

Rabbani's Brand Ambassador Influence the Purchasing Decisions during Covid 19 Pandemic

Fauziah Yanis ^{a,1}

¹ University of 17 Agustus 1945 Jakarta, Indonesia

¹ Fauziah.yanis72@gmail.com;

*corresponding author

ARTICLE INFO

Article history

Received 2020-12-23

Revised 2021-02-21

Accepted 2021-03-14

Keywords

Brand Ambassador,
Influence,
Purchasing Decision.

ABSTRACT

CV. Rabbani Asysa or better known as Rabbani is a garment company that produces Muslim clothing for men, women, children and adults. With its brand "Professor Kerudung Indonesia". Rabbani is the first company to produce the first and largest instant headscarves in Indonesia. In the current Covid 19 pandemic, many companies have gone out of business because they cannot maintain their market share and marketing. Muslim clothing or fashion is one of the sectors that has been hit by the Covid-19 pandemic. Last Eid holiday was supposed to be the peak seasons for Muslim fashion, but due to the pandemic the expected results were not suitable. Fortunately, the Muslim fashion brand Rabbani has loyal resellers who helped boost sales to customers last Eid. However, Rabbani persisted by marketing its Muslim fashion products both through social media and online web using brand ambassadors as an attraction for buyers, so that the sale of Muslim products was still in demand by consumers. Rabbani used teenage Brand Ambassadors namely Fatin Sidqia and Arafah Rianti at the end of 2016 until now, in line with Rabbani's motto of making Muslim fashion into the world of fashion and embracing all Muslim circles, especially teenagers dressed in Muslim according to Islamic law. Rabbani hopes that by choosing Fatin and Arafah as brand ambassadors it can inspire young people in Indonesia to continue to work and shape their respective successes without having to put aside their religious side. This research uses quantitative methods. Independent variable (X) as Brand Ambassador and the dependent variable (Y) as a Purchase Decision. Conclusion of the research is based on a hypothesis analysis of the Rabbani buyer population for the period January to October 2020, which is 7980 buyers, a sample of 99 respondents was obtained. Characteristics of respondents based on gender are all 99 female respondents. When viewed from the results of the sex characteristics of the respondents, all of them are filled by women. This shows that the buyer's decision on Rabbani products during the current pandemic is made from the brand ambassador and online either on social media or on Rabbani's website.

1. INTRODUCTION

The development of Muslim fashion at this time is shown by the number of companies that make the latest and latest products to be produced and then marketed to a wide audience. Increasingly, there are many Muslim clothing designers or designers who create unique and fashionable works in accordance with the direction of Muslim fashion every year. Previously in Indonesia, Muslim clothing was only used in activities of worship (prayer or recitation). However, nowadays there are many women or men who use Muslim clothing for daily wear such as clothes worn when working or attending formal and semi-formal events. This is also supported by companies or industries engaged in fashion that produce fashionable Muslim fashion designs but are suitable for use in daily activities.

CV. Rabbani Asysa or better known as Rabbani is a garment company that produces Muslim clothing for men, women, children and adults. With its brand "Professor Kerudung Indonesia", Rabbani is the first company to produce the first and largest instant headscarves in Indonesia. The name Rabbani itself is taken from one of the letters in the holy book Al-quran, namely Surah Ali-

Imron verse: 79 which means in the servant of Allah SWT, who is willing to teach and be taught the book of Allah SWT.



Figure 1. Rabbani Symbol

(Sumber : <https://www.rabbanimallonline.com/>)

The challenge that Rabbani faced when he was founded was to change the view of society that wearing Muslim clothing is less trendy. In addition to instant headscarves which are its flagship product, Rabbani also releases other Muslim clothing products that have been developed such as: tuniq, robe, chemo (Koko shirt), slim dress, kastun and others. (<http://www.rabbani.co.id/>)

Many awards have been obtained by Rabbani. Among them are getting top brands in the personal equipment category, seen in the order of top brands below :

Table 1. Top Brand Indonesian Muslim Clothing

Brand	Indonesia Top Brand	TOP
Rabbani	19,6%	TOP
Almadani	17,4%	TOP
Zoya	13,6%	TOP
Azka	9,5%	
Attena	8,9%	

(Source : <https://www.topbrand-award.com/en/2020/06/busana-muslim-fase-2-2020/>)

CV. Rabbani received an award from SWA magazine in 2017 with the category "Indonesia Original Brand 2017" at the Ballroom of the Shangri-la Hotel, Jakarta. According to Nandang Komara as the Operational Director of Rabbani, this award was achieved because Rabbani is still trusted and loved by consumers, and Rabbani struggles and works hard enough to be able to maintain original Indonesian products and compete with foreign products. (<http://www.rabbani.co.id>)

As a large and well-known brand, Rabbani's target is the upper middle class with a variety of products such as instant headscarves, headscarves, pasminah, Muslim clothing, worship equipment, accessories and others. Below is a table of price lists for Rabbani, Zoya, Elzatta products.

