

The Influence Of Brand Image, Brand Awareness, Brand Trust, And Halal Label On Purchasing Decisions At Rocket Chicken Products

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Abstract

This study aims to examine the influence of brand image, brand awareness, brand trust, and halal labeling on purchasing decisions at Rocket Chicken outlets in Purwokerto. Indonesia's fast-food industry continues to grow rapidly, increasing competition among halal fried chicken brands. This quantitative research involved 110 respondents selected through purposive sampling. Data were analyzed using SPSS 26 with descriptive analysis and multiple linear regression. The results show that brand image ($\beta = 0.369$; $t = 5.380$; $Sig = 0.000$), brand trust ($\beta = 0.234$; $t = 2.085$; $Sig = 0.040$), and halal labeling ($\beta = 0.239$; $t = 2.380$; $Sig = 0.019$) significantly and positively affect purchasing decisions. Meanwhile, brand awareness ($\beta = 0.153$; $t = 1.445$; $Sig = 0.151$) does not have a significant effect. The regression model obtained is $Y = -1.460 + 0.369X_1 + 0.153X_2 + 0.234X_3 + 0.239X_4 + e$. In conclusion, the study provides quantitative evidence that purchasing decisions at Rocket Chicken are primarily driven by brand image, consumer trust, and halal certification, while awareness alone is insufficient. These findings offer strategic implications for improving marketing effectiveness in the fast-food sector.

Keywords: Brand Image, Brand Awareness, Brand Trust, Halal Lable

INTRODUCTION

The fast-food business sector in Indonesia is showing a steady increase quickly due to a shift in lifestyle and increased demand for convenient food. The quick-service food market in Indonesia is anticipated to exceed 55.25 billion USD in 2024. It is predicted to continue increasing until it reaches around 103.76 billion USD by 2029, with an average annual growth rates of 13.43% (Puspadini, 2024). In 2022, the values of this sector reaches USD 2 billion. This surge is driven by increasing urbanization, higher incomes, and high interest among Indonesians in fast food (Puspadini, 2024). The high level of competition among existing brands requires each company to use effective marketing strategies, one of which is to build and maintain a strong brand image (Pahrurozi & Nurtjahjadi, 2024).

In Indonesia, the fast food market, especially the fried chicken category, is becoming increasingly competitive with the emergence of various outlets that prioritize quality and halal products. Examples include Rocket Chicken and its competitors, such as Sabana, Dbesto, Almaz, Lazatto, and Hisana. The following is the Top Halal Index ranking for some fried chicken restaurants that are popular among consumers.

Table 1. Top Halal Index 2025

Gerai Fried Chiken	Index
Sabana	9.057
Dbesto	8.754
Rocket Chiken	8.570
Almaz	8.443
Lazatto	7.885
Hisana	7.815

Source: Top Halal Index 2025 <https://ihatec-mr.com/top-halal-index-2025/>

According to the research results displayed in Table 1, Rocket Chicken ranked third among fried chicken outlets with an halal index of 8,570, earning it a "Top Halal" classification alongside its two main competitors, Sabana (9,057) and Desto (8,754) (Marketing Research, 2025). This situation presents a challenge for Rocket Chicken to maintain or strengthen its position in the market, given the relatively small difference in indices compared to its competitors. To maintain this position, Rocket Chicken should be aware of the various key factor that shape consumers purchase decision, such as brand images, brands awareness, brands trust, and the halal label on its products.

As stated by Kotler et al., (2022), the purchasing decision represents the moment when consumers choose the best solution from a set of alternatives based on evaluations of preferences and judgments. This process involves a series of steps to find the best solution. In other words, the purchases decision is the processed consumers follow to decide which product or service to buy after evaluating several options that will fulfill their needs and desires. Of course, before deciding to purchase an item, a consumer will consider the item they intend to buy. The purchased decision is the consumers willingness or unwillingness to purchased the products (Zulia & Sujana, 2023). Purchase decisions are influenced by brand images Zulia & Sujana, (2023), brand awareness Zulia & Sujana, (2023), brand trust Zulia & Sujana, (2023), and halal certification Adianti & Ayuningrum, (2023).

