

DIGITAL MARKETING, ISLAMIC BRANDING, TO BUYING DECISION SCARLETT PRODUCT IN PONDOK PESANTREN

MUKHTAR SYAFA'AT PUTRI

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ABSTRACT

Purpose: The purpose of this study is to determine the influence of digital marketing (X1) and Islamic branding (X2) on the purchase decision (Y) of Scarlett's products at the Mukhtar Syafa'at Putri Islamic Boarding School partially and simultaneously. The type of research in this study is quantitative research. The sampling technique uses probability sampling with proportionate stratified random sampling techniques. In sampling, researchers used the Slovin formula and obtained sample results of 75 respondents from a population of 93. The data in this study were analyzed using multiple linear regression. The results of the study were positive and significant: digital marketing (X1) and Islamic branding (X2) on the purchase decision (Y) of Scarlett's products at the Mukhtar Syafa'at Putri Islamic Boarding School partially and simultaneously. The conclusion from the linear regression test analysis of the determination coefficient (R²) results showed a result of 0.765. This shows that all independent variables of digital marketing (X1) and Islamic branding (X2) have contributed as much as 76.5% to purchasing decisions (Y). In comparison, the remaining 24.5% are influenced by other variables that are not studied.

Keywords: Digital Marketing, Islamic Branding, Purchasing Decision

INTRODUCTION

Beauty is something that is highly desired and dreamed of by all women. At this time, beauty is considered to have become a necessity for human lifestyle. Because people who have clean and healthy skin can increase their level of self-confidence and can make them the center of attention. In Indonesia, the use of beauty care products is a need with tiered priorities, starting as primary needs, secondary needs (complementary), tertiary needs (luxury goods). Increasing people's purchasing power and increasing purchasing power per individual can push the level of use of beauty products from a complementary level to a priority level, thereby increasing the growth in the use of beauty care products in volume (Ismayana and Hayati, 2018). The Scarlett brand itself is a type of local product

regarding beauty care owned by an artist named Felicya Angelista which was founded in 2017. Scarlett is produced by PT. Eternal Banyan Motto, Bogor, Indonesia. All Scarlett products have been tested by the Indonesian Food and Drug Supervisory Agency (BPOMRI) and have been labeled halal by the MUI. Scarlett has quite a variety of product variants. Starting from facial skin care products to body care. Some include facial wash, face serum, face cream, body wash, body scrub, shampoo and body lotion. Scarlett products attract the attention of women because this product is believed to help whiten the skin. The large amount of evidence of the use of Scarlett products on social media makes consumers believe in the superiority of this product (Safrin and Hutangaol, 2022).

As technology becomes increasingly sophisticated, it cannot be denied that without a good and appropriate product marketing strategy, the product will become known by itself in the market. Currently, companies are required to be able to keep pace with technological advances to support the running of business activities, especially in the marketing department. So that a product can be known and bought by many consumers, of course an intermediary is needed to convey information about a product, either using the internet network or online media. The use of promotion of a product through online marketing or digital marketing aims to make marketing more effective quickly and make it easier for companies to attract consumer interest in buying a product (Saputra et al, 2020).

There are many factors that can influence consumers in using or purchasing beauty care products. In its implications, entrepreneurs are making breakthroughs to market their products by using Islamic branding, which is meant in this case, namely purchasing halal labels on products. The halalness of a product is the main parameter that needs to be considered, including when using skincare. Utilizing halal products is an obligation for Muslims because whatever is consumed will become ingrained in the human body (Aisyah et al, 2021). Therefore, based on the background explanation above, research was conducted to find out how influential digital marketing, Islamic branding and product quality are on Muslim consumers' purchasing decisions. The title of the research conducted by the author is The Influence of Digital Marketing, Islamic Branding and Product Quality on Purchase Decisions for Scarlett Products at the Mukhtar Syafa'at Putri Islamic Boarding School.

THEORETICAL BASIS

Digital Marketing

Marketing is defined as an effort to market something to get what other people want (Chaffey & Ellis, 2019:54). Marketing is often considered by most people simply as promotion or advertising. However, marketing is a complex concept that is used to create

comprehensive plans or actions to create awareness about a business, increase sales, and promote products or brands in order to build a brand. Marketing needs to be done effectively, carefully, creatively and intelligently, so that business development can develop optimally. Social media has become a cultural, economic and social influencing factor. The way humans speak, communicate, act and make decisions has changed a lot through the presence of technology, trends in the business world are increasingly varied and developing. One of these trends is digital marketing. In general, digital marketing is a form of internet or online network-based marketing technique which is increasingly needed in modern developments (Sari, 2021:7).

