

**The Influence of Islamic Branding, Product Quality and
Customer Experience on Purchasing Decisions of HNI HPAI
Products (Study on Agency Center (AC) Halal Mart
Rangkasbitung Consumers)**

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Article Info

Paper type:

Research paper or Conceptual Paper

Keywords:

Customer experience; Islamic branding; Purchasing decisions and Product quality.

Article history:

Received:

Revised:

Accepted:

Available online:

Abstract

This study aims to determine the effect of islamic branding, product quality and customer experience on purchasing decisions for HNI HPAI products for consumers of AC halal mart Rangkasbitung. This study uses a quantitative approach and the sample used in the study was 100 respondents, namely consumers of agency center (AC) halal mart Rangkasbitung, the sample was calculated using the slovin formula. Based on the results of the analysis, it is known that the coefficient of determination (Kd) = 68.6% which shows the influence of Islamic branding, product quality and customer experience on purchasing decisions, while the remaining 31.4% is influenced by other factors not included in this study. From the T test results it can be concluded that partially the Islamic branding variable (X1), product quality (X2) and customer experience (X3) have a positive and significant influence on the HNI HPAI product on purchase decision variable (Y). And from the results of the F test, it can be concluded that simultaneously Islamic branding, product quality and customer experience have a significant influence on purchasing decisions for HNI HPAI products for consumers of (AC) halal mart Rangkasbitung.

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Introduction

Indonesia is a country with a majority Muslim population with a Muslim population of 238.09 million out of a total population of 273.87 million in December 2021 (Data from the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs). With a large quantity of Muslim population, Indonesia has become a Muslim consumer market (Fatimah, 2021). In addition, with this Muslim population, Indonesia also

has great potential to develop the halal industry (Fathoni & Syahputri, 2020).

Consuming and using halal products is an obligation and command of Allah SWT as stated in

Qs. Al-Baqarah: 168 as follows: “O mankind! Eat of that which is lawful and wholesome in the earth, and follow not the footsteps of the devil. Lo! he is an open enemy for you”. (Qs. Al-Baqarah: 168).

The emergence of the halal lifestyle trend or known as halal is my lifestyle is an implication of the increasing religious awareness of Muslim consumers, even halal is an important consideration factor when deciding on a purchase (Maulidayanti, 2020). The halal lifestyle trend is in line with the large expenditure of Indonesian Muslims in various sectors. This is due

to the purchasing power and the increasing Muslim population and this is expected to continue to increase in the future along with the growth of the Islamic economy, and demographic growth and Islamic business practices oriented towards the implementation of halal products (Adinugraha & Sartika, 2019). Faced with this, producers who are aware of consumer needs and great opportunities to market their products to Muslim consumers have begun to emerge. One of the companies engaged in providing halal products is PT Herba Penawar Alwahida Indonesia (HPAI). PT HPAI is a halal network business company in Indonesia. HNI HPAI has become a trend of halal products among the people of various regions, one of which is in Rangkasbitung, Lebak Regency. This is evidenced by the increasing number of HNI HPAI agents who provide quality halal products in Lebak district, especially in Rangkasbitung.

One of the HNI HPAI agents in Rangkasbitung is the agency center (AC) halal mart Rangkasbitung owned by Mrs. Hj. Cacih carnasih located in Rangkasbitung, Lebak Regency, Banten Province. Based on the results of the pre-survey, the researcher obtained sales data for the last six months as an illustration of sales of HNI HPAI products at agency center (AC) halal mart Rangkasbitung as follows:

