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The Influence of Brand Awareness, Brand Trust, Religiosity and Halal Awareness on Purchase Interest of Skintific Skincare

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ABSTRACT

This study aims to examine the influence of brand awareness, brand trust, religiosity, and halal awareness on the purchase intention of Skintific skincare products. The research method used is causal with a quantitative approach. The population consists of Skintific skincare users in South Tangerang City, with a sample of 270 respondents selected using non-probability purposive sampling based on Hair's formula. Primary data were collected through a questionnaire using a Likert scale and analyzed using Partial Least Square (PLS) method with SmartPLS 4.0 software. The results show that brand awareness and brand trust have a positive and significant effect on purchase intention, while religiosity has a positive but insignificant effect, and halal awareness has a negative and insignificant effect on purchase intention. These findings indicate that increasing brand awareness and brand trust is more effective in stimulating consumers' purchase intention of Skintific products, while the roles of religiosity and halal awareness require further study to understand their deeper impact.

Keywords : Brand Awareness; Brand Trust; Religiosity; Halal Awareness; Purchase Interest; Skintific.

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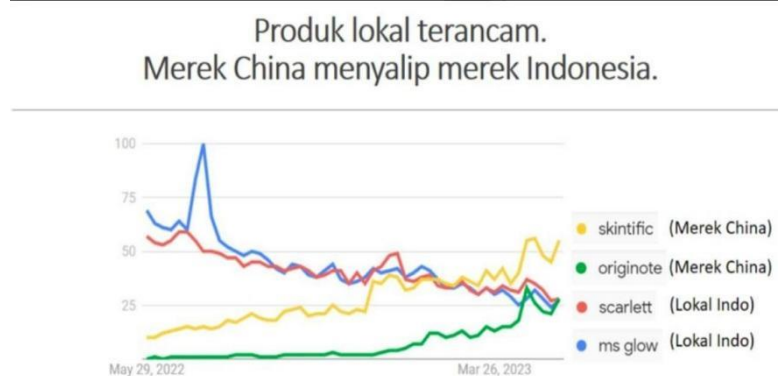
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INTRODUCTION

The beauty industry in Indonesia is currently experiencing rapid growth. One beauty product that has seen rapid growth is skincare. Skincare is a series of skin care treatments using specific products to maintain healthy skin. This use can boost a person's self-confidence. The Indonesian beauty industry continues to progress, and with increasing lifestyle needs, skincare has become an important aspect for both women and men. In Indonesia, the beauty industry continues to grow. According to data from the Statistics Indonesia (BPS), the cosmetics market in Indonesia is expected to continue growing by 4.59% annually. This condition is partly due to the high public interest in using skincare or cosmetics. The increasing public awareness of appearance can create business opportunities for beauty companies to expand their business in Indonesia. Given the widespread use of beauty products in Indonesia, skincare must dominate the market. This causes skincare brands to work hard to maintain their market share, as seen in the image below.

Figure 1. Skincare Product Purchase Graph



Source: Kumparan (2023)

Figure 1 above shows the continued growth in purchases of Chinese skincare brands, driven by the influx of foreign products containing ingredients tailored to Indonesian consumers' needs. However, Kumparan data indicates that in 2020, local brands dominated skincare sales compared to Chinese brands. This is evident in the figure below.

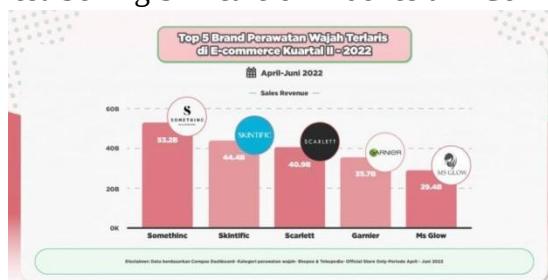
Figure 2. The Dominance of Chinese Skincare in Indonesia



Source: Kumparan (2023)

Looking at the data in the image above, in just two years, Chinese beauty brands have dominated the Indonesian beauty market, accounting for 57.2%, compared to only 42.8% for local brands. These facial beauty brands are diverse in Indonesia, ranging in price from the lowest to the highest. Some of the best-selling Chinese skincare brands on Indonesian e-commerce platforms are shown in Figure 3 below.

