Jurnal Dinamika Ekonomi Syariah
Vol. 13, No. 2, 2026, hlm. 299 - 306
http://ejurnal.iaipd-nganjuk.ac.id/index.php/es/index
ISSN-e 2715-7334 | ISSN-P 2654-3567

BRAND IMAGE AND ISLAMIC MARKETING AS DETERMINANTS OF PURCHASING DECISIONS FOR BOTTLED DRINKING WATER PRODUCTS

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Received: February 2026 *Revised:March 2026* *Accepted: April 2026*

ABSTRACT

This study aims to analyze the effect of brand image and Islamic marketing on purchasing decisions of Way NU bottled drinking water products in Metro City, both partially and simultaneously. The scope of this research focuses on consumer behavior in making purchasing decisions influenced by branding factors and Islamic values. This study employs a quantitative approach with an explanatory research design. The sample consists of 100 respondents selected using purposive sampling, with criteria of being at least 17 years old and having purchased Way NU products. Data were collected through questionnaires using a Likert scale and analyzed using validity, reliability, normality, and linearity tests, as well as multiple linear regression analysis with the assistance of IBM SPSS Statistics 25. The results show that brand image has a positive and significant effect on purchasing decisions with a significance value of 0.039. Islamic marketing also has a positive and significant effect with a significance value of 0.000 and is the more dominant variable. Simultaneously, both variables significantly influence purchasing decisions, as indicated by an F-value of 107.581 and a significance level of 0.000. The coefficient of determination (R^2) of 0.689 indicates that 68.9% of the variation in purchasing decisions can be explained by brand image and Islamic marketing. In conclusion, marketing strategies that integrate strong brand image and Islamic marketing values are effective in increasing consumer purchasing decisions, particularly in communities with high levels of religiosity..

Keywords: *Brand Image, Islamic Marketing, Purchasing Decision, Bottled Water, Consumer Behavior.*

INTRODUCTION

The digital era shows that consumer purchasing decisions are becoming increasingly complex due to easy access to information and intensifying market competition. Consumers are becoming more critical and selective in choosing which products to buy. [1] This situation demands that companies continuously improve product quality, service, and marketing strategies in order to meet consumer expectations, build loyalty, and maintain competitive advantage in the market. [2]

[1] Yusriman dan Fadlillah, "Analisis Pengaruh Digitalisasi Terhadap Perilaku Konsumen Di Era Modern," *Jurnal Dinamika Sosial Dan Sains* 2, no. 2 (2025).

[2] Minta Kasih Hulu, "Analisis Strategi Pemasaran Dalam Meningkatkan Penjualan Dan Kepuasan Pelanggan Melalui Kualitas Pelayanan," *JIMAKUN: Jurnal Ilmu Manajemen dan Akuntansi Nusantara* 02 (2026).

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Purchasing decisions represent the final stage of the consumer decision-making process, influenced not only by rational factors but also by psychological and social factors, such as perceptions of product quality, price, and brand image.[3]

In the context of bottled water products, competition among brands is increasingly intense due to the many options available to consumers.[4] This poses a particular challenge for new brands such as Way NU, which do not yet have a strong brand image compared to more established brands. Although Way NU has utilized an institutional distribution network based on Nahdlatul Ulama (NU) in Metro City, consumer preferences still tend toward well-established brands. This condition indicates that brand image and marketing strategies are important aspects influencing consumer purchasing decisions.[5]

Several previous studies have shown that brand image has a significant influence on consumer purchasing decisions, as brand image shapes perceptions and trust in a product.[6] Additionally, other studies have revealed that Islamic marketing, which emphasizes honesty, justice, and social responsibility, plays a role in increasing consumer trust and loyalty.[7] However, most of these studies still focus on large companies or the general sector, and few have examined the integration of brand image and Islamic marketing in products based on religious institutions such as Way NU.[8]

Based on this review, the novelty of this research lies in combining the variables of brand image and Islamic marketing to analyze purchasing decisions for bottled water products that are based on a socio-religious network. Furthermore, this research also highlights how Islamic values are not only a marketing strategy but also part of shaping brand image in influencing consumer behavior.

