

Religious Analysis of Negative Brand Name Product Purchasing Decisions among State General College Students and Students at Islamic Religious Colleges in Surabaya

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DOI: <https://doi.org/10.56707/ijoerar.v2i2.70>

Sections Info

Keywords:

Religious
Negative Brand Name Products
Religious College Students

ABSTRACT

Objectives: Quite rapid developments in the culinary world have been experienced in various countries, one of which is Indonesia. The culinary world is one of the contributors to the national creative industry. The unique concept developed in the business world is one of the marketing strategies that can be carried out by business people. Determining a brand can be done as a strategy by business people so that it is easily recognized and able to attract people's interest in buying. In East Java, there are currently many restaurants with unique, interesting names that even seem to have negative connotations. The names of the restaurants above show that there are business names that use brand names with negative connotations to attract the attention of their customers. **Method:** The research locations are Universitas Negeri Surabaya (Unesa) and Surabaya State Islamic University (Uinsa). Respondents were 112 students consisting of 50 Unesa students and 63 Uinsa Surabaya students. A quantitative descriptive research method using closed and open questionnaire measuring instruments. **Results:** Based on the religious results adopted for consideration, the consistent value of purchasing decisions for negative brand name products is 123.740. Meanwhile, the regression coefficient is negative, namely -0.306, which means that every addition or increase in religiousness will reduce the decision to purchase negative brand name products. Negative brand names influence purchases made by students of Surabaya state universities and Islamic universities, which both influence the level of religiosity in purchasing decisions. **Novelty:** This research focuses on negative brand names. Religiosity is seen from students from religious and general higher education backgrounds. Apart from that, this research was also conducted in the most congested city in Indonesia, namely Surabaya.

INTRODUCTION

Quite rapid developments in the culinary world have been experienced in various countries, one of which is Indonesia (Pinem, 2019; Wenang et al., 2021). The culinary world is one of the contributors to the national creative industry. The culinary sub-sector contributed 41.4% or around IDR 922 trillion of the total economic contribution in 2016 (Creative Economy Agency). Among the 16 subsectors in Creative Economy Agency, the culinary subsector is the highest, namely around 68% (Agmasari, 2018). This proves that Indonesian culinary is one of the factors driving the community's economy (Komaladewi et al., 2019), so it is not surprising that many culinary places have emerged with various concepts (Horng & Lin, 2017). The large number of culinary places encourages increasingly high competition in the culinary business (Sulistyadi et al., 2019). Growth in middle class income communities, improving economic projections and increasing people's purchasing power have an impact on the development of the processed food and beverage industry, resulting in competition in Indonesia (Bernando, 2015). To win

the high level of competition, owners are required to continue to develop innovation (Liu & Atuahene-Gima, 2018). Current consumer behavior makes business people continue to innovate in understanding customers, knowing what they want, what their tastes are, so that consumers make decisions, and business people can produce products that meet consumer needs. Consumer behavior can be influenced by 3 factors, namely marketing strategy, individual differences, and environmental factors (Sumarwan, 2015). Factors that influence religiosity are the influence of education or teaching (Ganzach & Gotlibovski, 2014; Özer et al., 2024) and various social pressures (Chokkanathan, 2013), factors of spiritual experiences (Chirico et al., 2023; Powell, 2020). Consumers have different behaviors that determine the decision to purchase a product (Fisher, 2023; Karimi et al., 2018; Salazar, 2023; Zhao et al., 2022). The following indicators of buyer decisions include product selection (Oblak et al., 2017; Sbakhi et al., 2018), brand selection (Othman & Shian, 2015), and payment method (Feng et al., 2022).

The unique concept developed in the business world is one of the marketing strategies that can be carried out by business people. Apart from a unique concept, ingenuity and initial strategy need to be carried out by business people. Determining a brand can be done as a strategy by business people so that it is easily recognized and able to attract people's interest in buying. In a company, a brand is one of the valuable assets it owns. Nielson's Global Innovation New Product Survey, 59% of consumers in their survey prefer to buy new products from brands that are familiar to them. Building a brand is a challenge for business people, especially when competing with big brands in looking for loyal customers so that business people can find the right way to build a brand. The combination of names, signs, terms, designs and symbols as identification that differentiates products from one seller to another is called a brand, which is the definition of the American Marketing Association in Kotler & Keller (2009). Apart from being able to differentiate products or services, the benefit of brands for other consumers is that they can help consumers understand the benefits and quality of the products offered. Consumers will trust products that have a brand compared to products that do not have a brand even though their functions and benefits are similar (Ferrinadewi, 2008).

