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# THE EFFECT OF HALAL PROMOTION AND LABELING ON CONSUMER LOYALTY MIXUE

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## ABSTRACT

The food business is very competitive, and building loyalty is not only about taste, but also about how the product meets the needs, values, and expectations of consumers. Two strategies for building loyalty in Indonesia can be done through proper promotion and halal labeling. Mixue Ice Cream & Tea is a food product that has successfully attracted the attention of Indonesian consumers. Mixue entered Indonesia in 2020, experienced rapid growth in early 2022, and already had more than 300 outlets spread across various regions in Indonesia. This growth is supported by an expansion strategy through a franchise scheme as well as Mixue's intensive digital promotion. Although it already had more than 300 outlets in 2022, Mixue only received a halal certificate from the Indonesian Ulema Council in early 2023. The rapid growth in sales before getting the label is a phenomenon that encourages research into the influence of halal promotion and labeling on customer loyalty in the predominantly Muslim Indonesian community. The halal label is not only a religious symbol, but also an indicator that the product is processed cleanly, safely, and according to sharia. This study uses quantitative methods. The population in this study was the followers of the Instagram account Mixue, which numbered 230,000. A sample of 100 respondents was determined using the Yamane formula. The sampling technique was carried out using purposive sampling. Selecting respondents with the criteria of Mixue consumers and Mixue Instagram followers. Data collection was carried out through a questionnaire. Based on the results of data analysis, it is known that Promotion has a positive and significant effect on Consumer Loyalty. This means that the more intensive and appropriate the promotion is carried out, the level of consumer loyalty tends to increase. Halal Labeling has a positive and significant effect on consumer loyalty. This indicates that the presence of a halal label on a product also strengthens consumer trust and loyalty, especially for consumers who pay attention to the halal aspects of the product. Promotion and Halal Labeling simultaneously have a significant effect on Consumer Loyalty.

**Keywords:** Promotion, Halal Labeling, Loyalty, Consumer

## INTRODUCTION

In the era of globalization and increasingly tight market competition, promotional strategy is one of the important elements in forming consumer loyalty. In a country with a Muslim majority population like Indonesia, in building consumer loyalty, in addition to promotion, halal certification is also used. Mixue is one of the beverage and ice cream brands originating from China. Mixue, as a culinary industry in general, has a promising and sustainable business model that promises success both now and in the future (Frank, E. D., Long, B. W., & Smith, 2018).

Mixue first opened an outlet at Cihampelas Walk, Bandung, in 2020, as a gateway for expansion in Indonesia. In a short time, Mixue has opened branches in various large and small cities in Java, Sumatra, Kalimantan, and Sulawesi. In March 2022, Mixue had 317 outlets in Indonesia (Fitria, 2023). The rapid growth of Mixue outlets cannot be separated from promotion. Mixue in Indonesia carries out promotions aggressively and innovatively, starting with affordable prices, attractive store designs, and massive social media campaigns. Mixue's promotional strategy has succeeded in attracting the attention of consumers from various circles.

Promotion influences purchasing decisions; the more intensive the promotion is carried out, the higher the purchasing decision (Solihin, D., Kunci, K., Beli, M., & Pembelian, 2020). Mixue is actively carrying out digital promotions through social media. The media used are TikTok, Instagram, Twitter, YouTube, Weibo, and Xiaohongshu. Tiktok followers are more than 3 million, and Instagram followers are more than 250 thousand. Social media boosts Mixue through various narratives created by the Mixue team that effectively influence the audience. Various contents on social media make Mixue a new drink.

Mixue's promotional strategy has succeeded in increasing the purchasing interest of beverage enthusiasts in Indonesia (Sugeng Winarno, 2023). Mixue targets segments with low purchasing power but in large numbers. Mixue targets children, students, and urban teenagers who like viral trends, as well as families. Mixue's strategy in Indonesia has succeeded in reaching the target market, with quality and innovative products, strategic locations, based on data and research, and strong partnerships. Mixue is slowly growing and generating a net profit of up to USD 800 million (Ruang Menyala, 2024).

This very rapid growth has caused debate because Mixue does not yet have a halal label. Mixue's existence has raised debate and special attention regarding its halal status among the Muslim community. In Indonesia, halal labeling from institutions such as the Indonesian Ulema Council (IUC) is an important factor in building Muslim consumer trust in a product, especially those consumed directly. Customer trust and promotion influence consumer purchasing decisions (Solihin, D., Kunci, K., Beli, M., & Pembelian, 2020). Mixue obtained a halal certificate from the Indonesian Ulema Council (IUC) on February 16, 2023. In March 2022, Mixue had more than 300 outlets. The outlets grew to more than 1000 after Mixue received halal labeling (Aulia, 2023). Labeling affects purchasing interest, purchasing interest affects purchasing decisions (Ayu Paramita., Hapzi Ali., 2022). The problem of Indonesian society, which is predominantly Muslim, is very concerned about halal in consuming a product. Mixue is a product that does not yet have a halal label but has gained a large market share in Indonesia through massive digital promotion. This phenomenon is certainly interesting to study. The purpose of the study was to examine how halal promotion and labeling affect consumer loyalty. The research hypothesis is that halal promotion and labeling affect consumer loyalty. This study is expected to provide an overview of the factors that influence consumer loyalty. References for industry players in building the right promotional strategy according to market characteristics.