The objectives of this study are: (1) to analyze the influence of brand image on purchasing decisions, (2) to analyze the influence of Islamic marketing on purchasing decisions, and (3) to

[3] Hendriwan Novan Berkat Lase dkk., "Analisis Perilaku Konsumen dalam Pengambilan Keputusan Pembelian Produk Eiger di Toko Eiger Kota Gunungsitoli," *Jurnal Riset Rumpun Ilmu Ekonomi* 4, no. 2 (2025): 570–82, https://doi.org/10.55606/jurrie.v4i2.6518.

[4] Hanifa Nurfadila dan Muhammad Reza Anwar Nurdin, "Pengaruh Citra Merek Dan Kepercayaan Merek Terhadap Loyalitas Pelanggan Pengguna Air Minum Kemasan Merek Aqua," *Jurnal Ekonomi dan Industri* 23, no. 1 (2022), https://doi.org/10.35137/jei.v23i1.663.

[5] Asnan Abdulloh, "Pengaruh Citra Merek, Kualitas Produk Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Dimasa Krisis Seruan Boikot Produk Unilever Di Kota Bandar Lampung Dalam Perspektif Bisnis Islam: (Studi Di Kota Bandar Lampung)," *JURNAL MEDIA AKADEMIK (JMA)* 3, no. 2 (2025), https://doi.org/10.62281.

[6] Fadya Al Yasha Syifa dan Mirzam Arqy Ahmadi, "Pengaruh Brand Image terhadap Purchase Intention Produk Le Minerale : dengan Peran Mediasi Social Influence," *PPIMAN Pusat Publikasi Ilmu Manajemen* 3, no. 1 (2024): 248–61, https://doi.org/10.59603/ppiman.v3i1.657.

[7] Elce Purwandari dan Agus Mukmin, *Nilai-Nilai Etika Bisnis Islam dalam Praktik UMKM Dendeng Pucuk Ubi Wak Idah*, 07, no. 01 (2025).

[8] Moh Firdaus Faiz Al'Ula dan Elsa Syahrika Salmaria, *Transformasi Pemasaran Konvensional Ke Digital Marketing Syariah pada Era Society 5.0 di Sektor Perbankan Syariah*, 5, no. 1 (2026).

analyze the simultaneous influence of brand image and Islamic marketing on purchasing decisions for Way NU products.

RESEARCH METHOD

This study employs a quantitative approach with an explanatory design aimed at examining the influence of brand image and Islamic marketing on purchasing decisions for Way NU products in Metro City. The research population consists of all consumers who have purchased Way NU products, with an unknown total number. Therefore, the sampling technique used was purposive sampling, with respondent criteria of being at least 17 years old and having made a purchase, resulting in a sample size of 100 people. Data were collected through observation and questionnaires developed based on variable indicators namely brand image, Islamic marketing, and purchasing decisions measured using a Likert scale.[9]

Data analysis was conducted using validity and reliability tests to examine the research instruments, as well as normality and linearity tests as prerequisite analyses. Multiple linear regression analysis was then employed to determine the relationships between variables. Hypothesis testing was carried out using the F-test to examine simultaneous effects, the t-test for partial effects, and the coefficient of determination (R^2) to determine the magnitude of the independent variables' contribution to the dependent variable, with the assistance of IBM SPSS Statistics 25.[10]

RESULTS AND DISCUSSION

Results of Instrument Validity Test

The validity test results show that all items of brand image (X1), Islamic marketing (X2), and purchase decision (Y) have corrected item-total correlation values greater than the r-table value of 0.195. The highest value reached 0.701 for an Islamic marketing item, while the lowest was 0.494 for a brand image item. This indicates that each statement item is able to measure the construct of the variable consistently.[11] Thus, this research instrument meets the criteria of good construct validity and is suitable for data collection.

