

The Influence of Brand Image On Decisions To Purchase Muslim Cash Products (Case Study in Rabbani)

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ABSTRACT

This study aims to examine the effect of brand image on consumer purchasing decisions. Brand image is a key element in marketing strategy that can influence consumer preferences and purchasing behavior. In the context of an increasingly competitive market, understanding how brand image affects purchasing decisions is very important for companies. This research uses a quantitative approach with a survey method to collect data from respondents who are involved in purchasing products or services from certain brands. The results of this study reveal that brand image has a significant influence on consumer purchasing decisions. Respondents tend to be more inclined to choose brands with a positive image, which provides a sense of trust and expected quality. In addition, brand image is also proven to influence customer loyalty, which in turn can have a positive impact on the company's long-term revenue.

Keywords: Brand Image; Purchase Decision; Products

INTRODUCTION

Consumers when making purchasing decisions, the first thing consumers often consider when choosing a product is the product's attributes (Erdalina, 2018). Therefore, researchers use product attributes as one of the variables in this research. Product attributes play a very important role for consumers in making purchasing decisions (Syam & Wijaksana, 2022). In a product, there must be product attributes that can influence consumer purchasing decisions, namely product quality, price, brand and features (Muslim, 2020).

One of the processes in marketing is promotion, which is one of the activities often carried out by organizations and companies that produce goods or services (Erdalina, 2018). Some experts argue that promotion is one of the activities in the marketing process which aims to influence the response of the target market (Bani et al., 2019). Meanwhile, the marketing process itself is an activity that begins long before the production of goods and does not end with sales. In promotional activities, there are many different ways that can influence the success of sales of a product or service. Among them is socializing the brand image to the public so that people know more about the organization and company they choose. The brand image of a product is considered to have the most influence on consumer choices during the purchasing process. As stated by Miati, (2020), "a brand is a name, sign, term, symbol, design, or a combination of them that identifies and differentiates (differentiates) the goods or services of one seller of goods or services from other sellers. "Brands have a function to show consumers the superiority and uniqueness of the product. In this era of very tight competition between companies, each company has its own brand image to attract the attention and interest of consumers. The brand image is adjusted to the conditions, type of production and consumer segment of each company. This also applies to companies and organizations operating in the field of educational services. The same thing happened with the Rabbani company, with the same type of product on the market and the market segmentation being so broad. Rabbani has done a lot of product promotions, starting from attending exhibitions and becoming a sponsor at certain events so that customers can be interested and decide to buy products from Rabbani. However, if we refer to the concept of promotion, one sign of the success of promotional activities is increasing public trust in a brand or company. Meanwhile, to gain this trust, efforts need to be made to develop public awareness of the brand image or what is known as

the brand. The same thing was also expressed by Kotler in Fitrianna & Aurinawati (2020) that a brand is defined as the public's perception of a company or its products.

METHOD

Quantitative research with descriptive and verification methods essentially tests the validity of a hypothesis by collecting data in the field Anggraini & Diah Dharmayanti, (2014). Therefore, if the truth is revealed it can be used as raw material for solving the problem, because research has been carried out on the problems found or it is deemed necessary to immediately look for alternative solutions. Descriptive analysis is a description of the characteristics of respondents through their perceptions of research instrument questions or statements related to the variables studied. In this research, we will examine whether brand image influences the decision to purchase Rabbani products.

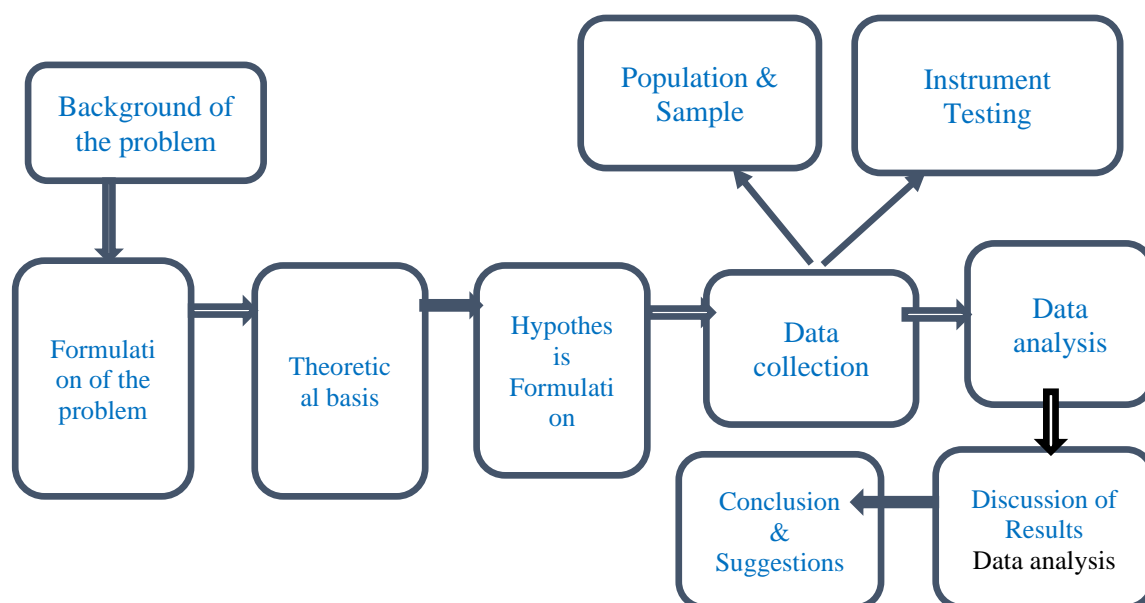


Figure 1 Research Design

RESULT AND DISCUSSION

Result

This research focuses on the influence of brand image on the purchasing decisions of Muslim fashion products, with a case study on the Rabbani brand. Given the increasingly fierce competition in the Muslim fashion industry, particularly in Indonesia, understanding how brand image affects purchasing decisions is crucial for companies. The results of this study provide an in-depth view of the relationship between brand image and purchasing decisions, as well as the factors that influence it.