Promotion is one element in the marketing mix that aims to inform, persuade, and remind consumers about products or services. Promotion includes various activities such as advertising, sales promotions, publicity, and direct marketing. Effective promotion can increase brand awareness, create interest, and encourage purchases, which ultimately have an impact on loyalty (Kotler, Philip & Keller, 2016).

Mixue carries out massive digital promotions using social media. The social media used are Tiktok, Instagram, Twitter, Youtube, Weibo and Xiaohongshu. Promotion is a marketing process carried out on social media to attract consumers to make purchasing decisions after seeing social media information in the form of text, audio, video, or images of a product.

According to Rangkuti, there are four promotional objectives, namely (1) Disseminating information aims to provide information to consumers about new products, prices, product features, and sales locations. This objective is important in the product introduction stage. (2) Persuading consumer attitudes. Convincing that the product is superior to competitors, encouraging consumers to buy. This objective is dominant in the growth stage. (3) Reminding to maintain brand awareness. Reminding consumers about the existence of the product and maintaining relationships with consumers so that consumers remain loyal. (4) Increasing the added value of the product to create a positive image of the brand. Promotion indicators are behavioral modification, informing, persuading, and reminding. Adding emotional value to the product. Differentiating products from competing products. This strategy can be used so that products do not only compete in terms of price (Rangkuti, 2016).

Halal labeling is a certification process that states that a product has met the halal standards set by an authorized institution. In Indonesia, halal labels are issued by the Halal Product Assurance Organizing Agency and IUC. The halal label is a statement or writing that is listed on the product packaging to identify the product as a halal product (Rangkuti, 2016). Halal labeling indicators are halal certification, raw materials, and official labels listed on the product.

Halal labels play an important role in Muslim consumers' purchasing decisions because they are related to beliefs and trust. This label can be a factor in forming loyalty because it increases consumer trust and comfort in consuming products. Halal labels influence product purchasing decisions. Halal labeling influences the decision to buy imported processed foods (Shabrina N. N., Ali K. M., 2023). Consumer loyalty is a strong commitment from consumers to make repeat purchases or reuse a product/service consistently in the future. Consumer loyalty is characterized by behavior such as making repeat purchases, recommending products to others, and not easily switching to other brands (Griffin, 2005). Indicators that influence loyalty include consumer satisfaction, service quality, trust, and perceived value. Indicators of customer loyalty are customer satisfaction, making repeat purchases, recommending products to others, and not wanting to switch to other products. Studies on the millennial generation show that halal certification increases consumer confidence in product quality and encourages consumer loyalty (Ramadhan, Y., Darmawan, R., Nasihin, A. K., & Sabani, 2024).

Promotion and halal labeling are two factors that can influence consumer loyalty. Promotion forms the perception of value and emotional involvement with consumers. Halal labeling builds a sense of security and trust. Promotion and halal labeling can create stronger loyalty, especially in the Indonesian market, which is sensitive to religious values. Halal labeling influences consumer loyalty (Hasib, A., & Anwar, 2023). Promotion influences consumer loyalty (Anwar, S., Halim, H., & Sulaiman, 2024). Halal labeling and promotion influence the purchase of cosmetic products (Rohmah, A., & Habibi, 2025).

Research hypothesis

1. Promotion influences Mixue consumer loyalty.
2. Halal labeling influences Mixue consumer loyalty.
3. Promotion and halal labeling influence Mixue consumers

**RESEARCH METHODS**

Correlational research method to determine the relationship between two or more variables without manipulating the variables (Creswell, J. W., & Creswell, 2022). The study used a quantitative design with multiple linear regression. Multiple linear regression is used to determine the effect of several independent variables on one dependent variable. Linear regression analysis is used to test how much contribution is indicated by the regression coefficient of the causal relationship between the Promotion variables ( $X_1$ ), Halal Labeling ( $X_2$ ), to Consumer Loyalty ( $Y$ ). The study was conducted at PT Mixue Indonesia, located in Pantai Indah Kapuk, North Jakarta. The research population of the MixueIndonesia Instagram account followers was 230,000. The number of samples was calculated using the Yamane formula for 100 people. The sampling technique used was purposive sampling. With the criteria of Mixue Instagram followers and having bought or consumed Mixue products. Data collection was carried out using a questionnaire.

