

# The Influence of Brand Image and Islamic *Fashion Style* Orientation on the Competitive Advantage of Erigo Brand Products on Muslim Teenagers in Banyumas Regency

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## Abstract

In this modern era, fashion is evolving very quickly, where high-quality and attractive clothing is a favorite of many people. Indonesian local fashion brands, such as Erigo, are showing significant growth, not only in the domestic market but also internationally. This is evidenced by Erigo's participation in New York Fashion Week, a prestigious fashion event in the world, as well as its marketing strategy that extends to Time Square in New York, USA, signaling significant progress compared to other brands. Erigo, which is in high demand among young people who are searching for identity and following trends, is the focus of this research. In particular, this study took a sample of teenagers in Banyumas Regency, which is known to have a very large number of students and college students, being at the forefront of the Bralingmascakeb region.

In the midst of growing fashion trends, Muslim teenagers are also expected to choose clothes that are in accordance with Islamic law. This study aims to examine the effect of brand image and Islamic fashion style orientation on Erigo's competitive advantage. The research method used is associative with a quantitative approach, using primary data from a questionnaire with a sample size of 150 Muslim teenage respondents in Banyumas Regency. Data analysis involves instrument test, classical assumption test, multiple regression analysis, and hypothesis testing. The results show that both brand image and Islamic fashion style orientation have a positive influence on Erigo's competitive advantage.

Keywords: Brand Image; Islamic Fashion Style Orientation; Competitive Advantage

## INTRODUCTION

Clothing is a basic human need which undergoes significant evolution in line with technological advances, resulting in a variety of interesting and quality fashion trends, influenced by time, style, personality, and social environment. The fashion industry in Indonesia, as one of the main contributors to the country's foreign exchange, recorded a revenue of IDR 122 trillion in 2019, according to the Directorate General of Training and Productivity Development of the Ministry of Manpower. Furthermore, the creative economy sector, with culinary, fashion and crafts as its main subsectors, contributed IDR 1,105 trillion to Indonesia's Gross Domestic Product (GDP) in the same year, according to data from the Ministry of Tourism and Creative Economy.

The fashion sector in Indonesia is experiencing rapid development and has become a significant source of foreign exchange. According to the Director General of Development, Training, and Productivity of the Ministry of Manpower, in 2019, the fashion industry ranked as the third largest foreign exchange contributor with revenues of IDR 122 trillion (Farasonalia, 2019). The significant increase in Indonesia's local fashion industry can be attributed to the presence of designers who demonstrate high levels of creativity and innovation, creating unique and interesting pieces that are not only popular in the domestic market but also gain recognition at the international level. One clear example of this phenomenon is the Jakarta Clothing Expo, or JakCloth, which is an annual event for Indonesian local brands, offering massive discounts. According to the event organizers, the five most visited local brands are Erigo, Shining Bright, EFG, Bloods, and Heyho, with Erigo in particular gaining high popularity among teenagers (Kurniasih, 2019).

Erigo, under the leadership of Muhammad Sadad since 2011, focuses on producing clothing for men and women suitable for traveling and daily use, emphasizing on quality, attractive designs, and the presence of trends in order to compete in the market. Erigo's competitors include Heyho, EFG, Bloods, and Shining Bright, all of which sell clothing products with differences in quality, design, and marketing strategies. Today, Erigo has managed to achieve a well-known position with its high quality and effective marketing strategies. Recently, Erigo has attracted attention as a proud Indonesian brand, becoming the first local brand to appear on the prestigious New York Fashion Week stage and advertise in Times Square, New York, United States, along with Indonesian brand ambassadors and influencers (Nasution, 2021).

From the observation of Muslim teenagers in Banyumas Regency, it appears that Erigo brand has become a popular choice among young people, especially due to its strong presence on social media. Erigo stands out for offering quality products at competitive prices and designs that follow the latest trends. Its products using thick materials and simple designs are perfect for combining with hijab, allowing Muslim teenagers to stay fashionable without compromising the principles of Islamic law. Erigo not only excels at the national level but also at the regional level, demonstrating its comparative and competitive advantages through resources and infrastructure as well as strategies that put it in an advantageous position over competitors. Companies can develop competitive advantage by creating value that is difficult for competitors to replicate.

