

The Effect of Halal Labels and Product Quality on Consumer Loyalty at Doyan's Bakery Kotapinang Labuhanbatu Selatan

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Abstract

This study aims to determine the influence of halal labels and product quality on consumer loyalty. This study uses a quantitative approach method and uses primary data through the distribution of questionnaires to consumers at Doyan's Bakery stores. The sample in this study amounted to 70 respondents. The data is processed through the SPSS Version 20 program. With multiple linear regression analysis techniques. The results of the calculation obtained a value of t calculated for halal labels of $3.327 > t$ table 1.666, product quality variables of $3.141 > t$ table 1.666, while from the results of the F test with an F value of 11.641 calculated is greater than the F table of 3.13 with a significant value of $0.001 < 0.05$. Based on the results of the analysis, a conclusion can be drawn that the halal label has a significant effect on consumer loyalty and product quality has a significant effect on consumer loyalty at Doyan's Bakery. Then from the F test, it was concluded that the label and product quality had a significant simultaneous influence on consumer loyalty at Doyan's Bakery.

Keywords: *Halal Label, Product Quality, Consumer Loyalty.*

INTRODUCTION

Indonesia is a large country, a country with the largest archipelago and one of the countries with the largest population in the world. The Indonesian nation is also known as a multi-ethnic and linguistic nation. The title as a great nation requires all levels of society (the Indonesian nation) to play an active role in managing all the resources they have, including in the realm of economics. The economy of a nation plays a very significant role in the development of a country. A country is said to be developed or developed if it has an adequate economy. So that with these conditions, the Indonesian nation has great ideals or hopes in the economic sector in achieving a position as a respected nation not only at the Asian level, but also becoming one of the countries with the best economic development in the world. (Harsana & Triwidayati, 2020)

The development of the Indonesian economy has given birth to various kinds of industries that produce consumer products, both those produced by domestic companies or domestic companies, as well as foreign companies in industrial development whose results are intended for foreign markets. This policy is implemented in the hope of creating export-driven economic growth. Consumer products that are circulating in the market or in the community do not all have a guaranteed and clear guarantee of health products. Meanwhile, in this case, the public or consumers have the right to need guarantees from the quality of consumer products circulating in the market to ensure mutual safety. And people really need correct information about the products they consume, be it quality, content, or other things that are considered important. (Simangunsong et al., 2023) (Virgi Ainun Iqbal & Muhammad Yasin, 2023) (Mariam & Nopianti, 2022) (Andy et al., 2019).

There are many needs for products and other processed ingredients circulating in the market, and with many Muslim consumers in Indonesia, it is very necessary to obtain and consume good and healthy products or can be referred to as products labeled halalan (halal and good products). As well as having clear health insurance. The use of the halal label on each product sold will provide its own convenience for consumers in consuming each product and

will cause consumer loyalty to the product The choice to identify products labeled halal is based on the lack of consumer concern about food hygiene about halal labels (Hanifah Maulidyah et al., 2023) (Haseeb & Khairul Anwar, 2024)

RESEARCH METHODS

This study uses a quantitative method used with the purpose of the research is to measure and analyze the relationship between the variables that exist numerically. In this case, you will measure the influence of halal labels and product quality on consumer loyalty through the collection of data that can be calculated and analyzed using statistics.

Data Collection Techniques

The data used in this study was obtained through the questionnaire method, which is data collection carried out by giving a set of questions or written statements to respondents to answer. The data collection technique used by the author in this study according to (Sugiono 2019:199) is as follows:

Interview Interview is a data collection technique if the researcher wants to know more in-depth things from the respondents and the number of respondents is few/many. **Questionnaire** is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. **Observation** is a data collection technique that has specific characteristics when compared to other techniques, observation is not limited to people, but also other natural objects.

