

## **The Effect of Halal Labeling, Experiential Marketing, and Brand Equity on Purchasing Decisions at Kopi Kenangan Outlets**

**Lusiana Ulfa Hardinawati<sup>1\*</sup>, Hari Sukarno<sup>2</sup>, Nila Izza Naviah<sup>3</sup>**

<sup>1,2,3</sup>Department of Islamic Economics, Faculty of Economics and Business, Universitas Jember

---

### ***Article Info***

***Paper type:***

***Research paper***

***Keywords:***

***Halal Label; Experiential Marketing;***

***Brand Equity; Purchase Decision***

---

### ***Article history:***

***Received: July 2023***

***Revised: -***

***Accepted: August 2023***

***Available online: September 2023***

---

### ***Abstract***

The change in people's lifestyle towards coffee consumption presents an idea for business people to set up a coffee shop by offering a concept that can attract consumers in making purchases. The lifestyle of young people who like and spend a lot of time in coffee shops is one of the things that underlies the mushrooming of the coffee shop business in Jember Regency. Kopi Kenangan is a relatively new coffee shop business in Jember Regency. Intense competition with similar products, making Kopi Kenangan must be able to compete in the market by having the power to attract consumers to make purchases. This study aims to analyze and determine the effect of the halal label, experiential marketing, and brand equity on consumer purchasing decisions at Kopi Kenangan outlets. This study used a quantitative method using a non-probability sampling technique and determining the sample using quota sampling with a total of 150 respondents who had the criteria of being a Jember University student respondent and had made a purchase at least once within the past month. The data analysis method in this study uses multiple linear regression. The results of this study indicate that the variable that influences the purchasing decision of Kopi Kenangan consumers is experiential marketing, while the halal label and brand equity variables do not affect the purchasing decisions of Kopi Kenangan consumers.

---

\*Corresponding author:: [lusiana.uh@gmail.com](mailto:lusiana.uh@gmail.com)

## Introduction

The increase in coffee consumption in Indonesia every year indicates that there is high interest in coffee-based products, then aspects that must be improved by business actors according to (Sukarno et al., 2022) are constantly innovating in the products they produce, increasing the competence of their human resources, expanding information networks, capturing market opportunities and widening their business networks, implementing the latest technology in production activities and marketing activities, with these efforts it will attract consumers to make purchases. Changes in people's lifestyles towards coffee consumption have presented an idea for business people to set up coffee shops. Based on research results (Toffin Insight, 2020) the number of coffee shops in Indonesia has increased from 1,083 outlets in 2016 to 2019 the number reached more than 2,950 outlets, the increase in the number of coffee shops in Indonesia has tripled from 2016 to 2019 with the dominating consumers being generations Y and Z.

Kopi Kenangan is a coffee shop that was established in 2017 to develop the coffee industry in Indonesia. In the survey conducted by the Top Brand Award in the 2020-2023 period, the results are in Table 1.

**Table 1 Coffee Shop Top Brand Index**

Brand	TBI 2020	Kategori
Kopi Kenangan	39.90%	TOP
Janji Jiwa	29.80%	TOP
Kulo	13.60%	TOP
Fore	5.10%	
Fure	3.10%	
Brand	TBI 2021	Kategori
Janji Jiwa	39.50%	TOP
Kopi Kenangan	36.70%	TOP
Kulo	12.40%	TOP
Fore	6.40%	
Brand	TBI 2022	Kategori
Kopi Kenangan	42.60%	TOP
Janji Jiwa	38.30%	TOP
Kulo	10.20%	TOP
Fore	6.50%	
Brand	TBI 2023	Kategori
Kopi Kenangan	39.70%	TOP
Janji Jiwa	39.50%	TOP
Fore	7.50%	
Kulo	6.30%	

Source: (Top Brand Award, 2023)

Based on the brand comparison data in Table 1.1, it proves that Kopi Kenangan is a superior brand with extraordinary performance. Efforts that can be made to maintain these advantages Kopi Kenangan must provide innovation or carry out promotions to attract consumers to make purchases so that they can maintain the advantages possessed by the Kopi Kenangan brand.

