MJIFM | MAJAPAHIT JOURNAL OF ISLAMIC FINANCE AND MANAGEMENT

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

THE EFFECT OF ADVERTISING AND BRAND IMAGE ON PURCHASE DECISIONS OF KAHF PRODUCTS

Ilham Ni'amulloh[1]
Universitas Swadaya Gunung Jati, Cirebon, Indonesia
ilham.122020252@ugj.ac.id

Aang Curatman[2]
Universitas Swadaya Gunung Jati, Cirebon, Indonesia
aang.curatman@ugj.ac.id

Abstract

This study aims to analyze the effect of advertising and brand image on the purchasing decisions of Kahf products among male consumers in Cirebon City. This research employs a quantitative approach with an associative method. Data collection was carried out through questionnaires distributed to 183 respondents selected using a purposive sampling technique. Data analysis was conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The results of the study indicate that advertising and brand image have a positive and significant effect on purchasing decisions for Kahf products, with brand image having a more dominant influence compared to advertising. These findings suggest that advertising effectiveness, when supported by a strong brand image, is a crucial factor in driving consumer purchasing decisions, particularly for halal men's grooming products. This research is expected to provide theoretical contributions to the field of marketing as well as serve as a practical reference for companies in designing more effective marketing strategies.

Keywords: Advertising, Brand Image, Purchasing Decisions

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

INTRODUCTION

The men's skincare industry in Indonesia is currently experiencing a rapid escalation. This phenomenon is propelled by a paradigm shift in lifestyle, wherein grooming is no longer perceived as a taboo, but rather as a manifestation of professionalism and an essential selfcare practice for modern men (Agustina et al., 2022).

Recognizing this significant market opportunity, PT Paragon Technology & Innovation launched the brand Kahf in October 2020. Kahf is specifically formulated to address the unique skincare needs of men, emphasizing natural ingredient formulations and a halal cosmetic identity. This robust product positioning strategy has proven effective in cultivating consumer trust and significantly stimulating purchase decisions within the men's cosmetics market (Fathnin & Zulkarnain, 2025).

Despite its launch amidst the economic instability induced by the pandemic, Kahf's digital marketing strategy yielded exceptional results. Since its inception, Kahf has successfully recorded the sale of over 1.7 million products. This consistent growth trajectory persists, driven by a high rate of consumer repurchase intention. Consequently, this solidifies Kahf's dominance as the leading men's facial care product across major e-commerce platforms in Indonesia, further substantiating the efficacy of their digital market penetration (Pranatika Dhatu, 2022).

Advertising plays a strategic role in influencing purchase decisions, functioning as a vital medium for companies to effectively communicate product messages, competitive advantages, and intrinsic value to consumers. Advertisements that are meticulously designed to be engaging, informative, and relevant are capable of heightening audience attention and interest in the products offered. In the context of Kahf skincare, the digital marketing and advertising strategies massively disseminated across platforms such as YouTube, Instagram, and TikTok contribute significantly to establishing brand awareness and shaping consumer perceptions regarding product efficacy (Darma & Napitupulu, 2024). When advertising messages successfully resonate with and address consumer needs, the effectiveness of such digital marketing directly accelerates the consumer purchase decision making process (Hasnah, Yudhistira Haryo, 2024).

Brand image encompasses the perceptions, beliefs, and impressions cultivated within the minds of consumers regarding a specific brand. A positive brand image fosters a sense of trust, confidence, and reassurance among

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

consumers when selecting a product over alternative brands. For Kahf skincare products, a brand image that prioritizes halal principles, the superior quality of natural ingredients, modern masculinity, and the established credibility of its parent company (Paragon) acts as a pivotal determinant in influencing purchase decisions (Fathnin & Zulkarnain, 2025). Consumers who evaluate Kahf as possessing a strong brand image and high product quality feel a greater sense of security and conviction that the product aligns with their specific preferences. The trust engendered by this robust brand image effectively differentiates Kahf from its competitors, thereby significantly elevating the consumers' propensity to select and ultimately purchase the product (Kalis, 2024).

LITERATURE REVIEW

The Theory of Planned Behavior (TPB) developed by (Ajzen, 2006)explains that a person's behavior is determined by intention, which is formed by three main components: attitude toward the behavior, subjective norm, and perceived behavioral control. Attitude toward the behavior is a person's positive or negative evaluation of an action, such as assessing the benefits and quality of a product before purchasing it (Fishbein, 2010). Subjective norm reflects the social influence from the surrounding environment, such as family, friends, and emerging trends, which can encourage individuals to make a purchase. Meanwhile, perceived behavioral control describes the individual's perceived ability and ease in performing an action, including product availability, affordable pricing, or easy access.

