

# The Influence of Brand Image, Attitude, Religiousness on the Purchase Behavior of Imported Halal Skincare in Generation Z In Pekanbaru City

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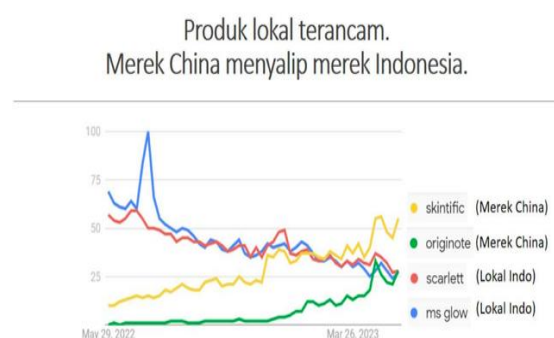
## Abstract

The purpose of this study was to examine the influence of brand image, attitude and religiosity on purchasing decisions for imported halal skincare products on generation Z in Pekanbaru city. Generation Z born from 1997-2012. This study uses descriptive analysis methods and Structural Equation Modeling (SEM) analysis. Data were collected through questionnaires filled out by consumers of imported halal skincare products generation Z in Pekanbaru City with a sample size of 96 people using the lameshow formula. The results of the study are Brand image has a positive and significant effect on behavioral intention but does not affect use behavior. Attitude does not affect behavioral intention or use behavior. Religiousness does not affect behavioral intention or use behavior. Behavioral intention has a positive and significant effect on use behavior.

Keywords: Brand image, Attitude, Religiosity,

## 1. Introduction

Generation Z is a generation that has a fairly high sensitivity to the movement of products that have good trends in the market. Globalization has made it easy for foreign products to enter the domestic market and create increasingly diverse product choices and many product choices that can be chosen by consumers, especially this generation Z. Customers are given a variety of similar product choices with various levels of quality and different brands. This can encourage companies to continue to innovate in order to stay competitive with competitors and win a share of the market. This is shown in the trend of imported skincare products that overtake local Indonesian brands in the following image:



Source: <https://kumparan.com/>

Figure 1. Graph of Imported Skincare Products in 2022-2023

In the picture, it can be seen that the use of imported skincare is more able to survive and increase sales in the domestic market. To meet consumer needs, cosmetic companies need to continue to innovate their products. This innovation

is important to maintain consumer trust, especially because of the increasing number of competitors in the cosmetics industry.

Brand Image is a factor that is considered and considered by consumers before they buy. Attitude can also help in different situations for buyers in determining the purchase of a skincare product. Religiousness also provides consideration for consumers regarding materials or processes that do not comply with halal standards in imported skincare products.

Furthermore, the higher level of women's need for beauty products is utilized well by business actors, they compete in releasing various beauty products, companies need to have the ability to develop brand identity and form a positive, unique, and attractive brand image, so that customers can easily distinguish their products from products offered by competitors.

In addition, related to the problem of attitude and religiosity which are also crucial factors for consumers in determining the purchase of imported skincare products. Each product has unique characteristics, depending on the company that makes it. The more comprehensive the characteristics associated with the brand, the more likely the product is to attract consumer interest.

Based on the background of the problem above and to clarify the main discussion in this study, the problems in this study can be formulated as follows:

1. Does brand image affect use behavior?
2. Does attitude affect use behavior?
3. Does religiosity affect use behavior?
4. Does behavioral intention affect use behavior?

5. Does Brand Image affect Behavioral Intention?
6. Does attitude affect Behavioral Intention?
7. Does Religiousness affect Behavioral Intention?
8. Does Behavioral Intention play a role in mediating the influence of brand image on use behavior?
9. Does behavioral intention play a role in mediating the influence of attitude on use behavior?
10. Does behavioral intention play a role in mediating the influence of religiosity on use behavior?