Kopi Kenangan is a coffee shop that has a halal certificate in its operations and the products offered, so that consumers, especially Muslim consumers, can consume and the products presented are guaranteed to be halal. This can also influence consumers in making purchases. Consuming halal products in accordance with Islamic law is an obligation for every Muslim. Fulfillment of food needs for humans according to Islamic law is stated in the Qur'an Al Maidah (5:88).

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ ۝

Meaning: "Eat what Allah has bestowed on you as sustenance that is lawful and good, and fear Allah in Him alone you believe."

According to (Trifiyanto, 2018) remembering that halal products are a fundamental need regulated by Islamic religious principles, so this can be a consideration for producers to provide MUI halal certification to products marketed. This agrees with research conducted by (Rangkuti et al., 2022) which shows results that the halal label variable has a significant influence on purchasing decisions, but contrary to research conducted by (Iltham and Nizar, 2020) which gives results that halal labels do not have a significant influence on purchasing decisions.

According to (Chasanah et al., 2018) a marketing tactic known as experiential marketing gives consumers a special, satisfying, and long-lasting emotional experience. Research conducted by (Tantowi and Pratomo, 2020) describes the results of experiential marketing having a positive and significant influence on purchasing decisions, but in other studies showing a gap regarding experiential marketing on purchasing decisions according to (Dewi et al., 2023) experiential marketing does not significantly affect purchasing decisions.

According to (Sopiyan and Gumelar, 2019) strong brand equity helps businesses retain consumers better, fulfill consumer demands more efficiently, and can increase revenue. In research conducted by (Nilakandi, 2020) stated that brand equity has a significant influence on purchasing decisions, but in other studies it shows a gap regarding the effect of brand equity on purchasing decisions according to (Ali et al., 2019) that brand equity does not have a significant influence on purchasing decisions.

Consumer purchasing decisions are critical to business growth because they can increase a company's chances of making a profit and retaining customers. According to (Mahdaleny et al., 2022) the process of making a decision to make a purchase starts with recognizing a need and ends with post-purchase behavior. So it is important for Kopi Kenangan to pay attention to the trends that are developing in order to attract the attention of consumers in order to increase sales. This study aims to analyze and determine the effect of halal labels, experiential marketing, and brand equity on consumer purchasing decisions.

## Literature Review

### Consumer Behavior-Purchasing Decisions

Consumer behavior is the things that underlie and make consumers make purchasing decisions. Purchasing decisions according to (Kotler and Keller, 2009: 168) is the stage where consumers form a tendency to choose between several brands that are most desirable and shape consumer behavior to make purchases of a product. According to (Mirella et al., 2022) explained that there are things that can influence purchases, namely what is called "the buying process" (the buying process), namely need, recognition, search, evaluation, and decision. According to (Kartikasari et al., 2018) in the purchasing decision-making process, consumers can make choices about products that suit consumer needs and desires. According to (Azizah and Azizah, 2021) consumer purchasing decisions are identified through the following indicators:

- 1) Problem recognition
- 2) Information Search
- 3) Evaluation of alternatives
- 4) Purchase decision
- 5) Post Purchase Behavior

### Halal Label

Described in (Ministry of Religion of the Republic of Indonesia, 2000: 52) states that "Halal labels are halal information written on the packaging that is issued on the basis of halal confirmation that is integrated into the product packaging and as proof of guarantee that is valid for use or consumption by the community in accordance with the provisions of Islamic

law and statutory regulations"

Halal label is the inclusion or writing of a halal statement on product packaging to show that the product is a halal product. According to (Almar'atus et al., 2019) the halal label listed on the packaging must comply with the rules, namely it must be easy to see and read, not easily removed, removed, or damaged. Information printed on the packaging, consumers can determine their choice to consume halal products, because the halal information listed is a consideration factor for consumers to buy a product. Halal label indicators according to (Paramita et al., 2022) namely pictures, writing, a combination of pictures and writing, and sticking to the packaging.

### **Experiential Marketing**

Experiential marketing is a customer experience that is able to differentiate products and services from one another, because customers can feel and gain direct experience through five approaches according to (Yulianingsih and Suryawardani, 2018) namely sense, feel, think, act and relate both before and when customers consume a product and service. According to (Shahadat, 2018) experiential marketing can be defined as memory or memories, as well as experiences embedded in one's mind and feelings. According to (Chasanah et al., 2018) it is stated that experiential marketing is a strategy used to attract consumers to make purchases.

