

# The Influence Of Brand Image And Word Of Mouth On Muslim Clothing Purchasing Decision At Elzatta Store Bekasi Branch Through Purchasing Interest As An Intervening Variable

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**Abstract:** Human science and technology are increasingly skilled at manufacturing clothings or garments, even clothing is now designed to provide the wearer with the value of beauty through various models. This research method used primary data. The test stages carried out were validity, reliability, multiple linear regression, t-test, and path analysis. This research employed a questionnaire instrument and the data processed were from up to 100 respondents. Purposive sampling was used to gain the data, and SPSS 20 was the software utilized. The results of the rsearch revealed that the variable brand image and word of mouth had an influence on the purchasing interests. While the brand image and word of mouth had no influence on the purchasing decisions, purchasing interests did.

**Key words:** Brand Image, Word of Mouth, Purchasing Decision, Purchasing Interest.

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## I. Introduction

Indonesia's Muslim community makes up the vast majority of the country's population. Muslim women, in particular, are advised to wear closed clothing. Muslim attire refers to women's closed clothings. Clothing is anything that is worn on the human body to protect it or to make it look nice. In the development of science and technology, humans are becoming increasingly proficient at manufacturing clothings or garments. Clothing is no longer just a cover or body armor; it is now designed to provide a sense of beauty. Muslim clothing is necessary for both fashion and aesthetic reasons. These requirements are not limited because, even if a clothing is in good shape, there will be a desire to acquire it again with a different model or design, particularly in the case of women's Muslim clothing. Muslim clothing in the country is expanding in line with the trend, and Muslim clothing manufactured today is increasingly attracting people's purchasing interest due to the variety of models and the flexibility in use.

Elzatta presents a collection that is light in character, complete in design and color, and that complements Indonesian Muslim women with a variety of clothing styles that always follow world trends. Not only fashionable style, customers can have quality products at affordable prices. By prioritizing a fashionable design that is light and colorful, it can emphasize the beauty of its users, who are ladies aged 18 and up. There are many various types of Muslim clothing products, such as bergoes, clothings, bandanas, scarves, tunics, various accessories, and even prayer hijabs.

Elzatta Muslim clothing producers must understand what factors influence purchasing interest and how they influence customer purchasing decisions in order for Elzatta Muslim clothing to compete with other products and maintain their market share. The behavioral component of the consuming attitude is purchase intention (*willingness to buy*). Customer purchasing interest is the stage where consumers form their preferences among several brands included in the choice set, then make a purchase on the option they prefer the most, or the process that consumers go through to purchase an item or service based on a variety of considerations (Pramono, 2007).

The purchasing decision is a concept in buying behavior, in which the customers decide to act or do something, which in this case is to make a purchase or take advantage of certain products or services (Balawera, 2013). Muslim clothing is one of the products that attracts the attention of customers because it is a characteristic of Islamic clothing that allows all Muslims to wear Muslim clothing.

There are several factors that are considered by customers before they are interested in buying and making purchasing decisions. In this research, there are at least two factors related to purchasing interests and purchasing decisions, which are the brand image and word of mouth factors. The researcher examines these factors because

some of these factors still greatly influence purchasing interests and their influence on purchasing decisions for Elzatta Muslim clothing.

According to Tjiptono (2015), Brand image is a description of associations and customer beliefs about certain brands. Brand image is the observations and beliefs that customers hold, as reflected in customer associations or memories. There is a tendency that customers will choose products that have been known either through experience using the product or based on information gained through various sources. If the brand of a product is well known by potential customers, the interest to purchase will also arise by itself. In addition, a research conducted by Nugraheni and Dwiyanti (2016) explains that brand image influences purchasing interests.

*Word of mouth* (WOM) is a statement (personally or non-personally) delivered by someone other than the organization (service provider) to consumers (Tjiptono, 2008). Another definition of word of mouth (WOM) is the marketing of a product from mouth to mouth by other individuals (Suryani, 2013). Afifi Muhammad Fiyani and Dewi Urip Wahyuni (2019) also found that word of mouth had an influence on purchase interest in a previous study.