Islamic Branding

Islamic branding can be defined as a brand that promotes quality, honesty, responsibility and basic awareness of sharia principles. Islamic branding can also be described as a product that shows identity by adding Islamic characteristics to a name, symbol or other characteristic. Islamic components are used not only in product names, but also in terms of composition and production processes that comply with Islamic law. According to Baker in Chalil (2020), Islamic branding is classified into three types, namely: Islamic branding by compliance, Islamic brand by origin, Islamic brand by customer.

Buying decision

The purchasing decision for consumers is a selection of several available options. Islam is a perfect religion, where Islam has regulated every thing in human life from the smallest to the largest, including in making purchasing decisions for consumption. There are several principles used in making purchasing decisions, including (Hakim, 2012): sharia principles seen from the purpose of consumption, quantity principles seen from simplicity, priority principles, morality principles.

HYPOTHESIS

A hypothesis is a temporary answer to a problem formulation in a study. Therefore, the problem formulation is usually made in the form of a question. It is said to be temporary because The results presented are still assumed or based on appropriate theories, not yet based on real facts obtained through various types of data collection.

H1: Digital Marketing (X1) influences the decision to purchase scarlet products (Y) at PP Mukhtar Syafa'at Putri

H2: Islamic Branding (X2) influences the decision to purchase scarlet products (Y) at PP Mukhtar Syafa'at Putri

H3: digital marketing (X_1), Islamic branding (X_2) influence the decision to purchase Scarlett (Y) products at PP. Mukhtar Syafa'at Putri simultaneously

RESEARCH METHODS

The type of research used is quantitative research which is included in the type of field research. This research is quantitative research using the associative method, namely a type of research that looks for the relationship between two variables (Sugiyono, 2019:199). This research was conducted on consumers of Scarlett products located at the Mukhtar Syafa'at Putri Islamic Boarding School, Karangdoro Village, Tegalsari District, Banyuwangi Regency.

RESULTS AND DISCUSSION

Multiple linear regression analysis is an analytical tool for forecasting the influence value of two or more independent variables on the dependent variable to prove whether or not there is a relationship between two or more independent variables. This analysis is used to find out whether there is a significant influence between the independent variables, namely digital marketing, Islamic branding, and the dependent variable, namely purchasing decisions.

a. t-test

The T test is used to partially see the influence of digital marketing, Islamic branding and product quality on customer interest. In determining the degree of freedom (df) it is calculated using the formula $n - k$. The n value is the number of respondents and the k value is the number of independent and dependent variables. Determine ttable using the formula $\alpha/2 (nk-1) = 0.05/2(75-4-1) = 0.025(70)$, from this formula look at ttable and it is known that ttable is 1.750. Based on SPSS 25 calculations, the following results are obtained:

T-Test Results Table

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,839	2,264		,370	,712
	Digital marketing	,484	,128	,417	3,790	,000
	Islamic branding	,305	,142	,231	2,151	,035
a. Dependent Variable: purchasing decision						

Source: Data Processed by SPSS 25, 2023

Based on Table 2, data analysis using SPSS 25, the following regression results were obtained:

$$Y = 0.839 + 0.484X_1 + 0.305X_2 + e$$

The regression equation above shows the relationship between the independent variable and the dependent variable, from this formulation it can be concluded that:

- 1) Based on the regression equation, it shows that the constant value has a positive regression coefficient direction, namely 0.839. Shows that if the independent variable has a value of 0, then the decision factor that influences purchasing decisions is 0.839.
- 2) Based on the research results and calculations of the multiple linear regression test, the coefficient on variable X1, namely digital marketing, has a positive sign of 0.484, meaning that if variable X1 increases by 1%, purchasing decisions will increase by 0.484. It can be concluded that digital marketing variables have a positive influence on purchasing decisions. In the digital marketing variable, the Tcount value is 3.790 which is greater than the Ttable value of 1.750 ($3.790 > 1.750$), so H01 is rejected and Ha1 is accepted, so the digital marketing variable (X1) has an influence on purchasing decisions (Y).
- 3) Based on the research results and calculations of the multiple liner regression test, the coefficient on variable X2, namely Islamic branding, has a positive sign of 0.305, meaning that if variable X2 increases by 1%, purchasing decisions will increase by 0.305. It can be concluded that the Islamic branding variable has a positive effect on purchasing decisions. In the Islamic branding variable, the Tcount value is 2.151, which is greater than the Ttable value of 1.750 ($2.151 > 1.750$), so H02 is rejected and Ha2 is accepted, so the Islamic branding variable (X2) has an influence on purchasing decisions (Y).

b. F-test

The F test is used to see the influence of digital marketing, Islamic branding and product quality simultaneously on purchasing decisions. Based on SPSS calculations, the following results were obtained:

Simultaneous Test Results Table

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2303,820	2	767,940	81,412	,000b
	Residual	669,727	71	9,433		

	Total	2973,547	74			
a. Dependent Variable: purchasing decision						
b. Predictors: (Constant), Islamic branding, digital marketing						

Source: Data Processed by SPSS 25,2023

Based on the results from Table 3, it is known that the fcount value of 81.412 is greater than the ftable value of 2.734. So it can be concluded that Ho is rejected and the digital marketing (X1), Islamic branding (X2) variables simultaneously influence purchasing decisions (Y).

