

The Effect of Islamic Branding and Celebrity Endorsers on Purchase Decisions

Fharantias Riska
Universitas Islam Jember
Jl. Tidar No. 19 Jember
+628155509771
fharaindrawan@gmail.com

Izzul Ashlah
Universitas Islam Jember
Jl. Tidar No. 19 Jember
+6285785797779
izzulashlah@gmail.com

Slamet Wijiono
Universitas Islam Jember
Jl. Tidar No. 19 Jember
+6281297454460
wijionoslamet@yahoo.com

ABSTRACT

This study aims to determine the effect of Islamic branding and celebrity endorser on purchasing decisions of sunsilk hijab shampoo products on Jember Islamic University students. Based on the objectives of this study, including research methods, namely by means of surveys in the form of questionnaires to explore data related to Islamic branding, celebrity endorsers and purchasing decisions. The population in this study is active female students of Jember Islamic University until 2023 with a total of 1,903 female students. The sampling technique uses non-probability sampling, namely by purposive sampling method with a sample of 100 respondents. Data collection uses validity test, reliability test, t test and f test while data analysis technique uses multiple linear regression. From the results of the analysis, it can be seen that Islamic Branding affects purchasing decisions with a tcount of > ttable with a result of 4,363 > 1,984, Celebrity Endorser affects purchasing decisions with a tcount of > ttable with a result of 3,457 > 1,984. Islamic Branding and Celebrity Endorsers simultaneously influence purchasing decisions with a fcalculate > ttable with results of 32,564 > 2,698. The Islamic branding and celebrity endorsers are able to influence Jember Islamic University students in making purchase decisions, because they can ensure, information and the benefits of its usefulness so as to make consumers more interested in making purchases.

Keywords: Halal Labeling; Islamic Branding; Celebrity Endorser; Purchase Decisions.

1. INTRODUCTION

The current rapid economic development, especially in the economic sector, has led to fierce competition, especially for similar companies. Companies must continue to follow changes and create competitive advantages. It is important for companies to convey products accurately so that they are recognized by consumers (Zulkifli, 2019). Brands are always the main thing that consumers pay attention to when making purchases (Janany and Shivany, 2017). Manufacturers use Islamic branding strategies to attract Muslim consumers, which involve Islamic identities (such as the words Islam, Sharia, Islamic names) in marketing their products. Islamic branding is brands that are halal and target Muslim consumers. This includes symbols, sharia names, and halal labels. Religion is actually a non-material social fact that allows it to be used to highlight the whole aspect, but modern social science in dissecting phenomena has tendency to only use a materialist approach, so that non-material as a secondary symptom (Ashlah et al, 2023).

In addition to halal labeling and Islamic branding, one of the things that consumers consider most before deciding to buy a product is advertising (Goldsmith and Lafferty, 2002). Companies must be able to convey and utilize celebrity endorsers to make their products more effective. Celebrity endorsers are a popular advertising method to convey messages or encourage consumers to buy certain products. Celebrity endorsers are people who are famous in various fields, who can influence product purchasing behavior because of their performance. By using celebrities in advertising, companies can achieve their goals in introducing their products to consumers, thus providing clear information about products that consumers are interested in, and getting a positive response from consumers (Andrianto, 2016). Good product packaging is considered to be able to convince consumers to buy, and is related to the level of halalness of the product. Sunsilk hijab shampoo is an advertising product that uses Muslim celebrities such as Laudya Chintya Bella.

2. LITERATURE REVIEW

2.1 Islamic Branding

Label is a brand that becomes the name and identity of goods or services produced by a company, and also becomes a differentiator from goods or services produced by other companies (Kotler and Armstrong, 2010). While Halal is a term that refers to everything that is allowed or permitted by Islamic law, including behavior, activities, clothing, and others (Qardhawi, 2007). According to Rangkuti (2010), Halal labeling is the writing or statement of halal that is stated on the product packaging to indicate that the product has the status of a halal product. It is concluded that the halal label is a guarantee given by an institution that has the right and obligation to issue halal labels in order to provide confidence to Muslim consumers that the products they use are guaranteed halal.

