



Do Product Quality and Celebgram Influence Muslim Fashion Purchasing Decisions on Instagram?

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ABSTRACT

Internet marketing's increasing prevalence intensifies business competition and makes it more difficult. Under this intense competition, quality is viewed as a measure of a company's ability to compete for consumers' attention. Quality alone is insufficient to attract consumers' attention to purchasing decisions, so a company must also have attractive promotions to introduce products, such as using a celebrity endorsement on Instagram (celebgram). This study employs multiple linear regression analysis techniques. Consequently, Product Quality (X1) positively and statistically significantly influences Muslim Clothing Purchase Decisions on Instagram. The value of t^{count} is greater than t^{table} for Celebgram ($3,463 > 1,97445$), indicating that Celebgram (X2) has a positive and statistically significant impact on Muslim Clothing Purchase Decisions on Instagram.

Keywords: *Product Quality, Celebgram, Purchase Decision.*

Introduction

For a company's products to continue to be commercially viable, it must continually develop and innovate to keep pace with an advancing era. Companies must move more quickly to attract customers due to the intensifying business competition, particularly from similar businesses. Therefore, it is essential to understand the wants and needs of consumers or target markets and to provide the anticipated satisfaction more effectively and efficiently than competitors. (Wibowo, 2013).

The business of selling Muslim fashion is currently expanding, particularly in Indonesia. This is one of the businesses that offer enticing opportunities and is loss-proof if it is marketed and managed effectively. This is because Muslim clothing is one of the fundamental requirements of the Muslim community. In addition, Muslim fashion is no longer merely a necessity but a lifestyle choice that can reveal one's religious identity. (Musri & Nadia, 2010).

As a population with a Muslim majority, everything, including clothing, must be adapted to the Islamic religion. This makes its adherents require the use of Muslim clothing as an obligation for Muslim women and men to cover their *aurat*. Muslim fashion business ventures demand high creativity from the actors, so consumers are always interested in buying Muslim fashion products. In addition to protecting themselves, humans need clothes to self-exist in fashion. This reason is what gives rise to the emergence of various fashions or styles, known as OOTD (Outfit Of The Day).

The number of businesses in the clothing field requires an entrepreneur to take advantage of current opportunities so that the company can continue to advance, such as by improving the quality sold and with attractive promotions. The increasingly widespread internet marketing has caused the competition between companies to become more stringent and challenging. One thing that needs to be considered in producing Muslim fashion is how to choose cheap raw materials but still of high quality. In these conditions of intense competition, quality is seen as a way to achieve a competitive advantage since quality is the company's top priority, which is used as a benchmark for the company's competitiveness.

Every consumer will buy a product if it is quality according to their needs (Musri & Nadia, 2010). Consumers will choose good Product Quality because quality is considered a benchmark for the company's competitiveness, but good quality is not enough to attract consumers. Then a strategy is needed to be able to attract consumers. One of the strategies companies use in modern times is to create a unique promotion strategy and adapt to technological developments.

Online promotion is a form of internet promotion that aims to convey messages to attract customers. Due to technological developments, there is promotion through social networks, one of which is Instagram. Instagram is now a social media that is in great demand and loved by teenagers and even parents. They actively upload interesting photos within their respective Instagram accounts. Currently, the term "celeb" Instagram or "celebgram" appears.

This Instagram celebrity has emerged as a new idol for the public, especially Instagram social media users. Advertising using celebgrams can greatly help companies increase consumer attraction to buy a product, but companies should choose the right celebrities to deliver advertisements by providing appropriate messages.

Consumer buying behavior refers to the decision processes and actions of the people involved in buying and using the product. The use of celebgram communicators with characteristics will influence positive consumer attitudes or responses to the product, so that consumers will consider it in the buying process and are expected to influence

their purchasing behavior directly. Thus, consumers are influenced to buy without coercion (Wibowo, 2016).

literature Review

According to Heizer and Render, quality defines quality as the ability of a product or service to meet customer needs, while according to Russell and Taylor also said to be the totality of the appearance and characteristics of a product or service that strives with all its ability to satisfy particular needs (Wibowo, 2013). In the development of a company, product quality issues will also determine whether the company's development is rapid. If in a marketing situation that is increasingly fierce competition, the role of product quality will be more significant in the company's growth. This is in line with the opinion of Kotler and Armstrong that the better the quality of the product produced, it will provide opportunity for consumers to make purchase decisions.

