



# The Influence Of Sharia Marketing On The Decision Of Medical Beauty Clinic Guests In Choosing Services At Rumah Cantik Sehat Muslimah Yogyakarta

Qoirini Nur Azizah <sup>1</sup>, Heri Prasetyo <sup>2</sup>, Rr.Eko Giyartiningrum <sup>3</sup>

<sup>1,2)</sup> Universitas Cokroaminoto Yogyakarta

Email: <sup>1)</sup> [qoirininurazizah@gmail.com](mailto:qoirininurazizah@gmail.com), <sup>2)</sup> [heriprasucy@gmail.com](mailto:heriprasucy@gmail.com), <sup>3)</sup> [ekogiyarti@gmail.com](mailto:ekogiyarti@gmail.com)

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## ABSTRACT

This study aims to determine the magnitude of influence on purchasing decisions (Y) on halal labels (X1), halal products (X2), and medical aesthetics (X3). Quantitative research methodology is the one applied. Data collection was carried out using questionnaires at Rumah Cantik Sehat Muslimah Gedongkuning Yogyakarta, with a sample of 92 respondents. With SPSS output, this study uses Data Quality Test, Classical Assumption Test, Multiple Linear Regression Test, and Hypothesis Test. The study's findings suggest that medical aesthetics and halal labels influence consumer decisions. The variables of halal labels, halal products, and medical aesthetics influence purchasing decisions simultaneously, although halal products do not show a major influence on purchasing decisions. According to an Adjusted R Square value of 0.348, medical aesthetics, halal labels, and halal products influence 34.8% of purchasing decisions; Other variables outside the study accounted for 65.2% of purchasing decisions.

## INTRODUCTION

Individual lifestyles and consumption patterns evolve over time. One of them is the desire of women to take part in activities that care for and beautify themselves. The availability of beauty clinics is the most appropriate answer to this request. Beauty clinics are usually open to the public and cater to both men and women. However, with the increasing understanding of women, both Muslim women and other women, the need for beauty clinics that have privacy and specifically for women increases. Beauty Clinic specifically for Muslim women can make Muslim women in need feel more comfortable and safe because they can do treatments without indulgence in their aurat (HIKMAH, 2022).

Sharia marketing is marketing based on the Qur'an and shahih hadith and prioritizes the principles of justice and honesty so that in the transaction process can avoid things that violate

sharia regulations (Elidasari et al., 2023). Sharia marketing is not just adding sharia elements to marketing practices, because there is an additional value dimension attached to the concept of sharia marketing itself. Moreover, marketing also plays an important role in implementing sharia principles, while sharia also has a role in regulating marketing practices. The role of marketing in the context of sharia reflects the expectation that sharia-based companies will carry out their operations with professionalism in the business environment, so as to build consumer trust. On the other hand, the role of sharia in marketing highlights the importance of understanding Islamic principles in marketing practices, thus the company not only pursues profits, but also strives to create, offer, and even change values for stakeholders, this is so that the company can maintain its business continuity and become a sustainable business entity.

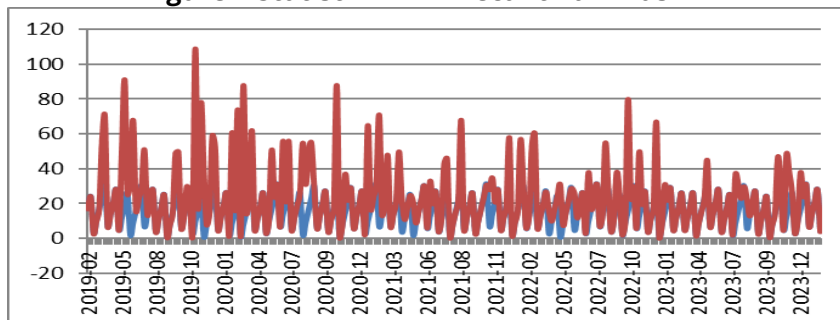
Sharia Marketing in the beauty industry is a marketing strategy that emphasizes adherence to sharia values in beauty products and services. This involves developing, promoting, and selling products that are in accordance with Islamic values, such as not containing prohibited ingredients, maintaining ethics in promotion and sales, and paying attention to moral and social aspects that are relevant to consumers. Sharia marketing in beauty involves providing environmentally friendly products and paying attention to fairness in the supply chain and production. The aim is to attract consumers who care about sharia compliance in the use of beauty and lifestyle products, as well as to create a strong connection between the brand and the Islamic values held by those consumers (Soeherman and Panjaitan, 2022).

