Marketing Strategy, Brand Image on Consumer Purchase Interest

by Erni Rusyani

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Abstract

The purpose of this study is to examine the impact of marketing strategy and brand image on consumer interest in purchasing garments at the Quenza bella fashion Muslim shop. The study's demographic consists of all people aged 17 and above in Tasik City who have purchased Quenza bella fashion Muslim clothing, with a total of 39 respondents. Primary data is the sort of data used in this investigation. Data collection methods using a google form questionnaire. SmartPLS 3.0 is the analytical instrument that was utilized to test the hypothesis. The results of the study show that Brand image has an important positive influence on buying attention, sales strategy has an important positive influence on brand image, and sales strategy does not affect buying attention.

I. Introduction

In Islam, people are the perfect creation of Allah. But he did not arise by himself or by himself. Islam definitely needs its adherents to be smart and intelligent, one of which is indicated by the ability to select and complete these good decisions to meet their needs or to solve a problem they face. Economic activities and attitudes are not free from human character. Patterns of attitudes, forms of activity, and patterns of inclination are related to the understanding of the person himself. In everyday life, people tend to equate their needs with their wants. Often people say something is a desire that must be fulfilled quickly, while it is a desire that can be postponed. Islam directs that everyone knows that the real owner of everything in the sky or in the face of nature, listed the treasures obtained by everyone, especially the person himself is Allah SWT.

The soaring load capacity of factory products makes it easier for people to have a consumptive and materialistic attitude. This consumptive attitude has become the routine of all citizens from various social categories. This consumptive action linkage can make people's income mostly just for consumption, as a result there is no good capital fund for the earth and the afterlife such as charity and the like. Continue to be the progress of the times, to customer desires. rapidly changing and customers are increasingly careful in choosing where to shop. The growing age has also led to increasingly fierce business competition in the retail sector, this can be seen from the analogy of buying attention from the pubic type field. This requires retail entrepreneurs to mobilize various skills and strategies, in order to win the competition. To be able to develop and grow an industry needs to master customer behavior so that it can generate customer buying attention so that in the end it can compete with other industries. The emergence of various fashion marketing centers has resulted in consumers being given many choices of the type of product they want to use according to their wishes and needs. Entrepreneurs will certainly try with all available expertise to try to offer customers their products in order to provide a level of happiness to the wishes and desires of customers. We often encounter this in

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several aspects related to the development of Muslim fashion in Indonesia, this we need to understand and we meet according to the theory that has been listed in several journals related to marketing strategy.

Purchase intention is a willingness to buy a product or service due to external or internal effects where previously an assessment of the product or service to be purchased has been tried. Attention is something that is individual and related to action, people who desire an object will have the power or urge to carry out a series of popular actions to approach or obtain that subject. Willingness to buy is part of the attitude part in the act of consumption (Wu & Lo, 2009). Customer buying attention is a step where customers make their choice between several brands mixed in the option feature, the finally make a purchase on an alternative that they really like or the way that customers go through to buy an object or service based on various estimates (Tariq et al., 2017; Rusmiati et al., 2020). At this time, brand image is one of the most important factors influencing customers to buy a product or service. For example, when a customer wants to buy a product with a special brand, of course that customer already recognizes the brand's view of the product. Not only using a sales strategy, one of the customers' buying attention is brand image or brand belief. For Kotler and Keller (2016) brand image or brand view is a customer's perception of a brand as a reflection and association in the customer's mind.
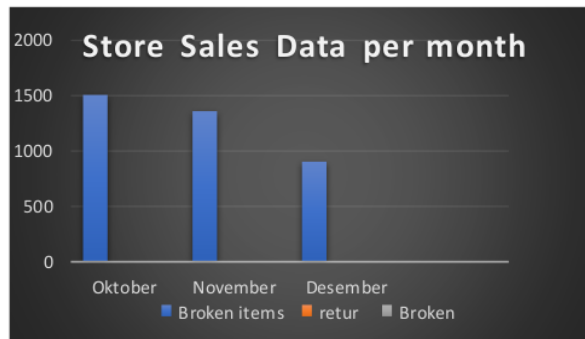
Based on the graphic data above, it explains that based on the results of comparative studies in the field related to the sale of goods at the quenza bella fashion Muslim shop, this can be explained based on the data that sales of goods have decreased from November to December.

