ANALYSIS OF THE INFLUENCE OF BRAND AMBASSADORS AND PERCEIVED QUALITY ON PURCHASING DECISIONS FOR RABBANI INSTANT HEADSCARVES
(Case Study on Instant Jilbab Consumers Rabbani Branch Demak Central Java)

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Abstract: This study aims to determine the influence of brand ambassador and perceived quality on purchase decisions of moslem hijab rabbani (case study on consumer of instant jilbab rabbani branch demak jawa tengah). The Data of the research is collected by interviews and questionnaires to 85 respondents by implementing sampling purposive and accidental sampling technique. Instruments testing is conducted by testing the validity and reliability. The research analysis data explored by multiple regression analysis.

The results show that brand ambassador partially hasn't a significant influence on purchase decisions and the influence of perceived quality has a significant on purchase decisions. Simultaneously, brand ambassador and perceived quality have an influence on purchase decisions. Based on the result of calculation of regression it is obtained that Y = 10,416 + 0,144 X1+ 0,475 X2.

The result of coefficients determination (R²) between brand ambassador and perceived quality contributes jointly on purchase decisions by 52,1% while the remaining 47,9% is influenced by the other factors not discussed in this research.

Keywords: Brand Ambassador ; Perceived Quality ; and Purchase Decision.

INTRODUCTION
Introduction

The Muslim fashion industry in Indonesia is currently growing rapidly. The majority of Muslim people in Indonesia are so many that grow various Muslim fashion businesses including hijab. Several companies produce various headscarves including instant headscarves. Hijab brands on the market include Rabbani, Elzatta, Zoya, Azzura, Umama, and so on.

CV Rabbani Asysa is a well-known headscarf manufacturer that concentrates on instant headscarves under the Rabbani brand and is a trend setter in Indonesia. The company grows dynamically and progressively and has 138 branches in Indonesia. The products produced are not only instant headscarves, but also produce various Muslim equipment.

Rabbani is currently growing rapidly, continuing to strive to perfect and develop every aspect of its business. The results of the Top Brand survey in the headscarf category show famous headscarf brands. The highest position is Elzatta, Rabbani occupies the second position, the next position is occupied by Zoya, and Azzura occupies the last position. Can be seen in the following table:

TABLE 1
TOP BRAND INDEKS JILBAB

/Brand	2020	2021	2022
Elzatta	27.4%	28.6%	32.1%
Rabbani	22.5%	22.6%	21.9%
Zoya	19.3%	21.1%	21.8%
Azzura	3.7%	4.5%	4.9%

Source: https://www.topbrand-award.com/

Table 1 shows that Rabbani from 2020 until now has always been in the second position. For the company, this needs to be examined whether or not the brand position affects the level of sales.

Based on the results of interviews with the Store Manager of Rabbani Demak Branch, Central Java, it is known that there has been a decrease in the number of consumers and sales compared to the previous year. At the beginning of 2022 Rabbani Demak Branch, Central Java, there were fluctuations in the number of consumers and sales of Rabbani instant hijab products in the past 5 (five) month period (January - May 2022) which are presented in the table, as follows:

TABLE 2
**DATA ON THE NUMBER OF CONSUMERS AND SALES OF RABBANI
INSTANT HIJAB, DEMAK BRANCH, CENTRAL JAVA
JANUARY - MAY 2022**

Month	Consumer (Person)	Sell (Pcs)
Januari	88	178
Februari	96	156
Maret	78	105
April	173	232
Mei	115	143

Source: Data on the Number of Consumers and Sales of Rabbani Instant
Headscarf Branch Demak, Central Java (2022)

In Table 2, it can be seen that in January and February there was an increase in the number of consumers of Rabbani instant jilbab and the sales value decreased, but in March there was a decrease in the number of consumers of Rabbani instant jilbab and sales value. Furthermore, in April and May the number of consumers of Rabbani instant jilbab and the value of sales increased and decreased. If it is assumed that one consumer buys one instant jilbab, then sales turnover fluctuates and tends to decrease.

In marketing we have known about consumer behavior. Engel et al (Sangadji and Sopiah 2013: 7) define that "Consumer behavior is an action that is directly involved in the acquisition, consumption, and disposal of products or services, including the decision process that precedes

and follows the action". The occurrence of sales fluctuations raises the question of how someone decides to buy an instant hijab. The behavior of instant jilbab purchasing decisions can change if the product does not match the wants and needs of consumers. Vice versa, the behavior of the instant jilbab purchase decision will change if consumers have obtained a product that suits their wants and needs. Purchasing decisions are part of consumer behavior regarding choosing, buying, and using a product or service to satisfy their wants and needs. (Kotler and Armstrong 2018).

As a well-known Muslim brand, Rabbani holds the principle of wanting to show that women who wear Muslim clothing are modern, respectable, and trendy. Rabbani makes someone from among students as its Brand Ambassador, which can be called the Rabbani Student Ambassador (DPR) in each region of Indonesia. Rabbani Demak Branch, Central Java, decided on an outstanding student, Nadzrotun Na'im Aulia, as its Brand Ambassador. She is an outstanding student in the field of Science from SMA Negeri 2 Demak. The reason for choosing Nadzrotun Na'im Aulia as a Student Ambassador who is able to represent Rabbani instant hijab is because the target market is students. The hope is that by making the Student Ambassador, many teenagers will be interested in buying Rabbani instant hijab.