So the objectives of this study are:

1. Analyze and explain brand image towards use behavior
2. Analyze and explain attitude towards use behavior
3. Analyze and explain religiousness towards use behavior
4. Analyze and explain behavioral intention towards use behavior.
5. Analyze and explain that Brand Image influences Behavioral Intention.
6. Analyze and explain that attitude influences Behavioral Intention.
7. Analyze and explain that religiousness influences Behavioral Intention.
8. Analyze and explain the mediating role of behavioral intention from brand image towards use behavior.
9. Analyze and explain the mediating role of behavioral intention from attitude towards use behavior.
10. Analyze and explain the mediating role of behavioral intention from religiosity towards use behavior.

## 2. Research Methods

This study adopts a quantitative approach that is descriptive in nature. This quantitative approach is based on the positivism paradigm and is used to explore the population and samples that have been determined. Generally, sampling is done randomly, data is collected through research tools, and data analysis uses quantitative or statistical methods to test the formulated hypotheses. The population of the subjects of this study includes all generation z consumers who buy imported skincare in Pekanbaru City. The sampling method in this study was carried out by applying the appropriate formula, not limited to the Lemeshow formula.

$$n = \frac{z^2 p (1-p)}{e^2}$$

Description:

n = number of samples sought

Z = standard value = 1.96

P = case focus/maximum estimate=0.5

e = alpha (0.010) or sampling error 10%

The researcher will estimate the focus of the sample case of consumers who purchase imported skincare products. The minimum number of samples required will be determined based on the level of confidence, which may be set at an appropriate level. For example, if we take a confidence level of 90%, and use a relevant Z value, such as 1.64, then we can calculate the number of samples needed. We also need to consider the acceptable level of sampling error, for example 10% or 0.10. In addition, we must consider the maximum value of the desired estimate, which we can set at 0.05 or according to the research context. Furthermore, we can do the following calculations:

$$n = \frac{z^2 p (1-p)}{e^2}$$

$$n = \frac{1.96^2 \times 0.5 (1-0.5)}{0.10^2}$$

$$n = \frac{3,8416 \times 0.25}{0.01}$$

$$n = 96,04$$

Based on the calculation above, the number of samples used is 96 people. In this study, a sample of 96 respondents will be taken. This study involves several variables with each indicator and measurement scale as follows:

Table 1. Research Indicators

Variabel	Indikator
<i>Brand Image</i>	- Produk skincare halal impor memiliki kualitas yang baik
	- Produk skincare halal impor sudah terkenal di kalangan masyarakat Indonesia.
	- Kualitas merek produk skincare halal impor sesuai dengan fungsinya
	- Kualitas merek produk skincare halal impor sesuai dengan manfaatnya
	- Produk skincare halal impor mudah diperoleh dimana saja
	- Produk skincare halal impor memberikan impact baik kepada pengguna
	- Produk skincare halal impor mempunyai citra merek yang menarik
- Produk skincare halal impor relative lebih murah dari pesaing	
<i>Attitude</i>	- Saya suka memilih produk skincare halal impor
	- Saya selalu mencari label halal ketika membeli produk skincare

	<ul style="list-style-type: none"> <li>halal impor</li> <li>- Menurut saya, menggunakan produk skincare halal impor sangat penting</li> <li>- Skincare halal impor adalah pilihan saya sendiri</li> <li>- Kebanyakan orang menganggap Skincare halal impor sebagai hal yang penting</li> </ul>
<i>Religiosity</i>	<ul style="list-style-type: none"> <li>- saya sholat 5 waktu</li> <li>- Saya selalu berpuasa secara teratur di bulan Ramadhan</li> <li>- Saya selalu membaca Alquran secara teratur</li> <li>- Saya senang menghabiskan waktu bersama orang-orang yang beragama Islam</li> <li>- Saya sering mengikuti ceramah melalui media sosial</li> </ul>
<i>Behavioural intention</i>	<ul style="list-style-type: none"> <li>- Saya berniat akan membeli produk skincare halal impor di masa yang akan datang</li> <li>- Saya akan selalu mencoba untuk membeli produk skincare halal impor</li> <li>- Sayaberencana untuk terus dan sering membeli produk halal skincare impor</li> </ul>
<i>Use Behavioural</i>	<ul style="list-style-type: none"> <li>- Saya telah membeli produk skincare halal impor</li> <li>- Saya telah menggunakan Produk Skincare halal impor</li> <li>- Saya telah secara terus menerus membeli produk skincare halal impor sesuai kebutuhan</li> </ul>

