

DAFTAR PUSTAKA

- Abd Rahman, A., Asrarhaghighi, E., & Ab Rahman, S. (2015). Consumers and halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>
- Adnani, L., Hindarsah, I., & Kania, T. N. (2021). The Effect of Halal Labels of Packed Food Products on Purchase Decisions at a General Store in Cimincrang Sector Bandung. *Journal of Economic Empowerment Strategy (JEES)*, 4(2), 25–40. <http://journal.kopertis-4.org/index.php/jees/article/view/140>
- Afendi, A. (2020). The effect of halal certification, halal awareness and product knowledge on purchase decisions for halal fashion products. *Journal of Digital Marketing and Halal Industry*, 2(2), 145–154.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Akter, S., D'Ambra, J., & Ray, P. (2011). Trustworthiness in Health information services: An assessment of a hierarchical model with mediating and moderating effects using partial least squares (PLS). *Journal of the American Society for Information Science and Technology*, 62(1), 100–116. <https://doi.org/10.1002/asi.21442>
- Alitakrim, S. N., Monoarfa, H., & Firmansyah, F. (2021). Analysis of the Influence of Islamic Branding, Halal Awareness and Product Quality on the Purchase Decision of Soka Brand Halal Socks. *Review of Islamic Economics and Finance*, 4(2), 117–136. <https://doi.org/10.17509/rief.v4i2.41126>
- Amalia, F. A., Sosianika, A., & Suhartanto, D. (2020). Indonesian Millennials' Halal food purchasing: merely a habit? *British Food Journal*, 122(4), 1185–1198. <https://doi.org/10.1108/BFJ-10-2019-0748>
- Ambali, A. R., & Bakar, A. N. (2014). People's Awareness on Halal Foods and Products: Potential Issues for Policy-makers. *Procedia - Social and Behavioral Sciences*, 121(September 2012), 3–25. <https://doi.org/10.1016/j.sbspro.2014.01.1104>
- Anas, M., Saputro, A. R., & Wahdah, H. (2023). Persepsi Halal dan Pemahaman Sertifikasi Halal: Studi Deskriptif Analitik. *Misykat Al-Anwar Jurnal Kajian Islam Dan Masyarakat*, 6(1), 1. <https://doi.org/10.24853/ma.6.1.1-12>
- Anggadwita, G., Alamanda, D. T., & Ramadani, V. (2020). Halal Label vs Product Quality in Halal Cosmetic Purchasing Decisions. *Ikonomika*, 4(2), 227–242. <https://doi.org/10.24042/febi.v4i2.5897>

