

The Effect of Halal Label on Consumer Purchasing Decisions with Religiosity as a Mediating Variable

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Abstract

This study aims to prove the effect of halal labels on consumer purchasing decisions with religiosity as a mediating variable for ice cream and tea of Mixue consumers in Malang City. A sample of 112 respondents used a non-probability sampling strategy with a purposive sampling technique. Data collection uses a questionnaire distributed to Mixed consumers. The analysis technique used in this study uses path analysis. It indicates halal labels can have a positive and significant effect on purchasing decisions. Halal labels can have a positive and significant effect on religiosity. Religiosity can have a positive and significant effect on purchasing decisions. However, religiosity cannot mediate between halal labels and purchasing decisions.

Keywords: Halal Labels, Religiosity, Purchase Decision

Abstrak

Penelitian ini bertujuan untuk membuktikan pengaruh label halal terhadap keputusan pembelian konsumen dengan religiusitas sebagai variabel mediasi pada konsumen es krim dan teh Mixue di Kota Malang. Sampel sebanyak 112 responden menggunakan strategi non-probability sampling dengan teknik purposive sampling. Pengumpulan data menggunakan kuesioner yang disebarakan kepada konsumen Campuran. Teknik analisis yang digunakan dalam penelitian ini menggunakan analisis jalur. Hal ini menunjukkan label halal dapat berpengaruh positif dan signifikan terhadap keputusan pembelian. Label halal dapat memberikan pengaruh positif dan signifikan terhadap religiusitas. Religiusitas dapat berpengaruh positif dan signifikan terhadap keputusan pembelian. Namun, religiusitas tidak bisa menjadi perantara antara label halal dan keputusan pembelian.

Kata kunci: Label Halal, Religiusitas, Keputusan Pembelian

INTRODUCTION

Indonesian society, the majority of which are Muslims, have formed a special pattern in consuming a food and beverage product that requires all its adherents to prioritize halal. With this regulation, food and beverage business actors must be able to consider the halal aspects of these products so that Muslim communities in Indonesia can place their trust in these products. (Ismunandar et al., 2021). Mixue has entered Indonesia for the first time since 2020, where its first outlet was located in Bandung, West Java. Because it is considered that the Bandung area is known as the center of culinary

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tourism. Mixue was established in Indonesia in March 2020. Through PT Zhisheng Pacific Trading, it has started to open its outlets and will continue to expand its franchise in Indonesia until 2022. It is estimated that from the start of operations in Indonesia to March 2022, 317 Mixue outlets have been operating in Indonesia. As time went on, the Mixue outlets grew very massive from year to year.

In the research conducted by Desmayonda & Trenggana (2019) religiosity provides a perfect mediating effect because the halal label is unable to influence purchasing decisions without going through religiosity, someone with low religious value will not pay attention and care about what they eat is permitted or prohibited in religion. Halal labeling is a requirement that must be fulfilled by business actors engaged in food and beverage processing. Halal and good food and drinks are an important requirement for the progress of a local or foreign food product. The halal label that is printed on a product indicates that the product is halal for consumption. The existence of a halal label on food or drinks, especially on ice cream products will certainly affect consumer perceptions of these ice cream products (Ismunandar *et al.*, 2021). According to Endah (2018) companies that use halal labels as branding, then these companies must have responsibility regarding strict supervision, because halal products are prone to contamination by substances that are not halal. The advantage gained in using halal products is to avoid animal-based raw materials or other raw materials that have been prohibited by Islamic law. Apart from the halal label, another factor that can influence a purchase decision is religiosity. Religiosity is a behavior in every action of someone who responds to their environment which is experienced as a learning process in everyday life. Socio-cultural systems and religious values, family, school, population, and other external environments through a process of learning and experiencing both intentionally and unintentionally will slowly shape one's religiosity or religious behavior. In other words, religious behavior will be seen from a person's personality when they grow up in an environment that adheres to Islamic teachings in their daily lives (Aisyah, 2014). The better the religiosity of a consumer, the greater the impact on consumer interest in buying a product or service.

