**The Influence Of Brand Image, Relationships Marketing, Celebrity Endorses, On Dedicions To Purhase Halal Cosmetic Products Online In The Market Place**

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***Abstract***

*In the realm of societal needs, cosmetics, particularly for enthusiasts who prioritize halal products, emerge as essential commodities. Within the halal cosmetics business, understanding market demand becomes pivotal, requiring a comprehensive grasp of the factors influencing online purchasing decisions. This research, conducted in Sungai Banyak, seeks to unravel the elements influencing the online purchase of halal cosmetics in the marketplace, anchored in demand theory. The selected factors include Brand Image (X1), Relationship Marketing (X2), and Celebrity Endorsement (X3). Utilizing quantitative methods and processing data through the SPSS 25 application, the study involved 75 respondents, aligning with the substantial interest and usage of cosmetics in Sungai penuh. The research findings consistently reveal that Brand Image, Relationship Marketing, and Celebrity Endorsements all exert*

***Keywords :*** *Band Image, Relationship Marketing, Celebrity Endorse*, *halal kosmetic produc, market place*

***JEL Clasification :***

# INTRODUCTION

# The narrative of the development industry unfolds significantly across diverse global landscapes, transcending borders and not confined solely to Muslim-majority nations. Amid this widespread impact, Indonesia, with its predominantly Muslim population, assumes a pivotal role in propelling the rapid growth of the halal industry. This matter No only about provide need Muslims , but also give contribution significant to global economy , plays role important in economy world community (Alyaa et al., 2020) More from simply put infrastructure , the halal industry also reflects style life society , become guard Islamic values in various aspect life everyday (Alyaa et al., 2020)Positioned as a key player in the global supply of halal products, Indonesia, particularly in catering to member countries of The Organization of Islamic Cooperation (OIC), showcases the immense potential of its thriving halal industry. This significance is underscored by insights gleaned from the Indonesian Halal Market Report 2022. Although Thus, contribution Indonesian Muslims in the global halal market still Not yet reach potency maximum According to Hidayah & Amalia, 2020,in (Haile G, 2023). Growth and development halal industry involves diverse sectors , such as beverages

The evolution of information technology and the swift penetration of the internet have reshaped consumer behavior, notably evident in the cosmetics sector in Indonesia. Consumers are increasingly gravitating towards online shopping, fueling a heightened interest in halal cosmetics products**.**. Not only cut from aspect religious , but also by consciousness will security product and attention to The surge in technology, information, and internet penetration in Indonesia has brought about a profound transformation in consumer behavior, notably within the cosmetics sector. This shift is evident in the rising trend of consumers transitioning to online shopping platforms, whether through marketplaces or e-commerce. This phenomenon not only facilitates a more convenient way for consumers to access cosmetic products but also yields a positive impact on the halal cosmetics industry.

The utilization of marketplace or e-commerce platforms significantly amplifies the efficacy of marketing and selling halal cosmetics. These platforms serve as remarkably streamlined pathways, enabling manufacturers and sellers to extend their reach beyond geographical limitations, thereby expanding the reach of Indonesian halal cosmetics to both local and international consumers. In this intricate dance, the market seamlessly operates as a connecting bridge, fostering the link between halal cosmetics producers and consumers actively seeking products that align with halal principles.

In the realm of online consumer decisions, the presence of Halal certification on cosmetic products emerges as a crucial aspect. Consumers can effortlessly read and verify the Halal status of a product through the information provided on the e-commerce platform. The transparency regarding the Halal nature of a product stands as a key factor that enhances consumer trust, thereby expediting the purchasing process.

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In accordance with research conducted by Mardhotilah et al.2022 in (Nurmaya Adianti & Ayuningrum, 2023) shows the halal logo has influence positive significant to decision purchase . This matter caused with include the halal logo on the packaging , causing the more tall decision consumer For buy product the caused assessed safe and appropriate Sharia recommendations .In addition to that, engaging in online transactions for the purchase of Halal cosmetics offers the benefits of comfort and security. Consumers can effortlessly explore a myriad of product choices, read user reviews, and easily compare prices all from the comfort of their homes. The utilization of internet technology in these e-commerce transactions also ensures the security of consumers' personal data, a crucial consideration in the online purchasing context. With the escalating popularity of e-commerce in Indonesia, particularly in the realm of Halal cosmetics, industry players have the opportunity to capitalize on this trend effectively. Leveraging this trend optimally becomes a strategic approach to boost sales, tapping into the expansive marketplace and meeting the increasing demands of consumers who prioritize Halal awareness.

