

## How Muslim Youth Community Brand Sells Merchandise Case: Shift Youth Movement

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**Abstract.** *Shift is a Muslim youth movement community in Indonesia. As one of the Islamic Brand in Indonesia, Shift starts selling the merchandise to broaden the brand. However, selling the brand's merchandise is not easy work to do. A couple of factors might affect customer purchase intention, such as brand loyalty and brand image. This research aims to find a strategy on how Islamic Brand sell merchandises. This study will discuss several variables, such as brand knowledge, brand satisfaction, brand identification, brand image, brand loyalty, and perceived quality to purchase intention. The data collection uses the questionnaire as the method and analyses it on Partial Least Square Structural Equation Modeling (PLS-SEM). The questionnaires are distributed by online platforms with sample size of 436 respondents who knew about Shift Brand and Shift's Merchandise. The outcomes are brand knowledge, brand satisfaction, brand identification, influence brand image and brand loyalty. Brand loyalty has a positive impact on purchase intention; however, brand image and perceived quality insignificant impact purchase intention. The Shift must develop a strategy to strengthen brand knowledge, brand satisfaction, and brand identification; therefore, it can increase brand loyalty, leading to purchase intention.*

**Keywords:** *Brand loyalty, brand image, perceived quality, purchase intention, Islamic brand, and partial least square.*

### 1. Introduction

Shift Hijrah Youth Movement is an Islamic youth movement located in Bandung. It was formed in March 2015 by cleric named Tengku Hanan Attaki, Lc. with some of his colleagues. This youth Movement aims to provide a place for people who want to migrate closer to Allah SWT by studying and exploring Islamic religious knowledge. The Hijrah Youth Movement was born to invite people around Bandung, especially young people, to come to enliven the mosque and conduct Islamic studies that are packaged lightly and crisply so that it does not bore the congregation who came. Shift targets young people to learn more about Islamic life with more attractive and more youthful packaging. In the middle of his journey, Shift succeeded in making its preaching spread so massive.

Currently, Shift has more than two million followers on their social media. Their success in learning about Islam has become a trend today.

In creating trend, Shift uses several methods. One way is by selling merchandise with aims to introduce Shift to the publics. Sale merchandise also does not escape due to the influence of the community or club. One way to support communities or club is by buying and exhibiting its products in public and private settings (Hedlund, 2011). The products reflect the consumer's loyalty to a community or brand and provide a chance to improve connections with the communities. It be stated that merchandise has expanded well beyond the t-shirt, hat, jacket and hijab, which fans buy for themselves or as a gift. Merchandising is an income generator for managing a brand, and it can accompanying consumer interest in the brand. So, why creating the merchandise is essential to Shift?

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Several motives support the Shift decision in making the merchandise strategy. Firstly, Shift has the intention to increase brand equity by selling the merchandise. For instance, when a person wears a T-shirt with a Shift logo for a day, he indirectly promotes the Shift brand to all people he meets that day. As second, to build an emotional connection with audiences. When the audiences wear the Shift T-shirt, they will remember the Shift brand and visit the Shift event and community. The third is Shift can communicate about their ideas, image and concept through the merchandise. The last motive is to reduce the Shift marketing promotion cost. Brands that are becoming more and more famous are increasingly selling well as merchandise. In the end, Shift needs to strengthen the brand as a Muslim brand community in Indonesia to be accepted in youth markets.

Hedlund (2011) claims that buying merchandise is influenced by image and brand loyalty. This research is in line with McAlexander, Kim, and Roberts (2003) research that commitment can be used as a benchmark with customer purchase intentions of merchandise. Besides, it is also in line with research from Madrigal (2001) and Gwinner and Eaton (1999) which states that customers who have a positive image of a brand will motivate them to buy a brand of goods and services from that brand (Gwinner and Eaton, 1999; Madrigal, 2001). Outside of brand loyalty and brand image, the perceived quality also has a significant role in influencing purchase intention. The previous research by Saleem, Ghafar, Ibrahim, Yousuf and Ahmed (2015) stated the purchase intention was significantly related to perceived quality since the product quality presented reliability and sustainability.

However, selling merchandise on the Islamic Brand performs differently compare to commercial brands. Even though Indonesia is the biggest Muslim country in ASEAN, but it does not mean the Islamic Brand merchandise succeed in the market. Islamic Brand is different from the regular brand. They do not manufacture objects; however, the brand

manufacture righteousness; sellers do not sell items and things; they invite into a righteous life, and buyers do not buy necessities and material comfort; they engage in worship. Such an understanding gives intention to buy greater impetus and makes it much more powerful in connecting with customers than traditional branding (Alserhan, 2010a). Only a few youth Muslim community brands exist in Indonesia. As the most successful youth Muslim community on their market, Shift can be a pilot on strengthening Shift brand through selling the merchandise. The research about youth Muslim community merchandise is rarely in Indonesia since the Muslim youth community is a minority compared to other Indonesia's Muslim organizations. Finally, this researcher raises how the minor youth Muslim community develop the Islamic Brand merchandises' purchase intention through the brand image, brand loyalty, and perceived quality.