These three components jointly influence a person's intention to buy, and this intention becomes the main predictor of actual purchasing behavior. In the context of this research, the TPB theory is relevant for explaining how advertising and brand image can shape consumer attitudes, social support, and beliefs, which ultimately influence the purchasing decision for Kahf products (Ajzen, 2006; Keller, 2013).

According to (Sonia Anna, 2016), advertising is a form of paid non-personal presentation and promotion by a specific sponsor to promote ideas, goods, or services. Advertisements are essentially compelling messages strategically designed to capture the attention and interest of the general public, ultimately aiming to drive a purchase decision for the products or services offered. Within the marketing management discipline, advertising does not stand alone; rather, it is an integral part of the overall promotional mix strategy. Other supporting components of this promotional mix include publicity or public relations, sales promotion, and personal selling.

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

Brand image is a perception that arises in consumers' minds when recalling a specific brand or product. This perception is influenced by numerous factors, including consumers' prior experiences with the service or product, as well as the extent to which they connect exclusively with the brand's identity such as visual elements, core values, and its cultural relevance within society. A resilient brand generally possesses a positive image. Establishing a strong and unique brand image not only fosters closer relationships with customers and drives higher brand equity but also serves as a primary differentiator from competitors, especially in the digital era where competition for consumer attention is intense. This solid brand personality ultimately plays a crucial role in stimulating the formation of Purchase Decisions and encouraging Repurchase Intentions (Ahmad, 2023; Kusumawati, 2013).

Purchase Decision is defined as a series of selection processes carried out by consumers before conducting a transaction, which originates from the urge to fulfill a need. At this stage, consumers do not merely purchase; they perform an in-depth evaluation to determine specific aspects such as brand choice, timing of purchase, and the payment method to be used (Hanaysha, 2026; Rifani, 2023).

RESEARCH METHOD

The type of research used in this study is quantitative associative research. According to (Sugiyono, 2019), associative research is a research method aimed at determining the relationship between two or more variables. Through this research, a theory can be developed that serves to explain, predict, and control a phenomenon. The objective of this study is to determine the effect of the independent variables (advertising and brand image) on the dependent variable.

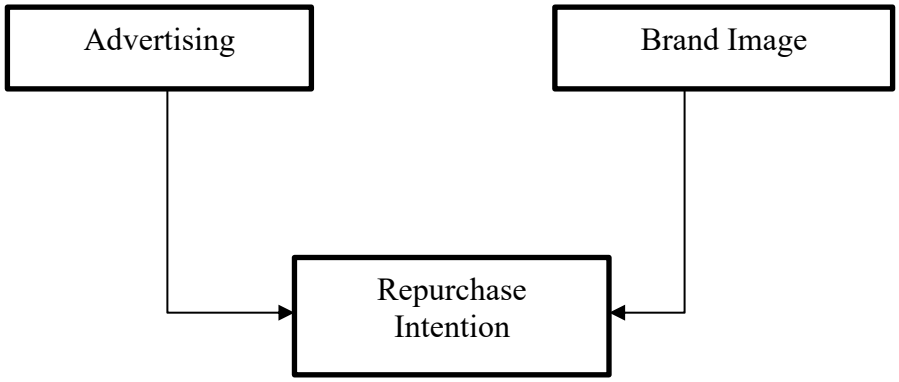


Figure 1 Conceptual Framework

The population in this study comprises all consumers who have purchased Kahf products, including face wash, deodorant, fragrances, and

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

other men's grooming products. Similar to the source study, the exact number of the population is unknown (*infinite population*) because there is no official data regarding the total number of Kahf customers in Cirebon City. The population in this study includes all consumers of Kahf products in Cirebon City who have purchased or used these men's grooming products, either through modern retail stores (such as Indomaret, Alfamart, Guardian, and Watsons) or through e-commerce platforms such as Shopee, Tokopedia, and Lazada.