TITLE	COMPARISON OF INTRODUCTION POINTS
Effect of Product Innovation and Marketing Strategy on Consumer Purchase Decisions in Indonesia's Lightweight Roof Steel Industry Haudi et al (2020)	Buying interest is one of the intellectual views that has a very big impact on attitudes and is also the base of the impulse to focus on what they live. Attention is an understanding of the subject, person, problem, or atmosphere that has a relationship with itself. In relation to sales, a customer must have a desire for a type of product first before finally deciding to use the product. This Is What The Company Means By Generating Customer Attention Through Sales Strategy.

Ranjan, R. K., & Kushwaha, R. (2017). Impact of green marketing strategies on consumer purchase behaviour. Review of Management, 7.	Customer interest develops because a style is based on attributes that match the desire and desire to use a product, based on that, the company is obliged to have an important concept of selling to attract attention from customers so that they are attracted to the products offered, as a result, if the customer already wants the product. That Product Until Aka Sounds A Decision To Buy.
Juwaheer, T. D., Pudaruth, S., & Noyaux, M. M. E. (2012). Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. World Journal of Entrepreneurship, Management and Sustainable Development.	Something Forms Sales Communication Activities That Try To Circulate Data, Influence, Affirm The Target Market To Welcome And Buy Instead Product Development Is To Improve Product Quality The result is that if the industry can practice sales strategies and increase its products that are suitable for the industry, it is determined that industrial marketing will increase.
Yani, A. S., & Rani, R. (2022). Effect of Marketing Mix and E-Wom on Consumer Purchase Decisions by Moderating Buying Interest during the Covid'19 Pandemic. Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 5(2), 13428-13436.	In Implementing Purchase Decisions, Customers Are Also Observing The View Of A Brand (Brand Image). Brand Image Is A Federation Or Assumptions Of Customers Based On Their Memories To A Product. Brand Image (Brand View) Not In The Features, Technology Or Type Of Product Itself.
Luo, X., Tong, S., Fang, Z., & Qu, Z. (2019). Frontiers: Machines vs. humans: The impact of artificial intelligence chatbot disclosure on customer purchases. Marketing Science, 38(6), 937-947.	In a Beauty Business Field Sales Strategy Becomes a Meaningful Matter in carrying out the Business Field, because a good sales strategy will result in a response that increases customer buying attention which moves customers to arrive to fulfill their needs for beauty care (skin care) to protect their lifestyle (life). Style).

Judging from its location which is located in the center of the event and is easily accessible with ordinary transportation equipment, the presence of the Quenza Mode Mukmin Outlet is very well known to the public. Located in Ciawi Market Complex, Tasikmalaya Regency, the Quenza Fashion Muslim store has practiced a sales strategy that makes this boutique more organized. This outlet sells a variety of clothing, from women's clothing, headscarves, shoes and accessories needed by residents, especially young children. Actually, besides the Quenza Fashion Muslim Store there are many other boutiques in the Ciawi Market Complex, especially those located in the front block of the Ciawi Market Complex area, but the Quenza Fashion Muslim Store is not as busy as other

Muslim clothing stores, this allows for violent warfare in practice. sales strategies. Therefore, the researcher was attracted to quote the head of the essay on "Marketing Strategy, Brand Image on Consumer Buying Interest".

II. Review of Literature

2.1 Marketing strategy

The sales strategy for Rahayu (2021) is a concept to increase the impact on the market, both in the short and long term, which is based on market studies, product programming evaluations, advertising and marketing programming, and discounting. Marketing strategy is also referred to as a mix consisting of products, prices, positions, and advertisements that require an in-depth description of the company to combine these factors to optimize the success of a company's sales activities (Juniarso et al., 2022; Chain, 2022). Based on the explanation above, it can be concluded that sales strategy is a concept for producers or companies to increase their business by creating the desired output of customers through market studies, developing the latest products obtained from that study, then circulating and advertising these items to maintain the company's role in the tight outline competition. To provide clarity about the sales strategy, then some parts of the sales strategy are presented:

2.2 Product

It is the totality of the design of the subject or method that gives the number of benefits to the customer, what needs to be observed from a product is that the customer not only buys the product, but also buys the services that are in the product (Olbrich & Holsing, 2011).

