

# The Effect of Islamic Advertising and Brand Image on Sasha Toothpaste Product Purchase Decision

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Article Information		Abstract
Submission date	14 December 2023	<p><b>Research aim:</b> The purpose of this study was to find out the effect of Islamic advertising and brand image on Sasha's toothpaste product purchase decision on students at the University of Darussalam Gontor Female Campus.</p> <p><b>Design/Method/Approach:</b> The research method used was quantitative, the sample was used by 143 respondents. Data collection techniques with questionnaire deployment and data analysis techniques use multiple linear regression analysis.</p> <p><b>Research Finding:</b> The results of this study showed that there was a positive and significant effect between Islamic advertising and brand image variables on the purchase decision of Sasha's toothpaste products.</p> <p><b>Theoretical contribution/Originality:</b> Islamic advertising is one of the advertising offerings that are often used today. A brand image reflects a consumer's perception of a product or brand.</p> <p><b>Practitioner/Policy implication:</b> The important role of Islamic advertising and Brand image can influence a consumer's purchase decision, therefore this must be very concerning for companies to form an image and determine target consumers.</p> <p><b>Research limitation:</b> The limitations of this research are does not account for unexpected events like the current pandemic, this affects the limited number of respondents, so the respondents are only female students from the University of Darussalam Gontor.</p> <p><b>Keywords:</b> Islamic Advertising, Brand Image, Purchase Decision</p>
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## 1. Introduction

The development of the business world in the current era of globalization requires every company to provide good service and quality. The high level of competition between companies makes every company continue to move innovatively and creatively and devise a good marketing strategy (Noviani and Mursid, 2021). Marketing is one of the main keys to a company. A company can be said to be successful if it has the right and good marketing. The company has to be careful before marketing the product because marketing is the first step of the company to introduce the products owned.

In marketing a product, the company needs to understand and analyze the marketing strategy that is by the product offered. One example of understanding marketing strategies is to analyze the marketing mix. The marketing mix is a strategy to combine marketing activities,

to create the maximum combination so that the most satisfactory results will appear (Buchari Alma, 2016). Meanwhile, the marketing mix consists of product, price, place, and promotion. And service marketing has some additional marketing tools such as people physical evidence and process.

One form of marketing strategy that is often used is promotion. Promotion is the strategy of introducing a product in various ways. The promotion that is growing rapidly today is by offering halal and healthy products (Reza Fahmi, 2018). Promotion in the business world already uses halal labels and natural ingredients as a way to attract consumers. Moreover, based on data from the Directorate General of Population and Civil Registration of the Ministry of Home Affairs (Dukcapil), Indonesia's total population was 272.23 million in June 2021. Of these, 236.53 million (86.88%) are Muslims. (Kusnandar, 2021). This makes the halalness of a product to be considered an important part of the company because Muslims are strictly prohibited from consuming products that contain non-halal ingredients.

Halal products themselves in Indonesia has become a part of the business whose value is very large and promising, not only among the Muslim community but also among non-Muslims. In this case, Indonesian businesspeople also began to flock to register their products to get halal certificates of products in Indonesia. According to data from the BPJPH Halal Information System (halal product assurance agency) said, until November 5, 2021, 31,529 business actors applied for halal certification. Of these, the majority of micro-businesses reached 19,209 or 60.92%. Following small business actors amounted to 5,099 or 16.17%. So a total of 76% are UMK actors (micro and small businesses) ( Mastuki, 2021). It also makes products that have been certified halal can make it easier for companies or businesses to attract the attention of consumers and promote their products.

There are various ways companies promote their products, one of which is by making advertisements about the product. Advertising is a form of promotion of a product delivered through the media to influence consumers to buy products. In general, advertising is needed by consumers as information to assess the advantages and disadvantages of a product. Currently, advertising is made as attractive as possible to attract the interest of the product or service offered. Advertisements can contain the characteristics of the product.

Advertising is still needed in recent years, as evidenced by Nielsen advertising intelligence (Ad Intell), in Indonesia service data revealed that increasing advertising spending in July 2020 compared to June 2020 by 17% reached Rp.18.3 trillion. While television still dominates 72% of the portion of advertising spending with a figure of more than Rp 88 trillion, followed by digital advertising spending 20% with total advertising spending of Rp 24.2 trillion. Meanwhile, the total print media advertising spending was 8% with a figure reaching more than Rp 9.6 trillion, and total radio advertising spending of 1% with a figure of Rp 604 billion (Dwi Wulandari , 2020). Seeing the rapid development of advertising and supported by the development of media technology, such as television, smartphones, iPad, the internet and others. So, the development of this ad not only raises a positive impact but there must be a negative impact. Positive and negative influences are explained by the work of advertisements,

but seeing ads that are broadcast both on television and social media has largely begun to be based on Islamic values. Moreover, the number of halal products offered does not match the ads broadcast. The many promises of advertising sometimes do not match the product and the appearance that most artists do not cover. With so many problems faced, there needs to be concepts, principles and advertising criteria that refer to an Islamic perspective.

