The Influence of Halal Lifestyle, Halal Knowledge and Promotion on Rabbani Brand Purchasing Decisions (Study on Rabbani Consumers in Medan City)

Muhammad Yamin[1], Alim Murtani[2]
[1,2] *Universitas Potensi Utama Medan, Indonesia*

ABSTRACT

This study aims to determine and analyze the influence of halal lifestyle, halal knowledge and promotion on purchasing decisions of Rabbani Brand (Study on Rabbani Consumers in Medan City). This study uses a quantitative method, with an associative approach. The number of samples in this study was 92 respondents, namely consumers of Rabbani Medan Store). The data source used in this study is primary data obtained by distributing questionnaires to respondents. Data analysis techniques in this study are data quality testing, classical assumption testing, multiple linear regression analysis and hypothesis testing carried out using SPSS software version 25. The results of the study indicate that Halal Lifestyle partially has a positive and significant effect on Consumer Purchasing Decisions at Rabbani Medan Store in 2024. This is evidenced by the t-count value of 3.430 which is greater than the t-table of 1.662 and has a significant figure of 0.001 <0.05. Halal Knowledge partially influences Consumer Purchasing Decisions at Rabbani Medan Store in 2024. This is evidenced by the t-count value of 3.040 which is greater than the t-table of 1.662 and has a significant figure of 0.003 <0.05. Promotion partially influences Consumer Purchasing Decisions at Rabbani Medan Store in 2024. This is evidenced by the t-value of 2.922, which is greater than the t-table of 1.662 and has a significant figure of 0.004 <0.05. The results of the study indicate that Promotion is classified as very satisfying consumer expectations, because the promotions offered are very affordable for consumers who have a limited shopping budget. Halal Lifestyle, Halal Knowledge and Promotion simultaneously have a positive and significant effect on Consumer Purchasing Decisions at Rabbani Medan Store in 2024. This is evidenced by the F-value of 29.860, which is greater than the F-table of 2.01 and has a significant figure of 0.00 <0.05. Based on the results of the determination coefficient test (Adjust R Square), it is known that the Halal Lifestyle, Halal Knowledge and Promotion variables can explain the level of Consumer Purchasing Decisions by 48.8%. While the rest (51.2%) can be explained by other factors not examined in this study.

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INTRODUCTION

A very important problem to study is the development of the Muslim fashion industry. This development cannot be separated from the high consumer demand in fulfilling a sharia-compliant lifestyle (halal lifestyle) for Muslim consumers who want to keep up with the times. The high demand cannot be separated from the trend for a Muslim woman to wear clothes that can cover her body so as to give a comfortable and safe impression (Amalia et al., 2023).

The high consumer demand for sharia-compliant clothing has caused several clothing manufacturers to adjust their product designs to meet consumer expectations. One of the clothing manufacturers that is characterized by Muslim clothing is the Rabbani manufacturer. Rabbani is a clothing manufacturer with the characteristic of having a fashion that is very much in demand by consumers. The Robbani manufacturer always strives to fulfill the desires of all its consumers by producing quality clothing and maintaining price balance with the products sold. Therefore, Robbani products always have loyal buyers and are very well known in everyday life which ultimately the company will gain profit.

The shop that is the object of this research is the Rabbani Sisingamangaraja shop. This is based on the consideration that in the period from January to April 2024, sales data experienced a significant increase. This information can be seen in the data below:

Table 1.
Number of Sales of Hijab and Muslim Clothing at Rabbani Sisingamangaraja Store

Month	Veil and Hijab	Muslim Fashion	Total
January	1.107	381	1.488
February	1.845	572	2.417
March	2.460	762	3.222
April	2.583	953	3.536

Source: Rabbani Sisingamangaraja Shop, 2024

Referring to the data, it can be understood that the product data sold at the Rabbani Sisingamangaraja store tends to experience a significant increase, both in the types of headscarves and hijabs and Muslim fashion products. The phenomenon of increasing sales of Rabbani products in the city of Medan is driven by the role of various indicators, such as the halal lifestyle fashion indicator which is currently trending in several media, the factor of the many innovations and creations of Rabbani products that follow the development of the times but still meet sharia provisions, the factor of consumer awareness

and knowledge (halal knowledge) of the importance of wearing the hijab and Muslim clothing in everyday life, the strategic factor of the promotional steps implemented by the Rabbani brand in attracting consumer interest (Fauziah et al., 2021), and also the cultural factor of buying new clothes when Eid al-Fitr is approaching (Aidilla, 2024), and other factors.