This study uses a purposive sampling technique (a non-probability sampling method), in which respondents are selected based on specific criteria that align with the research objectives. The established respondent criteria are as follows:

1. Men aged 17 years and older.
2. Domiciled in Cirebon City.
3. Have purchased or used a Kahf product at least once.

The determination of the sample size in this study refers to the guidelines by (Joseph F. Hair, 2017), which recommend a sample size of 5 to 10 times the number of research indicators. Since this study utilizes a total of 26 indicators (from the advertising, brand image, and purchase decision variables), the ideal sample range required is 130 to 260 respondents. Based on these calculations and guidelines, this study sets a minimum sample size of 182 respondents to ensure that the research results have adequate analytical power.

RESULTS AND DISCUSSION

Descriptive Statistical Test

The results of the descriptive statistical test on the independent variables, moderated dependent variables can be seen in the following table:

Table 1.
Descriptive Analysis Results

Age	Number Of Respondents	Percentage (%)
17–22 Years Old	134	73,2
23–27 Years Old	38	20,8
28–32 Years Old	9	4,9
> 33 Years Old	2	1,1

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

Age	Number Of Respondents	Percentage (%)
Total	**183**	**100**

Source: Data Processed (2025)

Based on the detailed demographic data presented in Table 4.1, the respondent profile in this study exhibits a significant concentration within the younger age segment. The absolute majority of respondents fall into the 17 to 22 years age bracket with a highly dominant percentage of 73.2%, followed by the early adulthood cohort aged 23 to 27 years at 20.8%. Conversely, participation from the 28 to 32 years age group, as well as respondents above 33 years old, demonstrates a relatively marginal proportion. This demographic configuration empirically confirms that the consumer base for Kahf products within the scope of this study is predominantly concentrated among the younger generation, a demographic group that characteristically possesses a high adoption rate and is highly active in engaging with digital media platforms.

Measurement Model (Outer Model)

The evaluation of the measurement model (outer model) was conducted to verify the feasibility of the research instruments, ensuring that the indicators used are able to measure each construct with adequate validity and reliability.

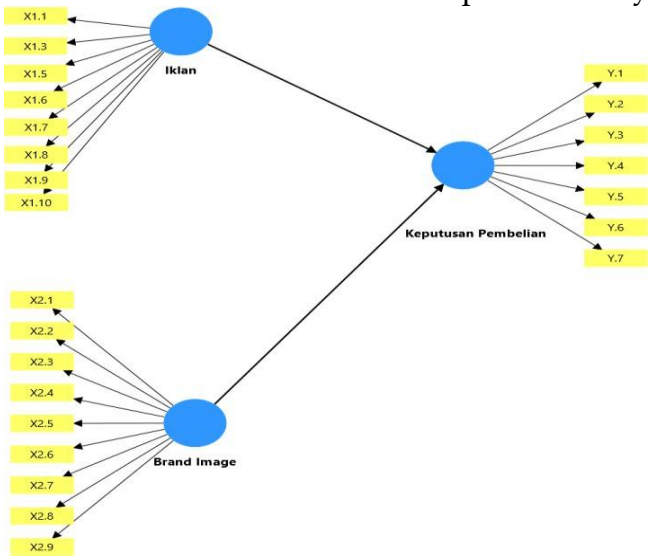


Figure 2.
Outer Model
Source: Data Processed (2025)

Table 2

MJIFM | MAJAPAHIT JOURNAL OF ISLAMIC FINANCE AND MANAGEMENT
Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

Outer Model

Variable	Indicator	Outer Loading	Description
Advertising (X1)	X1.1	0.687	Moderate
	X1.10	0.742	Valid
	X1.3	0.714	Valid
	X1.5	0.695	Moderate
	X1.6	0.699	Moderate
	X1.7	0.712	Valid
	X1.8	0.710	Valid
	X1.9	0.700	Valid
Brand Image (X2)	X2.1	0.653	Moderate
	X2.2	0.739	Valid
	X2.3	0.731	Valid
	X2.4	0.719	Valid
	X2.5	0.773	Valid
	X2.6	0.720	Valid
	X2.7	0.664	Moderate
	X2.8	0.718	Valid
	X2.9	0.700	Valid
Purchase Intention (Y)	Y1	0.810	Valid
	Y2	0.669	Moderate
	Y3	0.705	Valid
	Y4	0.797	Valid
	Y5	0.730	Valid
	Y6	0.742	Valid
	Y7	0.756	Valid

Source: Data Processed (2025)

Convergent validity was assessed by examining the outer loading values of each indicator relative to its respective construct. The established criteria

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

require an outer loading value of ≥ 0.70 however, values ranging from 0.60 to 0.69 remain acceptable in social science research. The test results indicate that most indicators have an outer loading value of ≥ 0.70, while several others fall within the 0.60–0.69 range. These indicators were retained as they do not compromise the overall quality of the constructs. Consequently, all indicators are declared feasible for further use.

