serta tinjauan konsumen daring memiliki dampak positif serta signifikan pada keputusan pembelian ( $\beta = 0,419$ ;  $t = 7,545$ ;  $p = 0,000$ ). Selain itu, kesadaran halal terbukti mampu memoderasi pengaruh harga ( $\beta = 0,363$ ;  $p = 0,000$ ), informasi produk ( $\beta = 0,161$ ;  $p = 0,004$ ), dan ulasan pelanggan online ( $\beta = 0,304$ ;  $p = 0,000$ ) terhadap keputusan pembelian dengan memperkuat hubungan antarvariabel.

**Kata Kunci:** *Informasi Produk, Online Consumer Review, Keputusan Pembelian, Halal Awareness.*

### INTRODUCTION

Science and technology (IPTEK) have experienced remarkable growth and advancement, particularly in the field of internet technology. Online stores represent one of the innovations that have developed as a result of internet advancement. They are technological applications that enable individuals to conduct business activities, including selling and purchasing products through e-commerce platforms (Khoirunisa

& Nurhayati., 2024). Along with technological progress, online shopping has become one of the most popular methods of making purchases. This is driven by technological advancements that make it easier for individuals to access a wide range of information about the products they intend to purchase online (Iqbal Al Khazim, 2016).

Indonesia, as a country with a large population and substantial internet penetration, has become the largest digital market in Southeast Asia. Based on the 2024 E-Commerce Statistics published by the Central Statistics Agency (BPS), the total value of e-commerce transactions in Indonesia is projected to increase by approximately 17,08 percent (yoy) in 2024, reaching Rp 1.288,93 trillion (Badan Pusat Statistik Indonesia, 2025). Society continuously expects technology to enhance and simplify everyday activities. Technological advancements have a profound impact on various aspects of global life (Kurniadi, 2025). In addition, the number of e-commerce businesses continues to grow, with approximately 4,4 million enterprises engaging in online trade across various digital platforms. This phenomenon is not only concentrated in urban areas but has also expanded to various regions, including Madura, particularly Sumenep Regency. Referring to recent data from the Central Statistics Agency (BPS) of East Java Province, the percentage of households and individuals aged over five years who have accessed the internet within the last three months indicates an increase in internet usage in the province (Badan Pusat Statistik Provinsi Jawa Timur, 2024). One of the dominant platforms and the primary choice for the public is Tokopedia, which consistently ranks among the top two marketplaces in Indonesia based on monthly visitor traffic.

Table 1.1. Top e-commerce platforms in Indonesia by average monthly website visits

| NO | Platform E-commerce | Average Monthly Web Visit |
|----|---------------------|---------------------------|
| 1  | Shopee              | 184-236 million           |
| 2  | Tokopedia           | 100,3 million             |
| 3  | Lazada              | 45-64,5 million           |
| 4  | Blibli              | 24 million                |
| 5  | Bukalapak           | 4,4-4,5 million           |

*Source: Similar Web Digital market intelligence 2024*

Based on Table 1.1 above, it can be indicated that Shopee is the e-commerce platform with the highest total visits in Indonesia, with an average monthly visit of approximately 184-236 million. This is followed by Tokopedia with around 100.3 million visits per month. Meanwhile, other platforms such as Lazada, Blibli, and Bukalapak have lower traffic but still rank among the top 10 most visited e-commerce platforms in Indonesia (Similarweb, 2026). Therefore, Tokopedia is considered an appropriate object for analyzing online shopping behavior of consumers in Indonesia.

Consumer purchasing decisions within the Tokopedia e-commerce environment are influenced by various critical factors. First, consumers tend to be sensitive to price due to financial limitations. Products offered at affordable prices and proportional to their benefits are more likely to attract consumers to make purchases. A study conducted by Dahliyanti and Sudarnice indicates that price has a significant influence on consumer purchase decisions in the Tokopedia marketplace (Arwin, 2023).

Second, Product Information (X2) serves as a substitute for physical experience. A product with incomplete descriptions, ambiguous images, or unclear specifications may lead to uncertainty and increase the risk of product returns. In this context, transparency and completeness of information are essential to building digital trust. According to research by Rasulong et al., the quality of product information has been

proven to significantly influence consumer satisfaction, which in turn affects purchase decisions among Generation Z (Rasulong et al., 2024). Third, Online Consumer Reviews: the opinions and experiences of other users constitute an important factor in purchase decisions. Positive reviews tend to increase trust, while negative reviews may act as a barrier. Research findings by Cahyaningrum et al. show that online consumer reviews have a significant influence on customers' purchase decisions on Shopee (Ghofur et al., 2022).

Amid considerations of price, product information, and online consumer reviews, religious and cultural values play a highly dominant role in Sumenep Regency. As a region known as the "City of Keris" with a strong Islamic historical background, the characteristics of the Sumenep community are strongly influenced by Sharia principles in their consumption behavior. This is supported by data from the Central Statistics Agency (BPS) of Sumenep Regency in 2024, which recorded that out of a total population of 1,142,516 people, the vast majority are Muslim, totaling 1,140,457 people (Badan Pusat Statistik kabupaten sumenep, 2024). This dominance of religiosity makes halal awareness a crucial determining factor that cannot be overlooked.

