

The Influence of Islamic Branding, Celebrity Endorsers, and Product Quality on Purchase Decisions

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Abstract

This study aims to analyze the influence of Islamic branding, celebrity endorser, and product quality on purchasing decisions. The research employed a quantitative approach using primary data collected through questionnaires distributed to consumers of Emeron Hijab Shampoo in Semarang City. The sampling technique used was purposive sampling with a total of 100 respondents. Data were analyzed using multiple linear regression with the assistance of SPSS software. The results indicate that Islamic branding, celebrity endorser, and product quality each have a positive and significant effect on purchasing decisions. Simultaneously, these three variables also significantly influence purchasing decisions. Among the independent variables, celebrity endorser has the strongest influence on purchasing decisions. These findings imply that companies should strengthen Islamic branding strategies, select appropriate celebrity endorsers, and continuously improve product quality to enhance consumer purchasing decisions.

Keywords: Islamic Branding; Celebrity Endorser; Product Quality; Purchasing Decision

Introduction

The beauty and personal care industry has experienced significant growth over the past few years, driven by increasing public awareness of hygiene, health, and personal appearance. This growth has intensified competition among companies, requiring them to continuously innovate and develop effective marketing strategies to maintain competitiveness and influence consumer purchasing decisions. According to Kotler and Armstrong (2021), companies must create products that provide superior value while implementing appropriate marketing strategies to meet changing consumer needs. Furthermore, data released by the Ministry of Economic Affairs of the Republic of Indonesia reported that the national cosmetics market

reached approximately IDR 35.6 trillion in 2025 and is projected to grow by around 4.73% annually, with the largest contribution coming from the personal care segment. This condition indicates that the personal care industry has become one of the most promising sectors while simultaneously creating increasingly intense market competition (Ekonomi 2025).

One of the fastest-growing segments within the personal care industry is hair care, particularly shampoo products. Hair care products have become daily necessities, encouraging many companies to introduce various innovations to meet diverse consumer preferences. In Indonesia, competition among shampoo brands is becoming increasingly competitive, involving major manufacturers such as PT Unilever Indonesia Tbk., PT Lion Wings, PT Kao Indonesia, PT Procter & Gamble Home Products Indonesia, PT L'Oréal Indonesia, and PT Paragon Technology and Innovation. Besides competing through product quality, companies also compete by creating unique product positioning and effective marketing communication strategies to attract consumers. As the number of Muslim women wearing hijab continues to increase, manufacturers have introduced hijab shampoo products specifically formulated to address hair problems experienced by women who wear hijab for extended periods. This phenomenon has created a new competitive market within the hair care industry.

Emeron Hijab Shampoo is one of the products developed to fulfill the specific needs of Muslim women. The product is formulated to help overcome common hair problems associated with wearing hijab, such as dandruff, hair fall, and scalp discomfort, while maintaining hair freshness throughout daily activities. According to the *Top Hijab Shampoo* ranking, Emeron Hijab Shampoo is positioned among the leading hijab shampoo brands competing with Zinc, Sunsilk, TRESemmé, Clear, Rejoice, and Azalea(*mybest*, 2024). Moreover, marketplace observations conducted through Shopee and Tokopedia indicate that several Emeron Hijab Shampoo variants have achieved more than 10,000 sales on Shopee and over 5,000 sales on Tokopedia

(2026). These findings demonstrate that Emeron Hijab products remain competitive in the Indonesian market despite the presence of numerous competing brands. Nevertheless, maintaining consumer purchasing decisions requires companies to understand various factors influencing consumer behavior beyond product availability alone.

Among the marketing strategies frequently implemented in Muslim consumer markets is Islamic Branding. Islamic Branding integrates Islamic values into brand identity and marketing communication to establish emotional connections with Muslim consumers (Riska, Ashlah, and Wijiono 2024). Considering that approximately 87.13% of Indonesia's population is Muslim, this strategy represents an important competitive advantage for companies targeting Muslim consumers (Muhamad 2025). Emeron Hijab applies this concept by positioning its products specifically for Muslim women wearing hijab and by communicating messages that reflect Islamic values and consumers' daily needs. Besides Islamic Branding, companies increasingly utilize Celebrity Endorsers to strengthen promotional effectiveness. Celebrity endorsers are expected to enhance advertising attractiveness, increase consumer trust, and strengthen brand image through their credibility, attractiveness, and compatibility with the promoted products (Hasanah 2023). Product Quality also remains an essential determinant of purchasing decisions because consumers tend to prefer products capable of delivering functional benefits that match their expectations (Kotler, Philip & Armstrong 2021). Therefore, Islamic Branding, Celebrity Endorser, and Product Quality are considered important marketing variables influencing purchasing decisions for hijab shampoo products.

