

Conference Paper

The Role of Religiosity on Hijab Buying Intention on Premium Hijab of Muslim Consumers in Indonesia

Moh Farid Najib, Tia Fauziah, Tjetjep Djatnika, Dedy Saefulloh

Department of Business Administration, Bandung State Polytechnic, Bandung, Indonesia

ORCID

Moh Farid Najib: <https://orcid.org/0000-0002-2064-6779>

Abstract.

Hijab is defined as a veil or a cover, which usually has cultural connotations in a country where the population is predominantly Muslim. Hijab serves to cover Muslim women's hair with modest clothing. Hijab products are varied, not only used as a cover but also can increase the confidence of Muslim women because hijab fashion does not have to be left behind by non-hijab fashion. Therefore, the purpose of this study was to determine the role of religiosity on the purchase intention of Muslim consumers in Indonesia. The research method used is qualitative research with semi-structured in-depth interviews. The results showed that the interaction of religiosity in using hijab without being influenced by the premium hijab trend; buying hijab because of its functionality, quality, durability, and costs that reflect its utilitarian value using this premium hijab to experience the latest style experiences and ideas that describe its hedonic values; this premium hijab trend is positive, such as it creates more enthusiasm about wearing the hijab; and indeed liking premium hijab products that reflect their attitude.

Keywords: religiosity, utilitarian value, hedonic value, attitude, hijab premium

Corresponding Author: Moh Farid Najib; email: mohfaridnajib@polban.ac.id

Published 18 July 2023

Publishing services provided by Knowledge E

© Moh Farid Najib et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the TSBEC Conference Committee.

1. Introduction

One of the Muslim fashion products that experience changes and developments from time to time is the hijab. Hijab is defined as a veil, cover, or screen which usually has cultural connotations in a country where the population is predominantly Muslim. Hijab serves to cover the hair of Muslim women with modest clothing [1]. So the hijab becomes a trend that continues to grow and is a concern among designers who are interested in creating brands with hijab products, both local and international brands [2].

Currently, many local hijab brands offer various types of hijab, one of which is premium hijab which has high-quality materials and of course is sold at high prices, ranging from tens of thousands to hundreds of thousands, such as Zytadelia, Wearing Klamby, Heaven Lights, Buttonsscarves, My Lady, Vanilla Hijab, Lozy Hijab, Daissy.id, and others. One of

OPEN ACCESS

the privileges of premium hijab is the limited edition information for several models that have been produced [3] which of course invites female consumers to get these hijab products and are even willing to queue and wait for the latest supplies. This is one of the psychological approaches in marketing techniques according to Robert Cialdini, namely the scarcity effect which states that people tend to want goods that are limited edition and are willing to scramble to get them [4].

Purchases of premium hijabs can be identified through the value of consumer spending because, in a pandemic situation like this, consumers prioritize the consumption of shopping for food and medical devices [5]. However, in fulfilling their spiritual needs, the consumption of the hijab has become a necessity for Muslim female consumers. In addition, there are several groups of women who feel that wearing the hijab only follows changing trends and regulations imposed in an institution so that it is not worn in other daily activities [6]. Utilitarian values have a positive influence on consumers' purchase intentions because of the tendency towards attributes such as durability, premium quality, and their value for money when making purchasing decisions [7,8], and hedonic values have a positive influence on purchase intentions as fashion trends themselves have increasingly developed into various sectors so that consumers want to fulfill their desire to be more up-to-date in maintaining their status, both in social life and social media or as a medium for their entertainment [8-10].

The purpose of this paper is to determine the role of religiosity on the purchase intention of Muslim consumers in premium hijab in Indonesia. In addition, aspects of utilitarian value, hedonic value, and attitude were elaborated through in-depth interviews to find out the interest in buying premium hijabs for Muslim consumers in Indonesia in addition to religiosity.

2. Literature Review

2.1. Purchases intention

Purchase intention is an activity that arises because of the thought of a desired service or item [11]. Purchase intention is a form of consumer behavior wanting to buy or choose a product or service based on experience, use, and desire for a product [12]. Spears and Singh [13], purchase intention can be interpreted as a person's conscious mind to buy a certain item. In addition, purchase intention is also a combination of thoughts and consumer interest in a product so that they have the opportunity to purchase the

product [14]. Thus, if the intention to buy a product increases, it will affect the consumer's desire to buy the product [11].