- Annur, C. M. (2023). *Logo Halal Jadi Pertimbangan Utama Konsumen Muslim RI Saat Membeli Produk Makanan*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2023/04/27/logo-halal-jadi-pertimbangan-utama-konsumen-muslim-ri-saat-membeli-produk-makanan>
- Astuti, Y., & Asih, D. (2021). Country of Origin, Religiosity and Halal Awareness: A Case Study of Purchase Intention of Korean Food. *Journal of Asian Finance, Economics and Business*, 8(4), 0413–0421. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0413>
- Ayuniyyah, Q., Hafidhuddin, D., & Hambari, H. (2017). Factors Affecting Consumers' Decision in Purchasing MUI Halal-Certified Food Products. *Tazkia Islamic Finance and Business Review*, 10(2), 122–143. <https://doi.org/10.30993/tifbr.v10i2.111>
- Azam, A. (2016). An empirical study on non-Muslim's packaged halal food manufacturers: Saudi Arabian consumers' purchase intention. *Journal of Islamic Marketing*, 7(4), 441–460. <https://doi.org/10.1108/JIMA-12-2014-0084>
- Aziz, Y. A., & Chok, N. V. (2013). The role of Halal awareness, Halal certification, and marketing components in determining Halal purchase intention among non-Muslims in Malaysia: A structural equation modeling approach. *Journal of International Food & Agribusiness Marketing*, 25(1), 1–23.
- Barzooei, M., & Asgari, M. (2016). Article information : Discovering perceptions of Muslim consumers toward the ICRIC Halal logo Mahdi Borzooei and Maryam Asgari Business Management Faculty , Paper type Research paper. *Journal of Islamic Accounting and Business Research*, 7(4).
- Bashir, A. M., Bayat, A., Olutuase, S. O., & Abdul Latiff, Z. A. (2019). Factors affecting consumers' intention towards purchasing halal food in South Africa: a structural equation modelling. *Journal of Food Products Marketing*, 25(1), 26–48.
- Basri, Y. Z., & Kurniawati, F. (2019). Effect of Religiosity and Halal Awareness on Purchase Intention Moderated by Halal Certification. *KnE Social Sciences*, 2019, 592–607. <https://doi.org/10.18502/kss.v3i26.5403>
- BPJPH. (2024). *Produk Ini Harus Bersertifikat Halal di Oktober 2024, BPJPH Imbau Pelaku Usaha Segera Urus Sertifikasi Halal*. Bpjph.Halal.Go.Id. <https://bpjph.halal.go.id/detail/produk-ini-harus-bersertifikat-halal-di-oktober-2024-bpjph-imbau-pelaku-usaha-segera-urus-sertifikasi-halal>
- Briliana, V., & Mursito, N. (2017). Asia Pacific Management Review Exploring antecedents and consequences of Indonesian Muslim youths' attitude towards halal cosmetic products: A case study in Jakarta. *Asia Pacific Management Review*, 22(4), 176–184. <https://doi.org/10.1016/j.apmr.2017.07.012>

- Budiarti, L. (2018). *Pengaruh Label Halal, Exposure, Dan Health Terhadap Halal Awareness Dan Keputusan Pembelian (Studi Kasus KFC Cabang Kawi)*. Universitas Brawijaya.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern methods for business research. Statistical Strategies for Small Sample Research*, January 1998, 295-336. <http://books.google.com.sg/books?hl=en&lr=&id=EDZ5AgAAQBAJ&oi=fnd&pg=PA295&dq=chin+1998+PLS&ots=47qB7ro0np&sig=rihQBibvT6S-Lsj1H9txe9dX6Zk#v=onepage&q&f=false>
- Darwin, M., & Umam, K. (2020). Analisis Indirect Effect pada Structural Equation Modeling. *Nucleus*, 1(2), 50–57. <https://doi.org/10.37010/nuc.v1i2.160>
- Edi Wibowo, D., & Diah Madusari, B. (2018). Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Oleh Konsumen Muslim Terhadap Produk Makanan di Kota Pekalongan. *Indonesia Journal of Halal*, 1(1), 73. <https://doi.org/10.14710/halal.v1i1.3400>
- El-Farobie, F., Muharir, & Setiawan, B. (2021). Pengaruh Labelisasi Halal Produk Skincare Terhadap Keputusan Pembeli (Studi Kasus di Klinik Elsha Kota Palembang). *Jurnal Ilmiah Mahasiswa Ekonomi Syariah (JIMESHA)*, 1(2), 115–124.
- Esa, I., Masud, F., & Yusuf Agung Gunanto, E. (2021). Pengaruh Faktor Kesadaran Halal, Harga, Pelayanan dan Religiusitas Terhadap Keputusan Pembelian Orichick di Kota Semarang. *Ad-Deenar: Jurnal Ekonomi Dan Bisnis Islam*, 5(02), 283. <https://doi.org/10.30868/ad.v5i02.1316>
- Faridah, N. (2023). *Menuju UMKM Syariah Indonesia 2024 dengan Produk Halal*. Halal.Unair.Ac.Id. <https://halal.unair.ac.id/blog/2023/05/16/1813/>
- Fauziah, S., & Al Amin, N. H. (2021). the Influence of Product Knowledge, Religiusity, Halal Awareness of Purchasing Decisions on Halal Products With Attitude As a Mediation Variable. *Journal of Management and Islamic Finance*, 1(2), 249–266. <https://doi.org/10.22515/jmif.v1i2.4690>
- Febriandika, N. R., Wijaya, V., & Hakim, L. (2023). Gen-Z Muslims' purchase intention of halal food: Evidence from Indonesia. *Innovative Marketing*, 19(1), 13–25. [https://doi.org/10.21511/im.19\(1\).2023.02](https://doi.org/10.21511/im.19(1).2023.02)
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair Jr., J. F., Gabriel, M. L. D. da S., & Patel, V. K. (2014). Modelagem de Equações Estruturais Baseada em Covariância (CB-SEM) com o AMOS: Orientações sobre a sua aplicação como uma Ferramenta de Pesquisa de