Table 2. Product PriceOf Rabbani, Zoya, Elzatta

No	Produk	Instant Veil	Moeslem Fashion
1	Rabbani	Rp 29.500 - Rp 169.800	Rp 149.500– Rp 519.800
2	Zoya	Rp 54.500 - Rp 199.000	Rp 79.000 - Rp 449.000
3	Elzatta	Rp 49.000 - Rp 129.000	Rp 259.000 - Rp 369.000

Source : January 2018 catalog from the official website of each product

The strategy carried out by CV. In marketing its products, Rabbani started by word of mouth, then opened two branches in the Depok area in 2000 and Jatinangor in 2004. Another marketing strategy is a direct approach to consumers, and fostering a marketing network that currently has several agents in various regions, holding events, CSR, promos, discounts, sponsoring several events, social media such as Facebook, Instagram and the Rabbani online web (www.Rabbani.co.id).

In the current Covid 19 pandemic, many companies have gone out of business because they cannot maintain their market share and marketing. Muslim clothing or fashion is one of the sectors that has been hit by the Covid-19 pandemic. Last Eid holiday was supposed to be the peak seasons for Muslim fashion, but due to the pandemic the expected results were not suitable. Fortunately, the Muslim fashion brand Rabbani has loyal resellers who helped boost sales to customers last Eid. However, Rabbani persisted by marketing its Muslim fashion products both through social media and online web using brand ambassadors as an attraction for buyers, so that the sale of Muslim products was still in demand by consumers.

Rabbani uses public figures as Brand Ambassadors such as: Astri Ivo, Fatin Shidqia, Peggy Melati Sukma and Arafah Rianti so that their products are better known to the wider community. Rabbani used teenage as a brand ambassadors namely Fatin Sidqia and Arafah Rianti at the end of 2016, in line with Rabbani's motto of making Muslim fashion into the world of fashion and embracing all Muslim circles, especially teenagers dressed in Muslim according to Islamic law. Rabbani hopes that by choosing Fatin and Arafah as Brand Ambassadors it can inspire young people in Indonesia to continue to work and shape their respective successes without having to put aside their religious side. Until now, Fatin and Arafah remain the brand ambassadors for Rabbani with their teenage Muslim clothing with the middle to lower class segmentation.

The success and fame of Fatin and Arafah are used by Rabbani as the brand ambassador of Rabbani products and market their products with the teenage segmentation. The use of Brand Ambassador made Rabbani experience an increase in the Top Brand Percentage of Branded Veils, namely when the Brand Ambassador was occupied by Fatin Sidqia Lubis in early 2016 by 21.8% then increased in 2017 the Percentage of Rabbani's Top Brand to 26.3% with Brand Ambassador Arafah.

In the midst of his concern because he is still in a pandemic atmosphere, Rabbani is grateful for being able to win the 2020 Top Brand Award in the Rabbani Muslim Dress category which targets the lower middle segment of the market which continues to grow. Now, not only targeting the female segment, but also men and children and adolescents. In terms of gender, Rabbani consumers are 70% women and 30% men.

This is because Rabbani consumers are divided into four groups, end customers (endosers), members, resellers, and franchise partners. The advantages of being a Rabbani member include being able to enjoy special discounts. Meanwhile, resellers who are named BiRo (Binaan Rabbani), are those who buy Rabbani products for resale. The strength of Rabbani's products is in the reseller. Rabbani's relationship with resellers is no longer limited to business, but also emotional, so it is not surprising that Rabbani indulges his resellers.