Several local and international brands have fulfilled the needs of Muslim women in the hijab industry, but it cannot be ignored that the products created by international brands are mostly made up of Muslim consumer market segments [15] and the fact is that international brands are always more popular in developing countries [16]. On the other hand, hijab providers only want to focus on the physical aspects of the hijab, such as material, color, and design, to attract the attention of Muslim women [17]. Previous research has revealed that several possibilities such as religiosity and consumer spending value affect product purchase intentions [7,8,17–20]. In addition, attitudes can influence purchase intentions that were previously based on consumer religiosity and the value of spending [18,21–23].

2.2. Religiosity

Religion is always associated with one's belief in absolute truth and certainty in the teachings and scriptures of a religion [24] and colors responses, thoughts, observations, attitudes, and feelings towards obedience which is called religiosity [25]. Religiosity is an individual's belief in divinity [26] and is conceptualized as an individual's adherence to his religious beliefs and practices [27]. In other words, religiosity refers to the level of individual commitment to religion [25] which is reflected through their attitudes and behavior [28].

Based on the above understanding, it can be concluded that religiosity is a person's response and commitment to the religion he believes in which is reflected through attitudes and behavior. In general, researchers use indicators of general and cognitive commitment as well as actions or behavior (eg belief in religious teachings) and behavior (eg frequent congregational prayers). A person with religious values believes in the religious values themselves to be applied in everyday life [29].

2.3. Utilitarian value

The value of utilitarian shopping relates to the condition of certain products to meet consumer needs that reflect the orientation between goals, cognitive and non-emotional [30]. Buyers will buy goods or services according to their needs based on logical reasons [31]. Utilitarian value reflects the costs and benefits received by consumers, both tangible and intangible. Utilitarian value is generated from the ratio between the

number of benefits obtained by the consumer and the number of costs provided by the customer [32]. Products that have utilitarian values are products that are seen in terms of functionality, price, durability, and the performance of the product itself [33].

Based on the above understanding, it can be concluded that utilitarian value is a condition or product attribute that has benefits to meeting consumer needs, in terms of usability, price, durability, and product performance so that it can encourage consumers to buy the products needed rationally.

2.4. Hedonic value

Hedonic value is a condition when consumers encourage themselves to buy something without considering the function and usefulness of the product to be purchased, urging themselves to buy something without considering the usefulness or value of the product itself. Not surprisingly, consumers who have high emotions will shop hedonic [34]. Hedonic value is defined by the fulfillment of pleasure or the beauty aspect of a product [35]. This hedonic value is also a form of overall consumer evaluation in fulfilling their happiness through the quality of a comfortable shopping place (enjoyment), attractive visualization (visual appeal), and satisfaction (escapism) [36].

Hedonic values also have different meanings such as shopping enjoyment, recreational shopping, and fun shopping [37]. The hedonic value is a value obtained through consumer shopping experiences that reflect emotional and psychological values in the form of joy, entertainment, escape from daily activities [38], full of adventure, can fulfill their senses [38]. In addition, according to Arnold and Reynolds [39], things that encourage consumers to do hedonic shopping are gratification (indulgence), shopping ideas (an emerging trend), roles/positions, discounts, and social/prestige (how to get along with other people). Whereas conventionally, hedonic value is connoted as a state that connects emotional aspects, such as pleasure, instant gratification, consumption, and joy.

From the above understanding, it can be concluded that hedonic value is a condition when consumers encourage themselves to buy a product to fulfill their pleasure both emotionally and psychologically in the form of joy, entertainment, escape, adventure, stimulation, and fulfillment of curiosity-driven by trends. shopping, discounts, prestige, gratuities, and shopping ideas without considering the functions and uses of the products they buy.

2.5. Attitude

Attitude is a person's positive or negative feelings towards a certain object [40]. Attitude is an expression of feelings that describe someone's interest or disinterest in an object [11]. Attitude describes a person's feelings, judgments, and tendencies that are relatively consistent with an object or idea so that it places a person in a frame of mind to like or dislike or move or leave an object [41]. Meanwhile, according to Notoatmodjo [42], attitude is a person's reaction to a stimulus or object that is still closed and invisible. This is a fourth level heading. You can replicate it where suitable.