Brand images is a marketing strategy that impacts consumers' purchasing decisions (Zulia & Sujana, 2023). Referring to Kotler et al., (2022), Brand images is understood as the set of perceptions consumer hold related to a brand, influenced by the connections they retain in their memory. In the fast food industry, brand images played a key roles in shaping consumer preferences and purchase decision, which can minimize the risk of competition from other brands. Zulia & Sujana, (2023); Purwaningrum, (2024), and Amalia & Maskur, (2023), have researched and finds that brands images positively influence on purchase decision. Nevertheless, Junia, (2021), and Putra et al., (2023) found that brand image fails to positively influence purchase decision.

Alongside brand images, brands awareness contributes to consumers' purchase decision-making (Zulia & Sujana, 2023). According to Kotler et al., (2022), Awareness describes the ability of prospective buyers to recognized or recall a brands as belonging in a particular product categories. This means that brands awareness involves the degree to which a buyer can recognizing or recall brands in a specific product categories. To strengthen brands awareness, Rocket Chicken uses a strategy to make consumers remember the products they offer, such as digital advertising campaigns on social media, which aim to increase brand visibility and recall amid fierce competition in the fast food industry. Research results from Zulia & Sujana, (2023), and Sari, (2021), state that brands awareness plays a positive role in influencing purchase decisions, while studies by Surabagiarta & Purnaningrum, (2021), and Fitriani et al., (2023) say that brands awareness does not affect purchasing decisions.

In addition to brand images and brand awareness, there is also the variable of brands trust that influences consumers when making purchasing decisions (Zulia & Sujana, 2023). According to Kotler et al., (2022), Brands trust is the confident expectation that the brand will perform its stated function. This means that trust in a brand is the belief that the brands will meet its stated commitments. In the context of Rocket Chicken, brand trust is crucial because it helps consumers feel secure in their product choices, especially amid fast food competition, where consistency in quality and service can increase trust and directly influence purchasing decisions. Brand trust can be strengthened through strategies such as customer feedback, which has the potential to increase purchase intent for brands such as Rocket Chicken (Nhu et al., 2022). Research results from Zulia & Sujana, (2023); Junia, (2021), and Putra et al., (2023) states that trust in a brands has a positively impacts on purchase decision. However, studies by Isfahami et al., (2021), and Anjaswati, (2023) state that brands trust doesn't influence purchasing decisions.

Besides brand images, brand awareness, and brand trust, halal labels also have the potential to be a crucial factor in increasing purchasing decisions, especially in countries with a Muslim majority, such as Indonesia (Adianti & Ayuningrum, 2023). According to Iltiham, (2019), a halal label is a mark, logo, or text affixed to product packaging that guarantees that the product has met the requirements of halal according to Islamic law. This label serves as legal proof and consumer confidence that the product is halal and safe for consumption. Muslim consumers' sensitivity to the halal aspect of products makes halal labels a significant added value that is sought after when choosing fast food products (Rozjiqin & Ridlwan, 2023). Jauhari, (2025) It is estimated that halal product consumption in Indonesia will reach US\$282 billion in 2025, up 53% from US\$184 billion in 2020. For Rocket Chicken, the application of halal labels can increase consumer confidence and competitive differentiation, thereby directly supporting increased purchasing decisions amid competition in the fast food industry. This is reinforced by research conducted by Adianti & Ayuningrum, (2023), and Rozjiqin & Ridlwan, (2023), which reveals that the presence of halal labels positively affects purchasing decision. Meanwhile, the findings of Rahayu, (2023) the findings reveal that halal labels fail to influence consumers' purchasing decisions.