To be able to enter new markets, marketers need other strategies besides the quality of the products produced. One of them is implementing a marketing communications mix. Products can lose in the market without using effective marketing communications. One of the marketing communications is advertising. Advertising is a form of paid communication that is designed to influence reception so as to inspire someone to take action now or in the future (Shimp, 2014). effective and efficient advertising activities that are attractive and persuasive carried out by producers, make customers or potential customers familiar with the brand and can become a consideration in the minds of consumers to buy to fulfill their needs. The research results of (Rahim et al., 2011) state that advertising has a positive effect on brand image. Maehle & Supphellen (2011) also found that advertising has a positive influence on brand image. The same opinion was also expressed by Lin (2011) and Baheti et al. (2012). So, the better the advertising, the

better the brand image of a company and continued purchasing decisions. When a company has attractive advertising, it will indirectly arouse consumer interest in buying, resulting in a purchasing decision. This is supported by research by Srivastava (2017) and Zia (2016) who say that advertising has a positive effect on purchasing decisions. The same thing was also produced in the research by Ruslim & Tumewu (2015), and Mawara (2013). Safitri (2012) stated differently that advertising does not have a significant influence on purchasing decisions.

New brands with negative names and subtle expansions of existing brands seem to be emerging in various product categories both from abroad and within the country. This phenomenon has even attracted attention recently in the media. Intuitively, using negative words as brand names seems very strange. Cognitive research confirms this, showing that negative words produce negative feelings, signals of threat (Murphy & Zajonc, 1993; Nasrallah et al., 2009). There's clearly something that makes them attractive – at least to some people. In 2002 Dior launched another fragrance with a negative brand name, Addict, showing that there was something about the name that marketers found appealing. Given the large number of examples of negative brand names, both established and new, alongside the existence of literature on the effects of brand names it seems surprising that practically nothing is known about why they are attractive to customers.

Previous research has found different relationship results and influences related to the religiosity variable. Religiosity has a positive and significant influence on the intention to use sharia banking (Obeid & Kaabachi, 2016; Oladapo et al., 2019; Reni & Ahmad, 2016). People who have a religion will hold certain values which will influence the individual's actions and decisions (Alam et al., 2011). Therefore, Rehman & Shahbaz Shabbir (2010) revealed that religion has an important role in a person's life. Religion will shape the individual's beliefs, knowledge and attitudes . This makes the author interested in taking research on the influence of religion as a mediator of negative brand names on consumer perceptions. This research was conducted on students in Surabaya, on several eating places that have Negative Brand Names in Surabaya. Based on the explanation above, the researcher conducted an analysis regarding "Religious Analysis of the Decision to Purchase Negative Brand Name Products among State General University Students and Students at Islamic Religious Universities in Surabaya".

RESEARCH METHOD

The research method used is quantitative descriptive research. The instruments used in research are to collect data so that the research takes place systematically. In this research, the instrument used is a questionnaire measuring instrument, where the measuring instrument will contain open questions and closed questions. The research instrument is in the form of a list of questions to obtain information from a number of respondents (sources whose data was taken through a questionnaire). In this study, a questionnaire

was given to students to determine students' responses related to religion towards the decision to purchase negative brand name products .

Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017). Population The population of this research is students who are still active at both Unesa and Uinsa. The sample is part of the number and characteristics of the population. So the sample for this research was 50 Unesa students and 50 Uinsa students.

The data analysis used by the author is descriptive analysis which describes the actual situation which is considered accurate, then puts it into the context of writing a scientific work by feeling, explaining, providing an overview, classifying, and interpreting the data collected as it is first. The data analysis used in this research uses linear regression analysis. The tools used in this research used SPSS version 25.0 for Windows.

RESULTS AND DISCUSSION

Results

The results of this research obtained two data, namely primary data and secondary data. Primary data was obtained from respondents through filling out questionnaires and observing students from General Universities and Islamic Universities in Surabaya. Meanwhile, secondary data in this research was obtained from relevant sources, namely books, encyclopedias, articles, journals, or other writings related to this research. Primary data obtained from respondents through filling out questionnaires is as follows: The research sample target was 100 respondents and questionnaire fillers obtained a sample of 112 respondents consisting of 50 students from Islamic religious colleges in Surabaya (Uinsa) and 63 people from general university students (Unesa). The distribution of this questionnaire was carried out by random sampling in 2 universities which have an Islamic religious basis and a general university.