- Marketing. *Revista Brasileira de Marketing*, 13(2), 44–55.
<https://doi.org/10.5585/remark.v13i2.2718>
- Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Ayu Aryani, M. G., & Wandira, R. K. (2020). Purchase behavior of millennial female generation on Halal cosmetic products. *Journal of Islamic Marketing*, 12(7), 1295–1315. <https://doi.org/10.1108/JIMA-11-2019-0235>
- Haro, A. (2018). Determinants of halal cosmetics purchase intention on Indonesian female muslim customer. *Journal of Entrepreneurship, Business and Economics*, 6(1), 78–91.
<http://scientifica.com/index.php/JEBE/article/view/92>
- Hifni, N. (2022). *Produk Halal harus Sasar Generasi Z*. Majalahpajak.Net.
<https://majalahpajak.net/produk-halal-harus-sasar-generasi-z/>
- Iranmanesh, M., Mirzaei, M., Parvin Hosseini, S. M., & Zailani, S. (2020). Muslims' willingness to pay for certified halal food: an extension of the theory of planned behaviour. *Journal of Islamic Marketing*, 11(1), 14–30.
<https://doi.org/10.1108/JIMA-03-2018-0049>
- Iriani, S. S. (2019). The effect of religiosity on the purchasing decision of halal labeled food product. *East African Scholars J Econ Bus Manag*, 2(10), 621–628.
- Irwany Handayani. (2022). the Effect of Halal Label, Product Quality, Brand Image, and Promotion on the Purchase Decision of Herbal Products. *Journal of Management and Islamic Finance*, 2(1), 54–70.
<https://doi.org/10.22515/jmif.v2i1.5235>
- Izberk-Bilgin, E., & Nakata, C. C. (2016). A new look at faith-based marketing: The global halal market. *Business Horizons*, 59(3), 285–292.
<https://doi.org/10.1016/j.bushor.2016.01.005>
- Jaiyeoba, H. B., Abdullah, M. A., & Dzuljastri, A. R. (2020). Halal certification mark, brand quality, and awareness: Do they influence buying decisions of Nigerian consumers? *Journal of Islamic Marketing*, 11(6), 1657–1670.
<https://doi.org/10.1108/JIMA-07-2019-0155>
- Jogiyanto. (2011). Konsep dan aplikasi structural equation modeling berbasis varian dalam penelitian bisnis. *Yogyakarta: Upp Stim Ykpn*, 55.
- Johan, Z. J., Putit, L., & Alwi, S. F. S. (2014). Impact Of Knowledge and Religiosity On “Halal” Product Compliance: A Financial Service Persepective. *Paper Knowledge . Toward a Media History of Documents*, 3(1), 453–461.
- Juliana, J., Azzahra, A. N., Rosida, R., Mahri, A. J. W., Alamsyah, I. F., & Saripudin, U. (2022). Halal Cosmetics In The Eyes Of Millennial Muslims: Factor Analysis Of Halal Labels And Celebrity Endorsers. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, 8(2), 318–

