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Islamic Language Effects On Interests For Buying Communities In Choosing Cosmetic Products

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ABSTRACT: *Language development is increasing rapidly every year, language is an attraction for companies to attract selling power, one of them is by using a foreign language. In its development, Islamic society is increasingly concerned in choosing products, brand language is a determining factor for people who want to try new cosmetic products. This study reveals the influence of attitudes that have an impact on people's buying interest in Islamic-speaking products, in this study the object of his research was wardah cosmetics. Wardah comes from Arabic, therefore it is known that the impact of Islamic language has a positive and significant effect on consumer decisions in purchasing wardah products. This research is quantitative research, The number of samples was 92 respondents who were students of the Panca Budi Development University Accounting Department. The analysis technique used is multiple regression methods and hypothesis testing using the F test and t test. The results of the study show that Islamic Language has a positive effect on interest in Purchasing. and the variable that has the most dominant influence on purchasing decisions is the variable brand in Arabic. From this study obtained R2 value of 0.724, it means that 72% of Purchase Decision variables can be explained by the independent variable, Islamic Language. The value of 28% is explained by other variables outside the equation.*

KEYWORDS: *Buying, Islamic Language, Wardah*

I. INTRODUCTION

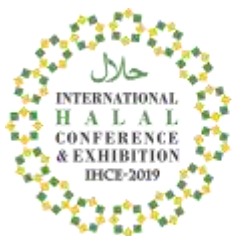
The life of everyone, especially women, is inseparable from the use of cosmetic products, starting to wake up until going to sleep again at night most women wear cosmetics. There isn't a single part of a woman's body that escapes the attention of manufacturers of beauty and body care equipment. Therefore, competition between the market for personal care and cosmetics industries is increasingly competitive. This is evidenced by the many types of domestic production of cosmetics and foreign production circulating well in Indonesia. The flood of cosmetics products on the market affects someone's interest in purchasing and has an impact on purchasing decisions.

Indonesia is a country with a majority of Muslim population, the provisions of Muslims in doing something are governed by several aspects, one of which is the halal nature of a product. The halalness of a product is determined by its halal label, but besides that the Islamic language used also illustrates that the product is a product that should be used by Muslim communities. Because Halal is made for everything that is good and clean consumed by humans according to the Islamic shari'ah.

During this time, doubts in the use of Cosmetics that are not halal in the process of making use of substances that are forbidden by Islam are very influential on the condition of one's personal security. For Muslims who are aware of this it will create discomfort and doubt when using it, especially when praying. In addition to the doubts that arise due to errors in the selection of cosmetics, health problems also pose a threat to consumers.

In addition to the problem of the need for halal guarantees and health problems, there are other factors that can actually influence decisions someone's purchase is a factor that comes from the influence of advertising on the media or even the influence of people around. Some people tend to choose products based on instant efficacy because it is tempted by good advertising. Besides that factor prestige can also influence someone's buying decision only choose cosmetics based on famous product brands that can explain its social status in the surrounding environment and excludes health problems even halalness.

There are many ways that can be done in an effort to select products according to the needs of Muslims. One of them is by looking for information contained in product attributes. Product attributes become an element that is seen important by consumers and used as a basis in decision making buy.



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Through product attributes, consumers can get what answers the product purchased is in accordance with the needs and desires so obtaining inner and outer satisfaction. The attribute in question is wrong one is brand / product language.

But since Wardah cosmetics products exist, people, especially Islamic women, are interested in their existence. The factor is one of the brand languages used. The language used by Wardah products comes from Arabic which symbolizes Muslims. Thus, if it is associated with the phenomenon of consumer buying interest in the city of Medan which can be said to be quite high, it is interesting to know whether the Islamic language of the brand of a product is also a consideration for consumers in buying cosmetic products in Medan, in other words can Islamic language have a significant influence on the interest in buying cosmetic products in the city of Medan.

II. LITERATURE REVIEW

A. Definition of Labels

Labeling is a word originating from the English language "label" which means "name" or giving while in thermonology this material is part of an item in the form of information (words) about the item or its sale. According to Sunyoto, stating that the label is part of a form of information (words) about the item or its sale, for example Caladine Lotion products to overcome itching due to allergies on the skin. The label is listed Caladine Lotion product information about net weight, ingredients composition, method usage, method of deviation, warning, product register number, Caladine Lotion company, namely PT. Yupharin Pharmaceuticals, Bogor, Indonesia. 1 Besides, there are several specific types of labels that have different meanings including: 2 a. Product label is a brand that is placed on a product or packaging or merely functions as a brand, for example Cola-cola, Wardah, Pixy and others.

