



THE EFFECT OF PRODUCT QUALITY, PERSONAL SELING AND CERTIFICATION ON THE DESICION TO PURCHASE ORIFLAME PRODUCTS IN YOGYAKARTA

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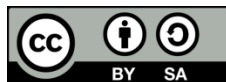
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ABSTRACT

This study aims to analyze the influence of product quality, personal selling, and halal certification on purchasing decisions of Oriflame products in Bantul, Yogyakarta. . This research uses the Theory of Planned Behavior (TPB) and Theory of Reasoned Action (TRA) theoretical approaches. This research uses a quantitative method with a questionnaire, involving 100 respondents selected using the Lemeshow formula. Independent variables include product quality (X1), personal selling (X2), and halal certification (X3), while the dependent variable is purchasing decisions (Y). Data analysis was performed using EViews 12 with normality tests, reliability, classical assumptions, multiple linear regression, T test, F test and R2 test. The results showed that the three independent variables had a positive effect on purchasing decisions, with an Adjusted R² value of 82%, while 18% was influenced by other factors not mentioned in this study.

Keywords: Product quality, personal selling, halal certification, purchasing decisions

1. INTRODUCTION

One of the countries with the largest cosmetic market is Indonesia. Based on data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, the cosmetic industry is also growing with the emergence of various local cosmetic brands. This is evidenced by the growth of the Indonesian cosmetic industry which reached 21.9% in 2022, from 913 companies in 2022 to 1,010 companies in 2023. This is due to the increasing number of young people and the awareness of the Indonesian people about beauty. The national cosmetic industry is also able to boost the export market with sales of cosmetics, fragrances, and essential oils reaching USD 770.8 million in January - November 2023. Among the many products produced by Indonesia, the largest market share is obtained from

sales of skincare products of USD 2.05 billion, cosmetics of USD 1.61 billion, and fragrances of USD 39 million in 2022, with a sales volume of USD 3.18 billion. On a national scale, the market size in 2023 could reach 467,919 products or grow more than 10 times in just five years. On the other hand, globally it is estimated to reach USD 473.21 billion in 2028 with a growth rate of 5.5% per year. (Haryo Limanseto, 2024) According to (Kotler & Armstrong, 2012:464) in (TINI, 2019) Purchasing decisions are the behavior of various individuals, such as consumers who have the ability to buy a product offered by a business or available on the market. Customers have the ability to choose the products they want to buy, seeing this, companies or markets that sell various products must be able to analyze the factors that influence the ability to make decisions about what to buy. This analysis helps consumers choose a marketing strategy that suits their needs and wants. Companies can also choose the most effective promotional media by considering factors such as identifying the target audience, implementing promotional objectives, and the messages that need to be conveyed. (Amadea Cahyana Joelyismianto, 2021).

Oriflame Company is one of the companies engaged in a multi-level marketing system or MLM (Multi Level Marketing). MLM is a modern promotional method that involves a permanent distribution network, where the company's consumers also act as marketing staff. In the DSN-MUI Fatwa decision, MLM businesses are permitted as long as they meet certain criteria, such as marketing halal products and not involving elements of money games. Basically, MLM is permitted in Islam as long as the products sold are useful, halal, and the business procedures do not violate religious norms. On the other hand, MLM businesses that only focus on money turnover or trade products that have no real benefits can be considered haram because they contain elements of usury and gambling. An example is the practice of selling products with promises of big bonuses or implementing a ponzi scheme (pyramid). In contrast to the general view, DSN-MUI stipulates that permitted MLM businesses must be free from elements of "MAGHRIB," including gambling (maisir), fraud (gharar), haram, interest (riba), and vanity. Seeing this, to run an MLM business according to sharia, the products or services marketed as well as the sales method must be halal, clear, and not deviate from Islamic principles. (Umi Latifah, 2021).

From the various influences of the variable problems above, the author is interested in investigating a study entitled "The Influence of Product Quality, Personal Selling and Halal Certification on Purchase Decisions for Oriflame Products in Yogyakarta".