Reliability Test

The results of the Reliability Test can be seen in the following table:

Table 3
Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	AVE
Brand Image	0.879	0.903	0.509
Advertising	0.858	0.889	0.501
Purchase Decision	0.866	0.897	0.556

Source: Data Processed (2025)

Cronbach's Alpha and Composite Reliability values above 0.70 indicate that the research instrument possesses excellent internal consistency. Furthermore, an AVE value exceeding 0.50 indicates that each construct is capable of explaining more than half of its indicators' variance. Consequently, the Advertising, Brand Image, and Purchase Decision constructs are declared reliable and possess convergent validity.

Discriminant Validity Test (Cross Loading)

The following is a summary of the discriminant validity evaluation results using the cross-loading method:

Table 3
Cross Loading

Indicator	Brand Image	Advertising	Purchase Decision
X1.1	0.563	0.687	0.567
X1.10	0.664	0.742	0.683
X1.3	0.574	0.714	0.522
X1.5	0.509	0.695	0.448

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

Indicator	Brand Image	Advertising	Purchase Decision
X1.6	0.541	0.699	0.543
X1.7	0.634	0.712	0.583
X1.8	0.585	0.710	0.592
X1.9	0.591	0.700	0.582
X2.1	0.653	0.577	0.527
X2.2	0.739	0.646	0.564
X2.3	0.731	0.573	0.601
X2.4	0.719	0.570	0.642
X2.5	0.773	0.678	0.669
X2.6	0.720	0.599	0.601
X2.7	0.664	0.539	0.554
X2.8	0.718	0.571	0.564
X2.9	0.700	0.564	0.595
Y1	0.696	0.709	0.810
Y2	0.583	0.571	0.669
Y3	0.546	0.558	0.705
Y4	0.696	0.636	0.797
Y5	0.597	0.536	0.730
Y6	0.607	0.606	0.742
Y7	0.590	0.578	0.756

Source: Data Processed (2025)

Based on Table 3, all indicators of the Advertising variable (X1) exhibit the highest loading values on the advertising construct compared to the brand image and purchase decision constructs. The same applies to the indicators of the Brand Image variable (X2), where all indicators show the highest loading values on the brand image construct. Furthermore, all indicators of the Purchase Decision variable (Y) demonstrate the highest loading values on the purchase decision construct. These results indicate that each indicator is capable of

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

distinguishing the construct it measures from other constructs. Therefore, it can be concluded that this research model fulfills discriminant validity based on the cross-loading criteria.

R-Square

Table 4
R- square

Variable Endogen	R-Square
Purchase Decision	0.775

Source: Data Processed (2025)

An R-Square value of 0.775 indicates that the Advertising and Brand Image variables account for 77.5% of the variance in Purchase Decisions, while the remaining portion is explained by other variables outside the model. This value falls into the strong category, suggesting that the research model possesses good explanatory power.

F Square

Tabel 5
f^2 Effect Size Test Results

Relationship Between Variables	f^2 Value	Category
Advertising→ Purchase Decision	**0.187**	Medium
Brand Image → Purchase Decision	**0.312**	Large

Source: Data Processed (2025)

The effect size f^2 is used to determine the magnitude of each independent variable's contribution to the dependent variable within the structural model. The f^2 value indicates the extent to which the removal of an exogenous variable affects the R-square value of the endogenous variable. Based on the test results in Table 5, the Advertising variable has an f^2 value of 0.187, which falls into the medium category. This suggests that advertising provides a significant contribution to influencing purchase decisions, even though it is not the dominant factor. Meanwhile, the Brand Image variable has an f^2 value of 0.312, which is categorized as a large effect. This finding indicates that brand image has a stronger contribution than advertising in explaining the variance in consumer purchase decisions.

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

Consequently, it can be concluded that while advertising plays an important role as a trigger for consumer attention, brand image is the more dominant factor in shaping the purchase decisions for Kahf products.

Significance Test of Relationships Between Variables

The significance test for the relationships between variables was conducted using the bootstrapping procedure within the PLS-SEM method. A relationship between variables is declared significant if it has a T-statistic value > 1.96 and a P-value < 0.05.