### **Brand Equity**

Brand equity is a development of the values that exist in products that are useful for showing preferences for products, thus attracting customers to find out and even buy products. According to (Ahmad and Guzmán, 2020) brand equity is an asset for a company related to a brand, name and symbol, which adds value to the goods or services created by the company as well as the value benefits that can be felt by consumers. According to (Firdaus and Suhaeni, 2021) brand equity has 4 main indicators, namely brand awareness, brand association, perceived quality, and brand loyalty.

## **Methodology**

The research design used in this study, namely explanatory research, is research used to show the position of all the variables studied and the influence of one variable on other variables. The approach used in this research is a quantitative approach. Data analysis used in this study is Multiple Linear Regression. The variables used in this study are halal labels, experiential marketing, and brand equity as independent variables and purchasing decisions as the dependent variable.

The population in this study were Jember University students who are consumers of Kopi Kenangan. The sampling technique used in this study is non-probability sampling, namely a sampling technique that does not provide equal opportunity for each member of the population to be sampled. The sampling technique in this study uses the Roscoe formula in (Sugiyono, 2018: 150) so that the quota sampling used in this study is 150 respondents. Determination of the sample in this study has the characteristics of the respondents as follows:

- a. Consumers are Jember University students who are more than 18 years old, taking into account (Hartono, 2004: 27) that respondents aged 18 are appropriate in giving answers and have stable emotions in giving answers to research questionnaires.
- b. Kopi Kenangan consumers have made purchases on the spot within the last 1 (one) month.

## **Results and Discussion**

### **Research result**

#### **Respondent Characteristics**

The following are the results of research conducted based on the data obtained. The total number of respondents in this study was 150 respondents with the following characteristics of the

respondents

a. Characteristics of Respondents Based on Gender

The number of female respondents is 91 with a percentage of 60.7%, which means that female consumers dominate more compared to male consumers with a total of 59 respondents with a percentage of 39.3%. It can be seen from this number, female consumers dominate, which means that female consumers have an interest in making purchases at coffee shops with various considerations such as the place and services provided.

b. Characteristics of Respondents Based on Age Frequency

Respondents aged 18-23 years were 142 people with a percentage of 94.7% and respondents aged 24-29 years were 8 respondents with a percentage of 5.3%. So in this case it can be said that consumers with an age range of 18-23 years are consumers who dominate in making purchases. This shows that respondents with an age range of 18-23 years prefer visiting coffee shops. This can be due to the lifestyle of young people who like to visit places that have a comfortable atmosphere to spend time and hang out with friends of their age.

c. Characteristics of Respondents Based on Purchase Frequency

The majority of respondents had made 1-2 purchases with a response of 109 respondents with a percentage of 72.7%, then a purchase frequency of 3-4 purchases obtained a total of 39 respondents with a percentage of 26.0%, and a purchase frequency of more than >4 times received a total of 2 respondents with a percentage of 1.3%. This indicates that the frequency of consumer purchases at Kopi Kenangan within one month is dominated by 1-2 visits, meaning that many consumers choose to make purchases with various factors considered, for example the taste of Kopi Kenangan products according to consumer tastes and the affordability of locations so that it can make it easier for consumers to make purchases.

d. Characteristics of Respondents Based on Faculty of Origin

In each faculty at the University of Jember, researchers received a response that there were 10 respondents in each faculty with a percentage of 6.7%. This shows that in each faculty there are consumers of Kopi Kenangan who are students at the University of Jember.

## **Instrument Test**

### **Validity test**

In each item statement of the variables used, namely Halal Label (LH), Experiential Marketing (EM), Brand Equity (E), and Purchase Decision (KP) show the result that r-count is greater than r-table (0.1603) and the significance level is less than 5% or 0.05, so it can be concluded that all statement items for each variable used in the research questionnaire are said to be valid.

### **Reliability Test**

The results of the Cronbach Alpha value for each research variable  $\geq 0.60$ , so it can be concluded that all statement items for each variable used in the research questionnaire are said to be reliable.