Islamic branding is a relatively new concept (Alam and Maknun, 2021). Islamic branding is the process of creating a brand that complies with sharia law, which emphasizes values such as truth, responsibility and conformity to sharia principles (Temporal, 2011). Islamic branding aims to attract the attention of Muslim consumers by following sharia values, by carrying out marketing in accordance with sharia behavior and communication (Ranto, 2013). It can be concluded that Islamic branding is a brand issued by a company that carries sharia elements in it with the aim of attracting Muslim consumers, because with the existence of the sharia brand, consumers have believed that the brand has met the requirements according to Islamic law.

2.2 Celebrity Endorser

Celebrity endorser is a form of advertising campaign or marketing strategy which uses a celebrity's fame or social status to promote a product, brand or service, or to raise awareness about an issue. Marketers use celebrity endorsers in hopes that the positive image of the celebrity endorser will be passed on to the product's or brand's image. Celebrity endorsers are people who are famous in the arts, entertainment, sports, or public life who can increase the success of the products they support (Shimp, 2003). Celebrity endorsers are people who are famous in the eyes of the public and act as buyers in advertisements (Belch and Belch, 2004). It can be concluded that celebrity endorsers are celebrities whose job is to be someone who can attract the interest of the public or consumers to buy the products they promote.

2.3 Purchase Decisions

Purchase decisions are the processes consumers undergo to determine whether to buy a product or not, after identifying their need and researching products that could solve that need. According to Swastha (2000) purchasing decisions are part of a series of mental processes and other physical activities that involve the selection, payment, and use of products or services to meet specific needs at a certain time and period. Purchasing decisions are a process or stage of synthesis that combines knowledge and desires, where consumers buy various alternative choices and choose one of them (Afandy et al., 2014). Purchasing decisions are when consumers make real purchases (Kotler et al., 2001). It can be concluded that purchasing decisions are a process that exists in consumers in making purchases of a product. There are several factors that contribute to a consumer making purchase decisions. Most consumers, for example, look to their peers or trusted celebrities for reviews or testimonials about the product. When shopping online, they look for product information that will help them better understand how the product will solve a problem or benefit them. Images, videos, and other enhanced content help these shoppers get a sense of the look, feel, shape, and size of the product when they aren't able to handle it in-store.

2.4 Competitive Advantage Theory

In business, a competitive advantage is an attribute that allows an organization to outperform its competitors. A competitive advantage may include access to natural resources, such as high-grade ores or a low-cost power source, highly skilled labor, geographic location, high entry barriers, and access to new technology and to proprietary information. Competitive advantage is the ability to beat competitors by providing more value to customers, either through lower prices or by providing more benefits that are commensurate with higher prices (Kotler and Armstrong, 2005), abilities, skills, resources, potential and so on that allow companies to compete efficiently in the industry (Sampurno, 2010). The current highly competitive business environment requires companies to be able to differentiate the products produced in the competition to gain competitive advantage. The products produced must have special characteristics in winning the hearts of consumers so that they become special products in the hearts of consumers. Competitive advantage can only be achieved by developing products that are very special and more profitable than competitors.

2.5 Source Attractiveness Theory

Source Attractiveness Theory states that message recipients can be influenced by attractive message sources in terms of their attitudes, opinions, and behaviors. Attractive message sources can be people, organizations, or media that have similarities, familiarity, and likeability with the message recipient (McGuire, 1985). Source Attractiveness Theory links the similarity, familiarity, and likeability of an endorser to the effectiveness of the message. This theory explains the effects of source attractiveness. Some factors that influence the success of communication are similarity, familiarity, and liking (feelings/attitudes of a person) that are owned by the communicator. Therefore, the source that is identified by people will have more influence on them. People tend to identify sources that they like or that have high appeal. Source attractiveness theory does not only mean physical attractiveness, but includes a number of virtuous characteristics that consumers may perceive in a celebrity endorser. For example, intellectual skills, personality traits, lifestyle, or athletic prowess. In this regard, advertising has suggested that the physical attractiveness of a communicator determines the effectiveness of persuasive communication through a process called identification which is assumed to occur when information from an attractive source is received as a result of a desire to identify with that endorser.

3. RESEARCH METHODS

This study uses a descriptive quantitative approach. Quantitative data in this study are in the form of questionnaire and observation data to trace data related to celebrity endorsers, halal labeling and Islamic branding on consumer purchasing decisions. The population in this study was 100 female students who had met the criteria, and the sample was 100 responses. The sampling technique used in this study was non-probability sampling, because in this study it has special characteristics or research criteria so that the population does not have the same opportunity to become a research sample, special characteristics or criteria in this study are active female students of Jember Islamic University who use Sunsilk Hijab shampoo products with the influence of halal labeling, Islamic branding, and

celebrity endorsers and using the Ferdinand formula in sampling. The collected data were processed and analyzed quantitatively and the hypothesis was tested using multiple linear regression analysis.

