



The Influence Of Product Innovation And Brand Image On The Purchase Decision Of Hijab Products Trough Purchase Intention

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Abstract

This research aims to analyze and determine the influence of Product Innovation and brand image on purchasing decisions, with purchase intention as an intervening variable. This study used quantitative research with primary data types and non-probability sampling techniques with as many as 75 sample respondents. Data was collected through questionnaires and processed using testing with SPSS version 20. The results of this study are that Product Innovation and brand image do not affect purchasing decisions, buying intention has a positive effect on purchasing decisions, Product Innovation and brand image have a positive impact on buying Intention, buying Intention can mediate Product Innovation on purchasing decisions, but buying Intention cannot mediate Brand image of purchasing decisions.

Introduction

Indonesia is a majority country with a Muslim population of 229.62 million people, or 87.2% of the total population of 269.6 million people (www.kemenag.com). Muslims are required to wear Muslim clothing because Islamic law requires both women and men to cover their aura. The use of Muslim clothing is a necessity in fashion and aesthetics for every Muslim because it will cause the desire to buy clothes with different models or designs, especially for Muslim clothing. One way of dressing for Muslim women is wearing hijab as a daily activity.

Over time, fashion has become part of the lifestyle, resulting in a more minimalist and stylish concept. This shows that the fashion business is a promising prospect and always has enthusiasts in this modern era. The hijab is one of the current fashion trends for Muslim women, especially Generation Z. Nowadays, hijab is increasingly popular and part of fashion, as a result of which many types of models exist, such as the Paris hijab, instant hijab, sari hijab, pashmina hijab, and Bergo hijab.

With the tagline "Cultivate Beauty in Versatility," Lafiye is one of the hijab fashion brands established in 2017. It has a variety of product categories, ranging from hijab, basic, instant, and premium to clothing and other accessories loved by Generation Z today.

Purchaser decisions are also influenced by product innovation, brand image, and buying intention. Product innovation is considered to eliminate customer boredom with product choices that are usually not diverse and unique (Al Rasyid & Tri Indah, 2018). The increasing number of hijab product brands requires a company to create a new product innovation that has more value. Innovation must be made to improve consumer purchasing decisions.

Meanwhile, before purchasing, customers look for information about a good brand. A good brand image can attract customers and increase the company's excellence. Therefore, brand image is considered a factor that will influence the purchase decision of Lafiye hijab products (Rosita & Novitaningtyas, 2021). Consumers who have a desire to buy an item based on the experience of using or consuming that item are known as buying intention. Purchasing decisions are influenced by buying intention, which is caused by the Intention that each buyer has. Although buying Intention is based on rational and emotional intention s,



consumers with rational intention s will buy something they want. However, consumers with emotional intention s will rush to buy something that is not wanted.

With so many hijab products today, Lafiye provides many innovative products similar to hijab brands, namely Buttonscarves, Elzatta, and Zoya, but different from the quality in Lafiye. Many consumers are intention ed in buying Lafiye products because of their affordable prices and quality, which is no less competitive with other brands. Here is the price list of Lafiye, *Buttonscarves*, Elzatta, and Zoya hijab products:

Table 1. Hijab Price Comparison

Hijab	Price
Lafiye	Rp96.000 – Rp219.000
Buttonscarves	Rp245.000 – Rp425.000
Elzatta	Rp69.000 – Rp279.000
Zoya	Rp109.000 – Rp159.000

Soures: Data processed from official web and official marketplace

Judging from Table 1, the price of each hijab product is Lafiye, starting from Rp. 96,000 – Rp. 219,000, Buttonscarves starting from Rp. 245,000 – Rp. 425,000, Elzatta starting from Rp. 69,000 – Rp. 279,000 and Zoya starting from Rp. 109,000 – Rp. 159,000. Based on the price list from the data in Table 1, the Lafiye hijab is more affordable than other hijab products because it can enter all types of Generation Z youth markets in Indonesia.