Another strength of Rabbani products is in fashion design. The designers at Rabbani are free to create according to the latest fashion trends as long as they don't violate the three rules. The three rules are covering the genitals, not being transparent, and the shape of the clothes not following the curves of the body. Competition in the Muslim fashion industry is currently very tight, because competition is not only between fellow competition partners at the same level, but also Muslim fashion at home scale. During the current pandemic, there have been many Muslim fashion at home to sell their products online. Not to mention the pirates who duplicate Muslim fashion designs from well-known brands. Learning from the pandemic, Rabbani will digitize it, because during the PSBB period and physical distancing e-commerce channels or online stores were the mainstays. (<https://www.topbrand-award.com>)

2. THE PROPOSED METHOD

2.1 Brand

Aaker and Joachimstahler (2000: 51), suggest that "Brand has broader characteristics than the product, namely product user image, company association, symbols, and brand / customer relationships". According to Kotler, brand is a name, term, sign, symbol, design, or a combination of these, which is intended to identify goods or services from a person or group of sellers and to distinguish them from competitors' products. (Kotler, 2004: 460)

Brand is important in guiding buyers when choosing between competitive but similar services. From the theory above, it can be concluded that Brand is a symbol for buyers to be able to identify products on the market with the same type. so that the buyer can easily buy the product he wants. (Palmer, 2001: 184)

Brands are very beneficial for consumers and producers. Brand manufacturers play an important role as:

1. An identification tools to facilitate the process of handling or tracking products for the company.
2. A forms of legal protection against unique product features or aspects
3. A signal level of quality for satisfied customers
4. A creating associations and unique meanings that differentiate products from competitors.
5. A. sources of competitive advantage, particularly through legal protection, customer loyalty, and a unique image that takes shape in the minds of consumers.
6. A sources of financial returns, especially regarding future income. (Kotler, 2004: 38),

Benefit of a brand is that it makes it easier for consumers to identify the goods needed from several choices of other similar brand products, so that the brand has the opportunity to be re-consumed by consumers. If a product has a brand, then the law applies, and it can be reported if someone imitates or falsifies the product.

2.2 Brand Ambassador

Brand ambassadors represent the faces of the companies they represent, such as mobile advertising, talking about products and promoting the products the company sells. The use of brand ambassadors is carried out by companies to influence or invite consumers to use products and they usually uses well-known celebrities (Royan, 2004: 7).

The appointment of a Brand Ambassador is usually done for symbolization that can represent a desire, desire or need that consumers can easily accept. Usually represented by mascots, professional figures or religious figures (Kennedy and Soemanegara, 2006: 135).

Brand Ambassador is very influential to attract consumer interest, because most people unconsciously will follow famous people for some purpose. And the relationship between a Brand Ambassador and a product is also very close, because with a Brand Ambassador the public will be able to remember a product, such as when a Brand Ambassador uses or uses a product that is sold by a brand.

Characteristics of a Brand Ambassador

The process of selecting a Brand Ambassador according to the order of importance has several considerations (Shimp, 2003: 464):

1. Celebrity Credibility

The credibility of a celebrity can be seen from the level of trust and expertise of the celebrity. such as brand reliability, will be the most capable of convincing potential customers to take action.

2. Celebrity Match with Audiences

A celebrity will certainly be a representation of the product he represents.

3. Celebrities with Brands

A celebrity brand ambassador, of course, the company has to consider the celebrity figure who fits the brand which it represents, the image of the celebrity, such as the value and behavior, is in accordance with the impression and the desired goals for the brand advertised. In addition, the other main reason for choosing an athlete or celebrity as an ambassador is a person who can be trusted and consistent in his profession.

4. Celebrity Appeal

In selecting an athlete or celebrity as a Brand Ambassador, an advertising company chooses different aspects of consideration which are incorporated into a concept of attractiveness. The attractiveness of an athlete or celebrity includes aspects such as friendliness, fun, physical strength. Attraction alone is not as important as credibility and appropriateness with audiences or brands in choosing an athlete or celebrity as a brand ambassador.

5. Other considerations

A company and an advertising agency also consider other factors in choosing a Brand Ambassador from among athletes or celebrities.

6. Costs incurred to obtain services from the celebrity or athlete:

- a. It is highly unlikely that a celebrity or athlete will be in trouble after an endorsement has been made.
- b. Difficult or easy he will cooperate
- c. How many brands are supported by these celebrities or athletes, if a celebrity is overexposed that is supporting too many products, the credibility or liking of people to him will decrease.

Rossiter and Percy (1987) in Royan (2004: 15-19) suggest that the celebrity character will be adjusted to the Communication Objective to be achieved using the VisCap model. VisCap itself is an abbreviation consisting of 4 elements, namely as follows:

- a. Visibility / popularity
In connection with the inherent popularity of the Brand Ambassador who represents the brand.
- b. Credibility / credibility
Concerning the expertise and confidence that the Brand Ambassador provides
- c. Attraction
When it comes to attractiveness, there are important things in the use of Brand Ambassador that cannot be separated and must go hand in hand. among them is physical attractiveness, as well as a set of values such as intellectual ability, lifestyle characteristics that can be accepted by the audience from an ambassador
- d. Power
This last element is the strength of a Brand Ambassador who must be able to persuade consumers to buy the advertised product

Brand Ambassador has high attractiveness for users of a product. So a Brand Ambassador must have an attraction to attract consumers to know the products being marketed. The attractiveness of a Brand Ambassador that influences the market such as the compatibility of the Brand Ambassador with the product, beauty, achievement, popularity of the Brand Ambassador, and the closeness of the Brand Ambassador with fans or a wide audience.