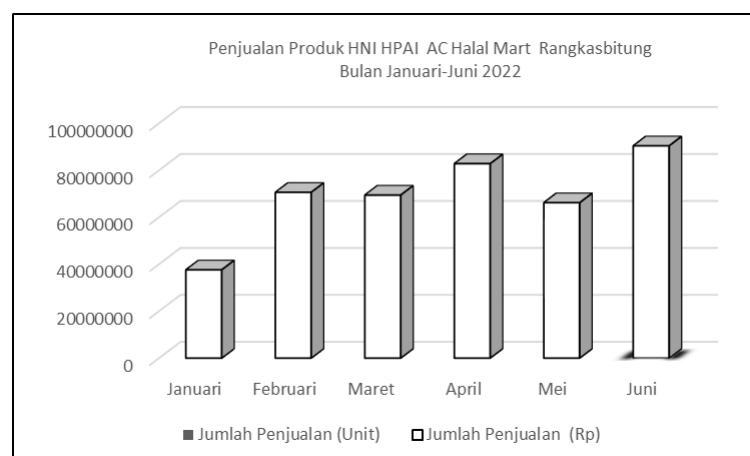


Figure 1: Product Sales Data from January to June 2022

The figure above shows that there are fluctuations in sales of HNI HPAI products. The ups and downs of sales are of course related to consumer decisions to buy products. Purchasing decisions are actions that consumers take when they decide to buy a product. Based on the results of pre-survey interviews conducted by researchers, it is suspected that there are three factors that can influence purchasing decisions for HNI HPAI products at agency center halal mart Rangkasbitung, namely islamic branding, product quality and customer experience. Islamic branding can be defined as the use of Islamic identity (with the words Islam, Sharia,

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Islamic names, halal labels) in marketing its products (Nasrullah, 2015). The results of research by Aisyah et al., (2022) show that Islamic branding does not have a significant influence on purchasing decisions, in contrast to research conducted by Fitriya (2017) which states that Islamic branding has a positive and significant influence on purchasing decisions.

Apart from Islamic branding, another factor that can influence purchasing decisions is product quality. According to Akbar (2014) product quality is the overall characteristics and characteristics of a product or service that can provide satisfaction and meet customer needs and desires. Lamasi & Santoso (2022) put forward the results of research that product has an effect on purchasing decisions, while in the results of research by Amelisa et al. (2018) product quality has no influence on purchasing decisions.

The next factor that can influence purchasing decisions is customer experience. Sandi (2017) suggests that customer experience is a strategy, process and implementation of the company in order to manage consumers regarding their experience with a product or service. Research conducted by Sandi (2017) shows that customer experience has an influence on purchasing decisions. However, different results were found in Pasaribu's research (2018) which showed the results that customer experience had no effect on purchasing decisions.

Based on the problems and phenomena described above, the purpose of this study is to determine whether Branding, Product Quality and Customer Experience affect the Purchase Decision of HNI HPAI Products (Study on Consumers of AC Halal Mart Rangkasbitung)."

Literature Review

Islamic Branding

According to Anastasia & Nurendah (2014) product quality is a number of attributes or properties described in a product or service that are used to meet consumer expectations. According to Kotler et al., (2020: 238) product quality refers to the quality of a product or service that affects how well the product or service can fulfill explicit or implicit consumer desires. Product quality is generally related to product durability, the ability of a product to perform its functions, accuracy, ease of operation, product improvement, and other characteristics. Although product characteristics can be measured from the point of view of the producer or seller, product quality must be measured from the buyer's perception (Amron, 2018). From the explanation of several theories by several experts above, it can be concluded that product quality is the ability of a product to meet the needs and desires of consumers.

Customer Experience

Customer experience is the experience that consumers get after using a product or service, this experience can be a positive experience or a negative experience. Positive experiences obtained by consumers can build a good image of the product or company so that it gets the attention of consumers so that it has an impact on consumer loyalty in using the product. Likewise, on the contrary, the negative experience that consumers get when using a product or service will also create a bad image for the product or company itself. According to Hartahati (2014) Customer experience is a customer experience that has been received, known and learned about a product or service that he has received. According to Sandi (2017) Customer Experience can also be understood as a process, strategy and implementation of a company in managing consumers through experiences with a product or service. So based on the theory that has been put forward by several experts, it can be concluded that customer experience is the experience felt by consumers from a product or service they have received.