Besides being affordable compared to other hijab products, Lafiye excels in fabric products made from Tencel material. Based on the results of sales reviews in the *marketplace*, Lafiye's sales reviews are varied and positive, indicating that consumers feel happy when buying Lafiye products and getting to know the Lafiye brand. The results of reviews in various *markets* state this:

Table 2. Marketplace Sales Review

Marketplace	Review
TikTok	4.9/5.0
Tokopedia	5.0/5.0
Shopee	4.9/5.0

Sources: Processed from Official Marketplace Data

The level of sales in various marketplaces in Table 2 has a good influence on the purchase of Lafiye products for the assessment of the TikTok marketplace has a value of 4.9/5.0, Tokopedia is 5.0/5.0, and Shopee is 4.9/4.9. So, the Tokopedia marketplace has a more excellent rating than TikTok and Shopee, which is 0.1.

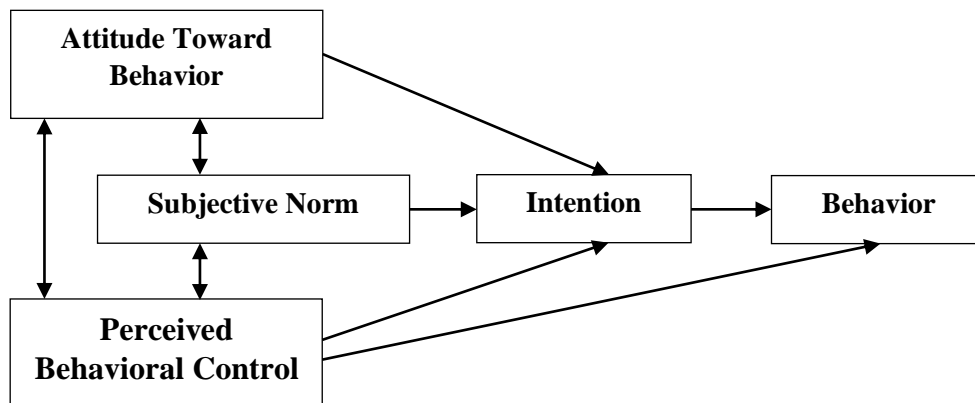
This statement is supported by previous research conducted by (Al Rasyid and Tri Indah, 2018), showing that product innovation has a positive and significant effect on purchasing decisions. Meanwhile, (Ernawati, 2019) shows that product innovation does not influence purchasing decisions.

Research on brand image conducted by (Rosita & Novitaningtyas, 2021) shows that brand image has a significant positive effect on purchasing decisions. Meanwhile (Sinaga & Hutapea, 2022) shows that brand image does not influence purchasing decisions.

Literature Review

Theoretical Framework

The Theory of Planned Behavior (TPB) is a development of the *Theory of Reasoned Action* (TRA) described by Ajzen in 1980. This theory explains how a person can perform a certain action by understanding individual desires and attitudes, so that this theory can influence a person regarding his behavior, such as making decisions about purchases (Ajzen, 1991).



The components of the Theory of Planned Behavior are Attitude Toward Behavior, Subjective Norms, Control of perceived behavior, Intention and Behavior. Attitudes can determine whether a person accepts or rejects an object and behavior by measuring its qualities, such as good or bad, agreeing or rejecting, and so on.

A person's attitude is an assessment of their behavior; this assessment can be positive or negative. Attitudes that are judged positively will affect the way they live.

Product innovation

Product innovation is a product or service that consumers perceive. Product innovation is significant for companies because it will encourage consumers to buy products (Harliningtyas et al., 2020). According to (Maulana & Alisha, 2020), product innovation indicators create new markets, new products complement each other, products can expand marketing, and products are cheaper.

