

THE EFFECT OF ISLAMIC BRAND ON CUSTOMER LOYALTY IN RETAIL BUSINESS

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Abstract: Retail outlets that carry the halal concept will experience positive growth. This can be seen from the increase in retail outlets that carry the halal concept as Islamic brand. Retail companies that carry the halal concept target Indonesian people not only Muslim but also non-Muslim. Ismart Ponorogo is one of the mini markets that uses Islamic brand in sales and services. Upon that consideration, this research aims to analyze the role of Islamic influence in brand loyalty and customer loyalty also by quantitative approach for 67 respondents as customer in Ismart Ponorogo Retail Business. The results of this study indicate that Islamic brand has a positive effect on customer loyalty. In addition, implications of this study and directions for future research are also discussed.

Keywords: Islamic Brand, Customer Loyalty, Retail Business

1. Introduction

Growing number of modern retail business that appears in Indonesia, competition in retail business becomes increasingly tight. Thus, to be able to win the competition so that the customer does not leave, the businessman must be capable of competing retail business. One of the things that can be done is providing advantages in terms of design and system and be able to find out the needs of the customer. Customers will evaluate if there is already a bad experience, though it is minor problem. Because in company, one of the determining factors of success in creating the loyalty of its customers is to create satisfaction. With such satisfaction, it can affect customer loyalty (Putra and Abidin).

Retail business is aware that Muslim customers are easy targets for marketing their products. One of the strategies they apply is Islamic branding using the Islamic identity (with the word Islam, Sharia, Islamic names, halal labels) in the marketing of their products. Islamic branding is factually used by products originating from Muslim countries, and non-Muslim countries that make products for Muslim consumers. Examples of Islamic branding are Nestle, KFC, CFC products, which come from non-Muslim countries but for Muslims to eat. They are willing to pay high fees to register their products to get halal certificate.

Ismart Ponorogo is one of retail business which has become a necessity for most of the public areas of Ponorogo. It seems to be a means of fulfilling the

needs of the consumer goods and other daily necessities. Development of Ismart Ponorogo as modern markets by using of Islamic brand has been analysing about effect of Islamic brand towards customer loyalty in Ismart in Ponorogo. Ismart Ponorogo is one of the mini markets that uses Islamic brand in sales and services. Upon those consideration, this research in order to analyse the role of Islamic Brand Effect to Customer Loyalty in Ismart Ponorogo. Based on the constraints of the problem above, then the formulation problem is there Islamic brand effect to the customer loyalty in Ismart Ponorogo as retail business. The aims of this study are to analyse the influence of Islamic brand towards customer loyalty Ismart Ponorogo (Sugiyono. 2015).

2. Bibliography Review

2.1. Islamic Brand

(Keller & Kottler, 2008) , define that a brand is a product or service dimension which differentiates the brand in several ways designed to satisfy the need. According to (Ranto, 2013) the appearance of the plentiful term of Islamic branding at the moment is one of market segmentation efforts undertaken by a provider of products or services. It cannot be denied that the Muslim consumers in Indonesia are a very large target market. Islamic branding is a relatively new concept. Islamic branding practice, namely brands that comply with Sharia principles, many give rise to values such as honesty, accountability and understanding the core principles of Sharia It aims to apply empathy with Islamic values in order to attract consumers especially Muslims, ranging from behaviour and marketing communications.

The brand is a symbol or symbol provided by the company to its product as a differentiator with other products. When a product has a good image, it will have a positive impact on society or consumers. If a product has experienced a problem that may defame a company, the customer will indirectly move to another product . (Anggara & Faradisi, 2020). It can be said the brand is a seller's promise to consistently provide certain benefits and services to the buyer (Amalia). (Alserhan, 2010) , defines Islamic branding into three different sections as follows:

Islamic brand by compliance.

Islamic brand should show and has a strong appeal to consumers on how to be related and faithful to Islamic Sharia. Brand in this category are the products produced by halal, Muslim countries, and is aimed at Muslim consumers Islamic brand by origin

The use of the brand without having to show the halal products because the products originate in the country of origin is already known as the Islamic State. Islamic brand by customer Branding comes from non-Muslim countries but the products are enjoyed by consumers. This typically includes branding the halal label on their products in order to attract Muslim consumers.