To obtain preliminary information regarding consumer preferences, a pre-survey involving 31 respondents was conducted in Semarang City. The results revealed that only 12.9% of respondents used Emeron Hijab Shampoo, while competing brands, particularly Sunsilk, dominated consumer preferences. These findings indicate that although Emeron Hijab records relatively high marketplace sales, the product has not yet become the primary choice among hijab shampoo

consumers in Semarang. This phenomenon suggests the existence of several factors affecting purchasing decisions, including consumers' perceptions of Islamic Branding, Celebrity Endorser, and Product Quality. Consequently, further empirical investigation is required to identify the influence of these variables on purchasing decisions. Semarang City was selected as the research location because it is the capital city of Central Java, has a large Muslim population, and represents diverse demographic characteristics, making it suitable for examining consumer purchasing behavior in the hijab shampoo market.

Previous studies have produced inconsistent findings regarding the determinants of purchasing decisions. Several researchers reported that Islamic Branding significantly influences purchasing decisions, whereas other studies found no significant relationship between the two variables. Similar inconsistencies were also identified in studies examining Celebrity Endorser and Product Quality. Some researchers concluded that both variables positively influence purchasing decisions, while others reported insignificant effects. These inconsistent findings indicate that the influence of Islamic Branding, Celebrity Endorser, and Product Quality may vary depending on product characteristics, consumer demographics, and research contexts. Furthermore, previous studies have predominantly focused on cosmetic products and Muslim fashion, whereas studies investigating hijab shampoo products remain relatively limited, particularly those examining the combined influence of Islamic Branding, Celebrity Endorser, and Product Quality in Semarang City.

Based on the identified phenomenon and research gap, this study aims to examine the influence of Islamic Branding, Celebrity Endorser, and Product Quality on Purchasing Decisions of Emeron Hijab Shampoo products in Semarang City. This research is expected to contribute to the development of consumer behavior and marketing literature while providing practical recommendations for companies in designing more effective marketing strategies for Muslim consumer markets.

Literature review

Theory of Planned Behavior (TPB)

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The Theory of Planned Behavior (TPB), developed by Ajzen (2010), is an extension of the Theory of Reasoned Action (TRA) proposed by Ajzen and Fishbein (1980). TPB was developed to explain and predict human behavior by emphasizing that an individual's behavior is primarily determined by behavioral intention. According to Ajzen (2011), behavioral intention reflects an individual's readiness to perform a particular behavior and is considered the most immediate determinant of actual behavior. The stronger an individual's intention, the greater the likelihood that the behavior will be performed.

TPB proposes that behavioral intention is influenced by three principal constructs, namely attitude toward the behavior, subjective norm, and perceived behavioral control (Ajzen, 1985). These constructs provide a comprehensive framework for explaining consumer decision-making because they consider both internal and external factors that shape purchasing behavior. Consequently, TPB has been widely applied in marketing and consumer behavior research to explain why consumers decide to purchase specific products or services. (Purwanto, Budiyanto, and Suhermin 2022).

The first construct, attitude toward behavior, refers to an individual's positive or negative evaluation of performing a particular behavior. Consumers tend to develop favorable attitudes when they perceive that a product provides valuable benefits, fulfills their needs, and meets their expectations. In the context of purchasing decisions, consumers who have a positive perception of a product are more likely to develop stronger purchase intentions, which eventually lead to actual purchasing behavior. Thus, attitude serves as an important determinant of consumer decision-making because it reflects the overall evaluation of the product before the purchase is made (Purwanto, Budiyanto, and Suhermin 2022).