Brand image

Brand image has a significant influence on customer behavior. To have an excellent opportunity to attract customers, the brand image must create a target market, such as the satisfaction of customers who have used the brand, because the brand has unique and diverse products compared to competing brands. Brand image has indicators such as. (1) Brand association advantage is a brand advantage where the product is superior to competitors. (2) The strength of brand association is that every valuable brand has a soul, a unique personality

that can express and socialize the soul/personality. (3) The uniqueness of the brand association is the uniqueness of the brand

Buying Intention

Buying Intention is a consumer behavior that shows customer desire as a response that arises to make a purchase. Buy Intention occurs because of the sincerity to have something sacrificed because of the taste arising from the quality of the product provided by the company to consumers. There are four indicators of buying Intention (Maulana & Alisha, 2020): transactional Intention, referential Intention, preferential Intention, and exploration intention.

Purchase decision

The purchasing decision is made by a person or individuals to purchase or acquire a product that will hopefully meet their needs and that they are willing to bear the consequences that the product may bring. According to (Hanggamara, 2022; Raharjo, 2019) there are four indicators in purchasing decisions, namely having used the product, purchasing decision, post-purchase behavior, and product choice.

Hypothesis Development

Product innovation is part of one of the aspects that can influence purchasing decisions. Industry agencies must always innovate if they want to retain their customers. By innovating on products, they can have more options and meet consumer expectations.

Based on the results of research conducted by (Al Rasyid & Tri Indah, 2018; Fadhillah & Cahya, 2022; Permatasari & Maryana, 2021) show that *Product Innovation* positively influences purchasing decisions.

H1: *Product Innovation* has a positive and significant effect on purchasing decisions.

Brand image forms an understanding of the brand that is embedded in the consumer's mind. In order to have the potential to attract customers, brands must create a target market based on the level of customer satisfaction that has used the brand. This target market should include unique and diverse products from competing brands.

Consumers' choice to buy something can be influenced by brand image. Companies should pay attention to brand image as it can affect the feelings of customers so that they



expect positive feelings about the brand (Dwi & Safavi, 2021). Based on the results of research conducted by (Budiono et al., 2021; Nurliyanti et al., 2022; Rosita & Novitaningtyas, 2021) show that brand image has a positive impact on purchasing decisions.

H2: *Brand image* has a positive and significant effect on Purchase decision

Buying Intention is a consumer's action that describes the desire to buy something in response to the urge to make a purchase. This happens because of the seriousness to have something at sacrifice and because there is a perception of the quality of the products provided by the company for consumers.

Based on the results of research conducted by (Apprilia & Dwijayanti, 2021; Badri & Safitri, 2021; Hartati, 2021) indicates that purchase Intention has a positive impact on purchasing decisions.

H3: Buying Intention has a positive and significant effect on the purchase decision.

Product innovation is a factor that affects consumers' buying Intention because they often compare the products they want to buy with products offered by other manufacturers. Creating new products that attract consumers is the most important part of product innovation (Suroso & Sri Setyo Iriani, 2014).

Therefore, by developing new products, the company is expected to be able to secure a strategic position in the market, be able to extend the life cycle of its products, protect itself from competitors, and meet customer desires. Based on the results of research conducted by (Alfiana Dwi Astuti 2023; Maulana & Alisha, 2020; Rohadatul Anisa, 2021) shows that *Product Innovation* positively influences buying intention.

H4: The influence of *Product Innovation* has a significant positive effect on buying Intention.

In addition to product innovation, brand image also has an impact on consumer buying intention. According to Ali (2013: 210) in a journal (Italia & Islamuddin, 2021), *brand image* has features that can be seen and cannot be seen, such as concepts, beliefs, values, Intention s, and special characteristics. Based on his opinion, the brand image needs to reflect all internal and external factors that have the opportunity to influence the target market and consumers understand the brand. Therefore, brand image greatly influences attitudes and actions

The more solid the brand reputation associated with the product, the higher the consumer's Intention in buying it because they believe products with a trusted reputation provide a greater level of security when used. In addition, the stronger the brand reputation in the minds of consumers, the higher the buying Intention and level of consumer confidence to maintain loyalty to the products they buy, which in turn allows the company to maintain a positive reputation. Based on the results of research conducted by (Prasetyo et al., 2022; Prayogo et al., 2023; R. Sari, 2022) shows that brand image has a positive impact on buying Intention .