The relevance of e-commerce usage in this region is further supported by positive trends in human development and digitalization. The Human Development Index (HDI) in Sumenep has shown consistent growth each year, reaching 69.13 in 2023, reflecting improvements in quality of life and purchasing power (APJII Indonesia, 2024). Along with this improvement, internet penetration in Sumenep has also increased significantly, driven by the expansion of digital infrastructure networks, including in island areas (kominfo, 2023). The ease of access to information has encouraged a shift in consumer shopping behavior from traditional markets to digital platforms such as Tokopedia. As one of the largest platforms in Indonesia, Tokopedia has become a primary choice due to its comprehensive features. However, the high level of platform usage has not been fully accompanied by clear halal status information for products sold by MSMEs. This creates a dilemma for consumers in Sumenep who have high sensitivity toward the halal status of products.

The gap between Law Number 33 of 2014 concerning Halal Product Assurance and the reality in the field where many MSME products on Tokopedia do not explicitly display halal certification constitutes the urgency of this research. In addition, inconsistencies in previous research findings (research gap) further strengthen the need for this study. Research by Riska Sari Melati indicates that price and online consumer reviews have a positive and significant effect on purchase decisions, both partially and simultaneously (Riska Sari Melati, 2020). However, findings by Fatmadali Khoirunisa and Siti Nurhayati show contradictory results, where online consumer reviews have a positive but not significant effect. Meanwhile, price and online consumer reviews are proven to have a positive and significant influence on purchase decisions (Khoirunisa and Nurhayati, t.th). These inconsistent findings indicate that further research is necessary by examining price, product information, and online consumer reviews on purchase decisions among Tokopedia users. Moreover, there is still limited research examining how halal awareness strengthens or weakens (moderates) the relationship between these variables, particularly within specific socio cultural contexts such as the community of Sumenep Regency. Based on the background and research gaps described above, this study aims to examine and empirically verify how price, product information,

and online consumer reviews influence purchase decisions, with halal awareness acting as a moderating variable among e-commerce users.

Price is the amount of money that must be paid by customers to obtain goods or services (Kabanga et al., 2026). Furthermore, Riska explains that price represents the overall value of goods or services provided to customers (Melati, t.th). Price can also be defined as any form of value determined as an expense that must be borne by customers to acquire goods or services. Based on several previous studies, price can be interpreted as the amount paid by consumers to purchase products and services. Basically, one of the most crucial factors for consumers before making a purchase decision is price consideration, as consumers will evaluate whether the offered price is proportional to the benefits they will receive from the purchase. However, consumers' assessments of whether a product is considered expensive, affordable, or cheap may differ from one individual to another. This variation influences individual perceptions, which are also shaped by environmental factors and personal circumstances.

The objective of pricing is one of the internal factors driving price determination. According to Afrida Pratiwi, there are several objectives in setting a price, including profit-oriented objectives, volume oriented objectives, image-related objectives, price stabilization, and other strategic goals (Pratiwi et al., 2019). Product information is a collection of facts about a product that have been processed into data, making them more useful for individuals who need them to make purchasing decisions (Annisa et al., 2023).

There are several important factors to consider when collecting information. Product information serves as a medium of interaction between producers and consumers, even though consumers may not necessarily have the intention to purchase the product or service; rather, they become aware of what is being offered and the intended message communicated. Alma explains that, in addition to transparency, information must also be honest. This is an essential element of product information, meaning it should be informative, adequate, and not excessive (Alma, t.th). Notoatmodjo further states that information should be honest (free from manipulative elements such as misleading statements), consistent or not contradictory, and presented proportionally (Notoadmodjo, 2016).

The more information an individual possesses, the more it can influence or enhance their understanding. With such understanding, a situation may be created in which the individual's final actions align with that understanding. Accuracy, timeliness, completeness, and relevance are four key characteristics that determine the value of information (Nazar, 2021). Blackwell et al. state that consumers are able to obtain high-quality information about products, such as goods or services, through several sources: business entities (through advertisements, labels, leaflets, brochures, pamphlets, and catalogs), consumers or organizations (through word-of-mouth recommendations, mass media, or research findings), and the government (through official descriptions and information that are supported by legal validity, such as labeling and standardization) (Blackwell et al., 2018).

Online consumer reviews are a form of electronic word of mouth (e-WOM) that can be described as a communication medium for businesses, which has the potential to influence as well as disrupt the process of purchase decision-making (purwanto, 2023). Online consumer reviews refer to responses provided by customers on official company websites or third party platforms after purchasing goods or services. These

responses can directly help reduce customer dissatisfaction with products or services (Febrianti, 2022). Online consumer reviews consist of evaluations, experiences, and other credible aspects that can be used to support purchase decisions (Soonyong & Bae, 2011). This content is generated by customers who have purchased or used a product or service by providing descriptions in the form of words or numerical ratings, which often reflect the level of customer satisfaction (Widayanto et al., 2023). Based on the points described above, it can be concluded that online consumer reviews are data provided by consumers to online sellers or merchants, containing evaluations of products after customers have made a purchase.