Brand Ambassador Role

Brand Ambassadors are people who are famous and have expertise in their fields, who have a role and function in promoting the brand, namely as follows:

1. Bear witness
Personally use the brand, so that it can provide information / testimony
2. Provide products

- Occasionally he is asked to provide products that he himself
3. Commercial star
The brand to promote it when the celebrity is in a certain program or project related to his role
 4. Acting as a corporate lawyer
A Brand Ambassador will promote a product, brand or company within a specified period of time, into the spokesperson group, their appearance will be associated with the brand they represent.(Royan, 2004: 168)

The Ambassadors must be able to give testimony to the public by conveying things related to a brand such as how to use, comfort in use, the advantages of the product are conveyed well by convincing the audience to buy the products used by the Brand Ambassador.

2.3 Purchasing Decision

The purchase decision is "The selection of an option from two or alternative choices". It can be interpreted that a purchase decision is a person's decision where he chooses one of several alternative options. (Schiffman and Kanuk, 2000: 437)

A purchase decision is an action by consumers whether to buy a product or not. Of the various factors that influence consumers in making a purchase of a product or service, usually consumers always consider the quality, price and products that are well known to the public before consumers decide to buy. (Kotler, 2017),

The purchasing decision process, through a process called five-stage model, namely:(Kotler, 2017: 184)

Figure 2: The Purchasing Process



(Source: Kotler, Keller, 2017:185)

1. Introduction of the problem

At this level the consumer recognizes the problem / need which is triggered by internal / external stimuli, the consumer feels that there is a difference between reality and what is expected. At this stage, marketers must be able to identify problems / needs of consumers in accordance with the information obtained from consumers, to be able to expand market strategies. So that there is interest and motivation of consumers to become potential buyers.

2. Information search

At this level, consumers begin to be interested and find out more about which one is better than similar products. Information can be obtained from advertisements, family, friends, mass media.

3. Evaluation of alternatives

At this level, the process is a selection of actions. Alternative options in the next decision-making process. consumers must solve problems in their perceived or service.

4. The decision to buy or not

In this phase, consumers are faced with two factors, namely the attitude of others (comments from others are "good or bad") and unanticipated situations that can reduce consumer purchase intentions.

5. Post purchase behavior

At this level is the post-purchase behavior of the purchase decision, where consumers will determine whether to buy again or not. It is taken from what consumers feel, if they are disappointed consumers will not buy again and vice versa.

Purchasing Decision Process

Consumer purchasing behavior is influenced by four factors, including the following:(Kotler , 2004: 202)

1. Cultural

Culture and social class are very important for purchasing behavior. It is the determinant of desires and behaviors. A teenager will acquire a values, perceptions, preferences, and behaviors from their families and other. For example, children who are raised in the United States are strongly affected by the following values: achievement, activity, efficiency, progress, material enjoyment, individualism, freedom, humanism, and youthful spirit.

Each sub-culture consists of a number of sub-cultures that show more specific identification and socialization for its members such as nationality, religion, group, race and geographical area. Basically, in an order of life in society, there is a social level (strata). Social class not only reflects income, but also other indicators such as occupation, education, behavior in clothing, speech, recreation and so on.

2. Social factors

Apart from cultural factors is :

1) Reference group

The members of this group are usually members of primary groups such as family, friends, neighbors and co-workers. Not only primary groups, secondary groups which usually consist of religious groups, professions and trade associations can also be referred to as membership groups.

2) Family

This type of family consists of parents and siblings of a person who can provide religious, political and economic orientation as well as personal ambition, self-respect and love. Second, a family consisting of a partner and the number of children a person has. This type of family is commonly known as the procreation family.

3) Role and status

The next thing that can be a social factor that can influence someone's buying behavior is their role and status in society. For example, a director in a company certainly has a higher status than a supervisor, as well as in his purchasing behavior.

3. Personal

Purchasing decisions can also be influenced by personal characteristics including age, occupation, economic conditions, lifestyle, the buyer's personality and self-concept. (Kasarjian 2009: 160).

1) Age and family

People buy many different goods in their life where each consumption activity is influenced by the family.