The indicators used, such as trust and reputation for brand image, as well as halalness and fairness for Islamic marketing, are proven to reflect their respective variables. No items need to be

[9] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Bandung: Alfabeta, 2019), 147.

[10] Imam Ghozali, *Aplikasi Analisis Multivariete dengan Program IBM SPSS 25*, 9th ed. (Semarang: Badan Penerbit Universitas Diponegoro, 2018), 95.

[11] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Bandung: Alfabeta, 2019), p. 126.

removed from the questionnaire because all have a strong correlation with the total score of each variable.[12] The sample size of 100 respondents also supports the stability of these validity test results. Therefore, the researcher can proceed to the next stage of analysis without any instrument revision.

In conclusion, all questionnaire items are declared valid and accurately measure the research variables. These results provide a solid foundation for the reliability test and subsequent classical assumption tests. With a valid instrument, the collected data truly reflects the respondents' perceptions.[13]

Results of Instrument Reliability Test

The reliability test results show Cronbach's Alpha values of 0.805 for brand image, 0.801 for Islamic marketing, and 0.715 for purchase decision. All three values far exceed the minimum standard of 0.70, so the instrument is declared reliable.[14] This indicates that the instrument has high internal consistency, meaning that respondents tend to give consistent answers to each statement item within each variable.

Although the purchase decision variable has the lowest value (0.715), this figure remains within the good category. This variable consists of only three items, which statistically tend to produce lower Cronbach's Alpha compared to variables with more items.[15] Nevertheless, the value of 0.715 is still far above the tolerance limit, so no additional items are needed.

The combination of validity and reliability makes this research instrument of very high quality. With a reliable instrument, the conclusions drawn will be more accurate and scientifically accountable.[16] The researcher can now proceed to the classical assumption test stage with high confidence.

Results of Normality Test

The Kolmogorov-Smirnov normality test results show significance values of 0.052 for brand image, 0.055 for Islamic marketing, and 0.059 for purchase decision. All three values are greater than the alpha level of 0.05, so the data are declared normally distributed. Fulfilling the normality

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[12] Hair, J.F., et al., *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (London: Sage Publications, 2017), p. 112.

[13] Creswell, J.W., & Creswell, J.D., *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (London: Sage Publications, 2018), p. 159.

[14] Nunnally, J.C., & Bernstein, I.H., *Psychometric Theory* (New York: McGraw-Hill, 2018), p. 245.

[15] Field, A., *Discovering Statistics Using IBM SPSS Statistics* (London: Sage Publications, 2018), p. 822.

[16] Ghozali, I., *Aplikasi Analisis Multivariat dengan Program IBM SPSS 25* (Semarang: Badan Penerbit Universitas Diponegoro, 2018), p. 54.

assumption is an important requirement in multiple linear regression analysis so that the statistical test results are not biased.

Significance values close to the 0.05 threshold are still considered normal as long as they remain above the established significance level. The sufficiently large sample size of 100 respondents also contributes to meeting this assumption based on the central limit theorem. Furthermore, no significant outliers were found that could disturb the data distribution.

In conclusion, all research variables meet the normality assumption and are therefore suitable for analysis using parametric statistics. These results provide a solid foundation for the linearity test and multiple linear regression analysis. The researcher does not need to perform data transformation or use non-parametric tests.

Results of Linearity Test

The linearity test results show that the relationship between brand image and purchase decision has a linearity significance value of 0.000 (<0.05) and a deviation from linearity value of 0.268 (>0.05). Similarly, the relationship between Islamic marketing and purchase decision shows a linearity value of 0.000 and a deviation from linearity of 0.208.[1] Thus, both relationships between the independent variables and the dependent variable are declared linear.

The non-significant deviation from linearity values prove that there is no meaningful deviation from the linear pattern. This means that the linear model is sufficient to explain the relationship between variables. The very small linearity values (0.000) also indicate that the linear component of the relationship is very strong, so the better the brand image and Islamic marketing, the higher the purchase decision.

