



The Effect of Brand Image and Islamic Branding Towards Purchasing Decision: The Role of Brand Awareness as a Mediation Variable

Fifi Septiani¹,
Rozikan²✉
Universitas Muhammadiyah
Yogyakarta, Indonesia^{1,2}

Correspondence
rozikan@fai.umy.ac.id

Received Mar 19, 2024
Revised Jul 26, 2024
Accepted Jul 30, 2024
Published Jul 30, 2024

DOI [10.35917/tb.v25i2.479](https://doi.org/10.35917/tb.v25i2.479)



Copyright © 2024 Authors.
This is an open-access
article distributed under the terms of
the Creative Commons Attribution
License.

Abstract

The increasingly fierce competition in the business world has led manufacturers to have marketing strategies that can enhance consumer interest in making purchasing decisions. Fashion is considered to have great potential, especially for Muslim fashion products. This study aims to determine the influence of brand image and Islamic branding on the purchasing decisions of Muslim consumers on Rabbani products, mediated by brand awareness. The sample in this study consisted of female students from Muhammadiyah University of Yogyakarta who had purchased Rabbani products. The total number of samples used was 206 respondents. The method used to collect samples was purposive sampling. This study used primary data obtained from distributing online questionnaires through Google Forms. The data obtained were analyzed using SmartPLS 3.0. The results of the study showed that brand image and Islamic branding have a positive effect on brand awareness. The study also showed that brand awareness has a positive effect on purchasing decisions. Brand awareness mediates the relationship between brand image and Islamic branding on purchasing decisions. The results of this study can serve as a reference for Rabbani product companies in leveraging brand image and Islamic branding aspects to create good brand awareness for consumers, ultimately enhancing purchasing decisions.

Keywords: brand image, Islamic branding, brand awareness, Islamic marketing, purchasing decision

Introduction

In the current era of globalization, product sales competition is increasingly competitive. It can be seen from the increasing number of products circulating in the market, both products made in the country and abroad. This causes entrepreneurs to be smart in marketing their products. Entrepreneurs must be able to determine the right strategy to maintain products circulating in the market that can last a long time. Community needs are getting higher, considering the many things that must be fulfilled in everyday life. This causes the purchase intention of a product to increase along with the number of products circulating in the community.

Before consumers decide to make a purchase decision, consumers will understand product problems, collect product information, and evaluate when making a product purchase decision to meet their needs (Aisyah et al., 2021; Rahmawati & Zakiy, 2023). Purchasing decisions are actions of consumers when determining whether to buy or not by relying on knowledge and experience of the product brand (Ronny Sanjaya & Hidayat, 2018). Purchasing decisions are considered one of the main components of consumer cognitive behavior, indicating how an individual intends to buy a particular brand or product (Sherlinda et al., 2022; Wedayanti & Ardani, 2020).

Therefore, companies must be more observant in marketing their products in the market to compete and attract the attention of consumers who intend to make purchasing decisions. Companies can use various strategies, such as increasing consumer brand awareness using a brand image strategy. The company does this to provide a special image for its consumers because the brand image cannot escape the emergence of public perceptions of a product. In line with previous research by Zia et al. (2021), they stated that brand image positively affects brand awareness.

Apart from the brand image, another strategy is needed, such as introducing the product by implementing the concept of Islamic branding (with the addition of the word sharia, Islamic names, and halal labels) when marketing the product (Pamungkas et al., 2021). This is because the halalness of a product is the main parameter that needs to be considered (Zakiy & Zukhrufani, 2019). Considering that most of Indonesia's population adheres to Islam, against this background, the need for Muslim clothing is very high and is a top priority for Muslim women. In this case, it is accompanied by the development of increasingly diverse Muslim clothing, so it becomes an opportunity for Muslim clothing manufacturers to continuously create Muslim fashion innovations.

Rabbani is a Muslim fashion brand. Rabbani is a garment company engaged in Muslim fashion retail with the tagline professor of the Indonesian veil. Rabbani is one of the first and largest instant hijab companies in Indonesia, as evidenced by the fact that Rabbani won the Top Brand Index award as the number one Muslim fashion product in Indonesia (Identiti, 2022). In addition to instant veils, other products have also been developed, such as Muslim clothing, including *dresslim*, *kemko*, tunics, *kastun*, and other equipment such as *ciput* or inner veils, as well as accessories.

Table 1. Top Brand Index 2019-2021 for Muslim Clothing Category

Brands	TBI 2019	TBI 2020	TBI 2021	Category
Rabbani	17,8%	19,6%	22,2%	TOP
Zoya	13,0%	13,6%	21,3%	TOP
Almadan	15,8%	17,4%	13,6%	TOP
Azka	9,4%	9,5%	10,4%	
Attena	9,0%	8,9%	7,5%	

Source: www.topbrand-award.com

Every product with a brand must have a value that is very different from products that do not have a brand. In this case, the brand functions as a promotional tool. Simply by mentioning the brand, the brand is considered to be able to build brand awareness for consumers of certain products. According to Haris et al. (2016), brand awareness is the ability of a brand to appear in the minds of consumers when they feel they are thinking about a particular product and how easy it is for the name to appear. Brand awareness is used when consumers tend to be confused when facing similar products on the market, so consumers use their brand awareness as the basis for someone's reasons for buying. Thus, with a good brand image and Islamic branding on a product, consumers will better recognize and recall a product to be purchased to improve their purchasing decisions.