### 3. Results and Discussions

#### 3.1 Research Results

##### 1. Measurement Model/Outer Model Test

###### a. Convergent Validity

Convergent validity functions to require that each indicator is acceptable and able to explain its latent variables (Hair et al, 2010). An outer loading value of 0.50 or more is considered to have quite strong validation. The following are the results of the outer model on Smart-PLS 4:

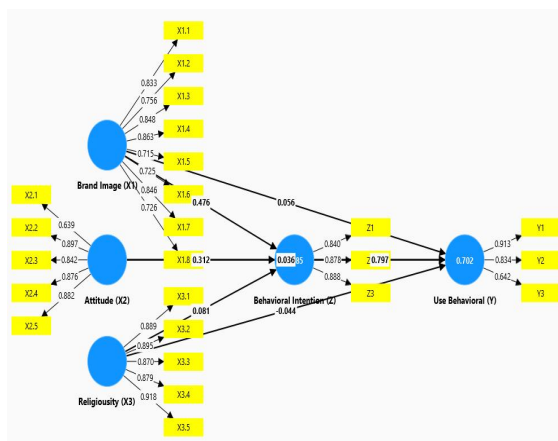


Figure 2. Smart-PLS 4 results

Based on the image above, it can be seen that the outer loading value of all variable indicators is  $> 0.5$  so it is said to be valid.

###### a. Discriminant Validity

Discriminant validity is used to see whether an indicator of a particular latent variable is different from other variable indicators. So that the indicator is considered worthy of explaining the latent variable can be seen from the AVE value  $> 0.5$ :

Table 2. Validity

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitude (X2)	0.886	0.906	0.918	0.693
Behavioral Intention (Z)	0.838	0.838	0.902	0.755
Brand Image (X1)	0.914	0.919	0.930	0.626
Religiosity (X3)	0.935	0.937	0.950	0.793
Use Behavioral (Y)	0.726	0.799	0.844	0.647

It can be seen from the results of the data processing above that the Average Variance Extracted (AVE) value of all variables is  $> 0.50$ . Therefore, all variables are declared valid.

###### b. Reliability Test

Data can be said to be reliable if the Cronbach's Alpha value is  $> 0.70$  and Composite Reliability (Rho\_a) is  $> 0.70$  (Vinzi, Trinchera, Amato (2010). So the reliability test can be seen through two tests, namely from the Cronbach's Alpha value and Composite Reliability (Rho\_a). The following are the results of the reliability test:

Table 3. Reliability

Construct reliability and validity - Overview				
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It can be seen from the data above that the Cronbach's Alpha value of each variable is  $> 0.70$ . When viewed from the Composite Reliability (rho\_a) the overall value is also greater than 0.70 which indicates that all variables are said to be reliable. 2. Structural Model/Inner Model Test

###### a. R-Square

R-Square is useful for finding out how much influence the independent variable has on the dependent variable. The following are the results of the R-Square value in this study using SmartPLS 4:

Table 4. R-Square

R-square - Overview		
	R-square	R-square adjusted
Behavioral Intention (Z)	0.685	0.674
Use Behavioral (Y)	0.702	0.689

- R-Square of path model I = 0.685. This means that the ability of variables X1, X2, X3, in explaining Z is 68.5% (Moderate).
- R-Square of path model II = 0.702. This means that the ability of X1, X2, X3, through Z in explaining Y is 70.2% (Moderate).