The second construct, subjective norm, refers to the perceived social pressure that encourages or discourages individuals from performing a particular behavior. This social influence originates from family members, friends, colleagues, reference groups, or public figures whose opinions are considered important by consumers. In marketing activities, the use of celebrity endorsers represents one of the strategies capable of shaping consumers' subjective norms. Celebrities who possess credibility, attractiveness, and positive public images are able to influence consumers' perceptions and strengthen their confidence in the promoted products. Consequently, consumers become more inclined to purchase products that are endorsed by public figures they admire or trust (Purwanto, Budiyo, and Suhermin 2022).

The third construct, perceived behavioral control, represents an individual's perception regarding the ease or difficulty of performing a particular behavior. This construct reflects consumers' beliefs about whether they possess sufficient resources, opportunities, and capabilities to perform the intended action. In purchasing behavior, perceived behavioral control may be influenced by product quality, product availability, accessibility of information, and consumers' confidence that the product can satisfy their needs. Consumers who perceive a product as reliable and capable of delivering the expected benefits are generally more confident in making purchasing decisions. Therefore, perceived behavioral control plays a significant role in strengthening consumers' purchase intentions (Purwanto, Budiyo, and Suhermin 2022).

The Theory of Planned Behavior provides an appropriate theoretical foundation for this study because it explains the behavioral mechanism underlying consumers' purchasing decisions regarding Emeron Hijab Shampoo. In this research, Islamic Branding contributes to the formation of consumers' attitudes by creating positive perceptions toward products that reflect Islamic values and comply with consumers' religious beliefs. Celebrity Endorser influences consumers' subjective norms through social influence and persuasive communication

delivered by trusted public figures. Meanwhile, Product Quality is closely associated with perceived behavioral control, as consumers' perceptions of product quality enhance their confidence that the product is capable of fulfilling their expectations. These three variables collectively shape consumers' purchase intentions, which ultimately influence their purchasing decisions. Accordingly, TPB serves as the grand theory underlying the relationships among Islamic Branding, Celebrity Endorser, Product Quality, and Purchasing Decision in this study.

Islamic Branding

Islamic Branding refers to a branding strategy that incorporates Islamic values into a product's identity to create a positive perception among Muslim consumers. Islamic Branding is characterized by a brand's compliance with Islamic principles, including the use of halal ingredients, adherence to Islamic ethical values, and the presentation of an Islamic identity (Alserhan 2011). Such branding enhances consumers' trust because it reflects conformity with religious beliefs and values.

Within the framework of the Theory of Planned Behavior (TPB), Islamic Branding is associated with attitude toward the behavior. Consumers who perceive a product as consistent with Islamic principles are more likely to develop favorable attitudes toward purchasing the product. Positive attitudes subsequently strengthen purchase intentions and increase the likelihood of making a purchasing decision.

Previous empirical studies have consistently demonstrated the significant role of Islamic branding in influencing purchasing decisions. Research conducted by (Rosmaniar 2022) reported that Islamic branding has a positive and significant effect on consumers' purchasing decisions for Sunsilk Hijab Shampoo. Similar findings were reported by (Riska, Ashlah, and Wijiono 2024), who concluded that Islamic branding positively influences consumers' purchasing decisions. Based on the

theoretical framework and previous empirical evidence, the first hypothesis of this study is formulated as follows.

H₁: Islamic Branding has a positive effect on the purchasing decisions of Emeron Hijab Shampoo consumers

Celebrity Endorser

A Celebrity Endorser refers to a public figure who is widely recognized by society and is used by companies to promote products or services. According to Kotler and Keller (2016), celebrity endorsers are considered effective marketing communication tools because they can attract consumers' attention, enhance brand image, and increase consumers' confidence in the promoted product. The effectiveness of a celebrity endorser is generally evaluated based on credibility, attractiveness, expertise, trustworthiness, and similarity with the target audience.

The use of celebrity endorsers has become one of the most popular marketing strategies in the cosmetics and personal care industry. Consumers are more likely to trust products recommended by celebrities whom they perceive as credible and influential. A celebrity who possesses a positive public image and is consistent with the characteristics of the endorsed product can strengthen consumers' confidence and encourage purchasing decisions.