### **Model Normality Test**

The test results using the Kolmogorov Smirnov Test showed that the significance value of 0.200 was greater than the significance value of 0.05. This could mean that the data in this study were normally distributed because they had fulfilled the model normality test.

### **Multicollinearity Test**

The results of the multicollinearity test for each independent variable have a tolerance value greater than 0.1 and the results for the VIF value are less than 10 so that it can be interpreted that in the regression equation model in this study there is no multicollinearity.

### **Heteroscedasticity Test**

The results of the heteroscedasticity test using the Glejser test for each independent variable are more than 0.05 so that it can be interpreted that there is no heteroscedasticity for each independent variable.

### **Multiple Linear Regression**

Multiple linear regression analysis is used to prove that there is influence or not between the independent variables, namely Halal Label (LH), Experiential Marketing (EM), and Brand Equity (E) with the dependent variable, namely Purchase Decision. The following in Table 2 is the result of

multiple linear regression:

**Table 2. Multiple Linear Regression Results**

Variabel	Koefisien Regresi	Sig	Alpha	Keterangan
Koefisien	11,656			
Label Halal (LH)	-0,014	0,856	0,05	Tidak signifikan
<i>Experiential Marketing</i> (EM)	0,413	0,000	0,05	Signifikan
Ekuitas Merek (E)	0,075	0,306	0,05	Tidak signifikan

So that it can arrange the multiple linear regression equation as follows:

$$KP_{it} = 11,656 - 0,14LH_{it} + 0,413EM_{it} + 0,075E_{it}$$

### Hypothesis testing

#### a. Effect of Halal Label (LH) on Purchase Decision (KP)

The halal label variable (LH) has a significance value of 0.856 greater than 0.05. The test results mean that H0 is accepted, which means that the halal label does not have a significant effect on purchasing decisions.

#### b. Effect of Experiential Marketing (EM) on Purchase Decision (KP)

The result of the significance of the experiential marketing (EM) variable is 0.000, the significance level is less than 0.05 based on the significance results, it can be taken that the decision to test the hypothesis H0 is rejected, which means that experiential marketing has a significant effect on purchasing decisions.

#### c. Effect of Brand Equity (E) on Purchasing Decisions (KP)

Brand equity variable (E) has a significance value of 0.306, the significance level is greater than 0.05 based on the results of hypothesis testing, it can be concluded that H0 is accepted, which means brand equity does not significantly influence purchasing decisions.

### Discussion

#### a. The Influence of the Halal Label on Consumer Purchasing Decisions at Kenangan Coffee Shops

On the halal label variable, according to the results of multiple linear regression analysis, the results show that the halal label does not significantly influence consumer purchasing decisions at Kopi Kenangan outlets. In the halal label variable, there are indicators that are measured, namely through pictures, writing, a combination of halal pictures and writing, and attached to product packaging. All of these halal label indicators are used in a research questionnaire aimed at Kopi Kenangan consumers.

The existence of pictures and writing of the halal logo attached to the product packaging sold by Kopi Kenangan is neatly printed and can be seen clearly by consumers, but consumers do not take the existence of the halal logo on product packaging as a consideration in making a purchase. This can be interpreted that consumers will continue to buy Kopi Kenangan products even though there is no halal label on the product packaging of Kopi Kenangan products, consumers may pay attention to other factors such as the location and quality of service that makes coffee comfortable. When making purchases at Kopi Kenangan outlets, consumers do not pay attention to the halal label on Kopi Kenangan product packaging so that the halal label has no influence on consumer purchasing decisions. Consumers have different perceptions of the existence of a halal label on products, consumers assume that the presence of a halal label on Kopi Kenangan product packaging is not a factor that can influence when making a purchase. The results of this study are in line with research conducted by (Iltham and Nizar, 2020) and (Bayu et al., 2020).

### **b. The Influence of Experiential Marketing on Consumer Purchase Decisions at Kenangan Coffee Shops**

On the experiential marketing variable, according to the results of multiple linear regression analysis, it shows that the results of experiential marketing have a significant effect on consumer purchasing decisions at Kopi Kenangan outlets. The experiential marketing variable can be measured through indicators, including through sense, feel, think, act, and relate. All of these experiential marketing indicators are used in a research questionnaire aimed at Kopi Kenangan consumers.