Table 5. R-Square

Path coefficients - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Attitude (X2) -> Behavioral Intention (Z)	0.312	0.329	0.196	1.595	0.111
Attitude (X2) -> Use Behavioral (Y)	0.036	0.056	0.195	0.187	0.851
Behavioral Intention (Z) -> Use Behavioral (Y)	0.797	0.796	0.107	7.461	0.000
Brand Image (X1) -> Behavioral Intention (Z)	0.476	0.476	0.150	3.169	0.002
Brand Image (X1) -> Use Behavioral (Y)	0.056	0.061	0.152	0.371	0.710
Religiosity (X3) -> Behavioral Intention (Z)	0.081	0.066	0.202	0.400	0.689
Religiosity (X3) -> Use Behavioral (Y)	-0.044	-0.062	0.177	0.251	0.802

b. F-Square Test

F-Square is a measure used to assess the relative impact of a variable that influences the variable being influenced. The criteria according to Cohen (1988) are as follows:

- If the F-Square value is 0.02, then the effect is small
- If the F-Square value is 0.15, then the effect is moderate
- If the F-Square value is 0.35, then the effect is large

Table 6. F-Square

f-square - List	
	f-square
Attitude (X2) -> Behavioral Intention (Z)	0.036
Attitude (X2) -> Use Behavioral (Y)	0.001
Behavioral Intention (Z) -> Use Behavioral (Y)	0.673
Brand Image (X1) -> Behavioral Intention (Z)	0.222
Brand Image (X1) -> Use Behavioral (Y)	0.003
Religiosity (X3) -> Behavioral Intention (Z)	0.003
Religiosity (X3) -> Use Behavioral (Y)	0.001

Based on the table above, it is concluded as follows:

- The effect of brand image (X1) on the use behavioral variable (Y) = 0.003 (Small)
- The effect of attitude (X2) on the use behavioral variable (Y) = 0.001 (Small)
- The effect of religiosity (X3) on the use behavioral variable (Y) = 0.001 (Small)
- The effect of brand image (X1) on the behavioral intention variable (Z) = 0.222 (Medium)
- The effect of attitude (X2) on the behavioral intention variable (Z) = 0.036 (Small)
- The effect of religiosity (X3) on the

behavioral intention variable (Z) = 0.003 (Small)

- The effect of behavioral intention (Z) on the use behavioral variable (Y) = 0.673 (Strong).

c. Hypothesis Testing

1. Direct Effect

It is an analysis that is useful for testing the hypothesis of the direct influence of a variable that influences the influenced variable. The significance criteria are as follows:

- If the P-Values < 0.05, then it is significant
- If the P-Values > 0.05, then it is not significant

Based on the table above, it can be concluded as follows:

- Brand Image (X1) has a positive and insignificant effect on use behavioral (Y)
- Attitude (X2) has a positive and insignificant effect on use behavioral (Y)
- Religiosity (X3) has a negative and insignificant effect on use behavioral (Y)
- Brand image (X1) has a positive and significant effect on behavioral intention (Z)
- Attitude (X2) has a positive and insignificant effect on behavioral intention (Z).
- Religiosity (X3) has a positive and insignificant effect on behavioral intention (Z)
- Behavioral intention (Z) has a positive and significant effect on use behavioral (Y).

2. Indirect Effect

Indirect effect analysis is useful for testing the hypothesis of the indirect effect of a variable that influences the influenced variable that is mediated by the mediator variable. The criteria are as follows:

- If the P-Values < 0.05, then it is significant, which means that the intervening variable "plays a role" in mediating the relationship between the independent variable and the dependent variable.
- If the P-Values > 0.05, then it is not significant, which means that the intervening variable "does not play a role" in mediating the relationship between the independent variable and the dependent variable.