Muslimah Beauty Clinic is a clinic that combines elements of Islamic business, as a religion that is kaffah (Perfect), the religion of Islam sets rules for people who are active throughout the world, including in the economic field. Every rule exists to guarantee that everyone carries out his actions in accordance with the values set forth in the holy books of the Qur'an and Al-Hadith. Following Islamic guidelines allows one to achieve material and spiritual goals based on well-being (falah) (Fauziyah, 2016). Beauty clinics can be understood as skin beauty treatments carried out by doctors in providing services in the field of health and beauty of skin, hair, nails and body (Pramudita, 2023).

Beauty Clinic also encourages the development of halal industry in the health sector that can be attractive and beneficial to the community. The halal industry is one of the fastest growing Islamic economies in the world. This shows that people are very aware of the importance of using goods and services that have been proven safe. In addition, service providers try to meet customer requests because of customer privacy and comfort (Azizuddin and 'Ainulyaqin, 2022)

The development of the growing halal industry is currently driven by an increase in demand for Muslim beauty clinics. As illustrated in the graph below:

**Figure 1 Statistik klinik kecantikan Muslim**



(Sumber : Google Trend)

With the increase in the number of requests for beauty clinic services increasing, causing competitive beauty clinic business competition and many service facilities such as Skin Care, Beauty Clinic, Esthetic Clinic that are in demand and needed by the community. Aesthetic beauty

services not only include facial skin care but also prevention of premature aging as well as all aspects of the body and face. Due to lifestyle changes and increasing public awareness of the importance of health maintenance, disease prevention, body care, and appearance improvement, aesthetic beauty services have become a necessity in today's society.

Rumah cantik sehat muslimah is one of the beauty and health clinics that provides guaranteed halal care in every product and procedure and provides Islamic services with hospitality, patience, honesty, professionalism in accordance with the principles of syar'i. In general, beauty clinics usually promote their services through various media by displaying body parts as a result of the services they provide. However, such practices are contrary to Islamic principles. Therefore, Rumah TBeauty Sehat Muslimah applies sharia marketing principles sourced from the sunnah of the Prophet Muhammad SAW and the Qur'an. Sharia marketing is implemented by Rumah Cantik Sehat Muslimah through the sale of goods and services at affordable, halal, and high quality prices (Andira and Sundari, 2021).

## **LITERATURE REVIEW**

### **Sharia Marketing**

Marketing can be described as the social and managerial procedures through which organizations and individuals acquire the goods, services, and concepts they need through production, distribution, and trade with third-party entities (Kotler and Armstrong, 2002). Marketing can also be defined as the sequential actions of designing and executing strategies, setting price points, promoting, deploying, and distributing products to meet the needs of specific individuals or groups. Marketing is an innovative strategy used in the business world to determine costs, set prices, carry out promotions, and distribute products and services to meet consumer wants and needs (Prasetyo Aji and Muatofa, 2023).

According to the teachings of Prophet Muhammad SAW in, Sharia Marketing is the implementation of business strategies that comply with the values and principles of sharia. Hermawan Kartajaya stated that the fundamental values in sharia marketing are integrity and transparency. This means that marketers must act honestly, and consumers must buy products because they need them and according to their wants and needs, not just because of discounted offers (Nurdin, 2021).

### **Label Halal**

Kotler and Armstrong (2010) assert that labels serve as an essential element of a product by conveying information related to the service or product. The label includes the product name or brand, ingredients, additive composition, expiration date, contents, nutritional information and legal information. One type of label that is often found on products is the halal label (Ratnawati, 2013). This halal label provides information to customers that the product has complied with the standards and requirements set in Islam. This makes it easier for Muslim consumers to identify products that suit their beliefs and needs (Rohamah, Bahruddin and Noviarita, 2021).