Kopi Kenangan tries to communicate the products being sold by attracting the attention of consumers, touching the heart to instill a good impression in the hearts and minds of consumers regarding the products being sold so that it will cause consumers to want to make purchases, consumers feel a unique, positive and memorable emotional experience obtained from the taste of the coffee served by the barista, an atmosphere that provides comfort for consumers when consuming, and the products offered are very diverse. These things will make consumers feel happy and be able to tell positive things to others when making purchases at Kopi Kenangan outlets. The strategies carried out by Kopi Kenangan are by designing outlets that provide a contemporary concept that follows the style or trend of today's millennials which seem modern with the support of appropriate ornaments and lighting so as to create a warm atmosphere and affect the mood of each consumer, with various considerations This can make consumers interested in making purchases at Kopi Kenangan outlets. The results of this study are supported by other research by (Rahmawati and Hidayah, 2021) and (Tantowi and Pratomo, 2020).

### **c. The Influence of Brand Equity on Consumer Purchasing Decisions at Kopi Kenangan Stores**

In the variable brand equity according to the results of multiple linear regression analysis shows the result that brand equity does not significantly influence consumer purchasing decisions at Kopi Kenangan outlets. The brand equity variable has indicators that can be measured, including through brand awareness, brand associations, quality impressions, and brand loyalty. All of these brand equity indicators are used in a research questionnaire aimed at Kopi Kenangan consumers.

When making a purchase, consumers do not consider the existence of the Kopi Kenangan symbol, the company's image, and how well the service is provided. This can be interpreted that consumer purchasing decisions at Kopi Kenangan are not influenced by the level of brand equity in a product, consumers are free to choose products to be consumed according to their needs, decide where to buy, how, how much to buy, when to buy, and why to buy. However, consumers do not consider how strong brand equity is in Kopi Kenangan, so in this case brand equity will not affect consumers in making purchases at Kopi Kenangan outlets. The lifestyle of young people who like to visit places that have a comfortable atmosphere to spend time and hang out with friends their age, in this case shows the reason that consumers of this age range can easily change their minds when there are more interesting things that can make consumers disloyal. of Memories Coffee. This is supported by research conducted (Jesslyn and Loisa, 2019) that the lifestyle of young people is referred to as 'fleas' or being unable to be loyal to a brand, can be seen when consumers can provide recommendations to people but they can easily turn away to other brands according to their needs. The results in this study are in line with research conducted by (Ali et al., 2019) and (Cahyani et al., 2023).

### **Conclusion**

This study aims to analyze the effect of the variable halal label, experiential marketing, and brand equity on purchasing decisions at Kopi Kenangan outlets. Based on the results of testing the hypothesis on the t test, it can be concluded that the halal label does not have a significant effect on purchasing decisions. This can be because when consumers make purchases at Kopi Kenangan outlets they do not pay attention to the halal label on Kopi Kenangan product packaging so that the halal label has no influence on consumer purchase decision. The experiential marketing variable has a significant effect, this could be because consumers feel a unique, positive and memorable emotional experience obtained from the taste of coffee served by the barista, an atmosphere that provides comfort for consumers when consuming, and the products offered are very diverse. consumers feel happy and can tell positive things to others when making purchases at Kopi Kenangan outlets. The brand equity

variable has no significant effect on the expert's purchasing decision. This may be because the consumer's purchasing decision at Kopi Kenangan is not influenced by the level of brand equity in a product, consumers are free to choose the product to be consumed.

## Suggestion

Based on the analysis that has been carried out in this study, the suggestions that can be given are as follows:

- a. Future researchers are expected to be able to develop research with a variety of other variables that are not present in this study so that the strength of consumer purchasing decisions can be widely known.
- b. For Kopi Kenangan, it is hoped that it can improve brand image and pay attention to brand strength factors to increase consumer purchases with the aim of maintaining consumer confidence in the Kopi Kenangan brand.