The urgency of this research is to provide input for companies and parties who are business actors for Rabbani products in making decisions. The results of this study are expected to provide information and input for parties who are business actors of Rabbani products to make decisions and policies regarding marketing strategies to be carried out so that consumer interest in making purchasing decisions increases.

Literature Review and Hypotheses

Theory of Planned Behavior (TPB)

The theoretical foundation for this research utilizes the Theory of Planned Behavior (TPB) developed by Ajzen (1991). TPB explains that individual behavior is influenced by intention, which is determined by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control (Jadmiko, 2021). In the context of this research, brand image and Islamic branding can be seen as factors shaping consumer attitudes toward the product, while social norms and societal religiosity act as subjective norms. Brand awareness serves as a mediator that can influence consumers' perceived behavioral control, enhancing their confidence in making purchasing decisions. A study by Khasanah et al. (2022) and Zakiy & Haryanto (2021), explains that consumers' perception of a company's high image makes them more loyal to that company. The purchasing decision itself is a manifestation of behavioral intention influenced by these three components of TPB. Thus, TPB provides a comprehensive theoretical framework for understanding how brand image, Islamic branding, and brand awareness collectively influence the consumer purchasing decision-making process.

Brand Image

According to Cahyani & Sutrasnawati (2016), Brand image is what consumers think when they hear or see a brand name, or basically what consumers have learned about it. Brand image is what consumers think when they hear or see a brand name or what they have learned about a brand. Indrawati (2015) added that brand image could be considered as an association that appears in the minds of consumers when remembering a particular brand. This association can simply appear in the form of a certain thought or image associated with a brand because the brand image can have a positive or negative effect, depending on one's perception of a brand when making a purchasing decision.

Islamic Branding

According to Nasrullah (2015), Islamic Branding can be interpreted as the use of names related to Islam or indicating a halal identity for a product. In practice, Islamic branding emphasizes brands that adhere to sharia principles, respect accountability, and have a basic understanding of sharia principles. According to Alserhan (2010), Islamic branding is defined in three different ways, 1) Islamic branding by compliance, Islamic brands must attract consumers in a way that is obedient and adherence to sharia law 2) Islamic brand by origin, in a product or brand it does not have to show its halal status because there are already many products known and originating from Islamic countries 3) Islamic brand by customer, a product produced not from a Muslim country, but the product is intended for Muslim consumers.

Brand Awareness

According to Identiti (2022), brand awareness is the ability of customers to know, recognize and remember a brand. Brand awareness is the consumer's capacity to be able to recognize and remember a brand under different circumstances (Tariq et al., 2017). Ulan et al. (2020) defined brand awareness as the ability of consumers to remember and recognize that a brand is part of the product category. Brand awareness can also be interpreted as the strength of a brand to be recalled by consumers and can be seen from the consumer's ability to identify the brand in various conditions. (Krisnawati, 2016).

Purchase Decision

According to Pamungkas et al. (2021), purchasing decision is the process of determining consumer choices from various choices that exist for the product that best suits the desired needs. Purchasing decisions are customer actions that customers use to buy a product.

Purchasing decisions are the selection of an action from two or more alternative choices, a consumer who wants to make a choice must have an alternative (Indrawati, 2015). Putri et al. (2022) suggested that the consumer purchasing decision process involves five steps that consumers take before making a purchase decision and subsequent purchases. The five stages include problem identification, information search, evaluation of alternatives, purchasing decisions, and post-purchase actions.

Hypothesis Development

Influence of Brand Image on Brand Awareness

Brand image is closely related to perceptions of a product. Brand image is the impression obtained through knowledge and understanding of facts about people, products, or situations (Zakiy & Zukhrufani, 2019). Creating the right brand image not only influences consumer reviews but can also provide maximum satisfaction and increase brand awareness. Brand image is defined as the impression brought to the minds of consumers through the brand awareness generated by consumer experiences and memory of the brand (Wedayanti & Ardani, 2020). Research by Ghadani (2022) explains that brand image has a direct positive effect on brand awareness. Based on the explanation above, the researcher formulates the first hypothesis as follows:

H1: Brand image has a positive effect on brand awareness.

Influence of Islamic Branding on Brand Awareness

Islamic Branding can be interpreted as the use of names related to Islam or indicating halal identity for a product. Islamic branding is when a product brand has a positive value in consumer trust in purchasing products labeled halal (Pamungkas et al., 2021). Islamic branding is expected to influence consumer brand awareness because Muslims not only produce and use products but also need to consider aspects of halal, purity, and health of a product because it is obligatory in Islamic religious orders. Brand Awareness can emerge as a reason for the identity of a product due to the use of Islamic branding concepts, allowing consumers to more easily remember and recognize a brand. Consumers are more likely to choose a brand when it has become ingrained in their minds. Research conducted by Aisyah (2021)) explains that Islamic branding has a positive effect on brand awareness. Based on the explanations provided, the second hypothesis of this study is as follows:

H2: Islamic branding has a positive effect on brand awareness.

Influence of Brand Awareness on Purchasing Decision

Brand awareness can be defined as the consumer's ability to recognize or remember a brand and associate it with a particular product category (Cahyani & Sutrasdawati, 2016). For companies, consumers are very important as buyers of their products. However, deciding to purchase a product does not happen just like that; consumers must have brand awareness of a product to make a purchasing decision. This is consistent with research conducted by Lukman (2014) where brand awareness and brand image have a positive influence on purchasing decisions and consumer satisfaction is quite good. The same is also stated by Mix (2015), that the relationship between brand awareness, brand association, perceived quality, and brand loyalty for purchasing intentions has a significant and positive effect. Based on previous research results, the researcher formulates the following hypothesis:

H3: Brand awareness has a positive effect on purchasing decisions.

