

The Effect of Price and Brand Image on Interest in Buying Rabbani Hijab (Case Study of Students of Universitas Islam Darul 'Ulum Lamongan)

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ABSTRACT

This study aims: 1) To determine the effect of price on purchase intention of Rabbani hijab. 2) To determine the effect of brand image on the purchase intention of Rabbani hijab. 3) To determine the effect of price and brand image on the intention to buy Rabbani hijab. This research uses quantitative methods. The research population was 113 female students at Darul Ulum Lamongan Islamic University. The Slovin formula determined the research sample, so 89 respondents were obtained. The data collection technique used a questionnaire with 15 statement items measured using a Likert scale of 1 to 5 and tested for validity and reliability. The data analysis technique used is multiple linear regression analysis to answer the hypothesis. The results showed that the partial test of the price variable had a significant effect on buying interest with *thitung* 2.312 > *ttable* 1.987 *and a substantial value of* 0.023 *<*0.05. From the brand image variable, it has a significant effect on purchase intention, showing thitung 4,564 > ttabel 1,987 with a substantial value of 0.000 < 0.05. Then, the simultaneous test of price and brand image variables has a significant effect on the purchase intention of Rabbani hijab, showing Fhitung 22.119 > *Ftabel* 3.10 with an essential value of 0.000 < 0.05. The R Square result of 34.0% shows the influence of Islamic business ethics and creativity on business people's profits. Meanwhile, 66.0% is influenced by other variables outside the research.

Introduction

Hijab is a head covering used by Muslimah to cover their hair, ears, and neck. Initially, hijab was only used as part of religious guidance in Islam, but over time, hijab also began to be worn as part of Muslimah fashion. (Habsari, 2015). Muslimah clothing trend is a social modification that is recognized to be quite interesting, an increase in Muslimah's taste and style in terms of accessories, colors, and motifs. It started from the 90s until now. Now, hijab has become one of the most popular fashion products among Indonesians.

The increasing number of hijab manufacturers in Indonesia makes hijab easier to find and choose by consumers. Based on the data *Globalreligius future*, Indonesia became the country with the largest Muslim population in the world in 2020, estimated to reach 229.62 million people. This opens up great business opportunities for jilbab fashion businesses, especially for women who want to look fashionable and Islamic. Nowadays, the hijab is not only worn as a cover for the aurat or carrying out the rules of Islamic law, but it has also become a trend center in the fashion world (Jaelani, 2022). Therefore, many Muslim fashion businesses have sprung up, including the phenomenon of hijab trend which is very popular in Indonesia. With so many jilbab fashion companies in Indonesia, consumers must be more careful in choosing the jilbab brand that they will use to suit their needs and confidence when leaving the house. (Sidang, 2016).

One of the most popular hijab brands in Indonesia is Rabbani. Rabbani has triumphed in the hijab business, especially the instant hijab model. Hijab Rabbani is one of the hijab brands that is well known among consumers in the lamongan area. Apart from the excellent product quality and the material used is comfortable to wear. Hijab Rabbani also has a variety of hijab products, such as pashmina, rectangular, khimar, and so on with a variety of attractive colors and motifs. (Shadrina et al., 2021). The quality and safety of Rabbani hijab products make this brand widely chosen by consumers, especially among students and young Muslim women in Lamongan, especially at UNISDA Campus.

In making purchasing decisions, price is the main factor considered by consumers. The uniqueness of rabbani, which always innovates designs with varied motifs that do not violate the norms of Islamic law. Make rabbani brand trust in consumers to purchase rabbani products. (Auliyana, 2020). Brand image is one of the important elements in encouraging consumers to make purchases. The better the brand image attached to a product, the more interested consumers will be in buying the brand in question. (Febriani & Purwanto, 2019). Therefore, hijab producers need to pay attention to factors that influence consumer behavior in choosing and buying products, including price and good brand image, in order to win the competition and gain consumer trust and loyalty. Based on the above background, the authors draw conclusions to take the title "The effect of price and brand image on buying interest in Rabbani hijab (case study at Darul 'Ulum Lamongan Islamic University students)".

