

# **The Role of Brand Image in Mediating the Influence of Brand Ambassadors and Sponsorship Events on Buying Interest Rabbani Products at Hafiz Indonesia Events**

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**Abstract :** *Indonesia is known as the largest Muslim majority country in the world today. This condition causes intense competition in the Muslim fashion business world. Buying interest is the most important component for the company's sales so that the sales strategy must be implemented properly through the Brand Ambassador component and Sponsorship Events mediated with Brand Image on Rabbani products. However, some things do not show the success and power of Rabbani products trying to measure brand image as an intervention. Determining this strategy can increase interest in buying Rabbani products which will be higher than other products on the market. The current strength of the brand image is expected to be able to be used by the Rabbani company as a tool to win the competition in the Muslim fashion market in Indonesia.*

**Keywords:** *Duta Brand , Sponsorship Event, Citra Brand, Buying Interest*

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Date of Submission: 09-10-2022

Date of Acceptance: 22-10-2022

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## **I. Introduction**

In Indonesia, business development is getting busier starting from local, national and international markets, especially in the clothing industry business which has become a secondary need. Nevertheless, the garment and convection industries have competed to gain loyalty from consumers. In early 2000 a technological invention has brought significant changes related to the world's economic sector, especially in Europe such as production equipment, but now it has turned into an industrial machine, small-scale manufactured goods have turned into a large scale, namely the apparel industry. Based on the rapid achievements of the apparel industry in Indonesia, textile companies have continued to produce fashion clothing, starting to manufacture fabrics on a large scale, the supply of fabrics has increased so that the convection business has also joined in producing clothes.

One of the companies in Indonesia that makes Muslim clothing products is Rabbani. CV. Rabbani is the first business pioneered by a married couple, namely H. Amry Gunawan and Hj. Nia Kurnia is an Islamic book business whose name is not widely discussed and not even famous anywhere to spread da'wah values and reading references about Islam. In 2014-2022 CV. Rabbani is able to dominate the market and compete with other Muslim fashion brands. In addition, CV. Rabbani also has a product marketing business project through the Hafiz Indonesia event which is held 8 weeks each year exactly one month before the month of Ramadan on private television, namely RCTI using the project event sponsorship concept. Then in 2017 to 2022 starting from the soap opera player Zaskia Adya Mecca, Indonesian Idol singer Fatin Shidqia, Ustadz Solmed, April Jasmine, Irfan Hakim and Syech Alwi Assegaf also became brand ambassadors of the Rabbani clothing. Thus, in line with the market reputation, Rabbani Muslim fashion is able to win a number of awards and is a top brand seller of garment products.

The empirical phenomenon in this study, namely Rabbani, has decreased quite drastically. Nevertheless, CV. Rabbani has a stable market power as well as much in demand by the school community, offices, and so on as well as CV event sponsorship activities. Rabbani is still running well enough so that the Rabbani brand, which is produced and marketed in the context of disease outbreaks such as COVID-19, is still able to compete with other competitors.

## II. Literature Review

According to Kenneth and Donald (2018:42) Brand image is a reflection of the feelings that consumers and businesses have about the entire organization as well as individual products or product lines. The definition of brand image according to Tjiptono (2015: 105) is a sign in the form of pictures, names, letters, numbers, color composition or a combination of these elements that have distinguishing power and can be used in trading goods or services. According to Keller (2013: 78). The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. According to Rangkuti (2004), brand image is a set of brand associations formed in the minds of consumers.

According to Lea-Greenwood, (2012:88) Brand ambassadors are tools used by companies to communicate with public activities to increase sales levels in order to gain popular interest or can be imitated by consumers. Such as celebrities, commercials, and international public figures. According to Firmansyah (2019: 125) stated that a brand ambassador is someone who is enthusiastic about a product and can persuade or invite customers to buy and use it. So that brand ambassadors are often used as brand advocates in the marketing sector.

According to Harris (2001:70) and Kotler (2005:179) the company's communication tool to get the market and consumers is an event. With the event, the company is able to carry out activities by organizing special events such as press conferences, seminars, exhibitions, competencies and contests. In addition, companies can improve their image through good public services, marketing based on cause (cause related marketing) which is increasingly among companies to build a positive image in the community. In addition, there is also the concept of event marketing (marketing for special events) such as talk shows, music entertainment, sponsorship special events, and so on.