2.3 Price

It is one of the sales variables that is very meaningful in providing evaluations to the product to be carried out, in determining the price of an object, it can be determined through near-area analysis, if the demand for the object is not carried over to the price of the object rising or falling, the price can be determined large (Porto, 2015; Hidayat et al., 2021). However, if the customer's request is carried away with the selling price of the object, when the price increases, the demand for the object becomes less, so that in determining the selling price, the producer can decide on a price that is not very large.

2.4 Promotion

Advertising activity intends to inform the product that the manufacturer has obtained to the customer, with the aim of providing information to the customer about that product. Advertising is persuasive communication, which is to invite, press, invite and persuade customers to buy the product (Nandan, 2005).

2.5 The place

Places or other names, distribution is a company activity that intends to make the products it produces can be accessed and reached by customers when customers need the product. In modern economic times like today, producers not only directly sell their products to final consumers, but also have used the services of various parties such as: agents, agents, wholesalers and so on (Papadopoulos, 2004; Wulandari & Nurcahya, 2015).

2.6 Brand image

To (Kotler 1994), "A brand is name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or service of one seller or group of sellers and to differentiate them from those of competitors." That is, a brand is a nickname, designation, feature, symbol, or design or a mixture of all of them which is intended to identify the goods or services of one or a group of merchants to distinguish them from competitors' products or goods.

Brand image is related between the federation and the brand because when the brand impressions that arise in the customer's memory increase, it is caused by the increasing number of customer experiences in consuming or buying the brand. Customers more often buy products with popular brands because they feel safer with known conditions, there is an assumption that popular brands are more reliable, always available and easy to find, and have undoubted quality, as a result, brands that are better known are more often chosen by customers. from unpopular brands (Homburg et al., 2009; Kumar & Meenakshi, 2011).

From some of the philosophies put forward by the experts above, it can be concluded that brand image is as complete as religion on a nickname, symbol or design as well as the opinion that a person has for a brand that is obtained from data on facts that then use the brand, as a result the opinion that This arises relatively long time ago which is created in the customer's head.

2.7 Consumer Buying Interest

Interest is referred to as a moment's condition before carrying out an action that can be used as a basis for calculating an attitude or action. Buying attention is something related to the customer's concept of buying a particular product and how much to buy, it can be claimed that buying attention is a psychological statement from the customer that reflects the concept of buying several products with a special brand (Kartajaya et al., 2019). Buying attention is also referred to as customer interest in a product by looking for bonus data (Dewi & Hartono, 2019). According to Sahir et al (2021) the attention that sticks out in consumers often contradicts the financial situation they have.

Customer buying interest is a hidden desire in the minds of customers, customer buying attention is something that is always hidden in the customer where no one can identify with certainty what the customer wants, all that manufacturers try is only predicting things that can be desired. by the customer, but the proof of that is only known by the customer himself.

One of the sales characteristics as already described is that one of the significant comparisons of the selling (marketing) design is that marketing is consumer oriented (direction to customers). The customer is the essential point of any sales effort. Every marketing effort is ultimately focused on the customer, the customer plays a significant role in determining whether the company will live or die. Companies must be able to master the selling action of customers, which is what makes customers want to buy a special product and nothing else. The company must be able to identify what influences a customer's buying decision.

2.8 Hypothesis

H1: Brand Image variable has a positive effect on Buying Interest Variables
H2: Marketing Strategy Variable has a positive effect on Brand Image Variables
H3: The Marketing Strategy Variable has a positive effect on the Purchase Interest Variable

III. Research Method

This research was carried out using a quantitative research method, which used a questionnaire distribution method as the basis for basic information. The information analysis method in this research uses SEM-PLS with the Smart PLS Type 3.0 application. As stated by Siregar (2015), it can be referred to as a research method based on positivism metaphysics, used to study populations or special illustrations. The method of collecting illustrations is usually done randomly, collecting information using 4 research instruments, analyzing quantitative or statistical information with the aim of testing assumptions that have been established.

The population that is the subject of this research is all residents aged 17 years and over in the city of Danau who had time to buy clothes at the Quenza bella fashion outlet.