Test Research Instruments

Validity Test

Validity tests are used by researchers to determine the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure. Measuring validation can be done by means of bivariate correlation between each indicator score and the total construction score. Meanwhile, to find out whether each score is valid or not, statistical criteria are determined, if $r > r_{table}$ and has a positive value, then the variable is valid, while vice versa, if $r < r_{table}$, the variable is invalid (Ghozali, 2013:52) (Bi Harmono, 2022)

Reliability Test

The reliability test was carried out to find out whether the results of the answers from the questionnaire were really stable in measuring a symptom or event. A reliable instrument is an instrument that is used several times to measure the same object, will produce the same data. The Reliability Test in this study uses the alpha cronbach method. A construct or variable is said to be reliable if it gives a Cronbach alpha value > 0.06 to measure the reliability of the instrument is done using the value of Cronbach's alpha coefficient which is close to 1, indicating reliability with high consistency.

Data Analysis Techniques

Descriptive Analysis

It is an activity after data from all respondents or other data sources is collected and describes independent variables, either only one or more variables (independent variables) without comparing other variables (Sugiono 2019:206).

Multiple Linear Regression Analysis

This study uses multiple linear regression analysis which is used to measure independent variables against non-independent variables. The formula for multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Information

Y = Consumer Loyalty

A = Constanta

X1 = Influence of Halal Label

X2 = Consumer Loyalty

B1,B2 = Regression Coefficient

Hypothesis Testing

A hypothesis is a provisional answer to a research problem formulation that has not been proven to be true. A hypothesis test is a test that aims to find out whether the conclusions on the sample can apply to the population. The hypothesis test is divided into two, namely perialized and simultaneous.

Remedial Test (Test t)

The t-test aims to determine whether the independent variable or the independent variable (X) has a persalical effect (individually) on the bound/dependent variable (Y).

1) If $-t$ counts $< -t$ table or t counts $> t$ table then H_0 is rejected H_a is accepted.

2) If t count $< t$ count $< t$ table, then H_0 is accepted H_a is rejected.

Simultaneous Test (Test F)

The Simultaneous Test (Test F) is usually used to compare two or more treatment groups, objects or data in which each treatment is repeated, the Test F is carried out to see whether or not the independent variables together have a significant effect on the dependent variables. Here are the conditions:

1. If $F_{cal} > F$ table then H_0 is rejected and Hameaning, all independent variables are significant explanations of the bound variables.
2. If $F_{cal} < F$ table, then H_0 is accepted and H_a means, all significant explanatory variables to the bound variable.

Coefficient of Determination Test

The Coefficient of Determination (R^2) is essentially used to predict and measure how much the ability of the influence that variable X together gives to variable Y. The value of the coefficient of determination is between zero and one, the value of R^2 means a set of independent variables in explaining the dependent variable.

RESULT AND DISCUSSION

Descriptive results of respondent data.

The presentation of *descriptive data* of the study aims to be able to see the profile of the research data and the existing relationships between the variables used in the study. Descriptive data that describes the circumstances or conditions of the respondents is additional information to understand the results of the research. The respondents in this study have characteristics. (Setiyabudi, 2021) Data or information that has been obtained from data sources is then classified according to their respective types. Quantitative data is processed statistically, namely by presenting in the form of tables.

Then in processing and analyzing the data in this study, the author uses the following data:

$$p = \frac{f}{n} \times 100\% \dots$$

Information

P = percentage of answers

F = answer probability

N = number of samples

The characteristic characteristics of the study consist of:

Gender of Respondents

The data regarding the gender of respondents at Doyan's Bakery are as follows:

Table 1. Gender of Respondents

Gender	Sum	Percentage
Man	30	43%
Woman	40	57%
Sum	70	100%

Source : Data processed in 2021

Based on the information in the table above, it can be known about the gender of Doyan's Bakery consumers who were taken as respondents. Respondents were male at 43% while female at 57%. From the information above, it shows that most of the respondents at Doyan's Bakery are women.

