

# The Influence of Advertising With Religious Imagery (Islam) and Brand Health Tracking in Determining The Purchase Decision of Sunsilk Hijab Refresh Products With Buying Interest as an Intervening Variable

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## Abstract

This study aims to analyze the influence of advertising with religious imagery (Islam) and brand healthy tracking on the purchase decision of Sunsilk Hijab Refresh products, with buying interest as an intervening variable. The focus is on understanding how religious and health values in advertising impact the purchase decisions of Muslim consumers, particularly women who wear the hijab in Indonesia. The study uses a quantitative approach with a survey method. Data were collected from female students at Diponegoro University Semarang using purposive sampling. A questionnaire was developed to measure the variables of advertising with religious imagery, brand healthy tracking, buying interest, and purchase decisions. The results show that both advertising with religious imagery and brand healthy tracking significantly influence purchase decisions. Buying interest acts as an intervening variable, mediating the relationship between the two factors and the purchase decision. The study's limitations include its focus on a specific demographic (female students of Diponegoro University), which may not represent all Muslim consumers in Indonesia. The reliance on self-reported data could introduce bias, affecting generalizability. The study also did not explore other factors, such as brand loyalty or social influence. This research offers insights into how religious imagery and health tracking in advertising can influence purchase decisions.

## Article Info

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## Introduction

In an era of increasingly fierce business competition, an effective and relevant marketing strategy is the key to a brand's success in attracting consumer interest. One of the strategies widely used by companies is advertising that contains symbolic or cultural elements, such as religious imagery (Maulani, 2023). Religious imagery in advertising is often used to target certain consumer segments, especially those with strong religious affiliations, such as Muslims in Indonesia, who make up the majority of the population. By associating products with religious values, the company hopes to build a deeper emotional connection with consumers, which can ultimately influence purchasing decisions.

The hair care industry in Indonesia has grown rapidly in line with the increasing consumer demand for more specific products that suit personal needs, including in the

Muslim consumer segment. Sunsilk Hijab Refresh is one of the products specifically designed to meet the needs of hijab-wearing women in maintaining their hair health. In marketing these products, Sunsilk not only highlights functional benefits such as hygiene and hair health, but also integrates religious values that are relevant to the Muslim female segment, especially through a religious-themed advertising strategy.

Sunsilk Hijab Refresh product is one of the products that utilizes religious imagery, especially related to the use of hijab in its advertisements. This product targets the segment of Muslim women who wear hijab, by offering fresh hair that is maintained under the hijab. Ads that use religious imagery like this are expected to attract interest and increase purchasing decisions among Muslim consumers. Alserhan et al. (2019) in their study showed that advertising that uses Islamic elements can strengthen brand loyalty and increase purchase intentions, especially among Muslim consumers.

However, in addition to the use of religious imagery in advertising, there are other factors that can also influence purchase decisions, namely brand health tracking or brand health monitoring. Brand health tracking is a continuous measurement of consumer perception of brand health which includes brand awareness, brand loyalty, brand reputation, and trust in the brand (Syakirah et al., 2016). It describes how consumers see, feel, and relate to a brand over time. Brand health includes various indicators such as brand awareness, quality perception, brand association, and brand loyalty, all of which play an important role in shaping consumer perception of a product (Iyer, 2021). With good brand health monitoring, companies can ensure that their brands remain relevant and in demand by consumers. Keller (2020) states that brand health tracking plays an important role in understanding and predicting consumer behavior. Good brand health, which includes brand awareness, positive brand associations, and loyalty, can increase consumer buying interest and purchasing decisions.

Buying interest is also an important variable that acts as an intermediary between advertising and purchase decisions. Buying interest is often formed from exposure to advertising and a positive perception of the brand (Lin & Zhou, 2021). In other words, ads with religious imagery and a good perception of brand health are expected to arouse consumers' buying interest, which ultimately leads to purchase decisions. According to a study conducted by (Rajan, 2020), buying interest often serves as a strong mediating variable between perception of the brand and purchase decisions.

The younger generation, especially students, is a very potential market segment for personal care products such as Sunsilk Hijab Refresh. However, research highlighting how advertising with religious imagery and brand health affects the buying interest and purchasing decisions of Muslim students in Indonesia is still very limited. The study by Rangkuti et al. (2020) researched more on the general consumer segment, rather than specifically students, who have unique behavioral characteristics and preferences. This research aims to fill this gap by targeting students of Diponegoro University Semarang, to understand their preferences for products that utilize religious values in their advertisements.