The data analysis used in the research is multiple linear regression. Multiple linear regression analysis is used to analyze the magnitude of the relationship and influence of more than one independent variable (Sugiyono, 2023). Multiple regression analysis is used to predict what the condition will be (decrease in value) of the dependent variable (criterion), if two or more independent variables as predictor factors are manipulated (increase and decrease in value).

Data analysis was carried out using computer tools with the SPSS program. The steps taken in data analysis are 1) create a data description, 2) carry out analysis requirements testing, and 3) test research hypotheses.

**RESEARCH RESULTS**

**Multiple Regression Test Analysis**

The analysis method used to assess variability in this study is multiple regression analysis. Multiple regression analysis is used to test the effect of halal promotion and labeling on customer loyalty. After tabulating the results of the calculations for each variable, the data is processed into the SPSS for Windows process. Based on the calculation results with SPSS for Windows, the coefficients in the multiple linear regression equation are obtained as shown in Table 1.

Table 1: Results of Multiple Linear Regression Analysis Test

Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.
Model	B	Std. Error			
(Constant)	23.875	3.615		6.605	.000
Promotion	.460	.098	.535	4.680	.000
Halal Labeling	.124	.107	.133	1.161	.248

Source: SPSS Data Processing 2024

Based on Table 1, a linear regression equation can be seen as follows:

$$Y = a + b_1.x_1 + b_2.x_2$$

$$Y = 23.875 + 0.460 + 0.124$$

The value of a = 23.875. This indicates that if the value of the promotion variable (X1) and Halal Labeling (X2) is constant or fixed, then the dependent variable, namely Consumer Loyalty, will increase by 23.875.

The value of b1 = 0.460 indicates that if the value of the Promotion variable (X1) increases by 1 unit, then consumer loyalty (Y) will increase by 0.460, assuming that other variables remain constant.

The value of b2 = 0.124 indicates that if the value of the Halal Labeling variable (X2) increases by 1 unit, then Consumer Loyalty (Y) will increase by 0.124, assuming other variables remain constant.

### Hypothesis Testing

The t-test is used to determine the effect of each independent variable on the dependent variable.

Table 2 Promotion Statistical t Test

Unstandardized Coefficients			Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	24.382	3.595		6.783	.000
Promotion	.544	.067	.631	8.057	.000

Source: SPSS Data Processing 2024

In the Promotion Variable, the t-count value is 8,057, which means it is greater than the T-table value of 2,627. The significant value of the t-table is less than 0.05, meaning that the Promotion variable has a significant influence on consumer loyalty.

Table 3: Halal Labeling Statistical t Test

Unstandardized Coefficients			Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	33.846	3.216		10.523	.000
Halal Labeling	.488	.081	.522	6.062	.000

Source: SPSS Data Processing 2024

The Halal Labeling variable obtained a t-value of 6,062, which means it is greater than the t-table value of 2,627. The significant value of the t-table above is less than 0.05, meaning that the Halal Labeling variable has a significant influence on consumer loyalty.

**F-test**

A simultaneous test is used to determine the effect of promotional variables (X1) and halal labeling (X2) simultaneously on consumer loyalty. The results of the F-test statistical analysis can be seen in Table 4.

Table 4 Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	549.330	2	274.665	33.244	.000 <sup>b</sup>
Residual	801.420	97	8.262		
Total	1350.750	99			

Source: SPSS Data Processing 2024

The results of the significance test, simultaneously in table 4, show the F-count value of 33.244 > F table 3.09. The sig value = 0.000 < 0.05, which means that Halal Promotion and Labeling have a simultaneous effect on Consumer Loyalty.

**Determination Coefficient Analysis (R<sup>2</sup>)**

The multiple correlation coefficient is symbolized by R, which is a measure of the closeness of the relationship between the dependent variable and all independent variables together. While the multiple determinant coefficients are symbolized by R<sup>2</sup>, which is a measure of the suitability of multiple linear lines to one dataset. The R or R<sup>2</sup> value can be seen in Table 5

Table 5 Results of the Determinant Coefficient Test (R<sup>2</sup>)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 <sup>a</sup>	.407	.394	2.87438

Source: SPSS Data Processing 2024

Simultaneous test of the Adjusted R Square value of 0.394 or 39.4%. This states that the Promotion and Halal Labeling variables affect Customer Loyalty by 39.4%. While the remaining 60.6% is explained by other variables that are not studied.