3. Methodology

This research is contextual as part of qualitative research that works by exploring and describing the understanding and perceptions of participants about certain phenomena they experience. Participant in meaning making than a conduit from which information is retrieved [43]. Primary data collection was conducted with semi-structured interviews in March 2022. This study aims to understand the role of religiosity on the purchase intention of Muslim consumers' premium hijabs in Indonesia. In addition, aspects of utilitarian value, hedonic value, and attitude were elaborated through in-depth interviews to find out the interest in buying premium hijabs for Muslim consumers in Indonesia in addition to religiosity.

In this study, a qualitative method was used to understand how women currently perceive the intention to purchase premium hijabs. Qualitative research allows researchers to delve deeper into behaviors, perspectives, and life experiences [44]. The majority of qualitative research deals with human behavior and cultural elements that influence human behavior and beliefs [45].

The semi-structured interview was conducted in about 30 minutes - 1 hour by adhering to the interview code of ethics. The interview process was carried out from several sources until a saturation point was reached where no new information was found. Interview results were transcribed and analyzed using the coding method – otherwise known as the content analysis stage [46]. Coding aims to categorize data based on the similarity of meaning into several clusters that are identified as related to each other [47]. The code from this coding stage is translated with the results of content analysis from secondary data to get more comprehensive results.

4. Result and Discussion

Qualitative data was built through in-depth interviews with four informants with the criteria that Muslim women had bought and used premium hijabs. In data reduction, the coding of the interview results was obtained from in-depth interviews with Muslim women. This analysis yields some information related to religiosity, utilitarian values, hedonistic values, and consumer attitudes of Muslim women towards the purchase intention of premium hijabs. The results obtained are as follows:

4.1. Religiosity

Religiosity is a person's response and commitment to the religion he believes in which is reflected through attitudes and behavior. The results of interviews with all participating informants showed the interaction of religiosity with the use and intention to buy premium hijabs, such as beliefs to use hijab, factors that encourage the use of hijab, and obedience to obligations as a Muslim woman.

Informant 1

"Not really, because it is possible to fulfill the obligations of a Muslim without using premium hijab products."

Informant 3

"Wearing the hijab is certainly not only an impulse from the heart but there is a big influence from the environment as well."

Informant 4

"I will still cover my "aurat" because it is an obligation that cannot be contested."

From the results of the interview above, it can be concluded that the informants are sure to use the hijab without having to be influenced by the trend of premium hijab which is now increasingly widespread because using the hijab is their obligation as a Muslim. Even though someone stated that it is not only encouragement that is needed for someone to use the hijab, sometimes environmental factors can influence the use of the hijab, because religiosity is a behavior, as in previous research [24,25,27,28,48].

4.2. Utilitarian value

Utilitarian value is a condition or product attribute that has benefits to meeting consumer needs, in terms of usability, price, durability, and product performance so that it can encourage consumers to buy the products they need rationally. In the results of this

in-depth interview, it can be seen that the informants are quite sure to buy the hijab, due to its functionality, quality, durability, and costs.

Informant 1

"If I look at the material and design, as many people already know that premium material has a cool characteristic that absorbs sweat."

Informant 2

"The premium makes the wearer more comfortable and more confident."

Informant 3

".....The material is ironless so it doesn't wrinkle easily, there's no need to iron it"

Informant 4

"It's different, you know, using a hijab, which has a standard price, compared to using a premium hijab. So when there is an opportunity to get more comfort even if you have to spend extra money, it is worth it."

From the results of the interview above, it can be concluded that the characteristics of the hijab are easy to absorb, provide more comfort and more confidence, and are easier to use because they are ironless so that the costs incurred are not in vain to better meet the needs of the informants to buy and use premium hijab. These results are in line with previous research which states that utilitarian values reflect the benefits obtained by consumers [31,33,41,49].

4.3. Hedonic value

Hedonic value is a condition when consumers encourage themselves to buy a product to fulfill their pleasure both emotionally and psychologically in the form of joy, entertainment, escape, adventure, stimulation, and fulfillment of curiosity-driven by shopping trends, discounts, prestige, gratuities, and shopping ideas without considering the function and usability of the products they buy. The results of the interviews in this study found that the informants used this premium hijab to experience the latest style ideas and experiences.

Informant 2

"To be able to carry out the obligation to seek rewards and stay trendy following the progress of the times."

Informant 3

"Buying a premium hijab for me is more satisfying in terms of the brand and the quality of the material."

Informant 4

"First of all, it must be exciting to fight haha .."

"Definitely. Sure, yes, using branded goods always boosts our social. It's just that sometimes it's okay, just wear it, the important thing is to wear it beautifully".