Purchase Decision

Purchasing decisions are a stage in the buying process before post-purchase behavior. At this stage, consumers have been faced with various alternative choices so that consumers will take an action to decide to buy a product based on predetermined choices (Arfah, 2022). According to Kotler et al., (2020: 159), purchasing decisions are part of the buying process that starts from problem recognition to post-purchase behavior. According to Buchari, (2014) purchasing decisions are influenced by various factors such as culture, environment, family and so on which can then form an attitude in consumers to make purchases. Based on several theories put forward by several experts above, it can be concluded that a purchasing decision is a process or action taken by a consumer against various alternative choices available which are influenced by various factors resulting in an action or decision to make a purchase.

Based on the introduction and background that has been explained, the hypothesis and framework in this study are explained as follows:

H1 : Islamic branding has a positive and significant effect on purchasing decisions for HNI HPAI products at AC Halal Mart Rangkasbitung.

H2 : Product quality has a positive and significant effect on purchasing decisions for HNI HPAI products at AC Halal Mart Rangkasbitung.

H3 : Customer experience has a positive and significant effect on purchasing decisions for HNI HPAI products at AC Halal Mart Rangkasbitung.

H4 : Islamic branding, product quality, customer experience have a positive and significant effect on purchasing decisions for HNI HPAI products at AC Halal Mart Rangkasbitung.

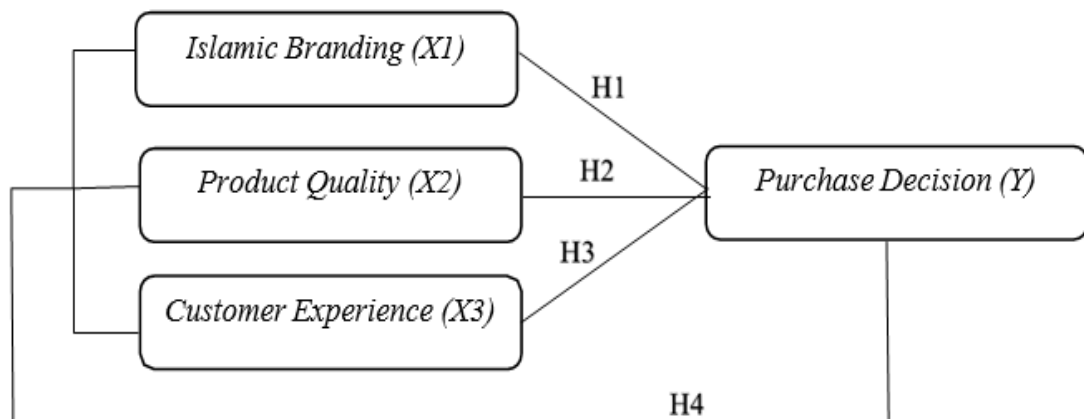


Figure 2. Framework of Thought

Methodology

This research was conducted at one of the HNI HPAI agents, namely the Agency center (AC) halal mart Rangkasbitung located in Rangkasbitung, Lebak Banten. This type of research is quantitative research using an associative approach. The data used in this study are primary data derived from the results of questionnaires through google form media and also in the form of hard files distributed to members or customers of AC Halal mart Rangkasbitung with the criteria of having purchased products for the last six months. In addition to primary data, the data sources in this study were obtained from secondary data, which came from pre-existing data such as company data, books, previous research journals and other data needed in this study.

The population in this research is consumers or members who make purchases in the last six

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months at AC Halal Mart Rangkasbitung, which is 1650. From this population, a sample was taken which would be the respondents in this study, namely 95 respondents, the sample was calculated using the slovin formula. but because the research is human, the more samples will get the better the research results obtained. So the sample in this study was taken as many as 100 respondents. The sampling technique used incidental sampling technique (coincidental sample). This study used a questionnaire with a Likert scale. Likert scale is a scale intended to measure the attitudes, opinions, and perceptions of a person or group of people regarding social phenomena. The Likert scale is arranged using 5 criteria where 1 (strongly disagree) to 5 (strongly agree). In this study there are 18 statements taken from various instruments adopted from previous research and adapted to the needs of this study.

