

THE EFFECT OF ADVERTISING, BRAND IMAGE, WORD OF MOUTH, AND PRODUCT DIFFERENTIATION ON PURCHASE DECISIONS IN THE HIJAB WORLD BY LSCRAF LAMONGAN

Fira Uswatun Khasanah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan , Indonesia
firauswatun9@gmail.com

Yunni Rusmawati DJ
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan , Indonesia
yunnirusmawatidj@unisla.ac.id

Luluk Nur Azizah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan , Indonesia
luluknurazizah@unisla.ac.id

Henny Mahmudah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
hennymahmudah@unisla.ac.id

Article Info

Keywords :

Advertising, Brand Image,
Word of Mouth, Product
Differentiation, Purchasing
Decisions

ABSTRACT

This study aims to analyze the influence of Advertising, Brand Image, Word of Mouth, and Product Differentiation on Purchasing Decisions at Dunia Hijab by Lscraf Lamongan. The background of this study is the increasing need for Muslim fashion in Indonesian society, especially among Muslim women, which makes the hijab industry one of the fastest growing fashion sectors. This study uses an associative quantitative approach with a purposive sampling technique on 243 respondents who are consumers of Dunia Hijab by Lscraf. The analysis technique used is multiple linear regression with the help of SPSS. The results of the study indicate that simultaneously the four variables have a significant effect on purchasing decisions. Partially, the Word of Mouth variable has the most dominant influence. This study provides implications for companies to further strengthen their marketing communications strategies, especially in terms of promotion and brand image.

INTRODUCTION

The Muslim fashion industry in Indonesia has shown very significant growth along with the increasing public awareness of religious values and the importance of a sharia-compliant yet fashionable appearance. This opens up great opportunities for business people in the Muslim fashion sector, including hijab, to meet the needs of the growing market. According to data Central Bureau of Statistics, (2023) more than 87% of Indonesia's population is Muslim, making Indonesia the largest potential market for Muslim fashion products in Southeast Asia. Awareness of sharia dress is no longer just cultural or religious, but has become part of a modern lifestyle that emphasizes the values of politeness, aesthetics, and self-identity.

One of the local brands that also took advantage of this opportunity is Dunia Hijab by Lscraf Lamongan. Established in an area that is not a national fashion industry center like Jakarta or Bandung, Dunia Hijab by Lscraf proves that local brands from the region can compete with national and international brands, as long as they have the right marketing strategy. In facing increasingly tight competition, Dunia Hijab by Lscraf must be able to create uniqueness and product differentiation that is relevant to the needs and preferences of consumers, especially young Muslim women who are the main target.

In today's digital era and openness of information, consumer purchasing decisions are not only influenced by product factors alone, but also by a combination of various marketing aspects. One of the main aspects that influences purchasing decisions is advertising. Advertising plays an important role in conveying the value, benefits, and uniqueness of a product to consumers. In this context, Dunia Hijab by Lscraf utilizes various social media channels such as Instagram, TikTok, and WhatsApp to reach consumers more widely and personally. Advertisements that are visually appealing, communicative, and able to touch the emotional side of consumers are considered more effective in influencing purchasing intentions and decisions.

In addition to advertising, brand image is also a strategic element in influencing consumer perception. A strong brand image can increase consumer trust in a product and create long-term loyalty. Consumers tend to choose products from brands they know and trust, even though the prices offered are relatively higher. According to Kotler & Keller, (2022) , brand image is formed from consumer experience, brand communication, and consistency of product quality. Dunia Hijab by Lscraf strives to build an image as a local brand that not only presents fashionable and comfortable Muslim clothing, but also represents Islamic values and the elegance of Muslim women.

Another factor that greatly influences purchasing decisions is word of mouth (WOM). In the digital context, word of mouth has evolved into electronic word of mouth (e-WOM), which is consumer opinion conveyed through social media, blogs, product reviews on e-commerce, and online forums. Today's consumers tend to look for references and testimonials from other users before deciding to buy a product. Therefore, companies need to build good relationships with their consumers so that they are encouraged to provide positive reviews, which can ultimately increase sales conversions.

Product differentiation is also an important strategy in winning the hearts of consumers. With the many choices of hijab products on the market, consumers are increasingly selective in choosing products that suit their taste, quality, and price. Differentiation can be done through innovation in models, materials used, motifs, packaging, and services provided. Dunia Hijab by Lscraf emphasizes modern hijab designs that still meet sharia, use high-quality materials, and offer a variety of product variants that can meet daily to formal fashion needs.