A purchase decision can be defined as the next stage in the process of determining the choice made by the customer, which occurs before post purchase actions are taken. According to Kotler & Armstrong, a purchase decision refers to the moment when consumers establish preferences among the goods or services to be purchased; however, there are two factors closely related to purchasing and purchase intentions. The primary factor is the influence of others, while the second factor is situational conditions. Therefore, consumer preferences and purchase intentions do not always align with the actual purchases made (Kotler & Armstrong, 2012). On the other hand, Peter and Olson state that the consumer purchasing process is conducted to combine various opinions when considering two or more potential purchases, with the final purchase being made to select one option (Peter dan Olson, t.th). Since there are many types of products available, consumers must choose the option that best aligns with their needs. Purchase decisions represent a core aspect of consumer behavior, referring to the acquisition of goods or services (Pangastuti et al., 2023).

Halal awareness refers to the ability to interpret and understand a situation; it is a term used to describe the comprehension and interpretation of a situation or subject. Muslims believe that using or consuming halal products benefits health and overall well being. Halal awareness measures how well Muslims understand matters related to halal doctrine, recognize what is permissible, and know how to produce goods in accordance with Islamic law. Halal awareness also educates Muslims about halal practices and the importance of using halal products (Khadijatul et al., 2022).

According to Ulfah and Abdullah, purchasing and using halal products plays a crucial role for Muslims, and one of the elements that can influence purchase decisions is halal awareness. Religious beliefs, halal certification, the delivery of information, attitudes, and health factors are some of the elements and sources that influence consumer tendencies toward halal products (Ulfa & Abdullah., 2022). According to Sekarwangi and Hendayani, halal awareness is an obligation for every Muslim, whether as a consumer or business actor. This is because awareness of halal becomes a critical aspect that must be fulfilled to ensure that the production of goods and services complies with Islamic law (ekarwangi & Hendayani., 2022). Halal awareness is an essential factor influencing Muslim consumers during the decision-making process. Nurohman and Kurniawa state that this awareness can serve as a primary factor in this process (Basri & Kurniawati., 2019).

In the perspective of Islamic law (fiqh muamalah), halal awareness is not merely understood as consumers' knowledge of the halal status of a product, but as a form of obedience to sharia commands in maintaining halal consumption. The principle of halal and tayyib in the Qur'an emphasizes that every Muslim must ensure that what is consumed comes from lawful sources, both in substance, process, and method of

acquisition. Therefore, halal awareness becomes part of the implementation of maqasid al-shari'ah, particularly in preserving religion (hifz al-din) and intellect (hifz al-'aql), so it is not merely a preference, but a normative obligation in consumption activities.

Meanwhile, in Islamic business ethics, halal awareness functions as a moral control that guides the behavior of both consumers and business actors to always be based on the values of honesty, justice, and responsibility. In the context of digital transactions, Islamic business ethics require transparency of product information and prohibit practices of *tadlis* (information fraud) and *gharar* (uncertainty). Thus, halal awareness not only strengthens purchasing decisions but also serves as an ethical mechanism ensuring that economic activities on digital platforms remain within the framework of Sharia values.

## **RESEARCH METHODOLOGY**

### **Type of Research**

This study is classified as research utilizing a quantitative method, intended to evaluate hypotheses related to the research subject. The results of this testing can serve as a basis for analyzing findings and for supporting or rejecting the hypotheses developed within the theoretical framework. Quantitative research is generally conducted on a randomly selected sample, allowing the findings to be generalized to the population from which the sample is drawn. It is called quantitative research because the information collected is in numerical form and analyzed using statistical methods.

### **Research Location**

This study was conducted in the administrative area of Sumenep Regency, East Java Province. The location was determined based on the characteristics of the Sumenep community, which is known for having strong religious values, making it relevant as a locus for examining the halal awareness variable in purchase decisions.

### **Population and Sample**

The population in this study included all residents of Sumenep Regency, East Java, who have conducted transactions on Tokopedia. However, since the total population is unknown (unknown population), the study focused on the segment of the community that is digitally active.

A sample is a subset or characteristic drawn from the population that becomes the object of study. When the total population is relatively large and the researcher cannot collect information from every member, a sample can be applied (Sugiyono, t.th). In this study, the sample was obtained using a non-probability sampling technique, specifically purposive sampling, which aims to select respondents based on specific criteria to ensure that the data aligns with the research objectives. The criteria for respondents were as follows: homogeneous population or residing in Sumenep Regency, having a Tokopedia account and having completed at least one purchase transaction, being Muslim (relevant to the halal awareness variable), and being at least 17 years old (considered an adult capable of making independent purchase decisions). In this study, the total sample size was calculated using the Lemeshow formula with a sampling error of 10% and a confidence level of 1.96 ( $z = 1.96$ ). Based on the formula, the estimated sample size was 97 respondents, which was rounded by the researcher to 100 respondents.

