

PURCHASING DECISION ON MUSLIM FASHION IN TERMS OF BRAND IMAGE, BRAND AWARENESS, PRICE, AND CELEBRITY ENDORSEMENTS

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ABSTRACT

Concerning clothing and fashion, both the Qur'an and hadith emphasize maintaining modesty, this is reflected in many common elements of Muslim clothing even with diverse interpretations of 'modesty' among Muslims around the world. Muslim clothing fashion trends increasingly look vibrant and easy to use. Not only used during the Eid feast but also used for daily activities Indonesia occupies the third position in global modest fashion consumption of Muslim fashion in Indonesia. Gallery Maliqa which is located at Bandung is a local brand that complements Indonesian Muslim women with various types of clothing that always follow the trend, with its flagship product is the scarf. The purpose of this study is to determine the effect of Brand Image, Brand Awareness, Price, Celebrity Endorsement on purchasing decisions at Small Medium Enterprise Gallery Maliqa. Quantitative research method with descriptive approach and verification using multiple linear regression. The number of respondents is 100 Muslim women with purposive sampling technique. The results showed that brand image did not affect purchasing decisions, while brand awareness, price, and celebrity endorsements affected purchasing decisions for Muslim Maliqa products.

Keywords: *brand awareness; brand image; celebrity endorsement; price; purchasing decision*

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INTRODUCTION

In the era of modernization as it is today, the need for the world of fashion is now spreading so much. Business people and fashion designers are racing to create the latest and best trend innovations so that the world of fashion is growing and used as a necessity of society in general. The trend of Muslim clothing fashion in Indonesia is growing rapidly. Every day, the trend of Muslim clothing is grounded, touching various layers of fashion lovers in the country. Muslim clothing fashion trends increasingly look vibrant and easy to use. Not only used during the Eid feast but also used for daily activities. Reporting from The State of the Global Islamic Economy Report 2020/2021, Concerning clothing and fashion, both the Qur'an and hadith emphasize maintaining modesty, this is reflected in many common elements of Muslim clothing even with diverse interpretations of 'modesty' among Muslims around the world. State of the Global Islamic Economy Report 2020, projections for Muslim fashion after Covid-19 increased by 2.7%, Indonesia occupies the 3rd position in global modest fashion consumption of Muslim fashion in Indonesia (Dinar, 2020).

Gallery Maliqa which is located at 94 Sriwijaya Bandung is a local brand that complements Indonesian Muslim women with various types of clothing that always follow the trend. Not only fashionable style, it has good quality and comfortable to use by consumers. It has a variety of products such as Mukena, Sajadah, Scarf, Muslim clothing, and accessories. Brand Image is a set of memories that are in the consumer's mind about a brand, whether positive or negative (Sangadji & Sopiah, 2013)

Sales data that experienced a significant decline indicated that the purchase decision was down. Purchasing decisions are a process by which consumers recognize the problem, seek information about a particular product or brand, and evaluate how well each of these alternatives can solve the problem, which then leads to a purchasing decision (Tjiptono, 2014). If inferred from several sources such as beautynesia.id and combined with the number of Instagram followers, Maliqa does not enter the top 5 local Muslim fashion brands. Furthermore, brand awareness was conducted pre-surveyed to 60 respondents about several factors that are suspected to influence purchasing decisions such as Do you know/have heard of the Maliqa Gallery brand? When remembering Muslim clothing I remember maliqa, I can immediately get to know Maliqa just by looking, symbols, logos, or other attributes, Maliqa is always on the list of alternatives if I want to buy Muslim fashion products, the result is 14% answer yes, 56% answer no, and 30% answer maybe. Brand Awareness is brand capabilities that come to consumers' minds when they think about a particular product and how easily that product appears (Aaker, 2014).