2) Economic environment

A person's occupation and economic environment can influence his consumption patterns. For example, company directors will buy expensive clothes, travel by air, join special clubs, and

buy luxury cars. In addition, usually product selection is also made based on a person's economic condition such as the amount of income they have, the amount of savings, debt and attitudes toward spending or saving.

3) Lifestyle

Lifestyle can be defined as a person's lifestyle that is expressed in activities, interests and opinions that are formed through a social class and occupation. For example, cellphone companies with various brands are competing to make their products suitable for various modern and dynamic youth lifestyles such as the emergence of cellular phones with multimedia features aimed at young people whose activities cannot be separated from various multimedia matters such as voice, video, and audio player applications, cameras and so on. Or business people who want a cellular phone that can support their various business activities.

4) Personality

Personality can be a very useful variable in analyzing consumer brand choices. This is because some consumers will choose a brand that matches their personality.

4. Psychological

Psychological factors including the following:(Kotler, 2004: 217).

1) Motivation

When someone observes a brand, he will react not only to the tangible abilities seen in the brand, but also to see other subtitle clues such as shape, size, weight, material, color and the brand name.

1) Perception

Perception can be defined as a process that individuals use to select, organize, and interpret input information to create a picture (Bernard Barelson, (1960) in Kotler (2004: 217).

Every consumer's need can be greatly influenced by other things around such as personal experience, input from other people, situation, economic and cultural factors, and psychological. Therefore, even though there is a consumer's need, it does not guarantee that the consumer will buy the first choice brand.

2.4 Marketing Communication

Marketing communication activities are a series of activities to realize a product, service, idea, using a marketing mix or marketing mix, namely as follows:(Purba, 2006: 126-127)

1. Advertising

Promotion of ideas for goods or services by a designated sponsor with a certain fee

2. Personal selling

Here there is an interaction between buyers and sales promotion so that direct buyers can ask more details if there are questions about the product

3. Sales promotion

This promotion is a tool to introduce new goods and remind consumers of the existence of an old item so that they are familiar with, remember, loyal, and also interested in buying it.

4. Public relations and publicity

To promote and protect the company's image or individual products produced.

5. Direct marketing

This can be done using letters, telephone and other non-personal means of contact.

3. METHOD

This research uses a quantitative methods. This quantitative method is based on the philosophy of positivism which is used to examine certain populations or samples, data collection research instruments, data analysis to test hypotheses. (Sugiono, 2014: 8)

Variables used in this study are: variable X is Brand Ambassador) and variable Y is Purchase Decision. The sampling technique was carried out by nonprobability sampling. Rabbani buyer population data for the period January to October 2020 were 7980 buyers.

Slovin formula is used to get the number of samples. the results of the calculation of the Slovin formula, namely:

$$n = \frac{7980}{8012.0,1^2 + 1} = 98,76$$

4. RESULT AND DISCUSSION

Rabbani's strategy in marketing its products is through two ways, namely offline (outlet) and online. Rabbani collaborates with resellers at several Rabbani outlets which can be found in Java (West Java, DKI Jabodetabek and Banten, Central Java, Surabaya, East Java) Sumatra (North Sumatra, South Sumatra, Central Sumatra) Sulawesi, Kalimantan (Balikpapan, Banjarmasin). As for online marketing, rabbani uses an online site (www.Rabbani.co.id) and several social media (Facebook, Instagram and Twitter) which are managed by an admin account whose job is to provide information about promotions, events or competitions that are being held at rabbani outlet as well as online.

Below are Rabbani's products that are marketed on Instagram using brand ambassadors Fatin Sidqia (singer who graduated from the Indonesian Idol talent search event) and Arafah Rianti komika, which is well-known among teenagers. And the marketing of Rabbani products through social media and the Rabbani website.