## 2. Literature Review

### 2.1. Islamic Brand

Based on Alserhan (2010b), Islamic Brand can be described as brands that originate from Islamic countries; the target market is Muslim and Shariah brands. Reflect on these definitions; then, Shift can be claimed as the Islamic Brand. Islamic Brand is about combining the religious with the materialistic and the heavenly with the worldly. It is about religiously incorporating the brand into adherents' lives, where it is incubated and lived with the sure anticipation of Godly rewards (Alserhan, 2010a). Muslim motivation in making actions base on an intention for creating good deeds. With the right intentions, things as simple as breathing, eating, and washing, among numerous other activities, become good deeds that please Allah and warrant his satisfaction (Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed, 2001).

### 2.2. Brand Knowledge, Brand Loyalty and Brand Image

Based on Jahangir, Parvez, Bhattacharjee, and Ahamed (2009), brand knowledge, which

involves both inherent or foreign attributes based on the product category, has been shown to have a strong and significant influence on customer loyalty. Each object has its characteristics. When brand qualities are compatible with what consumers desire or anticipate, they will linger in buyers' minds as consumers are loyal to the company. Keller (1993) defines customer-based brand knowledge as the disparity between brand awareness and brand marketing promotion. Consumers are brand aware and therefore create an intrinsic brand interest (Aaker, 1996). Affective value is the source of the brand's appetite and pleasure.

Paul and Datta (2014) further stated that brand knowledge impacts brand image; the more significant the customer's brand knowledge, the better its vision.

*H1a: Brand Knowledge gives significant positive influence to Brand Loyalty*

*H1b: Brand Knowledge gives significant positive influence to Brand Image*

### *2.3. Brand Satisfaction, Brand Loyalty and Brand Image*

Satisfaction's level from current contact interactions will affect the relationship formed. While there is proof that many consumers claim they are satisfied with an offer (Chandrashekar, Rotte, Tax, & Grewal, 2007). Previous research by Moreira, Silva, and Moutinho (2017) found out that satisfaction was the best predictor to brand loyalty. The service industry needs to improve service quality to increase brand satisfaction, develop to higher brand loyalty and win the competition. Indonesian feel more loyal to the brand that can provide convenient service of the customer's needs and wants (Pratomo & Magetsari, 2018). Service under some situations is a primary predictor of consumer satisfaction and loyalty (Beerli, Martin, & Quintana, 2004; Voss, Godfrey, & Seiders, 2010). Because customer loyalty is related interpersonally to customer goods (Fernandes & Pinto, 2019). An increase in brand satisfaction can also surface the brand image; when the customer feels satisfied with the product/ services, their perception of the

brand will change into favourable (Hedlund, 2011). It leads to a more excellent brand image. Da Silva and Alwi (2008) also supports this finding, which states that consumer satisfaction is central to developing a brand identity and can affect customer image directly.

*H1c: Brand Satisfaction gives significant positive influence to Brand Loyalty.*

*H1d : Brand Satisfaction gives significant positive influence to Brand Image,*

### *2.4. Brand Identification*

Moto GP's fans will keep supporting their team even though the team failed in the race, or the smartphone's customers continue to buy the same brands, whereas other brands have better performance. These situations can be claimed as loyalty has been affected by brand identification, Popp and Woratschek (2017). Rather (2017) supports the argument that brand identification strongly influences brand loyalty in the hospitality industry. The high brand identity can drive the customer to continue buying the services. Brand consumer relations in a group setting are often compounded by the convergence of multiple individual brand-consumer concerns (McAlexander, Schouten, & Koenig, 2002).

As a result, the credibility of a multi-market brand will raise customer awareness. Several links may lead to brand loyalty feelings. Kuenzel and Halliday (2010) says auto congruity theory notes that consumers are selecting certain items with symbolic significance to obtain emotional (non-functional). It ensures that consumers who are well matched to their ideal self-image would possibly have a favourable brand. Consumers create their self-concept by engaging with brands (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016; Lam, Ahearne, Mullins, Hayati, & Schillewaert, 2013) by establishing a sense of truth and achieving self-representation goals. Based on buyers' awareness and experience, consumers are beginning to identify with products that represent who the customer is (Berger & Heath, 2007; Belk, 2013; Lam et al., 2013; Jensen Schau & Gilly, 2003; Wolter, Brach,

Cronin Jr, & Bonn, 2016). Brand features and personality can boost the self-concept of the consumer (Bhattacharya & Sen, 2003).

*H1e : Brand Identification gives significant positive influence to Brand loyalty*

*H1f : Brand Identification gives significant positive influence to Brand Image*

## *2.5 Brand Loyalty, Brand Image, Perceived Quality and Purchase Intention*

### *Brand Loyalty*

Fournier and Yao (1997) and Han et al. (2018) has reported that brand loyalty is a crucial strategy for tough rivalry companies. Brand loyalty applies to the purchasing of products (Han et al., 2018; Tu & Chang, 2012). Hameed and Kanwal (2018) also stated that brand loyalty has a powerful impact on purchase intention; people would have a high preference to buy a new product by a brand that the customer loyal to. Other research by Ghanbari, Yasemi, and Abasi (2017) presented loyal customers' intention to buy since they had believed in the brand itself. Islamic brand loyalty is the factor that makes the Muslim customers inspired to remain engaged with the company for their lifelong period, and customers do not switch to other company ever for a short time (Boulanouar, 2015). Islamic brand loyalty has a significant impact on retaining Muslim customers, so its essential for the business organisation is very high (Koku & Jusoh, 2015). Brand purchase intention is the anticipated consequence of brand perception (Foroudi, Jin, Gupta, Foroudi, & Kitchen, 2018).

