



KITA KREATIF
PUSAT RISET KOMUNIKASI PEMASARAN, PARIWISATA
DAN EKONOMI KREATIF UNIVERSITAS SYIAH KUALA

International Journal of Kita Kreatif

PUSAT RISET KOMUNIKASI PEMASARAN, PARIWISATA DAN EKONOMI KREATIF
UNIVERSITAS SYIAH KUALA

For Citation:

Zulkhaira, S & Indriyani, N.I. (2024). The Effect of Product Quality, Lifestyle, Islamic Branding, and Islamic Advertising Ethics on The Purchase Decision for Buttonscarves. *International Journal of Kita Kreatif*, 1 (3). 119-126.

The Effect of Product Quality, Lifestyle, Islamic Branding, and Islamic Advertising Ethics on The Purchase Decision for Buttonscarves

Salwa Zulkhaira¹, Novi Indriyani Sitepu²

^{1,2}Syiah Kuala University, Banda Aceh, Indonesia

Email: ¹salwa_z@mhs.unsyiah.ac.id, ²novi_indriyani_sitepu@usk.ac.id

*Corresponding author

ARTICLE INFO

Received 06-06-2024

Revised 15-08-2024

Accepted 27-08-2024

Available online 28-08-2024

DOI:

Keyword

Product Quality,
Lifestyle, Islamic
Branding, Islamic
Advertising Ethics,
Buttonscarves

ABSTRACT

This study aims to examine how product quality, lifestyle, Islamic branding, and Islamic advertising ethics impact the purchase decision of Buttonscarves products in Banda Aceh City. It adopts a quantitative approach, gathering primary data through questionnaires distributed to 165 respondents. Respondents were selected using purposive sampling with the Hair method. Data were analyzed using multiple linear regression. The findings indicate that individually, product quality, lifestyle, Islamic branding, and Islamic advertising ethics positively and significantly influence the purchase decision for Buttonscarves products. Simultaneously, these variables collectively demonstrate a positive and significant impact on purchase decision for Buttonscarves products.

1. Introduction

Economic development is a crucial pillar for the successful implementation of development processes across various sectors. The industrial sector, particularly the creative industry, has the potential to lead economic growth towards progress (Santosa et al., 2020). Within the creative industry, the Ministry of Tourism and Creative Economy has identified 16 sub-sectors, with culinary, fashion, and crafts being the largest contributors to the industry's GDP. It is known that the highest value of the Indonesian creative industry sub-sector is in the culinary sub-sector, contributing an average of around 42 percent each year, followed by the fashion sub-sector at 18 percent, and the crafts sub-sector at 15 percent of the total GDP of the creative industry. The industry plays an important role for Indonesia as it is believed to have the potential to provide a positive impact on the nation's social and economic structure (Santosa et al., 2020).

Fashion in Indonesia has rapidly evolved alongside the advancements in time and technology. The phenomenon of Indonesian fashion holds its own allure, especially considering that society often integrates religious aspects into their attire. The concept of fashion within Islamic teachings emphasizes high ethics and values in appearance, encompassing not only modesty but also broader Islamic principles. Dressing etiquette is mentioned in the Qur'an as a means to educate individuals to cover their modesty by wearing appropriate attire, as stated in Surah An-Nur verse 31 (Mubarokah & Bakri, 2022).

The fashion industry in Indonesia is a vital sub-sector contributing to economic growth. The industry's innovation and diversity have led to the rise of many local brands. Local fashion brands continue to showcase their creativity and innovation with the aim of penetrating the international market. One notable brand is Buttonscarves, established in 2016. Buttonscarves has gained international recognition for its premium quality scarves and hijabs (Assegaf, 2023). The brand offers a wide range of products, including footwear, bags, accessories, prayer sets, apparel, and home living items. Buttonscarves emphasizes unique design features, such as laser cutting technology for hijab edges and a distinctive three-dot motif, along with their logo embedded in each product. The brand is committed to high-quality, attractive, and non-cliché designs (Maulina et al., 2023).

Buttonscarves has successfully attracted consumer interest through a strong presence in local and international markets, supported by several offline stores. This is evidenced by the presence of 5 offline stores located in Malaysia, as well as 40 Buttonscarves stores scattered across Indonesia. Additionally, Buttonscarves has introduced an offline store in the city of Banda Aceh as part of their expansion strategy. These stores allow consumers to experience products firsthand, test their quality, and enjoy a deeper shopping experience (Suleman et al., 2020). This approach strengthens consumer confidence and encourages more informed purchasing decisions.