Rabbani is well known by the public but experiences fluctuations in the number of consumers who buy Rabbani instant jilbab and sales of instant jilbab products. Can the use of Brand Ambassadors by Rabbani Demak Branch, Central Java significantly increase sales so that people decide to buy Rabbani instant headscarves. And whether the perceptions that are built also influence consumer purchasing decisions to buy Rabbani instant headscarves. So, it needs to be studied and researchers are interested in conducting research with the title The Effect of Brand Ambassador and Perceived Quality on Purchasing Decisions for Rabbani Instant Hijab (Case Study on Consumers of Rabbani Instant Hijab, Central Java Branch).

So the question of the problem formulation of this research, namely:
a. Is there an influence of Brand Ambassador on Purchasing Decisions for Rabbani Instant Jilbab products at Demak Branch, Central Java?
b. Is there an effect of Perceived Quality on Purchasing Decisions for Rabbani Instant Hijab products at Demak Branch, Central Java?
c. Is there an influence of Brand Ambassador and Perceived Quality on the Purchase Decision of Rabbani Instant Hijab products at Demak Branch, Central Java?

The research objectives are: To find out how the influence of Brand Ambassador on Purchasing Decisions of Rabbani Instant Hijab products, to find out how the influence of Perceived Quality on Purchasing Decisions of Rabbani Instant Hijab products, To find out how the influence of Brand Ambassador and Perceived Quality on Purchasing Decisions of Rabbani Instant Hijab products.

The benefits of this research include: Theoretical Benefits: The results of this Final Project research will strengthen the theory of Brand Ambassador and Perceived Quality in determining Purchasing Decisions on Rabbani Instant Jilbab products, especially consumers of Rabbani Instant Jilbab, Demak Branch, Central Java. Practical Benefits: For the Author; Can provide broader insights to the author, especially regarding the knowledge of Brand Ambassadors, Perceived Quality, and Decisions. For Companies; It is hoped that this Final Project research can be a reference for companies in conducting evaluations and can provide input in improving

marketing strategies in order to increase the company's sales volume. For Research;
Furthermore, the results of this Final Project research are expected to contribute to readers or
other research as reference material and knowledge in further research, especially regarding
Brand Ambassadors, Perceived Quality, and Purchasing Decisions.

METHOD

Sugiyono (2019: 80) states that "Population is an object or subject that has certain qualities
and characteristics and is determined by researchers to study and draw conclusions". In this
study, the population taken is consumers of Rabbani Instant Headscarf, Demak Branch, Central
Java, female of productive age per 5 (five) months (January - June 2022) totaling 550 people.
According to the Ministry of Health of the Republic of Indonesia, the so-called productive age
is a person aged 15 - 64 years.

Determination of the number of samples using the slovin formula with the results of the
calculation of 85 respondents. The sampling technique used in this research is Non Probability
Sampling. According to Sugiyono (2019: 84), "Non Probability Sampling is a technique that
does not provide equal opportunities and opportunities for each individual population to be
sampled". the method used is Purposive Sampling, Sugiyono (2019: 85) states that "Purposive
sampling is a sampling technique with certain considerations". The sample was specifically
selected, namely respondents who were female and had bought Rabbani instant headscarves at
the Demak Branch, Central Java.

Purchase Decision, Brand Ambassador, and Perceived Quality, Purchase Decision

Kotler and Armstrong in Novita (2020) state that "Purchasing decisions are the process of
making purchasing decisions where consumers actually buy products." Kotler and Armstrong
in Wahyuni (2019) suggest that "The consumer purchasing decision process consists of 5 (five)
stages, namely: (1) need recognition, (2) information search, (3) alternative evaluation, (4)
purchase decision, (5) post-purchase behavior."

Kotler in Brama (2021) suggests that consumer attitudes in buying something are influenced
by several factors, namely: (1) Cultural Factors, (2) Social Factors, and (3) Personal Factors.
Swastha and Handoko (2020) state that in purchasing decisions, there are generally 5 (five)
kinds of roles that a person can play. The five roles include: Initiator, Influencer, Decider,
Buyer, and User. Swastha and Handoko (2018) suggest that there are 7 (seven) indicators of
buying decisions, namely: Decisions about the type of product, decisions about the product,
decisions about the brand, decisions about the seller, decisions about the number of products,
decisions about the time of purchase, decisions about the method of payment.

