

The Influence of Influencer Marketing and Emotional Branding Through Brand Image on Repurchase Intention on Iymel Says Hijab Products

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Abstract : Indonesia is known as the largest Muslim country which is a potential market for the world of hijab fashion today. This condition causes intense competition in the hijab fashion world. Repurchase Intention is the most important component for company sales so that sales strategy must be implemented appropriately through Influencer Marketing and Emotional Branding components mediated by Brand Image on Iymel Says Hijab Products. However, several things do not show the success and strength of the Iymel Says Hijab product trying to measure brand image as an intervention. Determining this strategy can increase the Repurchase Intention of Iymel Says Hijab products which will be higher than other products on the market. The current strength of Influencer Marketing is expected to be able to be used by Iymel Says Hijab Products as a tool to win the hijab market competition in Indonesia.

Keywords: Brand Personality, Brand Credibility, Brand Love, Brand Loyalty

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I. Introduction

The world has changed rapidly from time to time, it cannot be separated from digitalization over the last 20 years, which has now made it easier for humans to access any information quickly without any restrictions. This is the most important transformation into people's lives today and includes ongoing business processes in everyday life (Hagberg, et.al, 2016). Digitization has significantly affected people's social lives after the emergence of digital social networks known as social media. According to a survey from Globalwebindex (as quoted from Copp 2018) Youtube, Facebook, Instagram, Twitter are the most used social media platforms in Indonesia.

One of the marketers that the researcher will discuss is Iymel Says Hijab's fashion outfit, which was built in early 2017. The brand was built by Risky Amelia or her nickname is Iymel, who is a hijab influencer and also a fashion styler. The unique design of clothes with access for breastfeeding mothers is the hallmark of Iymel Says Hijab, and now Iymel has successfully sold 1000-3000 pieces of clothes for each launch. The enthusiasm of the followers to be able to get Iymel's clothes caused the clothes to run out quickly in a matter of minutes, so they called Iymel's items a contested item. Due to the fact that many consumers did not receive the Iymel Says Hijab design product since the product was launched (www.fimela.com, 2018). This is in line with research from Mediakix which stated that 80% of marketers said that there was an increase in sales after using influencer marketing services (www. .paper.id, 2019)

The empirical phenomenon in this study is the number of sellers of clothes for breastfeeding mothers spreads in the market, many brands compete to produce these contemporary clothes. They are convection actors who produce similar clothes at prices below the market. They also market their products via Instagram with too many accounts, making it difficult for consumers to make choices about buying these unique clothes. Due to too many sellers of special clothes for breastfeeding mothers, Iymel does not only rely on the services of influencers, he also maintains and improves product quality in order to gain the trust of his loyal consumers. Because a very good brand image law will create emotional values for consumers, and that emotional value will create positive feelings for consumers when they make repurchase intentions (Sudaryanto et al., 2020).

II. Literature Review

Brown & Nick (2011:4) menyatakan bahwa *Influencer marketing* adalah pendekatan terbaru dalam pemasaran dan hubungan masyarakat di mana perusahaan yang menggunakan jasa influencer akan menargetkan orang-orang agar masuk pada prospek suatu perusahaan untuk mendapatkan informasi. Para influencer ini membantu membangkitkan kesadaran dan mempengaruhi keputusan pembelian konsumen yang mencari dan

menghargai keahlian influencer, membaca blog influencer, menghadiri seminar atau presentasi influencer diacara industri dan sebagainya, sehingga terjadi komunikasi atau diskusi lebih intens”.

Brown & Nick (2011:4) stated that Influencer marketing is the latest approach in marketing and public relations where companies that use influencer services will target people to enter the prospects of a company to get information. These influencers help raise awareness and influence the purchasing decisions of consumers who seek and appreciate influencer expertise, read influencer blogs, attend influencer seminars or presentations at industry events and so on, resulting in more intense communication or discussion.

Gobe (2005:11) stated that emotional branding or brand creation with emotional nuances is the concept of creating a brand image that aims to establish a deep emotional connection between brands and consumers through creative and innovative approaches. The strategy used is by focusing the implementation of the strategy on the most pressing aspects of human character, the desire to obtain material satisfaction, and experiencing emotional fulfillment, so as to create a brand that can arouse consumer feelings and emotions, make the brand live for consumers and form strong relationships. deep and durable. A brand is brought to life for consumers through the company's personality behind it and the company's commitment to reach consumers at the emotional level of this new paradigm that is animated by emotions, so consumers are perceived to think more with their hearts than their minds when choosing a product.