Previous research results concluded that a halal lifestyle could be one of the consumer motivations to buy a product. Research results (Hasmi et al., 2022), concludes that the halal lifestyle attitude can cause buyers to be motivated to buy it. Thus, the research tries to re-test the results of the study by changing the object, namely the Rabbani brand clothing.

Halal awareness and knowledge factors can also influence consumer purchasing decisions. Halal knowledge is awareness or familiarity or knowledge about the importance for users to obtain goods they need, especially goods that are permissible according to sharia to be purchased (Hasmi et al., 2022). Previous research conducted by (Achmad & Fikriyah, 2021) stated that high halal knowledge can influence consumer decisions in purchasing Wardah cosmetic products. Thus, research will be conducted to further ensure the research findings by changing the object, namely Rabbani brand clothing.

The strategic factor of the promotional steps implemented by the Rabbani brand also plays a very large role in encouraging consumer desire to purchase products. No matter how good a product or service is, if the buyer never sees or even knows about it and there is no information about the benefits of the product for the buyer, the product or service will not be purchased by the consumer. Previous research from (Tauji & Susilo, 2023) conclude that promotion has a positive influence with high significance on consumer attitudes to buy a product.

RESEARCH METHODE

The research conducted is a quantitative and associative research. The data used to analyze the problem is the main data in the form of a questionnaire containing statements that are actually shared with the resource person as well as additional data such as existing library sources such as from Google Scholar, books, internet articles, theses and journals.

The number of objects studied was 92 buyers at the Rabbani store in Medan City, which was determined using purposive sampling. Overall, there were 4 parts analyzed, including Halal Lifestyle data, Halal Knowledge, Promotion and Purchasing Decisions. The data collection tool for this study used a questionnaire sheet. Respondents' answer data were then tested using

validity, reliability, classical assumptions, descriptive statistics, and inferential statistical tests.

RESULT AND DISCUSSION
Description of Research Results

To obtain comprehensive information in this research, the researcher used a data collection method through a questionnaire sheet. The questionnaire has been tested for its validity and reliability on the statement items presented to describe information from each variable studied.

Table 2.
Halal Lifestyle Variable Validity Test Results (X_1)

Statement Items	$eX_1.1$	$eX_1.2$	$eX_1.3$	$eX_1.4$	$eX_1.5$	$eX_1.6$
r_{count}	0,776	0,635	0,530	0,557	0,663	0,764
r_{table} (0,05)	0,202	0,202	0,202	0,202	0,202	0,202
Information	Valid	Valid	Valid	Valid	Valid	Valid

Source: processed datae

All questions about Halal Lifestyle (X1) were concluded to have high validation by observing the Corrected Item Total Correlation figures, all of which had the largest figures when compared to 0.202.

Table 3.
Halal Knowledge Variable Validity Test Results (X_2)

Statement Items	$X_2.1$	$X_2.2$	$X_2.3$	$X_2.4$	$X_2.5$	$X_2.6$
r_{count}	0,686	0,839	0,509	0,839	0,504	0,570
er_{table} (0,05)	0,202	0,202	0,202	0,202	0,202	0,202
Information	Valid	Valid	Valid	Valid	Valid	Valid

Source: processed data

All statements of the Halal Knowledge Variable are concluded to have high validation by observing the Corrected Item Total Correlation figures, all of which have the largest figures when compared to 0.202.

Table 4.
Promotion Variable Validity Test Results (X_3)

Statement Items	$X_3.1$	$X_3.2$	$X_3.3$	$X_3.4$	$X_3.5$	$X_3.6$
r_{count}	0,744	0,622	0,626	0,761	0,592	0,657
er_{table} (0,05)	0,202	0,202	0,202	0,202	0,202	0,202
Information	Valid	Valid	Valid	Valid	Valid	Valid

Source: processed data

All Promotion Variable statements are concluded to have high validation by observing the Corrected Item Total Correlation figures, all of which have the largest figures when compared to 0.202.