Brand Awareness Mediates the Influence of Brand Image on Purchasing Decision

Consumers tend to use company and brand image as references before purchasing a product. When consumers decide to buy a product, they have specific reasons for purchasing it, such as

their satisfaction with the quality or service provided by the product. When consumers have no experience with a product, they tend to need a reference brand as a representation of a preferred or well-known brand (Ghadani et al., 2022). Therefore, Rabbani as the largest Sharia fashion industry in Indonesia must enhance its brand image to build consumer brand awareness. Consumers who are satisfied with the quality of Rabbani products and have their needs met will generate positive brand awareness and increase purchasing decisions. A poor brand image directly prompts consumers to switch to other products, and consumers will reduce the intensity of transactions, indirectly lowering brand awareness. Similarly, products with poor brand awareness will increase consumers' intention to switch to other products, resulting in decreased purchasing decisions.

Such assumptions lead the researcher to place brand awareness as a mediator between brand image and purchasing decisions. This is because the independent variable (brand image) cannot directly influence the dependent variable (purchasing decision). As shown in research conducted by Putri et al., (2022), brand awareness mediates the relationship between brand association and purchasing decisions. Thus, the researcher formulates the fourth hypothesis as follows:

H4: Brand awareness mediates the positive effect of brand image on purchasing decisions.

Brand Awareness Mediates the Positive Influence of Islamic Branding on Purchasing Decision

Rabbani is one of the first and largest instant hijab companies in Indonesia, with flagship products such as instant hijabs and other developed products. Currently, Rabbani is the company with the largest number of Muslim fashion consumers in Indonesia (Pradana & Asta, 2018). Therefore, Rabbani as a Muslim clothing brand that has been present in society for a longer time has branding strategies using Islamic branding, aiming to increase consumer brand awareness.

Brand awareness is one of the instruments believed by consumers to influence purchasing decisions (Fitriya, 2017). This condition is inseparable from the basic nature of some consumers who always seek and need products that are safe and tested. This is reflected in the general consumer behavior tendency to buy a product with a well-known brand compared to a less-known or even unknown brand.

In implementing Islamic branding strategies, Rabbani provides the tagline 'be a professional mujahid', showing Rabbani's commitment to the awareness of using halal products and developing the domestic Muslim fashion industry with halal labels, which can continually increase consumer understanding. This is part of Islamic branding, thus creating brand awareness (brand consciousness) that can influence purchasing decisions for Rabbani products.

Such assumptions lead the researcher to place brand awareness as a mediating variable. This occurs because the independent variable (Islamic branding) cannot directly influence the dependent variable (purchasing decision). As shown in research conducted by Aisyah et al., (2021), Islamic branding has a positive effect on purchasing decisions through brand awareness. Thus, the researcher formulates the fifth hypothesis as follows:

H5: Brand awareness mediates the positive effect of Islamic branding on purchasing decisions.

Research Method

Samples and Procedures

Respondents in this study were active female students at Universitas Muhammadiyah Yogyakarta aged 17-24 years. The determined criteria were female students who had purchased

Rabbani products and were expected to know in depth about product quality and specifications and female students who had compared Rabbani products with other Muslim fashion products. This study uses primary data obtained by distributing questionnaires through Google Forms. The total number of questionnaire tabulations collected was 206 respondents.

Respondents who had filled out the questionnaire were spread across 9 faculties dominated by the Faculty of Islamic Studies (FAI), with a total of 85 people (40.9%). In comparison, the lowest number of respondents was 1 person (0.5%) at the Faculty of Engineering. The Islamic Economics major dominated the distribution of questionnaires to 19 majors, and there were 59 people (29.1%). In contrast, the lowest number of respondents in the Information Technology major was 1 person (0.5%). For the age status of respondents aged 17-20, there were 82 people (39.8%) and respondents who were 124 people (60.2%) aged 21-24.

Measurement for Brand Image

We used 8 statement items as questionnaire measurement tools developed by Haris (2016). Some indicators developed for this variable include: 1) image towards the product, attitudes, and actions of individuals towards a product. 2) Image towards the company, consumers' perceptions of the company or its products, and 3) Image towards the service, any actions or activities offered by one party to another, which are essentially intangible and do not result in ownership of anything. One example of a statement item in the questionnaire is "Rabbani products always prioritize good quality."

Measurement for Islamic Branding

We used 8 statement items as questionnaire measurement tools developed by Jalil & Rahman (2014). Researchers used indicators for the Islamic branding variable such as Islamic branding by compliance, Islamic branding by origin, and Islamic branding by customer. One example of a statement item in the questionnaire is "Rabbani products come from Indonesia, a country with a majority Muslim population, therefore Rabbani products are Islamic products."

Measurement for Brand Awareness

We used 6 statement items as questionnaire measurement tools developed by Sasmita & Mohdsuki (2015). According to Mahisa (2019), specifically four indicators are used to determine how aware consumers are of a brand. An example of a statement item is "When asked to mention a Muslim fashion brand, the first one I mention is Rabbani."

