

## **The Influence of Brand Awareness and Consumption Behaviour on Product Purchasing Decisions Scarlett Whitening**

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### **Abstract**

The increasing competition among local cosmetic companies necessitates the formulation of the best strategies to attract consumers and make purchasing decisions. The Purpose or Objective of the Study is to identify the influence of brand awareness and consumption behaviour on purchasing decisions for Scarlett Whitening products from an Islamic perspective. The Design of Methodology or the Approach is that the study implements a quantitative approach, where non-probability sampling is used to determine the sample through judgment sampling with the assistance of Smart PLS version 4.0 for data analysis. The study findings indicate that brand awareness and consumption behaviour are positively influencing the purchasing decisions of Scarlett Whitening products having result of P Value less than five percent and Statistik T (O/STDEV) having value of 5.45 and 3.85 that are more than T table value which is 1.96. With the positive results of public brand awareness, it has the significant impact on selling the Scarlett Whitening products that match the firm tagline, glow to you for Scarlett Whitening product users. Also it indicates that the buyers have sufficient knowledge and aware of halal local brands and have special priorities for buying products that are applying the principles of halal brands.

*Keywords: Brand awareness, Consumption Behaviour, Purchasing Decisions, and PLS*

### **Introduction**

Digitalization, as it is today, has made the business sector experience very rapid growth. Businesses in the beauty industry, especially those related to skincare products, are experiencing rapid growth (Tranggono & Latifah, 2007). The growth of local skincare businesses increases significantly every year. This is evident from data reported by Kompas.co.id, where in early 2021, the skincare category experienced a 46.8% increase in sales transactions on e-commerce platforms. Additionally, the total transaction value for the skincare category in the online market alone has exceeded Rp 40 billion. In Islam, it is permissible for its followers, especially Muslim women, to adorn themselves using lawful items, such as cosmetics, wearing jewelry, and the like. However, this is subject to the condition that the use of cosmetics does not harm the user (Umbarani & Fakhruddin, 2021).

To succeed in today's competitive business environment, companies need to find ways to attract customers to what they offer and ultimately make purchases. During the consumer decision-making process, there are many factors that play a role in influencing their behavior. When consumers choose products, they have diverse priorities regarding the various available products (Kotler, 2005). One highly significant factor in this influence is the brand.

Competition in the cosmetic or beauty industry is becoming increasingly intense, with the emergence of various cosmetic brands on both international and local scales. In this field, Scarlett

Whitening is an example of a local brand available. The uniqueness of the local skincare brand Scarlett Whitening is that all its products have the tagline "Glow to You," indicating that this local brand is created with the intention of showing that all Scarlett Whitening products can be implied as skincare products like Korean skincare, which can be said to be very beneficial in brightening the skin (Angelista, 2024). All Scarlett Whitening products have undergone registration processes with the BPOM (National Agency of Drug and Food Control), ensuring their safety for use, and they are also certified as halal skincare products by MUI (Indonesian Ulema Council) with the registration number LPPOM- 01151248100720 (MUI, 2023).

The role of brand awareness holds significant importance in boosting Scarlett Whitening product sales. This indicates that building effective brand awareness is a key strategy in shaping consumer behavior, including purchasing decisions. From an Islamic perspective, consumption behavior should have beneficial goals and provide blessings (*maslahah*), rather than solely focusing on achieving satisfaction.

Based on the above explanation, this study aims to identify the influence of brand awareness and consumption behavior on the purchasing decisions of Scarlett Whitening products from an Islamic perspective. This study is unique as there have been no previous studies regarding brand awareness and consumption behavior from an Islamic perspective, where each indicator variable contains Islamic perspectives.

## **Literature Review**

### **Brand Awareness**

In general, consumers are more likely to make purchases on popular brands because they associate these names with a sense of security and reliability. As explained by Aaker, D. A. (2014), an important part of brand awareness is the ability of consumers to identify or remember that a brand is associated with a particular product category. East says, 'Brand awareness is the recognition and recall of a brand and its differentiation from other brands in the field', which can be interpreted as 'recognition and recall of a brand and its difference from other brands in the industry' (Maski, 2010). One way to recognise a brand is to look for features that differentiate it from competing products in the market. What matters most for a brand's success is how customers perceive the added value, how relevant, different and consistent it is in fulfilling their demands. When it comes to the market sector it targets, a successful brand always has the upper hand. As this happens, the strength of the brand may diminish or disappear altogether unless management reinvests to improve service standards and enhance brand reputation (Chairiawaty, 2012).