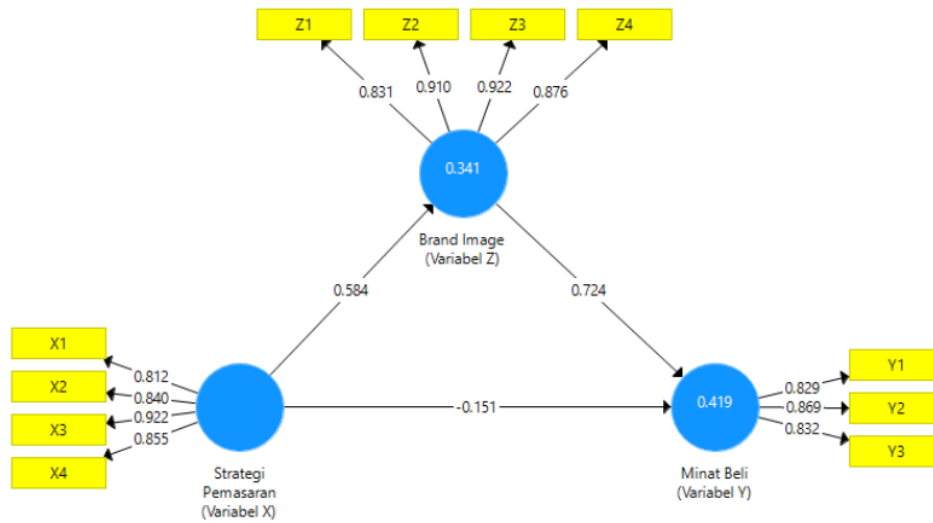## IV. Result and Discussion

4.1 e-Government Innovation
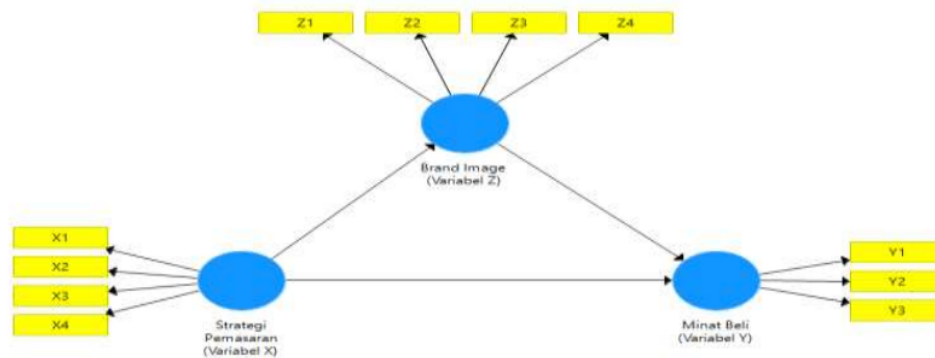
Source: primary data processed

4.2 Testing Outer Model
1) Convergent Validity
a. Outer loading

Outer loading or aspect loading. A marker is claimed to have convergent validity in good type if the outer loading number is 0, 7. Next is the outer loading number of each elastic marker.

Source: primary data processed

Based on the chart information above, it is known that each research elastic has an outer loading of 0.7. As a result, the marker can be claimed to be appropriate or adequate.

b. Average Varience Extracted(AVE)

Average Variance Extracted (AVE) is a number used in testing the validity of the convergence, the expected AVE number is > 0.5.

	Average Variance Extracted (AVE)
Brand Image _(Variable Z)	0.784
Purchase Interest(Variable Y)	0.711
Marketing Strategy(Variable X)	0.737

Source: primary data processed

Based on the chart information above, it is known that the Outer Loading and Average Variance Extracted (AVE) calculation results are 0.7. The above information does not contain a marker that proves the Average Variance Extracted (AVE) < 0.5. As a result, the marker is claimed to be appropriate.