Measurement for Purchasing Decision

We used 8 statement items as questionnaire measurement tools developed by Amron (2018). The measurement dimensions for this variable consist of problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. An example of an element statement for this variable is "I seek information about the advantages and disadvantages of several uses before purchasing halal products."

Results and Discussion

Validity Test

The validity test was seen based on the value of convergent validity and discriminant validity. The criteria used to test the instrument's validity are the loading factor value in the measurement model ≥ 0.7 , whereas if the loading factor value in the indicator item is less than 0.7, then it must be removed from the model (Astuti & Zakiy, 2022).

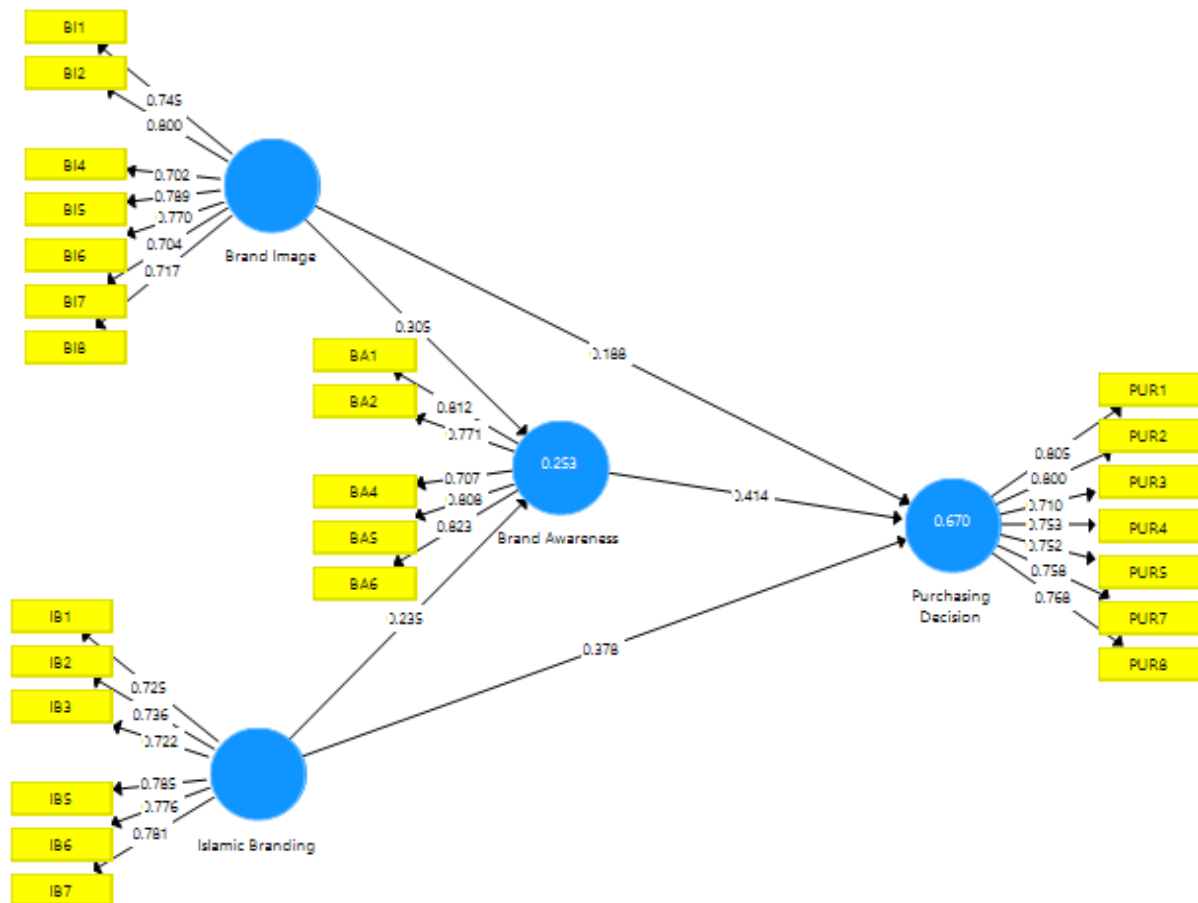


Figure 1. Measurement Model Output Display

Convergent Validity

After the first convergent validity test was carried out by looking at the outer loading and AVE values, several indicators did not meet the criteria (outer loading < 0.7), then the model was re-estimated, and the output model was re-estimated in Figure 1. The results of this test show that all indicators met valid criteria (outer loading > 0.7 and AVE > 0.5) (Amalia & Zakiy, 2021). The following table shows the AVE value of each variable:

Table 2. Average Variance Extracted (AVE)

Constructs	Average Variance Extracted (AVE)	Description (> 0.5)
Brand Image	0,559	Good
Islamic Branding	0,598	Good
Brand Awareness	0,617	Good
Purchase Decision	0,584	Good

Discriminant Validity

From the test results in table 3, it can be seen that all constructs have the highest correlation values in their own constructs compared to other constructs, so a value > 0.7 in one construct is declared to meet the requirements of discriminant validity. Based on convergent and discriminant validity values that meet the rule of thumb, testing the outer model of all constructs is declared to have good validity.

Table 3. Discriminant Validity

Constructs	Discriminant Validity
Brand Image	0.748
Islamic Branding	0.755
Brand Awareness	0.785
Purchase Decision	0.764

Composite Reliability

From the results of the composite reliability calculation in table 4, all constructs have a value according to the rule of growth > 0.6 , so this calculation is declared reliable.