Grand Theory

According to the Theory of Reasoned Action (TRA) proposed by Ajzen and Fishbein (1980), a person's behavior is influenced by the desire to act or not to act. This theory was further developed into the Theory of Planned Behavior (TPB) by

adding the concept of perceived behavioral control. This second theory assumes that individuals carefully consider their action options before finally making a decision. (Hidayat, 2021) The Theory of Planned Behavior (TPB) is a development of the Theory of Rational Action (TRA) which was first proposed by Fishbein and Ajzen (1975). In the theory of rational action, the intention to carry out an action is influenced by two main factors, namely subjective norms and attitudes towards the behavior. Several years later, Ajzen (1991) added an element of perceived behavioral control or control over cognitive processes which then changed the theory into the Theory of Planned Behavior (TPB). In the context of this study, the Theory of Planned Behavior (TPB) is used to examine how consumer attitudes in making purchasing decisions are influenced by rational thinking and in-depth consideration, by recognizing that consumer purchasing decisions are generally influenced by a number of interrelated factors. (Widya Rahmawati, 2024).

Product Quality

According to (Kotler, 2016) in (Didik Harjadi, 2021) Product quality is the ability of a product to perform its function properly, including durability, accuracy, ease of use, ease of repair, and other attributes. Product quality also includes expertise, complete specifications, and characteristics or services associated with the product. All of these aspects relate to the product's ability to provide satisfaction and meet consumer needs, in accordance with the company's goals and standards. Product Quality Indicators According to Tjiptono in (Wanda Intan Aghitsni, 2022) the quality of goods is determined by eight dimensions, including: Performance, Features, Reliability, Conformance to Specifications, Durability, Serviceability, Aesthetics, Perceived Quality.

Personal Selling

According to Kotler & Keller (2012:626) Personal selling is direct communication between the seller and prospective buyers to convey product benefits, answer questions, and approve orders. As one of the elements in the promotion mix, in addition to advertising, sales promotion, and publicity, personal selling focuses on persuasive communication to encourage consumers to make purchases. The personal selling indicators used are dimensions according to Kotler and Armstrong (2012) in (TINI, 2019), namely: Approach, Presentation and demonstration, Handling objections, Closing, Follow up.

Halal Certification

Based on the Decree of the Minister of Religion of the Republic of Indonesia No. 518, Halal certification is a written statement in the form of a fatwa stating that a food product has met halal standards. This certification is issued by the Indonesian Ulema Council's Food, Drug, and Cosmetics Assessment Institute (LPPOM MUI). In Indonesia, halal certification is officially given by the MUI as proof that the product has passed the halal test and is safe for consumption by Muslims in accordance

with Islamic law. Halal Certification Indicators according to Jagdish Sheth in (Atika Amalia, 2022) there are four indicators in measuring perceptions that need to be considered in measuring perceptions related to halal certification, including: Religious value, Safety, Health, Exclusivity.

Buying Decision

According to Kotler and Armstrong (2016), purchasing decisions are part of consumer behavior that studies how individuals, groups, and organizations select, buy, use, and provide goods, services, ideas, or experiences to meet needs and wants. Purchasing decisions refer to consumers' decisions to buy or not a product or service. Purchasing Decision Indicators according to (Kotler and Keller 2016) in (Marlina. C. Rangan, 2022) there are several indicators of purchasing decisions including: Product choice, Brand choice, Dealer choice, Purchase amount, Payment method

2. RESEARCH METHOD

This research is a quantitative research using primary data obtained from distributing questionnaires using google form to the Bantul community. With purposive sampling technique. Population is a generalization area of objects and subjects that have quantity and characteristics with criteria that have been determined by researchers to be studied and conclusions drawn. The sample is part of the number and characteristics possessed by a population.

Determining the number of respondents in this study uses the Lemeshow formula, as follows:

$$n = z^2 p (1-p) / d^2$$

$$n = 1.96^2 \times 0.5 (1- 0.5) / 0.12$$

$$n = 97 \text{ Respondents}$$

So, in order to facilitate the research, it is rounded up to 100 Respondents.