A pivotal determinant in consumers' decisions to purchase halal cosmetics is the brand image associated with the product. Consumers generally lean towards brands that boast a positive image, particularly in relation to the halal nature of the product, its quality, and its appeal to their desires.(Habibah et al., 2018)

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According to Kotler and Keller in (Jaelani & Alexandra, 2019), brand is name , term , symbol , or design or combination both aim For identify goods or service from a seller or group sellers and differentiate them from competitor. A critical element within a product is its brand; it is the distinguishing factor that sets one product apart from its competitors. In its essence, the brand image serves as a concise representation, instilling trust in consumers towards a particular product. Acording ti Kotler Keller in (Miati, 2020) Brand image is something perception about brands on display in association brand in mind consumers). According to Kotler in (WATI, 2022), decisions purchases made consumer influenced by image brand . Therefore that 's quality something brand become reason important For decide buy something product . Prospective buyers will consider brand that will considered and then choose . If connected with desire consumer For obtain quality from product , image positive brand can be very influential consumer For buy product . There are factors quality in image brand , where quality about tightly with image given brand

Beyond the realm of brand image, the significance of relationship marketing lies in fostering personal connections between brands and customers. This form of relationship marketing holds the power to cultivate trust and loyalty among consumers towards cosmetic brands. Effective communication not only enhances the online shopping experience but also fortifies emotional bonds between brands and consumers.According to Francis (2004:35) in (Jurnal et al., 2019) "the core process of *customer relationship marketing* is acquisition consumer .” Process performance a company for example management cycle life consumer . United company potential consumers For become a target, try do introduction when consumer want to do purchase , understand desire consumers and offers product or service to consumer. To enhance customer relationship marketing,a company must prioritize the continual improvement of consumer satisfaction, ensuring that the satisfaction levels are maintained to influence ongoing purchasing decisions. This seamless decision-making process, coupled with the fulfillment of consumer satisfaction, nurtures a positive relationship between consumers and companies in the contemporary landscape. In essence, the influence of customer relationship marketing extends to shaping the dynamics of purchasing decisions. This matter in line with research conducted by (Manik, 2018) which stated that there is influence between customer relationship marketing towards decision purchase .

Another pivotal factor shaping customer decisions in cosmetic purchases is the role of celebrities, as their endorsements play a decisive role in influencing customer choices and shaping perceptions of halal cosmetic products. When a respected celebrity is involved, it can significantly boost the brand image, exert extra pulling power, and enhance consumer trust in the halal products. The findings from research on Celebrity Endorsers stand as a leading concept in both empirical studies and managerial insights, showcasing their impact on consumer behavior when making product purchases and their substantial influence on the overall market economy. (Emokiniovo, 2017)shows that Celebrity endorsers are influential positive and significant to decision purchase .Celebrity endorser is one of the procedures a very famous promotion in the world, with use celebrities who are interesting , exciting , and can be trusted by the target public so that promoted products So known and known . Where celebrity endorsers take advantage using the artist as star advertisement . Not only That celebrity used because attribute his fame listed good looks , courage , talent , confidence , strength , as well energy pull frequent physical represent energy the attraction desired by the brand they want adverti.(Nuraini et al., 2015)

Despite numerous studies examining these factors individually, there remains a gap in research that explores the intricate interactions among branding image, relationship-based marketing, and celebrity endorsements, particularly within the context of online purchases of halal cosmetics on marketplace platforms in Indonesia. This research endeavors to fill this gap by bridging existing knowledge and providing a deeper understanding of the complex dynamics of these three factors, shedding light on their collective impact on consumer preferences and purchasing decisions in the online market for halal cosmetics in Indonesia

# METHOD

The study was conducted in the City of Sungai penuh, with a particular focus on the local community, spanning a duration of one year from January 13, 2024, to January 2024. The selection of the River Full City as the study location was driven by the community's inclination towards online cosmetic shopping due to the limited availability of cosmetic products in the Sungai Penuh area. Moreover, the scarcity of sellers producing halal cosmetics, coupled with the city's distance from the urban center, prompted the investigation into the significant influence of these factors on consumer preferences for online halal cosmetic products in the Sungai penuh. While there are alternative locations offering similar products, the enthusiasm and preference of consumers in Sungai Penuh led to the selection of this city for the primary focus of the study. The primary data for this research were sourced from respondents who are buyers or users of halal cosmetics in Sungai penuh, with both primary and secondary data being central to the study. To ensure a representative sample, 75 respondents were selected from various places in Sungai Penuh, where a considerable number of people actively use halal cosmetics, aligning with the study's focus on that particular location.