*H2a : Brand Loyalty is positively and significantly related to purchase intentions*

### *Brand Image*

Razy and Lajevardi (2015) declared a higher brand image's level drives the customer's intention to buy. Previous Research in Indonesia by Setiawan, Kartini, Afiff and Rufaidah (2016) described the Indonesian

thought that brand image could help them decide. For example, when customers feel that the brand image is right, they will remember the brand when making a purchase. Kim and Chao (2019) also presented that brand image positively impacts purchase intention, especially on high involvement products. Since the high involvement products take long process decisions, the customers do not accept all stages in choosing the right brand.

*H2b : Brand Image is positively and significantly related to purchase intentions*

### *Perceived Quality*

Limited research about the Islamic Brand area's perceived quality leads the author to search from other fields. A study about the private label by Vo and Nguyen (2015) revealed that the essential variable in driving the private label's purchase intention was perceived quality. Another research about perceived quality was conducted by Li (2017), who found that perceived quality positively impacts purchase intention; Consumers' measure of superior-good or service efficiency over comparable goods is perceived consistency. Overall, the company addresses consumer expectations as consumers consider good quality, contributing to retention and loyalty (Juran, Godfrey, Hoogstoel, & Schilling, 1999). Accessory distributors are more likely to buy as there are tendencies that expect better price. Product quality perception, consumer pressure, and loyalty affect buying decisions. Performance is essential to retailers' commitment; they are more inclined to purchase back if they are happy with purchases (Davis-Sramek, Droge, Mentzer, & Myers, 2009). Retailer perception, retailer affiliation, perceived efficiency of retailers, and retailer engagement favourably contribute to purchasing intent (Das, 2014).

*H2c : Perceived Quality is positively and significantly related to purchase intentions.*

## 2.4. Conceptual Framework

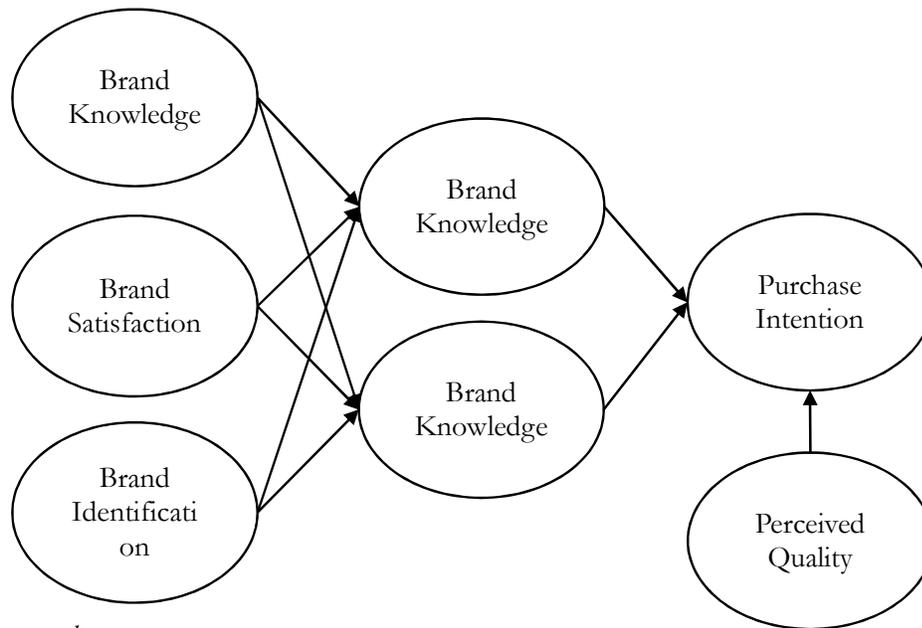


Figure 1.  
Conceptual Framework

The researcher combined and modified the framework from Hedlund (2011) in the sports brand community's research. The researcher connects these topics using valid and relevant theories and used previous research to direct the conceptual framework. Therefore, researchers examine the variable of brand knowledge, brand satisfaction, brand identification, brand loyalty, brand image, perceived quality, and purchase intention. Specifically, the perceived quality discusses more the rate provided through events created by Shift. As a result, a new approach to understanding the brand image and brand loyalty of consumer participation in shift merchandise is proposed.

## 3. Methodology

This research is aimed at people who know about the Youth Hijrah Shift and Merchandise Shift. Primary data is obtained by distributing questionnaires to get information about how customers perceive Shift as the Islamic Brand. The questionnaire consists of three segments, namely demographical items, behavioural items, and examining variable items. Variables are

designed based on previous studies. The measurement used a five-level Likert scale (1 = strongly disagree to 5 = strongly agree).

