Cirebon Annual Multidisciplinary International Conference (CAMIC 2024)

ANALYSIS OF PRODUCT AND DIGITAL MARKETING ON BRAND IMAGE AND ITS IMPACT ON PURCHASE DECISIONS OF MUSLIM FASHION PRODUCTS IN THE CIAYUMAJAKUNING REGION (CIREBON, INDRAMAYU, MAJALENGKA, KUNINGAN)

1st Sudadi Pranata
Management, Faculty of Economic & Business, University of Catur Insan Cendekia
Cirebon, Indonesia
sudadi.pranata@cic.ac.id

2nd Amroni
Accounting, Faculty of Economic & Business, University of Catur Insan Cendekia
Cirebon, Indonesia
amroni@cic.ac.id

3rd Oryz Agnu Dian Wulandari
Management, Faculty of Economic & Business, University of Catur Insan Cendekia
Cirebon, Indonesia
oryz.wulandari@cic.ac.id

4th Feri Fauzi
Management, Faculty of Economic & Business, University of Catur Insan Cendekia
Cirebon, Indonesia
feri.fauzi@cic.ac.id

Abstract— **The role of product quality and digital marketing is crucial in shaping a strong brand image for Muslim fashion companies in the Ciayumajakuning region (Cirebon, Indramayu, Majalengka, Kuningan). High-quality products and effective digital marketing can influence consumers' perceptions of the brand. This study aims to examine in depth the impact of product quality and digital marketing on brand image and its effect on purchasing decisions for Muslim fashion products in Ciayumajakuning. The study involved a sample size of 125 respondents and utilized SEM PLS as the analytical tool. The results show that product quality has a significant influence on brand image, digital marketing strongly affects brand image, and brand image significantly impacts purchasing decisions.**

Keyword**s**— ***Product; Digital Marketing; Brand Image; Purchasing Decisions***

I. INTRODUCTION

In today's digital era, the role of product quality and digital marketing is pivotal in establishing a strong brand image for Muslim fashion companies, particularly in the Ciayumajakuning region (Cirebon, Indramayu, Majalengka, Kuningan). High-quality products and effective digital marketing strategies can significantly influence consumers' perceptions of a brand. Moreover, in the ever-growing Muslim fashion industry, a positive brand image can be a key factor in driving consumer purchasing decisions (Tanjung et al., 2023). The use of high-quality products by fashion industry players, combined with sophisticated digital marketing strategies, enhances a brand's market appeal. Through digital platforms such as websites, social media, and online marketing campaigns, these players can raise greater brand awareness among consumers. By providing a positive consumer experience through both products and online interactions, Muslim fashion entrepreneurs can build a distinctive and strong brand image that sets them apart from competitors (Fareed et al., 2023).

Additionally, a good brand image, shaped through quality products and digital marketing, can influence consumer purchasing decisions. Consumers are more likely to choose brands they perceive to have a good reputation and offer desirable value (Ernawati, 2023). By building a positive brand image through quality products and effective digital marketing, Muslim fashion entrepreneurs can foster consumer loyalty and encourage them to choose their products during the purchasing process (Ilham Ilham et al., 2023).

In recent years, advancements in digital technology have transformed how companies interact with consumers, including in the Muslim fashion industry. However, despite substantial investments in digital marketing, challenges remain in ensuring these efforts effectively enhance brand image and drive consumer purchasing decisions (P. et al., 2023). A key issue is whether quality and innovative products can fully leverage the potential of digital marketing to create a strong brand image. Even among prominent Muslim fashion companies in Ciayumajakuning, concerns persist about the extent to which their digital marketing strategies can significantly improve brand image (Hanifah & Susanti, 2023).

Another issue is how products and digital marketing interrelate in shaping consumer purchasing decisions. Excellent and innovative products alone are insufficient without the support of appropriate marketing strategies to

reach and influence consumers. Although entrepreneurs have implemented various digital marketing strategies, a deep understanding of the effectiveness of these approaches is lacking. Concerns remain that their digital marketing efforts may not optimally capture consumer attention or build strong connections with their target audience. Therefore, it is essential to examine how these two aspects—product and digital marketing—work together to create a positive brand image and enhance purchasing decisions (Romadhoni et al., 2024).