Brand labels are brand names placed on product packaging. c. Level label is a label that identifies product quality through letters, numbers or alphabets, for example quality rice 1,2,3. d. Descriptive labels are labels that provide information about the use, maintenance of appearance and other characteristics, for example: baby milk. According to Danang, labels have the following functions: 1. Identify the product or brand. 2. Classifying products. For example fruit in cans group A, B, and C. 3. Explain some things about the product. 4. As a promotion tool.

B. Definition of Halal

Halal comes from Arabic (الاحلال) (which means free breaking, dissolving and allowing. According to Qardhawi halal is something that is easy (permissible), which is detached from the bondage, and permitted by Islamic Shari'ah makers to be carried out. Thus the definition of halal based on the Qur'an and hadith is very simple and clear. Everything that is good for the body, mind and soul - then the law is lawful. In the word of Allah SWT (Qs: Al Maidah / 5: 88), which means: And eat the lawful things again from what Allah has revised to You, And fear Allah whom you believe in Him. According to Al-Muyassar, interpreting the verse above, enjoy the believers what is lawful, both from what God bestows and gives to you. His commands and avoiding Allah's prohibitions require you to fear Allah and feel supervision.

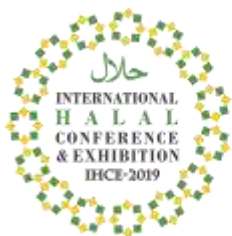
The word halal comes from a word that means loose or not bound to something halal means something that is separated from worldly and ukhrawi language ties. Whereas in terms of language, thayyib means delicious, good, healthy, tranquil and most important in the context of thayyib food, meaning food that is not dirty in terms of its essence or excessive (damaged) or mixed with unclean things.

C. Buying Interest

Interest is described as motivational factors that influence behavior and to show the amount of effort a person exerts to be willing to try or do a behavior (Jalal, 2009). Buying interest is described as motivational factors that influence someone to make a purchase. According to Fandos and Flavian (2006), buying interest reflects the short-term behavior of consumers in the future for future purchasing decisions (next spending plan). Interest in buying is the most appropriate thing to predict consumer behavior. Buying interest refers to the possibility of consumers to buy a product. Buying interest is an individual conscious plan to make an effort to buy a product (Chi et al., 2011).

D. Purchasing Decision

Consumer behavior is a process and activity when someone related to search, selection, purchase, use, and evaluating products and services to meet their needs and desires. Consumer



behavior is the things that underlie consumers for make a purchase decision. For low-priced goods, the decision-making process is done easily, whereas for items worth selling high-involvement processes decision making is done with careful consideration. The purchasing decision according to Helga Drumond is the target that determines the advantages and disadvantages of each. Caution in the decision making process by considering carefully before buying can reduce the risk of consumer loss after purchase.

According to Philip Kotler, purchasing decisions are actions of consumers to want to buy or not for the product. From various factors which affects consumers in making a product purchase or services, usually consumers always consider the quality, price and product already known by the public. Based on the definitions of several experts above it can be concluded that purchasing decisions are actions taken by consumers to make a product purchase. Therefore, consumer purchasing decisions are a process of selecting one of several alternative solutions to problems with real follow-up. After that the consumer can evaluate the choice and then be able to determine the attitude that will be taken next. identify all possible choices to solve the problem and assess choices systematically and objectively and on target, the targets that determine the advantages and disadvantages of each.

Carefulness in the decision making process by considering carefully before buying can reduce the risk of loss of consumers after purchase. According to Philip Kotler, purchasing decisions are actions of consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, usually consumers always consider the quality, price and products already known to the public.

Based on the definitions of several experts, it can be concluded that purchasing decisions are actions taken by consumers to do purchase of a product. Therefore, making purchasing decisions consumer is a process of selecting one of several alternative problem solving with real follow-up. After that consumers can evaluate choices and then determine the attitude that will be taken next.