According to Borzooei & Asgari (2013) explained that religiosity shows confidence in the style of consumption and decision making. For example, strong desires can lead to behavior that is primarily based on one's religious ties. Individuals who are obedient adhere to all religious principles and are committed to obeying orders, while individuals who are weak in obedience tend to act freely and arbitrarily. At the same time, religiosity can discourage purchases of imported food and increase purchases of halal food. Based on the explanation above, the purpose of this study was to find out consumer responses regarding halal label variables, purchasing decisions and religiosity among ice cream & tea mix consumers. Then it also aims to determine the effect of the halal label on purchasing decisions, the effect of the halal label on religiosity, the effect of religiosity on purchasing decisions and the effect of halal labels on purchasing decisions through religiosity.

LITERATURE REVIEWS

Purchasing decision is the behavior shown by consumers in searching for, giving, using, evaluating and disposing of products/services that are expected to satisfy their needs. (Amilia, 2017). According to Alfian & Marpaung (2017) Decision making is an approach to solving a problem in human activity in buying a product in order to fulfill wants and needs. The buying decision is the selection of two or more alternatives in the buying decision (Schiffman & Kanuk, 2004). Product halalness is a mandatory requirement for every consumer, especially Muslim consumers. In the international trade system, the issue of certification and labeling of halal products has received a lot of attention to provide protection for Muslim consumers around the world and offer strategies to face the challenges of globalization. In Indonesia, laws and regulations existed long before Law Number 33 of 2014

concerning Guaranteed Halal Products (UUJPH)(Charity, 2017). The halal label on the packaging of each product is very important for Muslim consumers. MUI halal certificates on food products, medicines, cosmetics and other products are carried out in order to provide certainty of halal status so that consumers can be reassured so that they can be consumed (Bulan *et al.*, 2017).

Religiosity according Hussein (2015) is one's religious appreciation that influences symbols, beliefs, values, and behavior that is guided by spiritual strength. It all depends on how much one's individual commitment to their religion is related to beliefs, religious values and religious activities in everyday life..Religiosity is reflected in religious activities carried out in daily life regularly and consistently (Astogini, *et al.*, 2014). According to Strak & Glock (1968) explained that religiosity includes five dimensions, namely the worship dimension, the belief dimension, the appreciation dimension, the knowledge dimension, and the experience or consequence dimension.

The hypothesis in this study is as follows:

- H1:** Halal label has a significant effect on purchasing decision
- H2:** Halal label has a significant effect on religiosity
- H3:** Religiosity has a significant effect on purchasing decision
- H4:** Halal label has a significant effect on purchasing decision mediated by religiosity

Based on previous research reviews and literature reviews that have been described previously, the framework in this study contains variables Halal label is expected to influence purchasing decisions through religiosity. The research framework can be seen in the image below:

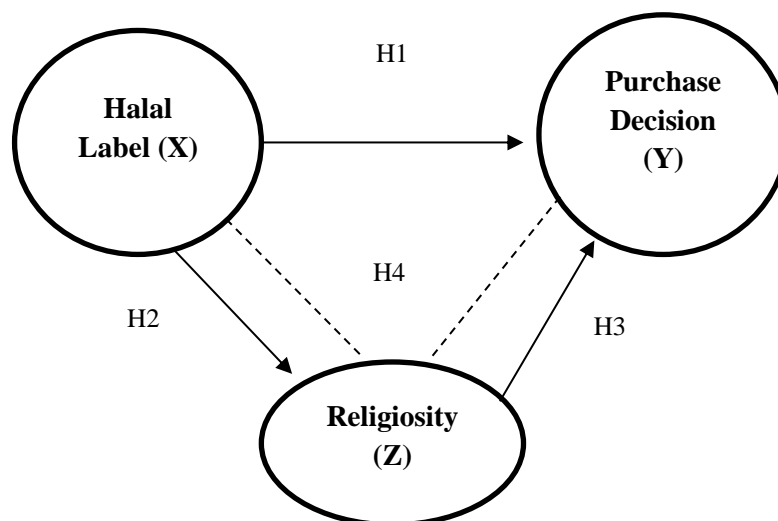


Figure 1. Research Framework

RESEARCH METHOD

This type of research is associative, where is the type of research whose purpose is to analyze the relationship between a variable with other variables (Ulum & Juanda, 2018). Population is everything that is on all groups, events, people or that the researcher wants to investigate (Sekaran, 2003). The population in this study is all Muslim consumers domiciled in Malang City who have purchased an unknown number of ice cream and tea mixes and can be said to be in the unlimited category. The sample is part of the population and represents the entire population. In this study using a non-probability sampling strategy, the probability of each population that is not known with certainty

so that this sampling is not an issue. That is, the more respondents taken, the better the results obtained using purposive sampling techniques.