Kotler and Keller (2006: 268), brand image is the extrinsic nature of a product or service, including the way the brand tries to meet the psychological or social needs of consumers. Marcus Burton (in Andryanto, 2009), brand image is the impression that is left in the minds of consumers after they receive messages conveyed in various ways and create a brand. Richard E. Stanley (in Andryanto, 2009) brand image is all the emotions and aesthetic qualities obtained when consumers associate it with a brand name.

Repurchase intention showed the customer's desire for the future. Repeat purchase behavior is often associated with brand loyalty. True loyalty only reflects the psychological commitment of consumers to a brand, while repeat purchases are made by consumers to buy a brand repeatedly (Tjiptono, 2005: 18). Consumers make repeat purchases because of an impulse and repeated buying behavior that can foster a loyalty to what they feel is appropriate for them. So, repurchase intention can be concluded as a tendency to repurchase, and obtain a positive response to past actions (Peter and Olson, 2000: 190).

III. Conceptual Model

The conceptual framework of this study aims to determine the relationship between the independent variables of Influencer Marketing and Emotional Branding, the intervening variable Brand Image, and the dependent variable of repurchase intention. So, based on the background description above which explains the influence of Influencer Marketing and Emotional Branding on repurchase intention through Brand Image, the conceptual framework of this research can be described as shown in the following figure:

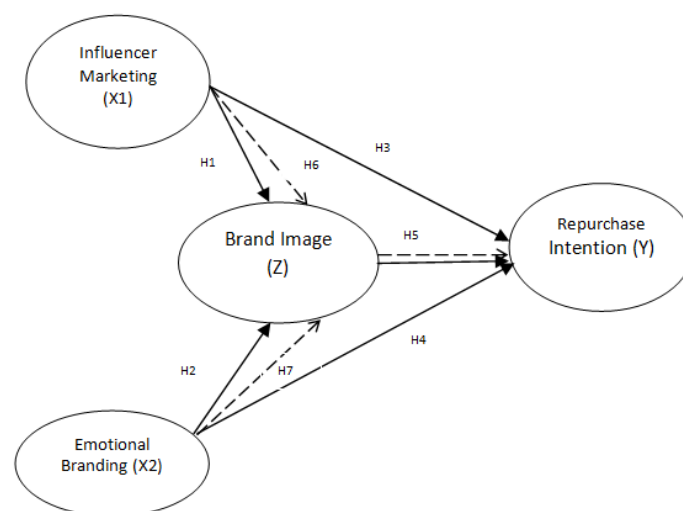


Figure 1. Conceptual Framework

HYPOTHESIS

The Influence of Influencer Marketing on Brand Image

There are many marketing strategies in business, if previously consumers were easily influenced by advertising, now they tend to choose role models or influencers who are believed to have a significant influence on followers or followers. The end result is the influence of influencers can make followers to like a product, buy and be

loyal to the product. The ability of influencers to describe product information has received a positive response from companies that want to use their services. According to Nick Hayes (2008: 50) influencer marketing was the latest approach in marketing and public relations where companies that use influencer services will target people to enter the prospects of a company to get product information. The phenomenon of influencer marketing has been studied by Hermanda et al. (2019) and Daniel Belanche (2020) whose results were influencer marketing has a significant positive influence on brand image, meaning that consumer involvement with products increases them to find out more product information through influencer marketing accounts. So in this study the researchers made the following hypothesis:

H1: Influencer Marketing has a Significant Effect on the Brand Image of Iymel SaysHijab products

The Effect of Emotional Branding on Brand Image

Emotional branding is carried out by several companies who are aware of the importance of branding that involves emotional consumers. According to Marc Gobe (2005: 11) emotional branding or brand creation with emotional nuances was the concept of creating a brand image that aims to establish a deep emotional connection between brands and consumers through creative and innovative approaches. This phenomenon is increasingly being carried out by companies, especially marketing in social media, which deliberately involves opinions from user experience. So that interaction occurs by recommending new products or services belonging to the company and becoming more active in conversations with manufacturers regarding brands. This is similar to previous research, namely Kim and Sullivan (2019) which stated that emotional branding succeeded in creating a brand image through sensory branding, stories or experiences that caused the product to be branded and could convince consumers. Other research was also conducted by Akgunet al. (2013) whose results showed that the emotional branding strategy through the potential for successful emotional traits creates a strong bond between consumers and brands. Based on this description, the hypotheses in this study are:

H2: Emotional Branding has a significant effect on the Brand Image of Iymel Says Hijab Products