According to (Kinnear and Taylor, 1995:306) buying interest is the stage of the respondent's tendency to act before the buying decision is actually made. Based on (Kotler and Keller, 2009:137) stated that buying interest is consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase. The decision to buy is influenced by the value of the evaluated product. Purchase intention (willingness to buy) is one of the consumer behavior that shows the attitude of consuming. According to (Pramono, 2012:136) consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set, then ultimately make a purchase on an alternative that they like the most or the process that consumers go through to buy an item or service. based on various considerations.

## III. Conceptual Model

The conceptual framework of this study aims to determine the relationship between the independent variable Brand Ambassador and Event Sponsorship, the intervening variable of Brand Image, and the dependent variable of Purchase Interest. So, based on the description of the background above which explains the influence of Brand Ambassadors and Event Sponsorship on Buying Interest through Brand Image, the conceptual framework of this research can be described as follows:

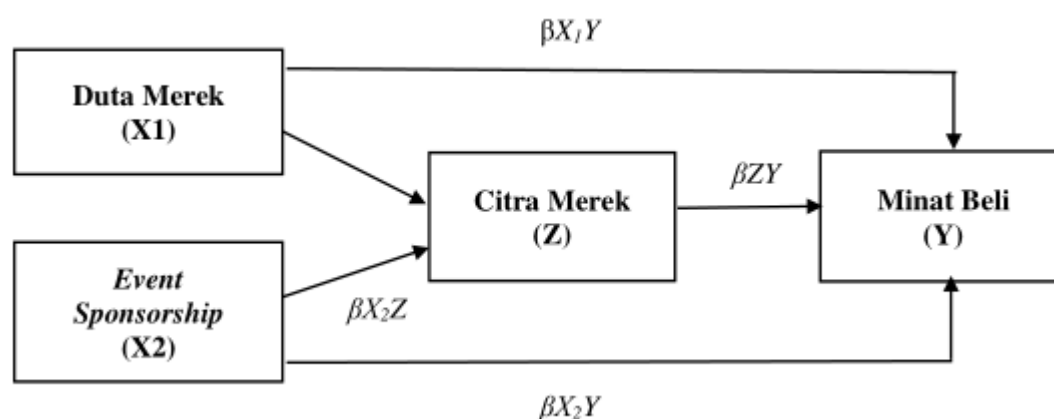


Figure 1. Conceptual Framework

## HYPOTHESIS

The Effect of Brand Ambassadors on Brand Image

Based on the statement Lea-Greenwood, (2012:88) stated that a brand ambassador or brand ambassador is a tool used by companies to communicate with the public, to take advantage of sales-related mechanisms. In research related to brand ambassadors (Masyita, 2017) and (Yolanda, 2017) they said the same thing, namely brand ambassadors had a positive and significant effect on brand image. From the results of the theoretical study

presented above, it can be concluded a hypothesis that supports the role of brand image as mediating brand ambassadors, sponsorship events on interest in buying Rabbani products at the Hafiz Indonesia event as follows:  
H1: Brand Ambassador has an effect on Brand Image.

#### The Effect of Event Sponsorship on Brand Image

Stanton (2003) stated that one of the promotional activities that are considered effective as a company's business communication strategy is so that the company's image can be known by the global community and balance it with publicity. Therefore, event sponsorship is closely related to marketing and brand image to be accepted by consumers with sponsorship schemes that have been broadcast in events. Research (Wikramayana, 2014) and Purwanto, et al., (2021) state that the role of brand image has a positive and significant influence which mediates sponsorship events on consumer buying interest in products that are of interest to consumers themselves. Research from Nursanti (2011) that the effect of sponsorship events is significant on brand image on relatively small goods. Based on the previous theoretical results, it states that they can represent the results of the role of brand image as a mediation for brand ambassadors and sponsorship events on interest in buying Rabbani products at the Hafiz Indonesia event as follows:

H2: Event Sponsorship has an effect on Brand Image.