Within the framework of the Theory of Planned Behavior (TPB), Celebrity Endorser represents subjective norms, which refer to consumers' perceptions of social influence when making purchasing decisions. Recommendations and endorsements from well-known public figures create social pressure that encourages consumers to purchase the endorsed product. As a result, consumers are more likely to develop purchase intentions when they perceive that the celebrity is trustworthy, knowledgeable, and compatible with the product.

Previous studies have consistently supported the relationship between celebrity endorsement and purchasing decisions. Research conducted by Dhella Auliya Rashifa and Lailatul Farida (2025) found that

celebrity endorsement has a positive and significant effect on purchasing decisions. Similar results were reported by Nurul Luthfiani Pamungkas et al. (2021), who concluded that effective celebrity endorsement positively influences consumers' purchasing decisions. Based on the theoretical arguments and previous empirical findings, the second hypothesis is formulated as follows:

H₂: Celebrity Endorser has a positive effect on the purchasing decisions of Emeron Hijab Shampoo consumers.

Product Quality

Product Quality is one of the primary factors influencing consumers' purchasing decisions. According to Kotler and Keller (2016), product quality refers to a product's ability to perform its functions, including durability, reliability, precision, ease of use, and other attributes that meet or exceed consumer expectations. High-quality products provide greater value to consumers, resulting in higher satisfaction and stronger purchasing intentions.

In the personal care industry, consumers tend to evaluate product quality based on the product's effectiveness, safety, ingredients, and overall performance. A product that consistently delivers the expected benefits is more likely to gain consumers' trust and encourage repeat purchases. Therefore, maintaining high product quality is essential for companies to strengthen their competitive advantage and increase consumers' purchasing decisions.

Within the framework of the Theory of Planned Behavior (TPB), Product Quality is associated with perceived behavioral control, which reflects consumers' confidence in their ability to obtain the expected benefits from using a product. Consumers who perceive a product as having high quality are more confident that the product will satisfy their needs and solve their problems. This positive perception strengthens their purchase intention and ultimately influences their purchasing decision.

Previous empirical studies have consistently demonstrated a positive relationship between product quality and purchasing decisions. Research conducted by Hendra Eka Pristiawan et al. (2022) concluded that product quality has a positive and significant effect on consumers' purchasing decisions. Similar findings were reported by Devi Edriani (2021), who found that higher product quality significantly increases consumers' purchasing decisions. Based on the theoretical framework and previous empirical evidence, the third hypothesis of this study is formulated as follows:

H3: Product Quality has a positive effect on the purchasing decisions of Emeron Hijab Shampoo consumers.

Hypothesis Development

Based on the Theory of Planned Behavior and previous empirical studies, Islamic Branding, Celebrity Endorser, and Product Quality are expected to influence consumers' purchasing decisions. Individually, each independent variable is assumed to have a positive effect on purchasing decisions. Furthermore, these three variables are also expected to simultaneously influence consumers' purchasing decisions regarding Emeron Hijab Shampoo. Therefore, the hypotheses proposed in this study are as follows:

H₁: Islamic Branding has a positive and significant effect on the purchasing decisions of Emeron Hijab Shampoo consumers.

H₂: Celebrity Endorser has a positive and significant effect on the purchasing decisions of Emeron Hijab Shampoo consumers.

H₃: Product Quality has a positive and significant effect on the purchasing decisions of Emeron Hijab Shampoo consumers.

H₄: Islamic Branding, Celebrity Endorser, and Product Quality simultaneously have a positive and significant effect on the purchasing decisions of Emeron Hijab Shampoo consumers.