Age of Respondents

Regarding the age data of respondents, the researcher grouped them into three categories, namely from the age of 25-29 years, 30-49 years and < 50 years. The data regarding the age of respondents at Doyan's Bakery who were taken as respondents are as follows:

Table 2. Based on the Age of the Respondents

Age of Respondents	Sum	Percentage
25-29 years old	25	36%
30-49 years old	29	41%
<50 Years	16	23%
Total	70	100%

Source : Data processed in 2021

From the table above, it can be seen that respondents aged 25-29 years are 25 respondents or 36% of the total sample, those who are 30-49 years old are 29 respondents or 41%, those who have a < 50 years are 16 respondents or 23%. From the information above, it shows that most of the consumers at Doyan's Bakery who were taken as respondents in this study were 30-49 years old.

Characteristics of Respondents Based on Status Level

The grouping of respondents based on consumer status at Doyan's Bakery can be seen in the table below:

Table 3. Respondent Characteristics Based on Status Level

No.	Status level	Frequency	Presented
1.	Marry	40	57 %
2.	Unmarried	30	43 %
	Total	70	100 %

Based on the table above, we can see that most of the consumers at Doyan's Bakery Labuhanbatu Selatan who have married status are 40 people (57%) more than 30 unmarried people (43%).

Characteristics of Respondents Based on Education Level

The grouping of respondents based on consumer education at Doyan's Bakery can be seen in the table below:

Table 4. Respondent Characteristics Based on Education

No.	Employment Level	Frequency	Presented
1.	High School / Vocational School	20	28%
2	Akademi (D1- D3)	30	44%
3	Sarjana	20	28 %
Total		70	100 %

Based on table 4.4, we can see that most of the consumers at Doyan's Bakery who have a high school/vocational education are 20 people (28%), 30 respondents at the Academy level (D1-D3) (44%), and 20 (28%) undergraduate respondents (28%).

Discussion of Instrument Test

Validity Test

The Validity Test was carried out by comparing r calculations with r tables. Meanwhile, the value of the r calculation can be seen in *the Corrected item-total correlation* in the SPSS Program Output. Then for decision making, if r calculates $>$ r table, then the item or variable being studied is valid. The test results can be seen from the following table:

Table 5. Validity Test Results

Variable	Item	<i>Corrected item-total correlation (r hitung)</i>	r table	Information
Label Halal (X1)	P1	0,716	0,195	Valid
	P2	0,655	0,195	Valid
	P3	0,685	0,195	Valid
	P4	0,504	0,195	Valid
	P5	0,709	0,195	valid
Product Quality (x2)	P1	0,810	0,195	Valid
	P2	0,680	0,195	Valid
	P3	0,596	0,195	Valid
	P4	0,603	0,195	Valid
	P5	0,738	0,195	valid
Consumer Loyalty (Y)	P1	0,698	0,195	Valid
	P2	0,734	0,195	Valid
	P3	0,640	0,195	Valid
	P4	0,700	0,195	Valid
	P5	0,477	0,195	valid

Source : Processed data, 2021

From the tables above, it can be seen that each question item has r calculation $>$ from r table (0.195) and has a positive value. Thus the question item was declared valid.

Reliability Test

After conducting a validity test of each variable such as Halal Label variables, Product Quality and Consumer Loyalty, then a Reliability test can be carried out. The results of the reliability analysis can be seen in the output of the SPSS program and are indicated by the magnitude of *the Alpha (a) value*. Decision making on the reliability of the answer to a variable is determined assuming that if *the Cronbach alpha value is >0.60 , then the statement item for the variable being studied is reliable*. The test results can be seen from the following table:

Table 6. Instrument Reliability Test Results

Variable	Cronbach's Alpha	N Of Items	Information
X1	0,760	6	Reliable

X2	0,772	6	Reliable
And	0,760	6	Reliable

From the table above, it can be seen that each variable has a *cronbach alpha* value of more than 0.60 ($\alpha > 0.60$), so it can be concluded that all variables X1, X2, and Y are reliable.