According to Ismail, Suhaji & Pradono (2023), the case of brand awareness of online shop product having the result of its research as shopping lifestyle has a positive influence on brand awareness, as well as the positive influence of shopping lifestyle on celebrity endorsers, the positive influence of brand awareness on purchasing decisions, and the positive influence of celebrity endorsers on purchasing decisions, as well as the positive influence of shopping lifestyle on product purchases. At the other aspect, shopping lifestyle has the positive influence on purchasing decisions with brand awareness as a mediating variable and the influence of shopping lifestyle on purchasing decisions with celebrity endorsers as mediating variables. It indicates the important of brand awareness influencing the customer perceive when it comes to buy the product.

The concept of brand awareness in Islam can be conceptualised through the context of the halalness of the brand. Nurcahyo & Hudrasyah (2017) found that 'The level of understanding of awareness of halal brands as an important role in determining interest in choosing goods to be consumed or used'. According to Juliana, Rizaldi, Adawiyah & Marlina (2022), the variable level of brand awareness with the halal concept can be measured using several indicators, including: (1)

Knowledge of the brand is halal-based, where the customer knows that the brand already has halal certification from MUI, (2) Realising that the brand is halal, where the customer knows that they are aware of the issues of products that are halal, (3) Priority in purchasing a brand, where the customer makes it a top priority product in purchasing, and (4) Neatness and safety of the brand, where the customer ensures that the neatness and safety of the product is suitable for use.

H1: Brand Awareness has a positive effect on purchasing decisions for scarlet whitening.

### **Consumption Behaviour**

Consumers' consumption behaviour is a fundamental factor in their purchasing choices. Buyers seek details about a product or service, including its price, quality, functionality, and usefulness, among others, before making a final purchase decision (Rahmawati, 2016). Individual actions that include seeking information, assessing, acquiring, using, and then stopping using are referred to as consumption behaviour (Agustina, 2018). Consumption behaviour refers to the study of how consumers make decisions about what to buy, how to use it, and how much they use to meet their wants and needs.

From an Islamic perspective, Islamic principles constantly govern consumer behaviour, including (Zaroni, 2012): (1) Both the product itself and the method of production must comply with the principles of halal and good (*halalan thayiban*), (2) Ignoring others for the sake of self-interest, (3) Distinguishing between needs and wants, (4) Muslim purchasing choices related to Islamic principles, (5) Maslahah and falah, Islamic consumption to obtain benefits and blessings, is the ultimate goal of consumption. In Islam, consumption is divided into two types, namely consumption that is a need in accordance with Islam and consumption based on desires in accordance with Islam. Necessary consumption refers to the use of goods or services that are crucially necessary for life and provide tangible benefits. While consumption based on wants often tends to be excessive, wasteful, and extravagant. A Muslim businessman is strictly forbidden to engage in any form of dishonesty, fraud, or production of haram commodities. If the manufacturing process is against Shariah law, then there is a possibility that the finished product will also not be halal, as the acquisition technique is also against the guidelines that must be followed (Dzakfar, 2014).

In Islam, consumption is seen as an expression of human nature and as an act of gratitude to Allah in an effort to obtain happiness in this world and the hereafter. The basis of a Muslim's consumption behaviour is reflected in several verses of the Holy Quran, which provide guidance on how to undergo consumption in accordance with Islamic principles, in Q.S Al Maidah verses 87-88, '*O you who believe, do not forbid what is good that Allah has made lawful for you, and do not exceed the limit. Verily, Allah does not like those who transgress limits. And eat lawful and wholesome food from that which Allah has provided for you, and fear Allah in whom you believe.*'. Q.S Al Isra' verse 26 '*And give to the near relatives their due, to the poor and the traveller, and do not squander (your wealth) extravagantly*'. Q.S Al-Isra' verse 27 '*Verily, the spendthrifts are the brothers of the devil and the devil is a great denier of his Lord*'. Q.S Al A'raf verse 31 '*O son of Adam, put on your beautiful garments in every mosque, eat and drink, and do not be extravagant. Verily, Allah does not like those who exaggerate*'. Q.S Al Furqan verse 67 '*And those who, when they spend, are not extravagant, nor are they miserly, and their spending is in the middle between the two*'. From some of the verses above, it is explained that there are several indicators that can be taken, namely, buying halal goods, not excessive, not wasting.