For the islamic branding variable, there are 5 scale items used and adopted from the results of research conducted by Alam & Maknun (2021), Yunus et al., (2014) and Bimo et al. (2020), namely: 1) Brand compliance with Islamic law, 2) Brand importance, 3) Brand familiarity, 4) Consumer confidence, 5) Halal label. Product quality is measured by 5 scale items adopted from previous research Wulandari & Iskandar (2018) and Philip Kotler (Anastasia & Nurendah, 2014), namely: 1) Product performance, 2) Good product raw materials, 3) Good product content, 4) Product diversity, 5) Product durability. Customer experience is measured using 4 scale items adopted from research conducted by Vitry (2013) and Ayumi & Komariah (2021), namely: Accessibility, 2) Competence, 3) Problem solving 4) Customer review. Meanwhile, the purchasing decision variable is measured using 4 scale items taken from previous research conducted by Rohmah (2015) and Darmansyach et al., (2014), namely as follows: 1) Awareness of needs, 2) Information about the product, 3) Product suitability to needs and desires, 4) Adoption or accustomed to using the product (have used or own). The data analysis technique was carried out using the help of SPSS 25 (statistical product and service solutions) software.

Results and Discussion

T Test Results

The T test is used to test the significant influence between the independent variables (independent), namely Islamic branding (X1), product quality (X2) and customer experience (X3) individually on the dependent variable (bound), namely the decision to purchase HNI HPAI products at AC Halal Mart Rangkasbitung consumers (Y).



Table 1. T Test Results

Model		<u>Coefficients^a</u>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,085	1,381		-,785	,434
	<u>Islamic Branding</u>	,196	,097	,187	2,028	,045
	<u>Product Quality</u>	,309	,083	,326	3,719	,000
	<u>Customer Experience</u>	,452	,083	,426	5,459	,000

a. Dependent Variable: Keputusan Pembelian

Source: Primary data processed SPSS version 25 (2023)

- 1) The results of the T test of the islamic branding variable (X1) on purchasing decisions (Y). It is known that the T count of the islamic branding variable is 2.028 and the T table is 1.984. Thus $T \text{ count} > T \text{ table}$ ($2.028 > 1.984$) with the value of islamic branding is $0.00 < 0.05$, it can be concluded that there is a positive and significant effect of the islamic branding variable (X1) on purchasing decisions (Y).
- 2) T test results of product quality variables (X2) on purchasing decisions (Y) It is known that the tcount of the product quality variable is 3.719 and the t table is 1.984. Thus $T_{hitung} > T_{table}$ ($3.719 > 1.984$) with a significance value of product quality is $0.00 < 0.05$, H_0 is rejected and H_2 is accepted, which means that there is a positive and significant effect of the product quality variable (X2) on purchasing decisions (Y).
- 3) The results of the T test of the customer experience variable (X3) on purchasing decisions (Y) It is known that the T_{hitung} of the customer experience variable is 5.459 and the T table is 1.984. Thus $T_{hitung} > T_{table}$ ($5.459 > 1.984$) with the significance value of customer experience is $0.00 < 0.05$, H_0 is rejected and H_3 is accepted, which means that there is a positive and significant effect of the customer experience variable (X3) on purchasing decisions (Y).

Hasil Uji F

The F test or simultaneous significance test is used to determine whether all independent variables, namely Islamic branding (X1), product quality (X1) and customer experience (X3), have a simultaneous influence on the dependent variable, namely purchasing decisions (Y).