### **Type and Source of Data**

The information used in this study constitutes primary data. Primary data is information obtained directly by the researcher from the main source. In this study, primary data were collected through a questionnaire consisting of several statements related to the research variables, which were then distributed to respondents, namely residents of Sumenep Regency who are users of the Tokopedia e-commerce platform.

### Data Collection Technique

The instrument used in this study to collect information in a systematic and efficient manner was a questionnaire. A questionnaire is defined as a set of written questions prepared in advance (Prameswari & Asmara., 2024). It is used to collect data indirectly by presenting a series of statements or questions addressed to respondents to obtain their responses. In this study, Google Forms was used to facilitate access and distribution. Data were collected using a Likert scale, which is commonly used to measure individual or group perceptions regarding a particular phenomenon. Positive and negative statements were answered based on a five-point Likert scale, classified as follows: Strongly Agree (SA) scored 5, Agree (A) scored 4, Neutral (N) scored 3, Disagree (D) scored 2, and Strongly Disagree (SD) scored 1.

## RESULTS AND DISCUSSION

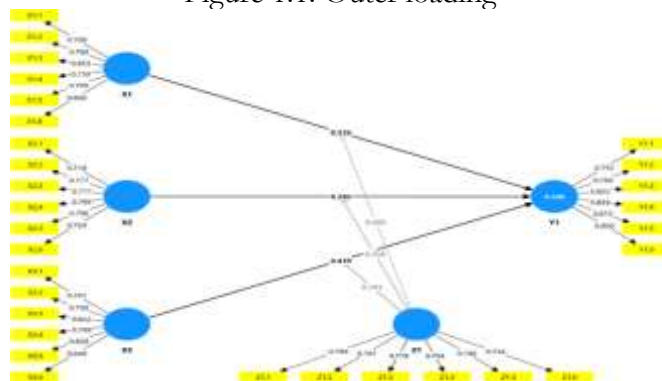
### Results

#### Assessment of Measurement Results (Outer Model)

##### Convergent Validity

Convergent validity serves as an indicator variable that demonstrates the degree of correlation between the indicator and the latent variable in an evaluation. Standard factor loadings can be used to determine the convergent validity of individual item reliability. Factor loadings indicate the degree of relationship between each measurement item (indicator) and its construct. The desired value is greater than 0.7. According to Chin, as cited by Imam Ghozali, outer loading values in the range of 0.5 to 0.6 are considered sufficient to meet the criteria for convergent validity (Ghazali, 2012).

Figure 1.1. Outer loading



The results of the convergent validity test based on factor loadings are presented in Table 1.2

Table 1.2. Results of convergent validity test

| Variable | Item | Loading Factor | Description |
|----------|------|----------------|-------------|
|          | X1.1 | 0.709          | Valid       |
|          | X1.2 | 0.769          | Valid       |

|    |      |       |       |
|----|------|-------|-------|
| X1 | X1.3 | 0.853 | Valid |
|    | X1.4 | 0.759 | Valid |
|    | X1.5 | 0.795 | Valid |
|    | X1.6 | 0.806 | Valid |
|    | X2.1 | 0.718 | Valid |
| X2 | X2.2 | 0.777 | Valid |
|    | X2.3 | 0.777 | Valid |
|    | X2.4 | 0.796 | Valid |
|    | X2.5 | 0.796 | Valid |
|    | X2.6 | 0.734 | Valid |
| X3 | X3.1 | 0.701 | Valid |
|    | X3.2 | 0.750 | Valid |
|    | X3.3 | 0.822 | Valid |
|    | X3.4 | 0.798 | Valid |
|    | X3.5 | 0.838 | Valid |
| Y1 | X3.6 | 0.800 | Valid |
|    | Y1.1 | 0.799 | Valid |
|    | Y1.2 | 0.797 | Valid |
|    | Y1.3 | 0.779 | Valid |
|    | Y1.4 | 0.754 | Valid |
| Z1 | Y1.5 | 0.796 | Valid |
|    | Y1.6 | 0.734 | Valid |
|    | Z1.1 | 0.799 | Valid |
|    | Z1.2 | 0.797 | Valid |
|    | Z1.3 | 0.779 | Valid |
|    | Z1.4 | 0.754 | Valid |
|    | Z1.5 | 0.796 | Valid |
|    | Z1.6 | 0.734 | Valid |

Based on the analysis results from Table 1.2, it can be concluded that all items obtained factor loading scores exceeding 0.70, indicating that each indicator is valid.

Table 1.3. Results of average variance extracted (AVE) test

|                                    | Average variance extracted<br>(AVE) |
|------------------------------------|-------------------------------------|
| Price (X1)                         | 0.613                               |
| Product information (X2)           | 0.588                               |
| <i>Online Consumer Review</i> (X3) | 0.632                               |
| Purchase Decision (YI)             | 0.632                               |
| <i>Halal Awareness</i> (ZI)        | 0.603                               |

Table 1.3 The results of the validity test indicate that the AVE values for all variables (X1, X2, X3, Y1, Z1) exceed 0.50, with the highest AVE reaching 0.632, which corresponds to the variables for Online Consumer Review and Purchase Decision.