Based on the background of the research problem and the theoretical framework of the research, the hypothesis formulated in this study is as follows: (1) H1: Ads with religious imagery have a positive effect on buying interest; (2) H2: Brand health tracking has a positive effect on buying interest; (3) H3: Buying interest has a positive effect on purchase decisions; (4) H4: Ads with religious imagery have a positive effect on purchase decisions with buying interest as an intervening variable; (5) H5: Brand health tracking has a positive effect on purchasing decisions with buying interest as an intervening variable.

Previous studies have discussed buying interest as a mediating variable in various marketing contexts (Tran et al., 2021; Gupta & Singh, 2022), but still limited research on its role in mediating the relationship between advertising and religious imagery and brand health tracking on purchase decisions. This opens up space to examine whether buying interest really plays a significant role in the context of products that are highly dependent on consumer perceptions related to religious and brand values.

This research will bridge the gap in the literature by exploring the influence of advertising with religious imagery and brand health tracking on purchasing decisions, with buying interest as an intervening variable, in the context of products targeting Muslim consumers. The study is expected to provide new insights into how religious elements in advertising and brand health can influence consumer behavior, especially in market segments that are sensitive to religious aspects such as the Sunsilk Hijab Refresh product.

## Method

This study aims to analyze the influence of advertising with religious imagery and brand health tracking on purchase decisions with buying interest as an intervening variable using the AMOS SEM (Structural Equation Modeling) tool.

The type of research is quantitative explanatory. This study aims to explain the cause-and-effect relationship between variables that have been determined. Meanwhile, the research approach used is survey research, where data is collected through questionnaires from respondents who are research samples.

The population in this study is students of Diponegoro University Semarang who know or use Sunsilk Hijab Refresh products. The sample used was 150 respondents. The determination of the sample is based on the purposive sampling technique, with the criteria of students who understand the advertisement of the product being studied, with the minimum sample size reference in the SEM is 100-200 to get significant results.

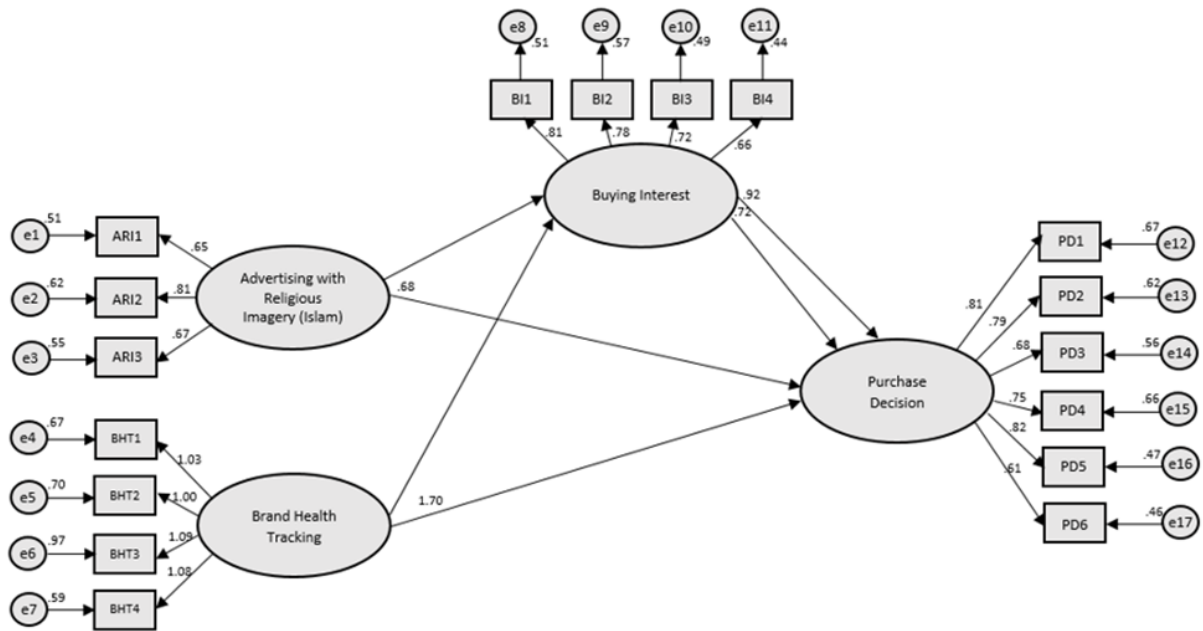
The data collection instrument used was through a questionnaire. The questionnaire was developed based on a Likert scale of 1-5 (strongly disagree to strongly agree). The questions are structured to measure the following variables: (1) Advertisements with Religious Images, which contain questions related to the respondent's perception of Islamic elements in the advertisement; (2) Brand Health Tracking, which measures the perception of Sunsilk Hijab Refresh's health and brand image; (3) Buying Interest, which is the tendency of respondents to buy products after seeing ads (4) Purchase Decision, which measures the real purchase action taken by consumers.