The halal label is a mark issued by an approved institution, such as the Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPP OM MUI), to ensure that the products purchased have halal certificates and have gone through halal inspections in accordance with applicable regulations. Islamic Law. The purpose of halal labeling is to provide protection to clients about the halalness of the product and comfort when using it (Albab Al Umar et al., 2021). This must be done to increase the added value of products and increase customer trust (Rahmawaty and Rakhmawati, 2022). An alternative definition defines a halal label as a written symbol or instrument stating the halal status of a product. It usually consists of the word "Halal" in Arabic or other alphabetic characters, in addition to a specific code, and is issued in accordance with the results of halal inspections conducted by the

Assembly-recognized halal inspection agency (MUI). This verification can be in the form of a halal fatwa from MUI or a halal certificate which is an official confirmation that the product is suitable for consumption (ANDRIANI, 2020).

### **Halal Products**

The Indonesian Ulema Council (MUI) defines halal products as food, medicines, cosmetics, and other goods that do not contain haram elements or ingredients (Ulama, 2013). Halal products must not contain any raw materials, additives, or auxiliary substances that Muslims should not consume. This includes industrial materials that have gone through the process of genetic engineering and irradiation, as long as the processing follows Islamic sharia standards and provides benefits that outweigh the disadvantages (negative effects) (Adriani and Ma'ruf, 2020). The requirements for halal products in accordance with Islamic teachings include the following:

- a. Halal content means that it does not contain components prohibited by Islamic law.
- b. The method of obtaining it must be lawful, which means it is not allowed through theft or fraud.
- c. The production process must be halal.
- d. Halal in its storage; the storage room must not contain prohibited items such as pork or others.
- e. Halal in moving and transporting these products.
- f. Halal in its presentation means when presenting it is not contaminated with goods that are exposed to something haram.

### **Medical Aesthetics**

Medical aesthetics is the branch of medicine concerned with efforts to improve one's physical appearance through medical or non-medical procedures. It includes different types of treatments, from plastic surgery procedures to skin care and the use of technology such as lasers to correct certain aesthetic problems, such as aging, scars, or other physical imperfections.

Medical aesthetics aims to meet the appearance needs of patients, address any complaints they have, and restore their confidence. Some patients want to delay the signs of premature aging or improve their appearance due to their work or social status (Gałęba and Marcinkowski, 2015).

### **Purchase Decision**

During the decision-making process, a person must determine which product or service to choose to meet his needs. Kotler and Keller (2008) suggest that purchasing decisions are the phase in which consumers judge brands that are among their choices. Consumers also have the ability to make decisions over the brands they like.

Assauri (2006) stated, Purchasing decision is a decision-making procedure that requires consideration of whether to buy or not to acquire a product or service, which depends on previous activities. Subroto (2011) also suggests that purchasing decisions have the following dimensions or attributes:

- a. Suitability of the products offered with consumer desires.
- b. Ease of purchase and payment procedures for consumers.
- c. Opportunities for consumers to make repurchases.

## **METHODS**

The study used quantitative methodology. The examination was conducted at 204A Jl. Gedongkuning Selatan, pelem mulong Banguntapan, Yogyakarta. The population in this study is guests of Rumah Cantik Sehat Muslimah Gedongkuning with a total of 1,150 guests in the period

February – March 2024. In this study the number of samples was determined using the Slovin formula which is expressed as follows:

Description: n = number of samples, N = Population, e = Tolerance limit of 10% or 0.1 then the results obtained are: The number of samples to be studied is 92 guests of Rumah Cantik Sehat Muslimah Yogyakarta. This research includes the use of Validity Test, Reliability Test, Multiple Linear Analysis and Hypothesis Testing.

## RESULTS

### Test Validity and Reliability

Based on the results of the validity assessment conducted using SPSS software and the Pearson Product Moment correlation formula, conclusions can be drawn from the analysis through a comparison of calculated and rtable values. When r-count is greater than r-table, then the validity of the query indicator is established; Conversely, if the R-count is smaller than the R-table, then the indicator is invalid. The validity test used a sample of 92 respondents. The significant level for the two-way test is 0.05, so the r-table for 92 samples is 0.205. Furthermore, in the reliability test stage, the results showed that all variables had *Cronbach's Alpha Coefficient* values that exceeded 0.60. Therefore, it can be concluded that all variables in the study are considered reliable.