## Discriminant Validity

The examination and comparison of discriminant validity are measured using the square root of the AVE values. A construct is considered to have good discriminant validity if its AVE score is greater than the correlation values with other constructs in the model, with a minimum AVE value of  $>0.5$ . In addition, discriminant validity can also be assessed based on cross-loading factors, where the loading value of an item on its respective construct should be higher than its loading on other constructs.

Table 1.4. Cross loading

|      | X1     | X2     | X3    | Y1    | Z1     |
|------|--------|--------|-------|-------|--------|
| X1.1 | 0.709  | -0.092 | 0.079 | 0.114 | 0.154  |
| X1.2 | 0.769  | -0.157 | 0.050 | 0.141 | 0.234  |
| X1.3 | 0.853  | 0.078  | 0.100 | 0.301 | 0.198  |
| X1.4 | 0.759  | -0.104 | 0.015 | 0.175 | 0.194  |
| X1.5 | 0.795  | -0.063 | 0.057 | 0.168 | 0.223  |
| X1.6 | 0.806  | -0.111 | 0.002 | 0.173 | 0.156  |
| X2.1 | -0.091 | 0.718  | 0.134 | 0.265 | 0.049  |
| X2.2 | -0.005 | 0.777  | 0.064 | 0.335 | 0.090  |
| X2.3 | -0.129 | 0.777  | 0.041 | 0.296 | 0.063  |
| X2.4 | -0.065 | 0.796  | 0.079 | 0.271 | -0.053 |
| X2.5 | -0.050 | 0.796  | 0.041 | 0.214 | 0.032  |
| X2.6 | 0.044  | 0.734  | 0.032 | 0.221 | -0.003 |
| X3.1 | 0.070  | 0.060  | 0.701 | 0.269 | 0.185  |
| X3.2 | -0.001 | 0.172  | 0.750 | 0.360 | 0.247  |
| X3.3 | 0.104  | 0.067  | 0.822 | 0.361 | 0.314  |
| X3.4 | 0.067  | 0.020  | 0.798 | 0.356 | 0.328  |
| X3.5 | 0.044  | 0.032  | 0.838 | 0.406 | 0.314  |
| X3.6 | 0.049  | 0.064  | 0.849 | 0.344 | 0.204  |
| Y1.1 | 0.052  | 0.235  | 0.353 | 0.752 | 0.144  |
| Y1.2 | 0.146  | 0.228  | 0.319 | 0.760 | 0.063  |
| Y1.3 | 0.289  | 0.338  | 0.308 | 0.802 | 0.174  |
| Y1.4 | 0.302  | 0.303  | 0.360 | 0.839 | 0.183  |
| Y1.5 | 0.148  | 0.260  | 0.343 | 0.815 | 0.073  |
| Y1.6 | 0.196  | 0.313  | 0.428 | 0.800 | 0.263  |
| Z1.1 | 0.187  | 0.160  | 0.325 | 0.187 | 0.799  |
| Z1.2 | 0.133  | -0.011 | 0.254 | 0.134 | 0.797  |
| Z1.3 | 0.253  | -0.019 | 0.252 | 0.189 | 0.779  |
| Z1.4 | 0.171  | -0.015 | 0.274 | 0.140 | 0.754  |
| Z1.5 | 0.142  | 0.046  | 0.208 | 0.123 | 0.796  |
| Z1.6 | 0.240  | 0.013  | 0.241 | 0.109 | 0.734  |

The results of the cross-loading test indicate that all indicators have the highest loading on the construct they are intended to measure, compared to other constructs. For illustration, indicator X has a loading of 0.853 on variable X1, which is higher than on other variables; indicator X2.4 has a loading of 0.796 on X2; indicator X3.6 reaches a loading of 0.849 on X3; indicator Y1.4 has a loading of 0.839 on Y1; and indicator Z1.1 shows a loading of 0.799 on Z1. This condition indicates that each indicator

specifically measures its respective construct, so the discriminant validity of the model evaluated using cross-loading is considered fulfilled.

### Composite Reliability and Cronbach's Alpha

Composite reliability is an indicator that reflects the level of confidence in a measurement instrument. Composite reliability (CR) for latent variables represents the stability and consistency of the combined measurements. Data with a composite reliability score exceeding 0.70 is considered to have a high level of consistency. Cronbach's alpha is a reliability metric that complements the results of composite reliability. A variable is considered reliable when its Cronbach's alpha value is above 0.70 or exceeds the composite reliability.