This studies is derived from the research carried out by Zulia & Sujana, (2023), which examined the variables of brands image, brands awareness, and brands trust, with the addition of the halal label variable from Adianti & Ayuningrum, (2023). The problem in this studies is how brand images, brands awareness, brands trust, and halal labels can influence purchasing decisions. This research seeks to analyzed the effect of brands images, brands awareness, brands trust, and halal label. This indicates a research gap that needs to be explored further in Rocket Chicken, which has unique characteristics in the fast-food sector competition in Indonesia.

RESEARCH METHODS

This study aims to explore the roles of brand images Zulia & Sujana, (2023), brand awareness Zulia & Sujana, (2023), brands trust Zulia & Sujana, (2023), and label halal Zulia & Sujana, (2023), This study uses quantitative methods to analyze the data obtained. The study population consists of Rocket Chicken consumers located in Purwokerto. The sample size used in this research refers to the formula written by Roscoe in a book entitled Research Methods for Business (Sugiyono, 2023), namely 5 variables x 20 = 100 respondents. To anticipate lost or damaged questionnaires, the researcher added 10 respondents to the samples size, bringing the totals sample size to 110 respondents. In this research, the sample was obtained through non-probability sampling with purposive sampling. The data were collected using questionnaires. The data analysis employed multiple linear regression analysis.

Table 2 Operational Definitions and Measurement Indicators.

No.	Variable	Indicators
1.	Brand image Kotler et al., (2022) Brand images is understood as the set of perceptions consumers hold related to a brand, influenced by the connections they retain in their memory.	Corporate Images. User Images. Product Images. (Supriyadi et al., 2021)
2.	Kotler et al., (2022) Awareness describes the capability of prospective buyers to recognized or recall a brands	Recall. Recognition. (Brilliant et al., 2021)

	as belonging in a particular product categories.	
3.	Kotler et al., (2022) Kotler et al., (2022), Brands trust is the confident expectation that the brand will perform its stated function. This means that trust in a brand is the belief that the brands will meet its stated commitments.	Brand Characteristics Company Characteristics Consumer Brand Characteristics (Noor, 2022),
4.	Iltiham, (2019), a halal label is a mark, logo, or text affixed to product packaging that guarantees that the product has met the requirements of halal according to Islamic law. This label serves as legal proof and consumer confidence that the product is halal and safe for consumption.	1) Image 2) Text 3) Combination of image and text (Putri & Bulan, 2021)
5.	Kotler et al.,(2022) the purchasing decision represents the moment when consumers choose the best solution from a set of alternatives based on evaluations of preferences and judgments.	1) Loyalty to a products. 2) Habit when purchasing product. 3) Giving suggestions for others about the product. 4) Making repeat purchases. (Kotler et al., 2022)

RESULT AND DISCUSSION

Respondent Description.

This study focuses on consumers of Rocket Chicken outlets in Purwokerto who have purchased Rocket Chicken at least once. Based on Roscoe's formula, 110 respondents were collected, the majorities of whom were aged 17-22 year old with a percentage of 78.2%. In Based on gender distribution, women made up the largest proportion of respondents, with 75.5%. In terms of profession, the majority were student, with a percentages of 73.6%. In terms of income, the majority earned between Rp 1 and 2 million, with a percentages of 44.5%. This finding reveals that most young people aged 17-22 years old earn around Rp 1-2 million, which indicates that Rocket Chicken is affordable.

Table 3 Respondent Description.

Respondent Characteristics	Frequency	Percentage (%)
Age		
17-22	86	78,2
23-28	17	15,5
29-34	3	2,7
>34	4	3,6
Gender		
Man	27	24,5
Woman	83	75,5

jobs		
Student	81	73,6
Private Sector Employee	16	14,5
PNS	4	3,6
Entrepreneur	2	1,8
Housewife	3	2,7
others	4	3,6
income		
< Rp1.000.000	31	28,2
Rp1.000.001-Rp2.000.000	49	44,5
Rp2.000.001-Rp3.000.000	19	17,3
Rp.3.000.001-Rp4.000.000	6	5,5
>Rp4.000.000	5	4,5

Source: Result Output Spss 2.6, 2025

Validity Test

Referring to Sugiyono, (2022), validity indicates the accuracy an instrument in measuring the intended aspect. An instruments can be regarded as valid provided that each question items describes the construct being studied and the item correlation value is $\geq r$ table.