Table 2. F Test Results

<u>ANOVA^a</u>						
Model		Sum of Squares	<u>df</u>	Mean Square	F	Sig.
1	Regression	227,441	3	75,814	70,036	,000 ^b
	Residual	103,919	96	1,082		
	Total	331,360	99			
a. Dependent Variable: <u>Keputusan Pembelian</u>						
b. Predictors: (Constant), <u>Customer Experience</u> , <u>Product Quality</u> , <u>Islamic Branding</u>						

Source: Primary data processed SPSS version 25 (2023)

Based on the table above, it is obtained that the F count is 70.036 where the F count is greater than the F table, which is 2.70 ($70.036 > 2.70$) with a significance value of $0.000 < 0.05$, it can be concluded that the Islamic branding variable (X1), product quality (X2) and customer experience have a significant influence on the purchasing decision variable (Y).

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Coefficient of Determination Test Results

Table 3. Regression Test Coefficient of Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,828 ^a	,686	,677	1,040
a. Predictors: (Constant), <u>Customer Experience</u> , <u>Product Quality</u> , <u>Islamic Branding</u>				
a. Dependent Variable: <u>Keputusan Pembelian</u>				

Source: Primary data processed SPSS version 25 (2023)

Based on the table above, it can be seen that the coefficient of determination R square is 0.686 or around 68.6%. This means that purchasing decisions are influenced by Islamic branding, product quality and customer experience by 0.686 or around 68.6%, while the remaining 31.4% is influenced by other factors not examined.

The effect of Islamic branding on purchasing decisions

According to Nasrullah (2015) Islamic branding is the use of names related to Islam or that indicate the halalness of a product. Islamic branding is not just the use of names, symbols and writings or a combination of all of them, but Islamic branding illustrates that the brand contains Sharia principles which are the embodiment of Islamic values. This research was conducted to be able to see how the influence of Islamic branding (X1) on purchasing decisions for HNI HPAI products on consumers of AC halal mart Rangkasbitung partially. This can be done by using multiple linear regression tests, namely by using the T test, the T test is conducted to determine whether there is an influence between the independent variable Islamic branding (X1) on the dependent variable of purchasing decisions (Y).

Based on the results of statistical calculations using the Computer for Windows SPSS Version 25 program, the results of the multiple linear regression test obtained the T value of 2.028 while the T table value is 1.984. With the provisions of $T_{count} > T_{table}$ ($2.028 > 1.984$), the hypothesis in this study is accepted, which means that the islamic branding variable (X1) has an effect on purchasing decisions (Y). Strengthened by the significance value of the islamic branding variable (X1) of $0.045 < 0.05$, it can be concluded that there is a significant positive influence between the islamic branding variable on purchasing decisions for HNI HPAI products for consumers of AC halal mart Rangkasbitung.

The results of this study are in accordance with the research of Nasrullah (2015) which states that Islamic branding has a significant effect on purchasing decisions. Research with similar results was also conducted by Fitriya (2017) which states that Islamic branding has a positive and significant effect on purchasing decisions. Then the results of Alam & Maknun's research (2021) also show the same results that Islamic branding has an effect on purchasing decisions. Another study that shows the same results is research conducted by Handayani et al. (2021) which states that Islamic branding has a positive and significant effect on purchasing decisions. The results of this study indicate that Islamic branding has a strong role in

determining purchasing decisions. So the higher the Islamic branding in a product, the more consumers' decisions to buy the product will increase.

As Muslims, Islamic branding is important and must be considered before making purchasing decisions. Because using and consuming halal and good products is an obligation in Islam. The word halal and good is not only in terms of the raw materials used but in the process of obtaining raw materials, the production process, to the distribution process or how to obtain it must also be ensured that it is halal and good. Islamic branding in a product is not only for the use of Islamic terms to attract Muslim consumers, but also a guarantee that the products produced or sold are products that start from the process of selecting raw materials, production processes and others carried out based on Islamic law so that they can be declared as a halal product and good for use or consumption, so that Islamic branding can provide trust and also a sense of comfort and security to consumers so that it can influence consumer decisions to buy products.