Table 4. Composite Reliability

Constructs	Composite Reliability
Brand Image	0,899
Brand Awareness	0,889
Islamic Branding	0,882
Purchase Decision	0,907

Cronbach's Alpha

From the test results in table 5, it can be seen that all constructs have values that match Cronbach's alpha criteria > 0.6 . Based on the value of composite reliability and Cronbach's alpha that fulfills the rule of thumbs, testing the outer model of all constructs is reliable (Amalia & Zakiy, 2021).

Table 5. Cronbach's Alpha

Variables	Cronbach's Alpha
Brand Image	0,869
Brand Awareness	0,845
Islamic Branding	0,832
Purchase Decision	0,881

Inner Model Results

From the results of data processing using bootstrap, the results of the coefficient of determination (R^2) are intended to determine the magnitude of the influence of exogenous or independent variable values that can be explained on endogenous or dependent variables. Amalia & Zakiy (2021) recommended research using the Adjusted R-Square value because the Adjusted R-Square value can change when one variable is added to the model. The adjusted R-Square value can be seen in the original sample column.

Table 6. R-Square Adjusted

	R Square	R Square Adjusted
Brand Awareness	0,248	0,240
Purchase Decision	0,659	0,654

The R^2 value for brand awareness is 0.248, which means that 24.8% of the variance of brand awareness is explained or influenced by independent variables, such as brand image and Islamic branding, and 75.2% of the variance of brand awareness variables can be explained by other factors. R^2 in purchasing decisions is 0.659, which means that 65.9% of the variance of purchasing decisions is influenced by brand awareness. This indicates that 34.1% of the

variance of this dependent variable or purchasing decisions can be explained by other factors not measured in this study.

Hypothesis Test

Hypothesis testing requires three main parameters in the inner model using bootstrapping techniques, including the original sample value (β), which functions to determine the direction of influence between constructs, T-statistics which functions to measure the significance of the hypothesis and p-value, which functions to measure the significance of the hypothesis by different significance levels (Amalia & Zakiy, 2021).

Table 7. Path Coefficient

	Original Sample	t Statistics	P Values
Brand image -> Brand awareness	0.318	3.329	0.001***
Brand image -> Purchase Decision	0.210	2.876	0.004**
Brand awareness -> Purchase Decision	0.422	6.926	0.000***
Islamic branding -> Brand awareness	0.215	2.334	0.020*
Islamic branding -> Purchase Decision	0.343	4.758	0.000***
Brand image -> Brand awareness -> Purchase Decision	0.126	2.889	0.004**
Islamic branding -> Brand awareness -> Purchase Decision	0.097	2.351	0.019*

n = 206; * $P \leq 0,10$; ** $P \leq 0,05$; *** $P \leq 0,001$

The results of the analysis show that brand image has a positive effect on brand awareness. The t-statistic value of $3.329 \geq 1.64$ has a significant effect, the p-value is $0.001 \leq 0.1$, and the original sample value is 0.318, which shows a positive effect. That is, hypothesis one is accepted.

Islamic branding has a positive effect on brand awareness. The hypothesis test results showed that the coefficient value (original sample/ β) is 0.215, which means a positive effect, with a t-statistic value of 2.334 or > 1.96 and a P-value of 0.020, less than 0.05. This means that the second hypothesis is supported.

Brand awareness has a positive effect on purchasing decisions. The results of the hypothesis test using bootstrapping show that the coefficient value (original sample/ β) is 0.422, which means that brand awareness has a positive effect on purchasing decisions, then this test is supported by a t-statistic value > 1.96 , which is equal to 6.926 and a P value of 0.000 or < 0.001 . This means that hypothesis three is supported.

Brand image is thought to positively affect purchasing decisions, with brand awareness as a mediating variable. The hypothesis test results showed that the t-statistic value was 2,889 ≥ 1.64 , and the p-value was $0.004 \leq 0.1$, which means it has a significant effect. The role of brand awareness in this effect is partial mediation, meaning that the mediation effect can be carried out if the main effect occurs (a direct relationship between the brand image variable and the purchase decision variable) is said to be significant and there is influence on each other so that the fourth hypothesis is supported.

Brand awareness mediates the positive influence of Islamic branding on purchasing decisions. The hypothesis test results showed that the t-statistic value was $2.351 \geq 1.975$, and the p-value was $0.019 \leq 0.1$, which means it has a significant effect. The role of brand awareness in this effect is partial mediation, meaning that the mediation effect can be carried out if the main effect occurs (a direct relationship between the Islamic branding variable and the purchasing decision variable) is said to be significant and there is influence on each other so that the fifth hypothesis is supported.

The relationship between brand image and brand awareness

The results of the first hypothesis test, which show that brand image positively affects brand awareness, are supported. This study supports previous research conducted by Ghadani et al. (2022) that brand image has a positive effect on brand awareness. The higher the product brand image, the higher consumer brand awareness will be. Research conducted by Zia et al. (2021) also stated that the brand image variable positively influences the brand awareness variable. Based on these results, it can be concluded that brand image, which consists of the product image, company image, and service image is an effective way of forming consumer brand awareness of a product so that it will lead to consumer interest in making purchasing decisions (Zakiy, 2019).