333. <https://doi.org/10.20473/jebis.v8i2.40598>

- Juliana, J., Wafa Rizaldi, M., Azizah Al-Adawiyah, R., & Marlina, R. (2022). Halal Awareness : Pengaruhnya Terhadap Keputusan Pembelian Konsumen Shopee dengan Religiositas Sebagai Variabel Moderasi. *Coopetition : Jurnal Ilmiah Manajemen*, 13(2), 169–180. <https://doi.org/10.32670/coopetition.v13i2.1423>
- Karimi, S., Papamichail, K. N., & Holland, C. P. (2015). The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour. *Decision Support Systems*, 77, 137–147. <https://doi.org/10.1016/j.dss.2015.06.004>
- Khairunnisa, S., Muhlisin, S., & Yono, Y. (2022). Pengaruh Pengetahuan Produk, Religiusitas dan Kualitas Produk Terhadap Keputusan Pembelian Produk Makanan Olahan Halal di Kota Bogor. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 4(2), 473–491. <https://doi.org/10.47467/elmal.v4i2.1669>
- Khoerunnisa, T., & Puspaningrum, A. (2016). Pengaruh kepercayaan agama, logo halal, pemaparan, dan alasan kesehatan terhadap kesadaran merek dan keputusan pembelian makanan halal pada penduduk Kota Malang. *Ekonomi Bisnis*, 21(1).
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran Jilid 1 Edisi 13* (13th ed.). Jakarta: Erlangga.
- Kurniawati, D. A., & Savitri, H. (2020). Awareness level analysis of Indonesian consumers toward halal products. *Journal of Islamic Marketing*, 11(2), 531–546. <https://doi.org/10.1108/JIMA-10-2017-0104>
- Limanseto, H. (2023, March 6). *Tingkatkan Inklusi Keuangan bagi UMKM melalui Pemanfaatan Teknologi Digital, Pemerintah Luncurkan Program PROMISE II Impact*. <https://www.ekon.go.id/publikasi/detail/4980/tingkatkan-inklusi-keuangan-bagi-umkm-melalui-pemanfaatan-teknologi-digital-pemerintah-luncurkan-program-promise-ii-impact>.
- Mahendri, W., Darsono, J. T., & Firdiansjah, A. (2020). The Influence of Religiosity and Halal Label through Halal Awareness Purchase Decisions. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 3(3), 1739–1746. <https://doi.org/10.33258/birci.v3i3.1105>
- Maison, D., Marchlewska, M., Syarifah, D., Zein, R. A., Kret, M. E., & Lukas, S. (2018). *Explicit Versus Implicit “ Halal ” Information : Influence of the Halal Label and the Country-of-Origin Information on Product Perceptions in Indonesia*. 9(March), 1–7. <https://doi.org/10.3389/fpsyg.2018.00382>
- Monoarfa, H., Rosida, R., Juliana, J., Sintiyawati, S., & Abu Karim, R. (2023). Halal awareness can't improved purchase intention imported skincare. *Al-*

- Uqud : Journal of Islamic Economics*, 7(1), 54–66.
<https://doi.org/10.26740/aluqud.v7n1.p54-66>
- Muhamad, N., Leong, V. S., & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500.
<https://doi.org/10.1108/RIBS-06-2017-0049>
- Muhammad, F., Yohana, C., Fadillah, N., Pd, S., & Pd, M. (2023). The Influence Of Halal Awareness And Halal Label On Purchasing Decision Of Korean Spicy Instant Noodles On Students Of The Faculty Of Economics, State University Of Jakarta. *International Journal of Current Economics & Business Ventures*, 3(2), 142–148.
<https://scholarsnetwork.org/journal/index.php/ijeb>
- Muslichah, M., Abdullah, R., & Abdul Razak, L. (2020). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable: A study among university students in Brunei Darussalam. *Journal of Islamic Marketing*, 11(5), 1091–1104. <https://doi.org/10.1108/JIMA-09-2017-0102>
- Narimawati, U. (2008). Metodologi penelitian kualitatif dan kuantitatif, teori dan aplikasi. *Bandung: Agung Media*, 9.
- Nurhayati, T., & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603–620.
<https://doi.org/10.1108/JIMA-11-2018-0220>
- Nusran, M., Gunawan, Razak, M., Numba, S., & Wekke, I. S. (2018). Halal Awareness on the Socialization of Halal Certification. *IOP Conference Series: Earth and Environmental Science*, 175(1).
<https://doi.org/10.1088/1755-1315/175/1/012217>
- Öztürk, A. (2022). The Effect of Halal Product Knowledge, Halal Awareness, Perceived Psychological Risk and Halal Product Attitude on Purchasing Intention. *Business and Economics Research Journal*, 13(1), 127–141.
<https://doi.org/10.20409/berj.2022.365>
- Pahlevi, R. (2022). *Konsumsi Produk Halal Tiap Sektor Indonesia Diproyeksikan Meningkat pada 2025*. Databooks.
<https://databoks.katadata.co.id/datapublish/2022/03/15/konsumsi-produk-halal-tiap-sektor-indonesia-diproyeksikan-meningkat-pada-2025>
- Peraturan Pemerintah (PP) Nomor 31 Tahun 2019 Tentang Peraturan Pelaksanaan Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal, Pub. L. No. 31 (2019). <https://peraturan.bpk.go.id/Details/161941/pp-no-31-tahun-2019>
- Permata, I. S., & Kaban, R. F. (2022). The Effect of Halal Labelization, Price, and Promotions on The Purchase Decision of Samyang Noodles in Greater