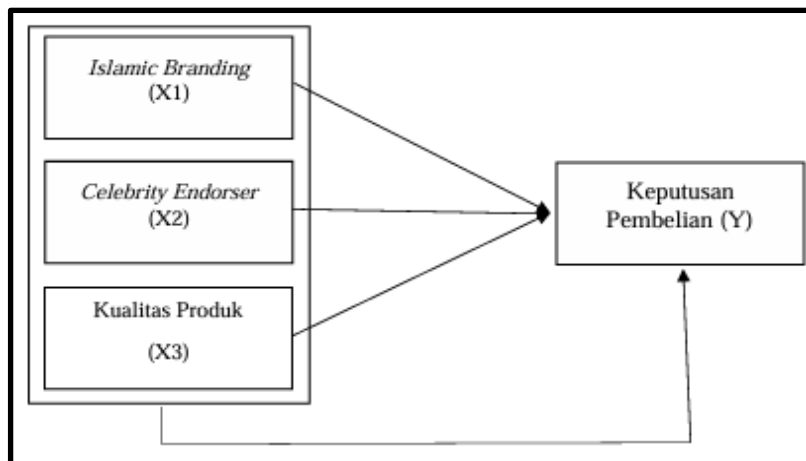


Figure 1. Hypothesis

Research Method

This study employed a quantitative research approach to examine the effects of Islamic Branding, Celebrity Endorser, and Product Quality on consumers' purchasing decisions regarding Emeron Hijab Shampoo in Semarang City. A quantitative approach was selected because it enables researchers to measure the relationships among variables objectively through statistical analysis. The research was conducted in Semarang City, Central Java, Indonesia, considering that the city has a large Muslim population and represents a heterogeneous consumer market suitable for investigating purchasing decisions for hijab shampoo products.

The population of this study consisted of consumers who had purchased and used Emeron Hijab Shampoo in Semarang City. Since the exact population size was unknown, the sample size was determined using the Lemeshow formula. Based on this calculation, a total of 100 respondents were selected as research participants. The respondents were chosen using a purposive sampling technique with the following criteria: (1) respondents domiciled in Semarang City; (2) respondents aged 17 years or older; and (3) respondents who had purchased and used Emeron Hijab Shampoo. These criteria were established to ensure that all respondents possessed sufficient experience to evaluate the research variables.

Primary data were collected through a structured questionnaire distributed online using Google Forms. The questionnaire employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement instruments were developed based on indicators adopted from previous studies. Islamic Branding was measured using four indicators: brand importance, brand familiarity, consumer trust, and halal certification. Celebrity Endorser was measured using the TEARS Model, consisting of trustworthiness, expertise, attractiveness, respect, and similarity. Product Quality was measured using six indicators: performance, features, reliability, conformance to specifications, durability, and perceived quality. Purchasing Decision was measured using indicators related to consumers' purchasing behavior and decision-making process.

Prior to hypothesis testing, the research instrument was evaluated using validity and reliability tests. Item validity was assessed using the Pearson Product Moment correlation, while reliability was evaluated using Cronbach's Alpha, where a coefficient greater than 0.60 indicated acceptable internal consistency. Furthermore, classical assumption tests comprising normality, multicollinearity, and heteroscedasticity tests were conducted to ensure that the regression model satisfied the assumptions required for multiple linear regression analysis. The normality test employed the Kolmogorov–Smirnov method, multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values, and heteroscedasticity was examined using the Glejser test (Machali, M.Pd 2021).

The research hypotheses were tested using multiple linear regression analysis with the assistance of IBM SPSS Statistics version 26 (Aflah, Risnawati, and Hamdani 2025). The regression model used in this study is expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

where Y represents Purchasing Decision, X_1 represents Islamic Branding, X_2 represents Celebrity Endorser, X_3 represents Product

Quality, α denotes the constant, β_1 – β_3 represent the regression coefficients, and e represents the error term. The coefficient of determination (R^2) was used to measure the proportion of variance in purchasing decisions explained by the independent variables (MADE YULIARA 2016). Partial effects were examined using the t-test, while simultaneous effects were analyzed using the F-test, both employing a significance level of 5% ($\alpha = 0.05$) (Aulia, Sumiharsono, and Triwahyuni 2023).

Results and Discussion

This study involved 100 respondents who met the predetermined sampling criteria, namely consumers residing in Semarang City, aged at least 17 years, and having purchased and used Emeron Hijab Shampoo. The respondents' demographic characteristics were analyzed to provide an overview of the research sample. The characteristics analyzed included gender and age.

Validity Test

The validity test was conducted to determine whether each questionnaire item was capable of measuring the intended research variable. The test employed the Pearson Product Moment correlation by comparing the calculated correlation coefficient (r-count) with the critical value (r-table). An item was considered valid if the value of r-count exceeded r-table and the significance value was less than 0.05.