**DISCUSSION**

The results of the study were conducted on 100 respondents of IG Mixue followers who were dominated by students aged 20 to 30 years and male. The results of the descriptive analysis of halal promotion and labeling were in the good category. This shows that the promotion is carried out intensively by Mixue through attractive digital media with easy-to-understand language. Mixue offers attractive products that can create a good impression and encourage purchases. The promotion carried out by Mixue can modify behavior in the moderate category. Mixue's promotion can provide information and convince consumers regarding product quality, affordable prices, and product choices. The location to get Mixue products that get the highest indicator encourages product purchases. Mixue promotions that are easy to remember and can be trusted can influence consumers to remain loyal to buying Mixue products. The results of the study showed that

promotion has a positive and significant effect on consumer loyalty. These results are in line with the results of previous studies that promotion has a positive effect on loyalty (Roni, R., Zulfadil, Z., & Setiawan, 2022). Integrated marketing communications influence customer loyalty through repeat purchases, as a characteristic of customer loyalty (Dewi Sri Purwati, 2021). Service quality, sales promotion, and digital marketing influence loyalty (Hanjaya, J. K., Setiawan, 2022).

Consumer loyalty indicates the success of the company's promotion. Consumer loyalty is a strong bond that arises from consumers to reuse products or services. Loyal consumers will also not switch to other companies' products or services. Loyal customers will always make repeat purchases if they need the same product or service. Loyalty, in addition to providing value to the company's business, can also attract new customers.

The results of the halal labeling analysis show that halal labeling is in the good category. This shows that consumers believe that Mixue has halal certification. The quality of Mixue products is in accordance with halal standards and halal fatwas. Mixue is produced using raw materials according to halal guarantees and halal production processes. Mixue has a halal label on its packaging issued by the Product Assurance Organizing Agency and IUC.

The results of the consumer loyalty analysis show that it is in the moderate category. Consumers stated that they were happy and satisfied with the consuming Mixue. Consumers made repeat purchases of Mixue products, even making regular purchases. Respondents invited friends to buy Mixue and recommended Mixue products to friends. Respondents stated that they were not interested in buying other similar products, becoming Mixue customers.

The results of the halal labeling study have a positive and significant effect on consumer loyalty. The results of this study are supported by the results of previous studies that halal labeling affects consumer loyalty in consuming snacks (Hasib, A., & Anwar, 2023). Halal labels strengthen trust, which is a dominant factor in forming consumer loyalty in cosmetics (Maya Dora, Y., Faritzal, 2020).

Halal labels protect consumers from doubts about using a product. Halal labels strengthen and enhance product image, which directly or indirectly affects consumer perception. Consumers will feel calm and safe when consuming products that have been declared halal by the MUI and have a halal label on the product. Products that are labeled halal indicate that the product is safe to consume because they are distributed through a manufacturing process with ingredients that are not harmful and are very safe to use. Halal labeling affects consumer loyalty. The results of the study, Halal Promotion and Labeling, have a simultaneous effect on Customer Loyalty. This is supported by previous research that simultaneously there is a positive influence of halal promotion and labeling on consumer loyalty of food products (Arifin, Z., 2020). Halal labeling and promotion influence the purchasing satisfaction and loyalty of beverage products in Medan (Fadila, R., Hartati, 2021).

Promotion can increase awareness (brand awareness) and attract consumer attention. Consumers who get positive experiences from promotions tend to develop emotional attachments that lead to loyalty. For Muslim consumers, the halal label is an indicator of the "halalness", safety, and Sharia compliance of a product. The halal label builds trust because it guarantees that the product aligns with consumer values and beliefs.

Promotion attracts consumer interest, and halal labeling strengthens consumer confidence that the product has high value/perceived value. High value is not only the functional aspect of taste and price but also from the emotional and ideological aspects, namely, religious belief and inner satisfaction. When consumers feel that the value received is greater than the sacrifice, consumers tend to be loyal. Consistent promotions and officially verified halal labels help build a trustworthy brand reputation. Consumers who see brands always maintaining quality and religious values will repeat purchases and recommend them to others as a sign of loyalty.

## CONCLUSION

Based on the findings of the research results, several conclusions can be drawn as follows:

1. Promotion influences Customer Loyalty. Through promotion, brand awareness can be increased. Encourage repeat purchases, build a positive brand image that can increase sales and loyalty.
2. Halal labeling has a significant effect on Customer Loyalty. Halal labeling increases the trust of Muslim consumers. Ensures product safety and cleanliness. Improves product image and reputation, which encourages consumer loyalty.

Promotion and Halal Labeling have a simultaneous effect on Customer Loyalty. Promotion provides added value and satisfaction, creates emotional closeness through positive experiences, and encourages brand attachment. Halal labeling provides a sense of security for consumers related to religious values. Promotion and halal labeling make consumers feel comfortable and satisfied so that they use the product repeatedly.

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