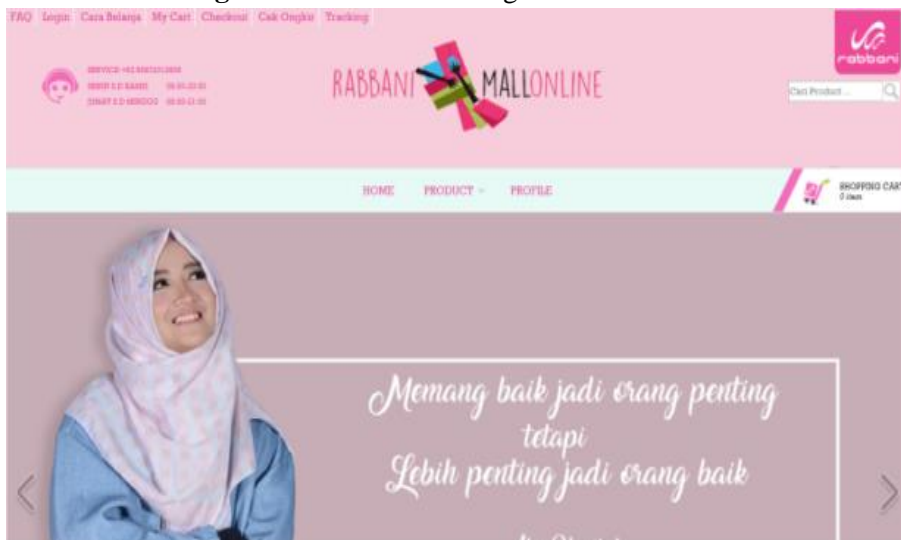
Figure 3. Brand Ambassador Rabbani





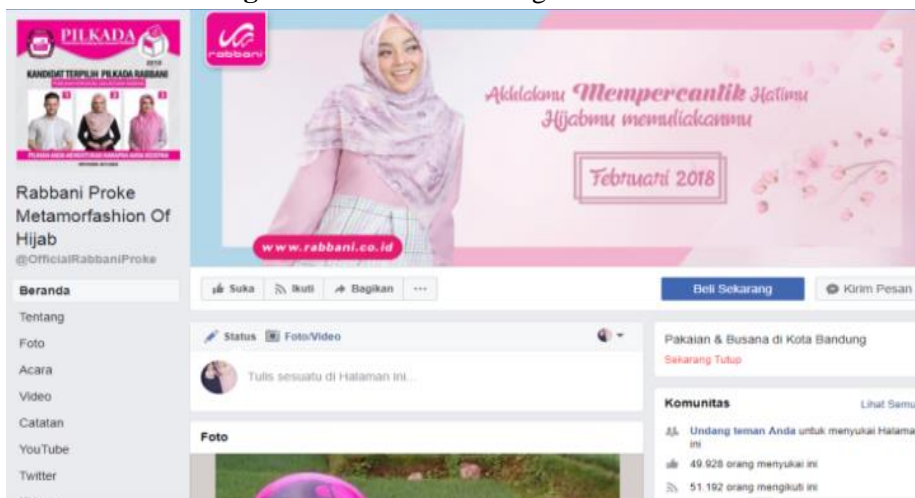
(Source : www.RabbaniInstagram.com)

Figure 4. Online Marketing Rabbani Website



(Source: www.rabbanimallonline.com)

Figure 5. Online Marketing on Facebook Rabbani



(Sumber: www.facebook.com/OfficialRabbaniProke)

Marketing carried out both online and offline by Rabbani with other strategies, has made the Rabbani brand widely known by the public and can enter the purchasing stage.

Respondent Data

Table 3. Responden Characteristic

Gender	Frekuensi	Presentase (%)
Woman	99	100%
Man	0	0%
Total	99	100%

(Source: Research Results, 2020)

The results of the gender characteristics of the respondents were filled entirely by women. This shows that those who buy Rabbani products directly at the Rabbani Babelan outlet are women. This is also confirmed by the Muslim clothing products available at the store, dominated by women's needs such as instant headscarves, robes and others.

Table 4 . Responden Characteristic

Respondent Age	Frekuensi	Presentase
16-25	85	86%
26-35	12	12%
36-45	2	2%
Total	99	100%

(Source: Research Results, 2020)

Rabbani products are in great demand by buyers aged 16-25 years, as many as 85 people. In that age is a productive age and wants to always look fashionable. This is in line with Fatin and Arafah being appointed as Rabbani's Brand Ambassadors to attract young people to buy Muslim clothing as a target market segmentation.

Then there are 12 people aged 26-35 years, at this age consumers want products that are able to make themselves look fresh, as well as comfortable and practical / instant. While aged 36-45 years, at this age most respondents buy products for convenience and practical reasons / instant and buy for gifts (children, husband, parents or relatives).