Michael Porter defines competitive advantage as seeking a favorable position in competition, by striving for the industry to achieve unique and superior value. Strategies such as cost leadership, differentiation and focus are used to achieve competitive advantage, with differentiation being the most flexible and sustainable strategy. Erigo has successfully built a strong brand image in the minds of consumers, especially young people, by presenting itself as a unique and differentiated brand. This is evident from the high sales of Erigo products on the Shopee platform from 2019 to 2021, becoming the best-selling brand. Brands play an important role in providing added value through aspects such as brand awareness, brand association, brand loyalty, brand image, and brand identity, all of which contribute to the formation of a strong brand image. This positive brand image is essential for maintaining and enhancing a competitive position in a highly competitive market.

Alongside the importance of brand image, the inclination towards Islamic fashion also plays an important role in building competitive advantage. According to Kertajaya and colleagues (2019), the orientation towards Islamic fashion in Indonesia has developed into a lifestyle trend that is considered fresh and offers innovative looks. Orientation towards fashion style is key in creating more value for consumers and improving business performance, as stated by Narver and Slater (1990). This orientation refers to the extent to which a company can collect information about customers and develop business strategies that focus on the real needs of customers, contributing to a sustainable competitive advantage (Bunyamin, 2021). Muslim fashion that continues to develop allows Muslim teenagers to still look according to religious law without sacrificing style (Awaliyah, 2020). Based on the literature review and existing facts, researchers are motivated to conduct a study with the title "The Effect of Brand Image and Islamic Fashion Style Orientation on the Competitive Advantage of Erigo Brand Products for Muslim Teenagers in Banyumas Regency".

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### ***The Influence of Brand Image on the Competitive Advantage of Erigo Brand Products.***

According to Kotler and Keller (2016), brand image is defined as the collection of perceptions that consumers have about a particular brand. They explain that brand image reflects how customers perceive a brand; a positive image can be an advantage factor for a company, while a negative image can be detrimental. A positive brand image can encourage trust and purchases from consumers, thus providing a competitive advantage to the company (Setiawan et al, 2020). Research by Wahyuningsih (2019) shows that brand image has a positive effect on competitive advantage. Based on this explanation, the proposed hypothesis is:

H1: There is a significant influence between brand image on competitive advantage.

### **The Influence of Islamic Fashion Style Orientation on Competitive Advantage**

Kertajaya and et al (2019) discuss how Islamic fashion in Indonesia has become a trend that is considered fresh and innovative, transforming lifestyles into newer ones. They emphasize that orientation towards fashion is crucial in creating added value for consumers and improving business performance (Narver and Slater, 1990; Bunyamin, 2021). In the context of competition, this orientation must be synchronized with customer needs and wants, suggesting that to succeed, companies must be able to compete effectively while meeting consumer expectations (Bunyamin, 2021). A study conducted by Kertajaya and colleagues (2019) on Islamic fashion orientation in Indonesian women found that Muslim clothing consumers show a high level of religiosity and a strong preference for Islamic dressing styles. Based on this observation, the hypothesis that can be proposed is:

H2: There is a significant influence between fashion style orientation Islamic to competitive advantage.

## RESEARCH METHODS

The sample in this study were 150 respondents who were Muslim teenagers in Banyumas Regency. Data processing techniques use research instrumental tests, classical assumption tests, multiple regression analysis, and hypothesis testing.

In this study, data processing techniques used research instrumental tests, classical assumption tests, multiple regression analysis, and hypothesis testing.

Hypothesis testing using the t test to determine the effect partially with the confidence level used is 95%, the value of alpha ( $\alpha$ )=0.05. The multiple linear regression equation is intended to analyze the effect of the variables of good zakat governance (X1), internal control (X2), on the accountability of financial statements (Y) with the formula:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

## RESULTS AND DISCUSSION

The results of the research instrument validity test, reliability test, on the statement items can be said to be valid and reliable. Where for the validity test, all question items r count greater than r table (0.3494). For the reliability test, all Cronbach alpha variables are greater than 0.60.

### Descriptive Analysis of Research Variables

Descriptive analysis is used to determine the general responses of respondents to the variables used in the study. The variables used in this study are Competitive Advantage as the dependent variable, Brand image and Islamic fashion style orientation as the independent variables of this study.

*The independent variable* is the variable that affects the change in the *dependent variable*. The *independent variable* in research statistics is called the X variable, where this study has two X variables including brand image as X1 and Islamic *fashion* style orientation as X2. The dependent variable is the variable that is affected because there is one independent variable (Sugiyono, 2015). The dependent variable in research statistics is called variable Y, where in this study there is one variable Y, namely competitive advantage.