4. RESULT AND DISCUSSION

4.1 The Effect of Islamic Branding on Purchase Decisions

The results of this study indicate that Islamic branding influences purchasing decisions. This is proven by the existence of a t-value greater than t-table ($4.363 > 1.984$) so that the hypothesis is accepted, meaning that Islamic branding influences purchasing decisions, this shows that if Islamic branding increases, the purchasing decisions of students at the Islamic University of Jember will increase. The results of this study confirm Kotler and Armstrong's theory (2005) regarding Competitive Advantage with Differentiation strategy, through the existence of Islamic branding in a product that has its own uniqueness which in the market segment will attract consumer interest in making purchasing decisions". Competitive advantage is the ability to beat competitors by providing more value to customers, either through lower prices or by providing more benefits that are commensurate with higher prices (Kotler and Armstrong, 2005). In the Theory of Competitive Advantage, with Differentiation Strategy, companies design a series of integrative activities to produce and provide goods or services that have important and unique differences that are valued by customers. Through the existence of Islamic Branding in a product has its own uniqueness which in the market segment will also attract consumer interest. Islamic branding is a relatively new concept (Alam and Maknun, 2021).

Islamic branding is the process of creating a brand that complies with sharia law, which emphasizes values such as truth, responsibility and conformity with sharia principles (Temporal, 2011). Brands related to "Islam" for example the use of the word hijab in products have uniqueness especially in Indonesian consumers, in Sunsilk Hijab shampoo the presence of the word hijab in the brand of the brand of female students of the Islamic University of Jember is interested and believes that the existence of the Islamic brand is in accordance with existing Islamic law. This is in line with research conducted by Sri Indah Sari (2020) and Titin Setyaningsih (2021) which states that Islamic branding has an influence on purchasing decisions. This proves that the presence of Islamic branding listed on the Sunsilk Hijab shampoo product influences the purchasing decisions of female students of the Islamic University of Jember, because the presence of Islamic branding, one of which is the use of the word "Hijab" behind the brand, can make female students believe and not hesitate to buy Sunsilk Hijab shampoo products. It can be concluded that the existence of Islamic branding influences purchasing decisions in this case because female students believe more that Islamic branding with the word hijab can represent them as Muslim women who wear the hijab and the product also brands its product as having special benefits for women who wear the hijab.

4.2 The Effect of Celebrity Endorser on Purchase Decisions

The results of this study indicate that celebrity endorsers influence purchasing decisions. This is proven by the t-value greater than t-table ($3.457 > 1.984$) so that the hypothesis is accepted, meaning that celebrity endorsers influence purchasing decisions, this shows that if celebrity endorsers increase, the purchasing decisions of students at the Islamic University of Jember will increase. The results of this study confirm McGuire's (1985) Source Attractiveness Theory "Message acceptance can be influenced by message sources that are attractive in their attitudes, opinions and behavior". With celebrity endorsers, people tend to identify sources that are attractive or enjoyable to them (Ericsson and Hakansson, 2005). Celebrity endorsers are people who are famous in the arts, entertainment, sports, or public life who can increase the success of the products they support (Shimp, 2003). Celebrity endorsers are people who are famous in the eyes of the public and act as buyers in advertisements (Belch & Belch, 2004). Therefore, the celebrity used as the endorser of Sunsilk Hijab shampoo, Laudya Chintya Bella, has an appeal that can influence consumer attitudes in making purchasing decisions. This is in line with research conducted by Ahmad & Tri Sudarwanto (2020) and Situ Khofifah & Agus Supriyanto (2022) which states that celebrity endorsers have an influence on purchasing decisions. This proves that the presence of celebrity endorsers listed in the advertisement of Sunsilk Hijab shampoo products influences the purchasing decisions of female students of the Islamic University of Jember, especially in this product Laudya Chyntia Bella can be trusted regarding her honesty and integrity so that it can influence the purchasing decisions of female students of the Islamic University of Jember. It can be concluded that, the influence of celebrity endorsers in this case influences the purchasing decisions of female students of the Islamic University of Jember, especially in this modern era of technology everyone sees reviews or can be influenced by celebrities because celebrities have a higher appeal to make people believe and will decide to buy the product.

