



The Effect of Islamic Branding, Product Quality and Price on Consumer Purchase Decisions for Wardah Products in Semarang

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Abstract

This study aims to determine and explain the influence of Islamic branding, product quality and price on consumer purchasing decisions on Wardah products in Semarang. This study is a type of quantitative research. The determination of the number of samples in this study was calculated using the Lameshow formula. The sampling technique used in this study used a non-probability sampling technique with a purposive sampling determination of 97 respondents. Based on the results of the study, it shows that: Islamic branding and price have a significant influence on consumer purchasing decisions on Wardah products in Semarang. Product quality has no influence on consumer purchasing decisions on Wardah products in Semarang.

Keyword: Islamic Branding, Price, Product Quality, Purchasing Decisions

1. INTRODUCTION

Cosmetics are very important products for women. Because in addition to meeting the basic needs of beauty, cosmetics are often also a means to clarify social identity in the eyes of society. In Indonesia, the cosmetic industry has experienced quite rapid growth. Where based on data from techobusiness.id shows that the growth of the number of Indonesian cosmetic industries has reached 21.9%. Some local cosmetic brands produced by companies in Indonesia include Viva, Emina, Make Over, MS Glow, and Wardah.

Of the several cosmetic brands in Indonesia, Wardah is a cosmetic brand that is quite popular among women. Wardah products themselves have good product quality and are quite affordable. In addition, Wardah products also apply Islamic branding and emphasize the halalness of the product, so that the product is quite popular among Muslim women. However, data from compass.co.id shows that Wardah products do not occupy the first position as a cosmetic brand with the highest total sales in the period from January to March 2022. Where, Wardah is in fourth position with total sales of 15.7 billion.

When buying a product, there are a number of common factors that can influence the consumer's decision to choose the product. These common factors, for example, are the ease of access, store appearance and product display, product quality, affordable prices and attractive promotions.

Based on the above, the researcher is interested in researching the influence of *Islamic branding*, product quality and price on consumer purchase decisions on Wardah products in Semarang. Therefore, this study aims to find out and explain the influence of *Islamic*

branding on consumer purchase decisions on Wardah products in Semarang, to find out and explain the influence of product quality on consumer purchase decisions on Wardah products in Semarang, to find out and explain the influence of price on consumer purchase decisions on Wardah products in Semarang, as well as to find out and explain the influence of *Islamic branding*, product quality and price on consumer purchase decisions on Wardah products in Semarang.

2. LITERATURE REVIEW

Purchase Decision

A purchase decision is an action taken by consumers to buy or not buy a product. Purchase decisions can also be interpreted as a decision-making process to buy or not to buy a product, this process begins with awareness of a desire or fulfillment of a need (Gusmiani, 2022). Another definition describes a purchase decision as a reason for how a consumer or customer determines the choice to purchase a product that is in accordance with his or her wants, expectations and needs. In purchasing a product, it can cause satisfaction or dissatisfaction with the product which can be influenced by family factors, price, experience and product quality (Selvia, 2022).

Islamic Branding

Islamic branding is a brand that is in accordance with Islamic sharia or halal, originating from Islamic countries and whose target market is Muslim consumers. This includes the use of Islamic symbols, sharia names and halal labels (Endang, 2020). In addition, Islamic branding can also be defined as the use of identity attached to a product by showing names, symbols, and other characteristics that can be differentiated from other products. Where in this case branding is carried out using Islamic elements, both in terms of naming, product composition and in the manufacturing process in accordance with Islamic sharia provisions (Kusuma, et al; 2020).

Product Quality

Product quality is the ability of a product to meet the wishes of a consumer or customer, this desire can be in the form of product durability, product reliability, ease of use and other attributes (Gusmiani, 2022). In addition, product quality can also be defined as the value of a product that can meet consumer expectations and needs (Suprayogi, 2020). The other opinion defines product quality as the overall characteristics, characteristics and specifications possessed by a product, both in the form of goods and services. In this case,

product quality is highly dependent on the product's ability to meet consumer needs (Sembiring, 2023).

Price

Price is the only element in the marketing mix or *marketing mix* that is often used by consumers as a consideration in making purchases. Price can also be interpreted as a sum of money charged to consumers to obtain benefits from a good or service (Saputra, 2020). Another opinion defines price as a variable that has an important role in the eyes of consumers. Where in this case, price plays a role as a consideration in consumer purchase decisions for a good or service (Gusmiani, 2022).

3. METHODS

Type of research

The type of research used in this study is quantitative research, which is a type of research that uses data in the form of numbers or numbers and statistical analysis to test hypotheses.