Descriptive Analysis of Research Variables

The frequency of respondents' answers to the research questionnaire can be seen as follows:

Descriptive Analysis of Halal Label Variables (X1) The frequency of respondents' answers to Halal Label variables (X1) is as follows

Table 7. Tabulation of Respondents' Answers to Halal Label Variables (X1)

No	Distribution of Respondents' Answers											
	SS (5)		S (4)		KS (3)		TS (2)		STS (1)		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
1	20	28,6	27	38,6	20	28,6	3	4,3	0	0	70	100
2	21	30,0	25	35,7	21	30,0	3	4,3	0	0	70	100
3	17	24,3	30	42,9	22	31,4	1	1,4	0	0	70	100
4	16	22,9	31	44,3	19	27,1	4	5,7	0	0	70	100
5	13	18,6	25	35,7	27	38,6	5	7,1	0	0	70	100

Source : *Questionnaire Results (data processed from SPSS), 2023*

Based on Table 7, it can be explained as follows:

- 1) Most of the consumers at Doyan's Bakery, namely 20 people (28.6%) stated that they strongly agreed that there were halal requirements according to Islamic law that could be consumed, while 27 people (38.6%) expressed agreement, 20 people (28.6) disagreed and 3 people (4.3%) stated that they disagreed.
- 2) Most of the consumers at Doyan's Bakery Bakery, namely 21 people (30.0%) stated that with the halal label issued by LPPOM, I am sure that the food is halal, 25 people (35.7%) expressed their agreement, 21 people (30.0%) stated that they disagreed, and 3 people (4.3%) disagreed.
- 3) Most of the consumers at Doyan's Bakery Bakery, namely 17 people (24.3%) stated that they strongly agreed that the Halal Logo was my consideration in buying food products, 30 people (42.9%) agreed while 22 people (31.4%) stated that they did not agree and 1 person (1.4%) did not agree.
- 4) Most of the consumers at Doyan's Bakery Bakery, namely 16 people (22.9%) stated that they strongly agree that with the Halal label issued by LPPOM-MUI, I am sure that the raw materials for making bread are halal, 31 people (44.3%) stated that they agreed, while 19 people (27.1%) stated that they did not agree and 4 people (5.7%) stated that they disagreed.
- 5) Most of the consumers at Doyan's Bakery Bakery, namely 13 people (18.6%) stated that they strongly agreed that I prefer food products with the halal logo to products that do not choose the halal logo, 25 people (35.7%) stated that they agreed, while 27 people (38.6%) stated that they did not agree and 5 people (7.1%) stated that they disagreed.

Descriptive Analysis of Product Quality Variables (X₂)

The frequency of respondents' answers to the Product Quality variable (X₂) is as follows:

Table 8. Tabulation of Respondents' Answers for Product Quality Variables(x₂)

No	Distribution of Respondents' Answers											
	SS (5)		S (4)		KS (3)		TS (2)		STS (1)		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
1	21	30,0	39	55,7	7	10,0	3	4,3	0	0	70	100
2	27	38,6	28	40,	12	17,1	3	4,3	0	0	70	100

3	23	32,9	33	47,1	12	17,1	2	2,9	0	0	70	100
4	31	44,3	30	42,9	9	12,9	0	0	0	0	70	100
5	25	35,7	32	45,7	11	15,7	2	2,9	0	0	70	100

Source : Questionnaire Results (data processed from SPSS), 2021

Based on Table 4.8 it can be explained as follows:

- 1) Most of the consumers at Doyan's Bakery shops, namely 21 people (30.0%) stated that Doyan's Bakery chose good taste and quality raw materials, 39 people (55.7%) stated that they agreed while 7 people (10.7%) stated that they disagreed and 3 people (4.3%) stated that they disagreed.
- 2) Most of the consumers at Doyan's Bakery Bakery, namely 27 people (38.6%) stated that they strongly agreed that Doyan's Bakery chose good packaging durability, 28 people (40.0%) agreed while 12 people (17.1%) disagreed and 3 people (4.3%) disagreed.
- 3) Most of the consumers at Doyan's Bakery Bakery, namely 23 people (32.9%) stated that Doyan 's Bakery is safe to consume, while 33 people (47.1%) stated that they agreed, 12 people (17.1%) stated that they did not agree and 2 people (2.9%) stated that they disagreed.
- 4) Some consumers at Doyan's Bakery Bakery, namely 31 people (44.3%) stated that they strongly agreed that Doyan's Bakery had met health standards, 30 people (42.9%) expressed agreement, while 9 people (12.9%) stated that they did not agree.
- 5) Most of Doyan's Bakery Bakery shops, namely 25 people (35.7%) stated that Doyan's Bakery is a quality food product, 32 people (45.7%) stated that they agreed, while 11 people (15.7%) stated that they did not agree and 2 people (2.9%) stated that they disagreed.