## Reference

- Ahmad, F., & Guzmán, F. (2020). Brand equity, online reviews, and message trust: the moderating role of persuasion knowledge. *Journal of Product and Brand Management*, 30(4), 549–564. <https://doi.org/10.1108/JPBM-09-2019-2564>
- Ali, I., Irdiana, S., & Irwanto, J. (2019). Dampak Brand Image , Brand Equity Dan Brand Trust Terhadap Keputusan Pembelian Laptop Asus ( Studi Pada Toko Komputer Lumajang Computer Centre Di Kabupaten Lumajang ). *Progress Conference*, 2(1), 406–413. <http://proceedings.stiewidyagamalumajang.ac.id/index.php/progress/article/view/210/199>
- Almar'atus, S., Hardinawati, L. U., & Lilis, Y. (2019). Digital Digital Repository Repository Universitas Universitas Jember Jember Digital Jember Digital Repository Repository Universitas Universitas Jember. *Pendidikan*, 1(1), 68–74.
- Azizah, S., & Azizah, Y. N. (2021). Analisis Pengaruh Packaging Dan Label Halal Terhadap Keputusan Pembelian Konsumen. *International Conference On Islam, Law, And Society (INCOILS)*, Vol. 1(No. 7), 1–23.
- Bayu, D. K., Ningsih, G. M., & Windiana, L. (2020). Pengaruh Labelisasi Halal, Merek Dan Harga Terhadap Keputusan Pembelian Minuman Chatime. *Jurnal Sosial Ekonomi Pertanian*, 16(3), 2020.
- Cahyani, P. D., Sari, I. I., & Lingga, B. A. (2023). Pengaruh Ekuitas Merek, Brand Image dan Kualitas Produk Terhadap Keputusan Pembelian Produk Scarlett Whitening (Studi Kasus Pada Mahasiswi Prodi Manajemen UST ). *Jurnal Ekonomi Integra*, 13(1), 142–153.
- Chasanah, R. N., Muzammil, O. M., & Rowena, J. (2018). Pengaruh Experiential Marketing Terhadap Keputusan Pembelian Konsumen Generasi Millennial Pada Platform E-Commerce. *National Conference of Creative Industry, September*, 5–6. <https://doi.org/10.30813/ncci.v0i0.1276>
- Dewi, B. C. K., Kurniati, R. R., & Hardati, R. N. (2023). Pengaruh Kualitas Produk Dan Experiential Marketing Pada Konsumen E-Commerce Shopee, Terhadap Keputusan Pembelian. 13(1), 142–148.
- Firdaus, Q., & Suhaeni, T. (2021). Pengaruh Ekuitas Merek Terhadap Minat Beli (Studi Pada Konsumen Oronamin C di Kota Bandung). *Jurnal Riset Bisnis Dan Investasi*, 6(2), 64–71. <https://doi.org/10.35313/jrbi.v6i2.2218>
- Iltiham, M. F., & Nizar, M. (2020). Pengaruh Label Halal Majelis Ulama Indonesia (MUI), Harga Pada Oleh-Oleh Makanan Khas Pasuruan Terhadap Minat Beli Dan Keputusan Pembelian. *Malia (Terakreditasi)*, 11(2), 311–326. <https://doi.org/10.35891/ml.v11i2.2149>
- Jesslyn, B. N., & Loisa, R. (2019). Pengaruh e-WOM di Instagram terhadap Loyalitas Pelanggan Kopi Janji Jiwa. *Prologia*, 3(2), 440–447. <https://doi.org/10.24912/pr.v3i2.6385>
- Kartikasari, M. D., Dimiyati, M., & Sukarno, H. (2018). Pengaruh Green Marketing dan Pengetahuan Terhadap keputusan Pembelian dengan Mediasi minat Membeli konsumen Sariayu Martha Tilaar