In purchase decision, product quality plays a crucial role. High quality products can differentiate themselves from competitors, providing consumers with confidence in their purchases (Pebriana et al., 2023; Oktaviani & Amaluis, 2023). When products exceed consumer expectations, their perceived quality surpasses initial expectations (Trisnayani et al., 2023). The competitive nature of the fashion business requires companies to understand and meet consumer expectations (Sapitri & Saptono, 2023). Fashion also serves as a means for individuals to express their identities and lifestyles. Fashion choices often reflect lifestyle, acting as a frame of reference for behavior and social status (Hidayat & Sudarwanto, 2022; Putri, 2018).

Consumers prefer brands that align with their lifestyle, influencing their purchasing decisions (Ula, 2019).

To meet consumer needs, producers must understand consumer preferences and create distinct product identities. One effective approach is Islamic branding, which incorporates Islamic identity and halal principles into product marketing (Aisyah et al., 2022). Islamic branding often involves using names related to Islam or emphasizing the halal status of a product. Additionally, advertising plays a key role in business marketing, conveying product information to the public (Erdawati, 2020). Advertising serves as a communication tool between producers and consumers, encouraging purchases and providing honest product information (Saputro et al., 2022). Islamic advertising, grounded in Sharia values, is integral to ethical marketing. It promotes healthy competition and community welfare (Hanif, 2018).

Previous research conducted by Hidayat & Sudarwanto (2022) and Kusuma et al. (2022) indicates the influence of product quality on purchasing decisions. However, a study by Pratama & Andriana (2023) found that product quality does not affect purchasing decisions. Research by Erdawati (2020) and Cupian et al. (2023) found that lifestyle influences purchasing decisions. However, according to a study by Mongisidi et al. (2019), lifestyle does not affect purchasing decisions. Research by Amilin & Sujianto (2023) and Handayani et al. (2021) found that Islamic branding influences purchasing decisions. On the other hand, Aisyah et al. (2022) showed that Islamic branding does not affect purchasing decisions. Prihanti (2021) found that Islamic advertising ethics influence purchasing decisions. However, according to research by Mulati & Utomo (2021), Islamic advertising ethics do not affect purchasing decisions.

Based on these considerations, this study aims to analyze "The Effect of Product Quality, Lifestyle, Islamic Branding, and Islamic Advertising Ethics on Purchase Decision of Buttonscarves in Banda Aceh City".

2. Methods

This study utilizes primary data collected from respondents through distributed questionnaires. The sampling technique employed is non-probability sampling, specifically purposive sampling. The sample criteria include individuals who have previously purchased Buttonscarves products and reside in Banda Aceh. The final sample size for this study is 165 respondents. For data analysis, multiple linear regression analysis is applied to predict changes in the dependent variable based on alterations in two or more independent variables serving as predictor factors. This method is particularly suitable when there are at least two independent variables (Pasaribu et al., 2022). This study used multiple linear regression analysis method by using SPSS program, the formula is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Y is purchase decisions, α is a constant, $\beta_1, \beta_2, \beta_3, \beta_4$ are variable coefficients, X_1 is Product Quality, X_2 is Lifestyle, X_3 is Islamic Branding, and X_4 is Islamic Advertising Ethics.

Data Collection Technique

The sources of data in this research are distinguished based on the type of data required. The data utilized in this study is categorized into two types: primary data and secondary data. Primary data refers to the process of obtaining information by conducting field surveys using data collection techniques designed for specific research purposes (Sekaran & Bougie, 2016). In this

study, primary data was directly obtained by distributing questionnaires to customers of Buttons scarves in Banda Aceh. Secondary data required for this research consists of information obtained from literature reviews, government publications, journals, and articles.

3. Result and Discussion

Validity and Reliability Test

In this validity test that has been carried out by comparing r count with r table = 0,1528 ($N=165$, $\alpha = 0,05$), it is found that the variables of purchase decisions, product quality, lifestyle, Islamic branding, and Islamic advertising ethics are valid. Meanwhile, the reliability test that has been carried out shows reliable data because cronbach alpha $> 0,060$. The way the overall statement of the variables of purchase decisions, product quality, lifestyle, Islamic branding, and Islamic advertising ethics is reliable.

