

Unlocking the Muslim Consumer Market: The Influence of Islamic Branding, Islamic Advertising, and Religiosity on Sunsilk Hijab Shampoo Products Purchases

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Accepted : Juli 2023
Published: September 2023



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Abstract: The purpose of this study is to examine whether religious affiliation, Islamic branding, and Islamic advertising have any influence on FEB students at Muhammadiyah Jember University's decision to purchase Sunsilk hijab items, specifically shampoo. The approach is quantitative. The participants in this study are FEB students from 2019 – 2021 University of Muhammadiyah Jember. The sample in this research is 100 respondents. Multiple linear regression analysis using SPSS tools, version 25, is the technique employed. According to the results of the coefficient of determination test, there is a 54.5% influence of religion, Islamic branding, and Islamic advertising on purchasing decisions. The findings of the t test indicate that religious affiliation, Islamic branding, and religious advertising all claimed to have had a substantial impact on consumers' decisions to buy Sunsilk hijab shampoo products (case study of shampoo consumers among female students at the University of Muhammadiyah Jember).

Keywords: Islamic Branding, Islamic Advertising, Religiosity, Purchasing Decision

INTRODUCTION

In today's modern era, economic development in Indonesia is very fast because it leads to intense competition in winning market share. It can be seen that marketing is actually an activity to provide goods and services by individuals or groups aimed at consumer satisfaction so that they become loyal and loyal consumers (Alimin, 2022). With the right strategy, it will attract consumers to make purchasing decisions on the products offered. Purchase decision is one of the main components of consumer behavior. In general, the consumer purchase decision is the decision to buy the preferred product (Kotler, 2018).

Islamic branding is a relatively new concept (Alam & Maknun, 2021). Islamic branding is an identity attached to a product by showing a name, symbol or other characteristics of the product. Islamic branding, namely Islamic labeling in marketing, both in terms of names that lead to Islamic elements. Research conducted by Wati (2021) states that Islamic branding has an influence on purchasing decisions. That Islamic branding can assist consumers in making a decision in product purchase intentions (Wati, 2021).

Islamic advertising is a form of indirect communication based on information about a product that aims to influence consumers and in its presentation is based on Islamic advertising ethics (Zulkifli et al., 2019). In research Poluan et al (2016) explained that advertising strategies need to be optimized with the aim of influencing consumer purchasing decisions. So Islamic advertising is a form of indirect communication regarding

product information that aims to influence consumers in presenting Islamic advertisements (Poluan, J. G., Lumintang G. G., 2016).

Next is religiosity. Religious means carrying out religious teachings as a whole, or in the KBBI the definition of religious means those concerned with religion or religion (Rusdiyanto, 2019). Religiosity is one of the most important in supporting the strength of a culture and has an important influence on purchasing decisions (Santoso & Aprillianto, 2019). In research Nasrullah (2015) religiosity is an important factor that can encourage consumers to buy products. Religious consumers will usually buy halal products that meet sharia standards, which are generally offered by manufacturers of Islamic branded products (Nasrullah, 2015).

The development of the hijab in Indonesia is very fast. Hijab serves to cover women's private parts, which is now being used as a trend center in the fashion world. Hair is one of the beauty assets owned by women, this is no exception for women who wear the hijab, but often those who wear the hijab experience problems with their hair. There are many choices of shampoo brands in Indonesia, one of which is Sunsilk Shampoo. Sunsilk was first launched in the Indonesian market in 1952. Sunsilk launched Hijab Refresh, a line of shampoos and conditioners that are suitable for hijab users. There are three main problems that are often experienced by female students, namely, dandruff, unpleasant odor on the hair, damp scalp and frizzy hair. These three problems arise due to the influence of hot and humid temperatures. Heat and humidity cause the body to secrete sweat and oil on the scalp which, if left unchecked, can lead to limp hair and dandruff. The part of the head that is covered all day makes the head sweat so that the hair becomes limp and smells not fresh (Zulkifli et al., 2019). Therefore, female students need a shampoo that does not only clean but can overcome these problems. FEB students who wear hijab are no exception.