2) Discriminant Validity

In this section, the results of the discriminant validity test will be described. The discriminant validity test uses the cross loading value. An indicator is declared to meet discriminant validity if the value of the cross loading indicator on the variable is the largest compared to other variables. The following is the cross loading value of each indicator:

	Brand Image (Variable Z)	Buying interest (Variable Y)	Marketing strategy (Variable X)
X1	0.499	0.473	0.812
X2	0.526	0.156	0.840
X3	0.541	0.149	0.922
X4	0.405	0.057	0.855
Y1	0.356	0.829	0.016
Y2	0.635	0.869	0.295
Y3	0.555	0.832	0.307
Z1	0.831	0.439	0.522
Z2	0.910	0.636	0.495
Z3	0.922	0.525	0.623
Z4	0.876	0.640	0.428

Source: Processed primary data

Based on the chart information above, it can be seen that each marker in the research elastic has the highest number of cross loading on the elastic it forms compared to the number of cross loading on the other elastic. Based on the results obtained, it can be claimed that the indicators used in this research already have good discriminant validity in managing each variable.

3) Composite reliability
Composite Reliability is the section used to test the reliability of indicators on an elastic object. Something elastic can be claimed to meet composite reliability if it has a composite reliability number of 0.7. Next, this is the composite reliability number for each elastic used in this research:

Variable	Composite Reliability
Brand Image(Variable Z)	0.935
Buying Interest(Variable Y)	0.881
Marketing Strategy (Variable X)	0. 918

Source: Processed primary data

Based on the table data above, it can be seen that the composite reliability value of all research variables is > 0.7. These results indicate that each variable has met composite reliability so that it can be concluded that all variables have a high level of reliability.

4.2 Inner Model Test
The magnitude of the determination coefficient (R-Square) is used to measure how much of the finite elastic is densely packed with other elastics. Based on information processing that has been tried using smart PLS 3.0, the R-square number is obtained:

	R Square	R Square Adjusted
Brand Image_(Variabel Z)	0. 341	0. 323
Purchase Interest (Variable Y)	0. 419	0. 387

Source: Processed primary data

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Based on the results of the chart above, the effect on the Brand Image's elasticity is 0.341 or 34.1%. On the other hand, the effect on the buying interest elastic is 0.419 or 41.9%. Which is where the value is > 0.33 so it can be stated that the model built is categorized as a balanced form.

4.3 Hypothesis test

The assumption experiment in the form of SEM PLS aims to identify the effect of exogenous variables on endogenous variables. The assumption experiment in this research was carried out by looking at the T-Statistics number and the P-Values number. The research assumption can be claimed to be obtained if the T-Statistics t table (1. 701) with a significance level of P-Values < 0.5. Furthermore, the results of the analysis of the assumption experiment.

	Value T Statistics (O/STD EV)	P Values	Results
Brand Image (Variable Z)-> Purchase Interest(Variable Y)	3.730	0.000	Received
Marketing Strategy(Variable X)-> Brand Image_(Variable Z)	2. 626	0.009	Received
Marketing Strategy_ (Variable X)-> Buying Interest_(Variable Y)	0.526	0.599	Rejected

Source: Processed primary data

We can see in the table above, the assumption test for each potential elastic bond is as follows:
1) Hypothesis Testing for Brand Image Variables on Buying Interest Variables
   The test results show that the value of t-statistics for the elastic area of activity for the elastic ability of employees is 3.730 > t-table (1,701) with p-values 0.000 > 0.05. From these results, it is stated that the hypothesis is accepted and proves that the elasticity of Brand Image affects the elasticity of buying attention
2) Hypothesis Testing of Marketing Strategy Variables on Brand Image
   The test results show that the t-statistics value for the Marketing variable on the Brand image variable is 2.626 > t-table (1.701) with p-values 0.009 > 0.05. From these results, it is stated that the hypothesis is accepted and proves that the Marketing Strategy variable has an effect on the Brand Image variable
3) Hypothesis Testing of Marketing Strategy Variables on Buying Interest Variables
   The test results show that the t-statistics for the Sales Strategy elastic to the Buying Attention elastic is 0.599 < t-table(1.701) with p-values 0.5990.05. From these results, it is claimed that the assumption is rejected and ensures that the strategy is elastic. Sales do not affect the Buy Attention elastic.

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V. Conclusion

Based on the results of research on the effects of sales strategies, brand image on customer buying attention at the quenza bella mode believer outlet, the following conclusions can be drawn:

1) Brand image has an important positive influence on buying attention, meaning that it will continue to be good for the brand image so that it will increase customer buying attention.

2) The sales strategy has an important positive influence on the brand image so that the second assumption is supported.

3) The sales strategy does not affect buying attention, so the third assumption is not supported.

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