Table 5. Validity Test Results Variable X
Item-Total Statistics SPSS 18

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	46.0000	32.245	.437	.454	.912
VAR00002	45.9091	31.002	.661	.612	.904
VAR00003	45.9091	30.349	.607	.638	.906
VAR00004	46.3030	29.540	.682	.622	.903
VAR00005	46.1919	29.157	.764	.703	.899
VAR00006	45.8586	30.735	.696	.579	.903

VAR00007	45.9697	31.009	.642	.708	.905
VAR00008	45.9798	30.204	.609	.660	.906
VAR00009	46.2626	29.808	.742	.717	.900
VAR00010	46.2121	31.332	.542	.353	.908
VAR00011	45.8182	31.518	.410	.328	.915
VAR00012	46.1919	29.891	.694	.638	.902
VAR00013	46.1818	28.885	.789	.719	.898

(Source: Research Results, 2020)

From the results of the validity test of variable X, it is obtained that the overall validity results are valid for variable X. The value of r table used is 0.1663. The highest value on variable X is in statement number 13 which has a value of 0.789 > 0.1663. So this can show that Arafah had a big influence on my decision to buy the product rabbani, it is mean that brand ambassador has an influence on purchasing decisions. While the lowest value is in statement number 11 with a value of 0.410 > 0.1663, which is Arafah's statement as a komika who consistently covers his genitals. So I want to appear like Arafah, this shows that it is not only sharia factors that make arafah like.

Variable Validity Test Y

Table 6 .
Result of the Validity Test of Variable Y
Item-Total Statistics SPSS 18

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00014	47.6364	34.948	.371	.288	.922
VAR00015	47.0808	33.136	.703	.619	.909
VAR00016	47.1313	34.034	.538	.509	.915
VAR00017	47.4545	33.577	.599	.599	.913
VAR00018	47.5556	33.188	.587	.550	.913
VAR00019	47.5556	32.780	.697	.626	.909
VAR00020	47.2727	32.731	.682	.624	.910
VAR00021	47.2424	31.961	.747	.724	.907
VAR00022	47.2828	33.042	.666	.529	.910
VAR00023	47.3333	31.449	.738	.663	.907
VAR00024	47.1111	32.630	.712	.673	.909
VAR00025	47.5354	32.639	.623	.589	.912
VAR00026	47.4444	31.454	.777	.654	.906

(Source: Research Results, 2020)

The results of validitytest of variable Y are valid. Where statement number 26 has the highest value, namely 0.777 > 0.1663, with a statement that the quality of Rabbani is very good so that I am comfortable using the product, this shows that customers will recommend Rabbani to their closest people. And the lowest value in variable Y is in statement number 14 with the result of 0.371 >

0.1663, with the statement I buy the Rabbani brand when I will attend a certain event, this shows that only a few consumers who buy Rabbani attend for certain events.

In this case, it is also needed how strong the correlation between variable X and variable Y is, from Pearson correlation.

Table 7
Pearson Correlation Test

Correlations

		Brand Ambassador	Kputusan Pembelian
Brand Ambassador	Pearson Correlation	1	.740**
	Sig. (2-tailed)		0.01
	N	99	99
Keputusan Pembelian	Pearson Correlation	.740**	1
	Sig. (2-tailed)	0.01	
	N	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: Research Results, 2020)

From the data above, the correlation value is 0.740. Where with this value, the correlation between the two can be classified as having a strong relationship. So it can be concluded that brand ambassadors have a strong influence on purchasing decisions.

Reliability Test

Table 8
Reliability Test for X and Y variables

Reliability Statistics (X)			Reliability Statistics (Y)		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.913	13	.917	.917	13

(Source: Research Results, 2020)

It can be seen from the results above, that the value of alpha cronbach for variable X and variable Y is (0.912) and (0.917). Where the value exceeds 0.6. So it can be said that the two variables are reliable. Statements can be considered reliable when they are re-tested on respondents and get the same answer.

Hypothesis Test Results Partially

Based on the results of the H1 Brand Ambassador (X) Hypothesis Test on the Purchase Decision (Y), the following results were obtained:

**Table 9
Result of T Test**

Coefficients^a

Unstandardized Coefficients		Standardized Coefficients	T	Sig.
B	Std. Error	Beta		
13.370	3.392		3.942	.000
.712	.066	.740	10.847	.000

(Source: Research Results, 2020)

The T value for variable X (brand ambassador) is 10,847 with a significant level of 0,000 because $9,624 > 1,29034$ and $0,00 < 0,1$. In this study, the number of samples (n) 99 with $df = n-2 = 97$ can be obtained in the t table the value used is (1.29034).

**Table 10
Determination Test
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740 ^a	.548	.543	4.02350

(Source: Research Results, 2020)

Based on the table, R Square is 0.548. or 54.8% of purchase decisions are influenced by brand ambassadors. While the remaining 45.2% could be caused by various other things outside of these variables, for example, an up to date design or a well-known brand.