The Sampling method is a purposive sampling technique method. The purposive sampling method will choose samples that meet the research criteria so that they can give answers that can support the course of this research. The respondents are Indonesian with age between 15-40 years old since they represent the youth ages and those who have experience in watching the Shift event online or offline to make sure the audiences are well known about the brand. Sample size, as in other statistical methods, produces a basis for estimating sampling errors. To test all hypotheses in this study using the Partial Least Square (PLS) method. The recommended minimum sample size ranges from 200 samples size (Malhotra, 2007). A screening question presents at the beginning of questionnaire, with "Have you ever followed an event from Shift, both online and offline? To make sure the audience fit the requirements.

Therefore, to test the hypothesis, this study uses Structural Equation Modeling (SEM) with a variant based called Partial Least Square

(PLS) and SmartPLS version 3.0 as an analysis tool. There, the use of Partial Least Square in this study is to predict the relationship between variables. The borrowing scale for the questionnaire items were taken from several authors. Such as for the brand knowledge took from Algesheimer, Dholakia, and Herrmann (2005), Hedlund (2011) and Flynn, Goldsmith, and Eastman (1995); Brand Satisfaction borrowed from Woisetschläger, Hartleb, and Blut (2008) and Tsiros and Mittal (2000); Brand Identification took from Algesheimer et al. (2005), Woisetschläger et al. (2008), and Aaker (2004); Brand Loyalty from Hedlund (2011); Brand

Image from Bruner (2009); Perceived Quality from Wang, Zhao, & Voss (2016); and purchase intention took from Hess Jr, Ganesan, & Klein (2003) and Hedlund (2011).

## 4. Findings and Discussion

### 4.1. Demographic and Behavioral Items

Here are two tables which explain demographic and behavioral of the respondents.

Tabel 1.  
Demographic Items

Variables	Frequency	Percents
<b>Age</b>		
15-20 Years Old	245	56.19%
21-25 Years Old	179	41.06%
26-30 Years Old	10	2.29%
>31 Years Old	2	0.46%
<b>Last Education</b>		
Junior Highschool	3	0.69%
Senior Highschool	324	74.31%
Bachelor	97	25.63%
<b>Occupation</b>		
Students	376	86.24%
Employees	30	6.88%
Business owner	16	3.67%
Freelancer	5	1.15%
Others	9	2.06%
<b>Domicile</b>		
Bandung	268	61.47%
Jabodetabek	72	16.53%
Cimahi	17	3.90%
Surabaya	8	1.83%
Others	71	16.28%

Based on Table 1, majority of respondents were age 15-20 years old (56.19%), last education is senior high school (74,31%), the

occupation is students 86.24%), domicile is bandung (61.47%).

Tabel 2.  
Behavioral Items

Variables	Numbers	Percents
<b>Have you ever followed an event from Shift, both online and offline?</b>		
Yes	436	87.2%
No	64	12.8%
<b>In the one year, how many times have you participated in the Shift event?</b>		
Frequent (> 5 times)	47	10.78%
Sometimes (2-5 times)	66	15.14%
Rarely (1-2 times)	134	30.73%
Watch online	189	43.35%
<b>Have you ever bought Shift merchandise?</b>		
Yes	57	13.07%
No	379	86.93%
<b>Where do you make transactions when you buy Shift Merchandise products?</b>		
Instagram	17	29.82%
Shopee	11	19.30%
Outlet Shift	29	50.88%
<b>Word to Describe Shift Pemuda Hijrah</b>		
Ustad Hanan	130	29.82%
Youth Movement	85	19.50%
Good Feeling	41	9.40%
Interesting Islamic Studies merchandise	40	9.17%
Hijrah	37	8.49%
Da'wah	30	6.88%
Fashion Brand	27	6.19%
Al Lathiif Mosque	22	5.05%
Al Lathiif Mosque	12	2.75%
<b>Reason to Come Shift Events</b>		
Love the presentation delivery	115	26%
Add Knowledge	119	27%
Charge of Faith	57	13%
The event is a pleasure for youth people	40	9%
Ustad Hanan Attaki	33	8%
Curiosity	33	8%
Others	21	5%
Never come to the event	18	4%

To eliminate the audiences who do not know about the Shift events, the author put the screening question. The question asks about do they ever attend the Shift event; the result states 87.2% of audiences have joined the event, and the rest do not become familiar with it. Based on the screening outcome, the

author continues the analysis for 436 of 500 respondents. The table 2 explains the audience behaviour in attending the Shift event. It turns out that 56% of them have visited the Shift events, and the rest watch it online, but unfortunately, only 57 of them buy the merchandise. Around 29% of

respondents represent Shift event as part of Ustad Hanan Ataki, followed by 85 people who think the Shift depict Youth Movement. Several motives for audiences to come to the Shift, such as love the content presentation, to add more knowledge about Islam, for charging their faith, come for Ustad Hanan Ataki. The event fit for young people and curiosity.