Population

Population is all data that is the focus of attention in research in a predetermined scope and time period. In this study, the population in question is the entire community in Semarang City whose exact number is unknown.

Research sample

A research sample is a part of the population that can represent the population in a study. In this study, to find out how many samples will be used, the researcher uses the Lameshow formula as the basis for consideration Romanty (2021). The sample in this study was 97 respondents.

Sampling techniques

In this study, samples were taken using *a non-probability sampling* technique using *a purposive sampling* technique. *The purposive sampling* technique is a technique that can be used if there are several criteria in determining or taking sampling. Some of the criteria set by the researcher in this study include: Are people who live in Semarang City and are over 17 years old; Have bought and used Wardah products

Data Measurement Scale

The data measurement scale used in this study is the Likert scale, which is a scale used to measure a person's attitude, opinion and perception regarding a social phenomenon. In this study, a likert scale from 1 to 5 was used for each respondent's answer.

Test Instrument

1) Validity Test

The validity test is used to determine the validity or not of a research questionnaire. With the assessment criteria according to Rismiati (2023) are as follows:

- 1) If the value of r calculates $>$ from r table (at a significance level of 5% or 0.05), then it can be said that the questionnaire item is valid.
- 2) If the value of r calculates $<$ from r table (at a significance level of 5% or 0.05), then it can be said that the questionnaire item is invalid.

2) Reliability Test

The reliability test was carried out with the aim of determining the level of consistency of the measuring instruments used in the research. The assessment criteria in the hypothesis test in this study according to Asnain (2020) are as follows;

- 1) If the value of *the croanbach alpha* $>$ 0.60 , it can be said that the indicator is reliable
- 2) If the value of *croancach alpha* $<$ 0.60, it can be said that the indicator is not reliable

Regression Equation Analysis

In this study, multiple linear regression analysis methods are used. The multiple linear regression equations in this study are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Test F

The F test was carried out to find out whether the free variables together had an effect on the bound variables. The criteria in the F test according to Diana (2020) are as follows:

- 1) If the significance value $<$ 0.05, it can be concluded that the independent variables together have a significant effect on the bound variables
- 2) If the significance value $>$ 0.05, it can be concluded that the independent variables together have no effect on the bound variables

Coefficient of Determination Test

The determination coefficient (R^2) test in this study was carried out with the *Adjusted R Square* test, assuming the following:

- 1) If the value of *the Adjusted R Square* is close to 1, it can be interpreted that the free variable has provided almost all the information needed to predict the variation of the bound variable
- 2) If the *value of the Adjusted R Square* is close to 0, it can be interpreted that the ability of the free variable is very limited in providing information on the variation of the bound variable.

Hypothesis Test

1) Partial Hypothesis Test (T-Test)

A partial hypothesis test was carried out to determine the level of significance of the influence of each independent variable on the bound variable. The criteria for assessing the partial hypothesis test in this study according to Sundara (2020) are as follows:

- a) If the value of t is calculated $> t$ table, H_0 is accepted and H_a is rejected, which means that there is a significant influence between the independent variable and the bound variable
- b) If the value of t is calculated $< t$ table, H_0 is rejected and H_a is accepted, which means that there is no significant influence between the independent variable and the bound variable

2) Simultaneous Hypothesis Test (Test F)

Simultaneous hypothesis tests were carried out to find out whether there was a joint influence between the independent variable and the bound variable. In this study, the F test was carried out by comparing the value of the f table with the f calculation. With the criteria according to Sari (2019) as follows:

- a) If f calculates $> f$ table, then H_0 is rejected and H_a is accepted, which means that all independent variables together have a positive and significant effect on the bound variable
- b) If f calculates $< f$ table, H_0 is accepted and H_a is rejected, which means that all free variables together have no effect on the bound variable.