From the above expression, it can be concluded that there are emotional and psychological impulses that make the informants decide to buy and use premium hijabs, such as wanting to keep dressing closed but still following the trend that is being used. Then it becomes a satisfaction for an informant 3 when buying premium hijabs, and a pleasant feeling when hunting for premium hijabs with unlimited stock so that when using them you can increase a higher sense of prestige. This is in line with research on prestige as someone's buying interest [39]. In addition, the satisfaction that is built through hedonic values is an attractive aesthetic and visual aspect [36].

4.4. Attitude

Attitude is an invisible response that comes from a stimulus to a person's stimulus to an object or social situation, whether it is a positive or negative response. In the interview results below, several informants responded positively to this premium hijab trend, such as being enthusiastic, more enthusiastic about using hijab and indeed liking premium hijab products. The following are the expressions of the informants.

Informant 1

"In my opinion, the current hijab trend is enough to make various groups of people enthusiastic to buy. Because there are many kinds of designs, materials, prices, so every seller is competing to promote it."

Informant 2

"From my point of view as a woman who also wears a hijab, the trend of premium hijab that is currently very widespread is by sharing good and good brands for hijabs. Because with so many kinds, brands and products, we can more freely choose and wear hijab."

Informant 3

"In my opinion, premium hijab is more about quality if it follows trends, actually ordinary hijab is also very following. But because I like some hijab influence so I know premium hijab from there. The growth of the premium hijab is also a positive thing

because we as hijabi want to wear the best and comfortable hijab, so having a premium hijab is very helpful.”

Informant 4

“I think this is a good thing to support the spirit of Indonesian women in wearing the hijab because it is not only in terms of brand competition but also provides comfort when wearing the hijab. It’s different, you know, wearing a hijab, which has a standard price, compared to using a premium hijab.”

From the above expression, it can be concluded that the informants responded positively to this premium hijab trend, such as a sense of enthusiasm because they are more enthusiastic to use hijab with a variety of motifs, designs, and materials. After all, there is a different feeling when using a premium hijab with a hijab with quality. usual. This condition illustrates the interest in shopping for premium hijab trends, making the enthusiasm to use the hijab, enthusiasm is a picture of feelings towards an object [11,40].

5. Conclusion

Interest in shopping for premium hijabs is not always based on the aspect of one’s religiosity, but the utilitarian value aspect which is the benefit of product conditions or attributes also encourages someone to shop, the same is true for hedonic values that describe conditions such as prestige and beauty and the last is an attitude that describes feelings towards an object. the emergence of a variety of the latest hijab models makes Muslim female consumers want to feel a new feeling when buying premium hijabs as shopping ideas. Then to fulfil satisfaction for self-esteem, Muslim female consumers choose to buy premium hijab, not because of compulsion, but because they want it. The involvement of Muslim women consumers in purchasing premium hijabs depends on whether they like the product or not so that it provides comfort when wearing it.

Acknowledgments

This research was funded by, Bandung State Polytechnic, by the contract number B/66.28/PL1.R7/PG.00.03/2022 dated April 1, 2022.

References

- [1] Hassan SH, Harun H. Factors influencing fashion consciousness in hijab fashion consumption among hijabistas. *Journal of Islamic Marketing*. 2016;7(4):476-494.