4.2 Data analysis

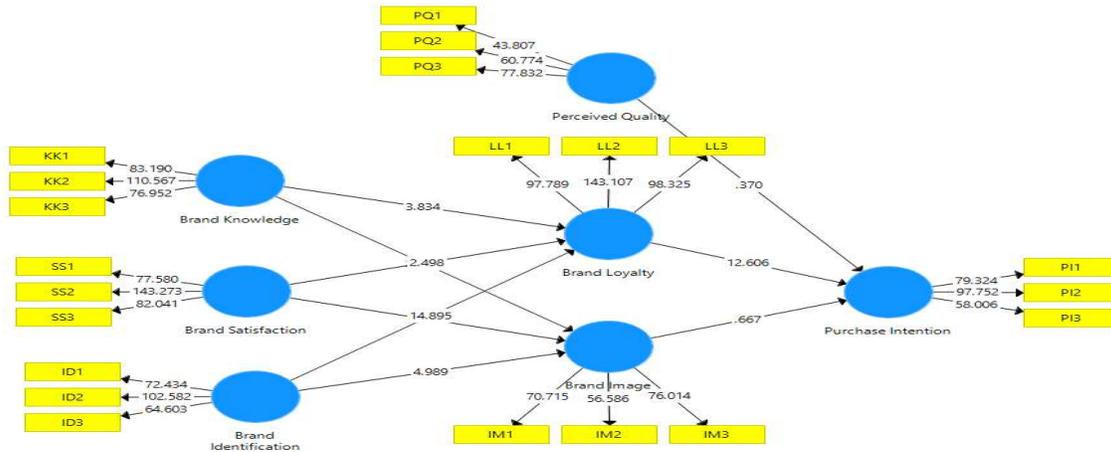
4.2.1 Instrument Validity, Reliability, and Collinearity result

The first step in this analysis is to assess convergent validity and composite reliability, and discriminant validity. According to Urbach and Ahlemann (2010), the indicator reliability test aims to identify the set of variables' consistencies towards what it wants to measure. The minimum desired score is 0.7, which is suitable for exploratory work (Wong, 2013). To make a component accurate, the cumulative reliability score will be 0.7 or higher (Wong, 2013) and Cronbach's alpha score greater than 0.7. According to Wong (2013), the AVE score is approved if the score

reaches 0.5. Discriminant validity is a crucial method to assess validity. AVE's square root must be greater than the latent variables' correlation (Wong, 2013). Collinearity issues can arise when metrics are strongly correlated (Wong, 2013). Collinearity can be defined by VIF testing. VIF values must be below 5 to decide that there is no collinearity problem.

The study presents good results from reliability, validity and collinearity. The variable fulfils the requirements of validity, reliability and collinearity analysis. From outer loadings, our data can range from 0.848 to 0.944; the data exceeds 0.7 (Wong, 2013). Cronbach alpha and composite reliability alone have a value of more than 0.7, so the data is reliability. From the convergent validity analysis itself, the researchers found that AVE is always met the requirements because its value is more than 0.5 for all variables studied. From the collinearity test, no VIF number exceeds 0.5. From all of this, it can be concluded that the data received can be reliable, valid and no collinearity.

4.2.2 Structural Path Significant in Bootstrapping



Source: PLS-SEM

Figure 2.

Bootstrapping

To check the significance in the inner and outer models, the researcher uses T-statistics values that can be established using bootstrapping in Smart PLS. This method can be used to find the significance level between

each variable to evaluate whether the hypotheses are accepted or not. To make the path coefficient significant by using a two-tailed-t-test of a 5% of significant level, the T-statistics must be greater than 1.96. The

bootstrap resampling technique was operated on 5000 sub-samples. The research consists of 7 latent variables, with a total of 21 indicators. The latent variables are Brand Knowledge, which has three indicators, Brand Satisfaction, which has three indicators, Brand Identification with three indicators, Brand

Loyalty, which has three indicators; Brand Image with three indicators; and Perceived Quality 3 indicators; and Purchase Intention, which has three indicators. The figure above shows that the model is empirically supported since the t-statistics are more significant than 1.96.

Table 3.  
Structural Path

Structural Path	T Statistics	Coefficients of Determination (R2)	Cross Validated Redundancy (Q2)
Brand Knowledge -> Brand Loyalty	3.834		
Brand Satisfaction -> Brand Loyalty	2.498		
Brand Identification -> Brand Loyalty	14.892	0.562	0.477
Brand Knowledge -> Brand Image	2.955		
Brand Satisfaction -> Brand Image	6.148		
Brand Identification -> Brand Image	4.989	0.597	0.467
Brand Loyalty -> Purchase Intention	12.606		
Brand Image -> Purchase Intention	0.667		
Perceived Quality -> Purchase Intention	0.37	0.355	0.283
Gof	0.747		

Tenenhaus, Amato, & Esposito Vinzi (2004) categorized GoF into three groups. The GoF is categorized as small if GoF = 0.1, GoF is categorized as medium if GoF = 0.25, and GoF is categorized as large if GoF = 0.38. The table shows a GoF value of 0.747 therefore the validity of the model is categorized as large. The R2 of Brand Loyalty is 0.562, meaning that Brand Knowledge, Brand Satisfaction, and Brand Identification explain 56.2% of Brand Loyalty variance. Then, the model is categorized as substantial. The R2 of