This can be interpreted as the higher the brand image of a product, the higher the impact on consumer brand awareness of the product in question. As explained in previous research by Dairina (2022), brand awareness can arise through the consumer's past experience and memory of the brand, which consists of brand image and associations. The results obtained in this study are that by increasing a positive brand image for a product, consumers will remember and recognize the product more often to generate brand awareness.

The relationship between Islamic branding and brand awareness

The second hypothesis in this study, which states that Islamic branding positively affects brand awareness, is supported. The results of this study support previous research conducted by Aisyah (2021), which proves the positive influence of Islamic branding on brand awareness. Islamic branding is thought to have an effect on consumer brand awareness because Muslims do not just produce and use products but need to pay attention to the halal, sacred, and health aspects of a product because the law is obligatory in Islamic religious orders. Brand awareness can emerge as a reason for the identity of a product due to the use of the concept of Islamic branding so that consumers can more easily remember and recognize a brand. Ambali & Bakar (2014) also stated that producers decided to put up a halal logo to provide information and convince consumers that their products are halal and in accordance with Islamic religious law. Interest in the halal logo as part of the Islamic branding concept influences the brand awareness of a product.

The relationship between brand awareness and purchasing decisions

The third hypothesis in this study states that brand awareness positively affects purchasing decisions and is supported. The results of this study support previous research conducted by Haris et al. (2016) that brand awareness has a positive influence on purchasing decisions. This explains that the higher the brand awareness owned by consumers, the higher the opportunity for consumers to make purchasing decisions. Cahyani & Sutrasnawati (2016) also stated that there is a positive influence of brand awareness variables on purchasing decisions. This proves that brand awareness of a brand has a role in helping consumers decide how to obtain the highest benefits or uses expected of the product. Thus brand awareness will create the greatest opportunity for consumers to make purchasing decisions by choosing a known product.

The relationship between brand awareness mediates the positive influence of brand image on purchasing decisions

The fourth hypothesis, which states that brand awareness mediates the positive influence of brand image on purchasing decisions, is supported. This study supports previous research conducted by Ulan (2020) that brand awareness mediates brand image in purchasing decisions. This shows that a good brand image has an important role in building consumer brand awareness so that consumers have a perception of satisfaction and trust in the product and can increase the opportunity to make a purchase decision. In the opinion of this research, brand

awareness becomes mediation because it is able to give consumers confidence in choosing a brand when consumers are about to make a purchase decision on a product (Wasil, 2017). Brand image owned by consumers can create good impressions or assumptions about the product so that consumers have a strong (affective) attachment to the brand, and the consumer's desire arises to buy the product repeatedly. This can improve purchasing decisions because consumers are satisfied with the benefits of the product they bought (Jauzi & Zakiy, 2021; Lau G.T & Lee S.H, 1999; Zakiy, 2019).

The relationship between brand awareness mediates the positive influence of Islamic branding on purchasing decisions

The fifth hypothesis in this study, states that brand awareness mediates the positive influence of Islamic branding on purchasing decisions, is supported. This study supports previous research conducted by Aisyah (2021) that Islamic branding has a positive effect on purchasing decisions through brand awareness. Using an Islamic identity is a product characteristic because brand characteristics have an important role in increasing consumer brand awareness. Muslim consumers' awareness of the importance of implementing sharia values makes this Islamic branding strategy able to increase consumers' opportunities to make purchasing decisions through brand awareness that consumers have for these products (Ranto, 2013). The concept of Islamic branding can make it easier for consumers to remember and recognize products so that brand awareness is used as a driving force for consumers to make purchasing decisions (Pamungkas et al., 2021). The results of this test state that brand awareness mediates the positive influence of Islamic branding on purchasing decisions. Referring to a theory from Baker (2010) which states that Islamic branding as part of a product does not only use Islamic names as a factor to attract consumer interest but also in the selection of product manufacture must be considered so that public trust can form brand awareness which ultimately leads to purchasing decisions.

Conclusion

There is a positive influence of brand image on brand awareness, and it can be interpreted that the better the brand image of a product, the better consumer brand awareness will be created. There is a positive influence of Islamic branding on brand awareness. This shows that brand awareness can appear as a reason for the identity of a product due to the use of the concept of Islamic branding so that consumers can more easily remember and recognize a brand. There is a positive influence of brand awareness on purchasing decisions. In this case, brand awareness plays a role in helping consumers make choices when making a purchase decision. There is an influence of brand image and Islamic branding on purchasing decisions, with brand awareness as a partial mediation. This means that a better brand image and Islamic branding strategies will increase brand awareness, thus increasing consumer interest in purchasing decisions.

Acknowledgment

This research is supported by the Sharia Economics Department, Universitas Muhammadiyah Yogyakarta. We thank our colleagues who have provided support in this research. We also express our gratitude to the Association of Islamic Economics Lecturers (Adesy) and the Journal of Islamic Economic and Business Research who facilitated us in managing research data.