Figure 3. Best-Selling Skincare on Indonesia E-Commerce



Source: Kompas (2023)

Based on the data from Figure 3, it shows that there are five top-selling facial care brands with the highest sales figures. However, in this study, researchers examined more about skintific skincare, because it only entered the Indonesian beauty market at the end of 2021 and has already become one of the top five best-selling facial care brands with relatively large sales revenue.

LITERATURE REVIEW

Brand Awareness

Brand awareness is a consumer's ability to recognize and identify a brand in their minds. Firmansyah (2019) defines brand awareness as the consumer's ability to remember or recognize a particular product category. Brand awareness typically measures how many consumers in the market recognize or recall the brand's existence within a specific category. The more consumers who are aware of a brand, the easier it will be for potential consumers to make purchasing decisions.

Brand Trust

Brand trust is considered important in many studies. Trust is defined as a customer's belief that a particular brand can satisfy their desires, so that when consumers trust the brand, they will make repeat purchases. According to Kamilla et al. (2023), brand trust is a belief based on the source of consumer confidence that a good quality product is in accordance with the values and intentions of a good brand based on consumer confidence to prioritize their interests.

Religiosity

According to Abror et al. (2019), religiosity is a key component of cultural values that influence human behavior. In this context, individuals typically view religion as a guiding principle in their daily lives, leading to greater morality and character. This principle aims to understand a more valuable way of life and foster better individual behavior. This principle refers to obligations and rules that must be implemented to bind and maintain consistency within an individual or group in their relationship with God.

Halal Awareness

Halal awareness is a condition where individuals have up-to-date information related to what they consume based on their experiences consuming halal products. According to Garg and Joshi (2018), halal originates from Islam and focuses on goods or services prohibited by Islamic law and morality for Muslims. Muslim consumers are currently more inclined to use halal products. Halal awareness itself refers to the level of knowledge Muslim consumers possess to search for, purchase, and consume halal products that comply with Islamic law.

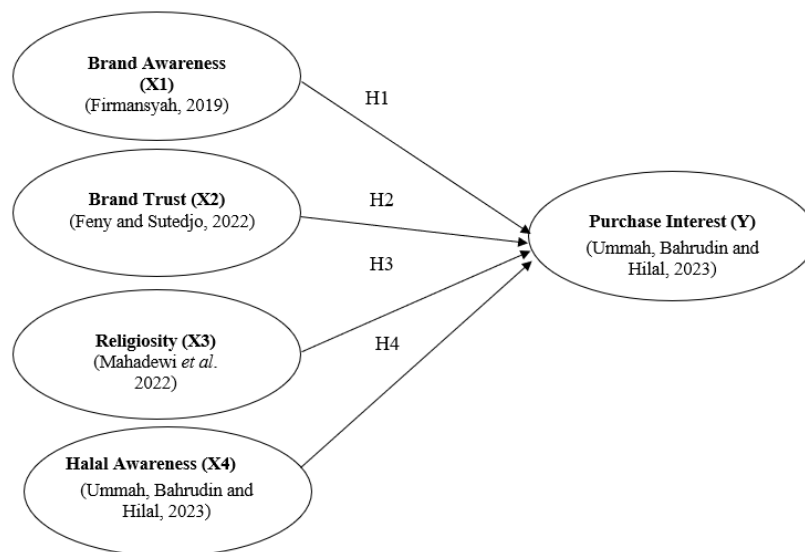
Purchase Interest

According to Kotler et al. (2022), purchasing interest is a consumer behavior where consumers have a desire to buy or own a product, based on their experience in selecting, using, and consuming, or even wanting a product. Purchasing interest arises after experiencing satisfaction and interest in the product being viewed. From this interest, consumers want to try the product until they finally have a desire to buy it. Purchasing interest is one stage of consumer tendency to act before the actual purchase decision is made.

Hypothesis and Conceptual Framework

Based on the description below, a conceptual framework is formed as follows:

Figure 4. Conceptual Framework



Source: Researcher (2024)

H1: Brand awareness has a positive and significant effect on purchase intention for skintific skincare.

H2: Brand trust has a positive and significant effect on purchase intention for skintific skincare.