Brand Image is 0.597, meaning that Brand Knowledge, Brand Satisfaction, Brand Identification explain 59.7% of the Brand Image variance. Then, the model is categorized as substantial. The R2 of Purchase Intention is 0.355%, meaning that Brand Loyalty, Brand Image, Digital Marketing, and Perceived Quality explain 35.5% of Purchase Intention variance. Then the model is categorized as moderate. Wong (2013) argued that Q2 or Stone-Giesser tests would be used to evaluate the degree of predictions of

success. Suppose  $Q^2 > 0$ , the model's predictive significance is seen when  $Q^2 < 0$  reveals that the model's predictive importance is not present (Sarwono & Narimawati, 2015). The table displays  $Q^2$  values above 0 such that the model's statistical significance is clarified.

4.2.3 PLS SEM Hypothesis Result

Below table explains on hypothesis results. The table describes the structural path, T-statistic, and P-values.

Table 4.  
Structural Path

Hypothesis	Structural Path	T Statistics	P Values	Result
H1a	Brand Knowledge -> Brand Loyalty	3.834	0.000	Accepted
H1b	Brand Knowledge -> Brand Image	2.955	0.003	Accepted
H1c	Brand Satisfaction -> Brand Loyalty	2.498	0.013	Accepted
H1d	Brand Satisfaction -> Brand Image	6.148	0.000	Accepted
H1e	Brand Identification -> Brand Loyalty	14.892	0.000	Accepted
H1f	Brand Identification -> Brand Image	4.989	0.000	Accepted
H2a	Brand Loyalty -> Purchase Intention	12.606	0.000	Accepted
H2b	Brand Image -> Purchase Intention	0.667	0.505	Rejected
H2c	Perceived Quality -> Purchase Intention	0.37	0.711	Rejected

Based on table 4, the result states that there are seven accepted hypotheses, which have P values below 0.05 and two rejected hypotheses since the P Value higher than 0.05. Interestingly, Brand Image and Perceived Quality do not significantly influence purchase intention.

4.3 Discussion

The result explains that brand knowledge and brand loyalty has a positive and significant relationship. Shift as the Muslim brand must emphasize their brand knowledge to gain the audience's brand loyalty. Deliver good education about the brand can go with several strategies. First, they have to produce an excellent presentation on their event. They also can more emphasize in the contents,

which represents the youngster need and search from Islam. Shift does a marvellous job in this part which can be seen in table 2, about 115 respondents said they come to the Shift event because they love the presentation. Secondly, Shift's strategy creates the merchandise can support to strengthen brand knowledge; the Shift can recall the brand repeatedly by their logo, story, and message present on the merchandises.

The second significant relationship indicated that brand knowledge was positively and significantly related to brand image. Brand knowledge is conceptualized and measured as the information that an individual has about the brand. Meanwhile, brand image is conceptualized and measured as the feelings

that an individual has about the brand. The information and feelings that an individual has about the brand may be too interrelated to measure these constructs separately successfully. The author asked the respondents about their perception of Shift brand, and 29% of them put the Ustad Hanan Ataki as the first thing that comes to their mind, and around 19% of respondents also imaging that Shift brand as a youth movement.

The third significant relationship indicated that brand satisfaction was positively and significantly related to brand loyalty. As the Islamic Brand in the da'wah industry, Shift must create great content to drive customer satisfaction. When the Shift's audiences feel satisfy with the brand, their loyalty level increase. Shift as an Islamic Brand has a couple of contents outside of the offline event, such as da'wah and one-minute da'wah through social media (instagram, podcast, and youtube). These contents are ordered to drive customer satisfaction; therefore, those who cannot attend the offline event will still watch the content online. The Shift's satisfy customers would like to re-visit the offline event, re-visit the offline content, and re-watch the online contents. They can be claimed as loyal customers, and somehow they do not hesitate to ask friends to join the events.

The calculation result indicates that brand satisfaction is positively and significantly related to brand image. This result is consistent with the statement of Chang and Tu (2005) and Martenson (2007). According to the above argument, the higher the Shift level to satisfy customer expectations, the higher the Shift brand image. The results here are that the transition's appearance would be enhanced if a customer is satisfied with the Shift. When customers' satisfaction with the overall product outcome is more significant than their standards before the case, the customer is satisfied. Shift as the Muslim youth brand has a big job to create a positive brand image since they represent the Muslim youth community.

The calculation shows that brand identification will positively influence brand loyalty, and brand image is found to be positively significant. This result shows that when Shift's audiences have a similar identity with Shift's Brand, they start loyal. Shift brand as the youth Muslim community packages the event with exciting concepts to suit the target market. Ustad Hanan Ataki is 39 years old, but he presents the da'wah use youth language and style. His appearances also like a young age, wearing jeans and a t-shirt, it is not common for the regular Clerics. The Shift's logo itself is simple without symbol Arabic words. The da'wah places are not only in the mosques but also in other areas that fit with young people, such as youtube, podcast, and website. Moreover, the da'wah content itself relevant to the young generation's issues. The effect of these is that when Shift reflects the customer's established personality, it commits the user loyalty. When the symbolism or significance of a brand overlaps with the consumer's self-concept or increases the consumer's self-esteem, the consumer feels more loyal to the brand based on positive reinforcement. However, Shift's identity affects not only brand loyalty but also the brand image. As mentioned above, the identity created by Shift develops the image of Shift as the young Muslim community.