In terms of price, when compared to other similar brands, Maliqa has competitive prices, but when juxtaposed with other brands with lower middle segmentation, it is clear maliqa is much more expensive, consumers measure the affordability of price and purchasing power, when many other alternatives are much more affordable, then it becomes a challenge for Maliqa. Kotler & Armstrong (2016) define price as the amount of money demanded for a product or service. Price is the easiest element in a customized marketing program, product features, channels, and even communication takes a lot of time.

Finally, celebrity endorsements allow consumers to make their purchase decisions. Researchers analyzed when the sales period was high, Maliqa used Celebrity Endorser most often is Bella Tamimi with 160,000 followers, Citra Monica 142,000 followers, Sifa Faujiah 74,000 followers, then in the sales period decreased using Nadra Abdullah 35,600 followers and Carla Iskandar 9,937 followers. This makes researchers wonder if it is influenced by their popularity in social media and becomes an attraction for their followers. The more often promotion through advertising stars is done, the more interested consumers will make purchasing decisions. Celebrity endorsements is utilizing an artist, entertainer, athlete and public figure that is widely known by many for success in their respective fields from supported fields (Shimp & Andrews, 2010).

The research from Wijaya (2013) states brand image represent perceptions and may reflect objective or subjective reality, image creator, expressions of perception, including brand presence, underlie product buying decisions loyalty. A survey conducted by Djatmiko & Pradana (2016) among Samsung customers in Bandung concludes that brand image and product price influence purchase decisions to the same degree. This means that both influence purchasing decisions.

Sangadji & Sopiah (2013), states dimensions of brand image, the first dimension is brand identity, is a physical identity related to the brand or product so that consumers easily recognize and distinguish it from other brands or products, such as logos, colors, packaging, location, company identity that swings it, slogans, and others. The second dimension is brand personality, is the typical character of a brand that forms a certain personality as human, so that the consumer audience easily distinguishes it from other brands in the same category, such as assertive, rigid, authoritative, noble, or cheap smile, warm, compassionate, social spirited, or dynamic, creative, independent, and so on. The third dimension is the brand association, is specific things that are appropriate or always associated with a brand, can arise from the unique offering of a product, repetitive and consistent activities such as sponsorship or social responsibility activities, very strong issues related to the brand, or persons. The fourth dimension is brand attitude or brand attitude and behavior, is the attitude or behavior of communication and interaction of brands with consumers in offering benefits and values that they have. Often a brand uses inappropriate and ethical ways of communicating, poor service that influences the public's view of the brand's attitudes and behaviors, or vice versa, sympathetic, honest, consistent attitudes and behaviors between promise and reality, good service and concern for the environment and the wider community form a good perception of the brand's attitudes and behaviors, So brand attitudes & behaviors include the attitudes and behaviors of communication, activities and attributes inherent to a brand when it comes to consumer audiences, including the behavior of employees and brand owners. The fifth dimension is brand benefit and competence, are typical values and advantages offered by a brand to consumers that make consumers can feel the benefits because their needs, desires, dreams and obsessions are realized by what is offered. The values and benefits here can be functional, emotional, symbolic or social, for example, brands of detergent products with the benefit of cleaning clothes (functional benefits/values), making the wearer of cleaned clothes become confident (emotional benefits/values), become a symbol of the lifestyle of modern society that is clean (symbolic benefits/values) and inspires the environment to care about personal hygiene, environment and conscience (social benefit/values). The benefits, advantages and competencies typical of a brand will affect the brand image of the product, individual or institution/company.

Research from Udayana (2015), the motive of this paper is to understand the impact of product innovation, endorsements, and brand image related to brand awareness and

popularity for affirmative purchasing decisions on Solo medicinal merchandise fountain. Facts had been amassed the use of random sampling. Pattern length is 200, and 165 questionnaires were lower back. The results showed that product innovation and popularity and a significant-high-quality impact on brand image, recognition and endorsement and tremendous high-quality effect on brand awareness, brand image and brand awareness positively effect to purchase intentions, purchase intentions positive and significant impact on the stability of the purchasing decision. Findings: The updates of this research are the research version in terms of purchase intention is then forwarded to the stability variable purchase decision. Normally throughout this observe best prevent on purchase intentions on balance or prevent shopping for the decision but did not begin with the purpose of buying. Even though balance begins with the decision to shop for should purchase intention.