The existence of Islamic brands has now become a trend, the phenomenon of the emergence of many Islamic brands indicates a shift in consumer behavior. Based on this phenomenon, it is often found that female students use the wrong product in choosing shampoo, especially female students who wear the hijab. This sunsilk hijab shampoo contains ingredients that are safe for consumers, so this product is perfect for female students who wear hijab. In addition, there is also a phenomenon in advertising. Where is the Islamic advertising for Sunsilk Hijab shampoo products that displays a woman wearing a hijab. This phenomenon is also very influential on the decision to purchase Sunsilk hijab shampoo for female students, because the advertisement explains the advantages of the shampoo itself. Female students who wear hijab are sometimes not careful about excess shampoo products. With Islamic advertising, of course there is also the phenomenon of one's religiosity in purchasing decisions for a product. Religious students will usually buy halal products that meet sharia standards. But in reality they are less selective of the products purchased (Qomariah, 2012). Based on this phenomenon, the researcher made observations regarding the decision to purchase sunsilk hijab shampoo products in the FEB area of the Muhammadiyah University of Jember. The following are the results of survey data conducted by researchers:

Table 1 Female Student Survey Data Using Sunsilk Hijab Shampoo

No	Type of Hijab Shampoo	User	Percentage
1.	Clear Hijab Pure	2	6,7%
2.	Pantene Pro-V Hijab Edition	7	23,3%
3.	Sunsilk Hijab	20	66,7%
4.	Rejoice Hijab 3 in 1	1	3,3%
Total		30	100%

Source: Primary Data (2022)

The results of pre-research observations in table 1 of 30 FEB female students at Muhammadiyah University of Jember, it was found that users of sunsilk hijab shampoo showed a percentage of 66.7% of female

students using this shampoo, so the researchers were interested in conducting further research (Qomariah et al., 2016). This shows that the purchase decision of female students for sunsilk hijab shampoo is quite high, that most female students wear the hijab and are Muslim (Indarto et al., 2018). Of course this is very related to female students because they are able to attract these shampoo products with the existence of Islamic brands, Islamic advertisements, and religiosity in a purchasing decision in buying Sunsilk Hijab Shampoo.

METHOD

This study employed the causality method as its methodology. Primary data is data obtained directly from respondents by distributing questionnaires to FEB Muhammadiyah University Jember students. Secondary data in this study came from Google Scholar, top brand image, official blog, regarding an increase in consumer interest in using and recommending Sunsilk Hijab Shampoo products, especially for women.

The population that will be studied in this study is female students, especially women who have bought and used sunsilk hijab shampoo. Among them are FEB Muhammadiyah University Jember students class of 2019 - 2021. The samples taken from this study used the Hair formula, et al. So that the study's sample size was: 19 indicators x 5 = 95. In this study, 95 respondents made up the sample. Based on this, to reduce the error rate, the sample size is rounded up to 100 respondents. This sample technique uses a purposive sampling method, where the selected respondents have the following sample criteria:

1. Student Respondents FEB Muhammadiyah University Jember
2. Student Respondents class 2019 – 2021
3. Respondents who have used sunsilk hijab shampoo products for the last 2 months - 1 year

Analyze the data and do the conventional assumption test along with an instrument test, multiple linear regression, and the coefficient of determination. SPSS version 25 multiple linear regression analysis (Statistical Package for Social Science) software is the technique employed.

RESULTS AND DISCUSSION

Data Instrument Test

Validity Test

Table 2 Validity Test Results

Variable		<i>F_{count}</i>	<i>F_{table}</i>	Description
Islamic Branding (X ₁)	X1.1	0,712	0,199	Valid
	X1.2	0,735		
	X1.3	0,759		
	X1.4	0,701		
Islamic Advertising (X ₂)	X2.1	0,626	0,199	Valid
	X2.2	0,574		
	X2.3	0,672		
	X2.4	0,698		
	X2.5	0,572		
Religiosity (X ₃)	X3.1	0,675	0,199	Valid
	X3.2	0,672		
	X3.3	0,631		
	X3.4	0,694		
	X3.5	0,503		
Purchase Decision (Y)	Y.1	0,694	0,199	Valid
	Y.2	0,543		
	Y.3	0,579		
	Y.4	0,691		
	Y.5	0,714		

Source: Results of SPSS processed data version 25, 2023

Table 2 states that the results of the calculations from $r_{count} > r_{table}$ through $df = (N-2)$ are $100 - 2 = 98$. So the r_{table} value is 0.1996. This states that all statement items in the questionnaire from the Islamic branding, Islamic advertising, and religiosity variables are said to be valid.

Reliability Test

It is considered trustworthy if the response to the SPSS variable statement has a value of 0.60 (Ghozali, 2016).

Table 3 Reliability Testing Results

Variable	Reliability	Items	Description
Islamic Branding (X1)	0,702	4	Reliability
Islamic Advertising (X2)	0,618	5	
Religiosity (X3)	0,629	5	
Purchase Decision (Y)	0,645	5	

Source: Results of SPSS processed data version 25, 2023

In table 3, larger than 0.6 is the typical Cronbach Alpha value or 60% for the Islamic branding, Islamic advertising, and religiosity variables. So that the four variables are declared reliable.