The Effect of Influencer Marketing on Repurchase Intention

Influencer marketing can also be called consumers who intentionally review and comment on products posted on social media. In the review there is detailed information and influencer's assessment of the product which plays an important role in building trust and is very decisive in influencing repurchase (Bigne, 2018). The research conducted by Hermanda et al. (2019) where the result is that the use of social media influencers to influence consumer buying interest does not have a significant effect. Meanwhile, Maria (2018) states that influencer marketing has a significant influence on consumers' purchase intentions. This means that there are recommendations regarding the usage experience of influencer marketing that can influence consumers to make repeat purchases. These differences make the researchers formulate the following hypotheses:

H3: Influencer Marketing Has a Significant Effect on Repurchase Intention of Iymel Says Hijab Products

The Effect of Emotional Branding on Repurchase Intention

The area of emotion is becoming an increasingly important part of today's buying routine, where many products offer the same quality and face competition for being a common commodity in a market filled with competitors. Consumers who are satisfied with a brand, either in absolute terms or relative to other brands, tend to form positive feelings of attachment (such as liking or love) to the brand of their choice. This feeling of attachment is continued as a good predictor of consumer buying behavior and consumer intention to make repeat purchases (Parket al., 2010). As research has been done by Han et al. (2018) stated that image, emotion and satisfaction have a significant effect in generating repurchase intentions. This shows that the emotions that are presented in a brand can build a closer relationship between consumers and the company, so that the attachment of the relationship will lead consumers to make repeat purchases. From this description, the researcher makes a hypothesis in the form of:

H4: Emotional Branding has a Significant Effect on Repurchase Intention of Iymel Says Hijab Products

The Effect of Brand Image on Repurchase Intention

According to Kotler and Keller (2016: 330), brand image was the extrinsic nature of a product or service, including the way the brand tries to meet the psychological or social needs of consumers. The relationship with a brand will be stronger if it is based on experience and gets a lot of information. Images or associations represent perceptions that can reflect objective reality or not. The image formed from the association (perception) is what underlies the decision to buy and even brand loyalty from consumers. This understanding is in accordance with previous research conducted by Chen-Yu et al. (2016) stated that brand experience and brand image have a direct effect on repurchase intentions in shopping for clothes online. A similar study was also conducted by Wijaya and Astuti (2018), the result that brand image was positively and significantly correlated with repurchase intentions. Based on these findings, the researcher also made the following hypothesis:

H5: Brand Image has a Significant Effect on Repurchase Intention of Iymel Says Hijab Products

The Effect of Brand Image Mediating Influencer Marketing on Repurchase Intention

One of the goals of influencer marketing is to inform, which is to provide detailed information about the Iymel Says Hijab product, so followers find it helpful to obtain this information. This has resulted in the Iymel Says Hijab brand being better known not only as an ordinary fashion product but also as having a good image in terms of products. In line with previous research conducted by Paulina et al. (2017) where influencer marketing has an effect on repurchase intention by using language that is easy to understand and able to answer questions from followers patiently on social media. Based on this research, it can also be stated that the intervening variable in the form of brand image can affect repurchase intention. Based on these findings, the researchers made the following hypotheses:

H6: Brand Image has a Significant Effect in Mediating Influencer Marketing on Repurchase Intention of Iymel Says Hijab Products

The Effect of Brand Image Mediating Emotional Branding on Repurchase Intention

A brand that has a vision is a major factor in long-term brand success (Gobe, 2005: 11). Likewise with Iymel Says Hijab, which maintains its vision of designing Muslim clothes specifically for nursing mothers with premium quality materials and contemporary models. These specific things are always associated with a brand, so Iymel Says Hijab is known as a special fashion product for nursing mothers whose clothing designs look modern in accordance with today's fashion trends. The previous research, such as that conducted by Heesup et al. (2018) and Prapat et al. (2018) which stated that emotional branding can affect repurchase intent through brand image. Based on the description, the researcher arrived at the hypothesis, namely:

H7: Brand Image has a Significant Effect in Mediating Emotional Branding on Product Repurchase Intention Iymel Says Hijab

IV. Conclusion

The tight competition in the cosmetic 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 fierce competition era is the decline in consumer brand loyalty. The superiority of the brand has the impact of such a big change. The development of the brand also affects the brand loyalty of The Body Shop cosmetic products, this shows that the concept of brand love 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 fierce competition era.

In the fierce competition era, The Body Shop Company requires the concept of an effective and efficient product sales strategy. By 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 personality and brand credibility in increasing brand loyalty through brand love.

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