Celebgram stands for "Celebrity Endorser Instagram", the beginning of Instagram emerged from a startup called Burbn Inc, which was handled by Kevin Systrom and his best friend, Mike Krieger. Through the hard work of the two of them, Instagram is very successful beyond the Facebook Social network. The term celebgram appeared because someone successfully attracted the attention of other Instagram users if his personal Instagram account has thousands, millions, to billions of followers and is always the subject of discussion by followers (Angga Pebia, 2013). Companies are willing to pay a "Celebgram" at a very high price so that their products can be sold on the online social media application Instagram. However, not all celebrities can smoothly fulfill the invitation. The artist also demands to meet all the rules proposed by the manufacturer. The right choice of celebrity can affect the market share; it is hoped that the star's personality becomes a reliable endorser to attract consumers to buy (Frans M Royan, 2005).

Loudden & Bitta suggests that purchasing decisions are consumer decisions about what to buy, how much to buy, where to do, when to make and how the purchase will be made. Schiffman-Kanuk also suggests that a purchasing decision is a selection of two or more alternative options. In other words, the availability of more than one option is a must in decision-making. The decision-making process is carried out easily for low-involvement goods, while for high-involvement goods, the decision-making process is carried out carefully (Anang Firmansyah, 2019). Morissan argues that a purchase decision is a next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase (Morissan, 2015).

Method

This research was conducted at UIN Sultan Maulana Hasanuddin Banten. This research uses quantitative methods. The data source used is the primary data source obtained from the questionnaire results. The population used in this study was students majoring in Sharia Economics class of 2016-2019 which amounted to 840 students. As for sampling using the Arikunto method, by taking a sample of 20% of the total population. So the sample used was 168 students. The sampling technique uses a purposive sampling technique, a sample determination technique based on the researcher's selected criteria in selecting samples (Hikmayanti Huwaida, 2019). In this study, the population criteria that will be used as a sample are students who take the Sharia Economics Department from the Class of 2016-2019 and use the Instagram Application.

Results and Discussion

Result

Multiple Linear Regression Analysis

Figure 1.
Results of Multiple Linear Regression Analysis
Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	,116	2,285		,051	,959
X1_PRODUCT_QUALITY	,622	,070	,561	8,908	,000
X2_CEBGRAM	,269	,078	,218	3,463	,001

Based on the results of multiple regression analysis in the table above, the coefficients for the free variables $X1 = 0.622$, $X2 = 0.269$ and the constant of 0.116, the model of the regression equation obtained is:

$$Y = 0.116 + 0.622X1 + 0.269X2 + e$$

Such multiple linear regression equations can be described as follows:

1. A constant value (Y) of 0.116 means that if the product quality variable (X1) and the celebgram variable (X2) are 0 (zero), then the purchase decision variable (Y) will be at 0.116.
2. The regression coefficient X1 (product quality) of multiple linear calculations obtained the value of coefficients (b_1) = 0.622. This means that every time there is a 1% increase in product quality (X1), the purchase decision (Y) will also increase assuming that the celebgram variable (X2) is constant. It also states that product quality variables positively influence purchasing decisions.
3. The regression coefficient X2 (celebgram) from multiple linear calculations obtained the value of coefficients (b_2) = 0.269. This means that every time there is a celebgram (X2) increase of 1% then the purchase decision (Y) will increase, assuming the product quality variable (X1) is constant. It also

Test Classical Assumptions

Normality Test

The results of the statistical analysis of Kolmogorof Smirnov with asymp values. Sig. (2-tailed) is 0,200 where the value $> 0,05$. This states that the regression model in this study has met the assumption of normality.

Multicollinearity Test

The results of the multicollinearity test conducted from free variables and celebgram variables found that the variance inflation factor (VIF) value of $1,228 \leq 10$ and the tolerance value of $0,815 \geq 0,10$ so that between independent variables there is no multicollinearity problem.

Autocorrelation Test

The autocorrelation test aims to test whether in a linear regression model there is a correlation between the disruptor error in the t period and the error in the previous $t-1$ period (Yeri Sutopo and Acmad Slamet, 2017). The results of the Autocorrelation Test obtained a DW value of 1.974. This DW value will be compared with the DW table value using a significance of 5%, with a total sample of 168 (n) and $k = 2$ (free variable), then in the DW table it is stated that the dL value is 1,7236 and dU is 1,7718. Based on the SPSS output above, it is known that Durbin Watson's value is 1,974. This value is located between the dU and $4-dU$ values so that it can be concluded that no autocorrelation occurs.

Heteroscedasticity Test

Heteroskedasticity is testing to see if there is a variance inequality from the residual of one observation to another (Nikolas Dauli, 2019). That significant value of product quality (X_1) was 0.885 and celebgram (X_2) was 0,771 > of 0,05. This suggests that the regression model does not experience heteroskedasticity problems.