- di Kota Jember. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 5(2), 172. <https://doi.org/10.19184/ejeba.v5i2.8680>
- Mahdaleni, D., Nasution, A. W., & Harahap, A. F. (2022). Pengaruh Sertifikasi Halal Terhadap Keputusan Pembelian Chatime Mahasiswa Islam Politeknik Negeri Medan Melalui Gofood. *Prosiding Konferensi Nasional Social & Engineering Polmed (KONSEP)*, 3(1), 361–368.
- Mirella, N. N. R., Nurlala, R., Erviana, H., & Farrel, M. H. (2022). Faktor Yang Mempengaruhi: Kepuasan Pelanggan Dan Minat Pembelian: Kualitas Produk, Dan Persepsi Harga (Literatur Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 350–363. <https://doi.org/10.38035/jmpis.v3i1.880>
- Nilakandi, D. (2020). Pengaruh Ekuitas Merek Terhadap Keputusan Membeli Produk Kosmetik Merek Oriflame. *ALEXANDRIA (Journal of Economics, Business, & Entrepreneurship)*, 1(1), 1–7. <https://doi.org/10.29303/axa.v1i1.12>
- Paramita, A., Ali, H., & Dwikoco, F. (2022). Pengaruh Labelisasi Halal, Kualitas Produk, dan Minat Beli Terhadap Keputusan Pembelian (Literature Review Manajemen Pemasaran). *JMPIS Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(2), 660–669.
- Rahmawati, I., & Hidayah, I. N. N. (2021). Analisis Experiential Marketing, Perceived Quality Dan Advertising Terhadap Keputusan Pembelian Pada Produk Kopi Good Day Cappuccino. *Jurnal Inovasi Penelitian*, 2(3), 843–848.
- Rangkuti, A. D. A., Marpaung, M., & Lubis, I. S. (2022). Pengaruh Label Halal Dan Harga Terhadap Keputusan Pembelian Street Boba Medan Pada Masa Pandemi. 3(1), 408–416.
- Sopiyan, P., & Gumelar, G. G. (2019). Pengaruh Brand Equity Dan Country Of Origin Terhadap Minat Beli Produk Smartphone Samsung. *Jurnal Ilmiah Ekonomi Dan Keuangan Syariah*, 1(1), 19–35.
- Sukarno, H., Wulandari, D., Prasetyaningtiyas, S., Khusna, K., & Fauziyyah, S. (2022). Model Distribusi Menuju Pasar Internasional Industri Kreatif Kuliner Kabupaten Jember. *Jurnal Ilmiah Ekonomi Dan Bisnis*, 19(1), 66–75. <https://doi.org/10.31849/jieb.v19i1.7135>
- Syahadat, I. N. (2018). Pengaruh Experiential Marketing Sebagai Strategi Pemasaran Pada Starbucks Coffee Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Starbucks Coffe di Bandung). *E-Proceeding of Applied Science*, 4(1), 42–62. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/appliedscience/article/view/5979>
- Tantowi, A. I., & Pratomo, A. W. (2020). Pengaruh Store Atmosphere dan Experiential Marketing Terhadap Keputusan Pembelian Di Kopi Daong Pancawati. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 65–78. <https://doi.org/10.37641/jimkes.v8i2.328>
- Trifiyanto, K. (2018). Masa Depan Produk Lokal: Analisis pengaruh Etnosentris Konsumen, Disain Kemasan Dan Persepsi Labelisasi Halal Terhadap Minat Pembelian Produk Lokal. *Jurnal Fokus Bisnis*, 17(02), 15–24. <https://doi.org/10.1088/1751-8113/44/8/085201>
- Yulianingsih, A., & Suryawardani, B. (2018). Pengaruh Experiential Marketing Dan Brand Awareness Terhadap Keputusan Pembelian ( Studi Kasus Pada Nexa Hotel Bandung Tahun 2018 ). *E-Proceeding of Applied Science*, 4(2), 370–377.
- Departemen Agama Republik Indonesia. (2000). *Pedoman Pangan Halal Bagi Konsumen, Importir Dan Konsumen Di Indonesia* (p. 52).
- Hartono. (2004). *Metodologi Penelitian Bisnis: Salah Kaprah Dan Pengalaman- Pengalaman*. Yogyakarta: BPFE.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif Kualitatif R&D* (p. 138). Bandung: Alfabeta.
- Toffin Insight. (2020). *Toffin Indonesia Merilis Riset “2020 Brewing In Indonesia.”* <https://insight.toffin.id/Toffin-Stories/Toffin-Indonesia-Merilis-Riset-2020-Brewing-In-Indonesia/>
- Top Brand Award. (2023). *Komparasi Brand Index*. [https://www.topbrand-award.com/Komparasi\\_Brand/Bandingkan?Id\\_Award=1danId\\_Kategori=2danId\\_Subkategori=730](https://www.topbrand-award.com/Komparasi_Brand/Bandingkan?Id_Award=1danId_Kategori=2danId_Subkategori=730)