The calculation shows that brand loyalty is significantly influenced the purchase intention of the merchandise. Polas, Jahanshahi, and Rahman (2018) stated that Islamic brand loyalty can enhance sustainable customer retention for the company concerned. A strong relationship between audiences with the Shift brand creates merchandise's intention to buy. They are not only looking at the merchandise's format in order to buy it. However, Shift's audiences' appreciation as the young Muslim community can drive to intention to buy. When customer loyal to the product, they want to support them in many circumstances as a present of their love, this support by the knowledge that Islam teaches a muslim to do a good deed. When a consumer feels loyalty toward a good or service, a strong emotion exists. This emotion

is often evidenced by the repurchase of the good or service. Muslim people believe by buying the Islamic Brand's merchandise, they support the brand with hope it can grow in further years. Therefore it is not a hard thing to do for loyal customers. Meanwhile, the calculation shows that the brand image is not significant influence purchase intention. The same outcome presented by Polas et al. (2018) brand image do not influence the customer retention in Islamic Brand. Brand image may be more appropriately conceptualized as a dimension of brand knowledge. If this notion is correct, then to have purchase intentions may need to confirm the image that they have of the Shift brand before engaging in any behavioural intentions. Alternatively, simply because an individual has a positive image of the brand, this does not necessarily translate into purchase intention. There are many brands that an individual may perceive positively. However, this does not mean that they will (intend to) act on these feelings. There may be constraints placed on the individual that might cause the individual not to (intend to) act on a positive image of the Shift's brand.

The perceived quality has not significantly impacted the purchase intention of Shift's merchandise. Interestingly, the event's quality is not powerful enough to drive the customer movement to buy the merchandise. People do not consider to buy the merchandise even though the event's quality is excellent. It might happen due to Shift's rarely selling merchandise during the events. They use Instagram and e-commerce for selling merchandise. However, there are few potential motives in buying the merchandise outside of the event's quality, such as the customer believed in Shift's brand; therefore, they want to support the brand; the customers also desire to show appreciation to the brand.

## 5. Conclusion

A hypothetical test of the customer's purchase intention to Shift Merchandise is also

conducted. In the hypothesis test, three variables relate to buying intentions of Shift Merchandise, namely Brand Image, Brand Loyalty, and Perceived Quality. In this test, only brand loyalty has a significant influence on purchase intention. People who tend to be loyal to Shift will have the intention of buying Shift Merchandise. Interestingly, the quality of the Shift's merchandise does not become important for the respondents and the brand image. Moreover, the authors also test factors that influence brand loyalty and image. The hypothesis result reveals that brand knowledge has a significant relationship to brand loyalty and brand image. It is in line with the more in-depth knowledge about Shift, the more it also makes consumers have a good view of the Shift image and makes them more loyal. Brand Satisfaction also has a significant relationship to brand loyalty and brand image. The satisfaction gained by the customers when doing activities from Shift makes the built image also stronger; it is in line with the satisfaction that makes them more committed to Shift. Brand identification also has a relationship to brand loyalty and brand image. In this brand identification, the customer likens himself to Shift, so he feels that the Shift is a form of embodiment of a container that meets self-concept. The hypothesis test stated that the more customers equate themselves with Shift, the more they make a better view of Shift and trust them to Shift.

### *Practical Implementation*

Shift must focus on building Brand loyalty; therefore, it significantly impacts the merchandise purchase intention. However, Shift's could not create regular strategies to increase brand loyalty; regular Brands charge a fee for their product. The customer received the products, put membership, rewards, and points as the loyalty programs. Moreover, Shift has to produce brand satisfaction, brand knowledge, and brand identification to produce a high level of brand loyalty due to Shift providing da'wah instead of general products. The da'wah content play an important rule in generating the brand knowledge, satisfaction and identity.

### *Theoretical Implication*

At the beginning of this research, the author finds difficulty finding the literature on merchandise area, especially in Islamic Brand. This research provides new insight into Islam Brand areas on how the factors influence customers to buy the Islamic Brand's merchandise. The result said that the customer's driver in buying the Islamic Brand's merchandise is their loyalty to the brand; love and commitment for the Islamic Brand can be the motives. Meanwhile, the brand's image is not suitable enough to generate the intention to buy, which is not regularly happening on conventional brands. The perceived quality presents the same result with the Brand Image. However, brand knowledge, brand satisfaction, and brand identification are essential parts of generating brand loyalty. Islamic Brand must focus in brand loyalty in making purchase intention.