Hypothesis Test

Partial Test (T)

It is known that t table in this study for degrees of freedom $df = 168 - 3 = 165$ with a signification of 5% is 1,97445. Then the test result of the partial regression coefficient for Product quality (X_1), calculated 8,908. It can be seen that the t -value of the t -count > t_{tabel} ($8,908 > 1,97445$) and the sig value < sig level ($0,000 < 0,025$), then H_0 is rejected, meaning that the quality of the product has a positive and significant effect on the decision to buy Muslim clothing on Instagram. As for Celebgram (X_2), the calculated value is 3,463. It can be seen that the value of t count > t table ($3,463 > 1,97445$) and the sig value < sig level ($0,001 < 0,025$) then H_0 is rejected, meaning that celebgram has a positive and significant effect on the purchase decision of Muslim clothing on Instagram.

Simultaneous Test (F)

The results of the Simultaneous Test (F) concluded that the value of F is calculated $72,372 > F$ table 3,05. In the table, a sig value of 0,000 is obtained, which means that the sig value is smaller than the sig level of $0,000 < 0,05$. So it can be said that there is an influence between product quality (X_1) and celebgram (X_2) together on the purchase decision (Y) on Muslim fashion products on Instagram.

Coefficient of Determination Test

The Coefficient of Determination Test results shows that Product Quality and Celebgram can explain the Purchasing Decision variable of 46,1%. At the same time, the remaining $100\% - 46,1\% = 53.9\%$ is explained by other factors that were not studied.

Discussion

Effect of Product Quality on Purchasing Decisions

Muslim fashion on Instagram. Based on the results of regression analysis and t -test which shows the calculated t value of the table > t ($8,908 > 1,97445$) and the sig value < sig level ($0,000 < 0,025$). It can be seen that the quality of the product partially has a significant effect on the purchase decision of Muslim fashion on Instagram. This means that product quality, which includes indicators of shape, idiosyncrasies, reliability, durability, and beauty/style, can influence the purchasing decision of Muslim fashion on Instagram. Product quality refers to the company's ability to produce products or services to meet customer needs. The better the product quality, the more it will provide an opportunity for consumers to make purchase decisions.

The Influence of Celebgrams on Muslim Fashion Buying Decisions on Instagram

Based on the results of regression analysis and t test which shows the calculated t value of the table $> t$ ($3,463 > 1,97445$) and the sig value $< \text{sig level}$ ($0,001 < 0,025$). It can be seen that celebgrams partially have a significant effect on the decision to buy Muslim fashion on Instagram. This means that celebgrams, including Trustworthiness, Attractiveness, and Expertise, can influence the purchase decision of Muslim fashion on Instagram.

The Effect of Product Quality and Celebgram on Decisions

Purchase of Muslim Fashion on Instagram result of the F^{count} value is $72,372 > F$ table $3,05$. In the table, a sig value of $0,000$ is obtained. It means that the sig value is smaller than the sig level of $0,000 < 0,05$ so that it accepts H_a and rejects H_0 . These results state that simultaneously, all free variables, namely product quality (X_1) and celebgram (X_2) have a significant effect on the decision to buy Muslim fashion on Instagram (Y). Product quality and Celebgram have a positive impact on purchasing decisions. This is in line with Kotler's opinion that someone will purchase if they are firm with the product and the product has been recommended by someone else. Stability in a product means that consumers are confident in the product's quality, reliability, performance, etc, so that consumers will make purchase decisions. If the product has been recommended by others, especially by celebgrams, it will increase consumer trust in the item so that consumers will make a purchase decision.

Conclusion

Based on the analysis and discussion results, it can be concluded that the quality of product and Celebgram significantly affect the decision to buy Muslim fashion on Instagram. The magnitude of product quality and celebgram's influence is indicated by the coefficient of determination (R^2) value of 0.461 , or $46,1$ percent, while the remaining $53,9$ percent is influenced by factors not examined in this study.

Partially, the two free variables influence the decision to buy Muslim clothing in the country. For product quality (X_1) the calculated value is $8,908$. It can be seen that the calculated value of $> t_{\text{tabel}}$ ($8,908 > 1,97445$) so that Product Quality (X_1) has a positive and significant effect on Muslim Fashion Purchase Decisions on Instagram. For Celebgram (X_2) the calculated value is $3,463$. The computed value of $> t_{\text{tabel}}$ ($3,463 > 1,97445$) so that product quality (X_2) has a positive and significant effect on Muslim fashion purchase decisions on Instagram.

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