<https://doi.org/10.1108/JIMA-10-2014-0064>

- [2] El-Bassiouny N. The Hijabi self: authenticity and transformation in the Hijab fashion phenomenon. *Journal of Islamic Marketing*. 2018;9(2):296-304. <https://doi.org/10.1108/JIMA-12-2016-0102>
- [3] Kharieza J. *Ketahui 5 Ciri-Ciri Hijab Premium Sebelum Membelinya di Sini!* Jakarta: Bukareview; 2018.
- [4] Vara D. *Fenomena Hijab Premium di Pasar Virtual*. Jakarta: Detiknews; 2020.
- [5] Andik SDS, Daryanto A, Sembada P. The consumer's motivation towards online purchase intention of chicken meat during the Covid-19 pandemic. In *E3S Web of Conferences*. 2021;306:02040.
- [6] Sojali R, Iffani RR, Tulus L, Noviyanti D, Ermawanti A, Sitepu RB. Pengaruh Trend Hijab Terhadap Minat Beli Kaum Wanita Muslimah. *Media Mahardhika*. 2021;19(3):608-617.
- [7] Razzaq Z, Razzaq A, Yousaf S, Hong Z. The impact of utilitarian and hedonistic shopping values on sustainable fashion consumption: The moderating role of religiosity. *Global Business Review*. 2018;19(5):1224-1239.
- [8] Sumarliah E, Usmanova K, Mousa K, Indriya I. E-commerce in the fashion business: the roles of the COVID-19 situational factors, hedonic and utilitarian motives on consumers' intention to purchase online. *International Journal of Fashion Design, Technology and Education*. 2022;15(2):167-177.
- [9] Haryanti DM. *Dampak Pandemi Covid19 Terhadap UMKM Pangan, Tren dan Tips Untuk Bangkit*. Jakarta: UKM Indonesia; 2020.
- [10] Wang Y. The roles of hedonic value and fashion consciousness in female shoes purchase context: Application of the theory of planned behavior. *International Journal of Marketing Studies*. 2020;12(2):1-38.
- [11] Schiffman LG, Kanuk LL. *Perilaku Konsumen*. 7th ed. Jakarta: PT. Indeks; 2007.
- [12] Kotler P, Keller KL. *Marketing management*. 15th ed. London: Pearson Education, Inc.; 2016.
- [13] Jun S, Yoyok S, Chendra WS. Antecedents of consumer buying intention on the products of Hijab SMEs in Gresik. *HOLISTICA–Journal of Business and Public Administration*. 2020;11(1):1-12. <https://doi.org/10.2478/hjbpa-2020-0001>
- [14] Dabbous A, Barakat KA. Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*. 2020;53:101966. <https://doi.org/10.1016/j.jretconser.2019.101966>

- [15] Al-Mutawa FS. Consumer-generated representations: Muslim women recreating western luxury fashion brand meaning through consumption. *Psychology & Marketing*. 2013;30(3):236-246.
- [16] Ahmed Z, Rizwan M, Ahmad M, Haq M. Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *Journal of Sociological Research*. 2014;5(1):306-326.
- [17] Saeed M, Grine F, Shafique I. Integrating factors influencing hijab purchase intention among Muslim women. *Journal of Islamic Marketing*. 2021;12(1):95-112.
- [18] Kusdiana W, Najib MF, Amalia FA. Pengaruh religiusitas, sikap dan iklan Islami terhadap niat beli produk kosmetik halal lokal. In *Prosiding Industrial Research Workshop and National Seminar*. 2021;12:978-985.
- [19] Nora L, Minarti NS. The role of religiosity, lifestyle, attitude as determinant purchase intention. *IMC 2016 Proceedings*. 2017;1(1):135.
- [20] Wang Y. The roles of hedonic value and fashion consciousness in female shoes purchase context: Application of the theory of planned behavior. *International Journal of Marketing Studies*. 2020;12(2):38. <https://doi.org/10.5539/ijms.v12n2p38>
- [21] Suparno C. Online purchase intention of halal cosmetics: SOR framework application. *Journal of Islamic Marketing*. 2020;12(9):1665-1681.
- [22] Haryanti I, Nurdin H, Purnama I, Mulya KS, Nurulrahmatiah N. Hedonic motives and fashion trends in decisions to purchase veil clothes. In *1st Annual Conference on Education and Social Sciences (ACCESS 2019)*. 2020:139-141. Atlantis Press.
- [23] Ramkumar B, Woo H. Modeling consumers' intention to use fashion and beauty subscription-based online services (SOS). *Fashion and Textiles*. 2018;5:1-22.
- [24] Moschis GP, Ong FS. Religiosity and consumer behavior of older adults: A study of subcultural influences in Malaysia. *Journal of Consumer Behaviour*. 2011;10(1):8-17.
- [25] Suhartanto D, Dean D, Sarah IS, Hapsari R, Amalia FA, Suhaeni T. Does religiosity matter for customer loyalty? Evidence from halal cosmetics. *Journal of Islamic Marketing*. 2021;12(8):1521-1534. <https://doi.org/10.1108/JIMA-03-2020-0069>
- [26] Souiden N, Rani M. Consumer attitudes and purchase intentions toward Islamic banks: The influence of religiosity. *International Journal of Bank Marketing*. 2015;33(2):143-161. <https://doi.org/10.1108/IJBM-10-2013-0115>
- [27] Ghufro MN, Suminta RR. Komitmen beragama dan kepuasan perkawinan pada pasangan yang bekerja menjadi tenaga kerja Indonesia. *Psikohumaniora: Jurnal Penelitian Psikologi*. 2017;2(2):143-157. <https://doi.org/10.21580/pjpp.v2i2.2172>
- [28] Johnson BR, Jang SJ, Larson DB, De Li S. Does adolescent religious commitment matter? A reexamination of the effects of religiosity on delinquency. *Journal of Research in Crime and Delinquency*. 2001;38(1):22-44.

