

DAFTAR PUSTAKA

- Abdul Raufu Ambali, & Ahmad Naqiyuddin Bakar. (2014). People's Awareness on Halal Foods and Products: Potential Issues for Policy-makers. *Procedia - Social and Behavioral Sciences*, 121, 3–25.
- Adam, P. (N.D.). *Islamic Banking: Jurnal Pemikiran Dan Pengembangan Perbankan Syariah, Volume 6 Nomor 1 Edisi Agustus 2020* | 81 Pemikiran Ekonomi Yusuf Al-Qaradhawi. <https://doi.org/10.36908/Isbank>
- 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. <https://doi.org/10.21580/Jdmhi.2020.2.2.6160>
- Ahmad Tanzeh. 2011. *Metodologi Penelitian Praktis*. Yogyakarta: Teras.
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84(5), 888–918. <https://doi.org/10.1037/0033-2909.84.5.888>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Alfian, I., & Marpaung, M. (2017). Analisis Pengaruh Label Halal, Brand dan Harga Terhadap Keputusan Pembelian di Kota Medan. *AT-Tawassuth: Jurnal Ekonomi Islam*, 2(1), 118-141.
- Amalia, R., & Rozza, S. (2022). Analisis pengaruh halal awareness, religiusitas, gaya hidup, dan viral marketing terhadap keputusan pembelian produk skincare dan kosmetik halal (Studi pada Generasi Z di DKI Jakarta). *Account*, 9(2). <https://doi.org/10.32722/account.v9i2.4688>
- Anggraini, I., & Dewanti, D. S. (2020). The Effect of Halal Foods Awareness on Purchase Decision with Religiosity as a Moderating Variable. *Journal of Economics Research and Social Sciences*, 4(1). <https://doi.org/10.18196/jerss.040116>

- Asch, S. E. (1951). *Effects of group pressure upon the modification and distortion of judgments*. In H. Guetzkow (Ed.), *Groups, leadership and men* (pp. 177–190). Pittsburgh, PA: Carnegie Press.
- Bustanuddin, Agus. *Islam dan Ekonomi Suatu Tinjauan Sosiologi Agama*. Padang: Andalas University Press, 2006.
- Bohari, A. M, Cheng,W.H., & Fuad,N. (2013). *An Analysis on the Competitiveness of Halal Food Industry in Malaysia: An Approach of SWOT and ICT Strategy*. Malaysia Journal of Society and Space, 9 (1), 1-11.
- Compas.Id. (2022, Oktober 10). 10 Brand Skincare Lokal Terlaris Di Online Marketplace Tahun 2022. <https://Compas.Id/Blog/10-Brand-Skincare-Lokal-Terlaris-Di-Online-Marketplace-Tahun-2022/>
- Compas.id. (2024). *Compas Market Insight Dashboard: Tren Penjualan Kategori Paket Kecantikan pada Periode Q1 2024*.
- Dila, F. (2019). *Hubungan antara bandwagon effect dan celebrity worship pada penggemar K-POP*. Thesis Undergraduate Faculty of Psychology, Universitas Sumatra Utara.
- Ebrahim, R. S. (2020). The Role Of Trust In Understanding The Impact Of Social Media Marketing On Brand Equity And Brand Loyalty. *Journal Of Relationship Marketing*, 19, 287-308. <https://doi.org/10.1080/15332667.2019.1705742>
- Ellitan, L., Harvina, L. G. D., & Lukito, R. S. H. (2022). The Effect Of Social Media Marketing On Brand Image, Brand Trust, And Purchase Intention Of Somethinc Skincare Products In Surabaya. *Journal Of Entrepreneurship & Business*, 3(2), 104–114. <https://doi.org/10.24123/Jeb.V3i2.4801>

- Ferrinadewi, E. (2008), *Merek Dan Psikologi Konsumen*, Yogyakarta: Graha Ilmu.
- Fitri Fadilah Widyaputri, & Edy Yusuf Agung Gunanto. (2023). Shariah Mobile Banking Adoption Trends: Analysis Mob Mentality, Reputation, Perceived Risk, And Islamic Financial Literacy. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 10(5), 482–495. <https://doi.org/10.20473/Vol10iss20235pp482-495>
- García, A. M., Ibáñez, A., Miller, B. L., & Gorno-Tempini, M. L. (2022). *The unusual suspects*. *Frontiers Media*. <https://doi.org/10.3389/978-2-88974-658-3>
- Genoveva, G., & Utami, N. N. (2020). The Influence of Brand Image, Halal Label, and Halal Awareness on Customers Purchasing Decision of Halal Cosmetic. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 355. <https://doi.org/10.24912/jmie.v4i2.8381>
- Godes, D., Mayzlin, D., Chen, Y., Das, S., Dellarocas, C., Pfeiffer, B., Libai, B., Sen, S., Shi, M., & Verlegh, P. (2005). The firm's management of social interactions. *Marketing Letters*, 16(3–4), 415–428. <https://doi.org/10.1007/s11002-005-5902-4>
- Ghozali, Imam . (2008). *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square*. [S.L.] : Badan Penerbit Universitas Diponegoro
- Hanifah, N., & Susanti, A. (2023). Pengaruh Digital Marketing, Brand Preference Dan Product Quality Terhadap Buying Decision Product Skincare Avoskin. *Airlangga Journal Of Innovation Management*, 4(1), 1–19. <https://doi.org/10.20473/Ajim.V4i1.45494>
- Hermanda, A., Sumarwan, U., & Tinaprilla, D. N. (2019). The Effect Of Social Media Influencer On Brand Image, Self-Concept, And Purchase Intention. In *Journal Of Consumer Sciences E* (Vol. 04, Issue 02).
- Hermawan Adinugraha, H., Isthika, W., & Sartika, M. (2017). Persepsi Label Halal Bagi Remaja Sebagai Indikator Dalam Keputusan Pembelian Produk: As A. *Qualitative Research. Perisai*, 1(3), 1–16. <https://doi.org/10.21070/Perisai.1365>