According to Aaker the level of brand awareness is sequential from the lowest level to the highest level as follows (a) recall is how far customers can remember what brands they think. In the recall indicators are like they remember the brand of the product, like the brand of the product, choose the brand of the product and believe in the brand of the product, (b) recognition is how far customers can recognize a brand in a particular category. In the indicators like they are aware of the brand of the product, can know the brand of the product and can recognize the brand, (c) purchase is how far the customer puts an alternative brand into his choice in buying a product. In the indicator they buy the brand of the product and use the brand of the product, (d) consumption is how far customers remember the brand if they are using a competitor's brand. In the indicator they reported the brand of the product.

Diaz & Cataluna (2011) analyzes the commercial and socio-demographic antecedents of the importance of price in buyers' decisions. The study uses ordinal regression to analyze the data obtained from a random sample of consumers of frequently purchased products; these consumers were surveyed in different stores. The variables with the highest influence on price importance in purchase decisions are shown in this research. A study of the factors influencing food purchasing decisions in Canada conducted by Macall et al. (2021) said when respondents were asked to rank the most important factors from highest to lowest, price was the most important factor, with the other factors being appearance, nutritional value, quality, safety, organic or bio-enhanced. bottom. So that the majority of respondents to this survey indicated their preferences avoiding genetically engineered foods, results show the most important key the determining factor in buying is price. Another study that reveals the relationship between price and purchase decision, is that the interaction of the effect of valence on purchase probability is the strongest even though besides the reviews there are many but also products that have a higher price (Maslowska et al., 2017).

There are 4 that characterize the price size, namely, as follows (1) affordability of prices, onsumers can reach the price set by the company. There are usually several types of products that are the same brand but the price is different; (2) price conformity with product

quality, price is often used as a determinant of quality; some consumers assume if the price of a good/service is high then the quality is better; (3) price conformity with benefits, some consumers, before deciding to buy a product, they see what benefits will be able if they buy the product; (4) prices according to ability or price competitiveness, some consumers often compare the price of one product with another. Consumers will consider the price of an item before buying it (Kotler & Armstrong, 2016).

Expresses that celebrity endorsement is one of the very many features of modern marketing. This study attempts to determine the effect of celebrity endorsement on consumer purchase of a product. 200 young adults were conveniently selected as respondents for the study. Regression was used to test for the significance of the hypotheses generated. A positive and significant relationship between expertise, attractiveness, and respect accorded to the celebrity vis-a-vis purchase decision of consumers show that consumers make the celebrities their role models (Ifeanyichukwu, 2016).

The attributes of celebrity endorsements include: Celebrity credibility is trust and the superiority of celebrities in delivering a product with the power of its attractiveness is the main reason to choose celebrities as supporters of advertising. People who can convince others are people who can be trusted and have good knowledge and communication in brand recognition; Celebrity attractiveness, the selection of celebrities in the process of delivering messages or information by advertising executives is evaluated by their attractiveness. Attraction includes hospitality, fun, physicality, and work as some of the important dimensions of the concept of attractiveness. But attractiveness alone is not as important as credibility and compatibility with certain services; celebrity suitability, advertising executives demand that the celebrity's image, values and behavior match the desired impression for the advertised brand. Fit is a model that shows that celebrities must be attractive because they are more effective in supporting the product to increase consumer appeal to the item.

The study of the celebrity endorsement stems from a landmark study on source credibility Cuomo et al., (2019) conducted by Hovland and co-workers in 1953. Their research is basically based on his two general models: The source attractiveness model and the source credibility model. The source credibility model encompassed the expertness and trustworthiness of the source, while the source attractiveness model encompassed the attractiveness of the source. Source expertness is defined as the extent to which the source is perceived to be a source of valid claims; source attractiveness is defined as the degree to which the source is considered to be familiar, likeable, similar and attractive; and source trustworthiness is defined as the degree of confidence in the communicator's intent to communicate what he/she believes to be the most valid claim.