Multiple Linear Regression Analysis

$$Y = 9,057a + 0,209X_1 + 0,219X_2 + 0,228X_3$$

The results obtained are:

1. The value of the constant is 9.057. If the independent variables, namely Islamic branding, Islamic advertising, and religiosity, a value of zero (0), the dependant variable's value is 9.057.
2. The value of the regression coefficient of variable X_1 has a positive value on purchasing decisions with a value of 0.209.
3. The value of the regression coefficient of variable X_2 has a positive value on purchasing decisions with a value of 0.219.
4. The value of the regression coefficient of variable X_3 has a positive value on purchasing decisions with a value of 0.228.

Classic Assumption Test

Normality test

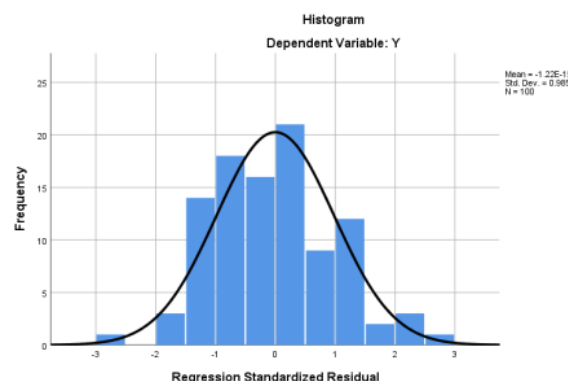


Figure 1 Histogram

Sumber: Hasil data olahan SPSS versi 25, 2023

In Figure 1, it shows that the curve that occurs is in the form of a bell with both sides widening. It can be concluded that otherwise normally distributed.

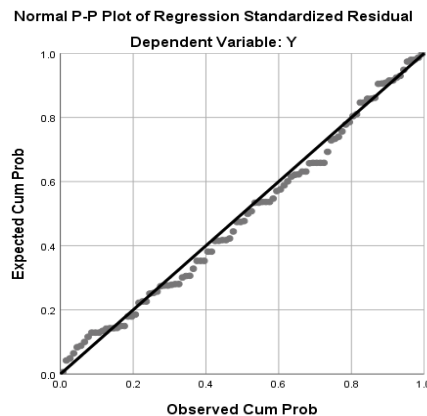


Figure 2. P-Plot Normal Probability Diagram

Sumber: Hasil data olahan SPSS versi 25, 2023

In figure 2, the dots coincide with the diagonal lines. Then declared normal distribution.

Kolmogorov-Smirnov Test

Asymp value Sig. (tailed) or a significant level of 0.200 which means more than 0.05. Then the residual value has been declared to be normally distributed.

Multicollinearity Test

Table 4 Multicollinearity Test Results

Variable	Tolerance Value	VIF	Description
Islamic Branding (X_1)	0,628	1,592	No multicollinearity
Islamic Advertising (X_2)	0,584	1,713	No multicollinearity
Religiosity (X_3)	0,756	1,323	No multicollinearity

Source: Results of SPSS processed data version 25, 2023

The independent variables in table 4 are found to not be multicollinear. All variables have tolerance values above 0.01 and VIF values below 10.

Heteroscedasticity Test

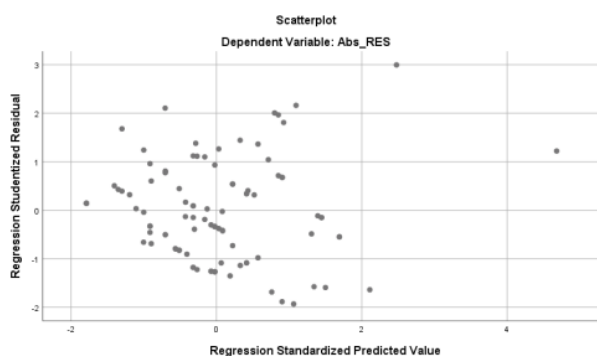


Figure 3 Heteroscedasticity Test Results

Sumber: Hasil data olahan SPSS versi 25, 2023

Figure 3, there is no clear and regular pattern, and the Y axis points are dispersed at random below and above zero. Therefore, it can be said that heteroscedasticity's symptoms are absent.