2.2 Customer Loyalty

Customer loyalty is the most important part in a repeat purchase customer. (Beerli & Martin, 2004) , states customer loyalty does not only increase the value in the business, but also attract new customers. Pepper and Roger in (Hermawan, 2011) explains in general the loyalty of customers is an attitude which refers to the measure of the interconnectedness of the customer towards the selection and use of a product. The size of this connectedness gives an overview about the use of the product in a long time and for the foreseeable future, as well as able to reflect a very small chance of the possibility of a switch to the products of competitors (Zarkasyi & Kurniawan, 2021).

Customer who are really loyal not only to highly potential be word-of-mouth advertisers, but most likely also loyal on the portfolio of products and services of the company over the years. (Kurniawan, 2016), research explains brand loyalty is a reflection of the level of consumer engagement with a product or service brand. Customer loyalty greatly affects the customer's vulnerability from the competitor; this is very important and closely related to the future performance of the company. Someone who is very loyal to a brand will not easily moves their purchase to another, and then it is shown that loyalty to the brand increased (Maulana, & Zuhri, 2020).

According to Griffin, customer loyalty has four characteristics as follows: Re-Purchasing that is customers who have made use of such a product as much as twice or more. They are the ones doing the use over the same product twice or buy two of the same kinds of products in two occasions. Buy other products and services with the same manufacturer The intent is to use all of the offered goods and services that they need.

They use on a regular basis, the relationship with the customer type is already strong and last long, which makes them not affected by competing product Recommend to others the meaning of goods or services being offered and what they need, as well as make purchases on a regular basis. In addition, they encourage friends to use goods or services of the company or recommend the company to other people, so indirectly they have done marketing for companies and consumers to carry company indicate immunity from appeal of similar products from competitors the meaning is not easily influenced by the pull of a competitor or other similar services.

2.3. Effect of Islamic Brand to Customer Loyalty

Research by Lestari and Yulianto examined the effect of product quality on customer loyalty with customer satisfaction as moderating variable. Based on the results of descriptive analysis and path analysis, they found that product quality variables affect customer satisfaction. There is a significant effect of quality variables to customer loyalty and customer satisfaction variables on customer loyalty. Research conducted by Astuti entitled "The Influence of Brand Image to Loyalty through Satisfaction as Mediation Study on Motorcycle Users Kawasaki Ninja in Purworejo". With using Hierarchical Regression Analysis as the technique of analysis, Astuti shows that brand image variable has a positive effect on loyalty, brand

image has a positive effect on satisfaction, and satisfaction has a positive effect on loyalty. Satisfaction mediates the influence between the brand image and loyalty partially because the significance of the independent variable decreases to the dependent variable when the mediation variable is regrouped together (Maulana, 2019).

Research conducted by Yusuf and entitled "Islamic Branding: The Understanding and Perception", from the focus group findings disclosed that most of consumers agreed that the Islamic branding defines as a product or service that meets the Sharia-compliant and any parties that involved in Halal accreditations should seriously implement strict procedures to the producers in getting the Halal logo (Kurniawan & Khoirudin, 2020). Additionally, In promoting and improving the Islamic brands to the consumers, producers or marketers need to follow all the requirements that are required by authorization boards either in organization's practices and branding features to obtain consumer's trust and confidence upon Islamic branding (Setyanta & Kurniawan, 2019).

Research conducted by (Brando & Ibrahim, 2016) entitled "The Influence of Brand Image of Sharia Product to Bank Customer Loyalty (Case Study of Bank Rakyat Indonesia Syariah Pekanbaru)" used the techniques of data collection of observation and questionnaire. They revealed that the data cover validity test, reliability, and linear regression modestly, brand image to client loyalty. Each indicator must be interconnected and has a positive effect on loyalty in BRI Syariah Pekanbaru. Research conducted by (Hafiz & Aisyah, 2017) entitled "The Influence of Islamic Branding and Religious Behaviour towards Consumer Satisfaction and Its Impact on Consumer Loyalty in Wardah Cosmetic Products". The data in the process used path analysis. The results of this study indicate that in the first structure, simultaneously and partially Islamic branding and Religious Behaviour have significant effect on customer satisfaction (Kurniawan & Khoirudin 2020). In the second structure, variable of Islamic branding, religious behaviour and customer satisfaction simultaneously have effect on consumer loyalty (Firmansah, Rusli & Maulana, 2019). Partially consumer satisfaction has a significant effect on Consumer Loyalty. Meanwhile Islamic branding and religious behaviour have no effect on consumer loyalty (Kurniawan & Abidin, 2020).