H3: Religiosity has a positive and significant effect on purchase intention for skintific skincare.

H4: Halal awareness has a positive and significant effect on purchase intention for skintific skincare.

METHOD

Research Time

The research was conducted from August 2024 to December 2024. The subjects were skintific skincare users. The research was conducted in South Tangerang City online, using Google Forms to distribute the questionnaire.

Research Design

The research design used in this study is causal with a quantitative approach. Causal research is a research design used to find a cause-and-effect relationship between two or more variables. This study aims to test the hypothesis about the influence of independent variables on the dependent variable. The author will test the hypothesis regarding the influence of the relationship between four independent variables: brand awareness (X1), brand trust (X2), religiosity (X3), halal awareness (X4) with one dependent variable: purchase intention (Y) for skintific skincare.

Population and sample

According to Riyanto and Hetmawan (2020), a population is the entirety of the subjects or objects that will be the target of the research. A population is a collection of elements that have the same characteristics and form the objective of the marketing research problem (Malhotra, 2020). The population in this study is the community of skintific skincare users in the city of South Tangerang and the number cannot be known with certainty. The number of samples used in this study for calculation uses the Hair formula. According to Hair et al. (2019) stated that the number of samples in the study must be 100 or greater, because the total population size cannot be known with certainty, therefore to determine the number of samples is usually at least 5-10 times larger than the number of question indicator items to be analyzed. In this study, it consists of 54 research indicator items, therefore the minimum number of samples is $5 \times 54 = 270$ samples.

Data Analysis Method

The data in this study uses primary data. This primary data contains the answers to each variable that will be assessed by respondents through a questionnaire. The data collection method used was a questionnaire. For data processing in this study, the researcher used the IBM SPSS statistics 27 software application to measure descriptive data. The results of this descriptive data measurement will present quantitative data with the aim of understanding the characteristics of the respondents who were used as the research sample in providing answers to the questionnaire in this study.

RESULTS AND DISCUSSION

The discussion in this research results is based on the path coefficient, regarding "Brand Awareness, Brand Trust, Religiosity and Halal Awareness on Purchase Interest of Skintific Skincare". The test results are shown through the existing data processing hypothesis so that it is known how the influence of each variable on other variables can be explained, including:

Results

1. Outer Model

a. Convergent Validity

According to Hair et al. (2021), convergent validity can be measured by observing that an indicator can be considered valid if its value is greater than 0.70.

Table 1. Convergent Validity Test Results (after modification)

Variables	Indicator	Outer Loading	Description
Brand Awareness	KSM 1	0.832	Valid
	KSM 2	0.846	Valid
	KSM 3	0.813	Valid
	KSM 4	0.788	Valid
	KSM 5	0.823	Valid
	KSM 6	0.760	Valid
Brand Trust	KPM 1	0.772	Valid
	KPM 2	0.779	Valid
	KPM 3	0.861	Valid
	KPM 4	0.822	Valid
	KPM 5	0.819	Valid
	KPM 6	0.778	Valid
	KPM 7	0.791	Valid
Religiosity	R4	0.889	Valid
	R5	0.766	Valid
	R6	0.740	Valid
	R7	0.806	Valid
	R8	0.761	Valid
	R9	0.766	Valid
	R10	0.842	Valid
	R11	0.824	Valid
Halal Awareness	KSH 1	0.813	Valid
	KSH 2	0.814	Valid
	KSH 4	0.776	Valid
	KSH 5	0.773	Valid
	KSH 6	0.824	Valid
Purchase Interest	MP 5	0.867	Valid
	MP 6	0.878	Valid
	MP 7	0.869	Valid

Source: SmartPLS 4.0 output processed by researchers (2025)

Based on the data processing results from the modification test on convergent validity in Table 1 above, it shows that the overall results of the indicators have met the requirements because they have a factor loading value of more than 0.70, so it can be said that the indicator is valid. The next stage to assess convergent validity is by considering the AVE (Average Variance Extracted) value. In the rule of thumb that can be used to test this AVE value, the estimated number must be more than 0.5. The following is the data processing presented from the AVE results on all research variables.