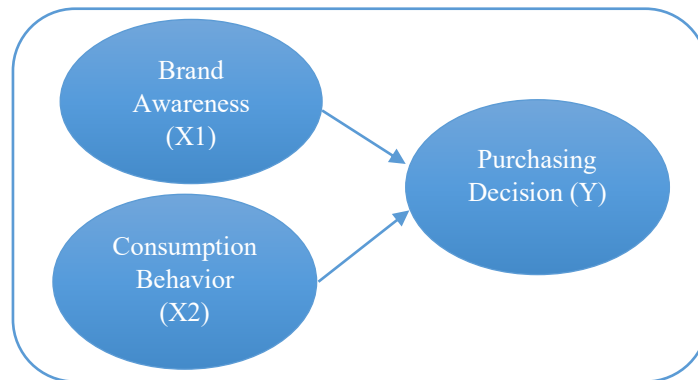
H2: Consumption Behavior has a positive effect on purchasing decisions for scarlet whitening.

### **Purchasing Decisions**

In many cases, decision making involves choosing between two or more options. That is, in order to decide something, a person must choose between the various alternative options available (Assael, 2004). A person's decision-making process is closely related to the acquisition and use of pre-existing goods. At some point during the shopping process, consumers are required to conduct searches and judgements to make purchase choices. Customers must decide to buy, including brand preferences, after considering all their options (Sartika, 2021). Making a choice to buy in an Islamic perspective is called '*khiyar*', which means choosing between two alternatives, in this case whether to continue the transaction or not. In its etymological journey, the term '*khiyar*' comes from the term '*khair*' which means very good. Thus, '*khiyar*' in the linguistic sense indicates a decision-making process that requires choosing the most suitable handle and choice from a set of alternatives. In Islamic terminology, fiqh scholars have defined '*khiyar*' as an attempt to find the good between two things, namely continuing or cancelling the transaction (Sabiq, Manaf & Marzuki, 1997).

Consumer behaviour in Islam is not only based on the principles of ethics and rationality, but it is still obliged to comply with the rules and ethics of consumption based on the Quran and As-Sunnah. Al-Qardhawi identified a number of consumption norms and ethics in Islam, which shape Islamic consumption behaviour, including: Spending wealth in goodness and avoiding waste. The use of wealth must be in accordance with the provisions set out in Islamic sharia, which includes two main objectives: the use of wealth for the purpose of worship and the use of wealth to fulfil personal needs. (1) Avoiding waste. Islam requires individuals to use their wealth to fulfil their own or their family's needs and to make donations in the cause of Allah. (2) Modesty.

Simple living is strongly encouraged in Islam. Spending money wisely, such as frugality, is highly recommended when the economic situation is difficult (Anita, 2011). A balanced approach to consumption in Islamic economics is based on the concept of fair distribution. In Islamic economics, the happiness of a believer depends on religious values that are implemented in daily activities, especially in the use of money. Allah's guidance on how to spend wealth can be found in the Quran, particularly in the verse Al Furqan 67.



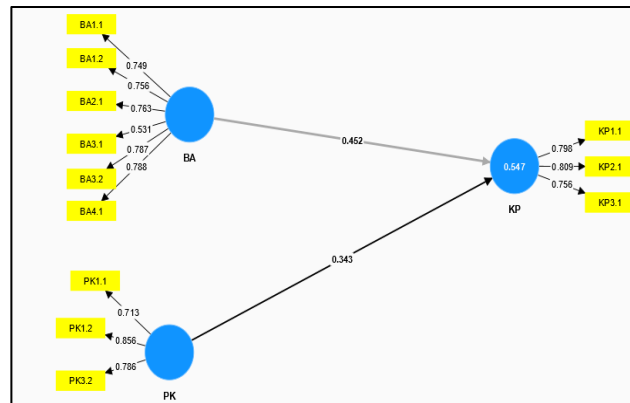
**Figure 1.** Research Model  
(Reference: Data processed by the researcher, 2024)

## Research Methods

In this study, the implemented approach is quantitative. The quantitative approach explains the cause-and-effect relationship between variables (causal), thus, in this study, both exogenous and endogenous variables emerge (Sugiyono, 2018). The use of non-probability sampling (judgment sampling method) in this study aims to determine the sample using criteria predetermined by the researcher or specific considerations (Sugiarto, Siagian, Sunaryanto & Oetomo, 2001). The data analysis technique used in this research is aided by Smart PLS version 4.0 (Haryono, 2016). The

subjects of this research are all Scarlett Whitening consumers in the East Java region, which are not precisely known, and a sample of 124 respondents was obtained.