- Jakarta. *Journal of Islamic Economics & Social Science*, 3(1), 9–24. <https://doi.org/10.22441/jiess.2022.v3i1.002>
- Peter, J. P., & Olson, J. C. (2014). *Perilaku Konsumen & Strategi Pemasaran*. In Jakarta: Salemba Empat.
- Pradina, I., & Rohim, A. N. (2022). the Effect of Halal Label Product Quality and Service Quality on Purchase Decisions. *International Journal of Business Reflections*, 3(2), 172–199. <https://doi.org/10.56249/ijbr.03.01.33>
- Pramintasari, T. R., & Fatmawati, I. (2020). Pengaruh Keyakinan Religius, Peran Sertifikasi Halal, Paparan Informasi, dan Alasan Kesehatan Terhadap Kesadaran Masyarakat Pada Produk Makanan Halal. *Jurnal Manajemen Bisnis*, 8(1), 1–33. <https://journal.umy.ac.id/index.php/mb/article/view/3922/3384>
- Putra, A. S., & Trishananto, Y. (2022). Kesadaran Halal Dalam Memediasi Keterlibatan Produk Terhadap Keputusan Beli Delivery Food. *Jurnal Ilmiah Ekonomi Manajemen Jurnal Ilmiah Multi Science*, 13(1), 1–10. <https://doi.org/10.52657/jiem.v13i1.1728>
- Rachmawati, E., Suliyanto, & Suroso, A. (2022). A moderating role of halal brand awareness to purchase decision making. *Journal of Islamic Marketing*, 13(2), 542–563. <https://doi.org/10.1108/JIMA-05-2020-0145>
- Rafiki, A., Hidayat, S. E., & Nasution, M. D. T. P. (2023). An extensive effect of religiosity on the purchasing decisions of halal products. *PSU Research Review*. <https://doi.org/10.1108/PRR-07-2022-0093>
- Rahmana, I., Sudarti, K., & Sofyan, M. A. (2023). Sales Performance Improvement Model Based on Intrinsic Religion, Halal Product Knowledge, and Service Value Capability. *Fokus Ekonomi : Jurnal Ilmiah Ekonomi*, 18(1), 37–52. <https://doi.org/10.34152/fe.18.1.37-52>
- Said, M., Hassan, F., Musa, R., & Rahman, N. A. (2014). Assessing Consumers' Perception, Knowledge and Religiosity on Malaysia's Halal Food Products. *Procedia - Social and Behavioral Sciences*, 130, 120–128. <https://doi.org/10.1016/j.sbspro.2014.04.015>
- Setyaningsih, E. D., & Marwansyah, S. (2019). The effect of halal certification and halal awareness through interest in decisions on buying halal food products. *Syiar Iqtishadi: Journal of Islamic Economics, Finance and Banking*, 3(1), 65–79.
- Shah, S. A., Azhar, S. M., & Bhutto, N. A. (2020). Halal marketing: a marketing strategy perspective. *Journal of Islamic Marketing*, 11(6), 1641–1655. <https://doi.org/10.1108/JIMA-11-2018-0211>
- SIREGAR, R., & HULWATI, H. (2023). Pengaruh Halal Product Knowledge Terhadap Halal Product Intention Dengan Halal Product Awareness Sebagai Variabel Mediasi Di Rumah Makan Lamun Ombak. *JEBI (Jurnal Ekonomi*