3. RESULT AND ANALYSIS

Validity Test

Validity test is used to assess the extent to which the questionnaire is valid. The questionnaire is considered valid if the questions asked can accurately describe what the questionnaire is intended to measure. Validity test can be done by comparing the calculated r value with the table r, in connecting the address score with the overall variable, the development score. If the calculated $r >$ table r and the correlation coefficient (r) is positive, at a significance level or at alpha 0.05, then the questionnaire questions or indicators are declared significant. (Ghozali, 2019)

Table 1. 25 Validity Test Results

Variabel	Item	<i>Corrected item-item correlation</i>	r tabel	Keterangan
Keputusan Pembelian (Y)	KPM1	0.887	0.3610	Valid
	KPM2	0.842	0.3610	Valid
	KPM3	0.900	0.3610	Valid
	KPM4	0.914	0.3610	Valid
	KPM5	0.892	0.3610	Valid
Kualitas Produk (X ₁)	KP1	0.723	0.3610	Valid
	KP2	0.690	0.3610	Valid
	KP3	0.668	0.3610	Valid
	KP4	0.773	0.3610	Valid
	KP5	0.585	0.3610	Valid
	KP6	0.667	0.3610	Valid
<i>Personal Selling</i> (X ₂)	PS1	0.924	0.3610	Valid
	PS2	0.928	0.3610	Valid
	PS3	0.920	0.3610	Valid
	PS4	0.924	0.3610	Valid
	PS5	0.935	0.3610	Valid
Sertifikasi Halal (X ₃)	SH1	0.948	0.3610	Valid
	SH2	0.914	0.3610	Valid
	SH3	0.943	0.3610	Valid
	SH4	0.904	0.3610	Valid

Based on the table above, it can be concluded that the calculated r value > r table. This shows that all variables studied, namely product quality, personal selling, halal certification, and purchasing decisions, have validity values that meet the established criteria. In other words, each indicator in these variables has a significance value greater than 0.05, so it can be declared valid. This validity shows that all questions used in the study are able to measure the intended aspects accurately and can be used for further analysis.

Reliability Test

Reliability test used to measure the extent to which a questionnaire can be a reliable indicator of a variable or construct. A questionnaire is considered reliable or trustworthy if a person's answer to the statement is consistent or stable over time. In this test, researchers measure the reliability of a construct by comparing Cronburh Alpha with a significance used greater than 0.70. A construct or variable is considered reliable if it produces a Cronburh Alpha value > 0.70. (Ghozali, 2019).

Table 1. 26 Reliability Test Results

Variable	Cronbach's Alpha	Information
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Buying Decision (Y)	0.876	Reliable
Product Quality (X ₁)	0.771	Reliable
Personal Selling (X ₂)	0.905	Reliable
Halal Certification (X ₃)	0.880	Reliable

Based on the table above, it can be seen that the Cronbach's Alpha value for all variables studied, namely product quality, personal selling, halal certification, and purchasing decisions, has a value greater than 0.70. This shows that all variables in this study have a high level of reliability. In other words, all indicators in each variable are consistent in measuring the intended aspects and can be relied on for use in further analysis. The Cronbach's Alpha value that exceeds the minimum limit of 0.70 indicates that this research instrument has good stability and performance in producing consistent data.

Classical Assumption

The classical assumption test is a statistical requirement that must be carried out in multiple linear regression analysis using the Ordinary Least Square (OLS) method. In OLS there is one dependent variable, while there are more than one independent variable. To ensure the accuracy of the model, it is necessary to test several classical assumptions, namely the normality test, multicollinearity test, and heteroscedasticity test.