Classical Assumption Test

In this research, a normality test is conducted to assess whether the data under evaluation conforms to a normal distribution. The normality test employs the non-parametric Kolmogorov-Smirnov statistical method. The criterion for determining normality is that if the significance value (sig) exceeds 0.05, the data is considered normally distributed. The test results revealed a significance value (sig) of 0.200, which is above the threshold of 0.05, thus confirming the normal distribution of the data.

The study also includes a multicollinearity test by analyzing the Variance Inflation Factor (VIF). Multicollinearity is deemed absent if VIF is less than 10 and tolerance is greater than 0.1. The VIF calculations indicate that all independent variables have VIF values below 10, leading to the conclusion that there is no multicollinearity present, and thus the test is passed.

Furthermore, the heteroscedasticity test is performed to check for unequal variances of the residuals across observations in a regression model. The Glejser test is utilized for this purpose. The results demonstrate that all variables have significance values greater than 0.05. Consequently, it can be concluded that there is no evidence of heteroscedasticity, indicating that the heteroscedasticity test has been successfully passed.

Multiple Linear Regression Results

The objective of employing multiple linear regression analysis in this research is to resolve the identified research questions. This analytical method is utilized to investigate the impact of the independent variables on the dependent variable. Utilizing the collected data, calculations and data processing were conducted using SPSS software.

Table. 1 Multiple Linear Regression Analysis

Model	Coefficient	t _{count}	Sig
(Constant)	1,336	1.131	0,260
Product Quality	0,067	2,190	0,030
Lifestyle	0,484	6,021	0,000
Islamic Branding	0,199	2,601	0,010
Islamic Advertising Ethics	0,065	3,709	0,000

Source: data processed (2024)

Based on Table 1, the regression equation can be formulated as follows:

$$Y = 1,336 + 0,067 X_1 + 0,484X_2 + 0,199X_3 + 0,065X_4$$

- a. The constant value of 1.336 suggests that when the variables of product quality, lifestyle, Islamic branding, and Islamic advertising ethics are held at zero or constant levels, the purchase decision variable will exhibit a positive value of 1.336.
- b. The regression coefficient for the impact of product quality (X1) is 0.067, indicating that for each unit increase in product quality, the purchasing decision is expected to increase by 0.067. This implies a positive influence of the product quality variable on the purchase decision.
- c. The regression coefficient for the influence of lifestyle (X2) is 0.484, suggesting that with each increment in lifestyle, the purchasing decision is anticipated to rise by 0.484. This implies a positive effect of the lifestyle variable on the purchase decision.
- d. The regression coefficient for the effect of Islamic branding (X3) is 0.199, indicating that for every increase in Islamic branding, the purchasing decision is projected to increase by 0.199. This signifies a positive impact of the Islamic branding variable on the purchase decision.
- e. The regression coefficient for the impact of Islamic advertising ethics (X4) is 0.065, indicating that for each increase in Islamic advertising ethics, the purchasing decision is expected to increase by 0.065. This suggests a positive effect of the Islamic advertising ethics variable on the purchase decision.

Partial Hypothesis Testing Result (t- test)

The t-test is utilized to evaluate the significance of the individual effects of independent variables on the dependent variable (in isolation), assuming that other variables remain constant. If the calculated t-value surpasses the critical t-table value at a 5 percent significance level, it signifies that the independent variables have a statistically significant partial impact on the dependent variable..

Table 2. Partial Hypothesis Testing Result (t - test)

Variable	t _{value}	t _{table}	Sig.
Product Quality	2,190	1,974	0,030
Lifestyle	6,021	1,974	0,000
Islamic Branding	2,601	1,974	0,010
Islamic Advertising Ethics	3,709	1,974	0,000

Source: data processed (2024)

Based on Table 2, it can be explained as follows:

- a. The Product Quality variable (X1) presents a t-value of 2.190, which surpasses the t-table value of 1.974. With a significance level of 0.030 (less than the 0.05 threshold), we accept the alternative hypothesis (Ha) and reject the null hypothesis (H0). This result signifies that the Product Quality variable has a significant influence on the purchasing decision.
- b. The Lifestyle variable (X2) exhibits a t-value of 6.021, exceeding the t-table value of 1.974. With a significance level of 0.000 (below 0.05), the alternative hypothesis (Ha) is accepted while the null hypothesis (H0) is rejected. This indicates a significant impact of the Lifestyle variable on the purchasing decision.
- c. The Islamic Branding variable (X3) demonstrates a t-value of 2.601, surpassing the t-table value of 1.974. Given the significance level of 0.010 (below 0.05), we accept the

alternative hypothesis (Ha) and reject the null hypothesis (H0). This suggests a significant impact of the Islamic Branding variable on the purchasing decision.