Table 1. Validity Test

Variabel	Item	R Hitung	R Tabel	Keterangan
<i>Islamic Branding</i> (X1)	X1.1	0,729	0,195	Valid
	X1.2	0,528	0,195	Valid
	X1.3	0,488	0,195	Valid
	X1.4	0,622	0,195	Valid
	X1.5	0,523	0,195	Valid
	X1.6	0,418	0,195	Valid
	X1.7	0,510	0,195	Valid
<i>Celebrity Endorser</i> (X2)	X2.1	0,281	0,195	Valid
	X2.2	0,565	0,195	Valid
	X2.3	0,512	0,195	Valid
	X2.4	0,484	0,195	Valid
	X2.5	0,629	0,195	Valid
	X2.6	0,617	0,195	Valid

	X2.7	0,520	0,195	Valid
	X2.8	0,592	0,195	Valid
	X2.9	0,678	0,195	Valid
	X2.10	0,446	0,195	Valid
Kualitas Produk (X3)	X3.1	0,625	0,195	Valid
	X3.2	0,605	0,195	Valid
	X3.3	0,541	0,195	Valid
	X3.4	0,582	0,195	Valid
	X3.5	0,705	0,195	Valid
	X3.6	0,629	0,195	Valid
Keputusan Pembelian (Y)	X4.1	0,578	0,195	Valid
	X4.2	0,705	0,195	Valid
	X4.3	0,689	0,195	Valid
	X4.4	0,629	0,195	Valid
	X4.5	0,541	0,195	Valid
	X4.6	0,554	0,195	Valid

The results of the validity test indicate that all questionnaire items have correlation coefficients greater than the critical value and significance values below 0.05. Therefore, all measurement items are considered valid and suitable for subsequent statistical analysis.

Reliability Test

The reliability test was performed using Cronbach's Alpha to evaluate the internal consistency of the measurement instrument. A Cronbach's Alpha value greater than 0.60 indicates that the instrument is reliable.

Table 2. Reliability Test

Variabel	Reliability Coefficients	Cronbach's Alpha	Keterangan
<i>Islamic Branding</i>	7	0,605	Reliabel
<i>Celebrity Endorser</i>	10	0,726	Reliabel
Kualitas Produk	6	0,686	Reliabel
Keputusan Pembelian	6	0,674	Reliabel

The reliability test results show that all research variables have Cronbach's Alpha values exceeding 0.60. Accordingly, the questionnaire demonstrates satisfactory internal consistency and is considered reliable for measuring Islamic Branding, Celebrity Endorser, Product Quality, and Purchasing Decision.

Normality Test

The normality test was conducted using the Kolmogorov–Smirnov method to determine whether the regression residuals were normally distributed.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal	Mean	0,0000000
Parameters	Std. Deviation	1,48453674
Most Extreme	Absolute	0,062
Differences	Positive	0,050
	Negative	-0,062
Test Statistic		0,062
Asymp Sig. (2-tailed)		0,200
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The normality test results show that the significance value is greater than 0.05, indicating that the residuals are normally distributed. Therefore, the normality assumption required for multiple linear regression analysis has been satisfied.

Multicollinearity Test

The multicollinearity test was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values for each independent variable.

Table 4. Multicollinearity Test

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Beta	Std. Error	Beta		
1	(Constant)	-0,610	1,827		-0,334	0,739
	<i>Islamic Branding</i> (X1)	0,218	0,075	0,242	2,906	0,005
	<i>Celebrity Endorser</i> (X2)	0,263	0,069	0,377	3,807	<0,001
	Kualitas Produk (X3)	0,298	0,100	0,302	2,997	0,003
a. Dependent Variabel : Keputusan Pembelian (Y)						

The multicollinearity test indicates that all independent variables have Tolerance values greater than 0.10 and VIF values below 10. These findings demonstrate that no multicollinearity exists among the independent variables, and the regression model satisfies the multicollinearity assumption.

Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the variance of the residuals remained constant across all observations in the regression model. In this study, heteroscedasticity was examined using the Scatterplot graph, which was generated by plotting the standardized residuals against the standardized predicted values. The regression model is considered free from heteroscedasticity if the residual points are randomly dispersed around the horizontal axis without forming a specific pattern.

