

## DAFTAR PUSTAKA

- Arikunto, S. (2013). *Prosedur Penelitian*. Jakarta: Rineka Cipta.
- Basu Swastha. (2009). *Manajemen Penjualan*. Yogyakarta: BPFE.
- Burhanudin. (2011). *Perilaku Organisasional*. Yogyakarta: CAPS.
- cnnindonesia.com. (2018). *Mengenal ketentuan kosmetik berlabel halal dan LPPOM MUI* . Retrieved from cnnindonesia: <https://www.cnnindonesia.com/gaya-hidup/20180329232035-277-287005/mengenal-ketentuan-kosmetik-berlabel-halal-dari-lppom-mui>
- dream.co.id. (2017). *Kosmetika Harus Halal, Mengapa?* Retrieved from dream.co.id: <https://www.dream.co.id/news/kosmetika-harus-halal-mengapa-1701178.html>
- dream.co.id. (2018). *Wardah Sabet Penghargaan Halal Top Brand 2018*. Retrieved from dream.co.id: <https://www.dream.co.id/beauty/wardah-sabet-penghargaan-halal-top-brand-2018-181101a.html>
- Global Islamic Economy Report . (2018). *Global Islamic Economy Report* .
- Halal MUI. (2018). *Tentang LPPOM MUI*. Retrieved from halalmui.org: [http://www.halalmui.org/mui14/index.php/main/go\\_to\\_section/130/1511/page/1](http://www.halalmui.org/mui14/index.php/main/go_to_section/130/1511/page/1)
- Henry Aspan, Iskandar Muda S, Ade Putri M, & Husni Muharram R. (2017). The Effect of Halal Label, Halal Awarness, Product Price and Brand Image to the Purchasing Decsion on Cosmetic Product. *Internatonal Jurnal of Global Sustainability*.
- hukum.unsrat.ac.id. (1999). *PERATURAN PEMERINTAH REPUBLIK INDONESIA TENTANG LABEL DAN IKLAN PANGAN* . Retrieved from hukum.unsrat.ac.id: [http://hukum.unsrat.ac.id/pp/pp\\_69\\_99.htm](http://hukum.unsrat.ac.id/pp/pp_69_99.htm)

- idntimes. (2018). *BFA 2018: Industri Kosmetik Tanah Air Tumbuh 20 Persen*. Retrieved from idntimes.com:  
<https://www.idntimes.com/news/indonesia/akhmadmustaqim/bfa-2018-industri-kosmetik-tanah-air-tumbuh-20-persen-1/full>
- idntimes. (2018). *Sejarah Berdirinya PT Paragon Technology and Innovation Hingga Sukses*. Retrieved from idntimes.com:  
<https://www.idntimes.com/life/career/christ-bastian-waruwu/sejarah-pt-paragon-c1c2/full>
- Indrawati. (2015). *Metode Penelitian*. Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. PT. Refika Aditama.
- kemenag.go.id. (2001). *PEDOMAN DAN TATA CARA PEMERIKSAAN DAN PENETAPAN PANGAN HALAL*. Retrieved from simbi.kemenag.go.id:  
<http://simbi.kemenag.go.id/pustaka/images/materibuku/KMA%20518%20Tahun%202001.pdf>
- kemenperin.go.id. (2018). *Kinerja Industri Kosmetik Nasional Lampaui Pertumbuhan Ekonomi*. Retrieved from kemenperin.go.id:  
<https://kemenperin.go.id/artikel/19435/Kinerja-Industri-Kosmetik-Nasional-Lampaui-Pertumbuhan-Ekonomi>
- Kementerian Perindustrian. (2018). *Industri Kosmetik Nasional Tumbuh 20%*. Retrieved from kemenperin.go.id:  
<https://kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20>
- Kotler , & Keller. (2016). *Marketing Manajemen*.
- Kotler, & Amstrong. (2014). *Principles of Marketing*. Erlangga.
- Kotler, P., & Amstrong. (2010). *Prinsip prinsip Pemasaran*. Jakarta: Erlangga.
- Kurniawan, R. (2016). *Analisis Regresi Dasar dan Penerapannya*. PT. Kharisma Putra Utama.