**Tabel 1. Hasil Uji Validitas dan Uji Reliabilitas Data**

Variabel	Pertanyaan	r- hitung	r- tabel	Keterangan	Koefisien Crobach's Alpha	Keterangan
Label halal (X1)	X.1	0,691	0,205	Valid	0,746	Reliabel
	X.2	0,796	0,205	Valid		Reliabel
	X.3	0,836	0,205	Valid		Reliabel
	X.4	0,811	0,205	Valid		Reliabel
	X.5	0,597	0,205	Valid		Reliabel
Produk halal (X2)	X.1	0,831	0,205	Valid	0,879	Reliabel
	X.2	0,847	0,205	Valid		Reliabel
	X.3	0,792	0,205	Valid		Reliabel
	X.4	0,78	0,205	Valid		Reliabel
	X.5	0,859	0,205	Valid		Reliabel
Estetika medis (X3)	X.1	0,798	0,205	Valid	0,893	Reliabel
	X.2	0,882	0,205	Valid		Reliabel
	X.3	0,871	0,205	Valid		Reliabel
	X.4	0,786	0,205	Valid		Reliabel
	X.5	0,847	0,205	Valid		Reliabel
Keputusan pembelian (Y)	X.1	0,839	0,205	Valid	0,846	Reliabel
	X.2	0,841	0,205	Valid		Reliabel
	X.3	0,715	0,205	Valid		Reliabel
	X.4	0,766	0,205	Valid		Reliabel
	X.5	0,774	0,205	Valid		Reliabel

(sumber Output SPSS 25)

### Normality Test

**Tabel 2. Hasil Uji Normalitas**

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			92
Normal Parameters <sup>a,b</sup>			.0000000
Mean			1.61858792
Std. Deviation			.117
Most Extreme Differences	Extreme	Absolute	.117
		Positive	-.093
		Negative	.117
Test Statistic			.117
Asymp. Sig. (2-tailed)			.003 <sup>c</sup>
Monte Carlo Sig. (2-tailed)			.151 <sup>d</sup>
99% Confidence Interval			
		Lower Bound	.141
		Upper Bound	.160
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

(sumber Output SPSS 25)

Based on the table above, the output results of SPSS *Kolmogorov-Smirnov Test* above obtained the *results of Asymp.Sig. (2-tailed)* of  $0.03 < 0.05$ , and with the Monte Carlo method obtained the results of *Monte Carlo Sig. (2-tailed)*, 151<sup>d</sup>. Based on the decision-making criteria of

the Kolmogorov-Smirnov normality test, it can be concluded that the data follow the normal distribution. As a result, the requirements or assumptions of the normality of the regression model have been met.

### Multicollinearity Test

**Tabel 3. Uji Multikolinearitas**

Model		Coefficients <sup>a</sup>	
		Tolerance	VIF
1	Label Halal	,532	1,880
	Produk Halal	,379	2,636
	Estetika Medis	,517	1,935

a. Dependent Variable: Keputusan Pembelian  
(sumber Output SPSS 25)

Based on the data processing, the results of the tolerance value of the independent variable Halal Label (X1) are 0.532, Halal Products (X2) 0.379, Medical Aesthetics (X3) 0.517. With the VIF value, namely in the independent variable Halal Label (X1) which is 1,880 Halal Products (X2) 2,636, Medical Aesthetics (X3) 1,936. Based on the results of the analysis, it can be concluded that the data does not show indications of multicollinearity, because the variable tolerance value is greater than 0.100 and the VIF value is less than 10.00.

### Autocorrelation Test

**Tabel 4. Uji Autokorelasi**

Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	,608 <sup>a</sup>	,369	,348		1,64595	2,110

a. Predictors: (Constant), Estetika Medis , Label Halal, Produk Halal  
b. Dependent Variable: Keputusan pembelian  
(sumber Output SPSS 25)

From the autocorrelation test using the Durbin-Watson Test (D-W Test) shows that there is no indication of autocorrelation, as evidenced in the table above, which is 2.110. From these results it can be concluded that  $DL < DU < DW < 4 - DU < 4 - DL$ , with the following values;  $1.5941 < 1.7285 < 2.110 < 2.2715 < 2.4059$ .