### *Recommendation*

Currently, Shift makes a great move by providing vary online platforms for the youngster such as youtube, Instagram dan podcast to spread the da'wah and information, since around eighty-seven per cent of the respondents follow Shift on online platforms. It is a brilliant idea to create more Brand Knowledge. However, Shift must also focus on the da'wah content and produce contents that add to the audience's knowledge. Along with brand knowledge, brand satisfaction can be generated with excellent presentation and content. Table 2 shows three top reasons people come to the events: love the presentation, the content add knowledge, and charge the faith with figure 26%, 27%, and 13% respectively. Therefore, the Shift must focus on these three, for instance: the content has to be relevant to the youngster's current issue, better for Shift to find the updated information about the youngster situation and to connect this issue with Alquran' verses and hadist. Afterwards, package the presentation in a simple way that easy to understand for a young age. Moreover, Shift sells the merchandise through Instagram, e-commerce and their offline outlet. Shift might consider opening the booth

in the offline events, promoting the merchandise during the presentation, giving it as a giveaway, and Ustad Hanan Ataki with the team always wearing it. Those strategies and social media promotion might be a good idea, promote on Youtube, podcast, and Instagram. For example, a short quiz in Instagram Story and Podcats, and giveaway on Youtube,

### *Further Research*

This paper does not discuss the marketing promotion strategy of Islamic Brand in order to sell their merchandise. For further research, it is suggested to find suitable marketing communication for the Islamic Brand's customers, for instance: sales promotion, personal selling, advertising, and direct marketing.

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**Appendix**

***Reliability and Validity Test***

<b>Variable</b>	<b>Label</b>	<b>Outer Loadings</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Reability</b>	<b>AVE</b>	<b>Validity</b>
Brand Knowledge	KK1	0.908					
	KK2	0.928	0.895	0.935	Reliable	0.827	Valid
	KK3	0.892					
Brand Satisfaction	SS1	0.899					
	SS2	0.944	0.906	0.941	Reliable	0.842	Valid
	SS3	0.909					
Brand Identification	ID1	0.893					
	ID2	0.912	0.861	0.915	Reliable	0.783	Valid
	ID3	0.848					
Brand Loyalty	LL1	0.919					
	LL2	0.944	0.92	0.949	Reliable	0.862	Valid
	LL3	0.922					
Brand Image	IM1	0.91					
	IM2	0.889	0.875	0.923	Reliable	0.799	Valid
	IM3	0.883					
Perceived Quality	PQ1	0.874					
	PQ2	0.902	0.872	0.906	Reliable	0.793	Valid
	PQ3	0.895					
	PQ4	0.873					
	PQ5	0.871	0.908	0.928	Reliable	0.684	Valid
	PQ6	0.774					
Digital Marketing	D1	0.862					
	D2	0.872	0.809	0.886	Reliable	0.722	Valid
	D3	0.814					
Purchase Intention	PI1	0.936					
	PI2	0.899	0.881	0.927	Reliable	0.809	Valid
	PI3	0.862					

***Collinearity Test***

<b>Variabel</b>	<b>Indicator</b>	<b>VIF</b>
Brand Loyalty	Brand Knowledge	2.457
	Brand Satisfaction	2.664
	Brand Identification	2.502
Brand Image	Brand Knowledge	2.457
	Brand Satisfaction	2.664
	Brand Identification	2.502
Purchase Intention	Brand Loyalty	1.437
	Brand Image	3.458
	Digital Marketing	2.456
	Perceived Quality	3.472

***Operational Variable***

<b>Variables</b>	<b>Operating Definition</b>	<b>Items</b>
Brand Knowledge	To measure the general level of knowledge and information that consumers has about a brand.	I know a great deal of information about Shift
		I believe that I am knowledgeable about Shift
Brand Knowledge (Continue)	To analysis to measure specific pieces of information that consumer may know a brand	I have a lot of knowledge about Shift
		Overall, my expectations of the Shift are satisfied
Brand Satisfaction	To measure the brand-related satisfaction of consumers with Shift Merchandise	I am satisfied with the Shift
		In order to measure to be specifically oriented towards satisfaction with particular aspects of the purchase decision-making process
Brand Identification	To measure brand identification, items are chosen and adapted based on including the relationship between the brand and the individual.	I am happy with the Shift
		Shift says a lot about the kind of person I am
		Shift connects with the part of me that really makes me who I am
		I identify myself with the Shift

Brand Loyalty	It represents a general measure of an individual 's overall attitudinal loyalty, and created based on related yet slightly divergent concepts that are often discussed in terms of loyalty	I am loyal to the Shift I am committed to the Shift I am attached to the Shift
Brand Image	It measured by using a semantic differential scale, because in a review of the scales used to measure attitudes toward a product or brand	High Quality/Low Quality Favorable/Unfavorable Unique/Not Unique
Perceived Quality	To measure perceived quality, items are chosen and adapted based on including the relationship between the brand and the product.	I feel the contents of the Youth Shift Hijrah show that the events created have good quality I feel that the Shift Youth content on Social Media shows good quality post content
Perceived (continue)	Quality	I feel comfortable coming to the Youth Hijrah Shift event
Purchase Intention	To measure how individual want or plan to purchase Shift Merchandise in the near future	I plan to purchase Shift Merchandise in the near future It is likely I will purchase Shift Merchandise in the near future I expect to purchase Shift Merchandise in the near future