3. Method

According to (Arikunto, 2013), research method is the way used by the researchers in collecting data for their research. This study used technique of Incidental Sampling. (Sugiyono, 2015) Defined the incidental sampling as a technique of determining the sample based on by chance, that is anyone who by chance or incidentally met with researchers can be used as a sample, if a person is found to be viewed in accordance with the data sources that will be examined. Type of this research is quantitative research in which there are the dependent variable, independent variable and moderator variable. The independent variable in this study is Islamic brand, being the dependent variable in this study is the loyalty of customers

and moderator variables is customer satisfaction. This type of research called causative which is a causal relationship that describes the facts that occur clearly and see the influence of each variable causes and the dependent variable (Ranto, 2013).

Quantitative research with survey research methods used in this study is useful to get data that occurred in the past or present, about beliefs, opinions, characteristics, behaviour, variable relationships and to test some hypotheses about the variables used. As well as collecting data with observations of interviews or questionnaires that are not profound, and research results tend to be generalized. In this research, there are different kinds of variable range of research which can be seen from each characteristic. Independent variable is a variable or variables that influence who becomes the cause of change in the dependent variable or incidence, this variable is often represented by the variable X in this study there was one independent variable that is Islamic brand (X). Dependent variable is the variable that is affected or become affected to the independent variable. (Sugiyono, 2015), explained, the dependent variable in this study was represented by the Variable (Y) is the loyalty of customers in this study, the instruments used are the technique rating likert scale. Questions are made on Likert scale, Likert scale is used to measure attitudes, opinions, and perceptions of a person or group about a social event or phenomenon (Djayusman, Anggara, Ihsan & Kurniawan, 2019).

Likert scale is a measurement of five response categories ranging from strongly agree to strongly disagree that requires the respondent to determine the degree of approval or disapproval of respondents to each variable questioned by the researcher. The population is not just people, but also objects and objects in other realms (Khoirudin & Kurniawan, 2019). The population is not only just a number that exist on the object or the subject studied but also covers the whole of the characteristics possessed by the subject or the object. The population in this research is anyone who has ever made a purchase in Ismart Ponorogo more than once (Nafizah, 2015).

In this study, the samples are consumers who have made purchases at Ismart Ponorogo more than once. In determining the number of samples, the author used the Slovin formula. as follows

$$n = \frac{N}{1 + Ne^2}$$

Description:

n : Sample size

N : Population size

e : Percentage of accuracy due to sampling errors that can still be tolerated is 10% (large population)

The number of population in this study is as much as 200 consumers in a day of sales, stages of selection of this sample is done by knowing in advance the number of study population. So, to know the sample research, with the calculation as follows:

$$n = \frac{200}{1 + 200 \times [0.1]^2}$$

n = 66,66 : adjusted to 67 respondents

This research used incidental sampling technique. According to (Sugiyono, 2015) "incidental sampling" is a technique of determining the sample by chance, that is anyone who by chance or incidental meet with the researcher can be used as a sample, when viewed by people who happened to be found suitable as a source of data. The reason for selecting the sample using incidental sampling technique is because the population is too large to make it impossible to include every individual, that is the existence and the number of members is not known for certain (Hafiz, & Aisyah, 2017).

In this study, the data used is the primary. According to (Sugiyono, 2015) understanding of primary data is the source of data that directly provide data to data collectors. Primary data is obtained from the results of distributing questionnaires and interviews conducted to parties related to research conducted. Data collection techniques conducted by the authors in this study is, spreader the questionnaire by filing or making a list of questions addressed to respondents who logically related to the problem of research that is about the influence of Islamic brand on customer loyalty with customer satisfaction as a moderating variable (Hasan & Firmansyah, 2015).