Table 5.
Results of Validity Test of Consumer Purchasing Decision Variables (Y)

Statement Items	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6
r_{count}	0,532	0,766	0,498	0,718	0,775	0,627
er_{table} (0,05)	0,202	0,202	0,202	0,202	0,202	0,202
Information	Valid	Valid	Valid	Valid	Valid	Valid

Source: processed data

All statements of the Consumer Purchasing Decision variable (Y) are concluded to have high validation by observing the Corrected Item Total Correlation figures, all of which have the largest figures when compared to 0.202.

Table 6.
Reliability Test Results

Variables	Cronbach Alpha	Critical Limit	Information
Halal Lifestyle	0,730	0,70	Reliable
Halal Knowledge	0,732	0,70	Reliable
Promotion	0,750	0,70	Reliable
Consumer Purchase Decisions	0,733	0,70	Reliable

Source: processed data

Referring to the data, it can be seen that the Cronbach's alpha number for Halal Lifestyle, Halal Knowledge, Promotion, and Consumer Purchasing Decisions is above 0.70 which can be concluded to have high reliability. Then the questionnaire results obtained must first pass the classical assumption test before the hypothesis test is carried out.

Classical Assumption Testing
Normality Test

This test uses the Kolmogorov-Smirnov test, the results of which are:

Table 7.
One-Sample Kolmogorov-SmirnovTest

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		92
Kolmogorov-Smirnov Z		.734

Asymp. Sig. (2-tailed)	.655
a. Test distribution is Normal.	

Source: processed data

The Kolmogorov Smirnov test data shows that the Asymp. Sig. (2-tailed) figure is 0.655 > Sig. 0.05. These results explain that the information collected from the dependent and independent variables has a strong correlation and its distribution is very normal.

Multicollinearity Test

The data multicollinearity test was carried out using the Variance Inflation Factor test, the results of which are as follows:

Table 8.
Hasil Uji Multikolinearitas

Coefficients^a			
		Collinearity Statistics	
Model		Tolerance	VIF
	Halal Lifestyle (X1)	.582	1.718
	Halal Knowledge (X2)	.814	1.228
	Promostion(X3)	.583	1.716
a. Dependent Variable: Consumer Purchasing Decisions (Y)			

Source: processed data

The data explains that the information from all research data does not have multicollinearity aspects. The conclusion is based on the tolerance and VIF numbers.

Heteroscedasticity Test

This test was carried out using the Glejser test, the results of which are below:

Table 9.
Glejser Test Results

Coefficients^a					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
	(Constant)	3.873	1.411		2.746	.007

	Halal Lifestyle (X1)	.022	.059	.052	.378	.706
	Halal Knowledge (X2)	-.065	.047	-.159	-1.375	.173
	Promotion (X3)	-.040	.058	-.094	-.686	.495
a. Dependent Variable: Abs.Res						

Source: processed data

The data shows that the significant figures for each research object are: For Halal Lifestyle of 0.706, for Halal Knowledge of 0.173, and for Promotion of 0.495. Because all the figures have passed the number 0.05 as the limit number of the Glejser test, thus it can be seen that the information collected is free from heteroscedasticity symptoms.

Autocorrelation Test

This data testing was carried out using the Durbin-Watson test, the results of which were:

Table 10.
Autocorrelation Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.710[a]	.504	.488	2.199	1.791
a. Predictors: (Constant), Promotion (X3), Halal Knowledge (X2), Halal Lifestyle (X1)					
b. Dependent Variable: Consumer Purchasing Decisions (Y)					

Source: processed data

The data above shows that the Durbin-Watson number has a value of 1.791. Because the value is between -2 and +2, it is concluded that this research information is free from autocorrelation symptoms.

Hypothesis Testing
t-test

The results of the t-test of the research data conducted can be analyzed in the table below:

Table 11.
t-Test Results

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.076	2.507		.828	.410
	Halal Lifestyle (X1)	.360	.105	.337	3.430	.001
	Halal Knowledge (X2)	.256	.084	.253	3.040	.003
	Promotion (X3)	.300	.103	.287	2.922	.004

a. Dependent Variable: Consumer Purchasing Decisions (Y)

Source: processed data

Halal Lifestyle data has a significant number of 0.001 <0.05, and a t-count of 3.430> 1.662, thus having a positive influence with high significance on consumer buying behavior. Halal Knowledge has a significant number of 0.003 <0.05, and a t-count of 3.040> 1.662, thus having a positive influence with high significance on consumer buying behavior. Promotion has a significant number of 0.004 <0.05, and a t-count of 2.922> 1.662, which means that Promotion has a positive influence with high significance on consumer buying behavior.