H5: The influence of *brand image* has a significant positive effect on buying intention

Product innovation variables have an influence on consumer purchasing decisions and buying Intentions. A study conducted by (Harliningtyas et al., 2020) stated that the product innovation variable did not show a significant influence on purchase decisions. Meanwhile, the study carried out by (Gustiarini & Ekowati, 2021) showed a positive and significant influence between product innovation variables on purchase decisions. Based on the results of research conducted by (Khomsin et al., 2022) and (Mulianingsih et al., 2022),



it can be concluded that product innovation has an impact on purchasing decisions through buying Intention as an intermediary factor.

H6: *Product Innovation* has a significant positive effect on purchasing decisions through buying Intention as an intervening variable.

The *Brand Image* variable has a varied effect on consumer purchasing decisions and buying intention. Research conducted by (Irsyad & Sukma, 2023) states that brand image variables do not show a significant influence on purchasing decisions. Based on the results of research conducted by (Tyassari & Hastuti, 2022) and (Palupi et al., 2023), it can be concluded that brand image has an influence on purchasing decisions through buying Intention as an intermediary factor.

H7: *Brand image* has a significant positive effect on purchase decisions through buying Intention as an intervening variable.

Research Methods

This study uses quantitative research, which analyzes data quantitatively or statistically and aims to test hypotheses and then interpret these hypotheses to reach conclusions (Priana & Suwandi, 2019)

The population of this study is all consumers of Lafiye hijab users who live in Java Java Province, where the population cannot be known with certainty. A sample of 75 respondents.

This study used *a non-probability sampling technique*; in other words, this sample had no chance or possibility for selected members of the population to be taken as a sample. With *purposive sampling techniques*, samples are selected based on special considerations to produce sample units with criteria that include.

This study used research instrument tests Validity Test, Reliability Test, R² Coefficient of Determination Test, F Test, T-Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, and Analysis Path which were processed using SPSS version 20.

Results and Discussion

Validity and reliability test results

The validity test measures how variables are used in the study. The goal is to determine whether the questions in the question list are feasible. If each question score with a total score has a level ($\text{sig} < 0.05$), it is considered valid. Conversely, if each question score with a total score has a level ($\text{sig} > 0.05$), it is considered invalid. Judging from Table 1 of the test results, it can be concluded that all questions are valid.

Table 3. Validity Test

Variabel	Item Pertanyaan	r hitung	r tabel	Keterangan
Innovation Produk (X1)	Innovation Product 1	0,555	0,361	Valid
	Innovation Product 2	0,727		Valid
	Innovation Product 3	0,739		Valid
	Innovation Product 4	0,654		Valid
<i>Brand image</i> (X2)	<i>Brand image</i> 1	0,573	0,361	Valid
	<i>Brand image</i> 2	0,594		Valid
	<i>Brand image</i> 3	0,652		Valid
Intention to buy (Z)	Intention to buy 1	0,648	0,361	Valid
	Intention to buy 2	0,677		Valid
	Intention to buy 3	0,767		Valid
	Intention to buy 4	0,585		Valid
Decision to buy (Y)	Decision to buy 1	0,545	0,361	Valid
	Decision to buy 2	0,668		Valid
	Decision to buy 3	0,644		Valid
	Decision to buy 4	0,538		Valid

Reliability tests evaluate how well research variables can produce consistent data and contain no errors. This reliability test using Cronbach Alpha > 0.70 can conclude that the variable is reliable or consistent.

Table 4. Readability Test



Reliability Statistics	
Cronbach's Alpha	N of Items
.885	15

Table 4 shows that the variables product innovation, brand image, buying Intention, and purchase decision have a Cronbach alpha value greater than 0.70. This shows that the question items in this study are reliable.