<https://media.neliti.com/media/publications/79551-ID-studi-tentang-perilaku-konsumen-beserta>. (n.d.).

Hidayat, R., & Resticha, D. (2019). Analisis Pengaruh Variasi Produk dan Labelisasi Halal terhadap Kepuasan Konsumen untuk Meningkatkan Minat Beli Ulang pada Kosmetik Wardah (Studi pada Konsumen Kosmetik Wardah di Kota Batam) In *Journal of Business Administration* (Vol. 3, Issue 1). www.kemenperin.go.id

Husaeni, U. A., & Jayengsari, R. (2020). Implementation of Corporate Governance in Fraud Prevention in Islamic Banking. *Jurnal IUS Kajian Hukum Dan Keadilan*, 8(3), 453. <https://doi.org/10.29303/ius.v8i3.812>

Julaeha, L. S., & Assidiqi, S. (2021). Effect of Price, Sales Promotion and Halal Awareness of Skin Care Product Purchase Decisions (Case Study on Shopee App Users in Jakarta). *International Journal of Education, Information Technology and Others (IJEIT)*, 4(4), 794–810.

Jonathan. 2006. *Metode Penelitian Kuantitatif & Kualitatif*. Yogyakarta: Graha Ilmu.

Kamadea, T., & Hastie, R. (2015). Herd behavior. In *Nederlands Tijdschrift voor Geneeskunde* (Vol. 167, Issue 46). Bohn Stafleu van Loghum. <https://doi.org/10.1002/9781118900772.etrds0157>

Keller, P., & Kotler, P. (2012). *Manajemen Pemasaran Edisi 12*. In Jakarta: Erlangga (Vol. 106).

Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants Of Purchase Intention Of Halal Cosmetic Products Among Generation Y Consumers. *Journal Of Islamic Marketing*, 12(8), 1461–1476. <https://doi.org/10.1108/Jima-11-2019-0248>

Lazuardian, R., & Zaki, I. (2020). Kontribusi Pondok Pesantren Riyadhul Jannah Dalam Memberdayakan Ekonomi Masyarakat Desa Pacet Mojokerto.

Jurnal Ekonomi Syariah Teori Dan Terapan, 7(3), 472.
<https://doi.org/10.20473/Vol7iss20203pp472-485>

Leibenstein. (1950). LeibensteinBandwgnQJE1950 copy. *Quarterly Journal of Economics*, 64(2), 183–207.

Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding Purchase Intention Of University Students Towards Skin Care Products. *Psu Research Review*, 3(3), 161–178. <https://doi.org/10.1108/Prr-11-2018-0031>

Linda, & Bloom, C. (2017). *The Bandwagon Effect*. Psychologytoday.Com.
<https://www.psychologytoday.com/us/blog/stronger-the-broken->

Mahri, A. J. W., Juliana, J., Monoarfa, H., Rohepi, A. P., & Karim, R. (2024). Integrating Country Of Origin, Brand Image And Halal Product Knowledge: The Case Of The South Korean Skincare In Indonesia. *Journal Of Islamic Marketing*, 15(1), 244–259. <https://doi.org/10.1108/Jima-12-2021-0390>

Mutiah, Y., Dan, R., & Afifuddin, S. (2012). Pengaruh Pencantuman Label Halal Pada Kemasan Mie Instan Terhadap Minat Pembelian Masyarakat (*Studi Kasus Pada Mahasiswa Universitas Al-Washliyah, Medan*).

Mustafar, M., Ismail, R. M., Othman, S. N., & Abdullah, R. (2018). A Study on Halal Cosmetic Awareness among Malaysian Cosmetics Manufacturers. *International Journal of Supply Chain Management*, 7(5), 492–496.