F Test

This test can be seen from the anova numbers in the table below:

Table 12.
F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	433.233	3	144.411	29.860	.000a
	Residual	425.593	88	4.836		
	Total	858.826	91			

a. Predictors: (Constant), Promotion (X3), Halal Knowledge (X2), Halal Lifestyle (X1)

Source: processed data

The table above shows the F count figure of 29.860 > FTable 2.01. This figure explains that Halal Lifestyle, Halal Knowledge and Promotion have a joint influence on every change in consumer buying behavior at Rabbani Medan Store.

R-Square Test (R²)

The results of the R-Square (R²) test for this research data can be observed in the table below:

Table 13.
R-Square Test Results (R²)

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.710ª	.504	.488	2.199	1.791
a. Predictors: (Constant), Promotion (X3), Halal Knowledge (X2), Halal Lifestyle (X1)					
b. Dependent Variable: Consumer Purchasing Decisions (Y)					

Source: processed data

Based on this information, it can be seen that the Adjusted R-Square figure in the analysis data is 0.488, which explains that 48.8% of consumer purchasing behavior is influenced by the variables Halal Lifestyle, Halal Knowledge and Promotion. The remaining 51.2% is influenced by other variables that have not been researched in this study, such as store location factors, product innovation, and so on which based on theory can influence consumer purchasing behavior.

Discussion

Halal Lifestyle Influences Consumer Purchasing Decisions at Rabbani Medan Store in 2024

Referring to the previous analysis data, it is known that the influence of Halal Lifestyle on consumer purchasing behavior at the Rabbani Medan Store in 2024 obtained a t count of 3.430 and a t table of 1.662 and has a significance value of 0.001 <0.05 with the conclusion that there is a significant impact between Halal Lifestyle and consumer purchasing behavior.

This conclusion is in accordance with the findings of previous research conducted by Eduardo (Sari et al., 2022), (Maliki et al., 2023), (Hoiriyah & Chrismardani, 2021), (Risdiyani, 2023), which states that Halal Lifestyle has a positive influence with high significance on consumer purchasing behavior.

This finding is in accordance with the theory put forward (Assael, 2021) which explains that among several aspects that influence consumer buying behavior is a halal lifestyle. Lifestyle is a form of way of life that is shown through a person's activities, interests and ideas which describe a person's complete interaction with their environment. Halal lifestyle is included in this factor, because a lifestyle based on sharia will influence consumer decisions in buying products, namely it must not be contrary to sharia.

Referring to the research findings, it can be seen that the Halal Lifestyle situation owned by consumers of Toko Rabbani Medan is classified as high and quite sharia, and such a situation is in line with consumer purchasing behavior as reflected in the respondents' answers with a very high category. Based on the respondents' point of view, Halal Lifestyle is categorized as very good. Therefore, with the increase in Halal Lifestyle owned by consumers, consumers will be more likely to make purchasing decisions for Rabbani brand products.

From the research data, it shows that the number of sales of Hijab and Muslim Clothing products at the Rabbani Medan Store increased in April 2024 compared to the number of consumers in January, February and March 2024. Based on the data obtained, it shows that in January the number of items sold was 1,488 items, in February it was 2,417 items, in March it was 3,222 items, and in April it was 3,536 items. The increase in the number of items cannot be separated from the influence of the increasing Halal Lifestyle conditions owned by consumers because the situation is approaching the time of Eid al-Fitr, which in general Muslims tend to wear Muslim clothing according to Islamic law.

Halal Knowledge Influences Consumer Buying Behavior at Rabbani Medan Store in 2024

Referring to the previous analysis data, it is known that the influence of Halal Knowledge on consumer purchasing behavior at the Rabbani Medan Store in 2024 obtained a t count of 3.040 and a t Table value of 1.662 and has a significance value of 0.003 <0.05 with the conclusion that there is a significant impact between Halal Knowledge and consumer purchasing behavior.