Dan Bisnis Islam), 8(2), 104. <https://doi.org/10.15548/jebi.v8i2.905>

- Sucipto, S., Kusumastuti, N. P. A., Addina, F. N., & Septifani, R. (2021). Pengaruh Keberadaan Logo Halal dan Kualitas Keripik Tempe terhadap Keputusan Pembelian Konsumen. In *Jurnal Teknologi & Industri Hasil Pertanian* (Vol. 26, Issue 1, pp. 11–24).
- Sugiyono, D. (2013). Metode penelitian kuantitatif kualitatif dan R&D. In *Penerbit Alfabeta*.
- Sukma, M. R. D., & Cahyono, B. (2021). Peran Pengetahuan Produk Halal dan Religiusitas Terhadap Keputusan Pembelian Melalui Kesadaran Label Halal. *Ekobis*, 22(2), 22–32.
- Suliyanto. (2018). *Metode Penelitian Bisnis Untuk Skripsi, Tesis dan Disertasi*. Yogyakarta: Andi Offset. Yogyakarta: Andi Publisher.
- Sunaryo, S., & Sudiro, S. E. A. (2017). The impact of Brand awareness on purchase decision: mediating effect of halal logo and religious beliefs on halal food in Malang Indonesia. *Proceedings of Sydney International Business Research Conference*, 24–26.
- Undang-Undang (UU) Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal, Pub. L. No. 33 (2014). <https://peraturan.bpk.go.id/Details/38709/uu-no-33-tahun-2014>
- Utami, N. N., & Genoveva, G. (2020). the Influence of Brand Image , Halal Label , and Halal Awareness on Customers Purchasing Decision. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 355–365.
- Wati, W., & Ridlwan, A. A. (2020). Persepsi Konsumen Muslim Terhadap Produk Makanan Tidak Bersertifikat Halal Dengan Merek Mengandung Makna Sarkasme. *Jurnal Ekonomi Syariah, Akuntansi Dan Perbankan (JESKaPe)*, 4(2), 205–228. <https://doi.org/10.52490/jeskape.v4i2.722>
- Wetzels, M., Odekerken-Schröder, G., & Van Oppen, C. (2009). Using PLS path modeling for assessing hierarchical construct models: Guidelines and empirical illustration. *MIS Quarterly: Management Information Systems*, 33(1), 177–196. <https://doi.org/10.2307/20650284>
- Widyastuti, H., Zahra, N., & Primadona, F. (2023). Faktor – Faktor yang Mempengaruhi Awareness pada Produk Halal di Kota dan Kabupaten Bogor. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(4), 2427–2438. <https://doi.org/10.47467/alkharaj.v5i4.3570>
- Yunus, N. S. N. M., Rashid, W. E. W., Ariffin, N. M., & Rashid, N. M. (2014). Muslim's Purchase Intention towards Non-Muslim's Halal Packaged Food Manufacturer. *Procedia - Social and Behavioral Sciences*, 130, 145–154. <https://doi.org/10.1016/j.sbspro.2014.04.018>
- Zulfita, E., Harmain, H., & Aisyah, S. (2024). Analysis of Halal Product

Knowledge , Social Media Marketing , and Fear of Missing Out (FOMO) on Purchasing Decisions for Muslim Food Products in Binjai City. *Jurnal Ekonomi Syariah Indonesia (JESI)*, 14(1), 76–86. <https://doi.org/10.21927/jesi.3124.3483>