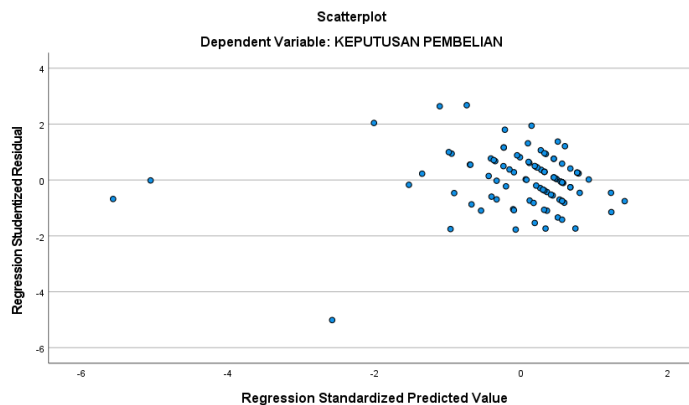


Figure 2. Heteroscedasticity

As shown in Figure 1, the residual points are randomly distributed above and below the zero line on the Y-axis without forming any discernible pattern, such as a funnel-shaped, wave-like, or clustered distribution. This random distribution indicates that the regression model does not exhibit heteroscedasticity. Therefore, the assumption of homoscedasticity has been satisfied, and the regression model is appropriate for further multiple linear regression analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effects of Islamic Branding(X_1), Celebrity Endorser (X_2), and Product Quality (X_3) on Purchasing Decision(Y). The analysis was performed using IBM SPSS Statistics version 26. The results of the multiple linear regression analysis are presented in Table 5.

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Table 5. Multiple Linear Regression Analysis

Model	Coefficients				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients Beta	Std. Error	Standardized Coefficients Beta				tolerance	VIF
1 (Constant)	-0,610	1,827			-0,334	0,739		
Islamic Branding(X_1)	0,218	0,075	0,242		2,906	0,005	0,434	2,306
Celebrity Endorser (X_2)	0,263	0,069	0,377		3,807	<0,001	0,307	3,262
Kualitas Produk (X_3)	0,298	0,100	0,302		2,997	0,003	0,295	3,390

a. Dependent Variabel : Keputusan Pembelian (Y)

Substituting the regression coefficients obtained from the analysis, the regression equation becomes:

$$Y = -0,610 + 0,218 X_1 + 0,263 X_2 + 0,298 X_3 + e$$

The regression equation indicates that all independent variables have positive regression coefficients, suggesting that improvements in Islamic Branding, Celebrity Endorser, and Product Quality are associated with an increase in consumers' Purchasing Decisions, assuming that the other independent variables remain constant. Therefore, each independent variable contributes positively to explaining variations in purchasing decisions for Emeron Hijab Shampoo consumers in Semarang City.

Furthermore, the regression coefficients demonstrate the magnitude of the contribution of each independent variable to the dependent variable. A larger regression coefficient indicates a stronger contribution of the corresponding independent variable in influencing purchasing decisions. However, the statistical significance of each

variable is determined through hypothesis testing using the t-test, while the simultaneous effect of all independent variables is evaluated using the F-test.

Hypothesis Testing

Hypothesis testing was conducted to examine the partial and simultaneous effects of Islamic Branding, Celebrity Endorser, and Product Quality on Purchasing Decision. Partial effects were analyzed using the t-test, while the simultaneous effect was examined using the F-test. In addition, the coefficient of determination (Adjusted R^2) was used to evaluate the explanatory power of the regression model.

Coefficient of Determination Test (R^2)

The coefficient of determination test was conducted to determine the extent to which Islamic Branding, Celebrity Endorser, and Product Quality explain the variation in Purchasing Decision.

Table 6. Coefficient of Determination Test (R^2)

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0,844	0,712	0,703		1,50755
a. Predictors : (Constant), Kualitas Produk, <i>Islamic Branding</i> , <i>Celebrity Endorser</i>					
Dependent Variable: Keputusan_Pembelian_Y					

Based on Table 6, the Adjusted R Square value is 0.703. This result indicates that 70.3% of the variation in consumers' purchasing decisions can be explained by Islamic Branding, Celebrity Endorser, and Product Quality, while the remaining 29.7% is explained by other variables that were not included in this research model. Therefore, the regression model has strong explanatory power in explaining consumers' purchasing decisions regarding Emeron Hijab Shampoo in Semarang City.