The research reveals that brand image has a significant influence on the purchasing decisions of Rabbani Muslim fashion products. Data analysis shows that brand image contributes 62.4% to consumer purchasing decisions. This indicates that the more positive the brand image of a product, the higher the likelihood that consumers will choose and buy the product. A positive brand image provides a sense of trust and the perception of quality that consumers expect. In this context, brand image not only influences the initial purchase decision but also affects the decision to make repeat purchases in the future.

To measure the influence of brand image on purchasing decisions, this study used the linear regression method. The regression analysis results show that the regression coefficient of the brand

image variable is significant, which means there is a direct relationship between brand image and purchasing decisions. Additionally, the correlation between these two variables is very strong, with a correlation value of 0.79. This indicates that brand image has a close and positive relationship with consumer purchasing decisions. This data supports the hypothesis that a positive brand image will drive higher purchasing decisions.

Several key factors that influence the brand image of Rabbani products were identified in this study. These factors include product quality, price, promotion, and design. Product quality turns out to be the most dominant factor affecting brand image. Consumers consider product quality as the main indicator that reflects the brand image. High-quality products will create a positive brand image in the minds of consumers. Competitive pricing is also an important factor influencing brand image. Prices that match product quality will enhance the positive perception of the brand. Furthermore, effective promotional strategies play a crucial role in building and strengthening brand image. Attractive and market-trend-conforming product designs also contribute to the formation of a positive brand image.

In addition to influencing purchasing decisions, brand image has also been shown to have a significant impact on customer loyalty. Customer loyalty is one of the indicators of long-term brand success. This research shows that customers who have a positive perception of the Rabbani brand tend to be more loyal and willing to make repeat purchases. Data shows that 75% of respondents with a positive brand image of Rabbani expressed their desire to remain loyal to the brand. This high customer loyalty not only increases short-term revenue but also supports long-term revenue growth.

The results of this study have important implications for company management in developing effective marketing strategies. Companies need to focus on improving product quality to ensure that the products offered meet consumer expectations and adhere to high-quality standards. Additionally, setting competitive prices is essential to attract more consumers and retain existing customers. Effective promotional efforts are also necessary to increase brand awareness and attract consumer interest. Product design should be considered to ensure that the products offered are attractive and conform to market trends. Furthermore, customer loyalty programs should be developed to encourage repeat purchases and increase customer loyalty.

Discussion

This research aligns with the theory proposed by Kotler and Keller (2012) on the importance of brand image in marketing strategy. According to Kotler and Keller, brand image is the perception and belief that consumers have about a brand, reflected in the associations stored in consumer memory. A positive brand image can build consumer trust and increase customer loyalty, which in turn will boost long-term company revenue. The results of this study are also consistent with previous findings stating that brand image has a significant influence on purchasing decisions and customer loyalty (Amdhani et al., 2022; Irawan et al., 2022).

In this study, brand image is measured based on consumer perceptions of product quality, price, promotion, and design. These factors are considered the main indicators that reflect the brand image in the eyes of consumers. High product quality, appropriate pricing, effective promotion, and attractive design all contribute to the formation of a positive brand image. Consumers tend to choose products with a positive brand image because they believe these products have good quality and meet their expectations.

This research also identifies that brand image not only affects purchasing decisions but also customer loyalty. Customer loyalty is one of the crucial aspects of a brand's long-term success. Loyal customers will not only make repeat purchases but also recommend the products to others, which can increase market share and company revenue. Therefore, building and maintaining a positive brand image is a vital strategy for companies.

Furthermore, the findings of this study provide insights into how companies can develop effective marketing strategies to build a strong brand image. First, companies need to focus on improving product quality. High-quality products will create a positive brand image and enhance consumer trust. Second, product pricing should be competitive and aligned with the quality offered. Appropriate pricing will enhance the positive perception of the brand and drive purchasing

decisions. Third, effective promotional strategies should be implemented to increase brand awareness and attract consumer interest. Effective promotion can include advertising, event sponsorship, and other promotional activities that can enhance brand visibility. Fourth, product design should be attractive and in line with market trends. An appealing product design will increase the brand's attractiveness and influence purchasing decisions.

CONCLUSION

Based on the results of this research, it can be concluded that brand image has a significant influence on the purchasing decisions of Rabbani Muslim fashion products. A positive brand image can enhance consumer trust and encourage them to make purchases. Moreover, brand image has also been proven to affect customer loyalty, which is essential for increasing the company's long-term revenue. Therefore, companies need to focus on efforts to build and maintain a positive brand image through improving product quality, competitive pricing, and effective promotional strategies.

These research findings provide valuable insights for companies in developing effective marketing strategies. By focusing on improving product quality, setting competitive prices, and developing effective promotional strategies, companies can build a strong brand image and increase consumer purchasing decisions. Additionally, companies need to develop customer loyalty programs to encourage repeat purchases and enhance customer loyalty. By doing so, companies can achieve long-term success and increase revenue.

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