Descriptive Analysis of Consumer Loyalty Variables (Y)

The frequency of respondents' answers to Consumer Loyalty (Y) is as follows:

Table 9. Tabulation of respondents' answers for the consumer loyalty variable (Y)

No	Distribution of Respondents' Answers											
	SS (5)		S (4)		KS (3)		TS (2)		STS (1)		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
1	4	5,7	36	51,4	26	37,1	4	5,7	0	0	70	100
2	5	7,1	39	55,7	24	34,3	2	2,9	0	0	70	100
3	10	14,3	40	57,1	19	27,1	1	1,4	0	0	70	100
4	9	12,9	40	57,1	21	30,0	0	0	0	0	70	100
5	16	22,9	50	71,4	4	5,7	0	0	0	0	70	100

Source : Questionnaire Results (data processed from SPSS), 2021

Based on Table 9, it can be explained as follows:

- 1) Most consumers of Doyan's Bakery shops, namely 4 people (5.7%) stated that they strongly agree that you still buy Doyan's Bakery even though there are cheaper bakeries, 36 people (51.4%) agree while 26 people (37.1%) disapprove and 4 people (5.7%) disagree.
- 2) Most of the Consumers at Doyan's Bakery, namely 5 people (7.1%) stated that they strongly agree that you still buy at Doyan's Bakery even though you have complained about the service provided, 39 people (55.7%) stated that they agreed, while 24 people (34.3%) stated that they did not agree and 2 people (2.9%) stated that they disagreed.
- 3) Most of the consumers at Doyan's Bakery, namely 10 people (14.3%) stated that they strongly agree that you will buy doyan's at an expensive price because it tastes good and has a Halal label, while 40 people (57.1%) agree and 19 people (27.1%) disagree and 1 person (1.4%) disagree.

- 4) Most of the consumers at Doyan's Bakery, namely 9 people (12.9%) stated that they strongly agree that you will say positive things to others about the service that has been provided by Doyan's Bakery, 40 people (57.1%) stated that they strongly agreed, while 21 people (30.0%) stated that they did not agree.
- 5) Most of the Consumers at Doyan's Bakery namely 16 people (22.9%) agreed that you would promote Doyan's Bakery to people you know, 50 people (71.4%) said they strongly agreed, while 4 people (5.7%) said they disagreed.

Multiple Linear Regression Analysis Results

In conducting multiple linear regression analysis, the SPSS version 20 application is used. The results of data processing are displayed as in the following table:

Table 10. Multiple Linear Regression Analysis Results

Model		Coefficients ^a			t	Mr.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	8.570	2.200		3.896	.000
	X1	.264	.079	.352	3.327	.001
	X2	.261	.083	.332	3.141	.003

Dependent Variable: Y

Source : Research Results (Processed by SPSS), 2021

Based on Table 4.10 in the *Unstandardized Coefficients* column, the values of the constants and regression coefficients are obtained, so that the following equation is formed:

$$Y = 8,570 + 0,264 X_1 + 0,261 X_2 + e$$

The interpretation of the equation is as follows:

- 1) Constant (a) = 8.570 indicates that if X (Halal Label and Product Quality) is constant or X = 0, then Consumer Loyalty is 8.570.
- 2) Coefficient (b1) = 0.264. This shows that every change in one Halal Label variable (X1), will add to Consumer Loyalty by 0.264.
- 3) Coefficient (b2) = -0.261. This shows that every change in one variable of Product Quality (X2), will add up to Consumer Loyalty by -0.261.