1. Test Coefficient of Determination (R^2)

Table 5. Test Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616 ^a	.379	.353	1.635

a. Predictors: (Constant), Intention to buy, Brand Image,

Product Innovation

Based on Table 5, a correlation coefficient (R) of 0.616 indicates a strong relationship between the independent and dependent variables, as it is more than 0.5 and close to 1. Meanwhile, the R^2 coefficient of determination of 0.353 shows that the contribution of the independent variable can only explain or

influence the dependent variable by 35.3%, while the remaining 64.7% is influenced or explained by other variables not included in the model.

2. Test F

Table 6. F Test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	115.786	3	38.595	14.441	.000 ^b
Residual	189.761	71	2.673		
Total	305.547	74			

a. Dependent Variable: Decision to buy

b. Predictors: (Constant), Intention to buy, Brand Image, *Product Innovation*

Based on Table 6, the F test results have a coefficient value of 14.441 and a significant value of $0.000 < 0.05$. These results show that independent variables simultaneously positively and significantly impact purchasing decisions.

3. T Test

Table 7. T Test

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.589	2.203		1.629	.108
<i>Product Innovation</i>	.098	.110	.097	.887	.378
Brand Image	.281	.162	.187	1.732	.088



Intention to buy	.487	.116	.456	4.191	.000
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a. Dependent Variable: Decision to buy

From Table 7, it is known that the results of the T-test against Y are as follows:

- Product Innovation* has a beta coefficient of 0.097 and a significance value of 0.378 at an alpha coefficient of 5%. Since the significance value < 0.05 , this indicates that *product innovation* does not influence purchasing decisions.
- Brand image* has a beta coefficient of 0.187 and a significant value of 0.088 at an alpha coefficient of 5%. Since the significance value < 0.05 , this indicates that *brand image* does not influence purchasing decisions.
- Buy Intention has a beta coefficient value of 0.116 and a significant value of 0.000 at an alpha coefficient of 5%. Since the significance value < 0.05 , this indicates that buying Intention influences purchasing decisions.

4. Normality Test

Table 8. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters ^b	Mean	0E-7
	Std. Deviation	1.60135567
Most Extreme Differences	Absolute Positive	.093
	Negative	.071
		-.093
Kolmogorov-Smirnov Z		.803
Asymp. Sig. (2-tailed)		.539

a. Test distribution is Normal.

b. Calculated from data.

Based on table 8 above shows that the data for each variable has been customarily distributed, indicated by significance values of $0.539 > 0.05$.

5. Multicollinearity Test

Table 9. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.589	2.203		1.629	.108		
<i>Product Innovation</i>	.098	.110	.097	.887	.378	.724	1.381
Brand Image	.281	.162	.187	1.732	.088	.751	1.331
Intention to buy	.487	.116	.456	4.191	.000	.738	1.354

Table 9 above shows that tolerance and VIF values are obtained: tolerance values X1, X2, and Z are 0.724; 0.751, 0.738 above 0.10. Meanwhile, the VIF values of the variables X1, X2, and Z are 1.381, 1.331, and 1.354 below 10. Thus, there is no multicollinearity between independent variables in the research model.

6. Heteroscedasticity Test

Table 10. Heteroscedasticity Test

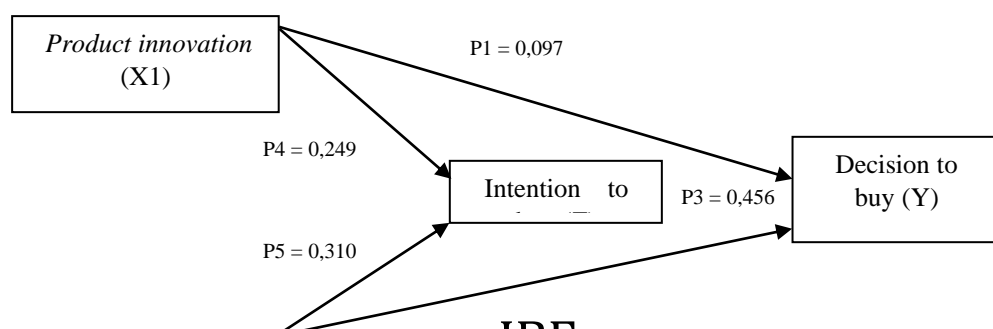
Coefficients

Model	Unstandardize d Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.837	1.356		1.355	.180
<i>Product Innovation</i>	.045	.068	.089	.668	.506
Brand Image	.125	.100	.165	1.256	.213
Intention to buy	-.173	.072	-.321	-2.425	.018