Table 4 Validity Test

Variables	Item	r_{hitung}	r_{table}	Result
<i>Brand images</i>	X1.1	0,693	0,187	Valid
	X1.2	0,835	0,187	Valid
	X1.3	0,794	0,187	Valid
	X1.4	0,754	0,187	Valid
	X1.5	0,815	0,187	Valid
	X1.6	0,751	0,187	Valid
	X1.7	0,780	0,187	Valid
<i>Brand awareness</i>	X2.1	0,744	0,187	Valid
	X2.2	0,735	0,187	Valid
	X2.3	0,719	0,187	Valid
	X2.4	0,800	0,187	Valid
	X2.5	0,851	0,187	Valid
<i>Brand trust</i>	X3.1	0,867	0,187	Valid
	X3.2	0,847	0,187	Valid
	X3.3	0,869	0,187	Valid
	X3.4	0,855	0,187	Valid
Halal Lable	X4.1	0,763	0,187	Valid
	X4.2	0,774	0,187	Valid
	X4.3	0,808	0,187	Valid
	X4.4	0,783	0,187	Valid
Purchase Decision	Y1.1	0,834	0,187	Valid
	Y1.2	0,772	0,187	Valid
	Y1.3	0,807	0,187	Valid
	Y1.4	0,828	0,187	Valid
	Y1.5	0,814	0,187	Valid

Source: Result Output Spss 2.6, 2025

Table 4 indicates that the variables of brand image, brand awareness, brand trust, halal label, and purchase decision all have r-calculated values exceeding the r-table. This indicates that all research statements for the variables of brand image, brand awareness, brand trust, halal label, and purchase decision are valid.

Reliability Test

Tables 5 Reilability Test

Variabels	Cronbacsh Alpha	Reliabel	Result
Brands Images	0,888	0,70	Reliable
Brands Aawareness	0,829	0,70	Reliable
Brands Trust	0,882	0,70	Reliable
Halal Lable	0,782	0,70	Reliable
Purchased Decision	0,868	0,70	Reliable

Sources: Result Output Spss 2.6, 2025

Reliability according to Sugiyono, (2022), is the level of consistency of a measuring instrument used repeatedly on the same research object. An instrument is reliable if the results are consistent with Cronbach's Alpha criteria exceeding 0.70. Table 5 shows that all variables can be declared reliable because all five variables are > 0.70. Thus, all indicators of the research variables show an adequate level of reliability or consistency. Therefore, all of the above variables are suitable for use as research variables.

Normality Test

Table 6 Normality Test

	Unstandarsdized Residual
N	110
Asymp. Sig.(2-taileds)	0,200

Source: Result Output Spss 2.6, 2025

Sugiyono, (2022), explains that normality testing is used to examine whether residual to determines whether the data are normally distributed Normality is required so that regression and parametric statistical tests can be conducted accurately. Referring to Table 6, the findings derived from the data of 110 respondents obtained an Asymp.Sigs. (2tailed) of 0.200 > 0.05, consequently, the data follow a normal distributions.

Hypothesis Test

Table 7 Hypothesis Test

Models	Unstandardzed Coeficients		T _{hitung}	T _{tabel}	Signifikansi
	B	Std. Error			
(Ccnstant)	-1,460	1,120	-1,303		0,195
Brand images	0,369	0,069	5,380	1.65936	0,000
Brand awareness	0,153	0,106	1,445	1.65936	0,151
Brand trust	0,234	0,112	2,085	1.65936	0,040
Label halal	0,239	0,100	2,380	1.65936	0,019