References

- Aisyah, N., Rahman, M. A., & Aisyah, S. (2021). Analisis Islamic Branding Terhadap Keputusan Pembelian Kosmetik Wardah Melalui Brand Awareness Sebagai Mediasi Pada Remaja Wanita Di Kota Makassar. *Jurnal Sipakalebbi*, 5(2), 180–196. <https://doi.org/10.24252/sipakalebbi.v5i2.25752>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alserhan, B. A. (2010a). Islamic branding: A conceptualization of related terms. *Journal of Brand Management*, 18(1), 34–49. <https://doi.org/10.1057/bm.2010.18>
- Alserhan, B. A. (2010b). On Islamic branding: Brands as good deeds. *Journal of Islamic Marketing*, 1(2), 101–106. <https://doi.org/10.1108/17590831011055842>
- Amalia, D. P., & Zakiy, M. (2021). Working Period As A Moderating Variable Of Work Family Conflict, Work Stress, And Turnover Intention On Contraproductive Work Behavior (Case Study On Bca Syariah). *Perisai : Islamic Banking and Finance Journal*, 5(2), 227–246. <https://doi.org/10.21070/perisai.v5i2.1363>
- Ambali, A. R., & Bakar, A. N. (2014). People's Awareness on Halal Foods and Products: Potential Issues for Policy-makers. *Procedia - Social and Behavioral Sciences*, 121(September 2012), 3–25. <https://doi.org/10.1016/j.sbspro.2014.01.1104>
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal, ESJ*, 14(13), 228. <https://doi.org/10.19044/esj.2018.v14n13p228>
- Astuti, D. P., & Zakiy, M. (2022). Self Efficacy sebagai Variabel Moderasi Pengaruh Stres Kerja terhadap Turnover Intention dan Komitmen Afektif Karyawan Bank Syariah Indonesia. *Jurnal Riset Manajemen & Bisnis*, 7(1), 13–23.
- Cahyani, K. I., & Sutrasnawati, R. E. (2016). Pengaruh Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian. *Management Analysis*, 5(Vol. 5 No. 4, 2016), 281–288.
- Dairina, L. (2022). Pengaruh Brand Image Terhadap Keputusan Pembelian. *AT-TAWASSUTH: Jurnal Ekonomi Islam*, 7(1), 118. <https://doi.org/10.30829/ajei.v7i1.10586>
- Fadhilah, A. (2015). *Pengaruh Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas dan Loyalitas Merek Terhadap proses Pengambilan Keputusan Pembelian Sepeda Motor Yamaha V-ixion*. VI(2), 188–205.
- Fitriya, E. (2017). Analisis Pengaruh Islamic Branding terhadap Keputusan Konsumen Untuk Membeli Produk. *Jurnal Ilmiah Akuntansi Indonesia*, 2(1), 31–40.
- Ghadani, A., Muhar, A. M., & Sari, A. I. (2022). Pengaruh brand ambassador dan brand image terhadap keputusan pembelian di shopee dengan mediasi brand awareness. *Insight Management Journal*, 2(3), 110–118. <https://doi.org/10.47065/imj.v2i3.200>
- Haris, R., Kurniawan, B., & Zia, K. (2016). Analisis Pengaruh Brand Awareness dan Brand Image terhadap Keputusan Pembelian Busana Muslim Merek Rabbani di Kota Jambi. *INNOVATIO: Journal for Religious Innovation Studies*, 16(2), 75–90. <https://doi.org/10.30631/innovatio.v16i2.18>
- Identiti. (2022). *Brand Awareness As Mediator Affects Brand Ambassadors And Brand Image Towards Purchase Decisions on Rabbani Muslimah Clothing Products Brand Awareness Sebagai Pemeditasi Mempengaruhi Brand Ambassador Dan Brand Image Terhadap Keputusan Pembelian Pada Produk*. 3(July), 1684–1694.
- Indrawati, D. (2015). Pengaruh Citra Merek Dan Gaya Hidup Hedonis Terhadap Keputusan Pembelian Jilbab “Zoya.” *Jurnal Riset Ekonomi Dan Manajemen*, 15(2), 302. <https://doi.org/10.17970/jrem.15.150207.id>
- Jadmiko, P. (2021). Perceived Social Support as Moderator Variable Between the Attitude of Becoming A Social Entrepreneur (ATB) On Social Entrepreneurial Intention. *Journal of*