Table 1.5. Results of composite reliability and cronbach's alpha test

|    | Cronbach's alpha | Composite reliability (rho_a) |
|----|------------------|-------------------------------|
| X1 | 0.877            | 0.947                         |
| X2 | 0.860            | 0.868                         |
| X3 | 0.883            | 0.890                         |
| Y1 | 0.884            | 0.892                         |
| Z1 | 0.870            | 0.886                         |

Based on the findings from the reliability test, it is indicated that each variable has Cronbach's Alpha and Composite Reliability values exceeding the minimum threshold of 0.70. The Cronbach's Alpha and Composite Reliability values are as follows: X1 at 0.877 and 0.947; X2 at 0.860 and 0.868; X3 at 0.883 and 0.890; Y1 at 0.884 and 0.892; and Z1 at 0.870 and 0.886. These values indicate that all constructs have a high level of internal consistency and good measurement stability, thus confirming that the research instruments are reliable.

### Evaluation of the Inner Model

The inner model is evaluated by using the R-square values of the dependent constructs, t-tests, and the significance level of the path coefficients in the structural model. The initial step in analyzing a Partial Least Squares (PLS) model is to examine the R-square values of all dependent variables, which are interpreted similarly to regression analysis. Changes in the coefficient of determination are used to assess whether the independent latent variables have a significant effect on the dependent latent variables (Ghazali, 2012).

Figure 1.2. Inner model

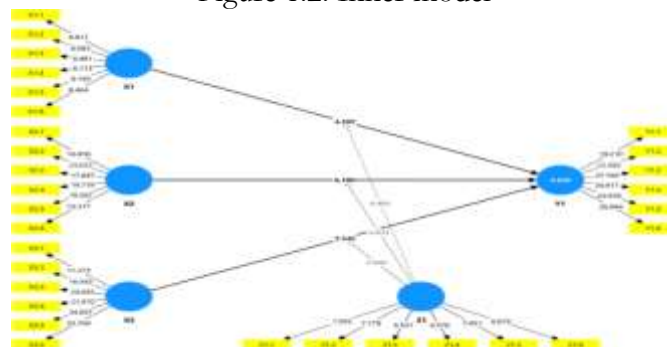


Table 1. 6. R-square test results

|    | R-square | R-square adjusted |
|----|----------|-------------------|
| Y1 | 0.600    | 0.580             |

The analysis of the coefficient of determination indicates that the R-square value for variable Y1 is approximately 0.600, while the adjusted R-square is around 0.580. This phenomenon suggests that the variables X1, X2, X3, Z1, and the interaction variable in the model are able to explain up to 60% of the variance in Y1, while variables outside the research model account for the remaining 40% of the variation.

### Research Hypothesis Test Results

#### Direct Effect Test

The t-test is used to assess the extent to which each independent variable in this study impacts the dependent variable individually. This partial regression analysis is conducted to determine whether an independent variable contributes significantly to the dependent variable, assuming the other independent variables remain constant.

Table 1.7. Direct relationship test results of the research hypotheses *path coefficient*

|       | Original Sampe (O) | Sampel Mean (M)= | Standard Deviation (STDEV) | T statistic ( O/STDEV ) | P values |
|-------|--------------------|------------------|----------------------------|-------------------------|----------|
| X1=>Y | 0.336              | 0.327            | 0.082                      | 4.107                   | 0.000    |
| X2=>Y | 0.382              | 0.380            | 0.062                      | 6.189                   | 0.000    |
| X3=>Y | 0.419              | 0.414            | 0.056                      | 7.545                   | 0.000    |

1. The test results indicate that variable X1 has a positive and significant effect on variable Y1, as shown by the path coefficient ( $\beta = 0.336$ ), t-statistic ( $t = 4.107$ ), and p-value ( $p = 0.000$ ).
2. The summary of the test results shows that variable X2 has a positive and significant effect on Y1, reflected in the path coefficient ( $\beta = 0.382$ ), t-statistic ( $t = 6.189$ ), and p-value ( $p = 0.000$ ).
3. The test findings indicate that variable X3 has a positive and significant effect on Y1, as reflected by the path coefficient ( $\beta = 0.419$ ), t-statistic ( $t = 7.545$ ), and p-value ( $p = 0.000$ ).

#### Moderated Regression Analysis (MRA)

This study includes a moderating variable, which functions to either strengthen or weaken the relationship between independent variables and the dependent variable. Regression analysis using a moderating variable (MRA) is conducted by testing two or more variables simultaneously. If the analysis results indicate significance, the moderating variable can influence the relationship, either by enhancing or diminishing the effect of the independent variables on the dependent variable.

Table 1. 8. Results of the moderating effect test on research hypotheses

|            | Original Sampe (O) | Sampel Mean (M) | Standard Deviation (STDEV) | T statistic ( O/STDEV ) | P values |
|------------|--------------------|-----------------|----------------------------|-------------------------|----------|
| Z1 x X1=>Y | 0.363              | 0.343           | 0.073                      | 4.965                   | 0.000    |

|               |       |       |       |       |       |
|---------------|-------|-------|-------|-------|-------|
| Z1 x<br>X2=>Y | 0.161 | 0.146 | 0.056 | 2.843 | 0.004 |
| Z1 x<br>X3=>Y | 0.304 | 0.278 | 0.084 | 3.611 | 0.0   |