Normality Test

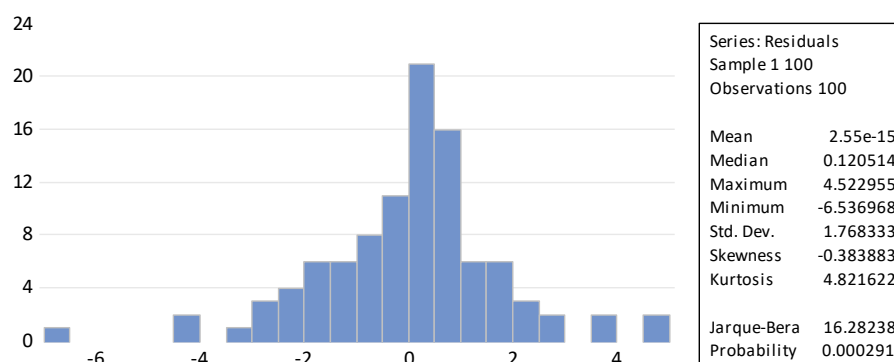


Figure 1.6 Normality Test Results

Based on the data above, the Jarque-Bera probability value of 16.282 is greater than 0.05. This shows that the data distribution in this study meets the assumption of normality. In other words, because the probability value exceeds the significance limit of 0.05, the data used can be said to be normally distributed. Data normality is one of the important requirements in statistical analysis, especially to ensure the validity of the results of the hypothesis test and the regression model used.

Therefore, these results indicate that the data in this study are worthy of further analysis.

Multicollinearity Test

Multicollinearity test refers to the examination of whether the regression model finds a relationship between independent variables. A good regression model should not have a relationship between independent variables. To find out whether or not there is multicollinearity in the regression model, namely by examining the correlation matrix of independent variables, the tolerance value and variance inflation factor (VIF) can also be seen with the high EvIEWS 12 program tool (because $VIF = 1 / \text{Variance Inflation Factor}$) and the cut off value that is usually used to indicate multicollinearity is a tolerance value ≤ 0.10 or equal to a VIF value ≥ 10 . If the variance inflation factor (VIF) value < 10 and the tolerance value > 0.10 , then the model can be said to be free from multicollinearity.

Table 1. 27 Multicollinearity Test Results

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	2.6634145...	82.593622...	
X1_TOTAL	0.0089222...	132.54439...	1.6566320...
X2_TOTAL	0.0060439...	88.775779...	3.2631462...
X3_TOTAL	0.0100545...	99.082744...	3.8131484...

Based on the table above, the tolerance value for all variables is greater than 0.10. This indicates that the data in this study are free from multicollinearity problems. Multicollinearity occurs when there is a very strong relationship between independent variables in a regression model, which can cause distortion in the estimation of the regression coefficient. With a tolerance value exceeding the threshold of 0.10, it can be concluded that there is no high correlation between independent variables, so that each variable can provide a unique contribution in explaining the dependent variable. Therefore, these results indicate that the model used in the study can be interpreted more accurately and reliably.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. Good data is homoscedasticity or no heteroscedasticity. (Ghozali, 2019). In this observation, to detect the presence of heteroscedasticity, the Harvey test can be used. The Harvey test is to regress the absolute value of the residual against the independent variable. The basis for decision making is as follows:

- If the p value ≥ 0.05 then H_0 is rejected, which means there is no heteroscedasticity problem.
- If the p value ≤ 0.05 then H_0 is rejected, which means there is a heteroscedasticity problem.

Table 1. 28 Heteroscedasticity Test Results

Heteroskedasticity Test: Harvey

Null hypothesis: Homoskedasticity

F-statistic	1.744763	Prob. F(3,96)	0.1630
Obs*R-squared	5.170470	Prob. Chi-Square(3)	0.1597
Scaled explained SS	5.049517	Prob. Chi-Square(3)	0.1682

Based on the table that has been presented, the Chi-Square probability value greater than 0.05 indicates that the data used in this study does not experience symptoms of heteroscedasticity. In other words, the variance of the residuals in the regression model is constant or homogeneous, so that the classical regression assumptions related to homoscedasticity are met.

Multiple Linear Regression Test

Multiple linear regression analysis is a method for measuring the influence of more than one independent variable on one dependent variable. This analysis model is used to explain the relationship between independent variables and how much influence they have on the dependent variable. Multiple linear regression analysis is carried out after the classical assumption test to ensure that the model does not have problems related to normality, multicollinearity, autocorrelation, and heteroscedasticity. (Ghozali, 2019)