Meanwhile, the data collection procedure consists of; The Preparation Stage is to prepare a questionnaire based on predetermined variables; Questionnaire distribution, namely questionnaires are distributed to students who meet the criteria as respondents; Data Collection is data collected over a certain period of time until the number of respondents reaches 150 people.

Then the data analysis carried out consists of; Initial Data Processing, where the data that has been collected will be checked for completeness, followed by validity and reliability tests to ensure that the instruments used are valid and reliable; SEM Assumption Test, which is the stage before SEM analysis, needs to be carried out normality test, multicollinearity test, and autocorrelation test to ensure that the data meets the SEM assumptions; SEM analysis, using AMOS software, the proposed model is tested with path analysis to see the relationship between variables.

## Result

Figure 1. Primary Data Output of Processed Research, 2024



### Data Normality Test

The normality evaluation was carried out using the criteria of kurtosis value and critical ratio skewness value. In this study, the critical ratio value was obtained in the range of  $\pm 2.58$  which showed that all observed variables were normally distributed in multivariate or univariate.

### Test Outliers

The outlier data is based on looking at the value of mahalanobis distance obtained through the chi-squares value at the degree of freedom 48 with a significance level of 0.001. Based on the chi-squares of the table, the result was 34.528, so the value of the mahalanobis distance was greater than 34.528 outliers. From the evaluation of outliers in this study, the highest value of mahalanobis was 27,280 which was smaller than 34,528 so that there were no cases of multivariate outliers.

### Multicollinearity and Singularity Tests

In this study, there was no problem of multicollinearity or singularity because the determinant of sample covariance matrix was 0.014. From the results of this data test, it can be seen that the value of the determinant of sample covariance matrix is not really close to zero. This means that no data is found that is singular. So that the data in this study is worthy of use.

### Residual Value Test

In this study, the output results of standardized residual covariances have met the required value, which should not be outside  $\pm 2.58$ , so that this research model can be said to be good and there is no need to modify the model.

### Reliability and Variance Extract Test

The reliability test was obtained by calculating the construct reliability (CR) cut-off value  $>0.70$  and the average variance extracted (AVE) cut-off value  $>0.50$ . In this study,

the results of the calculation of construct reliability are above the significance level, which is  $>0.70$ . And the average variance extracted value produced is above the significance level, which is  $>0.50$ . Thus, it can be concluded that each indicator used in this study is reliable.

### Test the Goodness of Fit Model Criteria

The full SEM model feasibility test was carried out using Chi square, CMIN/DF, RMSEA, GFI, AGFI, CFI, and TLI, as described in the following table:

Table 1. Results of the Structural Equation Model (SEM) Feasibility Test

Goodness of Fit Indeks	Cut-off Value	Result	Model Evaluation
Chi - Square	Carmines & Mclver (1981) Df=48 = 129.69	57.171	Baik
Probability	$\geq 0.05$	0.176	Baik
RMSEA	$\leq 0.08$	0.041	Baik
Chi square / df	$\leq 1.20$	1.191	Baik
GFI	$\geq 0.90$	0.899	Marginal
AGFI	$\geq 0.90$	0.870	Marginal
TLI	$\geq 0.95$	0.980	Baik
CFI	$\geq 0.95$	0.974	Baik

Source: Primary Data Output of Processed Research, 2024

The chi-square value obtained was 57.171 with a significance of 0.176, indicating that the model used was well accepted. This is based on the criterion where a significance value greater than 0.05 indicates that the model is a good structural equation model. In addition, the TLI, CFI, and RMSEA measurement indices are also within the expected value range even though the AGFI and GFI values are marginally accepted due to data variations. Thus, it can be concluded that the feasibility test of the SEM model has met the acceptance requirements where the constructs used to form a research model have met the feasibility criteria of a model.

### Hypothesis Test

Table 2. Regression Weights

	Estimate	S.E.	C.R.	P
BI <--- ARI	0.609	0.212	1.560	0.004
BI <--- BHT	0.949	0.300	3.158	0.002
PD <--- BI	0.533	0.236	2.258	0.024
PD <--- ARI	1.055	0.282	3.746	***
PD <--- BHT	0.023	0.355	0.132	0.048

Source: Primary Data Output of Processed Research, 2024

### H1: Ads with religious imagery have a positive effect on buying interest.

Based on the results of the study, it is known that the influence between advertising and religious image with buying interest has a CR value of 1.560 ( $p = 0.04 \leq 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a positive influence between

advertising and religious image and buying interest. The H1 hypothesis, there is an influence of advertising with religious imagery on the buying interest received. This is in line with previous research by (Erdo, 2020) which found that the use of religious symbols and messages in advertising can increase emotional resonance and appeal for Muslim consumers. Sunsilk Hijab Refresh successfully used this strategy to attract the attention of a segment of consumers who are more concerned about spiritual and religious aspects in their product choices.