### Heteroscedasticity Test

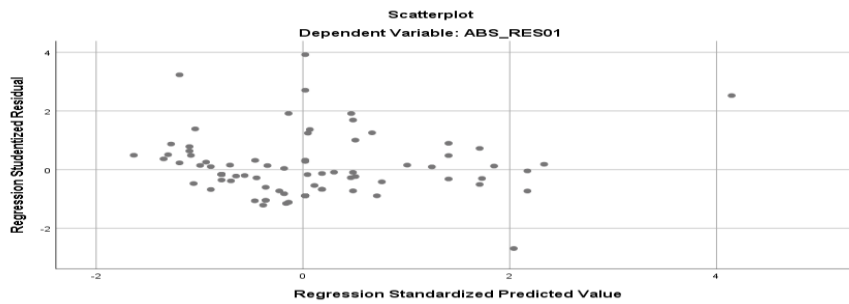
**Tabel 5. Uji Heteroskedastisitas**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,011	,005		-2,141	,035
	X01	,080	,063	,269	1,265	,209
	X02	,148	,075	,444	1,962	,053
	X03	5,683E-6	,000	,223	1,229	,223

a. Dependent Variable: ABS\_RES01  
(sumber Output SPSS 25)

The results of the heteroscedasticity test using the glacier test showed that the study did not produce symptoms of heteroscedasticity. This is evidenced by the value of 0.209 variable halal label (X1), value 0.053 variable Halal product (X2), and value 0.223 variable Medical aesthetics (X3).

**Figure 2 Heteroscedasticity**



(sumber Output SPSS 25)

The test results showed that there were no symptoms of heteroscedasticity. The scatterplot graph pictured above illustrates a random and uniform distribution of data points along the Y-axis, both above and below zero.

**Determinant Coefficient Test (R<sup>2</sup>)**

**Tabel 6. Uji Koefisiensi Determinan Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,608 <sup>a</sup>	,369	,348	1,64595

a. Predictors: (Constant), Estetika Medis , Label Halal, Produk Halal

(sumber Output SPSS 25)

Based on the SPSS results in the table above, the value of the coefficient of determination or R Square is 0.348 or equivalent to 34.8%. This shows that halal label factors (X1), halal products (X2), and medical aesthetics (X3) all have an influence of 34.8% on the variable of purchase choice (Y). While 65.2% of its components were influenced by other variables outside this regression or variables that were not included in this study.

**Multiple Linear Regression Test**

From the process of managing data using SPSS software, the output is displayed in the following table:

**Tabel 7. Uji Regresi Linier Berganda Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,124	2,108		3,380	,001
	Label Halal	,233	,112	,242	2,081	,040
	Produk Halal	,190	,135	,193	1,404	,164
	Estetika Medis	,257	,113	,267	2,270	,026

a. Dependent Variable: Keputusan pembelian

(sumber Output SPSS 25)

The Regression Equation obtained is:

$$Y = a + b_1X_1 + b_2X_2 + \Gamma$$

$$Y = 7.124 + 0.233X_1 + 0.190X_2 + 0.257X_3$$

From the linear regression equation above, it can be concluded that:

1. The constant value of 7.124 indicates that the independent variable is 0 (constant) and the dependent variable is 7.124.
2. The result of the Regression Coefficient of the halal label variable (X1) 0.233 is Positive (+) which indicates that when the variable X1 increases, Y will also increase, and vice versa. If X1



decreases Y will also decrease, This shows a positive relationship between halal labels and the dependent variable Y.

3. The regression coefficient of the halal product variable (X2) of 0.190 has a positive sign (+). It can be concluded that the greater the variable X2, the Y also increases, and vice versa. If X2 goes down then Y goes down, this shows a positive relationship between halal goods and the dependent variable Y.
4. The result of the regression coefficient of the medical aesthetic variable (X3) is 0.257 which is positive (+), meaning that the greater X3, the greater Y, and vice versa. If X3 goes down, Y also goes down, showing a positive relationship between medical aesthetics and the Y-bound variable.