Price

Price is one of the factors that determine the success of the company because the price determines the amount of profit the company receives from the sale of its products and services. A price that is too high causes sales to decrease, but if the price is too low, it will decrease the profit that the business organization receives. Price is an important factor in marketing because it can influence consumer purchasing decisions and can affect consumer perceptions of the quality and value of a product or service. (Armstrong et al., 2014). Price is a measure in money of the expected benefits of a product or service. (Aghazadeh, 2015).

Price indicators according to Djaslim, namely:

- a. Price Affordability, Price affordability is the actual price of a product written on a product, which must be paid by the customer.
- b. Competitor Price Growth, the possibility of competitors' reactions to the company's pricing actions.
- c. Price compatibility with product quality, Where the price or money spent is in accordance with the quality of the product obtained so that it can consider customers in making purchases.
- d. Price compatibility with the benefits generated, apart from the price match on the quality of the product, consumers also see how much the benefits that will be generated will match the price that has been spent. (Budianto, 2015).

Brand Image

According to Kolter & Armstrong in Budianto, "a brand is a name, term, sign, symbol, design or combination of all of them that shows the identity of a product or service from a seller or group of sellers and can distinguish that product from competitors' products". (Kotler & Keller, 2009). According to Surahcman, product image is the part of a brand that is recognizable but not identifiably pronounced, such as symbols, special letters or color schemes or the customer's perception of the product or service that the brand represents. (Surrachman, 2008). According to Kolter and Armstrong in Sondakh, measuring brand image can be done based on aspects of a brand, namely:

1. Strengths

Strengh leads to various advantages that the relevant brand has that are physical in nature, and are not found in other brands. This brand advantage refers to physical attributes over other brands. Included in this strengh group include: the physical appearance of the product, the functioning of all facilities of the product, the price of the product, as well as the appearance of the supporting facilities of the product concerned (Rohmatin, 2023).

2. Uniqueness

Meanwhile, uniqueness is the ability to distinguish a brand among other brands. This unique impression arises from product attributes, this unique impression includes: service and price variations and differentiation.

3. Favorability

Favorable leads to the brand's ability to be easily remembered by customers. Included in this favorable group include: the ease of product brands to be pronounced, their ability to stay in the customer's mind, as well as the compatibility between the impression of the brand to stay in the customer's mind with the image that the company wants for the brand concerned. (Sondakh, 2015).

Purchase Interest

According to Ali Hasan, buying interest is the tendency of consumers to buy a brand or take action in connection with a purchase as measured by the level of probability of consumers making a purchase. According to Kotler in Annisa, Purchase Interest is something that arises after receiving stimulation from the product he sees, from there there is an interest in trying the product until finally the desire to buy in order to own it arises. (Annisa & Heriyanto, 2017).

According to Ferdinand in Ogy Irvanto and Sujana, buying interest can be identified through the following indicators (Irvanto & Sujana, 2020).

- a. Transactional interest A person's tendency to buy a product.
- b. Referential interest A person's tendency to recommend a product to others.
- c. Exploratory interest, namely interest that describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

Method

This research is quantitative research. Quantitative research is one type of research whose specifications are systematic, planned, and clearly structured from the beginning to the creation of its research design. (Parhan & Sutedja, 2019). The data collection method used in this research is the use of a questionnaire or questionnaire. The analysis techniques used are validity test, reliability test, classical assumption test, multiple linear analysis and hypothesis testing.

Research Results and Discussion

Validity Test

The validity test is used to measure whether the question items in the questionnaire are valid or not. If r count> r table with a significance level of 0.05 or 5%, it is said to be valid or vice versa. In this study, a significance test was carried out to compare the value of r count with r table for *degree of fredom* (df) = n - 2, the value of df = 89 - 2 = 87 with a significant value of 0.05, the resulting value r table = 0.208. The analysis results of the validity test can be seen in the table as follows:

1. Price Variable

Table 1. Thee valuaty rest (XI)					
Statement Item	r Calculate	r Table	Description		
X1.1	0.773	0.208	Valid		
X1.2	0.707	0.208	Valid		
X1.3	0.832	0.208	Valid		
X1.4	0.732	0.208	Valid		
X1.5	0.736	0.208	Valid		

Table 1. Price Validity Test (X1)

Based on table 1. above, it can be concluded that the 5 statement items in the price variable have a calculated r value greater than the r table value of 0.208, so all statements are valid so that they can be used in this study and can be used at the next stage.