Table 2. AVE (Average Variance Extractes)

Variables	Average Variance Extracted (AVE)
Brand Awareness (X1)	0.658
Brand Trust (X2)	0.646
Religiosity (X3)	0.641
Halal Awareness (X4)	0.641
Purchase Interest (Y)	0.759

Source: SmartPls 4.0 output processed by researchers (2025)

b. Discriminant Validity

Based on the discriminant validity test, the cross-loading factor value is used to determine the discriminants within a research construct. A research indicator can be declared valid if it has a loading factor with another construct. The following are the results of the discriminant validity test using the cross-loading approach.

Table 3. Cross Loading Value (Discriminant Validity Test)

INDICATOR	BRAND AWARENESS	BRAND TRUST	RELIGIOSITY	HALAL AWARENESS	PURCHASE INTEREST
KSM 1	0.832	0,830	0.557	0.565	0.799
KSM 2	0.846	0.791	0,470	0.497	0,810
KSM 3	0.813	0.787	0.506	0.534	0,780
KSM 4	0.788	0.724	0.453	0.489	0.647
KSM 5	0.823	0.749	0,470	0.476	0.695
KSM 6	0,760	0.629	0.375	0.465	0.589
KPM 1	0.752	0.772	0.522	0.507	0.721
KPM 2	0.755	0.779	0,460	0.497	0.742
KPM 3	0.788	0.861	0.538	0.528	0,810
KPM 4	0.767	0.822	0,420	0,440	0.787
KPM 5	0.723	0.819	0.487	0.497	0.614
KPM 6	0.731	0.778	0.424	0.434	0.653
KPM 7	0.752	0.791	0.434	0.419	0.675
R 4	0.468	0.456	0.889	0.791	0.478
R 5	0.491	0.487	0.766	0.749	0.493
R6	0.372	0.363	0,740	0.737	0.375
R 7	0.457	0.465	0.806	0.790	0.455
R 8	0.374	0.399	0.761	0.736	0.439
R 9	0.535	0.503	0.766	0.594	0.492
R 10	0.486	0.478	0.842	0.657	0.452
R 11	0.546	0.559	0.824	0.631	0.541
KSH 1	0.575	0.507	0.612	0.813	0.548
KSH 2	0.551	0.509	0.615	0.814	0,520
KSH 4	0,500	0.492	0.702	0.776	0.506
KSH 5	0.375	0.368	0,710	0.773	0.383
KSH 6	0,460	0.467	0.798	0.824	0.455
MP 5	0,810	0.791	0.557	0.565	0.867
MP 6	0.788	0.801	0,470	0.497	0.878
MP 7	0.797	0.787	0,560	0.534	0.869

Source: SmartPls 4.0 output processed by researchers (2025)

c. Composite reliability and Cronbach's alpha

If all latent variables have a composite reliability or Cornbach's alpha value of more than 0.7, it means the construct has good reliability or the questionnaire used as a tool

in this study is consistent. The results of data processing in the composite reliability and Cornbach's alpha tests in this study are as follows:

Table 4. Composite Reliability & Cronbach's Alpha Test Results

Variables	Cronbach's Alpha	Composite Reliability	Description
Brand Awareness	0.908	0.927	Reliable
Brand trust	0.86	0.899	Reliable
Religiosity	0.897	0.920	Reliable
Halal Awareness	0.842	0.904	Reliable
Purchase Interest	0.920	0.934	Reliable

Source: SmartPls 4.0 output processed by researchers (2025)

Based on Table 4 above, the results of the composite reliability and Cornbach's alpha tests show that all latent variables have composite reliability and Cornbach's alpha values of less than 0.70. This means that all latent variables are said to be reliable or relatively consistent.