Source: Result Output Spss 2.6, 2025

Referring to the tables above, we obtain the regressions equations:

$$Y = -1.460 + 0.369X_1 + 0.153X_2 + 0.234X_3 + 0.239X_4 + e$$

In measuring the impact of the independent variables on the dependent variable, we use the t-test. This test is use unilaterally based on a significances threshold of 0.05. The tests is conducted by comparing the t-counts and t-tables values at $\alpha = 0.05$, along with the degree of freedoms (df) = $n-k$ formula. In this context, the value n is the samples size used, and the value k is the independent variable used. Thus, the t table is found at $df = 110-4 = 106$, and the t-table values is 1.65936. Within the decision-making context, when $t\text{-counts} > t\text{-tables}$ and $\text{Sig} < 0.05$, the conclusion is that hypothesis 0 is rejected in favor of hypothesis α .

H1: Brands images has a positively effect on purchasing decision. Referring to Table 11, the significances values of brand images is $0.000 < 0.05$, and tcount $5.380 > 1.65936$ t table. Thus, H0 is not supported or $H\alpha$ is accepted. Stated differently, brand images has a positively effect on purchasing decision.

H2: Brands awareness has a positively effect on purchasing decision. Referring to Table 11, the value is $0.151 > 0.05$ and the t-value is $1.445 < 1.65936$ t-table. Therefore, H0 is accepted or $H\alpha$ is rejected. Stated differently, brand awareness does not affect purchasing decisions.

H3: Brands trust has a positively effect on purchasing decision. Referring to Table 11, the significances values of brand trust is $0.040 < 0.05$, and tcount $2.085 > 1.65936$ t table. Thus, H0 is not supported or $H\alpha$ is accepted. Stated differently, brand trust has a positive effect on purchasing decisions.

H4: Halal labels have a positively effect on purchasing decision. Referring to Table 11, the significances values of halal labels is $0.019 < 0.05$, and the t-value is $2.380 > 1.65936$ t-table. Thus, H0 is rejected or $H\alpha$ is accepted. Stated differently, halal labels have a positively effect on purchasings decisions.

The items listed below is an interpretation of the equation that has been presented:
 $a =$ The constant values of -1.460 which suggests that when all independent variabels are equal to 0, there will be a decrease in the purchase decision value of -1.460. $\beta_1 =$ The coefficients value for the Brand image variable has a positive value of 0.369. This indicates a positively influenced between the independen variables and the dependen variables. This implies that if Brand images increases by one-unit decrease, the purchase decisions will decreased by 0.369 (unit), given that others variable are zero (0). $\beta_3 =$ The coefficients value for the Brands trust variables positively at 0.234. This indicates a positive influenced between the independents variables and the dependen variable. This implies that if Brands trust increases by one-unit decrease, the purchase decision will decrease by 0.234 (unit), given that additional variables are zero (0). $\beta_4 =$ The coefficients values for the Halal Labels variables has a positively values of 0.239. This demonstrates a positively influence between the predictor variables and the outcome variables. This implies that if the Halal Labels drop by one-unit decrease, the purchase decision will drop by 0.239 (unit), with others variable considered constans zero (0).

CONCLUSION

Based on the results of this study, brand image, brand trust, and halal labeling are proven to have a positive and significant effect on purchasing decisions at Rocket Chicken Purwokerto, as shown by their respective significance values of 0.000, 0.040, and 0.019 (all < 0.05), supported by t-values of 5.380, 2.085, and 2.380 (all > 1.65936), with regression coefficients of 0.369, 0.234, and 0.239, indicating that improvements in these variables increase purchasing decisions. In contrast, brand awareness does not affect purchasing decisions, which is evidenced by its significance value of $0.151 > 0.05$ and t-value of $1.445 < 1.65936$, showing no statistical influence despite its regression coefficient of 0.153. The regression equation $Y = -1.460 + 0.369X_1 + 0.153X_2 + 0.234X_3 + 0.239X_4 + e$ further confirms that purchasing decisions are

shaped by brand image, brand trust, and halal labeling, while brand awareness does not contribute significantly to consumer decision-making

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