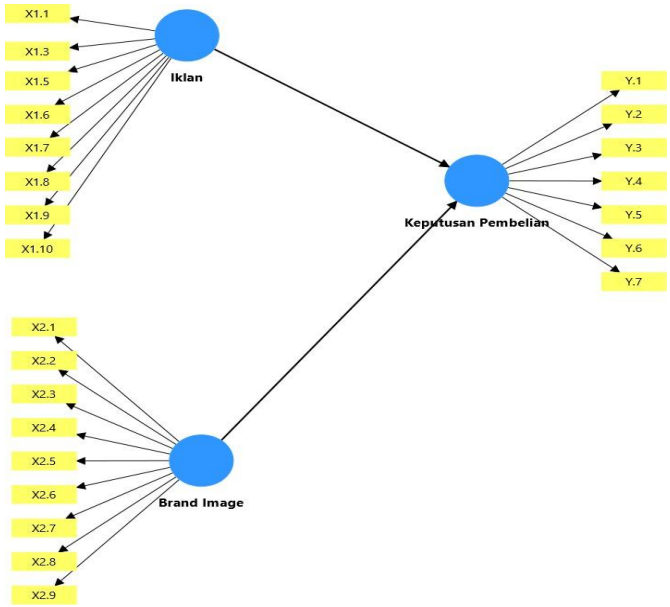


Figure 3
Bootstrapping
Source: Data Processed (2025)

Table 6
Hypothesis Testing Results

Relationship Between Variables	Path Coefficient (β)	t-statistic	p-value	Description
Advertising → Purchase Decision	0.352	5.614	0.000	Significant
Brand Image → Purchase Decision	0.463	7.982	0.000	Significant

The significance test for the relationships between variables in this study was conducted using the bootstrapping method within the SEM-PLS model. This test aims to determine whether the relationships between latent variables

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

in the research model are statistically significant. Based on the results in Table 6, the Advertising variable has a path coefficient of 0.352, with a T-statistic of 5.614 and a P-value of 0.000. These values meet the significance criteria; thus, it can be concluded that advertising has a positive and significant effect on purchase decisions.

Furthermore, the Brand Image variable has a path coefficient of 0.463, with a T-statistic of 7.982 and a P-value of 0.000. These results indicate that brand image has a positive and significant effect on purchase decisions and exerts a stronger influence compared to advertising.

The Influence of Advertising on Purchase Decisions

Based on the data analysis conducted using the SEM-PLS method, it is found that the Advertising variable has a positive and significant influence on Purchase Decisions for Kahf products. This finding indicates that advertising plays a crucial role in shaping consumer behavior, particularly in encouraging consumers to make a purchase decision. In other words, the effectiveness of the company's advertising is directly proportional to the increasing consumer tendency to purchase the product. The results of this study indicate that the advertisements received by consumers are capable of providing a product overview while simultaneously building a positive perception toward the brand. This condition shows that advertising functions not only as a promotional medium but also as a marketing communication tool that influences the consumer's perspective of the product.

Advertisements presented in an attractive and relevant manner help consumers understand the product's benefits, thereby encouraging them to consider a purchase.

When linked to the theories explained in Chapter II, this finding is consistent with the concept of the role of advertising in marketing as a tool to convey information, persuade, and influence consumer attitudes. Furthermore, the results can be explained through the AIDA concept (Attention, Interest, Desire, Action), where advertising serves to attract consumer attention, cultivate interest, create desire, and ultimately drive the purchase action. Thus, Kahf's advertising can be said to have performed its function effectively in influencing consumer purchase decisions.

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

The Impact of Brand Image on Purchasing Decisions

The results of this study prove that brand image has a positive and significant effect on purchasing decisions for Kahf products. This finding indicates that Kahf's image as a modern and trusted men's grooming product successfully instills a sense of security and confidence in the consumers' minds. Consumers are shown to carefully consider a brand's reputation and image before finally deciding to make a purchase transaction.

Interestingly, the analytical results also show that the influence of brand image is far more dominant compared to advertising factors. This aligns with the theoretical foundation in Chapter II, which states that brand image is a set of perceptions and associations formed in the consumers' minds that can directly influence their attitudes and behavior. This means that today's consumers are no longer solely influenced by the appeal of advertising messages, but rather focus more on the quality, benefits, and established reputation of the brand.

In conclusion, brand image is proven to serve as the primary evaluative factor in the final stage of the purchasing decision-making process. Therefore, strengthening a positive and consistent brand image has become a highly crucial aspect of marketing strategy, as it delivers long-term impacts in maintaining consumer trust and loyalty.