a. Dependent Variable: ABS_RES

Table 10 above shows that the significant value of *Product Innovation* is 0.506, *Brand image* is 0.213, and Buying Intention is 0.018 > 0.05, showing no symptoms of heteroscedasticity in the regression equation data.

7. Analysis path



Brand image (X2)

P2 = 0,187

$$e1 = 0,775$$

$$e2 = 0,621$$

The results of the path analysis show that the independent variable can have a direct effect on the dependent variable and an indirect effect, namely through the intervening variable.

1. The influence of *Product Innovation* on purchasing decisions through purchase intention
 - a. The direct influence of *Product Innovation* on purchasing decision P1 = 0.097
 - b. The direct effect of *Product Innovation* on buying intention P4 = 0.249
 - c. Indirect impact of *Product Innovation* and purchasing decision P4 x P3 = 0.249 x 0.456 = 0.113
 - d. The total influence of *Product Innovation* on purchasing decisions through buying Intention is direct influence + indirect influence = 0.097 + 0.113 = 0.21
 - e. Effects of mediation with Sobel tests

The mediation effect can be calculated by multiplying the coefficient (P4 x P3) at X1, which is 0.113. For this reason, see the significance of mediation as follows:

$$Sp2p3 = \sqrt{p3^2 Sp2^2 + p2^2 Sp3^2 + Sp2^2 Sp3^2}$$

$$Sp2p3 = \sqrt{0,456^2, 0,116^2 + 0,249^2, 0,116^2 + 0,116^2, 0,116^2}$$

$$Sp2p3$$

$$= \sqrt{(0,207936)(0,013456) + (0,062001)(0,013456) + (0,013456)(0,013456)}$$

$$Sp2p3 = \sqrt{0,00279701 + 0,00083404 + 0,0001816}$$



$$Sp2p3 = \sqrt{0,00381265}$$

$$Sp2p3 = 0.06175$$

Through the results of the $Sp2p3$ value, the t value of the mediation effect can be identified as follows:

$$t = \frac{p2p3}{Sp2p3} = \frac{0,113}{0,06175} = 1,829$$

Based on the calculation, t count $1.829 > t$ table 1.666 , so that the variable of buying intention can mediate *Product Innovation* on purchasing decisions.

2. The influence of *brand image* on purchasing decisions through purchase intention

- a. The direct influence of *brand image* on purchase decision $P2 = 0.187$
- b. The direct influence of *brand image* on buying intention $P5 = 0.310$
- c. Indirect impact of *brand image* and purchase decision $P5 \times P3 = 0.310 \times 0.456 = 0.141$
- d. The influence of total *brand image* on purchasing decisions through buying Intention is direct influence + indirect influence = $0.187 + 0.141 = 0.328$
- e. Effects of mediation with Sobel test

The mediation effect can be calculated by multiplying the coefficient ($P5 \times P3$) at $X2$, which is 0.141 . For this reason, see the significance of mediation as follows:

$$Sp2p3 = \sqrt{p3^2 Sp2^2 + p2^2 Sp3^2 + Sp2^2 Sp3^2}$$

$$Sp2p3 = \sqrt{0,456^2, 0,173^2 + 0,310^2, 0,116^2 + 0,173^2, 0,116^2}$$

$$Sp2p3$$

$$= \sqrt{(0,207936)(0,029929) + (0,0961)(0,013456) + (0,029929)(0,013456)}$$

$$Sp2p3 = \sqrt{0,00621816 + 0,00129464 + 0,00040272}$$

$$Sp2p3 = \sqrt{0,00791552}$$

$$Sp2p3 = 0,08896$$

Through the results of the $Sp2p3$ value, the t value of the mediation effect can be identified as follows:

$$t = \frac{p2p3}{Sp2p3} = \frac{0,141}{0,08896} = 1,584$$

Based on the calculation obtained t count $1.584 < t$ table 1.666 , the variable buying intention cannot mediate *brand image* on purchasing decisions.