Table 7. Indirect Effect

Specific indirect effects - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Attitude (X2) -> Behavioral Intention (Z) -> Use Behavioral (Y)	0.249	0.259	0.157	1.583	0.114
Brand Image (X1) -> Behavioral Intention (Z) -> Use Behavioral (Y)	0.379	0.380	0.136	2.799	0.005
Religiosity (X3) -> Behavioral Intention (Z) -> Use Behavioral (Y)	0.064	0.054	0.164	0.392	0.695

Based on the table above, it can be concluded as follows:

- Behavioral intention (Z) "plays a role" in

mediating the influence of brand image (X1) on use behavioral (Y)

- 2) Behavioral intention (Z) "does not play a role" in mediating the influence of attitude (X2) on use behavioral (Y)
- 3) Behavioral intention (Z) "does not play a role" in mediating the influence of religiosity (X3) on use behavioral (Y)

### 3.2 Discussion

Based on the results of the research that has been conducted, the researcher can implement the following:

#### 1. The Influence of Brand Image on Use Behavior.

The results of the study show that brand image does not affect use behavior. Gen Z is highly influenced by online communities, user reviews, and recommendations from influencers they trust. These factors can be more important than brand image in shaping their usage behavior. A brand may have a good image, but if reviews or recommendations on social media show otherwise, Gen Z is more likely to believe the information. Gen Z is known to be critical of a company's business practices. Even though a brand has a good brand image, if business practices are found that are not in line with their values (for example, not environmentally friendly, not supporting sustainability, or not treating workers well), they tend to avoid the product. So, brand image alone is not enough to influence their usage behavior. The results of this study are in line with research conducted by Okta Viana Kristyani and Naning Kristiyana (2022) which shows that brand image has no effect on repurchase intentions.

#### 2. The Influence of Attitude on Use Behavior

The results of the study show that attitude does not affect use behavior. Gen Z tends to be more flexible in choosing products and likes to experiment with various skincare brands. They are often more interested in recommendations from friends or influencers on social media than in their personal attitudes towards a product. A person's attitude towards a particular product may not be as important as emerging trends or reviews from people around them. Gen Z is more influenced by their social environment and social media trends that can change quickly, meaning that their attitudes towards a product can change depending on external influences.

#### 3. The Influence of Religiousness on Use Behavior

The results of the study show that religiosity does not affect use behavior. Skincare is usually not considered a product that is directly related to religious or spiritual aspects. For Gen Z, the decision to buy skincare is more often driven by practical needs such as skin health, rather than religious considerations. This makes the religiosity aspect less relevant in influencing their decisions. Gen Z is highly influenced by social media trends and recommendations from influencers or communities. In this context, social influences and emerging trends may be stronger in shaping their behavior than their religious views. Skincare products that are popular and recommended by people around them can have a greater influence than their personal beliefs.

#### 4. The influence of Brand Image on behavioral intention

The results of the study show that brand image influences behavioral intention. Gen Z tends to choose brands that have a good reputation and are known to produce quality products. A positive brand image can increase their trust and desire to try the product. Gen Z is more aware of the values represented by the brand, such as sustainability, ethics, and social responsibility. Brands that are able to reflect values that are in line with their beliefs are more likely to form an intention to purchase. A brand image that is widely known and often seen on social media has its own appeal. Gen Z is often exposed to reviews, testimonials, and promotions that strengthen the positive image of the brand, thus encouraging the intention to buy imported halal skincare products from that brand.

#### 5. The influence of Attitude on behavioral intention

The results of the study show that attitude does not influence behavioral intention. Gen Z often prioritizes real results and product effectiveness compared to their views on a product. They tend to focus more on how the product works than how it makes them feel. Gen Z's attitudes toward products can be highly volatile, depending on their experiences and new information they gain from external sources. Therefore, their attitudes may not be a consistent factor in shaping their behavioral intentions.