1. The test results indicate that variable Z1 moderates the effect of X1 on Y1, as reflected by the interaction coefficient value ( $\beta = 0.363$ ), the t-statistic ( $t = 4.965$ ), and a significant p-value ( $p = 0.000$ ). Therefore, Z1 functions as a moderating variable in the relationship between X1 and Y1.
2. The findings show that variable Z1 acts as a moderator in the effect of X2 on Y1, as evidenced by the interaction coefficient ( $\beta = 0.161$ ), the t-statistic ( $t = 2.843$ ), and a significant p-value ( $p = 0.004$ ). Thus, Z1 serves as a moderating variable in the relationship between X2 and Y1.
3. The test results indicate that variable Z1 moderates the effect of X3 on Y1, as demonstrated by a significant interaction coefficient ( $\beta = 0.304$ ), a significant t-statistic ( $t = 3.611$ ), and a significant p-value ( $p = 0.000$ ). Consequently, Z1 functions as a moderating variable in the relationship between X3 and Y1.

## Discussion

### The Effect of Price on Purchase Decisions Based on Research Hypotheses

Based on the results of hypothesis testing presented in Table 1.7, which show that the path coefficient is 0.336, the t-statistic is 4.107, and the p-value is 0.000, it can be concluded that price has a positive and significant effect on purchase decisions. Thus, the more favorable consumers' perceptions of a product's price, the greater the likelihood that they will make a purchase decision.

These findings can be explained through several price-related indicators: (Arwin et al., 2023) First, price affordability, where consumers tend to choose products whose prices align with their financial capabilities. When a product is perceived as affordable, consumers feel more comfortable making a purchase without experiencing financial burden. Second, price competitiveness. In the context of digital commerce or e-commerce, consumers can easily compare prices across products and sellers. Therefore, competitive pricing compared to similar products offered by other sellers can increase consumers' interest in selecting and purchasing the product. Third, price suitability to product value. Consumers do not merely focus on low prices but also evaluate whether the price reflects the quality, performance, and value of the product received. When consumers perceive that the price paid is commensurate with the product quality, their trust and satisfaction increase, thereby encouraging purchase decisions.

Therefore, these three indicators demonstrate that consumers' perceptions of price accessibility, price competitiveness, and price quality congruence significantly influence how consumers make purchase decisions. This finding is supported by previous studies. For instance, Arwin et al. found that price has a significant effect on customer purchase decisions in the Tokopedia marketplace (Arwin, et al., 2023). Similarly, Melati reported that price significantly influences consumers' decisions to purchase phone cases on the Shopee marketplace (Melati, t.th).

### **The Effect of Product Information on Purchase Decisions Based on Research Hypotheses**

Based on the results of hypothesis testing presented in Table 1.7, which indicate that the path coefficient is 0.382, the t-statistic is 6.189, and the p-value is 0.000, it can be concluded that product information has a positive and significant effect on purchase decisions among users of the Tokopedia e-commerce platform. This suggests that the clearer and more comprehensive the product information received by customers, the higher the likelihood that they will make purchase decisions on the Tokopedia platform.

These findings can be explained through several indicators of product information: (Annisa et al., t.th) First, the most preferred taste. Information regarding popular or highly favored product variants can assist consumers in making product choices. When consumers learn that a particular variant is widely preferred by others, it can strengthen their confidence and encourage them to purchase the product. Second, the availability of the most complete product selection. Information indicating that a store or platform offers a wide range of products enables consumers to fulfill their needs in one place. Well communicated product completeness enhances convenience and efficiency in shopping, which ultimately encourages purchase decisions. Third, product price. Clear and transparent pricing information is a key consideration for consumers before making a purchase decision. When pricing information is easily accessible and understandable, consumers can evaluate the suitability of the price with the product offered and compare it with alternatives, thereby strengthening their confidence in making a purchase.

Therefore, information regarding preferred product variants, product availability, and price transparency constitutes key factors influencing consumers' purchase decisions in online shopping. The more complete and easily understood the product information is, the greater the likelihood that consumers will proceed with a purchase. This finding is supported by previous studies. Rasulong reported that the quality of product information has a significant effect on customer satisfaction, which subsequently influences purchase decision making among Generation Z consumers (Rasulong et al., 2024). Similarly, Nur Annisa found that product information significantly affects purchase decisions at PT. Trimitra Swadaya Medan (Annisa, et al., 2023).

### **The Effect of Online Consumer Reviews on Purchase Decisions Based on Research Hypotheses**

Based on the results of hypothesis testing presented in Table 1.7, which indicate that the path coefficient is 0.419, the t-statistic is 7.545, and the p-value is 0.000, it can be concluded that online consumer reviews have a positive and significant effect on purchase decisions among users of the Tokopedia e-commerce platform. This indicates that the more positive the reviews provided by other customers, the higher the likelihood that consumers will make purchase decisions through the Tokopedia platform.