- d. The Islamic Advertising Ethics variable (X4) presents a t-value of 3.709, exceeding the t-table value of 1.974. With a significance level of 0.000 (below 0.05), the alternative hypothesis (Ha) is accepted while the null hypothesis (H0) is rejected. This affirms the significant impact of the Islamic Advertising Ethics variable on the purchasing decision.

Simultaneous Hypothesis Testing Result (F test)

The F-test is employed to assess the collective impact of the independent variables on the dependent variable (simultaneously). If the calculated F-value surpasses the critical F-table value at a 5 percent significance level, it indicates that the independent variables collectively have a significant influence on the dependent variable.

Table 3. Simultaneous Hypothesis Testing Result (F test)

Model	F	Sig.
Regression	60,609	0,000 ^b

Source: data processed (2024)

According to Table 3, the division of the Mean Square regression by the Mean Square residual produces an F-value of 60.609, which surpasses the F-table value of 2.428, with a significance level of 0.000 (less than 0.05). Consequently, the alternative hypothesis (Ha) is accepted, and the null hypothesis (H0) is rejected. This indicates that, collectively, the variables of product quality (X1), lifestyle (X2), Islamic branding (X3), and Islamic advertising ethics (X4) have a significant impact on the purchasing decision (Y).

Coefficient of Determination Test (R²)

Table 4 provides a comprehensive overview of the relationship strength and the influence of each independent variable on the dependent variable, as assessed through correlation and coefficient of determination.

Table 4. Coefficient of Determination Test (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,776 ^a	0,602	0,592	1,473

Source: data processed (2024)

According to Table 4, the correlation coefficient (R) is 0.776, indicating a robust relationship between the independent variables and the dependent variable. This suggests a close association between the variables of product quality (X1), lifestyle (X2), Islamic branding (X3), and Islamic advertising ethics (X4) with the purchasing decision (Y) of Buttonsscarves products.

The coefficient of determination (R²) displayed in Table 4.2 is 0.602, equivalent to 60.2 percent. This signifies that the variables of product quality (X1), lifestyle (X2), Islamic branding (X3), and Islamic advertising ethics (X4) collectively explain 60.2 percent of the variance in the purchasing decision variable (Y). The remaining 39.8 percent (residual) indicates the presence of other factors influencing the purchasing decision variable.

4. Conclusion

This study elucidates the analysis of the influence of product quality, lifestyle, Islamic branding, and Islamic advertising ethics on the purchasing decisions of Buttonscarves products in Banda Aceh City, both partially and simultaneously. Product quality has a partial influence on the purchase decisions of Buttonscarves products in Banda Aceh. Lifestyle has a partial influence on the purchase decisions of Buttonscarves products in Banda Aceh. Islamic branding has a partial influence on the purchase decisions of Buttonscarves products in Banda Aceh. Islamic advertising ethics have a partial influence on the purchase decisions of Buttonscarves products in Banda Aceh. The variable of Product quality, lifestyle, Islamic branding, and Islamic advertising ethics have a simultaneous influence on the purchase decisions of Buttonscarves products in Banda Aceh.