E. Wardah

Wardah CEO Nurhayati Subakat shared her story about the origin of the name Wardah, apparently close to the pesantren world. Wardah comes from Arabic which means rose.

III. RESEARCH METHODS

The type of research used in the form of quantitative research with the object of research is Wardah cosmetic products, Respondents in this study were students of the Social Sciences Faculty of the University of Panca Budi Semester II Accounting Department as many as 92 people. The research was conducted by displaying two types of brands, in this case the product brand using Arabic and other foreign languages, after which the researchers distributed questionnaires to each student.

Data collection techniques are carried out by distributing questionnaires distributed to students regarding the influence of Arabic brands with Indonesian-language brands and individual demographic characteristics of consumer buying decisions. Respondents were asked to respond to the questions given by answering the list of questions with demographic characteristics. The type of questionnaire to be used is an open questionnaire where respondents are asked to answer questions by selecting the answers provided with the Likert Scale.

Secondary data collection is done looking for related data needed by looking at documents such as journals that relate to the problem under study. The data analysis technique used is descriptive statistical analysis techniques. According to Sugiyono (2008, p.142) that: Descriptive statistics are statistics used to analyze data by describing or describing data that has been collected as it is without intending to make conclusions that apply to the public or generalizations ".

IV. RESULTS & DISCUSSION

A. Results

This study presents the effect of Islamic language on purchasing decisions on students majoring in Accounting at Panca Budi Development University. This aims to determine how far the influence of Islamic-language brands on consumer purchasing decisions. Respondents in this study were students of the Social Sciences Faculty of the University of Panca Budi Semester II Accounting Department as many as 92 people. The research was conducted by displaying two types of brands, in this case Wardah cosmetic product brand represented Arabic-language brands while Pixy's cosmetic

product brand represented other language brands after which researchers distributed questionnaires to each student.

Table 4.1 Characteristics of Respondents by Age

Age	Total Respondens	Percentage
18-25 yr	92	100%
26-35 yr	-	-
>35 yr	-	-
Total	92	100%

Source: Primary data (questionnaire), processed (2019)

- Range Determination

This survey uses a Likert scale with the highest weight in each statement is 5 and the lowest weight is 1. With the number of respondents as many as 92 people, then:

Range = highest-lowest score / range score

Highest score: $92 \times 5 = 460$

Lowest score: $92 \times 1 = 92$

So that the range for the survey results, namely: $460-92 / 5 = 73$

Score range:

92-165 = Very low

166-239 = Low

240-313 = Enough

314-387 = Height

388-461 = Very high

a. Description and Variable Score Calculation

To see respondents' responses to the indicators and also the score calculation for Arabic brand variables (X1), foreign-language brands (X2), the description is as follows.

- Description of Variables of Arabic Speaking Brand (X1)

Analysis of description of respondents' answers about Arabic brand variables is based on respondents' answers to statements such as those contained in questionnaires distributed to respondents. Variation of respondents' answers for foreign language brand variables can be seen in table 4.4 below:

- Description of Variables of Arabic Speaking Brand (X1)

Analysis of description of respondents' answers about Arabic brand variables is based on respondents' answers to statements such as those contained in questionnaires distributed to respondents. Variation of respondents' answers for foreign language brand variables can be seen in table 4.4 below:

Table 4.2 Responses of Arabic Brand Respondents

No	Statement	Respondents Answer								Score		
		SS		S		N		TS			STS	
			%		%		%		%			%
1.	$x_{1.1}$	38	41,3%	35	38%	10	10,8%		9,7%		-	378
2.	$x_{1.2}$	38	41,3%	33	35,8%	17	18,4%		4,3%		-	381
3.	$x_{1.3}$	18	19,5%	41	44,5%	24	26%		7,6%		2,1%	342
Mean											367	

Primary data (Questionnaire), processed (2019)

Based on the above data with the number of respondents 92 people, the average respondent's response about how attractive the Arabic-language brand is where the researcher took Wardah cosmetic samples, the respondents gave very good answers.

Furthermore, the respondent's response about the brand intentions conveyed in Pixy cosmetics products, on average the respondents gave positive answers. While the responses of respondents about liking Wardah cosmetics products because it looks more global, respondents answered well.