Purchasing decisions, as explained by Kotler & Armstrong, (2021) , are the end result of the consumer's consideration process of various factors, both internal and external. In this study, researchers wanted to analyze the extent to which advertising, brand image, word of mouth, and product differentiation influence consumer purchasing decisions at Dunia Hijab by Lscraf in Lamongan. This research is important to provide empirical insight for companies in formulating more effective marketing strategies that are in accordance with local market characteristics.

Furthermore, this study also aims to fill the gap in the limited academic literature on consumer behavior towards Muslim fashion products from local brands in the region. Most previous studies have focused more on big brands operating in big cities. With this study, it is expected to provide theoretical contributions in the development of marketing science, especially those related to the influence of the promotional mix on consumer behavior in the Muslim fashion sector. In addition, this study can also be a practical reference for other fashion MSMEs in developing brands and increasing consumer purchasing decisions through a strategic approach that is relevant to market needs.

RESEARCH METHODS

This study uses a quantitative approach with a causal associative research type, namely research that aims to determine the influence between two or more variables. The quantitative approach was chosen because it is able to explain the causal relationship objectively and measurably between independent variables, namely advertising, brand image, word of mouth, and product differentiation, on the dependent variable, namely purchasing decisions. This approach is very relevant to use to test hypotheses that have been formulated theoretically based on literature reviews.

The research was conducted at Dunia Hijab by Lscraf Lamongan, a local Muslim fashion brand located at Jl. Kyai Amin No. 9, Sidokumpul, Lamongan District, Lamongan Regency, East Java. This location was chosen because it is the center of marketing and distribution activities for Dunia Hijab products, as well as a place for direct interaction between consumers and brands. The research was conducted for six months, from September 2024 to February 2025.

The population in this study were all consumers of Dunia Hijab by Lscraf who made purchases during October and November 2024. Based on sales data, there were 625 customers who met the criteria as a population. The sampling technique used was purposive sampling, which is a sampling method based on certain criteria set by the researcher. The respondent criteria used in this study were (1) consumers who had purchased Dunia Hijab by Lscraf products at least once, (2) at least 17 years old, (3) aware of the existence of brand promotions through social media, and (4) willing to fill out the research questionnaire. The number of samples was determined using the Slovin formula at an error rate of 5%, so that a total sample of 243 respondents was obtained.

The types of data used in this study consist of primary data and secondary data. Primary data were obtained directly from the results of distributing closed questionnaires to respondents who had met the criteria, using a five-point Likert scale to measure the level of agreement with each statement. Meanwhile, secondary data were collected from various literature such as books, scientific journals, company reports, and online sources that support the analysis of this study.

Data collection was conducted through three techniques, namely distributing questionnaires, direct observation, and documentation. The questionnaire was compiled based on indicators from each variable that had been tested for validity and reliability. Observations were conducted to directly observe promotional activities, product layout, and interactions between employees and customers. While documentation was used to obtain additional information such as company profiles, sales data, and documentation of promotional media used.

Each variable in this study has an operational definition that is described through certain indicators. Advertising is measured based on three indicators, namely providing information, attraction, and the ability to arouse the desire to buy. Brand image is measured through the indicators of the maker's image, user image, and product image. Word of mouth is measured through the ability of consumers to talk about the product, provide recommendations, and encourage others to buy. Meanwhile, product differentiation is assessed from the shape, style, performance quality, and product design. The purchasing decision as a dependent variable is measured through indicators of purchasing habits, providing recommendations, and repeat purchases.

The data collected from the questionnaire were then analyzed using SPSS software version 23. The analysis stage began with a validity and reliability test to ensure that the research instrument was reliable. Furthermore, a classical assumption test was carried out which included a normality test, a multicollinearity test, and a heteroscedasticity test, to ensure that the data met the requirements for linear regression analysis. The main analysis technique used was multiple linear regression which aims to determine the simultaneous and partial effects of independent variables on purchasing decisions.