The effect of product quality on purchasing decisions

Lamasi & Santoso (2022) define Product quality as a consumer assessment of the overall superiority of a product. Product quality is related to the ability of a product to meet the needs and desires of consumers and the suitability of functions in accordance with the purpose for which the product was created. A quality product is a selling point that will greatly affect the brand image of the product so that quality products can influence consumer decisions to buy products. This study was conducted to be able to see how the effect of product quality (X2) on purchasing decisions for HNI HPAI products on consumers of AC halal mart Rangkasbitung partially. This can be done by using multiple linear regression tests, namely by using the T test, the T test is carried out to determine whether there is an influence between the independent variable product quality (X2) on the dependent variable purchase decision (Y).

Based on the results of statistical calculations using the Computer for Windows SPSS Version 25 program, the results of the multiple linear regression test obtained a T value of 3.719 and a T table of 1.984. Thus, $T_{count} > T_{table}$ ($3.719 > 1.984$) which means that product quality (X2) affects the purchase decision of HNI HPAI products for consumers of AC halal mart Rangkasbitung. The results of this study are also strengthened by using the significance value of the product quality variable, where it is known that the significance value of the product quality variable is $0.00 < 0.05$, it can be concluded that the product quality variable (X2) partially has a positive and significant effect on purchasing decisions (Y).

The results of this study are supported by previous research conducted by Wulandari & Iskandar (2018) which shows that product quality has a significant effect on purchasing decisions. Research with similar results was also conducted by Suari et al., (2019) which states that product quality has a positive and significant effect on purchasing decisions. Then the results of research conducted by Khaira Sihotang (2020) also show the same results, namely product quality partially has a positive and significant effect on purchasing decisions.

The latest research that shows similar results is research conducted by Lamasi & Santoso (2022) which states that product quality has a positive and significant effect on purchasing decisions. From some of the results of previous research and also the results of research conducted by researchers, it can be concluded that product quality is one of the factors that can influence consumer decisions to buy a product. The higher the quality of a product, the higher the consumer's decision to buy the product. Product quality is a very important thing that must be considered and maintained by producers, because consumers will prefer products that have good quality to meet their needs and desires. Product quality has become a must for producers

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to be able to retain consumers, besides that product quality can also be a strong selling point to attract consumers to purchase products because the higher the quality of a product, the higher the consumer's decision to buy a product.

The effect of customer experience on purchasing decisions

According to Ayaumi & Komariah (2021) customer experience is a form of experience that consumers get after interacting with a brand or product either directly or indirectly which is internal and subjective. Customer experience is a subjective experience that exists in memory or that occurs when using a product that can influence consumer behavior. Customer experience can be a good experience or a bad experience. This study aims to be able to determine the effect of customer experience on purchasing decisions for HNI HPAI products on consumers of AC halal mart Rangkasbitung partially. This can be done by looking at the results of the T test output, the T test is conducted to determine whether there is an influence between the independent variable customer experience (X3) on the dependent variable of purchasing decisions (Y).

Based on the results of statistical calculations using the Computer for Windows SPSS Version 25 program, the results of multiple linear regression tests obtained the T value of the variable Customer experience (X3) which is 5.459 while the T table is 1.984. Thus $T_{count} > T_{table}$ ($5.459 > 1.984$) which means that the customer experience variable (X3) has an effect on purchasing decisions (Y). This result is reinforced by looking at the significance value of the customer experience variable, which is $0.000 < 0.05$, it can be concluded that the hypothesis in this study is accepted, which means that the customer experience variable has a positive and significant effect on purchasing decisions for HNI HPAI products for consumers of AC halal mart Rangkasbitung.