Based on the description that has been explained above, the researchers are interested in conducting research with the title "**The Influence of Brand Image and Word of Mouth on Muslim Clothing Purchasing Decision at Elzatta Store Bekasi Branch Through Purchasing Interest as an Intervening Variable**"

## **II. Materials and Methods**

The population in this study were shoppers at Bekasi's Elzatta Store. Validity, reliability, multiple linear regression, T-test, F-test, and path analysis were the steps of testing used in this research methods. This study employed a questionnaire instrument to collect data from up to 100 respondents. The purposive sampling was used in the sampling process, and the SPSS 20 was used to analyze the data.

### **Validity Test**

Validity test is used to measure whether the questionnaire is valid or not. When the questions on a questionnaire are able to reveal anything that will be measured by the questionnaire, it is termed valid (Ghozali, 2013). The Pearson product moment correlation method was employed to test the validity of the data in this research. If the significance level is less than 0.05, the rules for a model are considered to be valid, and the question items are said to be valid.

### **Reliability Test**

Reliability tests are carried out on question items that are declared valid. This test is used to measure a questionnaire which is an indicator of the variable (Ghozali, 2013). In SPSS, facilities are given to measure the reliability with the Cronbach Alpha ( $\alpha$ ) statistical test. A construct or variable is said to be reliable if it gives a Cronbach Alpha value  $> 0.60$ .

### **Path Analysis**

Path analysis is used to investigate whether the independent factors have a direct or indirect influence on the dependent variable. According to Sugiyono (2017), the existence of this intermediate variable can be used to determine if the final target must be passed through the intermediate variable or if the final target can be reached directly.

### **Partial T-Test**

According to, Ghozali (2011), the t statistic test basically reveals how far the influence of one independent variable in explaining the variables separately or together. This research used the SPSS IBM 24 application technical research with a significant test level of 0.05 or 5%. The hypothesis is not supported if the significant value is  $> 0.05$ . If the value is significant, it means it has a partial influence on the dependent variable.

### **Simultaneous F-Test**

The F test has been used to determine the significance level of the influence of the independent variables on the dependent variable simultaneously. In this research, the F-test employed the Anova test. The following are the criteria for making a decision:

- a. If the significance probability  $> 0.05$ , then the independent variable (X) together has no influence on the dependent variable (Y).
- b. If the significance probability  $< 0.05$ , then the independent variable (X) simultaneously influences the dependent variable (Y).

### III. Results

#### Validity Test Results

**Table 1:** Validity Test Results

Variable	Questions	R Count	R Table	Results
Brand Image	X1.1	0,717	0,165	Valid
	X1.2	0,622	0,165	Valid
	X1.3	0,710	0,165	Valid
	X1.4	0,742	0,165	Valid
	X1.5	0,703	0,165	Valid
Word of Mouth	X2.1	0,818	0,165	Valid
	X2.2	0,776	0,165	Valid
	X2.3	0,776	0,165	Valid
Purchasing Interest	Z1.1	0,745	0,165	Valid
	Z1.2	0,745	0,165	Valid
	Z1.3	0,821	0,165	Valid
	Z1.4	0,855	0,165	Valid
Purchasing Decision	Y1.1	0,712	0,165	Valid
	Y2.2	0,712	0,165	Valid
	Y3.3	0,834	0,165	Valid
	Y4.4	0,729	0,165	Valid
	Y5.5	0,695	0,165	Valid

Source: Processed Primary Data, 2021

It can be seen from the table 1 that each question has an R-count value higher than R-table, indicating that all of the questions are valid.

#### Reliability Test Results

**Table 2:** Reliability Test Results

Indicator	Cronbach Alpha	Description
Brand Image (X1)	0,789	Reliable
Word of Mouth (X2)	0,846	Reliable
Purchasing Interest Z)	0,853	Reliable
Purchasing Decision (Y)	0,837	Reliable

Source: Processed Primary Data, 2021

Table 2 shows the SPSS 20 results in the Reability Statistics Table. It can be concluded that all statement instruments used in this research are reliable because they have a Cornbach's Alpha value > 0.60 and can be used as a measuring instrument.

#### Hypothesis Test

##### X (Partial) T-Test against Z

**Table 3:** T-X Test Results against Z  
Coefficient  
s<sup>a</sup>

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	-.553	1.929		-.287	.775
	X.1	.553	.099	.506	5.588	.000

X.2	.420	.151	.252	2.782	.006
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a. Dependent Variable:  
Purchasing Interest

Source: The data was processed from the results of SPSS 20, 2021.