#### 6. The Influence of Religiousness on Behavioral Intention

The results of the study indicate that religiosity does not affect behavioral intention. Skincare products are often considered as practical needs that are not directly related to

religious aspects. Therefore, religious beliefs may not play a significant role in their decisions. Gen Z focuses more on product quality and the results it provides, so religious factors may be less relevant in influencing their intention to purchase skincare products. The intention to purchase imported halal skincare products in Gen Z is often more influenced by social trends and recommendations than by their religious values.

7. The Influence of Behavioral Intention on Use Behavior

The results of the study indicate that behavioral intention affects use behavior. Behavioral intention describes how much an individual wants to take an action, in this case, buying imported halal skincare products. Gen Z who have a strong intention to buy a product usually have considered various factors such as needs, recommendations, and previous experiences. Their decision to act on this intention tends to be directly translated into usage behavior. In the digital era, Gen Z is highly influenced by social media and online reviews, which can increase their intention to buy a particular product. This intention is driven by recommendations from influencers, viral trends, and positive reviews. If they feel that the imported halal skincare product is relevant to their needs and the trends they follow, the intention to buy will be stronger, and ultimately materialize in an actual purchase. Behavioral intention is also driven by the belief that the product will meet their expectations, both in terms of quality and desired results. When this intention is strong, the transition process from mere intention to real action becomes easier. Gen Z tends to immediately buy products that they consider to be in accordance with their expectations.

8. Behavioral intention in mediating the influence of brand image on use behavior.

The results of the study show that Behavioral intention "plays a role" in mediating the influence of brand image on use behavior. Behavioral intention plays an important mediating role in connecting the influence of brand image on use behavior in Gen Z in Pekanbaru City in purchasing imported halal skincare products. A strong brand image creates a positive impression about the product and increases consumer confidence in its quality. This creates a strong intention or desire to buy and try the product. This intention then becomes a bridge that changes the positive perception of brand image into real action, namely the behavior of using imported halal skincare products by Gen Z.

9. Behavioral intention in mediating the influence of attitude on use behavior

Behavioral intention "does not play a role" in mediating the influence of attitude on use behavior. Behavioral intention may not act as a mediator between attitude and use behavior in Gen Z in Pekanbaru City in purchasing imported halal skincare products if the attitude towards the product is not strong enough to encourage real action. In some cases, even though an individual's attitude towards a product is positive, external factors such as recommendations from friends, the influence of trends, or product availability can be more dominant in determining usage behavior. This causes the intention or desire formed by a positive attitude not always to lead to real action in purchasing or using the skincare product.

10. Behavioral intention in mediating the influence of religiosity on use behavior.

Behavioral intention "does not play a role" in mediating the influence of religiosity on use behavior. Behavioral intention may not play a role as a mediator between religiosity and use behavior in Gen Z in Pekanbaru City in purchasing imported halal skincare products because religiosity may not be relevant or dominant in the decision to purchase this product. Skincare products are generally not associated with religious values, so even if someone has a high level of religiosity, this does not always affect their intention to purchase or use skincare products. Decisions are more likely driven by other factors such as product quality, trends, or social recommendations.

**4. Conclusion**

1. The Influence of Brand Image on Use Behavior. The results of the study show that brand image does not affect use behavior.
2. The Influence of Attitude on Use Behavior. The results of the study show that attitude does not affect use behavior.
3. The Influence of Religiousness on Use Behavior. The results of the study show that religiosity does not affect use behavior.
4. The Influence of Brand Image on Behavioral Intention. The results of the study show that brand image affects behavioral intention.
5. The Influence of Attitude on Behavioral Intention. The results of the study show that attitude does not affect behavioral intention.
6. The Influence of Religiousness on Behavioral Intention. The results of the study show that religiosity does not affect behavioral intention.
7. The Influence of Behavioral Intention on Use Behavior. The results of the study show that

- behavioral intention affects use behavior.
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  10. Behavioral intention in mediating the influence of religiosity on use behavioral. Behavioral intention "does not play a role" in mediating the influence of religiosity on use behavioral.

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