Table 1. Number of Student Respondents from Universities in Surabaya

No	College	Number of people
1	General College	63 People
2	Islamic Religious College	50 People

Table 2. Number of Student Respondents from Universities in Surabaya By Gender

No	College	Man	Woman
1	General College	17 People	46 People
2	Islamic Religious College	10 People	40 People

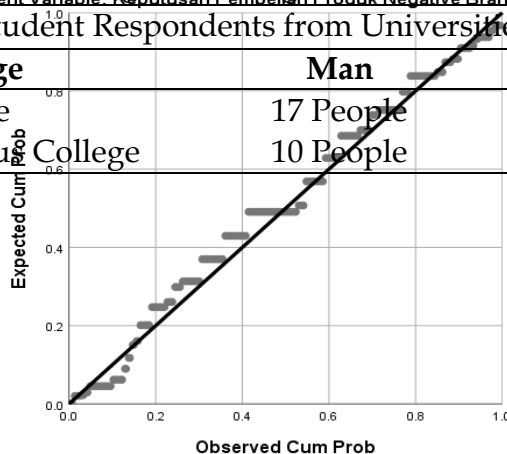


Figure 1. Normality Test (Normal PP Plot of Regression Standardized Residual)

The Normality Test is carried out with the aim of assessing the distribution of data in a group of data or whether the variable is normally distributed or not. From this picture, it can be seen that the points follow the diagonal line, so that the distribution of data from respondents and the regression model is normally distributed. Then it can be continued at the next stage.

Table 3. Multicollinearity Test

Model	Unstandardized Coefficients		Coefficients ^a	t	Sig	Collinearity	
	B	Std. Error	Standardized Coefficients Beta			Tolerance	VIF
(Constant)	123.740	16.450		7.522	.000		
Religious Level	-.306	.151	-.190	-2.026	.045	1.000	1.000

a. Dependent Variable: Negative Brand Name Product Purchase Decision

The results of the Multicollinearity Tolerance and VIF Test showed that there were no symptoms of multicollinearity because the tolerance value was > 0.100 , namely 1.000 and the VIF value was < 10.00 , namely 1.000. Therefore, it can be continued at the next test stage.

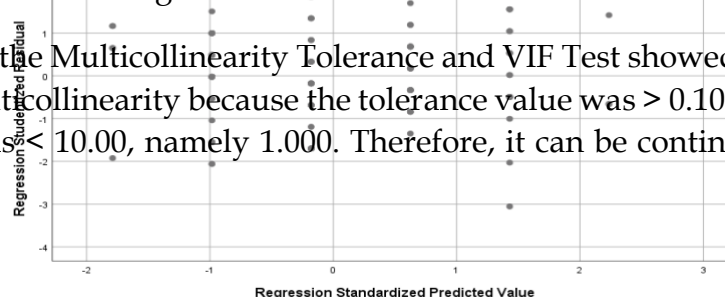


Figure 2. Heteroscedasticity Test (Scatterplot)

The results of the heteroscedasticity test are obtained from the distribution of points or data on the diagram that appears in SPSS where the points must be spread above and below the number 0 on the Y axis and not form a pattern or be wavy so that heteroscedasticity does not occur and regression analysis can be carried out properly. From this picture, it can be seen that there are no symptoms of heteroscedasticity because it does not form a pattern and is not wavy and the points spread above and below the number 0 on the Y axis. Therefore, it can be continued at the next test stage.

Table 4. Autocorrelation Test & R Square

Model	Model Summary ^b				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.190 ^a	.036	.027	1.980	2.069

a. Predictors: (Constant), Religious Level

b. Dependent Variable: Negative Brand Name Product Purchase Decision

Autocorrelation test results obtained data. It can be seen that the Durbin Watson value is 2.069 and is between the requirements (between du to $(4-du)$) so that there are no symptoms of autocorrelation. Therefore, it can be continued at the next test stage. Then go through several testing stages above so that the data can be tested using linear regression analysis properly, and produce data and research variables resulting from respondents that can be tested using linear regression analysis.

Table 5. Research Test with Linear Regression Analysis

Model	Unstandardized Coefficients		Coefficients ^a Standardized Coefficients		Collinearity	
	B	Std. Error	Beta	t	Sig	Tolerance VIF
(Constant)	123.740	16.450		7.522	.000	
Religious Level	-.306	.151	-.190	-2.026	.045	1.000 1.000

a. Dependent Variable: Negative Brand Name Product Purchase Decision

Based on the data output table above, the Sig value can be seen. 0.045, which means it is less than the probability value (0.05), and the calculated t is below the t table (-1.98177), namely -2.026, so that H_0 is rejected and H_a is accepted, which means there is influence from aspects or levels of religiousness. students at public universities and Islamic universities in Surabaya regarding purchasing decisions for negative brand name products . It can be seen from the output that the constant number is 123,740, which means that if there are no religious aspects to be taken into consideration, then the consistent value of purchasing decisions for negative brand name products is 123,740. Meanwhile, the regression coefficient is negative, namely -0.306, which means that every addition or increase in religiousness will reduce the decision to purchase negative brand name products . From the attached respondent questionnaire data, products with a negative brand name will be considered and purchased if they do not violate the regulations of the beliefs or religious beliefs they adhere to and the quality and shape of the product is good.