Brand Ambassador

Kotler and Keller in Inayatul (2020) explain that "Brand Ambassador is an advertising
supporter or also called a product spokesperson who is chosen from famous or unknown people
who have an attractive appearance to attract the attention and memory of consumers. So that
consumers want to buy.". Royan in Inayatul (2020), there are 3 (three) characteristics required
by Brand Ambassadors, namely: Attractiveness, Trustworthiness, Expertise. According to
Royan in Inayatul (2020), Brand Ambassadors in their function to promote a product have a
role, namely: Testimony (Provide testimony), Endorsement (Provide encouragement and
reinforcement), Act as an actor in the topic (advertisement) represented, Act as a company
spokesperson. The appointment of brand ambassadors is usually motivated by the positive
image that brand ambassadors have so that they can represent the product or brand as a whole.

Perceived Quality

Darmadi et al. in Pipih (2020) stated that "Perceived Quality is defined as the consumer's view of a product or service in relation to what is expected.". Durianto et al. in Dwi (2020) suggest that Perceived Quality produces values, including: Reasons to Buy, Differentiation and Premium Prices, Expansion of Distribution Channels, and Brand Expansion, brands with strong perceived quality can be used to introduce a wide variety of new product categories. Factors that influence Perceived Quality which refer to the opinion of Durianto et al. (2017). the dimensions of Perceived Quality are divided into 7 (seven), namely: Performance, Features, Reliability, Conformance to specifications, Durability, Serviceability, and Aesthetics. Durianto et al. in Dwi (2020). (five) things, namely: Commitment to quality, Culture of quality, Information input from customers, Clear goals or standards, and Develop employees who take initiative. Faruk (2018) suggests that Perceived Quality has 3 (three) indicators, namely: High Quality, Superior Product, and Very Good Quality.

RESULTS AND ANALYSIS

The results of this study answer the hypotheses that have been formulated by analyzing the correlation test, determination test, multiple linear regression, t test, F test using the Statistical Package of the Social Sciences (SPSS) version 20 facility. The following are the results of the calculations in this study:

Tabel 3
Hasil Uji Hipotesis

Uji Hipotesis	Hasil					Keterangan Hipotesis
	Korelasi	Determinasi	Regresi Linear	t hitung	Signifikansi	
$X_1 \rightarrow Y$			0,144	1,053	0,003	H0 diterima
$X_2 \rightarrow Y$	0,729	52,1%	0,475	3,010	0,295	Ha diterima
$X_1, X_2 \rightarrow Y$			10,416	46,615 (F Hitung)	0,000	Ha diterima

a. The constant (α) of 10.416 indicates that if the independent variable, namely brand ambassador (X1) and perceived (X2) is 0, then the dependent variable, namely the purchase decision (Y) has a value of 10.416.
b. The regression coefficient value of the brand ambassador variable (β1) of 0.144 and the regression coefficient of the perceived quality variable (β2) of 0.475 indicate that it has a positive influence on purchasing decisions (Y). If the other independent variables remain constant and the brand ambassador (X1) experiences a 1% increase, the purchasing decision (Y) will increase by 0.144. Meanwhile, if the other independent variables remain constant and perceived quality (X2) increases by 1%, the purchasing decision (Y) will increase by 0.475.
c. There is a correlation of 0.729, meaning that the closeness of the relationship between the independent variable brand ambassador and perceived quality to the dependent variable purchasing decisions is in the strong category.
d. The coefficient of determination is 0.521, which means that the brand ambassador variable and perceived
quality contributes to improving purchasing decisions by 52.1%, while the remaining 47.9% is determined by other variables not examined in this study.
e. The calculated F value is 46.615 with a significance of 0.000 thus, Ho is rejected and Ha is accepted. This means that together the brand ambassador variable and the perceived quality variable have an effect on purchasing decisions.
f. The calculated t value is 1.053 and a significant level of 0.295, thus $Ha2$ is rejected and $H02$

is accepted, meaning that partially the brand ambassador variable has no effect on purchasing decisions.

g. The t value is 3.010 and a significant level of 0.003, thus $H03$ is rejected and $Ha3$ is accepted, meaning that the perceived quality variable partially affects purchasing decisions.

CONCLUSION AND SUGGESTION
Conclusion
a. The F test results show that the independent variable brand ambassador and perceived quality simultaneously (together) on the dependent variable purchasing decision (Y).

b. The results of the variable t test can be concluded that the brand ambassador partially has no positive and significant effect on the dependent variable of purchasing decisions. Meanwhile, perceived quality partially has a positive and significant effect on the dependent variable of purchasing decisions.

c. The coefficient of determination analysis shows that 52.1% of purchasing decisions are influenced by brand ambassadors and perceived quality, while the remaining 47.9% is determined by other variables not examined in this study.

Suggestion
a. Companies need to choose brand ambassadors who have popularity that is better known by many people and carry out better promotional activities in order to increase sales and create purchasing decisions, it can be seen that simultaneously affect purchasing decisions.

b. Companies need to pay attention to perceived quality because it has a dominant influence on purchasing decisions. Perceived quality that needs to be improved is reliable quality, because in this study it has the lowest score. Quality needs to be maintained consistently during the production process until it reaches the hands of consumers, so that the quality remains the same and does not differ, be it the quality of materials, colors, and so on in order to meet the sales targets set by the company.

c. Further researchers can develop this research by adding other variables besides brand ambassadors and perceived quality in the hope of increasing purchasing decisions.

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