This study encompasses multiple variables, focusing on the online purchase of halal cosmetics in Sungai Banyak City. The variables include: (1) Brand Image, which explores the influence of brand image on the online purchase decisions of halal cosmetics; (2) Relationship Marketing, delving into the impact of relationship-based marketing strategies on the choices made in purchasing halal cosmetics online; and (3) Celebrity Endorsement, evaluating the influence of employing well-known figures as endorsers on the decision-making process for online purchases of halal cosmetics. These variables are measured using a scale, employing either an Ordinal or Likert scale with response options ranging from (1) Strongly Disagree, (2) Disagree, (3) Agree, to (4) Strongly Agree. Following data collection, the analysis is conducted using the SPSS 25 program, encompassing tests for reliability, validity, normality, and partial t-tests. Additionally, researchers engage in comprehensive data analysis and simultaneous testing

# RESULT AND CONCLUSSION

# Result

Before analyzing the data and testing hypotheses, a comprehensive examination of classical assumptions was conducted to ensure the quality of the data, validate the assumptions, and prevent biased estimates. These classic assumptions included tests for normality, multicollinearity, autocorrelation, and heteroscedasticity. The normality test, utilizing the Kolmogorov-Smirnov one-sample test, revealed that both Model 1 and Model 2 had p-values of 0.200, indicating that the data followed a normal distribution. Multicollinearity was assessed using tolerance and VIF values, with both Model 1 and Model 2 showing tolerance values above 1 and VIF values below 10, indicating the absence of multicollinearity. The Glejser test was employed for the heteroscedasticity test, and the results showed that in both Model 1 and Model 2, the variables had sig values greater than 0.05, indicating the absence of heteroscedasticity. Autocorrelation was assessed using the run test, revealing p-values of 0.527 in Model 1 and more than 0.388 in Model 2, suggesting no evidence of autocorrelation in both models.

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The F test results in Table 1 show that Model 1 and Model 2 have mark the significance of each is more than 0.001 small from level significance 0.05. Therefore \_ that , you can the conclusion that Influence of brand image , relationships marketing, and celebrity endorsements , are variable suitable moderation in explain variation in purchasing decisions

**TEST T**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficient a** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficient | Q | signature. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4,186 | 1,668 |  | 2,510 | .014 |
| Brand\_Image | -.068 | ,146 | -.053 | -.465 | ,643 |
| Relationship\_Marketing | ,276 | .138 | ,259 | 2,005 | ,049 |
| Celebrity\_Endorsements | .311 | .141 | ,273 | 2,210 | ,030 |

For ensure the model is tested in a way parsia so T test was carried out

# Discussion

**The Influence of Brand Image on Purchasing Decisions halal cosmetics online at the market place**

In the course of this research, an analysis was conducted to examine the impact of Brand Image on purchasing decisions for halal cosmetics in the city of Sungai Full. The results of the hypothesis test, utilizing the t-test, revealed that the Brand Image variable exhibited a significance level of 0.643, surpassing the cutoff value of 0.05. This indicates that Brand Image does not exert a significant influence on purchasing decisions for halal cosmetics.

Within the realm of the online cosmetics market, a brand holds the authority to leverage its brand image as a service to consumers in the decision-making process for purchasing halal cosmetics. A commonly employed strategy involves promoting products with a robust brand image, thereby fostering a positive perception in the eyes of consumers.

Research conducted by Ilham 2013 in (Karamoy, 2022) concluded that “ brand brand image cosmetics online marketplace has impact positive and significant to enhancement consuments decition ". This is consistent with study (Musay, 2013), who states that the more a high brand image product in the eyes society , increasingly the tendency is high public For do decision purchase . According to Tjiptono (2015:49) in(Nugroho & Sarah, 2021) , brand image ( image brand ) reflects observation and belief consumer . Buying decision consumers , according to Tjiptono (2015:69) in (Nugroho & Sarah, 2021) , most often depending on the brand image of the characteristics physique brand . Consumer more tend For buy product brand famous with a positive brand image , because brand with image This assessed can lower effect risks for consumers .According to Shafiee et al (2014:365) in (Indahningrum & lia dwi jayanti, 2020) also stated that brand image is combined perception you have consumer to something product and considered as base in decision purchase . Therefore that is, a strong brand image in context halal cosmetics in the online market can become factor important in influence decision purchase consumer . With the existence of a positive brand image , consumers tend more choose and do decision purchase to product halal cosmetics from brand the .

**The influence of relationship marketing on purchasing decisions halal cosmetics online at the market place**

In this research, an analysis was conducted to examine the impact of Relationship Marketing on the decision to purchase halal cosmetics in the vicinity of the River Full. The results of the hypothesis test, employing the t-test, indicated that the Relationship Marketing variable exhibited a significance level of 0.49, falling below the cutoff value of 0.05. This signifies that the authentic implementation of Relationship Marketing significantly influences the decision to purchase halal cosmetics online in the marketplace.