**H2: Brand health tracking has a positive effect on buying interest.**

Through statistical calculations using SEM Amos 22, it is known that the effect between brand health tracking on buying interest obtained a CR value of 3.158 ( $p = 0.02 \leq 0.05$ ), meaning that there is a positive influence between brand health tracking and buying interest, so  $H_0$  is rejected and  $H_a$  is accepted. H2 hypothesis, there is an effect of brand health tracking on buying interest received. Good brand health contributes to increased buying interest, as found in this study. This indicates that a positive perception of the brand, both in terms of quality, reputation, and loyalty, is very important in building consumer buying interest. This research supports the findings of Keller (2020), which states that a strong brand health can increase consumer loyalty and preferences for a product.

**Q3: Buying interest has a positive effect on purchase decisions.**

Based on the results of the study, it is known that the influence between buying interest and purchase decisions has a CR value of 2.258 ( $p = 0.024 \leq 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a positive influence between buying interest and purchase decisions. The H3 hypothesis, there is an influence of buying interest on the purchase decision accepted. Buying interest has been shown to have a significant influence on purchasing decisions, which shows that when consumers have a high buying interest, they are more likely to make a purchase. This is consistent with studies (Aileen et al., 2021; Kang et al., 2023; Padela et al., 2023) which shows that buying interest is a strong predictor of purchase decisions.

**H4: Ads with religious imagery have a positive effect on purchase decisions with buying interest as an intervening variable.**

Based on the results of the calculation, it is known that the influence between buying interest on the purchase decision obtained a CR value of 2,258 ( $p = 0.024 < 0.05$ ), and there was an influence between advertising and religious images on buying interest with a critical value of 1,560 ( $p = 0.004 < 0.05$ ), then  $H_0$  was rejected and  $H_a$  was accepted. The p values of advertisements with religious imagery on buying interest are significant which is 0.004. The conclusion is that there is a positive influence of advertising with religious imagery on purchase decisions with the mediation of buying interest. Hypothesis H4, accepted. The mediating role of buying interest in the influence of advertising with religious imagery on purchasing decisions is key to understanding how advertising can influence consumer behavior indirectly. By increasing buying interest, ads with religious imagery not only attract attention, but also encourage consumers to make an actual purchase. Therefore, companies should focus on the elements of advertising that can build strong buying interest before hoping to improve buying decisions.

**H5: Brand health tracking has a positive effect on purchasing decisions with buying interest as an intervening variable.**

Based on the results of the calculation, it is known that the influence between buying interest on purchase decisions obtained a CR value of 2,258 ( $p = 0.024 < 0.05$ ), and there is an influence between brand health tracking on buying interest with a critical value of 3,158 ( $p = 0.002 < 0.05$ ), then  $H_0$  was rejected and  $H_a$  was accepted. The p values of brand health tracking on buying interest were significant, namely 0.002. The conclusion is that there is a positive influence of brand health tracking on purchase decisions with the mediation of buying interest. Hypothesis H5, accepted. The mediating role of buying interest in the influence of brand health on purchase decisions is important because it shows that brand health does not directly direct consumers to buy products. In contrast, brand health creates a strong buying interest, which then encourages consumers to make a purchase. Therefore, companies should focus on building and maintaining a strong brand health to increase buying interest and, ultimately, improve consumer purchasing decisions.

## Conclusion

Based on the results of the analysis and discussion, this study shows that advertisements with a good religious image and brand health have an important role in shaping buying interest, which will ultimately affect the purchase decision of Sunsilk Hijab Refresh products among students of Diponegoro University Semarang. Therefore, marketers must ensure that marketing strategies not only focus on product features but also consider aspects of religious values and brand health to achieve greater effectiveness in influencing consumers' purchasing decisions.

The results and discussion of this study provide managerial implications that marketing strategies must be holistic, including advertising with strong messages, quality product experiences, and attractive promotional programs. Companies must have an integrated, data-driven marketing approach to be able to optimize ads with a religious image and maintain brand health. In addition, companies need to focus on increasing consumer buying interest and managing the overall customer experience to maximize purchasing decisions.

The limitation of the study is that it is only carried out on Diponegoro University students so that the results may not be generalized to a wider population. So that the recommendations proposed in the follow-up research can be done by adding variables or conducting trials on more heterogeneous populations.

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