Based on the results of this study by Al et al., (2023), the credibility characteristics of celebrity endorsements and consumer concerns have a significant impact on consumer

attitudes toward eco-friendly skin care advertising and consumer attitudes toward eco-friendly skin care brands. It has been found to influence and, in turn, influence purchase intentions. As a result, customer purchase intent reinforced their decision to spend more on eco-friendly skin care products. Additionally, consumer attitudes towards brand promotions and celebrity endorsements for green skin care products have a significant impact on their willingness to pay higher prices. Therefore, this study emphasized the importance of appointing celebrity endorsers with strong credibility who can tell you exactly what is appropriate. A message to consumers of green beauty and personal care products. This is because if consumers trust celebrity advertisements, they will be more willing to pay higher prices for environmentally friendly products, even if they do not have a strong market presence. As a result, marketers and product designers are encouraged to develop more socially responsible and environmentally friendly products.

The study shows that celebrity endorsements can significantly influence consumer purchasing behavior through direct and indirect effects via building product attributes. The impact of celebrity endorsements on consumer expectations of product value is unknown. The social and economic characteristics of the target customer and the type of product may be the cause. In the case of sports shoes, the target audience is students who belong to a low-income, high-consumer consumer group. Therefore, most retail students are willing to pay for affordable sneakers if they meet their needs and preferences. So price may not be main concern. Other factors related to product attributes and endorser performance may also be important (Sheu, 2010).

Previous research from Wang & Hariandja (2016), this research intends to look at the impact of brand ambassadors on brand image and customer purchasing decision of Tous Les Jours in Indonesia. 3 hypotheses are said at the start of research and to prove the hypotheses, 109 questionnaires are dispensed to behavior these studies. The questionnaires are tested through smart-PLS three and the use of path analysis. The result of this has a look will display the influence of brand ambassador on brand image and customer purchasing behavior of Tous Les in Indonesia and show the effectiveness of Kim Soo Hyun as a brand ambassador.

The following are some of the theoretical approaches used in this research, purchasing decisions are a process by which consumers recognize the problem, seek information about a particular product or brand, and evaluate how well each of these alternatives can solve the problem, which then leads to a purchasing decision (Tjiptono, 2014). With the following dimensions: (1) product selection, consumers determine which products to buy, consumers will buy products that have value to them, and companies must know what products consumers want; (2) brand selection, consumers have to determine the brand to be purchased, each brand has its differences; (3) selection of distributors, consumers must decide which dealer to visit; (4) purchase time, consumers determine the timing of product

purchases based on promotions; (5) number of purchases, consumers can make decisions about how many products they will buy at some point.

The second theory of Brand Image from Sangadji & Sopiah (2013) is a set of memories that are in the consumer's mind about a brand, whether positive or negative. With the dimensions are brand identity, brand personality, brand association, and brand attitude or brand attitude and behavior. Theory of brand awareness from Aaker (2014) is brand capabilities that come to consumers' minds when they think about a particular product and how easily that product appears. The dimensions are recall, recognition, purchase, and consumption. Kotler & Armstrong (2016) define price as the amount of money demanded for a product or service. Dimensions of price are affordability of prices, price conformity with product quality, price conformity with benefits, and prices according to ability or price competitiveness. Theory of celebrity endorsements from Shimp (2010) is utilizing an artist, entertainer, athlete and public figure that is widely known by many for success in their respective fields from supported fields. The attributes of celebrity endorsements include celebrity credibility, celebrity attractiveness, celebrity suitability.

With these findings, researchers were interested in researching **to find out the influence of brand image, brand awareness, price, celebrity endorsements on the purchase decision at SME gallery Maliqa.**

METHODS

The variables studied were concluded in the form of variable operational tables as follows.