2. Inner Model

a. R-Square

The results of data processing in the R-square value test obtained can be seen in the table below:

Table 5. R-Square Test Results (R^2)

Variables	R-Square
Purchase Interest	0.917

Source: SmartPls 4.0 output processed by researchers (2025)

The structural model identifies that the model on the purchase intention variable can be said to be strong because it has a result of 0.917. This can be said that the magnitude of the influence of the variables of brand awareness, brand trust, religiosity and halal awareness is 91.7% on purchase intention and 0.83 or 8.3% is influenced by other variables not examined in this study.

b. F-Square

According to Musyaffi et al. (2021), an F-square value of 0.02 indicates a small effect, 0.15 a moderate effect, and 0.35 a large effect. The F-square values obtained in this study are as follows:

Table 6. F-Square Test Results

Variables	Purchase Interest	Description
Brand Awareness (X1) > Y	0.695	Significant influence
Brand Trust (X2) > Y	0.419	Significant influence
Religiosity (X3) > Y	0.175	Moderate influence
Halal Awareness (X4) > Y	0.375	Significant influence

Source: SmartPls 4.0 output processed by researchers (2025)

c. Q-Square

The structural model test is based on the Q-square calculation. A Q-square value greater than 0 (zero) indicates that the model in this study has predictive relevance. The following table shows the Q-square values obtained.

Table 7. Q-Square Test Results (Q²)

Variabel	Q-Square
Purchase Interest(Y)	0.689

Source: SmartPls 4.0 output processed by researchers (2025)

Based on the results of data processing in the table above, it shows that the results of the Q2 value test for the purchase interest variable (Y) are 0.689. The results of the Q2 calculation show that it is greater than 0 (zero), so this research model is suitable to be continued.

d. Hypothesis Testing

According to Hair et al. (2021), the hypothesis testing criteria, with T-values > 1.96 and an alpha of 5%, indicate that the indicator weights are statistically significant. The results of the bootstrapping data analysis are shown in the table below.

Table 8. Hypothesis Testing Results

No.	Relationship between Variables	Original Sampel	T Statistics	P Values	Description
1.	Brand Awareness -> Purchase Interest	0.709	10.263	0.000	Positive and significant
2.	Brand Trust-> Purchase Interest	0.245	3.750	0.000	Positive and significant
3.	Religiosity -> Purchase Interest	0.030	0.795	0.427	Positive and insignificant
4.	Halal Awareness-> Purchase Interest	-0.003	0.069	0.945	Negative and insignificant

Source: SmartPls 4.0 output processed by researchers (2025)

Based on Table 8 above, the results of the path coefficient or path coefficient for each relationship between variables in this study.

Discussion

The discussion in this research results is based on the path coefficient, regarding "Brand Awareness, Brand Trust, Religiosity and Halal Awareness on Purchase Interest of Skintific Skincare". The test results are shown through the existing data processing hypothesis so that it is known how the influence of each variable on other variables can be explained, including:

The Influence of Brand Awareness on Purchase Interest (H1)

Based on the hypothesis testing in this study, it can be seen that brand awareness has a positive and significant effect on purchase intention. This is indicated by the original sample value of 0.709, thus declared positive. Furthermore, it has a t-statistic of 10.263 > 1.96 and a p-value of 0.000 < 0.05, thus declared significant. Therefore, H1 is accepted. Therefore, the effect of brand awareness (X1) on purchase intention (Y) is positive and significant. Therefore, this study

indicates a relationship between brand awareness and purchase intention. These results align with research conducted by Yani, Kumalasari, and Wonua (2023), which stated that brand awareness has a positive and significant effect on purchase intention. These results provide an understanding that strong brand awareness, as a component of brand knowledge, leads to higher brand preference and purchase intention. Furthermore, brand awareness is the first step in creating brand equity. Field observations also reinforce the idea that the higher a person's awareness of a product, the higher their purchase interest.

The Influence of Brand Trust on Purchase Intention (H2)

Based on the hypothesis testing in this study, it is clear that brand trust has a positive and significant effect on purchase intention. This is indicated by the original sample value of 0.245, thus positive. Furthermore, the t-statistic is $3.750 > 1.96$, and the p-value is $0.000 < 0.05$, thus significant. Therefore, H2 is accepted. Therefore, the effect of brand trust (X2) on purchase intention (Y) is positive and significant. Therefore, this study demonstrates a relationship between brand trust and purchase intention. These results align with research conducted by Yosefine and Budiono (2023) and Brilliany and Nomleni (2022), which found that brand trust has a positive and significant effect on purchase intention. These results provide insight into how consumer trust in a brand will naturally lead to greater consumer interest in purchasing a product.