These findings can be explained through several indicators of online consumer reviews: (Putri & Wandebori., 2016) First, perceived usefulness. Reviews from other consumers often provide insights into real experiences in using a product. Such

information helps potential buyers understand the benefits of a product, thereby reducing uncertainty in making purchase decisions. Second, source credibility. Consumers tend to trust reviews from users who are perceived to have direct experience with the product. When reviews are considered honest, objective, and derived from credible sources, consumer confidence in the product increases, thereby encouraging purchase decisions. Third, argument quality. Reviews that present clear, detailed, and logical explanations regarding the strengths and weaknesses of a product are easier for potential buyers to understand. High quality arguments in reviews provide deeper insights that assist consumers in evaluating products before making purchase decisions. Fourth, review quantity. The number of available reviews is also an important consideration for consumers. A higher number of reviews increases consumer confidence in the product, as it is perceived to reflect a broader range of user experiences.

Therefore, indicators such as perceived benefits, source credibility, argument quality, and review quantity demonstrate that online consumer reviews play a crucial role in shaping purchase decisions in online shopping. The higher the quality and quantity of reviews available, the greater the likelihood that consumers will make purchase decisions. This finding is supported by previous studies. Cahyaningrum found that online consumer reviews have a significant effect on purchase decisions on the Shopee platform (Najib & Adriana., 2022). Similarly, Nur Laili reported that online consumer reviews significantly influence purchase decisions for women's fashion products in online marketplaces (Kabanga et al., 2026).

### **The Effect of Price on Purchase Decisions Moderated by Halal Awareness Based on Research Hypotheses**

The test results indicate that variable Z1 moderates the effect of X1 on Y1, as reflected by the interaction coefficient ( $\beta = 0.363$ ), the t-statistic ( $t = 4.965$ ), and the p-value ( $p = 0.000$ ). Since the p-value is less than 0.05, the moderating effect is statistically significant. Furthermore, the positive interaction coefficient indicates that Z1 functions as a moderating variable that strengthens the relationship between X1 and Y1. In other words, the higher the level of Z1, the stronger the effect of X1 on Y1.

In this research framework, variable Z1 (halal awareness) can be explained through several indicators (Ulfa & Abdullah., 2022): First, understanding of halal products. Consumers with a strong understanding of halal concepts tend to consider various product related information more carefully before making a purchase. This understanding makes consumers more selective, thereby strengthening the influence of X1 on purchase decisions. Second, exposure to information about halal products. Consumers who frequently receive information regarding the importance of halal products, whether through media, social environments, or education, tend to be more conscious in selecting products. This exposure increases consumers' attention to factors influencing purchase decisions. Third, understanding of halal certification. The halal label serves as a form of assurance that a product meets halal standards. When consumers understand the meaning and importance of halal certification, they become more confident in choosing products. Fourth, the role of religion. Religious values play an important role in shaping the consumption behavior of Muslim consumers. Individuals with a higher level of religiosity tend to place greater emphasis on halal

aspects in their purchasing decisions. Fifth, the role of halal certification. A halal certificate is a formal indication that a product has been examined and declared halal by an authorized institution, such as the Indonesian Ulema Council. The presence of such certification increases consumer confidence in the product. Sixth, health considerations. In addition to religious reasons, some consumers choose halal products because they are perceived as cleaner, safer, and better for health. This perception further strengthens consumer confidence in selecting products.

Therefore, these indicators demonstrate that the level of halal awareness not only directly influences purchase decisions but also strengthens the effect of X1 on Y1. The higher the level of halal awareness among consumers, the stronger the influence of X1 in driving purchase decisions.

## **CONCLUSION**

Based on the results of data analysis using the PLS method supported by SmartPLS software on users of the Tokopedia e-commerce platform in Sumenep, the conclusions are as follows:

Price has a positive and significant effect on purchase decisions, as indicated by a path coefficient of  $\beta = 0.336$ , a t-statistic of 4.107, and a p-value of 0.000. This shows that when consumers' perceptions of price improve, the likelihood of purchase decisions also increases. Product information has a positive and significant effect on purchase decisions, with  $\beta = 0.382$ , a t-statistic of 6.189, and a p-value of 0.000. Thus, clearer and more comprehensive product information enhances consumer demand. Online consumer reviews have a positive and significant effect on purchase decisions, with  $\beta = 0.419$ , a t-statistic of 7.545, and a p-value of 0.000. This indicates that positive customer reviews increase trust and encourage consumers to make purchases. With  $\beta = 0.363$ , a t-statistic of 4.965, and a p-value of 0.000, halal awareness strengthens the effect of price on purchase decisions. This indicates that halal awareness reinforces the relationship between price and purchase decisions. Based on  $\beta = 0.161$ , a t-statistic of 2.843, and a p-value of 0.004, halal awareness also strengthens the effect of product information on purchase decisions. This suggests that higher halal awareness enhances the relationship between product information and purchase decisions. With  $\beta = 0.304$ , a t-statistic of 3.611, and a p-value of 0.000, halal awareness strengthens the effect of online consumer reviews on purchase decisions. This indicates that halal awareness reinforces the relationship between online consumer reviews and purchase decisions.

In general, this study reveals that price, product information, and online consumer reviews have significant effects on consumers' purchase decisions, while halal awareness acts as a moderating variable that strengthens the relationships between these variables and purchase decisions.

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