Table 1. 29 Results of Multiple Linear Regression Analysis Tests

Dependent Variable: Y_TOTAL

Method: Least Squares

Date: 01/16/25 Time: 16:16

Sample: 1 100

Included observations: 100

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-4.404654	1.631997	-2.698935	0.0082
X1_TOTAL	0.379411	0.094457	4.016737	0.0001
X2_TOTAL	0.391312	0.077743	5.033423	0.0000
X3_TOTAL	0.500803	0.100273	4.994421	0.0000
R-squared	0.829327	Mean dependent var		20.96000
Adjusted R-squared	0.823994	S.D. dependent var		4.280376
S.E. of regression	1.795751	Akaike info criterion		4.047902
Sum squared resid	309.5733	Schwarz criterion		4.152109
Log likelihood	-198.3951	Hannan-Quinn criter.		4.090076
F-statistic	155.4932	Durbin-Watson stat		2.261509
Prob(F-statistic)	0.000000			

Based on the table above, the following regression equation is obtained:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = -4.404654 + 0.379411 \text{ Product Quality} + 0.391312 \text{ Personal Selling} + 0.500803 \text{ Halal Certification}$$

The coefficient results in the regression equation above are explained as follows:

- 1) The constant of this study is -4.404654. This shows that when the independent variables Product Quality (X1), Personal Selling (X2), and Halal Certification (X3) have a value of 0, then the value of the dependent variable Purchase Decision (Y) is -4.404654 assuming other factors are considered constant.
- 2) The regression coefficient of the Product Quality variable (X1) is 0.379411. This shows that if other independent variables have a fixed value, while the Product Quality variable (X1) increases by 1 unit, then the Purchase Decision (Y) of Oriflame products in the Bantul area increases by 0.379411 units. It can be interpreted that there is a positive influence between Product Quality and Purchase Decisions of Oriflame products in the Bantul area, which means that if Product Quality increases, purchasing behavior on Oriflame products will also increase.
- 3) The regression coefficient of the Personal Selling variable (X2) is 0.391312. This shows that if other independent variables have a fixed value, while the Personal Selling variable (X2) increases by 1 unit, then the Purchase Decision (Y) of Oriflame products in the Bantul area increases by 0.391312 units. there is a positive influence between Personal Selling and Purchase Decisions of Oriflame products in the Bantul area, which means that if Personal Selling is added, purchasing behavior on Oriflame products will also increase.
- 4) The regression coefficient of the Personal Selling variable (X2) is 0.391312. 4) The regression coefficient of the Halal Certification variable (X3) is 0.500803. This shows that if other independent variables have a fixed value, while the Halal Certification variable (X3) increases by 1 unit, then the Purchase Decision (Y) of Oriflame products in the Bantul area increases by 0.500803 units. There is a positive influence between Halal Certification on the Purchase Decision of Oriflame products in the Bantul area, which means that if the products with the Halal Certificate logo increase, the purchasing behavior of Oriflame products will also increase.

ANALYSIS

Based on the results of the analysis described above, the results of the discussion in this study are as follows:

1. The Influence of Product Quality on Purchase Decisions for Oriflame products in the Bantul area. Product quality is the capacity of a product in its function which includes the process and improvement of other valuable

products to satisfy needs that can meet consumer expectations (Krisnaetal., 2021). Product quality is the condition of a product that is the best and has utility value such as durability, accuracy, reliability in meeting consumer desires and needs. (Purwadinata & Batilmurik, 2020). Based on the tests that have been carried out in the table above, the t-Statistic value is 4.016 and the Prob. (Significance) value is 0.001, which means <0.05 , then the X1 variable has a significant effect on the variable. Which means that Product Quality has a positive effect on purchasing decisions for Oriflame products in the Bantul area. This is in accordance with the theory and hypothesis. The better the Product Quality, the more it will increase the purchasing behavior of Oriflame products. The results of this study are in line with research conducted by (Marlina. C. Rangan, 2022) that Product Quality has a positive and significant effect on Purchasing Decisions

2. The Influence of Personal Selling on Purchasing Decisions for Oriflame products in the Bantul area.

According to Kotler & Keller (2012:626) personal selling is direct interaction with one or more prospective buyers in order to make presentations, answer questions and receive orders. Personal Selling is one of the components of the promotion mix in addition to advertising, sales promotion and publicity which emphasizes persuasive communication to be able to arouse the possibility of consumers to make a purchase. Personal selling is direct communication between the seller and prospective customers to introduce a product to prospective customers and form customer understanding of the product so that they will then try and buy it. Based on the tests that have been carried out in the table above, the t-Statistic value is 5.033 and the Prob. (Significance) value is 0.000 which means <0.05 , then the X2 variable has a significant effect on the Y variable. Which means Personal Selling has a positive effect on purchasing decisions on Oriflame products in the Bantul area. This is in accordance with the theory and hypothesis. The better personal selling will increase the purchasing behavior of Oriflame products. The results of this study are in line with research conducted by (Wanda Intan Aghitsni, 2022) that Personal selling has a positive and significant effect on Purchasing Decisions.