From these results it can be concluded that the respondent's response to the Arabic-language brand variable is at the fourth (high) range level of 367, in general interesting.

• Description of Variables of Foreign Language Brands (X2)

Based on the table below, respondents respond to foreign language brands. So from 92 respondents who have given responses in this questionnaire we can see with the table below:

Table 4.3 Respondents' Response to Indonesian Brands

No	Statement	Respondents Answer										Score
		SS		S		N		TS		STS		
			%		%		%		%		%	
1.	X2.1	24	26%	5	57,7%	3	15,2%	14	1%	-	-	376
2.	X2.2	19	20,6%	6	67,3%	2	11,9%	11	-	-	-	376
3.	X2.3	10	10,8%	5	56,5%	2	29,3%	27	3,2%	-	-	345
Mean											355	

Source: Primary data (questionnaire), processed (2019)

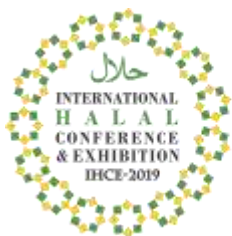
Based on the above data with the number of respondents 92 people, the average response of respondents regarding how attractive foreign language brands where researchers took samples of Pixy cosmetic products, respondents gave good answers. Furthermore, the respondent's response about the brand intentions conveyed in Pixy cosmetic products, the average respondent gave a satisfying answer. While the responses of respondents about liking Pixy cosmetics products because it looks more global, respondents answered well.

b. Variable description of purchase decision (Y)

Based on the table below, respondents respond to purchasing decisions after seeing the two brands. So from 92 respondents who have given responses in this questionnaire we can see with the table below:

Table 4.4 Respondents' Responses to Purchasing Decisions

No	Statement	Repondens Answer										Score
		SS		S		N		TS		STS		
			%		%		%		%		%	
1.	Y1.1	46	50%	37	40,2%	6	6,5%	3	3,2%	-	-	402
2.	Y1.2	32	34,7%	50	54,3%	10	10,8%	-	-	-	-	390
3.	Y1.3	34	36,9%	44	47,8%	6	6,5%	3	3,2%	5	5,4%	375



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4.	Y1.4	25	27,1 %	43	46,7 %	20	21,7 %	3	3,2%	1	1%	364
5.	Y1.5	27	29,3 %	28	30,4 %	27	29,3 %	8	8,6%	2	2,1%	346
Mean												375,4

Source: Primary data (questionnaire), processed (2019)

Based on the above data with the number of respondents 92 people, the average response of respondents regarding products that use Islamic language has a respondent brand giving a positive answer.

- Testing for Reliability and Validity
- Reliability testing

Reliability test is intended to measure a questionnaire which is an indicator of a variable. Reliability is measured by the cronbach's alpha (α) statistical test. A variable is said to be reliable if it gives the cronbach 'alpha value > 0.60 .

Table 4.5 Variable Reliability Test Results X1

Reliability Statistics

Cronbach's Alpha	N of Items
.666	3

Source: processed through SPSS V.20.00

Based on the results of the X1 variable reliability test table above, the value of Cronbach's Alpha reaches 0.666, which is greater than 0.6. Based on the provisions above, the indicators in this study are said to be reliable.

Table 4.6 Variability Test Results for X2 variables

Reliability Statistics

Cronbach's Alpha	N of Items
.633	3

Source: processed through SPSS V.20.00

Based on the results of the X2 variable reliability test table above, the value of Cronbach's Alpha reaches 0.633, which is greater than 0.6. Based on the provisions above, the indicators in this study are said to be reliable.

Table 4.7 Y variable reliability test results

Reliability Statistics

Cronbach's Alpha	N of Items
.747	5

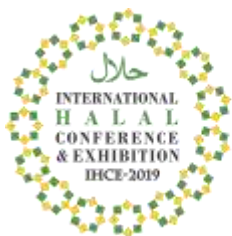
Source: processed through SPSS V.20.00

Based on the results of the Y variable reliability test table above, the value of Cronbach's Alpha reaches 0.747, which is greater than 0.6. Based on the provisions above, the indicators in this study are said to be reliable.

- Validity test

The results of the validity test through the SPSS 20.00 program on the research instrument obtained the correlation numbers described in the following table.