Table 1. Variable Operational

Variables	Dimensions	Indicators
Purchase Decision	Product selection	1. Consumers determine which products to buy 2. Consumers will buy products that have value to them 3. Companies must know what products consumers want
	Brand selection	Consumers have to determine the brand to be purchased
	Selection of distributors	Consumers must decide which dealer to visit
	Purchase Time	Consumers determine the timing of product purchases based on promotions
Brand Image	Number of purchases	Consumers can make decisions about how many products they will buy at some point
	Brand Identity	Physical identity related to the brand or product so that consumers easily recognize and distinguish it from other brands

	Brand Personality	The typical character of a brand that forms a certain personality as human
	Brand Association	Specific things that are appropriate or always associated with a brand
	Brand Attitude and Behavior	The attitude or behavior of communication and interaction of brands with consumers in offering benefits and values that they have
	Brand Benefit & Competence	Typical values and advantages offered by a brand to consumers that make consumers can feel the benefits because their needs, desires, dreams and obsessions are realized by what is offered
Brand Awareness	Recall	Customers can remember the brand of the product
	Recognition	How far customers can recognize a brand in a particular category
	Purchase	How far the customer puts an alternative brand into his choice in buying a product
	Consumption	How far customers remember the brand if they are using a competitor's brand
Price	Affordability of prices	Consumers can reach the price set by the company
	Price conformity with product quality	Price is often used as a determinant of quality
	Price conformity with benefits	Before deciding to buy a product, they see what benefits will be able if they buy the product
	Prices according to ability or price competitiveness	Some consumers often compare the price of one product with another
Celebrity Endorsements	Celebrity credibility	Trust and the superiority of celebrities in delivering a product with the power of its attractiveness
	Celebrity attractiveness	The selection of celebrities in the process of delivering messages or information by advertising executives is evaluated by their attractiveness
	Celebrity suitability	Advertising executives demand that the celebrity's image, values and behavior match the desired impression for the advertised brand

Source: Data processed by researchers (2022)

The method in this study is quantitative with a descriptive and verification approach. Sampling technique using purposive sampling, the population in this study is the number of Maliqa Instagram followers as many as 64.500 followers, and sampled using the formula Slovin as follows: $N = 64.500 / 64.500 (0,1)^2 + 1 = 99,85 \sim 100$ respondents. Some of the criteria of respondents are:

1. Consumers who have purchased maliqa products.

2. Muslimah (a muslim woman).
3. Ages 17-60.

In this study has been conducted tests of validity and reliability, the test results for the entire questionnaire show valid, and the overall variables show reliability. Furthermore, descriptive testing uses frequency distribution while verification uses multiple linear regressions. But before regression, the researcher first tested the classical assumption, and the results of the normality, multicollinearity, and heteroskedasticity tests passed. The following is a research method and design conducted within one year.

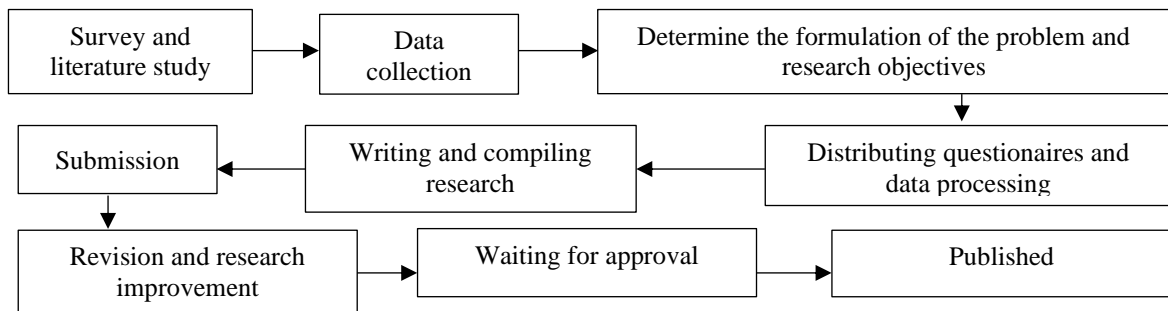


Figure 1. Research Method and Design

RESULTS AND DISCUSSION

Descriptive testing of the study was presented directly in one image that showed the overall variable results of the responses of 100 respondents.