2. Brand Image Variable

	· · · · · · · ·		
Statement Item	r Calculate	r Table	Description
X2.1	0.665	0.208	Valid
X2.2	0.626	0.208	Valid
X2.3	0.716	0.208	Valid
X2.4	0.683	0.208	Valid
X2.5	0.881	0.208	Valid
X2.6	0.714	0.208	Valid

 Table 2. Uji Validitas Brand Image (X2)

Based on table 2. above, it can be concluded that the 6 statement items in the brand image variable have a calculated r value greater than the r table value of 0.208, so all statements are valid so that they can be used in this study and can be used at the next stage.c. Variabel Minat Beli

Table 3. Validity of Purchase Intention (Y)

Statement Item	r Calculate	<i>r</i> Table	Description
Y.1	0.780	0.208	Valid
Y.2	0.779	0.208	Valid
Y.3	0.779	0.208	Valid
Y.4	0.707	0.208	Valid

Based on table 3. above, it can be concluded that 4 statement items in the business profit variable have an r hitumg value greater than the r table value of 0.208, so all statements are valid so that they can be used in this study and can be used at the next stage.

Reliability Test

Reliability test is used to measure the reliability of indicators of a variable. A variable is said to be reliable if it provides an alpha coefficient (Alpha Cronbach) value greater than 0.60. In this study, reliability used the IBM SPSS Statistic version 25 computer program, with 89 respondents. The reliability test results can be seen in the table below.

Table 4. Reliability Test Results					
0	Variable	Cronbach Alpha	Description		
1	Harga	0.814	Reliabel		
2	Brand Image	0.809	Reliabel		
3	Minat Beli	0.749	Reliabel		

Table 4. Reliability Test Results

Based on table 4. above, it can be seen that the Cronbach alpha value of Price (X1), Brand Image (X2) and Purchase Interest (Y)> 0.6 can be said to be reliable, so that it can be used at the next stage.

Classical Assumption Test

1. Normality Test

The normality test was carried out in this study to measure whether or not a data distribution was normal. The normality test in this study using the method of observing the normal probability plot graph is said to be normal if the data plot (dots) follows the diagonal line.



Picture 1. Normality Test with Normal P-P Plot Graph

The results of the normal P-P Plot graph show that the points spread around the line and follow the diagonal line, so it can be said to be normally distributed.

2. Multicollinearity Test

The multicollinearity test is conducted to test whether the regression model found an independent correlation. Regression is said to be good if a regression does not have multicollinearity in it so that no disturbance is expected to occur in the regression. The existence of multicollinearity can be seen through the VIF (Variance Inflation Factors) value or tolerance value, namely if the VIF value is < 10 or the opposite by looking at the tolerance value> 0.1.

Table 4. Multicollinearity Test					
Model	Collniearity Statistic				
	Tolerance	VIF			
1 (constant)					
Price	.803	1.245			
Brand Image	.803	1.245			

3.

Based on table 5. shows that the tolerance value is 0.803 and the VIF value is 1.245, so the tolerance value is 0.803> 0.1 and the VIF value is 1.245 < 10, it can be concluded that it does not experience multicollinearity symptoms. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether in the regression model there is an inequality of variance from residuals between one observer to another. A good regression model is if there is no heteroscedasticity disturbance.



Picture 2. Heteroscedasticity Test

Based on Figure 2. It can be seen that the points are scattered and do not form a certain pattern, it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Test

Multiple linear regression tests are carried out to determine how much influence 2 independent variables have on the dependent variable.

	В	Std. Error	Beta		
(Constant)	3.485	1.870		1.864	.066
Price	.176	.076	.226	2.312	.032
Brand Image	.359	.079	.446	4.564	.000

Table 5. Multiple Linear Regression Test

Based on table 6. above on the unstandardized coefficients (B), the following equation is made: Y = 3.485 + 0.176 + 0.359. From the multiple linear regression model equation above, it can be concluded as follows:

- a. The constant value (a) has a positive value of 3.485 which indicates a unidirectional influence between the price variable (*X*1), brand image (*X*2) so that buying interest (*Y*) is 3.485.
- b. The linear regression coefficient for the price variable is 0.176. If the price variable is increased by one unit, the purchase intention variable will increase by 0.176.

c. The regression coefficient for the brand image variable is 0.359. If the brand image variable is increased by one unit, the purchase intention variable will increase by 0.359.