Partial test is conducted using t-test to determine the influence of each variable individually, while simultaneous test is conducted using F-test. In addition, determination coefficient (R^2) is used to see how much contribution the four independent variables make in explaining purchasing decision variables. The regression model used in this study is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where Y is the purchasing decision, X1 is advertising, X2 is brand image, X3 is word of mouth, and X4 is product differentiation. The value of α is a constant, β is the regression coefficient of each independent variable, and ϵ is the error term. This model is used to measure and interpret the relationship between the four marketing variables and purchasing decisions empirically based on data obtained in the field.

RESULTS AND DISCUSSION

This study aims to determine the effect of advertising, brand image, word of mouth, and product differentiation on consumer purchasing decisions at Dunia Hijab by Lscraf Lamongan. The analysis was conducted on 243 respondents using SPSS software version 23 through the stages of validity, reliability, classical assumptions, multiple linear regression, and t-test and F-test.

The validity test shows that all statement items in the questionnaire have a correlation value (r count) greater than r table (0.125), and a significance value below 0.05. This indicates that all instruments are declared valid and able to measure each research variable correctly. The **reliability test** using the Cronbach's Alpha method also showed satisfactory results, with values above 0.7 for all variables. Advertising obtained a value of 0.807; brand image of 0.802; word of mouth of 0.817; product differentiation of 0.784; and purchasing decisions of 0.818. These values indicate that the questionnaire has high internal consistency and is reliable.

Table 1.
Test Results Reliability

Variables	<i>Cronbach's Alpha</i>	Reliability Standards	Information
X1 (<i>Advertising</i>)	0.807	0.60	Reliable
X2 (<i>Brand Image</i>)	0.802	0.60	Reliable
X3 (<i>Word of Mouth</i>)	0.817	0.60	Reliable
X4 (Product Differentiation)	0.784	0.60	Reliable

Source : SPSS Version 23

Next, a **classical assumption test was conducted** to ensure that the data met the requirements of the regression model. The results of the normality test using the Kolmogorov-Smirnov method showed a significance value of 0.200 (> 0.05), which means that the data is normally distributed. The multicollinearity test showed that all variables had a Tolerance value above 0.1 and a Variance Inflation Factor (VIF) value below 10, so that no symptoms of multicollinearity were found between the independent variables. The heteroscedasticity test through the scatterplot graph showed that the residual points were spread randomly, so there was no heteroscedasticity problem. In addition, the Durbin-Watson test produced a value of 2.259, which means that there was no autocorrelation in the regression model.

Table 2.
Results Test Normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		243
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1.07236447
Most Extreme Differences	Absolute	,043
	Positive	,024
	Negative	-,043
Test Statistics		,043
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : SPSS Version 23

Based on the results of **multiple linear regression analysis** , the following equation model was obtained:

$$Y = 1.106 + 0.153 X_1 + 0.231 X_2 + 0.124 X_3 + 0.302 + e$$

that all independent variables have a positive influence on purchasing decisions. This means that the better the implementation of advertising, the stronger the brand image built, the higher the intensity of positive word of mouth, and the stronger the product differentiation owned, the higher the consumer purchasing decision for the Dunia Hijab by Lscraf product.

Table 3. Results Test T (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,106	,706		1,566	,119
	X1	,153	,061	,147	2,515	,013
	X2	,231	,063	,221	3,652	,000
	X3	,124	,058	,132	2,141	,033
	X4	,302	,052	,366	5,824	,000

a. Dependent Variable: Y

Source: SPSS Version 23

t-test results show that the four independent variables have a significant effect on purchasing decisions. Advertising has a significance value of 0.013 (t count = 2.515), brand image is 0.000 (t count = 3.652), word of mouth is 0.033 (t count = 2.141), and product differentiation is 0.000 (t count = 5.824). Of the four variables, product differentiation has the most dominant effect, indicated by the highest coefficient value and the largest t count. This indicates that consumers of Dunia Hijab pay close attention to the uniqueness of the design, material, and comfort of the product in determining their purchasing decisions.

Meanwhile, the results of **the F test** show that advertising, brand image, word of mouth, and product differentiation simultaneously have a significant effect on purchasing decisions. The calculated F value of 67.206 is greater than the F table of 2.409, with a significance value of 0.000 (<0.05). This finding confirms that the combination of the four variables is able to explain variations in consumer purchasing behavior.