**Partial Test (t Test) And Silmultan Test (F Test)**

The findings of the t-test indicate that Ha is acceptable if the significance value is less than 0.05, while Ha should be rejected if the significance value is greater than 0.05. So it is concluded as follows: H1: Halal label (X1) has a considerable influence on purchasing decisions (Y). A Sig value of 0.040 (<0.05) indicates that variable X1 has a significant effect on variable Y. H2: Halal products (X2) have no significant effect on purchasing decisions (Y). A Sig value of 0.164 (>0.05) indicates that variable X2 has no significant effect on variable Y. H3: Medical aesthetics (X3) has a significant effect on purchasing decisions (Y). A Sig value of 0.026 (<0.05) indicates that variable X3 has a major effect on variable Y.

**Tabel 8. Uji Anova ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	139,454	3	46,485	17,159	,000 <sup>b</sup>
	Residual	238,404	88	2,709		
	Total	377,859	91			

a. Dependent Variable: Keputusan pembelian  
 b. Predictors: (Constant), Estetika Medis, Label Halal, Produk Halal

(sumber Output SPSS 25)

The F-count value of 17.159 and the Sig value of 0.000 < 0.05 are produced by the results of the ANOVA test or F test, which can be found in the table above. It can be concluded that Halal Labels, Halal Products, Medical Aesthetics have a significant effect and contribute simultaneously to purchasing decisions.

**DISCUSSION**

**The Influence Of Halal Labels On Purchasing Decisions**

The results of the t test show that the halal label has a major influence on purchasing decisions, with tcount 2.081 > ttable 1.98729 and significance values 0.040 < 0.05. This shows that the variable value of the halal label (X1) has a large beneficial influence on purchasing decisions (Y). It can be concluded that the H1 hypothesis is acceptable. The findings of this investigation are consistent with previous research (Al-Fatih Global Mulia et al., 2023) halal label variabe has a significant influence on purchasing decisions.

**The Influence Of Halal Products On Purchasing Decisions**

The results of the halal product t test partially show no significant influence on purchasing decisions. The results showed that tcount was 1.404 < ttable was 1.98729, with a significance value of 0.164 > 0.05. This shows that the variable value of halal products (X2) does not have a major effect on purchasing decisions (Y). It can be concluded that the H2 hypothesis is rejected. This is contrary to the findings of research by Ichasani Mutiara and Syahputra (Mutiara Ichasani, 2018) which found that halal product variables have a major influence on purchasing decisions.



### **The Influence Of Medical Aesthetics On Purchasing Decisions**

The results of the t test showed that medical aesthetics (X3) had a significant positive influence on purchasing decisions (Y) ( $t_{count} 2.270 > t_{table} 1.98729$ ,  $p\text{-value} < 0.05$ ). It can be concluded that the H3 hypothesis is acceptable.

### **The Influence Of Halal Labels, Halal Products, And Medical Aesthetics On Purchasing Decisions**

With a Fcount value of  $17.156 > F_{table}$  of 2.71 and a significance level of  $0.00 < 0.05$ , halal label factors, halal products, and medical aesthetics all have a significant influence on purchasing choice variables. The value of the coefficient of determination or R Square of 0.348 shows that the variables halal label (X1), halal goods (X2), and medical aesthetics (X3) all have an influence of 34.8% on the purchase decision variable (Y). While 65.2% is a parameter influenced by other variables that were not included in this study.

### **CONCLUSION**

Based on the results of the study, the Adjusted R Square value of 0.348 was obtained which showed that 34.8% of purchasing decisions were influenced by halal label variables, halal product, and medical aesthetics, while the remaining 65.2% were influenced by factors not related to this study. In addition, halal labels and medical aesthetics have a positive impact on purchasing decisions. Although halal product do not have a major influence on purchasing decisions, simultaneously the variables of halal labels, halal products, and medical aesthetics all influence purchasing decisions.

### **SUGGESTION**

1. Researchers suggest ensuring comprehensive information about Rumah Cantik Sehat Muslimah products is provided, covering basic ingredients, uses, price and other aspects. This will ensure that consumers always easily find the information they need about RSCM products.
2. By expanding the range of variables studied, it is hoped that the results of this study can be useful source of information for further research.

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