Partial Test (t-test)

The partial test (t-test) was conducted to determine the individual effect of each independent variable on Purchasing Decision. A hypothesis is accepted when the significance value is less than 0.05.

Table 7. Partial Test

		Coefficients			
	Model	Unstandardized	Standardized	t	Sig.
		Coefficients	Coefficients		
		Beta	Beta		
1	(Constant)	-0,610		-0,334	0,739
	<i>Islamic Branding</i> (X1)	0,218	0,242	2,906	0,005
	<i>Celebrity Endorser</i> (X2)	0,263	0,377	3,807	<0,001
	Kualitas Produk (X3)	0,298	0,302	2,997	0,003
Dependent Variabel : Keputusan Pembelian (Y)					

Effect of Islamic Branding on Purchasing Decision

The results of the t-test indicate that Islamic Branding has a calculated t-value of 2.906 with a significance value of 0.005, which is lower than the significance level of 0.05. Therefore, H1 is accepted, indicating that Islamic Branding has a positive and significant effect on Purchasing Decision. These findings suggest that consumers tend to make purchasing decisions when they perceive that the product reflects Islamic values and possesses a trustworthy halal identity.

Effect of Celebrity Endorser on Purchasing Decision

The results show that Celebrity Endorser has a calculated t-value of 3.807 with a significance value of 0.000, which is lower than 0.05. Therefore, H2 is accepted, indicating that Celebrity Endorser has a positive and significant effect on Purchasing Decision. In addition, Celebrity Endorser has the highest standardized regression coefficient among the independent variables, indicating that it is the most influential variable affecting consumers' purchasing decisions regarding Emeron Hijab Shampoo.

Effect of Product Quality on Purchasing Decision

The t-test results further indicate that Product Quality has a calculated t-value of 2.997 with a significance value of 0.003, which is lower than 0.05. Therefore, H3 is accepted, indicating that Product Quality has a positive and significant effect on Purchasing Decision. These findings imply that consumers are more likely to purchase

Emeron Hijab Shampoo when they perceive the product as having superior quality and performance.

Simultaneous Test (F-test)

The simultaneous test (F-test) was conducted to examine whether Islamic Branding, Celebrity Endorser, and Product Quality simultaneously influence Purchasing Decision.

Table 8. Simultaneous Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	539,209	3	179,736	79,084	<0,001
	Residual	218,181	96	2,273		
	Total	757,390	99			
a. Dependent Variabel : Keputusan Pembelian						
b. Predictors : (Constant), Kualitias Produk, <i>Islamic Branding</i> , <i>Celebrity Endorser</i>						

Based on Table 8, the calculated F-value is 79.084 with a significance value of 0.000, which is lower than the significance level of 0.05. Therefore, H4 is accepted, indicating that Islamic Branding, Celebrity Endorser, and Product Quality simultaneously have a positive and significant effect on Purchasing Decision. These findings demonstrate that the three independent variables collectively contribute to consumers' purchasing decisions regarding Emeron Hijab Shampoo in Semarang City.

Conclusion

This study examined the effects of Islamic Branding, Celebrity Endorser, and Product Quality on the purchasing decisions of Emeron Hijab Shampoo consumers in Semarang City. The findings indicate that all three independent variables have positive and significant effects on purchasing decisions. Individually, Islamic Branding, Celebrity Endorser, and Product Quality significantly influence purchasing decisions. Among these variables, Celebrity Endorser has the strongest influence on consumers' purchasing decisions.

Furthermore, the simultaneous test confirms that Islamic Branding, Celebrity Endorser, and Product Quality jointly have a positive and significant effect on purchasing decisions. The coefficient of

determination indicates that 70.3% of the variation in purchasing decisions is explained by the three independent variables, while the remaining 29.7% is influenced by other factors not examined in this study.

These findings support the Theory of Planned Behavior, indicating that consumers' purchasing decisions are influenced by attitudes toward Islamic branding, subjective norms represented by celebrity endorsers, and perceived behavioral control reflected in product quality. Therefore, companies should continuously strengthen Islamic branding strategies, collaborate with credible celebrity endorsers, and maintain high product quality to improve consumers' purchasing decisions.

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