The results of this study are in accordance with previous research conducted by Sandi (2017) in the journal Management and Business Review (MBR) on the Effect of E-WOM and Customer Experience on Product Purchasing Decisions which shows the results of customer experience has a positive and significant influence on purchasing decisions. Customer experience is an important factor that needs to be considered in order to retain customers, the positive experience received by consumers will give a good impression so that it can form positive behavior and influence product purchasing decisions, and vice versa, bad experiences received by consumers when using a product will have an impact on consumer behavior. Consumers will feel more valued when they have a good experience when buying or using a product.

Islamic branding, product quality and customer experience have an effect on purchasing decision

To be able to determine the effect of Islamic branding, product quality and customer experience on purchasing decisions for HNI HPAI products on consumers of agency center (AC) halal mart Rangkasbitung can be seen by using the results of multiple regression test output, namely the F test, where the F test is a statistical test that aims to determine whether there is an influence between the independent variables of Islamic branding (X1), product quality (X2) and customer experience (X3) on purchasing decisions (Y). Based on the results of the F test calculation, it shows that Islamic branding, product quality and customer experience have a simultaneous influence on purchasing decisions for HNI HPAI products for consumers of AC halal mart Rangkasbitung. This is evidenced by looking at the calculated F value of 70.036 where the calculated F is greater than the F table of 2.70 ($70.036 > 2.70$) with a

probability level of 0.000. Because the probability level is smaller than 0.005 and also the value of F count is greater than F table ($70.036 > 2.70$), it can be concluded that the hypothesis is accepted which means "Islamic branding, product quality and customer experience simultaneously (together) affect the decision to purchase HNI HPAI products at AC halal mart Rangkasbitung consumers".

To be able to find out how much the independent variables, namely Islamic branding, product quality and customer experience, affect the dependent variable of purchasing decisions, it can be seen from the coefficient of determination (R^2) which is 0.686 or around 68.6%. This means that the independent variables of Islamic branding, product quality and customer experience contribute 68.6% to the decision to purchase HNI HPAI products for consumers of AC halal mart Rangkasbitung. While the remaining 31.4% is influenced by other factors outside this study.

So that if the variables of Islamic branding, product quality and customer experience are combined, they can simultaneously have a positive and significant effect on purchasing decisions for HNI HPAI products for consumers of AC halal mart Rangkasbitung.

Conclusion

Based on the results of data analysis and research discussion, it can be concluded that partially the Islamic branding variable (X1), product quality (X2) and customer experience (X3) have a positive and significant influence on the variable Purchase Decision of HNI HPAI products (Y). Simultaneously Islamic branding, product quality and customer experience have a significant influence on purchasing decisions for HNI HPAI products for consumers of agency center (AC) halal mart Rangkasbitung. The suggestions that can be given based on the results of this study are for HNI HPAI and Agency Center (AC) halal mart Rangkasbitung are expected to maintain and continue to improve Islamic branding in marketing their products because this branding is proven to have a significant influence on consumer decisions in buying products so as to attract more Muslim consumers. According to the results of the study, consumers buy products because they believe and have proven that HNI HPAI products are quality products, therefore producers must always maintain and continue to improve product quality factors. In addition, the customer experience in this study also has a significant influence on consumer decisions to buy HNI HPAI products. So it is hoped that producers always prioritize the comfort and safety of consumers and give a positive impression to consumers both in terms of products and services so that consumers will buy HNI HPAI products.

Author's Contribution

First author : created and designed the analysis, collected the data, conducted the analysis, and wrote the research journal.

Second author : designed the analysis and conducted the analysis. Third author : designed the analysis and conducted the analysis..

Acknowledgements

The author would like to thank the Department of Sharia Economics, Faculty of Economics and Business, Sultan Ageng Tirtayasa University for providing support to the author in completing this research.

Declaration of Competing Interest

I hereby declare that I have no financial, public, or institutional competing interests. I have full access to all data in this study and take full responsibility for the accuracy of the data analysis and have authority over the preparation of the manuscript and the decision to submit the manuscript for publication.

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