Hypothesis Testing

Individual parameter Significance Test (t-test)

The partial test is used to test the influence of Halal Label (X1), Product Quality (X2), on Consumer Loyalty (Y) partially. A partial test in this study was carried out to determine the influence of each halal label variable on consumer loyalty. The results of the statistical analysis of the t-test can be seen as follows:

Table 11. Individual Parameter Significance Test (t-Test)

Model		Coefficients ^a			T	Mr.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	8.570	2.200		3.896	.000
	X1	.264	.079	.352	3.327	.001
	X2	.261	.083	.332	3.141	.003

Dependent Variable: Y

Source : Research Results (Processed by SPSS), 2021

- Based on the results of the SPSS test above, for the Halal Label it can be concluded that for the Halal Label Variable t_{is} calculated at 3.327 while t table is 1.666 ($t_{calculated}$ is greater than t_{table}) which means that H_0 is rejected or H_1 is accepted or in other words the Halal Label has a significant

effect on Consumer Loyalty, this is also strengthened by the sig value of 0.01 smaller than the alpha value of 0.05.

- For Product Quality, it can be concluded that for Product Quality, t_{is} calculated as 3.141, while t table is 1.666 (t_{is} calculated greater than t_{table}), which means that H_0 is rejected or H_1 is accepted, or in other words, Product Quality has a significant effect on Consumer Loyalty, this is also strengthened by the value of sig, which is 0.03, smaller than the alpha value of 0.05.

Simultaneous Test (Test F)

The simultaneous test is a simultaneous test, that is, the whole independent variable of its bound variable simultaneously at the degree of freedom df_1 ($3-1 = 2$) and df_2 ($70-3 = 67$). So the F_{table} used is the value of $F(2:67) = 3.13$, we can do this test by looking at the display of the anova table as follows:

Table 12. Simultaneous Test (f)

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Mr.
Regression	77.230	2	38.615	11.641	.000b
Residual	222.256	67	3.317		
Total	299.486	69			

Ident Variable: Y

Predictors: (Constant), X2, X1

Source : Research Results (Processed by SPSS), 2021

From the results above, it is known that $F_{cal} = 11.641$ and $F_{table} = 3.13$ in this case F_{cal} is greater than F_{table} and the significant value is 0.000 less than the alpha value of 0.05, so the decision taken is H_0 rejected and H_1 accepted. The acceptance of the alternative hypothesis shows that the independent variables X_1 and X_2 are able to explain the diversity of the bound variable (Y), in this case the Halal Label variable and Product Quality simultaneously have a significant effect on Consumer Loyalty.

Coefficient of Determination

The determination coefficient (R^2) of model 1 to measure how far the model is able to explain the variation of the Loyalty variable Here are the results.

Table 13. Coefficient of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.508a	.258	.236	1.82133

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source : Research Results (Processed by SPSS), 2021

Based on the Adjusted R square value of 0.258 or 25.8%, it shows that simultaneously the Halal Label and Product Quality contribute to Consumer Loyalty by 25.8%, while the remaining 74.2% is explained by other variables that are not proposed in this study.

CONCLUSION

The t-test was used to show that the t_{count} on the two independent variables (Halal Label = 3.327 and Product Quality 3.141 > t_{table} (1.666) meant that both variables had a significant effect on Consumer Loyalty at Doyan's Bakery Labuhanbatu Selatan. Where the most dominant variable is the X_1 variable, namely the Halal Label of 3.327. Based on simultaneous calculations, the Halal Label and Product Quality variables have an F value of 11.641 greater than F table 3.13 ($F_{calculation} > F_{table}$: 11.641 > 3.13). Thus, the influence of independent variables (Halal Label

and Product Quality) simultaneously is positive and significant on the dependent variable (Consumer Loyalty). Based on the calculation, the value of the determination coefficient was obtained at 0.258, meaning that 25.8% of the variation of the dependent variable was carried out by the independent variable and the remaining 74.2% was explained by other variables that were not included in the estimation model.

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