Based on the results of data processing, it can be concluded that:

1. The results of the t-test in the table obtained a significant value for the brand image variable (X1) which is  $0.000 < 0.05$ , which means H1 is accepted and H0 is rejected, indicating that the brand image has an influence on the purchasing interests.
2. The results of the t-test in the table obtained a significant value for the word of mouth variable (X2) which is  $0.006 < 0.05$ , which means H0 is rejected and H1 is accepted, indicating that the word of mouth has an influence on the purchasing interests.

**X (Partial) T-Test against Y**

**Table 4:** T-X Test Results against Y

Model	Coefficient			t	Sig.	
	s <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
	(Constant)	4.497	1.985		2.265	.026
1	X.1	.127	.117	.108	1.085	.271
	X.2	.397	.161	.222	2.464	.018
	Z	.529	.104	.492	5.066	.000

a. Dependent Variable: Purchasing Decision

Source: The data was processed from the results of SPSS 20, 2021.

Based on the results of data processing, it can be concluded that:

1. The results of the t-test in the table obtained a significant value for the brand image variable (X1) is  $0.271 > 0.05$ , which means H1 is rejected and H0 is accepted, indicating that the brand image has no influence on the purchasing decisions because the Elzatta Muslim clothing customers are sure with the high quality of Elzatta Muslim fashion.
2. The results of the t test in the table obtained a significant value for the word of mouth variable (X2), which is  $0.18 > 0.05$ , which means H1 is rejected and H0 is accepted, indicating that the word of mouth has no influence on the purchasing decisions. This demonstrates that, despite the fact that the word of mouth marketing has no influence on the purchasing decisions, the people's fashion styles and interests are different.
3. The results of the t-test in the table obtained a significant value for the purchasing interest variable (Z) which is  $0.000 < 0.05$ , which means H1 is accepted and H0 is rejected, indicating that the purchasing interest has an influence on the purchasing decisions.

**Test F (Simultaneous) X against Z**

**Table 5:** F-X Test Results against Z

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	223.562	2	111.781	42.159	.000 <sup>b</sup>
1	Residual	257.188	97	2.651		
	Total	480.750	99			

a. Dependent Variable: Purchasing Interest

b. Predictors: (Constant), X.2, X.1

Source: The data was processed from the results of SPSS 20, 2021.

Table 4.17 shows that the F test yielded a significant value of  $0.000 < 0.05$ . This implies that H0 is rejected and H1 is accepted, indicating that the brand image variables and word of mouth have a cumulative influence on the purchasing interests.

**Test F (Simultaneous) X against Y**

**Table 6:** F-X Test Results against Y

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	287.620	3	95.873	34.178	.000 <sup>b</sup>
	Residual	269.290	96	2.805		
	Total	556.910	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Z, X.2,X1

Source: The data was processed from the results of SPSS 20, 2021.

Table 4.18 shows that the F test yielded a significant value of  $0.000 < 0.05$ . This implies that H0 is rejected and H1 is accepted, indicating that the variables of brand image, word of mouth, and purchasing interest have a joint influence on the purchasing decisions.

**Results of the Thinking Framework**

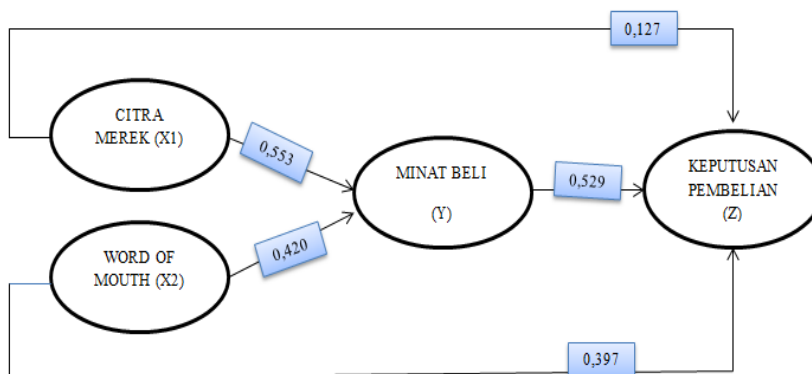


Figure 1: Research Models

From the results of the previous framework, it can be determined the relationship of direct and indirect effect between the independent variable and the dependent variable as below.