5. References

- Amilin, M. K., & Sujianto, A. E. (2023). The Impact of Islamic Branding, Islamic Advertising, and Product Quality on Purchasing Choices at Helmi Muslim Clothing Convection in Tulungagung. *Jurnal Iqtisaduna*, 9(1), 156–170.
- Arifin, M. J. (2021). Islamic branding tactics for fostering consumer confidence. *Eksyar Journal (Journal of Islamic Economics)*, 08(1), 67–83.
- Assegaf, R. (2023). Evaluation of the Effectiveness of Indonesian Hijabs: Marketing Tactics of Buttonscarves for Penetrating the Malaysian Market. *Halal Research Journal*, 3(1), 30–37.
- Cupian, Khairunisa, L., & Annisa Noven, S. (2023). The Impact of Lifestyle, Islamic Branding, and E-Service Quality on Online Purchase Decisions of Muslim Fashion Products via Instagram Social Media: A Study among the Muslim Community in West Java Province. *Jurnal Ilmiah Ekonomi Islam*.
- Dian, S., & Prajanti, W. (2019). Anticipated Purchase Choices Based on Lifestyle, Product Quality, and Price via Purchase Motivation. Volume 8(1), 1–11.
- Erdawati. (2020). The Impact of Lifestyle, Advertising, and Price on Online Purchase Decisions via Shopee. *Jurnal Apresiasi Ekonomi*, 8(3), 365–371.
- Handayani, N., Jauhariyah, N. A., & Aniati, A. (2021). Evaluating the Role of Islamic Branding, Personal Selling, and Product Quality in Shaping Purchase Decisions for Pashmina Hijabs. *Jurnal Ekonomi Syariah Darussalam*, 2(2), 46–59.
- Hasanah, S. U., Wulandari, J., & Subagja, G. (2021). Evaluation of International Branding, Pricing, and Product Quality in Purchase Decision Making. *Jurnal Perspektif Bisnis*, 4(1), 1–13.
- Hidayat, R. I., & Sudarwanto, T. (2022). The Impact of Lifestyle, Brand Image, and Product Quality on Purchase Decisions. *Jurnal Manajemen*, 14(2), 470–478.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*, Seventeenth Edition. Pearson.
- Kusuma, S. S., Wijayanto, A., & Listyorini, S. (2022). The Impact of Brand Image, Product Quality, and Price on Purchase Decisions for the Uniqlo Brand: A Study of Uniqlo Consumers at DP Mall Semarang. *Jurnal Ilmu Administrasi Bisnis*, 11(4), 807–813.
- Maney, K. L., & Mathews, S. (2021). An Investigation into the Influence of Lifestyle on the Purchase Decisions of Young Indians. *AIMS International Journal of Management*, 15(2), 89–99.
- Maulina, P., Fitri, A., & Triantoro, D. A. (2023). Exploring the Narrative of Hijabs and the Perception of Simulacra on the Instagram Account @buttonscarves. *Jurnal Komunikasi Global*, 12(1), 1–29.
- Mulati, E., & Utomo, B. (2021). Analyzing Factors Affecting Purchase Decisions of Halal Cosmetic Products. 10(September), 59–66.

-
- Oktaviani, L., & Amaluis, D. (2023). The Impact of Product Quality, Service Quality, Price, Promotion, and Location on Purchase Decisions at Dakak-Dakak Dapur Mas SMEs in Pariangan. 1(9).
- Pratama, M. A. D., & Andriana, A. N. (2023). The Impact of Product Quality, Service Quality, and Price on Repurchase Intentions Through Purchase Decisions of Swoosh Thrifting Store Products. *Investasi and Syariah (EKUITAS)*, 5(1), 85.
- Prihanti, D. (2021). The Impact of E-Service Quality, Islamic Branding, and Islamic Advertising Ethics on Purchase Decisions: A Case Study on Shopee Consumers in Indonesia.
- Putri, S. M. S. S. (2018). Exploring the Significance of a "Brand Minded" Lifestyle among Socialite Consumers: A Phenomenological Study of the "Brand Minded" Lifestyle among Parents of Students at SMPN 7 Bandung. *Jurnal Publikasi Ilmu Komunikasi Media Dan Cinema (PIKMA)*, 78–93.
- Pebriana, V., Kurniati, D., & Kusrini, N. (2023). Exploring the Connection Between Product Attributes and the Decision-Making Process in Purchasing Juragan Ground Coffee Products. *Jurnal Sosial Ekonomi Pertanian*, 20(1), 21–34.
- Sanjiwani, N. M. D., & Suasana, I. G. A. K. G. (2019). The Mediating Role of Brand Image in Influencing Purchase Decisions Through Product Quality. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 6721.
- Santosa, A. B., Nisantara, A., Nawatmi, S., & Isnowati, S. (2020). Development Strategies for the Creative Industry in Central Java. *Proceedings of Sendi_U, 2020: National Seminar Of Multi-Disciplinary Sciences And Call For Papers*, 495–501.
- Sapitri, I., & Saptono, E. (2023). The Influence of Brand Image, Price, and Social Influence on Purchase Intention of Buttons scarves Hijab Products. *Jurnal Ilmiah Universitas Batanghari Jambi*, 23(2), 2210.
- Trisnayani, P. E., Imbayani, I. G. A., & Prayoga, I. M. S. (2023). The Influence of Product Quality, Brand Image, and Location on Repurchase Intention of Consumers at Happy Chappy Restaurant, Canggu Plaza. *Emas*, 4(1), 147–160.
- Ula, M. (2019). The Influence of Lifestyle on Online Fashion Product Purchase Decisions. *Volatilitas*, 1(3), 1–18.