Moreover, differences in consumer perceptions of the brand image of Muslim fashion companies pose their own challenges. Some consumers may respond positively to products and digital marketing, while others may remain unaffected. These variations in consumer responses can be attributed to factors such as age, personal preferences, and exposure to digital media (Selviasari, n.d.). This study aims to identify the factors influencing the relationship between product quality, digital marketing, and brand image, as well as their impact on consumer purchasing decisions. By understanding these dynamics, Muslim fashion entrepreneurs can develop more targeted strategies to improve brand image and encourage purchasing decisions among a broader consumer base.

The urgency of this research lies in the pressing need to understand how products and digital marketing can work synergistically to build a strong brand image and influence consumer purchasing decisions. In today's digital era, where competition is increasingly intense and consumers are becoming more discerning, Muslim fashion companies must continually adapt and develop more effective marketing strategies. This research is crucial as it helps identify and address the gaps between quality products and optimal digital marketing strategies (Bukhori & Ruspitasari, 2023). Thus, companies can ensure that their investments in product innovation and digital marketing yield maximum results in enhancing brand image and attracting more consumers.

The novelty of this study lies in its holistic and comprehensive approach to examining the relationship between products, digital marketing, and brand image, as well as their impact on consumer purchasing decisions. Most previous studies have focused on one aspect, such as digital marketing or product quality, without considering how these two aspects interact. This study offers a new perspective by analyzing the synergy between products and digital marketing and exploring intervening variables such as brand image that may influence purchasing decisions. Consequently, this research provides not only deeper insights into modern marketing dynamics but also practical strategies that companies can implement to achieve greater success in the market (Caucasus International University, 2022).

This study aims to comprehensively examine the impact of products and digital marketing on brand image and their effect on the purchasing decisions of Muslim fashion products in the Ciayumajakuning region. Through this research, the author seeks to assess the extent to which the quality of products offered by Muslim fashion entrepreneurs influences

consumers' perceptions of a company's brand image. Additionally, the study evaluates the effectiveness of digital marketing strategies used by Muslim fashion entrepreneurs in shaping and enhancing brand image in the eyes of consumers..

II. METHOD

In this study, the population could not be determined precisely. This is because the research focuses on purchase decisions, where consumers who shop are used as the sample. Following Hair et al. (2010), the sample size for an unknown population ranges between 100 and 200. Therefore, this study used a sample size of 125 respondents. The Partial Least Square (PLS) model analysis was employed for the study.

Descriptive statistics were used to analyze the data and understand variables such as age, gender, and educational level of the respondents. A questionnaire was utilized, incorporating a Likert scale with five response options. Validity was tested using loading factors and Average Variance Extracted (AVE), where values > 0.5 indicated success. Composite reliability values > 0.6 were employed to measure the reliability of the constructs (Ghozali, 2015).

The study employed a Likert scale with five response options to measure the variables. This scale was used in a questionnaire to collect data on product quality, digital marketing, brand image, and purchasing decisions.

The PLS-SEM method was applied to test the hypotheses. The inner model, R-Square values, and path coefficients were used to examine the relationships between latent variables. Statistical bootstrap testing was conducted for further analysis. Once the data were processed, the results were used to answer all the research questions.

III. RESULTS AND DISCUSSION

The first step was to assess the outer model to evaluate the validity and reliability of the indicators. The loading factor values needed to exceed 0.7; indicators with correlation values below 0.7 were excluded. The test results indicated that all indicators had values greater than 0.7, signifying good convergent validity for the constructs.

Tabel 1. Variables, Indicators, Loading Factor, AVEs and Composite Reliability

Variables	Indicators	Loading Factors Running	Cronbach's Alpha	AVE	Composite Reliability
P	P1	0,838	0,925	0,690	0,940
	P2	0,851			
	P3	0,861			
	P4	0,777			
	P5	0,856			
	P6	0,831			
	P7	0,800			
PD	PD1	0,858	0,881	0,737	0,918
	PD2	0,838			
	PD3	0,879			
	PD4	0,858			
BI	BI1	0,838	0,902	0,719	0,928
	BI2	0,839			
	BI3	0,846			

	BI4	0,866			
	BI5	0,852			
KP	KP1	0,840	0,852	0,772	0,910
	KP2	0,927			
	KP3	0,866			

Source: Data Processed, 2024

The next step is to examine the R-square value to test the predictive relationships between latent variables or the structural model. Figure 1 illustrates the structural model, and Table 2 displays the R-square values. The R-square value for brand image is 0.794, indicating that product and digital marketing explain 79.4% of the variance. For purchase decision, the R-square value is 0.713, meaning that brand image explains 71.3% of the variance.

This study found that product quality significantly influences brand image, which is consistent with Hanifah & Susanti (2023), who concluded that high-quality skincare products improve brand preference and positively affect consumer perceptions.