Determination of sample measurements in this study using theory by Iswati & Anshori (2009) which has been adapted from the Ferdinand formula, this is because unknown population size or no limit. With this formula, the sample for this study was 112 respondents. Determination of the sample size in this study is related to the theory which refers to the recommendations supported by Fraenkel & Wallen (2012). The type of data used in this research is primary and secondary data, where the primary data is data sourced from Muslim consumers who have purchased Mixue products by answering questionnaires and secondary data is data obtained from a second source which generally comes from books, articles, websites, and others related to research (Tanzeh, 2009). Data collection techniques use questionnaires, and respondents will answer several questions by selecting one of the answer options provided by the researcher. In this study, researchers used a Likert scale, where the Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person or group of people regarding social phenomena (Sugiyono, 2013:132).

RESULTS AND DISCUSSION

Table 2 shows the data on the characteristics of the respondents who filled out the questionnaire in this study, the results were that the majority of respondents were male, of varying ages.

Table 1. Respondent Demography

Characteristics		Amount	Percentage (%)
Gender	Man	45	40,2%
	Woman	67	59,8%
Age	15-20 years	19	17%
	21-26 years	80	71%
	>26 years	13	12%

Source: Data processed (2023)

Test the validity of a research measured by comparing the number of rcount with rtable. If the calculation results are obtained $r_{count} > r_{table}$, then the statement is declared valid. The results of the validity test can be seen in the table below.

Table 2. Validity Test Results

No.	Statement	r_{count}	r_{table}	Information
Halal label				
1.	I noticed that there were no pictures or packaging designs of Mixue that contained pornographic or satanic elements	0.747	0.195	Valid
2.	I know that Mixue's product posts don't allude to someone buying	0.796	0.195	Valid
3.	Mixue chooses a combination of interesting image combinations and writing	0.839	0.195	Valid
4.	Mixue has product packaging with a halal label/logo	0.595	0.195	Valid
Religiosity				
1.	Buying halal products is according to the commands of Allah SWT. to stay away from unclean food/drink	0.681	0.195	Valid
2.	A devout Muslim will only buy halal products	0.728	0.195	Valid
3.	I buy halal products by believing that they are supervised by Allah SWT.	0.845	0.195	Valid

No.	Statement	r_{count}	r_{table}	Information
4.	I buy halal products that make my heart calm without any worries	0.820	0.195	Valid
5.	I bought Mixue products based on knowledge of halal and haram laws	0.713	0.195	Valid
6.	Consider consuming a product in moderation or not in excess	0.604	0.195	Valid
7.	I know for sure about the benefits of Mixue products	0.849	0.195	
	Buying decision			
1.	I feel confident to buy Mixue products	0.717	0.195	Valid
2.	I have a habit of buying Mixue products.	0.891	0.195	Valid
3.	I decided to buy halal-labeled food products quickly.	0.749	0.195	Valid

Source: Data processed (2023)

Based on the test results presented in the table above, using 112 respondents with a significance level of 0.05, a r_{table} of 0.195 was obtained. It can be concluded that all statements on the halal label (X), religiosity (Z) and purchasing decisions (Y) are declared valid, because r_{count} is greater than r_{table} . The reliability test in this study uses the Cronbach Alpha formula. The instrument can be said to be reliable (reliable if it has a reliability coefficient of 0.6 or more). If the alpha value is less than 0.6 then it is declared unreliable.. The results of the reliability test can be seen in the table below as follows:

Table 3. Reliability Test

Variable	Alpha coefficient	Information
Halal Label (X)	0.734	Reliable
Religiosity (Z)	0.861	Reliable
Purchase Decision (Y)	0.702	Reliable