CONCLUSION

Based on the data analysis and discussion elaborated in Chapter IV, this study comprehensively concludes that both advertising and brand image play a fundamental role in shaping purchasing decisions for Kahf products. Partially, advertising exposure is proven to exert a positive and significant influence by acting as an effective marketing communication instrument that distributes information, constructs cognitive perceptions, and stimulates consumer behavioral responses. This effectiveness is highly supported by the demographic characteristics of the consumers, primarily young men with significant exposure to digital media, allowing advertising messages to be well-internalized. Furthermore, brand image also demonstrates a positive and significant impact, functioning as a more dominant determinant compared to advertising in influencing final consumer decisions. A solid brand image is proven to serve as a heuristic that fosters consumer trust and confidence in the guaranteed quality and functional value of the product. Moreover, although the SEM-PLS analytical approach does not evaluate simultaneous effects through an independent path, the high coefficient of determination confirms that, in aggregate, the integration of advertising and brand image accounts for the majority of the variance in

Vol. 6 No. 2, 2026, 6358–6372 e-ISSN 2798-0170

purchasing decisions. This affirms the postulate that the synergy between persuasive advertising exposure and a strong brand reputation is a crucial prerequisite for optimizing marketing strategies.

REFERENCES

Agustina, A., Dolly, F. I., & Widyastuti, I. (2022). *Pengaruh Perilaku Konsumtif dan Gaya Hidup Terhadap Keputusan Pembelian Skincare Mahasiswi STIA Setih Setio*. *1*(2), 113–124.

Ahmad, F. A. D. (2023). *PENGARUH KUALITAS PRODUK, HARGA, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN YANG BERDAMPAK MINAT BELI ULANG HANDPHONE SAMSUNG (STUDI KASUS PADA MAHASISWA DI SEMARANG)*.

Ajzen. (2006). *The theory of planned behavior.*

Darma, A. M., & Napitupulu, E. V. (2024). *Influence of visual merchandising , creative promotion , and price on purchase decisions in live shopping Shopee*. 1–20.

Fathnin, Z. A., & Zulkarnain, L. (2025). *Pengaruh Kualitas Produk dan Label Halal Terhadap Keputusan Pembelian Skincare Kahf*. *1*(1), 34–41.

Fishbein, M. (2010). *P redicting C hanging B ehavior and P redicting B ehavior*.

Hanaysha, J. R. (2026). *An examination of the factors a ff ecting consumer ' s purchase decision in the Malaysian retail market*. *2*(1), 7–23. https://doi.org/10.1108/PRR-08-2017-0034

Hasnah, Yudhistira Haryo, K. M. (2024). *Pengaruh viral marketing dan brand image terhadap keputusan pembelian kahf di tiktok shop*. *23*(3), 257–265.

Joseph F. Hair, J. (2017). *A PRIMER ON PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING (PLS-SEM)*.

Kalis, P. (2024). *PENGARUH KEPERCAYAAN, KUALITAS PRODUK DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PRODUK KAHF DI SOLO RAYA*.

Keller, K. L. (2013). *and Measuring , Brand Managing Customer-Based Equity*. *57*(1), 1–22.

Kusumawati, I. P. (2013). *ANALISIS PENGARUH CUSTOMER EXPERIENCE TERHADAP (Studi Kasus pada Konsumen restoran The House of Raminten Yogyakarta)*. *2*(2012), 1–9.

Pranatika Dhatu, A. (2022). *Pengaruh Pengalaman Pelanggan dan Motivasi Hedonis*. *01*(02), 92–105.

Rifani, R. A. (2023). *Pengaruh Word of Mouth dan Kualitas Produk terhadap Keputusan Pembelian Konsumen (Studi Pada Livestream Tiktok Shop)*. *October*.

Vol. 6 No. 2, 2026, 6358–6372 **e-ISSN** 2798-0170

https://doi.org/10.56341/amj.v3i2.204

Sonia Anna, S. B. Y. (2016). *PEMBELIAN HERBAL SARI DINDA memengaruhi para konsumen memilih herbal yang akan dikonsumsi . mengurangi virus HIV dalam aliran darah pada orang dengan HIV / AIDS (ODHA) saja , tubuh ODHA (ketiak , tiroid di leher , kalenjar kelamin , dan kalenjar lainny*. *5*(April 2020), 238–267.

Sugiyono. (2019). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN R&D*.