Similarly, Ilham et al. (2023) found that a positive brand image enhances customer satisfaction and loyalty, reinforcing the idea that quality products contribute to a strong brand identity.

The study found that digital marketing has a strong effect on brand image. This supports Fareed et al. (2023), who highlighted that effective digital marketing strategies, such as social media engagement and influencer marketing, play a crucial role in shaping brand perception among Pakistani consumers.

Tanjung et al. (2023) also found that digital marketing, combined with product variation, enhances purchase decisions by strengthening brand awareness and brand image.

The study confirmed that brand image significantly affects purchasing decisions, which is consistent with Ernawati (2023), who found that a strong brand image positively influences consumer choices in food product purchases.

Bukhori & Ruspitasari (2023) also found similar results in the coffee industry in Taiwan, where digital marketing efforts improved brand awareness, leading to higher purchasing rates.

The study's holistic approach aligns with Romadhoni et al. (2024), who examined the combined effects of digital marketing and product quality on customer satisfaction and purchase decisions.

Caucasus International University (2022) also highlighted the impact of digital marketing on purchasing decisions in the Georgian market, showing that brand image serves as a key mediating factor.

Tabel 2. Determination Test

	R Square	Adjusted R Square
BI	0,794	0,791
KP	0,713	0,711

Source: Data Processed, 2024

Figure 1. Research Model

Table 3. Hypothesis Testing

Number	Relationships	Original Sample	T.Statistics	P-Value	Result
1	Brand Image -> Purchase Decision	0,845	26,418	0,000	Accepted
2	Digital Marketing -> Brand Image	0,729	9,595	0,000	Accepted
3	Product -> Brand Image	0,189	2,552	0,011	Accepted

Source: Data obtained, 2024

IV. CONCLUSIONS

Managerial Implications:Muslim fashion entrepreneurs should focus on enhancing product quality and implementing effective digital marketing strategies to strengthen brand image and influence consumer purchasing decisions.

Digital marketing efforts, such as social media campaigns, influencer collaborations, and personalized advertisements, should be optimized to create a stronger brand presence.

Companies should ensure that their brand identity aligns with consumer preferences, as brand image plays a crucial role in purchasing behavior.

Theoretical Implications: This study supports existing research on the interrelationship between product quality, digital marketing, brand image, and purchasing decisions.

The findings contribute to marketing literature by reinforcing the role of digital marketing as a key driver of brand perception.

The research highlights the importance of integrating product quality and marketing strategies to maximize consumer trust and engagement.

Limitations: Limited Population Generalization: The study only focuses on Muslim fashion consumers in Ciayumajakuning (Cirebon, Indramayu, Majalengka, Kuningan), making it difficult to generalize the results to other regions or industries.

Unknown Total Population Size: Since the total population of Muslim fashion consumers was unknown, the study relied on Hair et al. (2010)'s sample size range (100–200 respondents), which may not fully represent the broader market.

Cross-Sectional Study: The study was conducted at a single point in time, limiting its ability to analyze changes in consumer behavior over time. A longitudinal study could provide deeper insights into evolving trends.

Limited Scope of Digital Marketing Strategies: The study did not explore the specific digital marketing channels (e.g., Instagram, TikTok, SEO, paid ads) that contribute most to brand image improvement.

Suggestions for Future Studies: Expand the Scope and Population: Future research should cover a broader geographical area to examine whether the results hold for different regions or industries.

A comparative study between Muslim and non-Muslim fashion markets could provide additional insights into purchasing behaviors.

Use a Larger Sample Size with Random Sampling: To improve generalizability, future studies should aim for a larger and more randomized sample to better represent the target population.

Conduct Longitudinal Research: Future studies should use longitudinal methods to track consumer perception changes over time and assess the long-term impact of digital marketing efforts on brand image.

Analyze Specific Digital Marketing Strategies: Research could focus on which digital marketing strategies (e.g., content marketing, influencer marketing, paid advertising, SEO) are most effective in shaping brand image and driving sales.

Include Moderating or Mediating Variables: Future studies could examine moderating or mediating factors such as consumer trust, social influence, or brand loyalty to better understand their impact on purchasing decisions.

REFERENCES

[1] Bradley, A. N. (n.d.). A study on the impact of social media marketing in the event industry: Executing a marketing plan.

[2] Bukhori, M., & Ruspitasari, W. (2023). The Effect of Digital Marketing n Purchasing Decisions through Brand Awareness in Louisa Coffee, Taipei, Taiwan (R.O.C). 5(8).