5. CONCLUSION

The Conclusion of the reserch is, the researcher provides conclusions based on a hypothesis analysis of the Rabbani buyer population for the period January to October 2020. which is 7980 buyers, a sample of 99 respondents was obtained. Characteristics of respondents based on gender are all 99 female respondents. When viewed from the results of the sex characteristics of the respondents, all of them are filled by women. This shows that the buyer's decision on Rabbani products during the current pandemic is made from the brand ambassador and online either on social media or on Rabbani's website.

Validity test of variable X are valid. The value of r table used is 0.1663. The highest value on variable X is in statement number 13 which has a value of $0.789 > 0.1663$, namely in the statement "I see Fatin and Arafah consistently wearing the hijab", this can show that the level of consistency of brand ambassadors wearing products has an influence on purchasing decisions. Because Rabbani is the hijab brand, it is very suitable when the ambassador brand is also consistently hijab. While the lowest score is statement number 11 with a value of $0.410 > 0.1663$, which is the statement "I like Fatin and Arafah because of their beautiful faces". This shows that it is not only facial beauty but also other appearance factors such as the Islamic style of Fatin and Arafah's dress but still stylish.

From the results of the validity test of the variable Y, the calculation results are valid. Where statement number 26 has the highest value, namely $0.777 > 0.1663$, with the statement "In my opinion the quality of Rabbani is very good so I am comfortable using the product just like I see Fatin and Arafah comfortable using it", this shows that customers feel the same Rabbani product quality. like what ambassador brands wear, such as products that are comfortable to use for daily activities such as absorbent materials, hijab but still stylish. And the lowest value in variable Y is found in statement number 14 with the result of $0.371 > 0.1663$, with the statement "I buy the Rabbani brand when I am going to an important event", this shows that Rabbani products are not only worn when attending important events. but also for everyday life because of the convenience of the product if it is used every day for activities.

Based on the correlation value between the x and y variables it is 0.740. Where with this value, the correlation between the two can be classified as having a strong relationship. So it can be concluded that brand ambassadors have a strong influence on purchasing decisions. Arafah, who has a different allure to become a hijab comedy that has chic and stylish characteristics as well as her fame as a stand-up comedy, soap opera player and film, attracts the public, especially teenagers who want to appear like Fatin and Arafah.

Based on the t value on variable X (brand ambassador) is 10,847 with a significant level of 0,000 because $9,624 > 1,29034$ and $0.00 < 0.1$. In this study, the number of samples (n) 99 with $df = n-2 = 97$ can be obtained in the t table the value used is (1.29034). It can be concluded that brand ambassadors have a positive and significant effect on purchasing decisions.

R Square test the brand ambassador (X) is 0.548. This means that 54.8% of purchase decisions are influenced by brand ambassadors. While the remaining 45.2% could be caused by various other things outside of these variables, for example, an up to date design or a well-known brand.

REFERENCE

- Aaker dan Joachimstahler. 2000. "*Marketing*", Edisi Ketiga. Jakarta: Erlangga.
- Kotler, Philip, 2004. "*Marketing an Introduction*". New jersey: Prentice Hall
- Palmer, Adrian. 2001. "*Principles Of Services Marketing, 3rd Edition*" McGraw- Hill Companies, UK
- Kennedy, John. E; R Dermawan Soemanagara., 2006. "*Marketing Communication. Taktik dan Strategi*". Jakarta. PT Buana Ilmu Populer (kelompok Gramedia).
- Royan, Frans M, 2004 "*Marketing Selebrities*". PT Elex Media Komputindo,. Jakarta.
- Shimp, Terence. 2003. "*Advertising, Promotion, and Other Aspects of Integrated a Marketing Communications*". Mason: Cengage Learning
- Sugiyono, 2014, "Metode Penelitian Kuantitatif Kualitatif dan R&D". Bandung : Alfabeta.
- Kotler, Phillip. dkk. 2017. "Social Marketing: Improving Quality of Life". London: Sage Publication
- Schiffman and Lazar Kanuk, 2000, "*Costumer Behavior, Internasional Edition*", Prentice Hall
- Amir Purba, dkk. 2006. "*Pengantar Ilmu Komunikasi*". Medan :Pustaka Bangsa.
- Ghozali, Imam, 2009, "Aplikasi Analisis Multivariate Dengan Program SPSS",. Semarang: Badan Penerbit Universitas Diponegoro, Vol.100-125.
- <https://www.rabbanimallonline.com/>
- <http://www.rabbani.co.id/page/company-profile.html>
- <http://www.rabbani.co.id/page/artikel-Rabbani-Raih-Penghargaan-Indonesia-Original-Brand-2017-6-48.html>

<https://www.topbrand-award.com/2020/08/dengan-kekuatan-reseller-dan-desain-rabbani-raih-top-brand-award/>