Hypothesis Test (T-test)

Table 5 T-test

Variable	Sig	t _{count}	t _{table}	Information
Islamic Branding	0,001	3,309	1,984	Signifikan
Islamic Advertising	0,001	3,414	1,984	Signifikan
Religiusitas	0,000	4,300	1,984	Signifikan

Source: Results of SPSS processed data version 25, 2023

In table 5, it is obtained which has several meanings, namely:

1. Test the first hypothesis, the t_{count} value on the Islamic branding variable = 3,309 > t_{table} = 1.984 and a significant level of <0.05, which is 0.001. So it can be concluded that the first hypothesis states that there is a significant influence.
2. Test the second hypothesis, the value of t_{count} on the Islamic advertising variable = 3,414 > t_{table} = 1.984 and a significant level of <0.05, which is 0.001. According to the second theory, the influence is substantial.
3. Test the third hypothesis, the t_{count} value of the religiosity variable = 4,300 > t_{table} = 1.984 and the significance level is <0.05, which is 0.000. In light of this, it may be said that the third hypothesis, which claims that there is a considerable influence, is correct.

Coefficient of Determination (R²)

The findings indicate that R², or the coefficient of determination, is 0.545. This indicates that Islamic branding, Islamic advertising, and religion have an impact on 54.5% of changes in purchasing decisions. While other factors that were not considered, such the caliber of the product, affected the remaining 45.5%.

Discussion

The Effect of Islamic Branding on Purchasing Decisions

The results show that the Islamic branding variable on purchasing decisions for sunsilk hijab products for female student shampoo consumers at FEB Muhammadiyah University Jember with a significance value of 0.001 is smaller than the error level of 0.05 as evidenced by the t_{count} result of 3.309. R²'s coefficient of determination yields a result of 0.545, or 54.5%, this shows that the purchasing decision of sunsilk hijab shampoo products for female students of FEB Muhammadiyah University Jember shampoo is influenced by Islamic branding. This proves that when buying sunsilk hijab shampoo, female students see Islamic branding in buying shampoo. In addition, the results of multiple linear regression of 0.209 in a positive direction.

This research is in line with Fitriya (2017) that customer decisions to buy items are positively and significantly influenced by Islamic branding by Muhammadiyah University Jember students. This means that many consumers realize the importance of choosing a product (Fitriya, 2017). The existence of Islamic branding on Sun silk Hijab shampoo has a very big influence, meaning that Islamic branding has a good image in the eyes of consumers.

The Effect of Islamic Advertising on Purchasing Decisions

The results show that the Islamic advertising variable for purchasing decisions for sunsilk hijab products for female student shampoo consumers at FEB Muhammadiyah Jember University has a significance value of 0.001, which is smaller than the error level of 0.05, as evidenced by the t-count of 3.414. The result of the coefficient of determination R^2 is 0.545 or 54.5%, this shows that the purchasing decision of sunsilk hijab shampoo products for female students of FEB shampoo at Muhammadiyah Jember University is influenced by Islamic advertising. In addition, the results of the multiple linear regression equation show 0.219 in a positive direction.

The results of this study are relevant to Kusdiana et al. (2021) states that Islamic advertising variables have a positive and significant influence on the intention to buy local halal cosmetic products. This can be interpreted that consumers who have seen Islamic advertisements on television, social media and other media have a positive and significant influence on the intention to buy local halal cosmetic products (Kusdiana et al., 2021). Islamic advertising is an advertising strategy carried out by companies in accordance with Islamic law and Islamic ethics in order to attract consumer purchasing power.

The Effect of Religiosity on Purchasing Decisions

The results show that the religiosity variable for purchasing decisions for sunsilk hijab products for female student shampoo consumers at FEB Muhammadiyah University Jember has a significance value of 0.000, which is less than the 0.05 error threshold as evidenced by the t_{count} result of 4.300. The result of the coefficient of determination R^2 is 0.545 or 54.5%, this shows that the decision to purchase sunsilk hijab shampoo products for female students of FEB Muhammadiyah University Jember shampoo is influenced by religiosity. In addition, the outcome of the equation for multivariate linear regression show a value of 0.228 in a positive direction.

This research is in line with Azizah & Rozza (2022) states that religiosity has a significant positive influence on purchasing decisions on Muslim Fashion Products in Indonesia. Religiosity is a person's sense of trust in believing in the teachings of his religion (Azizah, P, & Rozza, 2022). Religion defines the ideals for life, which in turn are reflected in values and attitudes of societies and individuals (Hussin et al., 2015). This shows that religiosity is important for purchasing decisions for sunsilk hijab shampoo products.

CONCLUSION

From the research mentioned above's findings, it can be said that 1) Islamic branding variables partially have a substantial impact on consumers' selections to purchase sunsilk hijab shampoo products for female student shampoo consumers at FEB Muhammadiyah Jember University, 2) Islamic advertising variables partially have a substantial impact on consumers' selections to purchase sunsilk hijab shampoo products on consumers of FEB Muhammadiyah University Jember student shampoo, 3) the religiosity variable partially has a significant effect on purchasing decisions for sunsilk hijab shampoo products on FEB Muhammadiyah University Jember student shampoo consumers.

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