Kurniawan, R. (2016). *Analisis Regresi Dasar dan Penerapannya*. PT Kharisma Putra Utama.

liputan6.com. (2019). *Melihat industri kosmetik halal yang semakin berkembang*. Retrieved from liputan6.com: <https://www.liputan6.com/fashion-beauty/read/3878062/melihat-industri-kosmetik-halal-yang-semakin-berkembang>

LPPOM MUI. (2018). *Sertifikat Halal MUI*. Retrieved from halalmui.com: [http://www.halalmui.org/mui14/index.php/main/go\\_to\\_section/55/1360/page/1](http://www.halalmui.org/mui14/index.php/main/go_to_section/55/1360/page/1)

Priceprice.com. (2018). *30 Produk Wardah Terbaik untuk Perawatan Wajah, Tubuh, Hingga Rambut*. Retrieved from id.price.price.com: <https://id.priceprice.com/kecantikan/news/30-Produk-Wardah-Terbaik-untuk-Perawatan-Wajah-Tubuh-Hingga-Rambut-6045/>

PT. Paragon Innovation. (2018). *About Paragon*. Retrieved from paragon-innovation.com: <https://www.paragon-innovation.com/about-paragon>

PT. Paragon Innovation. (2018). *Brands*. Retrieved from paragon-innovation.com: <https://www.paragon-innovation.com/brands>

PT. Paragon Innovation. (2018). *Paragon Technology and Innovation*. Retrieved from <https://www.paragon-innovation.com/>: <https://www.paragon-innovation.com/>

Purnomo, R. A. (2017). *Analisis Statistik Ekonomi dan Bisnis Dengan SPSS*. CV Wade Group.

Rukajat. (2018). *Pendekatan penelitian Kuantitatif*. Yogyakarta: Deepublish.  
scribd. (2018). *Wardah*. Retrieved from scribd.com: <https://www.scribd.com/document/336852659/WARDAH>

Siagian, D., & Sugiato. (2000). *Metode Statistika Untuk Bisnis dan Ekonomi*. PT Gramedia Pustaka Utama.

- Sugiyono. (2010). *Metode Penelitian*. CV Alfabeta.
- Sugiyono. (2012). *Metode Penelitian*. Alfa beta.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfa Beta.
- Sugiyono. (2014). *Metode Penelitian* . Alfabeta.
- Sugiyono. (2016). *Metode Penelitian*. CV Alfabeta.
- Sugiyono. (2017). *Metode Penelitian*. CV Alfabeta.
- Sugiyono. (2018). *Metode Penelitian*. CV Alfabeta.
- Suryani, & Hendrayadi. (2015). *Metode Riset Kuantitatif Teori dan Aplikasi pada Penelitian Bidang Manajemen dan Ekonomi Islam* . Jakarta: Perdana Media Group.
- Suryani, & Hendrayadi. (2015). *Metode Riset Kuantitatif: Teori dan Aplikasi pada Penelitian Bidang Manajemen dan Ekonomi Islam*. Prenadamedia Group.
- tafsirweb.com. (2018). *Tafsir Web*. Retrieved from Tafsir Web:  
<https://tafsirweb.com/2611-surat-al-araf-ayat-157.html>
- Top Brand Award. (2018). *Top Brand Index Fase 1 2018*. Retrieved from topbrand-award.com:  
[https://www.topbrand-award.com/top-brand%20index/?tbi\\_index=Top%20Brand&tbi\\_year=2018](https://www.topbrand-award.com/top-brand%20index/?tbi_index=Top%20Brand&tbi_year=2018)
- Wardah Beauty. (2018). *Wardah Beauty*. Retrieved from wardahbeauty.com:  
<https://www.wardahbeauty.com/>