Table 4.8 Validity Test Results





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Variabel	Indicator/ Item	Corrected Item- Total Correlation	Information
Merek Wardah	X1.1	.658	VALID
	X1.2	.320	VALID
	X1.3	.490	VALID
Merek Pixy	X2.1	.620	VALID
	X2.2	.514	VALID
	X2.3	.541	VALID
Buying Decision	Y1	.388	VALID
	Y2	.518	VALID
	Y3	.580	VALID
	Y4	.603	VALID
	Y5	.544	VALID

Based on the table of validity test results above, it is known that all statement items used in this study to measure Arabic brand variables, foreign language brands and purchasing decisions are valid, which is indicated by the value of each statement item based on the Corrected Item-Total column Correlation has a positive correlation coefficient and is greater than 0.3.

f. Hypothesis testing

Results of Multiple Regression Analysis

Multiple linear regression analysis was used in this study with the aim of proving the hypothesis about the influence of Arabic language brand variables (X1) and foreign-language brands (X2) partially or jointly on purchasing decisions (Y). The statistical calculation in multiple linear regression analysis used in this study is to use the help of the 20.00 SPSS program for Windows. The results can be seen in the following table.

Table 4.9 Results of Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	8,132	2,242		3,628	,000
1 X1	,668	,158	,386	4,219	,000
X2	,364	,107	,313	3,421	,001

a. Dependent Variable: Y

Source: Data is processed using SPSS V.20.00

Based on the results of data processing, multiple regression equations can be arranged as follows:

$$Y = 8.132 + 0.668X1 + 0.364X2 + e$$

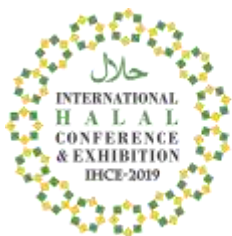
Where :

X1: Arabic brand

X2: Foreign language brands

Y: Purchase decision

e: Residual value



The regression equation above can be explained as follows:

1. The value of the equation constant above is 8,132. This number shows the level of purchasing decisions (Y).
2. The independent variable of the Arabic-language brand (X1) has a positive effect on purchasing decisions (Y) with a coefficient of (0.668). This means that by using a foreign language brand, it will increase the purchasing decision by (0,668)
3. The independent variable of a foreign language brand (X2) has a positive effect on purchasing decisions (Y) with a coefficient of (0.364). This means that by using an Indonesian language brand, it will increase the purchasing decision by (0.364)
4. Of the two Arabic-language brand variables and foreign-language brands where the Arabic-language brand variable has a greater influence on Muslim student purchasing decisions.

- Analysis of the Determination Coefficient (R²)

This coefficient of determination is used to determine how much influence the independent variables have on the dependent variable. The coefficient of determination for the two free variables is used R, as follows.

Table 4.10 Results of the Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,851 ^a	,724	,716	2,19380

1, 851a, 724, 716 2,19380

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data is processed using SPSS V.20.00

From the results of the analysis of the factors that influence the purchase decision shows the coefficient of determination (R) of 0.851 this means that all independent variables namely foreign-language brands (X1) and Indonesian-language brands (X2) have a contribution of 85% to the variable bound (Y) namely the purchase decision, while the remaining 15% is influenced by other factors outside of this study such as price and quality of goods.

- Significance Test (F Test)

The F statistical test basically shows whether the independent variables included in the model can be used to predict the influence of the dependent variable. The results of the calculation of the F Test can be seen in the following table.

Table 4.11 Simultaneous Significance Test Results (Test F)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148,490	2	74,245	15,427	,000 ^b
	Residual	428,336	89	4,813		
	Total	576,826	91			

a. Dependent Variable: Y

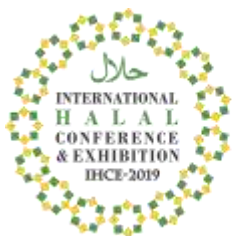
b. Predictors: (Constant), X2, X1

Source: Data is processed using SPSS V.20.00

The F test is used to determine the effect of the possibility of whether or not it can be used to forecast the independent variable value of Arabic-language brands (X1) and foreign-language brands on the dependent variable of purchasing decisions (Y). The F test is done by comparing the value of α with the significance value of the calculated F value itself. Where if the value of α is greater than the significance value F count, then the independent variable (X1) and (X2) have a significant effect on the dependent variable (Y).