4. RESULTS

Validity Test

The validity test in this study was carried out by comparing the values of r calculation and r table. The results of the validity test in this study are as follows:

Table 1: Validity test results

| Variable | Indicators | R Count | R table |
|-------------------------|------------|---------|---------|
| <i>Islamic branding</i> | X1.1 | 0,836 | 0,1975 |
| | X1.2 | 0,868 | |
| | X1.3 | 0,819 | |
| | X1.4 | 0,732 | |

| Variable | Indicators | R Count | R table |
|-------------------|------------|---------|---------|
| Product quality | X2.1 | 0,763 | 0,1975 |
| | X2.2 | 0,814 | |
| | X2.3 | 0,841 | |
| | X2.4 | 0,752 | |
| Price | X3.1 | 0,603 | 0,1975 |
| | X3.2 | 0,745 | |
| | X3.3 | 0,736 | |
| | X3.4 | 0,829 | |
| | X3.5 | 0,735 | |
| Purchase decision | Y1 | 0,736 | 0,1975 |
| | Y2 | 0,812 | |
| | Y3 | 0,846 | |

Source : primary data processed, SPSS output, 2024

Based on table 1 above, the results of validity testing on all *indicators of Islamic branding*, product quality, price and purchase decisions obtained a calculated value greater than the r table. So it can be concluded that all the statement items in this research questionnaire have met the data validity requirements.

Reliability Test

The reliability test in this study was carried out to find out how far the measuring tool can be trusted or relied on. The results of the reliability test on this research instrument are as follows:

Table 2: Reliability Test Results

| Variable | Croanbach alpha |
|-------------------|-----------------|
| Islamic branding | 0,829 |
| Product quality | 0,797 |
| Price | 0,780 |
| Purchase decision | 0,718 |

Regression Equation Analysis

The regression equation analysis was carried out to determine the magnitude of the constant value and the influence of *Islamic branding*, product quality and price on purchase decisions. The results of the regression analysis can be seen in the following table:

Table 3: Multiple Linear Regression Analysis Results

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Type | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 3.196 | .930 | | 3.435 | .001 |
| Islamic Branding | .172 | .063 | .272 | 2.720 | .008 |
| Product Quality | .009 | .087 | .014 | .104 | .917 |
| Price | .264 | .065 | .473 | 4.051 | .000 |

Source : primary data processed, SPSS output, 2024

Based on the table above, the regression equation is obtained as follows:

$$Y = 3.196 + 0.172X_1 + 0.009X_2 + 0.264X_3 + e$$

The above regression equation can be interpreted as follows:

A value of 3.196 is a constant or state at the time of the purchase decision that is not influenced by other variables, namely *Islamic branding* variables, product quality and price. If the independent variable does not exist, then the purchase decision variable does not change

The regression coefficient value of the Islamic branding variable of 0.172 indicates that the Islamic branding variable has a positive effect on the purchasing decision variable. This means that every increase in the Islamic branding variable will affect the increase in consumer purchasing decisions for Wardah products.

The regression coefficient value of the product quality variable of 0.009 indicates that the product quality variable has a positive effect on the purchasing decision variable. This means that every increase in the product quality variable will affect the increase in the purchase decision for Wardah products.

The regression coefficient value of the price variable of 0.264 indicates that the price variable has a positive effect on the purchasing decision variable. This means that every increase in the price variable will affect the increase in consumer purchasing decisions for Wardah products.

Test F

Testing f in this study was carried out to find out whether the *variables of Islamic branding*, product quality and price together on the variables of purchase decisions. The results of the f test carried out with the help of IBM SPSS *statistical version 24 for windows software* are as follows:

Table 4: Test Result F
ANOVA^a

| Type | Sum of Squares | Df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 156.250 | 3 | 52.083 | 23.989 | .000 ^b |
| Residual | 201.915 | 93 | 2.171 | | |
| Total | 358.165 | 96 | | | |

Source : primary data processed, SPSS output, 2024

Based on table 4 above, it is known that the significance value is 0.000 where the value is less than 0.05 ($0.000 < 0.05$). Based on this, it can be concluded that *the variables of Islamic branding*, product quality and price together have a significant effect on the variables of purchase decisions.

Test the Coefficient of Determination

The determination coefficient test in this study was carried out to find out how much the *Islamic branding* variables, product quality and price are able to explain and influence purchase decisions. The results of the determination coefficient test in this study are as follows:

Table 5: Determination Coefficient Test Results

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .660 ^a | .436 | .418 | 1.47347 |

Source : primary data processed, SPSS output, 2024

Based on table 5 above, the *Adjusted R Square* value is 0.418. This value can be interpreted as 41% of the variation in consumer purchase decisions on Wardah products in Semarang can be explained by the variables of *Islamic branding*, product quality and price. While the remaining 59% is explained by other factors that were not studied in this study.