Discussion

Based on the results obtained, 112 respondents showed a Sig. 0.045, which means it is less than the probability value (0.05), and the calculated t is below the t table (-1.98177), namely -2.026, so that H_0 is rejected and H_a is accepted, which means there is influence

from aspects or levels of religiousness. students at public universities and Islamic universities in Surabaya regarding purchasing decisions for negative brand name products.

The influence of purchasing decisions with a negative brand image is very influential on the level of religiosity of state universities. The indication from these results is that there are two factors, namely the first because state universities still have a large Muslim population so they still dominate the high level of religiosity in product purchasing decisions. brand names around it. Second, because the level of knowledge possessed by students is critical, thus influencing the decision to purchase products with negative brand names. Purchasing decisions for general state university students are made based on their own experience by purchasing the product or looking at reviews from other consumers who have purchased the product. According to Arianty (2016) "purchasing decisions are actions taken to overcome problems that occur and must be faced or are steps taken to achieve goals as quickly as possible at the most efficient cost possible."

The motive for this decision is based internally and externally, where a basic need is related to the cultural values and use values required. The negative brand name, even though the price and promotions are intensive, does not make general and Islamic university students interested in the offer. A high level of religiosity requires him to obey religious rules and commandments. Consumers choose products with positive names (Hillenbrand et al., 2013). This is related to the quality of the product and the price of the product offered ensures its quality. Brand Awareness has a positive and significant influence on purchasing decisions (Arianty & Andira, 2021). Products with negative names will definitely give consumers a negative perception considering that there is no guarantee of the quality of the product (Guest et al., 2016).

Indonesian society, which is predominantly Muslim, encourages the government to establish a Halal certification institution that guarantees the quality of the products processed and produced to be of the best quality. Apart from complying with the teachings of the Islamic religion, this halal product also guarantees cleanliness in its processing until it is served to consumers. Halal labeling itself influences purchasing interest (Inong et al., 2021). This standard is what makes consumers in Indonesia, especially among students, develop knowledge and insight in purchasing products with positive brand names to guarantee the quality of the products presented. that knowledge of halal products influences purchase intention positively and negatively in research (Divianjella et al., 2020).

Purchasing decisions are very high if there is a halal label that guarantees the product is safe for consumers to buy (Hamzah et al., 2020; Harahap et al., 2021; Nugraha et al., 2022; Soeroto et al., 2023). This halal label is related to the level of religiosity possessed by students, because they believe that a halal product will bring goodness to themselves (Mulyaningsih et al., 2023). Positive brand name products will increase purchasing decisions because they are also related to the habits and culture of Indonesian people who are more selective in choosing products. Negative brand name products have negative connotations that impact the quality of the products produced. Delener stated that religiosity is one of the most important cultural aspects that influences consumer

behavior (Welsa et al., 2023). The influence of religiosity is very strong considering that the direction of Indonesian culture is still eastern with norms and customs that uphold the value of decency, so that when there is a negative brand name it will affect sales and production levels, only a small percentage of consumers will be interested in the product.

In line with Rizkitysha & Hananto (2021) research, it is stated that religiosity has a positive effect on the perceived usefulness of the halal label. Labels will influence consumer purchasing decisions. Negative brand names influence purchasing decisions made by students of Surabaya state universities and Islamic universities, which both influence the level of religiosity in purchasing decisions.

CONCLUSION

Fundamental Findings: Based on the religious results adopted for consideration, the consistent value of purchasing decisions for negative brand name products is 123,740. Meanwhile, the regression coefficient is negative, namely -0.306, which means that every addition or increase in religiousness will reduce the decision to purchase negative brand name products. Students are known as intellectuals who have a lot of knowledge and insight. The understanding you have is a provision in assessing something. There are many products with negative brand names that are trying to become famous by instantly giving a unique name to the product they are selling without paying attention to the essence of existing moral and cultural values. Manufacturers choose unique names in the hope of attracting a lot of consumer interest so that they quickly become known to the wider public. It can have a negative impact if the negative brand name violates norms, so it is necessary to change the name so that the product can be accepted among the wider community. **Implications:** This high negative influence of the brand name is because students have knowledge and a level of religiosity, making them more selective when buying products, apart from meeting their needs, they also guarantee the quality of the products they buy. This influence is also strengthened as products that have the Halal label are more popular with students because they are assured of the quality of the product and the safety of the product they choose. Students will tend to choose positive brand names because they will experience a feeling of comfort and safety in consuming the product. **Limitation:** This research was limited to respondents who came from state universities in one of the cities of East Java province, Indonesia. So the results of this study have not been fully generalized. **Then the respondents must also involve private universities.** **Future Research:** In the future, research should be conducted in which respondents come from all provinces in Indonesia.

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