The results of statistical calculations show the value of Fcount = 15,427 with a significance of 0,000 < 0,05 (5%).

- Partial Test (T Test)



T test is intended to find out how far the influence of one independent variable (Arabic brand and foreign language brand) individually in explaining the dependent variable (purchase decision). The results of the t test in this study can be seen in the following table.

Table 4.12 Partial Test Results (T Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,132	2,242		3,628	,000
1 X1	,668	,158	,386	4,219	,000
X2	,364	,107	,313	3,421	,001

a. Dependent Variable: Y

Source: Data is processed using SPSS V.20.00

The following will partially explain the testing of each variable.

1. Variables of Arabic Language Brand (X1)

The results of testing with SPSS for Arabic brand variables (X1) on purchasing decisions (Y) obtained the value of t arithmetic = 4.219 with a significance level of 0,000. By using a significance limit (α) = 0.05, the significance level is 0,000 < 0,05, so the hypothesis is accepted. This means that the brand variable in Arabic (X1) has a positive influence and has a significant effect on purchasing decisions (Y).

2. Variables of Foreign Language Brands (X2)

The results of testing with SPSS for foreign language brand variables (X2) on purchasing decisions (Y) obtained t count = 3.421 with a significance level of 0.001. By using a significance limit (α) = 0.05, then the significance level is 0.001 < 0.05, then the hypothesis is accepted. This means that Indonesian brand variables have a positive influence and have a significant effect on purchasing decisions (Y).

Furthermore, based on the results of the T test above, it can be concluded that the most dominant variable influencing purchasing decisions is the Arabic language brand variable (X1) with a value of $\alpha > \text{sig}$ (value of α (0.05) > sig (0,000)) and T value Calculate 4,219. Thus, it can be said that the Arabic-language brand variable (X1) is the most dominant variable that influences consumer purchasing decisions in Accounting majoring at Panca Budi Medan Development University.

B. Discussion

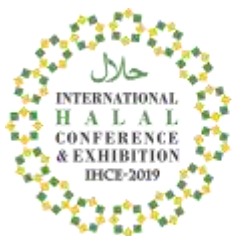
Based on the results of the analysis of partial regression testing and simultaneously it turns out that the Arabic-language brand brand and the foreign language brand have a positive and significant effect on purchasing decisions in accounting students at the Panca Budi Development University in Medan. Furthermore, the most dominant variable is the Arabic-language brand where the influence of foreign-language brands is greater than the foreign-language brand on purchasing decisions for students majoring in Accounting, University of Development Panca Budi Medan.

The use of Arabic-language brands has a positive influence on purchasing decisions for students majoring in Accounting at the Panca Budi Development University in Medan, meaning students prefer Arabic-language brands because they are more certain of halalness. Then the Arabic brand is more safe and comfortable to use, there is no doubt in its use.

V. CONCLUSIONS AND SUGGESTION

Conclusion

This study aims to determine the effect of Islamic language on purchasing decisions on students majoring in Accounting at the University of Development Panca Budi Medan and to find out the influence of Arabic-language brands and foreign-language brands on purchasing decisions for students majoring in Accounting at the University of Panca Budi Medan Development. From the formulation of the research problem proposed, based on the data analysis that has been done, and the discussion that has been put forward, the following conclusions are obtained:



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1. Based on the results of the study prove that the part of the independent brand language variable, namely the Arabic-language brand and the foreign language brand has a positive and significant influence on the dependent variable, namely the purchasing decision for students majoring in accounting at the Panca Budi Development University in Medan.
2. Variables of Arabic Speaking Brand (X1) are the most influential variables on purchasing decisions (Y) in Accounting students, University of Panca Budi Medan Development

Suggestion

Based on the results of the analysis of the discussion and some conclusions in this study, the suggestions that can be given through the results of this study in order to get better results, namely:

1. For the next researcher, it is expected to be able to examine other variables outside of this variable in order to obtain more varied results which can describe what things can influence consumer purchasing decisions and are advised to expand the scope of research on the influence of brand language on purchasing decisions used in this study.
2. Brands that are of concern to Muslim consumers are Arabic-language brands so companies or people who are involved in the business world can give their brand products with foreign-language brands.

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