This conclusion is in accordance with the findings of previous research conducted (Achmad & Fikriyah, 2021) which states that Halal Knowledge has a positive influence with high significance on consumer purchasing behavior. This finding is in accordance with the theory put forward (Assael, 2021) which explains that among several aspects that influence consumer buying behavior is the existence of knowledge of the concept of halal (Halal Knowledge). Buyers who have an understanding of the concept of halal will influence their

buying behavior, while halal knowledge generally comes from learning obtained from communication or contact with an environment that has a halal concept.

Referring to the research findings, it can be understood that the halal knowledge situation of consumers at the Rabbani Medan Store is classified as very high, and this situation is in line with consumer buying behavior as described through questionnaire answers with a very high category, namely based on the questionnaire answers, it shows that the knowledge situation of the halal concept shows very good, namely that the majority of consumers answered strongly agree with the question items asked regarding their perception of halal knowledge. Therefore, this condition is very logical to have a correlation with the increase in sales turnover of Rabbani Medan store products in the period from January to April 2024, because consumers who already understand the halal concept in dressing will certainly tend to visit stores that provide special sharia clothing such as the Rabbani Medan Store.

Promotion Influences Consumer Purchasing Decisions at Rabbani Medan Store in 2024

Referring to the research findings, the impact of the Promotion aspect on consumer purchasing behavior at the Rabbani Medan Store in 2024 obtained a calculated t of 2.922 and a ttable figure of 1.662 and has a significance value of 0.000 <0.05, meaning that the Promotion aspect has a positive impact with high significance on consumer purchasing behavior.

The data findings are in accordance with the research findings conducted (Tolan et al., 2021) and (Njoto & Sienatra, 2018) which concludes that promotion has a positive impact with high significance on changes in consumer purchasing behavior. The conclusion of the research is in accordance with the theory of (Assael, 2021) which explains that among several aspects that have an influence on changes in consumer buying behavior, there is an aspect of targeted Promotion carried out by the company. A targeted Promotion program in terms of personal selling, advertising and product discount approaches can attract buyers' attention to buy the promoted product. Consumers who have doubts about deciding to buy a product will feel helped if there is encouragement or assistance from personal selling or sales who directly promote the advantages of a product.

Halal Lifestyle, Halal Knowledge and Promotion Influence Consumer Purchasing Decisions at Rabbani Medan Store in 2024

Referring to the research findings conducted, namely the impact of the Halal Lifestyle, Halal Knowledge and Promotion aspects on changes in consumer buying behavior at the Rabbani Medan Store in 2024, the previous

ANOVA analysis showed Fcount data of 29.860 and Ftable figures of 2.01. Referring to these figures, it can be understood that a significance figure of 0.000 <0.05 indicates that the research hypothesis is accepted. Thus, it can be seen that the Halal Knowledge, Halal Knowledge and Promotion aspects simultaneously have a positive impact with high significance on changes in consumer buying behavior at the Rabbani Medan Store in 2024.

The research findings are in accordance with the research findings carried out (Risdiyani, 2023) with the conclusion that the aspects of Halal Lifestyle, Halal Knowledge and Promotion have a positive impact with high significance on changes in consumer purchasing behavior. The research findings are in accordance with the theory presented (Assael, 2021) which explains that among several aspects that have an impact on changes in consumer purchasing behavior are the aspects of the high Halal Lifestyle and Halal Knowledge situation possessed by consumers and targeted promotions carried out by companies for a product they sell.

The results of the determination coefficient test calculation show that Halal Lifestyle, Halal Knowledge and Promotion have an Adjusted R-Square figure of 0.488. Thus, 48.8% of changes in consumer buying behavior are caused by the Halal Lifestyle, Halal Knowledge and Promotion aspects. The remaining 51.2% are caused by other aspects that have not been researched in this study, such as store location, product innovation, and so on.

CONCLUSION

The conclusion of this study is that Halal Lifestyle, Halal Knowledge and Promotion, both partially and together, have a positive impact with high significance on changes in consumer purchasing behavior at the Rabbani Medan Store in 2024. Referring to the coefficient of determination (Adjust R Square) it is concluded that the Halal Lifestyle, Halal Knowledge and Promotion aspects can influence changes in consumer purchasing behavior by 48.8% and the rest (51.2%) can be caused by other aspects that have not been analyzed in this research.

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