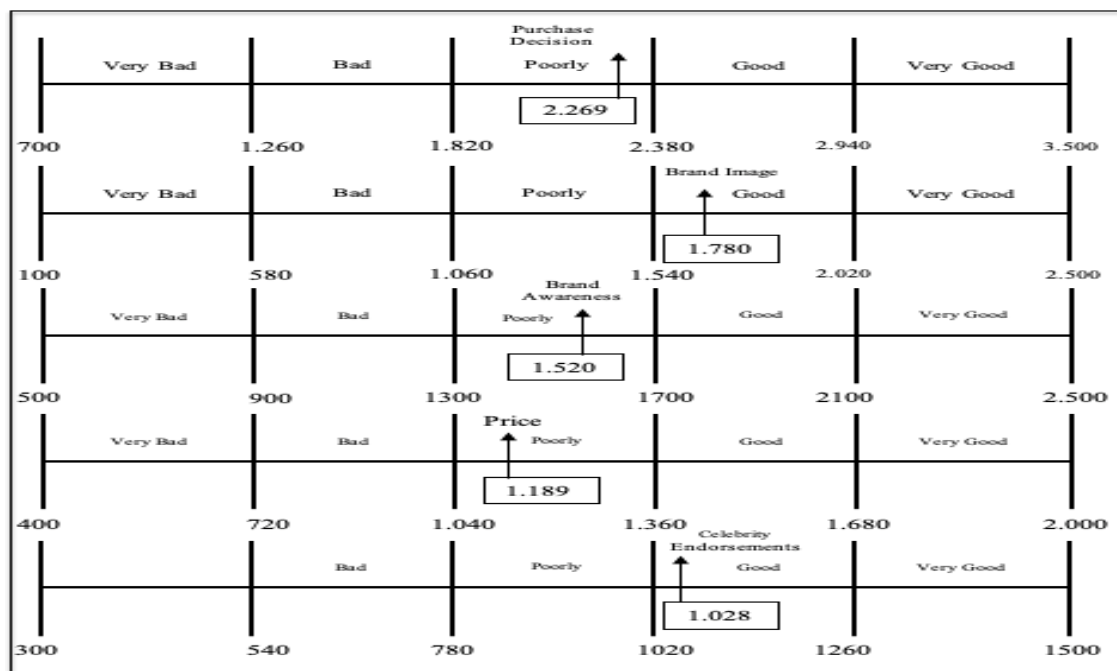


Figure 2. Continuum Line of Respondent's Response
 Source: Primary Data (Processed, 2022)

Descriptive results show, the variables of purchasing decisions, brand awareness, and prices are in the category of poorly, while variable brand image and celebrity endorsements are in the category of good, but for celebrity endorsements although good category, the points obtained are almost close to the category less good.

Table 2. Summary of Analysis Results

Variables	Beta	r	R²	Influence
Brand Image	0.150	0.309		4.69%
Brand Awareness	0.410	0.905	0.988	37.56%
Price	0.457	0.911		42.14%
Celebrity Endorsement	0.257	0.600		15.61%
	α 7.784	R 0.926	98.8%	100.00%

Source: Primary Data (Processed, 2022)

From the summary, it will be discussed one by one as follows:

1. The constant value is marked positive 7.784 which indicates if the variables brand image, brand awareness, price, and celebrity endorsements have no change or are equal to 0 then the purchase decision is 7.784. while brand image has a positive regression of 0.150, this means that if the brand image is increased every 1 time, it will increase the purchase decision by 0.150. while the brand awareness variable will increase the purchase decision by 0.410, the price variable will increase the purchase decision by 0.457, the last is the celebrity endorsements variable will increase the purchase decision by 0.257.
2. Correlation between brand image and purchase decision of 0.309 which is at the coefficient interval of 0.200 - 0.399 which means that the relationship between the two variables is low, correlation between brand awareness and purchasing decision has a value of 0.905 in intervals of 0.800 - 1,000 which means there is a very strong positive correlation, correlation between price and purchasing decision have a value of 0.911 which means there is a positive correlation that means there is a very strong correlation, the correlation between celebrity endorsements and purchase decision of 0.600 is at the coefficient interval of 0.600 - 0.799 which is a strong relationship.
3. Simultaneous correlation between brand image, brand awareness, price and celebrity endorsements variables with purchasing decisions having a value of 0.926 being in intervals of 0.800 – 1,000 can be concluded together to have a very strong influence on purchasing decisions.
4. Contribution of influence between brand image variables to purchasing decisions by 4.69%, brand awareness influence on purchasing decisions by 37.56%, Price to purchasing decisions by 42.14%, Celebrity endorsement to purchasing decisions by

15.61%, while the coefficient of determination from brand image, brand awareness, price and celebrity endorsements to purchase decisions by 98.8%.

Next is the results of partial and simultaneous hypothesis tests:

Table 3. Partial Hypothesis

	Model	t	Sig.
1	(Constant)	3.233	.002
	Brand Image	1.793	.076
	Brand Awareness	5.068	.000
	Price	5.144	.000
	Celebrity Endorement	6.684	.000

Source: Primary Data (Processed, 2022)

SPSS results for partial hypothesis tests, if the sign value < 0.05 then H_0 is rejected, and H_1 is accepted, meaning that there is an influence between independent variables and dependents. The sign value of brand image is $0.076 > 0.05$, then H_0 is accepted, meaning there is no influence between brand image on purchasing decisions, while for brand awareness, price, and celebrity endorsement variables have an influence on the purchase decision because the sign value is 0,000.

H1: Brand image has no effect on purchasing decision.

From these results, it means that respondents from Maliqa's consumers do not care about how the brand image, and for them a positive brand image cannot increase their decision to buy Maliqa's products.

H2: Brand awareness has a significant effect on the purchase decision.

That is, respondents care about how Maliqa's brand awareness can influence them to buy, such as knowing the brand first, knowing what products it sells, knowing what are its advantages and then the next is a purchasing decision, they buy because they recognize the Maliqa's brand and products.

H3: Price has a significant effect on the purchase decision.

Price influences respondents to buy maliqa products, when the price for them is commensurate with the perceived quality and benefits, they will buy the product.

H4: Celebrity endorsement has a significant effect on the purchase decision

Respondents care about who becomes a celebrity endorsement, whether the endorser has good appeal and credibility to be able to influence and convince respondents to buy it.

Table 4. Simultaneous Hypothesis

Model	F	Sig.
Regression	291,967	,000 ^b

Source: Primary Data (Processed, 2022)

The results of the hypothesis test simultaneously show a significant value of $0.000 < 0.05$, so **Simultaneous Hypothesis** can be concluded that: **Brand image, brand awareness, price, and celebrity endorsements have a significant effect on purchase decision.**

The results of calculations using SPSS 26, it was obtained that partially, brand image variables did not affect purchasing decisions, judging by the results of the correlation coefficient even though they had a low relationship of 0.309, but still contributed 4.69%. Conversely, in the brand awareness and price variables that have a very strong correlation with correlation values 0.905 and 0.911, hypothetically both variables affect purchase decisions partially and contribute 37.56% to brand awareness variables and 42.14% to price variables to purchasing decisions. The last is the celebrity endorsements variable which also affects purchasing decisions with a strong correlation relationship of 0.600 and contributes 15.61% influence to purchasing decisions.