### Classical Assumption Testing

The data normality test shows that the data is normally distributed, there is no multicollinearity or no correlation between the independent variables in the regression model. Furthermore, there is no heteroscedasticity or the variance of the residual variable from one observation to another is constant. Detecting normally distributed residuals or not exists in two ways graph analysis and statistical tests.

### Multiple Linear Regression Analysis Test

From the results of multiple linear regression tests, multiple linear regression equations can be drawn between brand image variables (X1), and Islamic *fashion* style orientation (X2) in the competitive advantage (Y) of Erigo brand products as follows:

$$Y = 9.857 + 0.730 X_1 + 0.424 X_2 + e$$

Stating that the constant value is positive, which means that if the brand image variable (X1) and Islamic fashion style orientation (X2) are equal to zero, the competitive advantage (Y) will be 9.875.  $b_1 = 0.730$ , meaning that the coefficient value of the brand image variable (X1) is positive towards competitive advantage (Y). It is also interpreted that the brand image variable has a positive influence on competitive advantage. It can be concluded that every brand image (X1) increases by 1 unit, then competitive advantage (Y) will increase by 0.730, assuming other variables are constant.  $b_2 = 0.424$ , meaning that the coefficient value of the Islamic fashion style orientation variable (X2) is positive towards competitive advantage (Y). It also means that the Islamic fashion style orientation variable (X2) has a positive influence on competitive advantage. It can be concluded that every Islamic fashion style orientation (X2) increases by 1 unit, then competitive advantage (Y) will increase by 0.424, assuming other variables are considered constant.

### Hypothesis Testing

#### The Effect of Brand Image on the Competitive Advantage of Erigo Brand Products

Based on the results of testing hypothesis 1, H1 is accepted. Through the calculation of  $t_{count}$  greater than  $t_{table}$  ( $11.222 > 1.9762$ ) or significant  $t$  smaller than 0.005 ( $0.000 < 0.005$ ), shows that partially brand image (X1) has a significant effect on competitive advantage (Y). These results indicate that the brand image variable has a significant effect on competitive advantage.

#### The Effect of Islamic Fashion Style Orientation on Competitive Advantage

Based on the results of hypothesis 2 testing, H2 is accepted. Through the results of this calculation, it is obtained that  $t_{count}$  is greater than  $t_{table}$  ( $4.961 > 1.9762$ ) or significant  $t$  is less than 0.005 ( $0.000 < 0.005$ ). These results indicate that partially Islamic fashion style orientation (X2) has a significant effect on competitive advantage (Y).

Based on the test results it can be seen that H1 is accepted. It is known from the  $t_{count}$  greater than the  $t_{table}$  ( $11.222 > 1.9762$ ). This shows that partially brand image (X1) has a significant effect on Competitive Advantage (Y). Furthermore, based on table 6.8, it is also known that H2 is accepted where the  $t_{count}$  is greater than the  $t_{table}$  ( $4.961 > 1.9762$ ). This shows that partially Islamic fashion style orientation (X2) has a significant effect on Competitive Advantage (Y).

Table 1 Results of the t-test

Variables	$t_{hitung}$	Sig.
Brand Image (X1)	11,222	0,000
Islamic Fashion Style Orientation (X) <sub>2</sub>	4,961	0,000

## Discussion

### The Effect of Brand Image on Competitive Advantage

Based on the results of testing hypothesis 1,  $H_1$  is accepted. Through the calculation of  $t_{count}$  greater than  $t_{tabel}$  ( $11.222 > 1.9762$ ) or significant  $t$  smaller than 0.005 ( $0.000 < 0.005$ ), shows that partially brand image (X1) has a significant effect on competitive advantage (Y). These results indicate that the brand image variable has a significant effect on competitive advantage.

In accordance with Porter's (1998) thinking, competitive advantage is defined as an effort to seek a favorable position in the competition, by highlighting unique and superior value through differentiation, including through marketing strategies to achieve superiority over competitors, although competitors' products may appear similar, consumers will notice differences thanks to brand image. This shows that brand image is key in achieving competitive advantage. The results of this study are in accordance with a previous study by Wahyuningsih (2019) which found that brand image has a significant impact on competitive advantage among Telkomsel customers in Gowa Regency.