Source: Data processed (2023)

Based on the test results presented in the table above, it shows that each variable has a Cronbach Alpha coefficient value greater than 0.6 so it can be concluded that the variables from the statement instrument used in this study are reliable. The description of respondents' responses regarding the halal label variable can be shown by four indicators and each can be described in table 3:

Table 4. Normality Test Results Using the Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual ed 112
Normal Parameters, b	Means	.0000000
	std. Deviation	3.57775768
Most Extreme Differences	absolute	.101
	Positive	.081
	Negative	-.101
Test Statistics		.101
	Asymp. Sig. (2-tailed)	.007 ^c

Source: Data Processed (2023)

Based on table 4 above, it shows that the halal label and religiosity variables are normally distributed because the significance value is $0.07 > 0.05$. To test the assumption of heteroscedasticity, the Glejser test is used as shown in the following table.

Table 5. Heteroscedasticity Test Results Using the Glejser Test

Variable	Sig	Information
Halal Label (X)	.939	Heteroscedasticity does not occur
Religiosity (Z)	.330	Heteroscedasticity does not occur

Source: Data Processed (2023)

Based on the test results in the table above that has been presented, it can be seen and concluded that the research data does not have Heteroscedasticity symptoms. This is based on the halal label variable and religiosity with a significant variable value greater than 0.05. Multicollinearity test testing to determine whether there is a linear relationship between independent variables. In the regression model, these symptoms are not allowed. To be able to declare the absence of these symptoms, namely, if the Variance Inflation Factor (VIF) value is < 10 and the tolerance limit is > 0.1

Table 6. Multicollinearity Test Using VIF Test

Variable	tolerance	VIF	Information
Halal Label (X)	0.668	1,496	Multicollinearity does not occur
Religiosity (Z)	0.668	1,496	Multicollinearity does not occur

Source: Data processed (2023)

Based on the test results in the table above that has been presented, it can be seen and concluded that the research data does not have symptoms of multicollinearity. This is based on the VIF value < 10 and the tolerance value > 0.1 which is a requirement to be declared not experiencing multicollinearity problems. The first model equation is the effect of the halal label variable on religiosity.

Table 7. Path Analysis Equation Model 1 Effect of Halal label variable (X) on Religiosity (Z)

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	std. Error	Betas	t	
(Constant)	13,733	2,263		6,068	.000
Halal Label(X)	.981	.133	.576	7,386	.000

Source: Data processed (2023)

The interpretation of the first model equation is described as follows: (1) Constant value (a) in the regression model equation is equal to 13.733. This states that if the halal label variable has a value of 0 (constant), then the religiosity obtained is 13.733. (2) The coefficient value of the halal label variable is positive, namely 0.576. Interpreting the halal label at Mixue outlets will affect the level of consumer religiosity at Mixue Malang ice cream & tea outlets. The second model equation is the effect of halal label variables and religiosity on purchasing decisions.

Table 8. The Effect of Halal Label and Religiosity on Purchasing Decision

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	std. Error	Betas	t	
(Constant)	3,093	1,565		1976	.051
Halal Label(X)	.584	.097	.587	6003	.000
Religiosity(Z)	-.038	.057	-.065	-.667	.506

The interpretation of the first model equation is described as follows: (1) Constant value (a) in the regression model equation is equal to 3.093. This states that if the halal and religiosity label variables have a value of 0 (constant), then consumers will still make purchasing decisions on Mixue. (2) The coefficient value of the halal label variable is positive, namely 0.587. It can be interpreted that the halal label that is listed on Mixue products will increase consumer purchasing decisions for ice cream & tea Mixue Malang. (3) The coefficient value of the religiosity variable is negative, which is -0.65. It can be interpreted that the level of consumer religiosity at Mixue outlets does not affect consumer purchasing decisions at Mixue Malang ice cream & tea outlets.