Data analysis is one of the research activities in the form of process of preparation and data processing in order to interpret data that have been obtained. Data analysis is the activity after data from all respondents collected. Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables of all respondents, presenting data from each variable studied, perform calculations to answer the formulation of the problem and perform calculations to test the hypothesis.

Model test is needed to interpret the relationship between the dependent variable and the independent variable is not mistaken or the analysis of the effect of independent variables on the dependent variable can be done correctly. To know whether the regression model used in this research has been appropriate and feasible to be used, it is done by looking at the significance value of F with the level of significance used is 0.05, with the decision making criteria if the probability (significance) > 0.05 then the model used is not fit (model is not appropriate), otherwise if probability < 0.05 means the model used fit (worth tested).

Measurement to determine the correctness of the relationship of the model used and to show the magnitude of the ability of variance or the spread of independent variables that affect the dependent variable, then done by looking at the value of R square. The value of R2 is $0 \leq R^2 \leq 1$, where closer to 1 means the model can be said well because the closer the relationship between independent variables with dependent variable, and otherwise.

The test to determine the influence of each independent variable to the dependent variable is also done by looking at the value of probability (significance), where if significant value $t < 0.05$, then it means that independent variables affect the

dependent, otherwise if significant value $t > 0,05$ that means the independent variable has no effect on the dependent variable (Arianti, Kurnia. dan Setyo, 2014).

4. Result And Discussion

4.1. Profile of Respondent

Respondents from this study are consumers who have made purchases more than once in Ismart in Ponorogo. Questionnaires were directly distributed as many as 67 questionnaires to the respondents. The following table summarizes the characteristics of respondents. Respondents in this study are more dominated by female respondents that are as much as 35 respondents or equal to 52.2%. Most of the respondents were 25-32 years old as many as 23 people or by 34.3% Viewed from the type of work, as many as 18 respondents or 26.9% have jobs other than those in the choice of questionnaires or others, differ slightly from the job as a private employee as many as 17 respondents or 25.4%, while the rest as many as 14 respondents have job as students and students Viewed from the field of entrepreneur as much as 9 respondents or 13.4% run the business, as well as work in the field of civil servants or civil servants who ranged as much as 9 respondents or 13.4% and the majority have educational background of high school / vocational as much as 42 people or equal to 62.7%, When viewed from the income of respondents, most respondents have income about 0 s / d 2 million as many as 23 people or 34.3% of respondents, seen from the income that is > 2 to 4 million about 21 people or 31 respondents, 3%, the rest > 4 s / d 6 million as many as 13 respondents or 19.4%, and 10 respondents or 14.9% have income > 6 million.

Islamic brand variables are measured using 7 item statement items using 5 points likert scale that is 1 (strongly disagree) and 5 (strongly agree). The tax fraud variable has a theoretical range weight of 7 to 35 with an average value of 15, while in actual range it has a range of 20 to 35 with an actual average of 28,16 and a standard deviation of 3,563. The average value of an Islamic brand variable's answer to the actual range is above the theoretical range. This indicates that the respondents consider the Islamic brand is a good thing. The standard deviation score of 3,380 which, when compared to the average answer of 28,16, is 12% ($< 20\%$) indicates that the respondent's answer to Islamic brand variables tend to be the same (Fasa, Aviva, Firmansah & Suharto, 2019).

Customer loyalty variable is measured using 5 item statement items using 5 points likert scale that is 1 (strongly disagree) and 5 (strongly agree). The customer loyalty variable has a theoretical range weight of 5 to 25 with an average value of 10, while in actual range it has a range of 15 to 25 with an average value of 21,28 and a standard deviation of 2,854. The average value of the customer loyalty variable's answer to the actual range is above the average value of the theoretical range. This indicates that the respondents tend to have a high level of loyalty to the Ismart Po-

norogo. The standard deviation value of 2,854 which when compared with the average answer of 21,28 is 16,33% (<20%), indicating that the respondent's answer to consumer loyalty variables tend to be homogeneous.

the correlation between each score item questionnaire to the total score of the variable shows a significant result below 0.01 is 0.000. It can be concluded that each item in each research variables is valid. The reliability test results show that each variable that is Islamic branding (X), consumer satisfaction (Z), and consumer loyalty (Y), is stated reliable because it has cronbach's alpha value > 0.70.