In conclusion, the linearity assumption is met so that the multiple linear regression model is suitable for use. With the normality and linearity assumptions fulfilled, the quality of the analytical model becomes better.[17] The researcher is now ready to proceed to the stage of parameter estimation and hypothesis testing.

Results of Multiple Linear Regression Analysis

The multiple linear regression analysis results produce the equation Y = 5.321 + 0.106X1 + 0.508X2. The constant of 5.321 means that if brand image and Islamic marketing are zero, the purchase decision remains at 5.321. The coefficients of brand image (0.106) and Islamic marketing (0.508) are both positive, indicating that any increase in the independent variables will increase the

[17] Tabachnick, B.G., & Fidell, L.S., *Using Multivariate Statistics* (Boston: Pearson, 2019), p. 123.

purchase decision. The t-values for brand image is 2.093 (sig. 0.039) and for Islamic marketing is 9.232 (sig. 0.000), so both have significant effects.

Islamic marketing has a more dominant influence compared to brand image, as seen from its larger regression coefficient. This shows that consumers not only consider rational aspects such as quality, but also values and beliefs such as halalness and fairness.[18] This finding aligns with the research by Khotib (2024) stating that the application of Islamic marketing principles can increase consumer trust and loyalty.

The positive influence of brand image indicates that a positive perception of the Way NU brand can encourage purchase decisions. The better the reputation and trust in the brand, the higher the consumer's tendency to buy.[19] These results reinforce the findings of Rizky (2025) and Kotler & Keller (2016) regarding the importance of brand image in consumer behavior.

Results of F Test and Coefficient of Determination

The F test results show an F-value of 107.581 with a significance of 0.000 (<0.05). This proves that simultaneously, brand image and Islamic marketing have a significant effect on purchase decisions. In other words, both independent variables together are able to explain the changes that occur in the dependent variable.

The coefficient of determination (R Square) value of 0.689 indicates that 68.9% of the variation in purchase decisions can be explained by brand image and Islamic marketing. The remaining 31.1% is influenced by other factors not examined, such as price, promotion, service quality, and social factors.[20] The Adjusted R Square value of 0.683 also confirms that the model is reasonably good even after adjusting for the number of predictors.

The high R Square value shows that the combination of strong branding and religious values is able to create higher consumer trust. This result aligns with the research by Isnani (2022) stating that the integration of branding and sharia values can be an effective strategy to increase product competitiveness in the Muslim market.[21] Thus, the research model has a good ability to explain purchase decisions.

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[18] Khotib, "The Effect of Islamic Marketing on Purchase Decisions," *Jurnal Ekonomi Syariah* 12, no. 2 (2024): p. 145.

[19] Rizky, "Brand Image and Purchase Decisions," *Jurnal Manajemen dan Bisnis* 8, no. 1 (2025): p. 78; Kotler, P., & Keller, K.L., *Marketing Management* (London: Pearson, 2016), p. 198.

[20] Sanjaya, "Factors Affecting Purchase Decisions," *Jurnal Ilmu Manajemen* 10, no. 1 (2025): p. 56.

[21] Isnani, "Integration Strategy of Branding and Sharia Values," *Jurnal Bisnis Islam* 7, no. 2 (2022): p. 112.

CONCLUSION

Based on the results of the research conducted, it can be concluded that all research objectives have been achieved and the proposed hypotheses are accepted. First, brand image has been proven to have a positive and significant effect on purchasing decisions for Way NU products. This indicates that the better the brand image built, the higher the tendency of consumers to make a purchase.

Islamic marketing has also been proven to have a positive and significant effect on purchasing decisions, and it even has a more dominant influence compared to brand image. This suggests that Islamic values such as honesty, halal integrity, and justice become primary considerations in consumer decisions.

Simultaneously, brand image and Islamic marketing have a significant effect on purchasing decisions, with a contribution of 68.9%. This shows that the combination of these two variables is able to explain most of the variation in purchasing decisions. Thus, the findings of this study confirm that a marketing strategy integrating branding strength and sharia values is an effective approach in increasing consumer purchasing decisions for Way NU products.

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