3. The Effect of Halal Certification on Purchasing Decisions for Oriflame products in the Bantul area.

Halal certification is a process of issuing a written fatwa carried out by the Indonesian Ulema Council, containing a statement that the product is halal based on Islamic law, by conducting a detailed examination of the products submitted for halal certification. The party carrying out this examination is the Institution that manages the Assessment of Food, Drugs and Cosmetics by the Indonesian Ulema Council (Institute for the Assessment of Food,

Drugs and Cosmetics of the Indonesian Ulema Council., 2021). Based on the tests that have been carried out in the table above, the t-Statistic value is 4.994 and the Prob. (Significance) value is 0.000, which means <0.05 , then the X3 variable has a significant effect on the Y variable. Which means that Halal Certification has a positive effect on purchasing decisions on Oriflame products in the Bantul area. This is in accordance with the theory and hypothesis. Products that have been halal certified cause purchasing behavior to increase, with the presence of a halal logo on the product packaging, consumers will increasingly trust and feel safe to buy Oriflame products. The results of this study are in line with research conducted by (Amadea Cahyana Joelyismianto, 2021) that Halal Certification has a positive and significant effect on Purchasing Decisions.

4. The Influence of Product Quality, Personal Selling and Halal Certification on Purchase Decisions for Oriflame Products in Bantul.

Based on the tests that have been conducted and the results shown in the table, it can be concluded that the variables Product Quality (X1), Personal Selling (X2), and Halal Certification (X3) have a simultaneous influence on the purchase decision for Oriflame products in Bantul. This study shows that consumer decisions in purchasing products are not only determined by a single factor, but are the result of a combination of good product quality, the effectiveness of personal selling strategies, and the trust obtained from halal certification. These results are in line with marketing theory which states that purchasing decisions are influenced by various complementary factors, both from the aspect of the product itself, interaction with salespeople, and the aspect of trust instilled by the manufacturer. In addition, this study also supports the previously proposed research hypothesis, that the three variables together have an important role in shaping consumer decisions. Thus, this study provides relevant empirical evidence and strengthens the existing literature on the factors that influence consumer product purchasing decisions.

4. CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the Product Quality variable has a positive and significant effect on the decision to purchase Oriflame products in the Bantul area. This shows that the better the quality of the product offered, the higher the likelihood of consumers to make a purchase. In addition, Personal Selling has also been proven to have a positive and significant effect on purchasing decisions. The direct approach and personal interaction carried out by salespeople can increase consumer confidence in deciding to purchase Oriflame products. Halal certification, although not always the main factor, still has a positive effect on the decision to purchase Oriflame

products in the Bantul area. The existence of halal certification increases the sense of trust and comfort of consumers who prioritize the halal aspect of the product. This study aims to determine the simultaneous effect of the variables Product Quality (X1), Personal Selling (X2), and Halal Certification (X3) on the decision to purchase Oriflame products in the Bantul area. The results of the analysis show that the three variables together have a significant effect on purchasing decisions, with a contribution of 82% as indicated by the Adjusted R Square value of 0.823994. This means that 82% of the variation in purchasing decisions can be explained by the variables of Product Quality, Personal Selling, and Halal Certification simultaneously. Meanwhile, the remaining 18% (100% - 82%) is influenced by other factors outside this study, which may include aspects such as price, promotion, brand loyalty, consumer reviews, and other external factors that influence consumer purchasing decision behavior in the Bantul area. This study emphasizes the importance of product quality management, effective personal selling strategies, and halal certification in building trust and encouraging product purchasing decisions.

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