## Results and Discussion



**Figure.2** Loading Factor Test  
(Reference: Data processed by the researcher, 2024)

Each indicator item must converge or have a large proportion of variance for this test to be used to identify how strong the correlation is between statement scores or indicators scores and the overall construct score. The results of the loading factor test can be used to assess the level of convergence. If the loading factor is greater than or equal to 0.7, then the indication is considered valid. Loading values between 0.5 and 0.6 are considered appropriate in this study, in line with findings in scale measurement development (Abdillah & Jogiyanto, 2009). Therefore, loading factors greater than 0.5 are considered statistically significant. From the results above, each exogenous and endogenous.

**Table 1.** Indicator for Each Variable

VARIABLES	INDICATORS
Brand Awareness	<ol style="list-style-type: none"> <li>1. Knowledge of halal brands</li> <li>2. Awareness of a halal brand</li> <li>3. Priority in purchasing a brand</li> <li>4. Neatness and Safety of the product</li> </ol>
Consumption Behaviour	<ol style="list-style-type: none"> <li>1. Product indicated as halal/not</li> <li>2. Not wasteful in purchasing products</li> <li>3. Existence of needs/desires</li> </ol>
Purchasing Decisions	<ol style="list-style-type: none"> <li>1. Habit in purchasing products and avoiding ingratitude attitude</li> <li>2. Not wasteful</li> <li>3. Making purchases with a modest/thrifty attitude</li> </ol>

(Reference: Data processed by the researcher, 2024)

## Discriminant Validity Test

**Table 2.** Cross Loading Output Results

	Brand Awareness	Consumption Behavior	Purchase Decisions
BA1.1	0,749	0,421	0,508
BA1.2	0,756	0,462	0,506
BA2.1	0,763	0,549	0,518
BA3.1	0,531	0,481	0,358
BA3.2	0,787	0,594	0,547
BA4.1	0,788	0,672	0,613
PK1.1	0,439	0,713	0,409
PK1.2	0,664	0,856	0,533
PK3.2	0,589	0,786	0,611
KP1.1	0,583	0,581	0,798
KP2.1	0,582	0,563	0,809
KP3.1	0,482	0,462	0,756

(Reference: Data processed by the researcher, 2024)

It can be seen from the test results that the correlation between each construct and its indicators is higher than the correlation between each construct and its indicators from the lower-level construct, indicating that the indicators in their block are better than the indicators in other blocks. One alternative method to determine discriminant validity is by comparing the standard deviations of each construct with other constructs using the Average Variance Extracted (AVE) statistic. This can be achieved if the AVE value is greater than 0.5 for each construct, compared to the correlation between constructs (Hamid & Anwar, 2019).

**Table 3.** Average Variance Extracted (AVE) Results

	Average Variance Extracted (AVE)
<i>Brand Awareness (BA)</i>	0,539
Consumption Behaviour	0,620
Purchase Decisions	0,621

(Reference: Data processed by the researcher, 2024)

The AVE value in this study has met the requirement, which is  $\geq 0.5$  and has a significant alpha of 5%, as indicated by the test findings displayed. Therefore, the AVE value has fulfilled construct validity.

## Reliability Test

**Table 4.** Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Brand Awareness	0,825	0,841
Consumption Behaviour	0,697	0,714
Purchase Decisions	0,697	0,704

(Reference: Data processed by the researcher, 2024)

The test findings indicate that the composite reliability and Cronbach's alpha values should ideally be above 0.7 for constructs, although values around 0.6 are still acceptable (Hair, Black, Babin & Anderson, 2010). Composite reliability provides a more accurate measurement of the reliability of a construct compared to Cronbach's Alpha, which only assesses the lower limit of the construct's reliability (Abdillah & Jogiyanto, 2009). Thus, it can be concluded that the model built has a good level of reliability, as seen in the table above. Therefore, it can be said that the external model testing has successfully met all the requirements.

## R-Square Test

Understanding the extent to which the variation in the endogenous or dependent variable can be explained by all exogenous or independent factors is the goal of the R-Square test. Here are the findings from the R-Square test.

**Table 5.** R-Square Test Results

	R-Square
Purchase Decisions	0,547

(Reference: Data processed by the researcher, 2024)

The choice of product purchase can be influenced by 0.547 or 54.7% by brand awareness and consumption behavior, according to the findings of the coefficient of determination test. The remaining proportion is moderate and influenced by various factors.