The value of DW 1,763, which is then compared with the significance table value of 5%, with the number of samples $N = 67$ and the number of independent variables 2 ($K = 2$) then obtained dU 1.666. Value DW 1.763 is greater than the upper limit (dU) of 1.666 and less than $(4-dU) 4 - 1.666 = 2.334$, so it can be concluded that there is no autocorrelation.

the value of statistic F in model 1 is equal to 24,383 with a significance value of 0.000. A probability value of $0.000 < 0.05$ indicates that the model used in the study is feasible to use. The statistical value of F from the second equation is 22,276 and the third equation is 14,571 with significance level $0,000 < 0,05$ meaning this regression model can be used to predict customer loyalty or show this regression model is good enough in predicting dependent variable in this research.

Based on the results of regression in the table above can be seen that the first hypothesis obtained coefficient b1 value of 0,422 with significance value $0,000 < 0,05$ which means there is positive influence between variable of Islamic brand to customer loyalty. The test results are in line with the hypothesis that has been made where the Islamic brand influence on customer loyalty and show that the hypothesis one received, so it can be concluded that the increased value of Islamic brand then the loyalty of consumers will also be increase.

The first hypothesis which states that Islamic brand has an influence on customer loyalty empirically proven to be supported. This means that when a sales service uses an Islamic brand or has an Islamic name and system, they will regard the Islamic brand as the most important thing in the sales process in Ismart Ponorogo.

The results of testing on the first hypothesis show that Islamic brand has a positive effect on customer loyalty. This shows that the higher the value of Islamic brand used in sales services then the loyalty of customers will also be higher and conversely the lower the Islamic brand of a sales service then the customer loyalty will also be decreased.

(Keller & Kottler, 2008) , said the customer loyalty is a customer situation that consistently spends the entire budget available to purchase a product of a service from the same seller. In this study, the level of consumer confidence in Islamic branding is quite high, as illustrated by the results of the existing hypothesis test 1, consumers believe in the Islamic brand concept used Ismart Ponorogo because what Ismart Ponorogo offers is different from other mini market.

The Brand of Islam must show conformity with the principles of Islamic Sharia and halal of a product, and also do not forget to add the concept of Islamic attribute as base of external of distinguish between common brand with brand of Islam. These results support previous research conducted by (Nafizah, 2015) who examines the "Sharia Brand Influence on Customer Loyalty at Bank BRI Syariah Branch Pekanbaru" stating that the brand has been applied by Bank BRI Sharia is good. Because of the number of respondents who agree that the brand can increase customer loyalty to the bank. Then research from (Hasan & Firmansyah, 2015) who examined the Influence of Brand Image toward Customer Loyalty In Using Banking Services on PT. Bank Syariah Mandiri Branch Malang with the result that the brand image used, give a good impact on consumer loyalty, similarly with research conducted by (Brando & Ibrahim, 2016) who examines the Influence of Brand Image Products Sharia Against Banking Customer Loyalty and stated that the Brand used Bank BRI Syariah branch Pekanbaru can give a positive influence on customer loyalty.

5. Conclusion

Based on the results of data analysis research, it can be concluded as Islamic brand proved to have a positive effect on customer loyalty. If the Islamic brand increases, so the individual will be loyal to a particular brand in Ismart Ponorogo as retail business. The results of this study indicate that Islamic brand has a positive effect on customer loyalty. In addition, implications of this study and directions for future research are also discussed (Keller, & Kottler 2008)

6. Suggestions And Thanks

The questionnaire statements in this study are still in the form of a closed statement, so that respondents cannot express their opinions freely according to the respondent's thoughts. The questionnaire used in this study is a questionnaire that is re-adjusted by the author based on previous research so that the possibility of the questionnaire statement is still very difficult to be understood by the respondents in this study. From this research, it is expected to contribute to the field of retail services business especially Ismart Ponorogo that the factor of Islamic brand used can be one of the factors occurrence customer loyalty. Ismart Ponorogo is expected to demonstrate and improve the quality of service and provide a more complete product offering.

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