5. CONCLUSION

Based on the data analysis and research results that have been discussed, it can be concluded that Islamic branding affects the purchasing decision of Sunsilk Hijab shampoo products, meaning that the increasing Islamic branding on a product will affect the purchasing decision of female students at the Islamic University of Jember. The presence of Islamic branding with the word "hijab" on the Sunsilk Hijab shampoo product makes female students at the Islamic University of Jember more confident and decide to buy the product because they feel that the product has benefits that suit their needs as women who wear the hijab, celebrity endorsers affect the purchasing decision of Sunsilk Hijab shampoo products for female students at the Islamic University of Jember, meaning that the celebrity endorser used is increasingly qualified and attractive on a product will affect the purchasing decision of female students at the Islamic University of Jember and Islamic branding and celebrity endorsers simultaneously affect the purchasing decision of Sunsilk Hijab shampoo products with a contribution of 49%. The results of the data analysis and research results are expected for academics to be a reference and document for the campus to be used as a reference in further research,

for consumers the results of this research are expected to be a consideration to pay more attention to halal labeling in a product, and for further researchers can use variables that represent purchasing decisions and use larger samples to be able to represent the population.

6. REFERENCES

- Afandy, T., Kumadji, S., & Yulianto, E. 2014. Pengaruh faktor psikologis terhadap keputusan pembelian (Survei pada mahasiswa Fakultas Ilmu Administrasi Jurusan Administrasi Bisnis Universitas Brawijaya Malang yang memutuskan membeli handphone merek Nokia). *Jurnal Administrasi Bisnis*, 15(1), 1-10.
- Alam, A., & Maknun, L. 2021. Impact of Islamic branding on purchasing decisions on facial wash product. *Journal of Bioresource Management*, 2(1), 1-8 .
- Amstrong, G & Kotler P. 2010. Prinsip-Prinsip Pemasaran. Jilid 1 Ed. Jakarta: Erlangga.
- Andrianto, N. F. 2016. Pengaruh celebrity endorser dan brand image pada proses keputusan pembelian. *Management Analysis Journal*, 5(2), 113-122.
- Ashlah, I., Azalia, N., Ridho, M. A., & Umbara, B. D. 2023. Pengaruh Kecerdasan Emosional Dan Religiusitas Terhadap Produktivitas Kerja Tenaga Kependidikan Dan Dosen Universitas Islam Jember. *Jurnal Lan Tabur*, 4(2), 295-306.
- Goldsmith, R. E., & Lafferty, B. A. 2002. Consumer response to websites and their influence on advertising effectiveness. *Internet Research*, 12(4), 318-328.
- Himp, T. A. 2003. Advertising, promotion, and supplemental aspects of integrated marketing communications (6th ed.). South-Western College.
- Janany, S., & Shivany, S. 2017. Pengaruh merek, harga, dan kualitas produk terhadap keputusan pembelian konsumen pada produk kosmetik Wardah. *Jurnal Ilmiah Manajemen dan Bisnis*, 18(1), 1-12.
- Kotler, Philip dan Amstrong. 2001. Principles of marketing . Edisi 13. England : Pearson.
- Sugiyono. 2018. Metode penelitian pendidikan: Pendekatan kuantitatif, kualitatif, dan R&D. Bandung: Alfabeta.
- Qardhawi, Y. 2007. Hukum Zakat : Studi komparatif mengenai status dan filsafat zakat berdasarkan Qur'an dan Hadits. Bogor: Pustaka Litera Antar Nusa.
- Reza, A., Salleh, N. Z., & Ismail, N. 2012. Islamic Branding: The Understanding and Perception. *Procedia-Social and Behavioral Sciences*, 58, 135-142.
- Swastha, B. 2000. Perilaku konsumen dalam perspektif pemasaran. Yogyakarta: Liberty.
- Belch, G. E., & Belch, M. A. 2004. Advertising and promotion: An integrated marketing communications perspective (6th ed.). McGraw-Hill/Irwin.
- Temporal, P. 2011. Islamic branding and marketing: Creating a global Islamic business. Ranto, D.W.P. 2013. Menciptakan Islamic Branding Sebagai Strategi Menarik Minat Beli Konsumen. *JMBA*, 1(2), 1. S
- Zulkifli, Muhammad. 2019. "Strategi Pemasaran Produk." Jakarta: Gramedia.