Table 4. Results Test F

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	314,334	4	78,583	67,206	,000 ^b
	Residual	278,292	238	1,169		
	Total	592,626	242			

a. Dependent Variable: Purchasing decisions

b. Predictors: (Constant), *Advertising*, *Brand image*, *Word of mouth*, Product differentiation

Source : SPSS Version 2 3

The coefficient of determination (R^2) value of 0.530 indicates that 53% of the variation in consumer purchasing decisions can be explained by the model built through the four independent variables. The remaining 47% is influenced by other factors outside this research model, such as price, customer service, fashion trends, and individual preferences.

The results of this study support the theory put forward by Kotler & Keller, (2022), that consumer purchasing decisions are greatly influenced by various elements of the marketing mix, perceptions of product value, and social and psychological factors. Practically, the results of this study show that product differentiation is the aspect that consumers pay most attention to in making purchasing decisions. Thus, Dunia Hijab by Lscraf is advised to continue to innovate in creating products that are unique, functional, and in accordance with the tastes of the modern Muslim market.

In addition, the results of this study also confirm the importance of building a strong brand image and maintaining effective communication with consumers, both through advertising and word of mouth. Efforts such as improving the quality of promotional visuals, using social media, and customer testimonials can continue to be strengthened in order to maintain and increase customer loyalty in the long term.

CONCLUSION

Based on the results of data analysis and discussion that have been done, it can be concluded that advertising, brand image, word of mouth, and product differentiation simultaneously and partially have a significant effect on consumer purchasing decisions at Dunia Hijab by Lscraf Lamongan. Of the four independent variables, product differentiation is the factor that has the most dominant influence on purchasing decisions, which shows that consumers pay close attention to the aspects of uniqueness, quality, and design in choosing Muslim fashion products.

Advertising has been shown to have a significant positive influence, confirming that visual promotion strategies through various platforms such as social media are able to attract attention and encourage consumer purchase intentions. Brand image also has a strong influence in shaping consumer perceptions of brand quality and value, making it important for companies to maintain a consistent and positive image in the public eye. Word of mouth, as a form of organic interpersonal communication, has been shown to be effective in strengthening trust and encouraging purchasing decisions, especially in the digital era which is heavily influenced by reviews and recommendations from other consumers. The regression model in this study was able to explain 53% of the variation in purchasing decisions through these four variables. The remaining 47% is influenced by other factors outside the model, such as price, fashion trends, customer service, and individual preferences, which can be used as study material for further research.

These findings provide theoretical and practical contributions in developing marketing strategies for Muslim fashion products, especially for local brands such as Dunia Hijab by Lscraf. From a practical perspective, companies are advised to continue to innovate in product differentiation in order to create sustainable competitiveness. In addition, strengthening brand communication and creating attractive and interactive promotional campaigns through social media needs to be continuously carried out to reach and maintain a wider consumer base.

Overall, this study proves that a brand's success in shaping purchasing decisions depends not only on the quality of its product, but also on how the product is communicated, responded to by

consumers, and differentiated from its competitors. Dunia Hijab by Lscraf has shown that local brands with the right strategic approach are able to compete and create consumer loyalty in the increasingly competitive Muslim fashion industry.

REFERENCE

- Brand, M. (2022). Customer Repeat Purchase Behavior: Loyalty and Strategy. *Journal of Marketing Research* , 60 (2), 123–134.
- et al., M. (2021). The Influence of Social Media Marketing and Electronic Word of Mouth on Purchase Interest. In *Journal of Management Science* . Prof. Dr. Hamka University.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2022). *Marketing Management* (16th ed.). Pearson Education.
- Nilowardono, A. &. (2019). The Influence of Brand Image on Consumer Loyalty. In *Journal of Management and Business* . Narotama University.
- Ramadhani, PA (2023). The Influence of Green Product, Green Knowledge and Green Advertising on Purchasing Decisions on IKEA Products. *Journal of Management and Business* , 9 (1), 45–56.
- Statistics, BP (2023). *Percentage of Muslim Population in Indonesia in 2023*. <https://www.bps.go.id>
- Ulfa, R., & Mulyadi, T. (2021). The Influence of Product Differentiation and Brand Image on Purchasing Decisions on Local Fashion Products. *Journal of Management Science* , 9 (1), 45–53.
- (Brand, 2022; et al., 2021; Nilowardono, 2019; Ramadhani, 2023; Ulfa & Mulyadi, 2021)