The Erigo brand, in the eyes of customers, based on surveys, is identified as having an attractive design and appearance, unique characteristics, easy to remember and pronounce, and is widely recognized by the public. This is evidenced by the number of followers on Erigo's Instagram reaching 2.1 million followers, and the promotion of its products to foreign countries, including through advertisements on billboards in New York, United States (Nasution, 2021). Brand image is perceived as a consumer evaluation that distinguishes brands in the market (Vanessa and Arifin, 2017). This image can be formed through direct experience or from a reputation heard through online or media. Creating a strong brand image through advertising, sponsorship, and other activities can be more effective in increasing brand equity. High brand equity will automatically build customer loyalty, which indicates that the company has achieved a competitive advantage in the minds of its consumers. According to Wahyuningsih (2019), a company's image can be measured by its reputation, credibility, and product quality. Based on open-ended answers in a survey about considerations for choosing fashion, factors such as comfort, quality of goods, price, trends, taste, materials, brand name, and design determine product purchases.

With the positive brand image of Erigo's products, the company has an advantage over its competitors. Effective use of the company's internal resources can promote a positive brand image in the eyes of customers, helping the company provide quality and superior products and services. This positive and superior image will encourage customers to continue using Erigo products, leading to a sustainable competitive advantage. A positive impression of the product will encourage customer loyalty, assuming there is no need to switch to another brand. This helps achieve competitive advantage as customers remain loyal and continue to use the product.

### **The Effect of Islamic Fashion Style Orientation on Competitive Advantage**

Based on the results of hypothesis 2 testing, H2 is accepted. Through the results of this calculation, it is obtained that  $t_{count}$  is greater than  $t_{table}$  ( $4.961 > 1.9762$ ) or significant  $t$  is less than 0.005 ( $0.000 < 0.005$ ). These results indicate that partially Islamic fashion style orientation (X2) has a significant effect on competitive advantage (Y).

Show that focusing on Islamic fashion style has a positive impact on competitive advantage. According to Kertajaya and colleagues (2019), Islamic fashion in Indonesia has developed into a trend that provides freshness and new looks, indicating that orientation to Muslim fashion helps companies understand and meet customer needs, which ultimately contributes to sustainable competitive advantage (Bunyamin, 2021). This confirms the important role of Islamic fashion style orientation in determining competitive advantage. This research supports the views of Narver and Slater (1990) and Bunyamin (2021) on the importance of Islamic fashion orientation in creating value and superior business performance. Competitive orientation is considered effective when it is aligned with customer needs and desires, where companies must be able to meet customer needs and at the same time win the competition (Bunyamin, 2021). Research by Kertajaya and colleagues (2019) shows that Muslim clothing consumers in Indonesia have a high level of religiosity and a strong preference for Islamic clothing styles.

Based on the feedback from the questionnaire on Muslim fashion styles, the varied responses include a preference for clothing that is inconspicuous, covers the aurat, without prominent curves, but still fashionable, polite, comfortable, and in accordance with Islamic law. Islam is recognized as a religion that provides solutions for various aspects of life, including fashion. The variety of fashion today makes it easy for Muslims to customize their fashion choices according to their needs and personal identity, where the dress code is not only a matter of creative expression but also emphasizes modesty and adherence to the principles of sharia. Brands such as Erigo, with its simple designs and quality products such as t-shirts, hoodies, jackets and shirts, demonstrate its ability to compete in the market. Examples of the use of Erigo products, both by women in combination with hijab to cover the aurat and by men, show how brands can fulfill the needs of Islamic fashion without compromising on contemporary elements and quality.

### **CONCLUSIONS**

From the analysis that has been carried out, the conclusions that can be drawn are as follows:

1. Brand image has a positive impact on the competitive advantage of Erigo products among Muslim teenagers in Banyumas Regency.
2. Orientation towards Islamic fashion also has a positive influence on the competitive advantage of Erigo products among Muslim teenagers in Banyumas Regency.

### **Limitations and Suggestions**

From the findings and conclusions previously described, several recommendations can be made to the stakeholders involved in this study, with the aim of providing benefits and being used as a reference in improvement efforts. These suggestions include:

1. For Erigo Brand:

It is recommended that companies strive to maintain and improve brand image and adopt Islamic fashion style orientation as these two aspects are proven to have a significant impact on competitive advantage. Based on the analysis, it is known that these two variables contribute 58.6% to the competitive advantage of Erigo products. Improvement can be achieved through continuous innovation in promotion and product design.

2. For the Next Researcher:

Researchers who will continue this study are advised to focus on the brand image variable, considering the analysis results show this variable has a regression coefficient of 0.730, indicating a very large influence on competitive advantage. Future research can be enriched by including variables such as brand awareness, brand love, and brand loyalty, to gain a broader understanding.

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