## Hypotesis Test

At a significance level of 5%, the critical value of the t-statistic is 1.96. Therefore, if the t-statistic value is greater than 1.96, we accept  $H_a$  and reject  $H_0$ , the null hypothesis. Additionally, hypothesis testing can also be conducted using probabilities, with the acceptance of  $H_a$  depending on a p-value less than 0.05.

**Table 6.** Hypotesis Test Results

	Original Sample(O)	Main Sample (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P Value
BA-> KP	0,459	0,461	0,084	5,452	0,000
PK-> KP	0,334	0,344	0,087	3,846	0,000

(Reference: Data processed by the researcher, 2024)

## **Discussion**

The Influence of Brand Awareness Variable (X1) on Purchasing Decisions (Y) of Scarlett Whitening Products from an Islamic Perspective. The study findings indicate that the brand awareness variable has been proven to influence purchasing decisions of products, as evidenced by the presence of 4 indicators with a total of 6 statements. When associated with the Islamic perspective, the discussion results above are linked to the first indicator, which is knowledge of halal brands. Many respondents in the study, around 71%, acknowledge that the latent variable of brand awareness will positively influence them knowing about halal brands and having sufficient insight into the benefits of local halal brand products, namely Scarlett Whitening, as indicated by the MUI halal skincare brand number LPPOM- 01151248100720.

When associated with the Islamic perspective and the second indicator, awareness of a halal brand, around 36.3% of respondents acknowledge that the latent variable of brand awareness will positively influence them being aware of a halal brand from a local brand, namely Scarlett Whitening, which is the best and has been verified as halal by MUI. When associated with the Islamic perspective and the third indicator, priority in purchasing a brand, around 77.4% of respondents acknowledge that the latent variable of brand awareness will positively influence them being interested in products that are affordable yet of high quality, which will make products from Scarlett Whitening have a special priority for consumers, in line with Islamic principles that can provide benefits or goodness when purchasing products with quality in accordance with Islamic principles.

When associated with the Islamic perspective and the fourth indicator, neatness, and safety of the product, around 37.9% of respondents acknowledge that the latent variable of brand awareness will positively influence them believing that Scarlett Whitening products are safe and neatly packaged, which will make Scarlett Whitening products' production method in their packaging adhere to Islamic principles. The Influence of Consumption Behaviour Variable (X2) on Purchasing Decisions (Y) of Scarlett Whitening Products from an Islamic Perspective.

The test results in this study indicate the influence of consumption behaviour variables on purchasing decisions of products, initially shown with 3 indicators with 5 statements for respondents. When associated with the Islamic perspective and the first indicator, whether the product is indicated as halal or not, many respondents in the study, around 77.9%, have agreed that Scarlett products are BPOM certified and acknowledge that the contents of Scarlett Whitening products are considered healthy and halal products that comply with Islamic principles, meaning that the products must adhere to halal and good principles and with healthy products can provide benefits (masalah) for the users and are mentioned in Surah Al Maidah verse 88.

When associated with the Islamic perspective and the second indicator, not being wasteful in purchasing products, around 46% of respondents do not agree with the statement, as indicated by the loading factor results indicating a value less than 0.5, thus it can be stated that many respondents do not minimize purchasing Scarlett Whitening products, which does not align with Islamic principles. When associated with the Islamic perspective and the last indicator, the existence of needs and desires indicates that many respondents, 68.5%, do not purchase products according to personal needs and still consume according to their desires, as stated in the loading factor value less than 0.5, thus, in the Islamic view, it is contained in Surah Al A'raf verse 31.

## Conclusion

Brand awareness (X1) has been proven to influence purchasing decisions (Y) of Scarlett Whitening products from an Islamic perspective with a positive and significant effect, where the P-value  $< 0.05$  and t-statistic  $> 1.96$ , indicating that if many respondents have sufficient knowledge about halal brands and are aware of the local halal brand Scarlett Whitening, as well as having a special priority for preferred products by applying halal brand principles. On the other hand, Consumption Behavior (X2) has been proven to influence purchasing decisions (Y) of Scarlett Whitening products from an Islamic perspective with a positive but not yet significant effect, where the P-value  $< 0.05$  and t-statistic  $> 1.96$ , despite the removal of constructs from 2 statements in each indicator. It can be said with the positive results of public brand awareness, it has the significant impact on selling the Scarlett Whitening products that match the firm tagline, glow to you for Scarlett Whitening product users. Also it indicates that the buyers have sufficient knowledge and aware of halal local brands and have special priorities for buying products that are applying the principles of halal brands, as indicated by the loading factor value less than 0.5. Also in the Islamic view, it is following the interpretation of Surah Al A'raf verse 31.

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