**Table 7:** Path Analysis Test Results

Variable	Direct Effect	Indirect Effect	Total Effect	Description
Brand Image (X1)	0,553	$(0,553)(0,529) = 0,293$	0,42	There are direct and indirect effects
Word Of Mouth (X2)	0,420	$(0,420)(0,529) = 0,222$	0,619	There are direct and indirect effects
Purchasing Interest (Y)	0,529		0,529	Direct effect

Source: The data was processed from the results of SPSS 20, 2021.

Based on the modeling results, it can be explained that:

1. Brand Image has a direct influence value of 0.127 and an indirect effect of 0.293, which means that the value of the indirect influence is greater than the direct effect. These results indicate that indirectly X1 through Y has a significant influence on Z.
2. Word of mouth has a direct influence value of 0.397 and an indirect influence of 0.222, which means that the indirect influence value is smaller than the direct effect. These results indicate that indirectly X2 through Y has no significant influence on Z.

#### **IV. Discussions**

##### **The Influence of Brand Image on Purchasing**

The results of the partial T-test demonstrated that the brand image on the purchasing interest had a significance value of 0.000 or greater than 0.05, meaning that the brand image influenced the purchasing interest. These results are consistent with the research conducted by Nugraheni and Dwiyanti (2016), which stated that brand image influences purchasing interest. This indicated that the brand image is a factor that can influence the customer purchasing interest in Elzatta Muslim clothing.

##### **The Influence of Word of Mouth on Purchasing Interest**

The results of the partial T-test illustrated that the word of mouth on the purchasing interest had a significance value of 0.006 or less than 0.05, meaning that the word of mouth had an influence on purchasing interest. These results are in line with the research conducted by Afifi Muhammad Fiyan and Dewi Urip Wahyuni (2019), which stated that word of mouth has an influence on purchasing interests. This indicated that the word of mouth is a factor that influences the customer purchasing interests in Elzatta Muslim clothing.

##### **The Influence of Purchasing Interest on Purchasing Decision**

The results of the partial T-test revealed that the purchasing interests on the purchasing decisions had a significance value of 0.000 or less than 0.05, meaning that the purchasing interests had an influence on the purchasing decisions. These results are in accordance with the research of Afifi and Wahyuni (2019), which explained that purchasing interests influences purchasing decisions. This showed that the purchasing interests are the factor that can influence the customer purchasing decisions for Elzatta Muslim clothing. This happened to the customers of the Elzatta store Bekasi branch, who could recommend the Elzatta brand to their families, relatives and friends.

##### **The Influence of Brand Image on Purchasing Decision**

The results of the partial T-test showed that the brand image on the purchasing decisions had a significance value of 0.271 or greater than 0.05, meaning that the brand image had no influence on the purchasing decisions. These results are not in line with the research of Dewi and Retri (2019), which revealed that brand image has no influence on purchasing decisions. Based on the results of the respondents' responses, the results obtained strongly agree, meaning that the respondents no longer consider the brand image variable to be a consideration in their purchasing decisions for Elzatta Muslim clothing.

##### **The Influence of Word of Mouth on Purchasing Decision**

The results of the partial T-test illustrated that the word of mouth on the purchasing decisions had a significance value of 0.18 or greater than 0.05, meaning that the word of mouth had no influence on the purchasing decisions. These findings contradict those of Yusuf, Ibnu Sina Hi, and Sulfi Abdulhaji (2019), who found that word of mouth has no impact on purchasing decisions. Because people had different fashion styles or interests, the results of these respondents' responses showed that the word of mouth marketing had no influence on the purchasing decisions.

#### **V. Conclusion**

Based on the results of research and discussion, the following conclusions can be drawn:

1. The results of this research revealed that the brand image and the word of mouth influenced the purchasing interest, meaning that the brand image and the word of mouth were factors that could influence the customer purchasing interests in Elzatta Muslim clothing.
2. The results showed that the brand image and the word of mouth had no influence on the purchasing decisions. It indicated that while the brand image and the word of mouth have no influence on the purchasing decisions, it does not prevent customers from continuing to choose the Elzatta brand because everyone's desires and fashion styles are different.

3. The results explained that the purchasing interests influenced the purchasing decisions, indicating that the Elzatta shop customers in Bekasi could recommend the Elzatta brand to their families, relatives, and friends.

## VI. Implications

Based on the results, discussions, and conclusions of this reserach, the theoretical implication for future research is to show why this research should be pursued by considering other variables to be observed. The proposed variables for future research must be expressed with relevant and clear reasons.

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