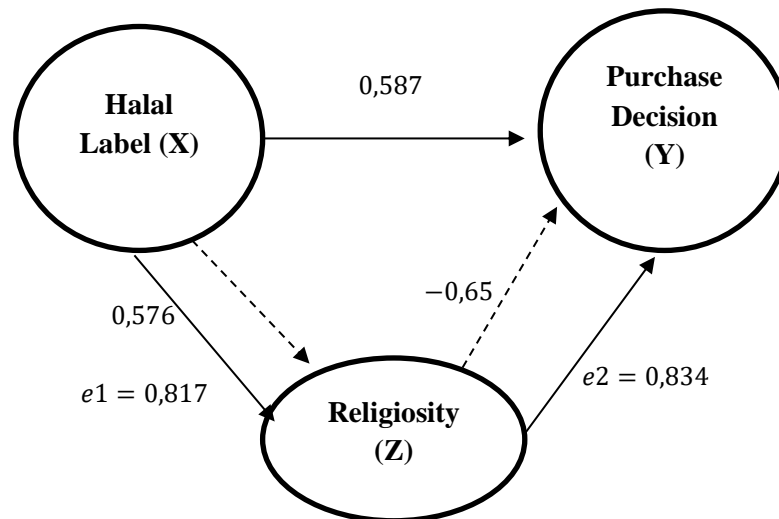


Figure 2. Path Analysis Result

Table 9. Summary of Path Analysis Coefficients

Variable	Path Coefficient	Influence		Total Impact
		Direct	Indirect	
X → Y	0.587	0.587		0.587
X → Z	0.576	0.576		0.576
Z → Y	-0.65	-0.65		-0.65
e1	0.817	0.667		
e2	0.834	0.695		
X → Z → Y			0.576 x (-0.65) = (-0.374)	0.095

Source: Data processed (2023)

Based on all the analyzes that have been done above, it can be concluded: (1) Analysis of the effect of the halal label (X) on religiosity (Z), from the analysis above, the significance value of the halal label (X) is $0.00 < 0.05$. So it can be concluded that there is a direct influence between the halal label variable (X) on religiosity (Z). (2) Analysis of the effect of the halal label (X) on purchasing decisions (Y), was obtained with a significance value of the halal label (X) $0.00 < 0.05$. So it can be concluded that there is a direct influence between the halal label variable (X) on purchasing decisions (Y). (3) Analysis of the influence of religiosity (Z) on purchasing decisions (Y), was obtained with a significance value of $0.506 > 0.05$. So it can be concluded that there is no influence between the religiosity variable (Z) on purchasing decisions (Y). (4) Analysis of the indirect effect of the halal label (X) on purchasing decisions (Y) through religiosity (Z), is the result of multiplying the beta coefficient X to Z by the beta coefficient Z to Y, so it can be formulated as follows: $0.576 \times (-0.65) = (-0.374)$.

Based on this sum, it can be seen that the total influence value given by the halal label variable (X) on purchasing decisions (Y) through religiosity (Z) is a direct effect plus an indirect effect, namely: $0.576 - (-0.374) = 0.095$. This means that the value of the indirect influence is lower than the value of the direct influence. So it can be concluded that the religiosity variable (Z) is not able to mediate the halal label variable (X) on the purchase decision variable (Y).

Table 10. The Effect of The Halal Label on Purchasing Decisions

Variable	t Count	t Table	Sig.
Halal Label (X)	6,890	1982	0.000
Religiosity (Z)	2,971	1982	0.004

Source: Data processed (2023)

Based on the output of the calculation above, it can be seen that the significant value of the effect of the halal label on purchasing decisions is $0.000 < 0.05$ and the t count value is $6,890 > t$ table 1,982. So it can be concluded that Hypothesis 1 is accepted, meaning that there is a significant effect of the halal label on purchasing decisions. From the research results, there is a positive and significant influence between the halal label on purchasing decisions for ice cream & tea mixue in Malang City. The existence of a certified halal label on Mixue products means that consumers have no doubts about consuming and deciding to purchase Mixue products. The influence of the halal label is an important thing, especially for Indonesian society, the majority of whom are Muslim. So, it can be said that the halal label variable has a significant effect on purchasing decisions, so the first hypothesis is accepted. These results are in line with research conducted by Desmayonda & Trenggana (2019), Prasetyo & Anwar (2021), Al Umar *et al.*, (2021), and Andini (2021).