Discussion

Based on the results of statistical calculations, it can be concluded that the product innovation variable has a positive but insignificant effect on purchasing decisions and obtained a value with a significance of 0.378 or more than 0.05 . Thus, the $H1$ hypothesis in this study was rejected. This shows that product innovation cannot create purchasing decisions on the part of consumers. This is supported by research conducted by (Ernawati, 2019), which states that *product innovation* negatively affects purchasing decisions.

Based on the results of statistical calculations, it can be concluded that brand image has a positive but insignificant effect on purchasing decisions obtained by Niali, with a significance of 0.088 or greater than 0.05 . Thus, the $H2$ hypothesis in this study was rejected. This shows that brand image cannot create purchasing decisions on the part of consumers. This is supported by research conducted (Sinaga & Hutapea, 2022), which states that brand image negatively affects purchasing decisions.

Based on statistical calculations, buying Intention has a significant positive effect on purchasing decisions obtained values with a significance of 0.000 or less than 0.05 . Thus, the $H3$ hypothesis in this study was accepted. This suggests that buying Intention can create purchasing decisions on the part of consumers. They are supported by research conducted by (Agus Sriyanto et al., 2019; Badri & Safitri, 2021; Hartati, 2021), which state that buying Intention has a significant positive effect on purchasing decisions.

Based on the results of statistical calculations, it can be concluded that product innovation has a significant positive effect on buying intention, obtaining a value with a significance of 0.004 or less than 0.05 . This $H4$ hypothesis in this study is accepted. It is supported by research conducted by (alfiana dwi astuti, 2023; Maulana & Alisha, 2020;



Suyaman et al., 2021), which states that product innovation has a significant positive effect on buying Intention .

Based on the results of statistical calculations, it can be concluded that brand image has a significant positive effect on buying intention, obtaining a value with a significance of 0.019 or less than 0.05. This H5 hypothesis in this study is accepted. It is supported by research conducted by (Italia & Islamuddin, 2021; Prasetyo et al., 2022; Prayogo et al., 2023), which states that brand image has a significant positive effect on buying Intention .

Based on the results of statistical calculations, it can be concluded that buying intention has a significant effect in mediating product innovation variables on purchasing decisions, and values with significance were obtained t count $1.829 > t$ table 1.666. This H6 hypothesis in this study is accepted. Supported by research conducted by (Anuang & Korry, 2020; Khomsin et al., 2022; Mulianingsih et al., 2022), which states that there is an influence of buying Intention in mediating product innovation on purchasing decisions.

Based on the results of statistical calculations, it can be concluded that buying Intention does not have a significant effect in mediating brand image on purchasing decisions, obtained values with significance t -count $1.584 < 1.666$. This H7 hypothesis in this study was rejected. This is supported by research conducted by (Irsyad & Sukma, 2023), which states that brand image does not influence purchasing decisions through buying intention.

Conclusion

Based on the results of research that has been done, the results of product innovation has a positive but not significant effect on purchasing decisions, brand image has a positive but not significant effect on purchasing decisions, buying Intention has a positive and significant effect on purchasing decisions, product innovation has a positive and significant effect on buying Intention , brand image has a positive and significant effect on buying Intention , *Product Innovation* significant favorable influence on

purchasing decisions through purchase intention as an intervening variable, meaning that buying Intention can mediate *Product Innovation* on purchasing decisions, *Brand image* does not influence purchasing decisions through buying Intention as an intervening variable, meaning that buying Intention cannot be mediated by *brand image* on purchasing decisions.

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