These findings indicate that as the level of Relationship Marketing increases, there is a corresponding increase in the likelihood of purchasing cosmetics, and conversely, a decrease in Relationship Marketing correlates with a decrease in cosmetic purchases. This aligns with the outcomes of a previous study conducted by (Setiawan et al., 2019), titled "The Influence of Product Quality, Price, and Relationship Marketing on Purchase Decisions at PT Asaba Pekanbaru.".Research result show that has relationship marketing significant influence to decision purchase,(TELEGHANI et al., 2011) stated that connection marketing is a business strategy with progress strengthened technology through its organizations , creating connection For help organization optimizing received value on base processing perception customer . In creating good marketing relationships for consumer so need exists action that is for example satisfying consumer as well as remember consumers and on communicate in a way continue For give satisfaction when carry out the purchasing process . Research Results written by(Setiawan et al., 2019)

**The Influence of Celebrity Endorsements on Purchasing Decisions halal cosmetics online at the market place**

In this research, an analysis was conducted to examine the impact of Celebrity Endorsements on the purchasing decisions of halal cosmetics in the city of Sungai Full. The results of the hypothesis test, utilizing the t-test, revealed that the Celebrity Endorsement variable demonstrated a significance level of 0.30, falling below the cutoff value of 0.05. This signifies that Celebrity Endorsers wield a significant influence on the purchasing decisions of halal cosmetics. Notably, the endorsement by English celebrities has emerged as a primary driver in enhancing the image and boosting sales of the product. This suggests that as Celebrity Support increases, there is a corresponding increase in cosmetic purchases, and conversely, a decrease in Celebrity Support correlates with a decrease in cosmetic purchases.

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Research result This support results research that conducted by (Misnanto & Istiyanto, 2021) regarding Scarlett Whitening products in Surakarta, found that connection between celebrity endorser, price , and quality product to interest buy is positive and significant . Research result This describe that increase celebrity endorser popularity can be increase interest buy consumers , in particular in category product cosmetics . Findings This consistent with research by(Khan & Lodhi, 2016) which states that the endorser has role important in increase decision purchases , esp when the endorser is able form image effective positive towards the target market and has Power strong pull to consumer . Temporary Shandu & Syeda's (2014) research also supports this draft This with show that celebrity endorsers have influence positive to decision purchase.However , there is research that states view different , such as (Fierro, Iván; Pinto, Diego; Afanador, 2014), who found that celebrity endorsers do not influential in a way significant to decision purchase . They suggest producer more notice enhancement quality product than focus on expensive advertising .

According to Ikaningsih in (Dianti, 2017) in her research , reinforces that idea use celebrity famous can create a good brand image in society Because considered own good taste and capablerepresent need consumer . Therefore that , build image positive through celebrity endorsers you can be an effective strategy in increase intensity purchase , as expressed in research by (Khan & Lodhi, 2016) In summary, the literature consistently highlights that employing celebrity endorsers has a positive impact on both brand image and purchasing decisions, despite some divergent views presented in certain research. The integrity of the brand image, the quality of the product, and the persuasive influence of advertising power are interconnected elements that collectively shape consumer perceptions and significantly influence purchasing behavior.

# CONCLUSION

This study underscores the significant impact of relationship marketing and celebrity endorsements on purchasing decisions for halal cosmetics in Sungai Penuh, while brand image did not exhibit a significant influence in this context. These findings emphasize the importance of building strong relationships with consumers and leveraging the influence of celebrity endorsements to enhance brand perception and trust. By focusing on these aspects, halal cosmetics brands can better cater to consumer preferences and drive sales.

The relevance of this research lies in its potential to inform marketing strategies within the halal cosmetics industry, particularly in leveraging online platforms. As consumers increasingly turn to e-commerce for their purchases, understanding the factors that influence their decisions is crucial for brands aiming to capture and retain market share. The study's findings contribute to the broader understanding of consumer behavior in the halal cosmetics sector and highlight the need for strategic emphasis on relationship marketing and celebrity endorsements.

In the context of previous work, this research adds a nuanced understanding of the interplay between these factors in the online marketplace for halal cosmetics. While individual studies have explored brand image, relationship marketing, and celebrity endorsements separately, this study provides a comprehensive analysis of their collective impact, offering valuable insights for both academic and practical applications. The originality of this study lies in its specific focus on the halal cosmetics market in Indonesia, providing a localized perspective that enriches the existing body of knowledge.

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