It can be seen that the significant value of the effect of the halal label on religiosity is $0.000 < 0.05$ and the t-count value is $7,386 > t$ -table 1,982. So it can be concluded that the second hypothesis is accepted, meaning that there is a significant effect of the halal label on religiosity. From the research results, there is a positive and significant influence between the halal label on religiosity in ice cream & tea mixue in Malang City. The halal label really supports a person's spiritual level in determining an object. Among other things is a person's beliefs. This is an important part in determining a person's behavior. Halal label certification really boosts someone's confidence in buying Mixue products. Based on the results of the descriptive analysis, the halal label variable with the highest average shows a person's caution in making purchasing decisions by paying attention to a product that is labeled halal. So it can be said that the halal label variable has a significant effect on religiosity, so the second hypothesis is accepted.

It can be seen that the significant value of the effect of the halal label on purchasing decisions is $0.004 < 0.05$ and the t-count value is $2,971 > t$ -table 1,982. So it can be concluded that the 3rd hypothesis is accepted, meaning that there is a significant influence of religiosity on purchasing decisions. From the research results, there is a positive and significant influence between religiosity on purchasing decisions for ice cream & tea mixue in Malang City. Religiosity is the answer after careful consideration in deciding to purchase. Consumers with a high level of religiosity tend to go their own way, especially to minimize the risks they take when choosing the products they bought. The high bias towards religious knowledge which is associated with consumer behavior causes consumers to be more selective in choosing the products they consume. So, it can be said that the religiosity variable has a significant effect on purchasing decisions, so the third hypothesis is accepted. These results are in line with research conducted by Mahendri, *et al.*, (2020), and Imamuddin (2018)

Table 11. Sobel Test Equation II

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	std. Error			
		B		Betas		
1	(Constant)	3,093	1,565		1976	.051
	Halal Label (X)	.584	.097	.587	6003	.000
	Religiosity (Z)	-.038	.057	-.065	-.667	.506

Dependent Variable: Purchase Decision (Y)

Source: Data processed (2023)

Based on the regression results above, it is known that the regression coefficient value of the halal label on purchasing decisions is 0.546 with a standard error of 0.079 and a significance value of 0.000. Then the value of the regression coefficient of religiosity on purchasing decisions is -0.038 with a standard error of 0.057. Based on the results of the Sobel test listed above, it can be seen that the religiosity value is -0.66, which is stated to be <1.96 . So it can be concluded that the fourth hypothesis is not accepted. This means that religiosity is not able to mediate the effect of halal labels on purchasing decisions at ice cream & tea Mixue outlets in Malang City. From the research results, there is a negative and insignificant effect. This is in accordance with the results of the t test with a significance level greater than the standard and the absolute value of the sobel test lower than the value that should be above the standard value. So, it can be concluded that the fourth hypothesis is rejected. This means that religiosity is unable to mediate the influence of the halal label on purchasing decisions. These results are not in line with research conducted by Desmayonda & Trenggana (2019) and Andini (2021). However, research by Nasrullah (2015) stated that his research found that Indonesian people tend to have a consumptive nature by prioritizing their desires and have not been able to make religion their lifestyle in their consumption activities.

CONCLUSION

Based on the results of research and discussion, it can be concluded that consumer responses related to the three variables, namely the halal label, purchasing decisions, and religiosity were consumers' caution in deciding purchases based on one's spiritual level in believing in and carrying out Allah SWT's commands. by eating halal. The results of the study show that the halal label has an effect on purchasing decisions on ice cream & tea mixes in Malang City. Halal label has an effect on religiosity. This makes the halal label a reference and requirement for consumption, especially for people in Indonesia with a high level of religion, which greatly influences the decision to do something. The results of the study show that religiosity influences purchasing decisions. Each individual considers before making a purchase in terms of religiosity. Alternative choices in every basis, especially deciding to buy, spiritual value becomes a representation of everyday life that creates consumer behavior. Halal label has no effect on purchasing decisions mediated by religiosity. This is because the Indonesian people are more inclined to have a consumptive nature by prioritizing their desires and have not been able to make religion their lifestyle in their consumption activities. The results showed that religiosity was not able to mediate through path analysis so by adding Sobel test data analysis to prove more detailed results on invalidity in this study.

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