#### The Effect of Brand Ambassadors on Buying Interest

The use of brand ambassadors or brand ambassadors is carried out by companies to influence or invite consumers. In fact, consumers can be attracted to using the product, especially because the selection of brand ambassadors is based on the image of a well-known celebrity (Royan, 2010). 2004). Research Putra, M. I., Suharyono, Abdillah., Y. (2014) states that brand ambassadors have a positive and significant effect on consumer buying interest (purchase intention) so of course consumer buying interest does not have to be related to brand ambassadors in order to bind buyers to be interested in the product. In research, Cece (2015) said that brand ambassadors or brand ambassadors had a positive and significant effect on buying interest. Based on the previous theoretical results, it is stated that the influence of brand ambassadors is significant on buying interest in Rabbani products at the Hafiz Indonesia event as follows:

H3: Brand Ambassadors have an effect on Buying Interest

#### The Effect of Sponsorship Events on Buying Interest

According to Coulson and Thomas (2002: 285), sponsorship events include an activity that can make the company's name remembered and can improve the company's image. Sponsorship events are organized by the company with the aim of making its name better known and getting a good image from the public. According to Wikramayana, and Pramudana. (2014) stated that the event held by the company invited the value of sponsorship to have a positive and significant effect on buying interest consumer. Based on previous theoretical studies, it can represent statements that the effect of sponsorship events on interest in buying Rabbani products at the Hafiz Indonesia event is very significant as follows:

H4: The better the Sponsorship Event displayed, the more influential it will be on Buying Interest

#### The Influence of Brand Image on Buying Interest

According to (Tjiptono, 2015) Brand image is a description of consumer associations and beliefs about a particular brand. Brand image or brand image is a set of associations perceived by consumers towards a particular brand, known as brand association in the book (Keller, 2013: 78). In research (Purwanto, et al. 2021) and Kadek Pratita Y, I.M Jatra, (2015) state that brand image has a positive and significant effect on buying interest, if the brand image increases, the interest in buying products also increases. Based on previous studies, it can be concluded that brand image has a significant effect on buying interest in Rabbani products in the Hafiz Indonesia event as follows:

H5: Brand Image has an effect on buying interest

#### The role of Brand Image as a mediation on the influence of Brand Ambassadors on Purchase Interest

According to (Kotler & Keller, 2016) brand image is a perception related to the brand that is described by brand associations in the memory of a consumer. According to (Tjiptono, 2015) Brand image is a description of consumer associations and beliefs about a particular brand. Brand image or brand image is a set of associations perceived by consumers towards a particular brand, known as brand association in the book (Keller, 2013: 78). According to (Rangkuti, 2004) suggested that brand image is a set of brand associations formed in the minds of consumers. So that consumers know, rate well, are interested, and there is a willingness to buy the item which is indirectly a company get a brand image that has been known by consumers.

H6: Testing and analyzing the role of Brand Image as a mediator of the influence of Brand Ambassadors on Buying Interest

#### The role of Brand Image as a mediation on the influence of Event Sponsorship on Purchase Interest

According to (Kotler & Keller, 2016) brand image is a perception related to the brand that is described by brand associations in the memory of a consumer. According to (Tjiptono, 2015) Brand image is a description of consumer associations and beliefs about a particular brand. Brand image or brand image is a set of associations perceived by consumers towards a particular brand, known as brand association in the book (Keller, 2013: 78). So that consumers know, rate well, are interested, and there is a willingness to buy these goods which indirectly a company gets a brand image that has been known by consumers.

H7: Testing and analyzing the role of Brand Image as a mediator of the influence of Event Sponsorship on Buying Interest.

### IV. Conclusion

The tight competition in the Muslim fashion industry in Indonesia makes companies have to be more competitive in presenting products that meet consumer expectations. One of the changes that occur in the era of increasingly fierce competition is the decline in consumer buying interest. The superiority of the brand image has the impact of such a big change. The development of brand image also affects the buying interest of Rabbani products, this shows that the concept of brand image has become a necessity to show the work of the company or organization entity. Strategic planning and complex utilization within the company are needed as a solution to face the uncertain changes that occur in the era of increasingly fierce competition.

In the fierce competition era, Rabbani Company requires an effective and efficient product sales strategy concept. With increasingly fierce competition, the concept of product sales strategy becomes the main subject in overcoming threats and opportunities. For this reason, further research is needed to determine the role of brand ambassadors and event sponsorships in increasing buying interest through brand image.

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Ahmad Syauqil Ulum, et. al. "The Role of Brand Image in Mediating the Influence of Brand Ambassadors and Sponsorship Events on Buying Interest Rabbani Products at Hafiz Indonesia Events." *IOSR Journal of Business and Management (IOSR-JBM)*, 24(10), 2022, pp. 18-23.