Partial Hypothesis Test (t-test)

The partial hypothesis test (t-test) was carried out to test the influence of each independent variable, namely *Islamic branding*, product quality and price on the bound variable, namely the purchase decision. The partial hypothesis test in this study uses a

significance level of 5% and the df value obtained from the number of samples is subtracted by the number of research variables ($df = n - k = 97 - 4 = 94$). So that the t-value of the table obtained is 1.661 (the t-value of the table can be obtained from the t-distribution table). The magnitude of the t calculation can be seen in the following table:

Table 6: Partial Hypothesis Test Results
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
| | B | Std. Error | Beta | | | |
| 1 | | | | | | |
| | (Constant) | 3.196 | .930 | | 3.435 | .001 |
| | Islamic Branding | .172 | .063 | .272 | 2.720 | .008 |
| | Product Quality | .009 | .087 | .014 | .104 | .917 |
| | Price | .264 | .065 | .473 | 4.051 | .000 |

Source : primary data processed, SPSS output, 2024

Based on table 6 above, it can be concluded as follows:

The t-value of the *Islamic branding* variable is 2.720 with a significance of 0.008. When compared to the t-table of 1.661, the calculated t-value obtained is greater than the t-table ($2.720 > 1.661$). Based on this, it can be concluded that *Islamic branding* has a significant effect on consumer purchase decisions on Wardah products in Semarang.

The t-value of the product quality variable is 0.104 with a significance of 0.917. When compared to the t table of 1.661, the calculated t obtained is smaller than the t table ($0.104 < 1.661$). Based on these results, it can be concluded that product quality has no effect on consumers' purchasing decisions on Wardah products in Semarang.

The calculated t value of the price variable is 4.051 with a significance of 0.000. When compared to the t table of 1.661, the calculated t obtained is greater than the t of the table ($4.051 > 1.661$). Based on these results, it can be concluded that price has a significant effect on consumer purchase decisions on Wardah products in Semarang.

Simultaneous Hypothesis Test (test f)

A simultaneous hypothesis test (test f) was carried out to determine the influence of *Islamic branding* variables, product quality and price together on the purchase decision

variable. Simultaneous hypothesis testing in this study uses a significance level of 5%. The F table at the significance level of 5% is determined by the formula $f_{table} = f_{\{a, (k - 1), (n)\}}$. So that $f_{table} = f_{\{0, 05, (97 - 1), (4)\}} = f_{\{0, 05, (96), (4)\}}$. The value of the f table can then be obtained based on the f distribution table, which is 2.47. While the magnitude of t calculation can be seen in the following table:

Table 7: Results of Simultaneous Hypothesis Tests

| Type | | Sum of Squares | Df | Mean Square | F | Sig. |
|------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 156.250 | 3 | 52.083 | 23.989 | .000 ^b |
| | Residual | 201.915 | 93 | 2.171 | | |
| | Total | 358.165 | 96 | | | |

Source : primary data processed, SPSS output, 2024

Based on table 1.7 above, it can be seen that the calculated f value of the three independent variables in this study is 23.989 with a significance value of 0.000. When compared to the table f value of 2.47, the calculated f obtained is greater than the table f value ($23.989 > 2.47$). Based on these results, it can be concluded that *Islamic branding*, product quality and price together have a positive and significant effect on consumer purchase decisions on Wardah products in Semarang.

5. DISCUSSION

This study has presented data on the influence of *Islamic branding*, product quality and price on consumer purchase decisions on Wardah products in Semarang. This study found that of the three independent variables studied, there are two independent variables that significantly affect consumer purchasing decisions, namely *the Islamic branding* variable and the price variable. Meanwhile, product quality variables do not affect purchase decisions.

The findings in this study confirm that there is a difference in the results between this study and the previous research conducted by Aisyah (2022), with the research title "The Influence of *Islamic Branding* and Product Quality on Muslim Consumer Purchase Decisions". Which states that product quality has a significant effect on purchasing decisions.

6. CONCLUSION

Based on the results of the data analysis that has been carried out by the researcher, it can be concluded that *Islamic branding* has a significant effect on consumer purchase decisions on Wardah products in Semarang. Product quality does not have a significant effect on consumer purchase decisions on Wardah products in Semarang. Price has a significant

effect on consumer purchasing decisions on Wardah products in Semarang. As well as *Islamic branding*, product quality and price together have a positive and significant effect on consumer purchase decisions on Wardah products in Semarang.

7. LIMITATION

In this study, there are various limitations and shortcomings that may affect the results of this study. The various limitations are the limitations of literature materials and previous research that make this study have limitations in explaining research variables, the lack of understanding of respondents in understanding the research questionnaire so that there is a possibility of inaccurate research results. And the conclusions in this study are only based on the results of data analysis with a very simple research method. In addition, this study was only conducted in the Semarang area so that the scope of this study is not broad and very limited.

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