- Islamic Economic and Business Research*, 1(1), 86–99.
<https://doi.org/10.18196/jiebr.v1i1.11703>
- Jalil, M. A., & Rahman, M. K. (2014). The impact of Islamic branding on consumer preference towards Islamic banking services: an empirical investigation in Malaysia. *Journal of Islamic Banking and Finance*, 2(1), 209–229.
- Jauzi, A. Q. Al, & Zakiy, M. (2021). Analisis Tingkat Kepercayaan Masyarakat terhadap Dana Donasi pada Uang Kembalian Belanja di Alfamart. *Prosiding UMY Grace*, 273–281.
<https://prosiding.umy.ac.id/grace/index.php/pgrace/article/view/246>
- Khasanah, M., SR HS, M., & Sutrisno. (2022). Linking Sharia Bank Corporate Image and Customer Trust with Customer Switching Intention: The Mediating Role of Customer Loyalty. *Journal of Islamic Economic and Business Research*, 2(2), 220–234.
<https://doi.org/10.18196/jiebr.v2i2.81>
- Krisnawati, D. (2016). Pengaruh Brand Awareness Terhadap Keputusan Pembelian Amdk Merek Aqua (Studi Pada Masyarakat Di Kota Bandung). *Jurnal Manajemen Bisnis Krisnadwipayana*, 4(1). <https://doi.org/10.35137/jmbk.v4i1.30>
- Lau G.T, & Lee S.H. (1999). Consumers' trust in a brand and the link to brand loyalty. *Journal of Market Focused Management*, 4(1999), 341–370.
- Lukman, M. D., & Parahyangan, U. K. (2014). Analisis Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian dan Kepuasan Konsumen Produk Teh Botol Sosro Kemasan Kotak. 10(1), 64–81.
- Mahisa, R. K., Sulhaini, & Darwini, S. (2019). Analisis Pengaruh Brand Ambassador Terhadap Brand Awareness Telepon Seluler Merek OPPO (Studi Pada Pekerja Kantoran Di Kota Mataram). *Jurnal Riset Manajemen*, 19(2), 91.
- Nasrullah, M. (2015). Islamic Branding, Religiusitas Dan Keputusan Konsumen Terhadap Produk. *Jurnal Hukum Islam*, 13(79), 79–87. <https://doi.org/10.28918/jhi.v13i2.487>
- Pamungkas, N. L., Ibdalsyah, I., & Triwoelandari, R. (2021). Pengaruh Islamic Branding, Celebrity Endorser, dan Pengetahuan Produk terhadap Keputusan Pembelian Konsumen Kosmetik Wardah. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 2(2), 111–125.
<https://doi.org/10.47467/elmal.v2i2.539>
- Pradana, W., & Asta, D. (2018). Strategi Branding Rabbani dalam Mempertahankan Brand Loyalty Rabbani Branding Strategy in Maintaining Brand Loyalty Pendahuluan busana Muslim dengan tagline Profesor Kerudung Indonesia . Rabbani merupakan Mempertahankan Brand Loyalty ?”. *Selanjutnya* , tuj. 303–310.
- Putri, A. W., Ramdan, A. M., Danial, R. D. M., Ilmu, F., & Sukabumi, U. M. (2022). Pengaruh asosiasi merek terhadap keputusan pembelian dengan kesadaran merek sebagai variabel intervening. 5, 1254–1262.
- Rahmawati, Z. I., & Zakiy, M. (2023). The Effect of Halal Image , Price , and Promotion on Muslim Consumer Decisions at Muslimah Beauty Clinics. *Jurnal Ekonomi Syariah*, 8(1), 53–63. <https://doi.org/doi.org/10.37058/jes.v8i1.6790>
- Ranto, D. W. P. (2013). Menciptakan Islamic Branding Sebagai Stretegi Menarik Minat Beli Konsumen. *Jbma*, 1(2), 1–11.
- Ronny Sanjaya, L., & Hidayat, I. (2018). Pengaruh Kesadaran Merek dan Loyalitas Merek Terhadap Keputusan Pembelian Pada Sepeda Motor Yamaha NMAX. *Jurnal Ilmu Dan Riset Manajemen*, 7(11), 1–15.
- Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*, 43(3), 276–292.
<https://doi.org/10.1108/IJRDM-02-2014-0024>
- Sherlinda, E., Zakiy, M., & As'ad, S. (2022). Linking E-WOM to Muslimah Consumer Buying Intention through the Shopee Application: The Role of Brand Image as a Mediating

- Variable. *Journal of Islamic Economics & Social Science JIESS*, 3(2), 112–121. <https://doi.org/http://dx.doi.org/10.22441/jiess.2022.v3i2.006> Abstract:
- Tariq, M., Tanveer, A., Abrar, M., & Iqbal, A. (2017). EWOM and Brand Awareness Impact on Consumer Purchase Intention: Mediating Role of Brand Image. *Pakistan Administrative Review*, 1(1), 84–102.
- Ulan, K., Rivai, A., & Sari, D. A. (2020). Pengaruh Electronic Word of Mouth dan Brand Image terhadap Purchase Intention dengan Brand Awareness sebagai Intervening: Studi Pada Produsen Dessert Box. *Suparyanto Dan Rosad (2015)*, 5(3), 248–253.
- Wasil, M. (2017). Pengaruh brand awareness brand association dan percieved quality The influence of brand awareness brand association and percieved quality. *Forum Ekonomi*, 19(2), 137–147.
- Wedayanti, K. A., & Ardani, I. G. A. K. S. (2020). Peran Brand Image Memediasi Pengaruh Electronic Word of Mouth Dan Brand Awareness Terhadap Niat Beli. *E-Jurnal Manajemen Universitas Udayana*, 9(6), 2434. <https://doi.org/10.24843/ejmunud.2020.v09.i06.p19>
- Zakiy, M. (2019). Citra Perusahaan Sebagai Variabel Pemoderasi Pengaruh Layanan Terhadap Kepuasan Pasien Dan Niat Beralih. *Jurnal Manajemen Dan Pemasaran Jasa*, 12(1), 51. <https://doi.org/10.25105/jmpj.v12i1.3149>
- Zakiy, M., & Haryanto, M. (2021). Linking of Service Quality and Switching Costs with Turnover Intentions: The Mediating Role of Customer Loyalty. *Proceedings of the 4th International Conference on Sustainable Innovation 2020-Accounting and Management (ICoSIAMS 2020)*, 201(ICoSIAMS 2020), 29–37. <https://doi.org/10.2991/aer.k.210121.005>
- Zakiy, M., & Zukhrufani, A. (2019). *The Effect Of Beauty Influencer, Brand Image, Lifestyle, and Halal Labelization Towards Halal Cosmetical Purchasing*. 5(2), 168–180.
- Zia, A., Younus, S., & Mirza, F. (2021). Investigating the Impact of Brand Image and Brand Loyalty on Brand Equity: the Mediating Role of Brand Awareness. *International Journal of Innovation, Creativity and Change*. *Www.Ijicc.Net*, 15(2), 1091.