<https://doi.org/10.1177/0022427801038001002>

- [29] Wilson JA, Liu J. The challenges of Islamic branding: Navigating emotions and halal. *Journal of Islamic Marketing*. 2011;2(1):28-42. <https://doi.org/10.1108/17590831111115222>
- [30] Jones MA, Reynolds KE, Arnold MJ. Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. *Journal of Business Research*. 2006;59(9):974-981. <https://doi.org/10.1016/j.jbusres.2006.03.006>
- [31] Anderson KC, Knight DK, Pookulangara S, Josiam B. Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: A facebook perspective. *Journal of Retailing and Consumer Services*. 2014;21(5):773-779. <https://doi.org/10.1016/j.jretconser.2014.05.007>
- [32] Armstrong G, Adam S, Denize S, Kotler P. *Principles of marketing*. London: Pearson; 2014.
- [33] Sheth JN, Newman BI, Gross BL. Why we buy what we buy: A theory of consumption values. *Journal of Business Research*. 1991;22(2):159-170.
- [34] Gültekin B. The influence of hedonic motives and browsing on impulse buying. *Journal of Economics and Behavioral Studies*. 2012;4(3):180-189.
- [35] Blythe J. *Essentials of marketing*. London: Pearson Education Limited; 2005.
- [36] Subagio H. Pengaruh atribut supermarket terhadap motif belanja hedonik motif belanja utilitarian dan loyalitas konsumen. *Jurnal Manajemen Pemasaran*. 2012;6(1):8-21. <https://doi.org/10.9744/pemasaran.6.1.8-21>
- [37] Bäckström K. Shopping as leisure: An exploration of manifoldness and dynamics in consumers shopping experiences. *Journal of Retailing and Consumer services*. 2011;18(3):200-209. <https://doi.org/10.1016/j.jretconser.2010.09.009>
- [38] Overby JW, Lee EJ. The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*. 2006;59(10-11):1160-1166. <https://doi.org/10.1016/j.jbusres.2006.03.008>
- [39] Arnold MJ, Reynolds KE. Hedonic shopping motivations. *Journal of Retailing*. 2003;79(2):77-95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
- [40] Hsu CL, Lin JCC. Effect of perceived value and social influences on mobile app stickiness and in-app purchase intention. *Technological Forecasting and Social Change*. 2016;108:42-53.
- [41] Kotler P, Keller KL. *Marketing management*. 15th. Upper Saddle River, NJ: Pears Education; 2016.
- [42] Notoatmodjo S. *Pengembangan Sumber Daya Manusia*. Jakarta: PT. Rineka Cipta; 2003.

- [43] DiCicco-Bloom B, Crabtree BF. The qualitative research interview. *Medical education*. 2006;40(4):314-321.
- [44] Ingham-Broomfield R. A nurses' guide to quantitative research. *Australian Journal of Advanced Nursing*. 2014;32(2):32-38.
- [45] Putney LG, Green JL, Dixon CN, Kelly GJ. Conversations: Evolution of qualitative research methodology: Looking beyond defense to possibilities. *Reading Research Quarterly*. 1999;34(3):368-377.
- [46] Shahid S, Ahmed F, Hasan U. A qualitative investigation into consumption of halal cosmetic products: The evidence from India. *Journal of Islamic Marketing*. 2018;9(3):484-503. <https://doi.org/10.1108/JIMA-01-2017-0009>
- [47] Bluhm DJ, Harman W, Lee TW, Mitchell TR. Qualitative research in management: A decade of progress. *Journal of Management Studies*. 2011;48(8):1866-1891.
- [48] Suhartanto D, Muflih M, Najib MF, Faturohman I. Loyalty formation toward Halal food: Integrating the quality–loyalty model and the religiosity–loyalty model. *British Food Journal*. 2020;122(1):48-59. <https://doi.org/10.1108/BFJ-03-2019-0188>
- [49] Kotler P, Keller KL. *Manajemen pemasaran*. Jilid 1. Jakarta: Erlangga; 2009.