Nuryakin, Md Saad, M. S., & Maulani, M. R. (2023). Purchase Intention Behavior Of Halal Cosmetics. Comparing Study Between Indonesia And Malaysia Millennial Generation. *Journal Of Islamic Accounting And Business Research*. <https://doi.org/10.1108/Jiabr-06-2021-0177>

- Nur Hannifah, & Ari Susanti. (2023). *The Influence of Digital Marketing, Brand Preference, and Product Quality on Buying Decision of Skincare Products*.
- Pondok Pesantren Modern Islam Assalaam. (N.D.). Profil Pondok. <https://Assalaam.Or.Id>
- Pandiangan, K., Dwi Atmogo, Y., & Author, C. (2021). Faktor Faktor Yang Mempengaruhi Brand Equity : Brand Trust , Brand Image , Perceived Quality & Brand Loyalty. 2(4). <https://doi.org/10.31933/jimt.v2i4>
- Pujiatuti, H., Afendi, A., Junusi, R. El, & Mahardianto, A. (N.D.). *Journal Of Digital Marketing And Halal Industry Consumers And Halal Cosmetic Products: Halal Label, Life Style And Word Of Mouth Communication*. <https://Doi.Org/10.21580/Jdmhi.2022.4.1.10982>
- Pindyck, R.S., & Rubinfeld, D.L. 2015. *Microeconomics* (8th ed.; S. Yagan, Ed.). England: Pearson Education.
- Priyono. (2008). *Metode Penelitian Kuantitatif*. Sidoarjo: Zifatama Publishing
- Ranaa, N. A., Made, I., Dirgantara, B., & Aryandika, A. A. (n.d.). Pengaruh Social Presence Terhadap Perilaku Pembelian Impulsif Pada Siaran Langsung Tiktok Dengan Kepercayaan Konsumen Sebagai Variabel Intervening (Studi pada Merek Somethinc). *Diponegoro Journal Of Management* ,12(3). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Rini, P., & Fauzihardani, E. (2022). Pengaruh Collectivism, Herding Behavior Dan Pemahaman Akuntansi Terhadap Intensi Pengimplementasian Sak Emkm. In *Jurnal Eksplorasi Akuntansi (Jea)* (Vol. 4, Issue 2). Online. <http://Jea.Ppj.Unp.Ac.Id/Index.Php/Jea/Index>
- Selvyana Zakiah. (2022). *Teori Konsumsi Dalam Prespektif Islam* (Vol. 02, Issue 02).

- Sugiyono. (2014). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.
- Sugiyono. (2019). *Pengantar Manajemen*. Jakarta: Lpu-Unas.
- Syahrum, & Salim. (2012). *Metode Penelitian Kuantitatif*. Cipta Pustaka.
- Siregar, A. I., Mappadeceng, R., & Albetris, A. (2021). The Influence Of Brand Image, Trust, Electronic Word Of Mouth On Consumer Loyalty Of Jambi Typical Souvenirs (Outlet Temp Hoyac). *Ekonomis: Journal Of Economics And Business*, 5(2), 512. <https://doi.org/10.33087/Ekonomis.V5i2.407>
- Scott, R. A. ., Kosslyn, S. Michael., & Buchmann, Marlis. (2015). *Emerging trends in the social and behavioral sciences : an interdisciplinary, searchable, and linkable resource*. John Wiley & Sons.
- Sun, H. (2013). A longitudinal study of herd behavior in the adoption and continued use of technology. *MIS Quarterly*, 37(4), 1013–1041. <https://doi.org/10.25300/MISQ/2013/37.4.02>
- Tafsir Ayat-Ayat Konsumsi Dan Implikasinya Terhadap Pengembangan Ekonomi Islam*. (N.D.).
- Trotter, W. (1908). Herd Instinct and Its Bearing on the Psychology of Civilised Man. *The Sociological Review*, 1 a(3), 227–248. <https://doi.org/10.1111/j.1467-954X.1908.tb02713.x>
- Mutiah, Y., Dan, R., & Afifuddin, S. (N.D.). *Pengaruh Pencantuman Label Halal Pada Kemasan Mie Instan Terhadap Minat Pembelian Masyarakat Muslim (Studi Kasus Pada Mahasiswa Universitas Al-Washliyah, Medan)*.
- Vanwingerden, T. (2016). The Mob Mentality Of Organic Agriculture. In *The Idea Of An Essay* (Vol. 3).
- Wayan Weda Asmara, & Bambang Dwi Prasetyo. (2020). *Teori Perilaku Konsumen* (Vol. 3). Universitas Brawijaya Press.
- Wiliyanto. (2020). Pengaruh Labelisasi Halal, Variasi Produk dan Kesadaran Halal Terhadap Minat

Yudhi, O., & Wijaya, A. (N.D.). Influence Of Product Quality, Promotion And Design On Purchase Decision Of Scooter Matic Vario. In *International Journal Of Economics Development Research* (Vol. 4, Issue 1).

Zainur, ME. S. (2017). 3-Article Text-39-1-10-20200629. *An-Nahl No.05. Vol.09, VOL 9.*