1. The Influence of Digital Marketing on Purchase Decisions for Scarlett Products at the Mukhtar Syafa'at Putri Islamic Boarding School

Based on the results of research calculations, it shows that digital marketing has a positive and significant effect on purchasing decisions for Scarlett products at the Mukhtar Syafa'at Putri Islamic Boarding School. From the test results that have been carried out, it shows that the t-count value of the digital marketing variable (X1) is 3.790 which is greater than the t-table value of 1.750 ($3.790 > 1.750$), with a known significant probability level of 0.000 which is smaller than 0.05 ($0.000 < 0, 05$). The results of the hypothesis test show that the hypothesis formulation, namely digital marketing, has a positive effect on purchasing decisions for Scarlett products or it can be concluded that Ho1 is rejected and Ha1 is accepted. With the digital platform owned by the Scarlett brand, it is easier for consumers to reach the latest information about Scarlett products. With this strategy, consumers will of course have curiosity in looking for products and will also find out how to make digital transactions easily. This is of course very helpful for consumers and companies in carrying out transactions. However, there are also respondents who disagree about digital marketing, this shows that each person's opinion is different, depending on how that person perceives it. The results of this research are connected to Chaffey's theory (2016:54) Digital marketing is an application of the internet and is related to traditional communication to achieve marketing goals. That digital marketing in a company is really needed.

2. The Influence of Islamic Branding on Purchase Decisions for Scarlett Products at the Mukhtar Syafa'at Putri Islamic Boarding School

Based on the results of research calculations, it shows that Islamic branding has a positive and significant effect on purchasing decisions for Scarlett products at the Mukhtar Syafa'at Putri Islamic Boarding School. The test results that have been carried out show that the calculated value of the Islamic branding variable (X2) is 2.151 which is greater than the ttable value of 1.750 ($2.151 > 1.750$), with a known significant probability level of

0.035 which is smaller than 0.05 ($0.035 < 0, 05$). The results of the hypothesis test show that the hypothesis formulation, namely Islamic branding, has a positive effect on purchasing decisions for Scarlett products or it can be concluded that H_02 is rejected and H_{a2} is accepted. This shows that Islamic branding has a positive impact on purchasing decisions for Scarlett products at the Mukhtar Syafa'at Putri Islamic Boarding School. If there is an increase in Islamic branding, it will certainly have a positive impact on increasing purchasing decisions for Scarlett products.

3. The Influence of Digital Marketing, Islamic Branding on Simultaneous Purchase Decisions for Scarlett Products

This figure has a big influence that Digital Marketing, Islamic Branding, has an influence on Scarlett Product Purchasing Decisions by 76.5%. Based on the results of the overall indicator presentation, it can be seen from the following table

SIMULTANEOUS INDICATOR PRESENTATION TABLE

No	Indicator	Presentation
1.	Digital Marketing	79.4%
2.	Islamic Branding	65.7%

Source: Primary Data, 2020

The test results in Table 8. above show that the Digital Marketing variable indicators as a whole have a presentation value of 79.4%, the Islamic Branding indicators as a whole have a presentation value of 65.7%. The conclusion is that Digital Marketing, Islamic Branding, simultaneously influence Scarlett product purchasing decisions. The magnitude of the influence is 76.5%. The magnitude of the influence of other variables outside the regression model is calculated using the formula $(1-r^2)$ or $(1-0.765) = 0.235$ or the remaining 23.5% is influenced by other variables not explained in this research.

CONCLUSION

Based on the results of the research that has been carried out, after going through various stages including data collection, processing data analysis and presenting the results of the analysis regarding the Influence of Digital Marketing, Islamic Branding, on Purchase Decisions for Scarlett products at the Mukhtar Syafa'at Putri Islamic Boarding School, the following conclusions can be drawn: there is an influence which is significant between the Digital Marketing variable (X_1) on the Purchase Decision for Scarlett products. This shows that the better the digital marketing, the more customers will decide to purchase Scarlett products. There is a positive influence of Islamic Branding (X_2) on purchasing decisions. This shows that the better the Islamic Branding, the more customer decisions there are in purchasing Scarlett products

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