Descriptively, the brand image and celebrity endorsements in The Maliqa Gallery have been considered good with a score of 1.780 and 1.028, it is not in accordance with the researchers' expectations in the introduction. The highest score from one of the brand image statements is obtained from the statement "Consumers easily recognize and distinguish it from other brands or products" with good categories, which means that Maliqa products have characteristics that can be recognized by consumers. The highest score of all items on the celebrity endorsements variable statement is obtained from the statement "The ability to increase consumer attractiveness towards an item", meaning that celebrities endorsed by the Maliqa gallery are considered to have good attractiveness to influence consumers in buying Maliqa products.

Conversely, the brand awareness variable is descriptively rated poorly with 1,520 points, with the lowest score on the item "When remembering Muslim clothing i remember Maliqa", meaning consumers do not always remember the maliqa brand, and another possibility is that consumers have alternative brands for Muslim fashion products. The variable price descriptively has a score of 1,189 with the poorly category, the lowest score in the statement "Maliqa Brand Muslim fashion prices offered in accordance with quality", meaning that the price offered by Maliqa is not in accordance with the quality given, it could be that the quality of other competitors' products is felt by consumers better and in accordance with the price offered.

The findings from partial hypothesis testing on the brand image variable on purchasing decisions do not have an effect, this is not in accordance with previous research from (Wang & Hariandja, 2016) which said that the brand image variable had an effective effect on purchasing decisions of Tous Les in Indonesia. The results of hypothesis analysis of variable brand awareness, price, and celebrity endorsements affect purchasing decisions, according to research conducted by (Cuomo et al., 2019; Ifeanyichukwu, 2016; Maria, et al., 2011; Udayana, 2015). The relationship between brand awareness and price variables has a very

strong correlation to purchasing decisions, while celebrity endorsements are strongly correlated. Simultaneously brand image, brand awareness, price, and celebrity endorsements have a very strong correlation with the value of 0.926, close to 1. This means that when the 4 independent variables undergo changes, it will change the variable of the purchase decision.

From these results it can be interpreted that respondents from Maliqa's consumers do not care about how their brand image is, and for them a positive brand image cannot increase their decision to buy Maliqa's products, on the contrary, respondents care about how Maliqa's brand awareness can influence them to buy, they want to get to know first before buying it, such as knowing the brand first, knowing what products it sells, knowing what the advantages are and then buying decisions, they buy because they recognize Maliqa. brands and products. and for the price variable influencing respondents to buy maliqa products, when the price for them is commensurate with the perceived quality and benefits, then they will buy the product. Finally, respondents care about who is a celebrity endorser, whether the endorser has good appeal and credibility to be able to influence and convince respondents to buy it.

CONCLUSION

Calculations obtained from 100 respondents for descriptive testing, obtained purchasing decision variables in the bad category, brand image variables in the good category, brand awareness variables in the bad category, price in the bad category, while celebrity endorsements have a good category but close to a bad score. Furthermore, from the hypothesis test, the brand image variable has no effect on purchasing decisions on Maliqa Muslim fashion products, while for brand awareness, price, and celebrity endorsement variables it has an effect on purchasing decisions on Muslim fashion at Maliqa Gallery UKM. Suggestions for companies, because the brand image variable has no effect on purchasing decisions, and from the descriptive results it is good, it is suggested to increase purchasing decisions by paying attention to the variables of brand awareness, price, and celebrity endorsement. optimize online promotions through several media so that brand awareness will also be higher, then for prices, set a pricing strategy that is in accordance with the quality and benefits provided, pay attention to prices of similar competitors, and make product differentiation and advantages if you want to apply prestige pricing. Furthermore, for brand awareness, choose an endorser who has good appeal and credibility who is able to convince consumers to buy.

For future researchers, it is suggested to examine other than brand image variables, and also expand other variables such as value creation, online promotion, and product quality. It is also recommended to expand the sample and use other analytical tools. Theoretical aspects, it is expected to develop knowledge and insights about management

science, marketing especially those related to purchasing decisions, Brand Image, Brand awareness, Price, and Celebrity Endorser.

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