[3] Caucasus International University. (2022). The Impact of Digital Marketing on Customer Buying Decision, Empirical Study Based on Georgian Market. Journal of Economics, Finance And Management Studies, 05(09). https://doi.org/10.47191/jefms/v5-i9-01

[4] Ernawati, S. (2023). EFFECT OF DIGITAL MARKETING ON PURCHASING DECISIONS FOR TYPICAL BIMA FOOD PRODUCTS. Journal of Global Business and Management Review, 5(2), 68. https://doi.org/10.37253/jgbmr.v5i2.8582

[5] Fareed, S. A. Q., Jabbar, T., Makhdoom, S. F., & Iqbal, M. N. (2023). Influence of Digital Marketing on Purchase Decision A Qualitative Study on Pakistani Customers. International Journal of Trends and Innovations in Business & Social Sciences, 1(4), 122–128. https://doi.org/10.48112/tibss.v1i4.627

[6] Fitriyan, S., & Hendriyani, R. M. (2024). The Influence of Digital Marketing on Purchasing Decisions at Maliha Beaute Karawang. Journal of Economics Education and Entrepreneurship, 5(1), 87. https://doi.org/10.20527/jee.v5i1.9588

[7] Hanifah, N., & Susanti, A. (2023). Pengaruh Digital Marketing, Brand Preference dan Product Quality Terhadap Buying Decision Product skincare Avoskin. Airlangga Journal of Innovation Management, 4(1), 1–19. https://doi.org/10.20473/ajim.v4i1.45494

[8] Ilham Ilham, Warkianto Widjaja, I Nyoman Tri Sutaguna, Arief Yanto Rukmana, & Muhammad Yusuf. (2023). Digital Marketing's Effect On Purchase Decisions Through Customer Satisfaction. CEMERLANG : Jurnal Manajemen Dan Ekonomi Bisnis, 3(2), 185–202. https://doi.org/10.55606/cemerlang.v3i2.1154

[9] Iswahyuniarto, D., & Ariyani, N. (2023). THE INFLUENCE OF DIGITAL MARKETING ON PURCHASING DECISIONS AND CUSTOMER SATISFACTION ON ONLINE TRAVEL AGENT SERVICES. 12(02).

[10] Kok, W., Ariesa, Y., Pratama, V., & Kosasih, S. (n.d.). The Role of Brand Ambassador, Event Marketing and Digital Marketing on Purchase Decisions User Shopee.

[11] P., I. I. R., A., A., & Anbalagan, S. (2023). Influences of Digital Marketing in the Buying Decisions of College Students in Ramanathapuram District, Tamilnadu, India. International Journal of Engineering, Business and Management, 7(6), 12–19. https://doi.org/10.22161/ijebm.7.6.3

[12] Rettobjaan, V. F. C., & Aristayudha, A. N. B. (2024). THE INFLUENCE OF DIGITAL MARKETING ON CONSUMER PURCHASE DECISIONS OF SHOPEE APPLICATION USERS. 3(1).

[13] Romadhoni, B. R., Akhmad, A., Rusydi, M. R., & Mustaking, M. (2024). Result of Digital Marketing, Product Quality and Mediation Customer Satisfaction. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(1). https://doi.org/10.37676/ekombis.v12i1.5031

[14] Selviasari, R. (n.d.). The Effect of Digital Marketing and Product Variety on Purchasing Decisions Mediated by Brand Image in Bakso President.

[15] Sharafutdinova, N. S., Novikova, E. N., & Rolbina, E. S. (n.d.). Event Marketing as an Effective Tool for Building Long-Term Customer Relationships. Business and Management Research, 131.

[16] Tanjung, A., Aeni, N., & Mangahas, V. R. M. (2023). Digital Marketing and Product Variation on Purchase Decisions Moderating by Packaging. DEAL: International Journal of Economics and Business, 1(01), 43–53. https://doi.org/10.37366/deal.v1i01.3280

[17] Theresa, E., Rosnani, T., Afifah, N., Purmono, B. B., & Setiawan, H. (n.d.). Influence of content, influencer, and product innovation on scarlett's brand awareness through event marketing. 7(1).

[18] Vitaloka, L., Susanti, N., & Irwanto, T. (2021). The Influence Of Digital Marketing And Product Variety On Purchase Decisions In Bengkulu City Mode Stores. BIMA Journal (Business, Management, & Accounting Journal), 2(1), 37–52. https://doi.org/10.37638/bima.2.1.37-52