Hypothesis Test

1. T test

The t test is used to determine the effect of the independent variable (X1, X2) on the dependent variable (Y) partially (individually). Partial test (t test) is done by comparing t count> t table with a significant value <0.05 or 5%, then it shows H1 and H2 are accepted.

Madal	Unstandar Coefficio	dized ents	Standardized Coefficients		
Model	В	Std. Error	Beta	t	Sig.
(Constant)	3.485	1.870		1.864	.066
Price	.176	.076	.226	2.312	.032
Brand Image	.359	.079	.446	4.564	.000

	Гable	7.	Partial	Test ((t test)
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Furthermore, determine the value of t table from the degree of freedom (df) formula, namely df = n - k where n is the number of samples and k is the number of variables studied. So the value of t table is obtained from df = n - k = 89 - 3 = 86 so we can get t table of 1.987.

- a. The price variable obtained the t value of 2.312> t table 1.987 with a significant value of 0.023 < 0.05, so the hypothesis (*h*1) which states that the application of price has a significant effect on buying interest in rabbani hijab.
- b. The brand image variable obtained a t value of 4,564> *ttabel* 1,987 with a significant value of 0.000 <0.05, so the hypothesis (*h*2) which states that brand image has a significant effect on buying interest in rabbani hijab is accepted.
- 2. F Test

Simultaneous test (f test) is carried out to determine the independent variables (X1, X2) simultaneously (together) on the dependent variable (Y). If, the significance level <0.05 or 5% or if the value of F count> F table then it can be said to be significant or accepted.

Sum of	46	Mean	Г	Sig
Squares	u	Square	Г	51g.
198.751	2	99.375	22.119	.000 ^b
386.373	86	4.493		
585.124	88			
	Sum of Squares 198.751 386.373 585.124	Sum of Squares df 198.751 2 386.373 86 585.124 88	Sum of SquaresMean Square198.751299.375386.373864.493585.12488	Sum of SquaresMean SquareF198.751299.37522.119386.373864.493585.124

Table 8	Simultaneous	Test	(Test F)
I able o.	Simultaneous	rest	I LESL F

In table 8. there is a degree of freedom (df) so df = n - k where n is the number of samples and k is the number of variables, then df = n - k = 89 - 3 = 86, so the value of the F table is 3.10. Based on the table, it can be seen that the calculated F value is 22,119> F table 3.10 and a significant value of 0.000 <0.05 so that the hypothesis that price and brand image have an effect on purchase intention is accepted or *H*3 is accepted.

3. Coefficient of Determination (R2)

The coefficient of determination (R2) test is used to see how much influence the independent variable has on the dependent variable. The following are the results of the R Square test.

Table 9. Coefficient of Determination (R2)				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.538ª	.340	.324	2.120

Based on table 9. above, it can be seen that the R Square value is 0.340, so the influence given by price and brand image (independent variable) on buying interest (dependent variable) is 0.340 or 34.0%, while the remaining 0.660 or 66.0% is influenced by other variables outside the research.

Conclusion

Based on the results of the research that has been described to test the Price and Brand Image to buy interest in Rabbani hijab (case study at Darul 'Ulum Lamongan Islamic University students). Shows that from the partial test the price variable has a positive and significant effect partially on buying interest with t count 2.312> t table 1.987 and a significance value of 0.023 <0.05. From the brand image variable, it has a positive and significant effect on buying interest showing t count 4.564> t table 1.987 with a significance value of 0.000 <0.05. Then, the simultaneous test of the price and brand image variables has a positive and significant effect simultaneously on buying interest showing F count 22.119> F table 3.10 and a significant value of 0.000 <0.05.

Rabbani company to continue to improve prices and brand image in order to continue to increase buying interest, because price and brand image have an important role in influencing buying interest. Consumers tend to choose products with quality comparable to the price, consumers will choose products that are better known and reliable than products that are less known. Therefore, the company should continue to improve this so that it has a good impact on further buying interest.

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