The Influence of Religiosity on Purchase Interest (H3)

Based on the hypothesis testing in this study, it is clear that religiosity has a positive but insignificant effect on purchase intention. This is evidenced by the original sample value of 0.030, a t-statistic of $0.795 < 1.96$, and a p-value of $0.427 > 0.05$, thus declaring it insignificant. Therefore, the effect of religiosity (X3) on purchase intention (Y) is positive but insignificant. These results align with research conducted by Astuti and Asih (2021) and Hanifah and Albari (2023), which found that religiosity has a positive but insignificant effect on purchase intention. These results suggest that even if consumers have a relatively high level of religiosity, they may not necessarily be interested in purchasing halal cosmetics like Skintific. On the other hand, these consumers may prioritize purchasing other brands of cosmetic products. For some religious people, interest in purchasing skincare products may not be a top priority, as they may prioritize inner beauty or maintaining their appearance in a way that they consider more natural and in accordance with their religious teachings.

The Influence of Halal Awareness on Purchase Interest (H4)

Based on the hypothesis testing in this study, it was determined that halal awareness had no significant effect on purchase intention. This was evidenced by the original sample value of -0.003, a t-statistic of $0.069 < 1.96$, and a p-value of $0.945 > 0.05$, thus declaring it insignificant. Therefore, the effect of halal awareness (X4) on purchase intention (Y) was negative and insignificant. These results align with research conducted by Fadillah, Kholil, and Zuhirsyan (2022) and Vergian and Jadmiko (2023), which found that halal awareness had a negative and insignificant effect on purchase intention. These results suggest that halal awareness is not a determinant of purchase intention. This means that many consumers do not consider a product's halal status when purchasing skincare. For consumers, reviews and quality are the most important factors in driving the need to create purchase intention.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the research results, the following conclusions can be drawn:

1. Brand awareness has a positive and significant effect on purchase intention. This means that strong brand awareness, as a component of brand knowledge, leads to higher brand preference and purchase intention. Furthermore, brand awareness is the first step consumers take to build brand equity. Furthermore, field observations also confirm that the higher a person's awareness of a brand, the higher their purchase intention.
2. Brand trust has a positive and significant effect on purchase intention. This means that consumer trust in a brand will certainly lead to greater consumer interest in purchasing a product. Furthermore, brand trust is a fundamental component of a person's purchase intention. High levels of trust can increase consumer purchase intention.
3. Religiosity has a positive but insignificant effect on purchase intention. This means that even if a consumer has a relatively high level of religiosity, it does not necessarily mean they are interested in purchasing halal cosmetics like Skintific. On the other hand, these consumers may prioritize purchasing cosmetic products from other brands. For some religious people, purchasing interest in skincare products may not be a top priority, as they may prioritize inner beauty or maintaining their appearance in ways they consider more natural and in accordance with their religious teachings.
4. Halal awareness has a negative and insignificant effect on purchasing interest, meaning that many consumers don't care about a product's halal status when purchasing skincare. For consumers, reviews and quality are the most important factors in driving the need that creates consumer purchasing interest. Furthermore, skincare consumers tend to consider factors such as skincare compatibility, product effectiveness, reviews from other users, and how quickly results are seen.

Suggestions

Based on the results of this study, several recommendations can be considered by the Skintific company and for further research, including the following:

- a. To increase brand awareness, it is recommended that Skintific expand promotions across various media, both offline and online. Consistent promotions that highlight product values will help keep the brand top of mind for consumers. This approach also supports the formation of a strong, positive image in the minds of consumers.
- b. To build brand trust, it is important for Skintific to continuously improve the quality of product ingredients and regularly innovate. By presenting products that meet expectations and deliver satisfactory results, consumers will feel trust and loyalty to the brand, ultimately increasing their purchasing intention.
- c. Regarding religiosity, the company can add information about halal certification to product packaging and the official Skintific website. Furthermore, education about product halal assurance through social media and television promotions can help build trust among consumers who prioritize halal products when choosing skincare products.
- d. Regarding halal awareness, a recommendation is to build branding with the support of influencers with a religious and Islamic image. This strategy is believed to increase consumer confidence, which is based on halal awareness in the purchasing process, thereby creating a stronger drive towards purchasing Skintific products.

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