While in the Islamic perspective, Islam teaches how to carry out advertising activities based on Islamic principles. This is called Islamic Advertising (Ahsanul Haque, 2016). Advertising under Islamic principles that must not cheat, must not deceive, or swear as the hadith narrated from the companions of Abu Hurairah radhiyallahu 'anhu, the Prophet Sallallahu 'alaihi wa Sallam said:

عَنْ أَبِي هُرَيْرَةَ رَضِيَ اللَّهُ عَنْهُ قَالَ: سَمِعْتُ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ يَقُولُ: الْحَلْفُ مُنْفِقَةٌ لِلسَّلْعَةِ، مُمَحِقَةٌ لِلبَرَكَاتِ (رواه البخاري)

"Abu Huraira said he heard God's Messenger say, "Swearing produces a ready sale for a commodity, but blots out the blessing." (HR. Bukhari).

In addition, a product that is promoted will be easier for consumers to know and remember if the product already has a brand. A brand is a name, term, symbol, or design or combination of all that aims to identify the goods and services of a group of sellers and to distinguish their products from competitors (Philip Kotler and Kevin Lane Keller, 2012). Therefore, consumers can decide which products to buy by looking at the brand and what benefits are obtained from the product.

From the Islamic perspective, advertising is the process of conveying a message to the public about a product delivered based on Islamic rules. The rules of Islam itself mean derived from the Qur'an and Hadith. The concept of advertising in Islam can be reviewed from ethics and behaviour. Advertising ethics is very much seen in an Islamic perspective, ethics is a human reflection of what he does. Ethics is an orientation of human effort to answer a very fundamental question, how a man should live, how to act, and many others. Ethics leads people to truly be good people, to have an ethical attitude, by prioritizing honesty and truth (Hasnan Hanif, 2018).

In the study of Sri Indah Sari (2020) Islamic advertising in the view of Islamic informative advertising should be based on the nature of *Siddiq* (honesty). In addition to the nature of honesty, he must be in a halal product. The results of this study show that Islamic Advertising has a positive and significant effect on purchasing decisions

A brand can also be said to be an important role to show the identity of a product, while the image is a person's trust, idea and impression of something. For companies, the image can also be defined as people's perception of a company. Brand and image are two things that are interrelated and play an important role in a product. Brand image is a public perception of the company or its products. Brand image must be built in a product as a determinant of an image

of a brand. Brand image can also be a reference for consumers to determine the purchase decision of a product. In its use, Brand Image is not only needed for food or beverage products, but Brand Image is also important for cosmetic products and health products.

Brand Image is a situation where a brand can influence a consumer's behaviour towards a product in a purchase decision, so the better the brand image, the greater the opportunity for purchasing decisions (Suhaily and Darmoyo, 2017). Brand image is an impression that can be according to the level of knowledge and understanding of facts about people, products, and situations.

In the research of Bisri Merduani (2018), Brand Image makes the consumer's point of view, related to the perception of what brand image toothpaste is most widely known and imprinted in the hearts of the public, this shows that Pepsodent has succeeded in building a brand image in the minds of the public. The results of this study show that brand image has a positive and significant effect on purchasing decisions.

According to Kotler and Keller in Biantoro, explaining that purchasing decisions refer to the behaviour of final purchases from consumers, both individuals, and households who buy goods and services for personal consumption (Kotler and Armstrong, 2014). Consumer decision is the process of interaction between understanding attitudes, belief, and behavioural or real actions. The real action is the decision to buy or not buy it that is already attached to each consumer. In buying a product consumers will go through a process before coming to the purchase decision. In the purchase process, there are five stages, namely problem recognition, alternative evaluation, purchasing decisions, and behaviour after purchase. However, this is not the case in all cases, especially in low-engagement purchases. Consumers may skip or repeat certain stages. According to Kotler in Krisnawati, stated that a decision-making process is a problem-solving approach that includes several stages that start from long before the buying factor. (Krisnawati, 2020).

In everyday life, people always try to implement a healthy lifestyle. One of them is about health and hygiene. A healthy lifestyle can be applied starting from maintaining oral and dental hygiene. Maintaining oral and dental hygiene is very important to maintain the health of the body. Muhammad PBUH gave demands to his people to always maintain oral and dental hygiene. Muhammad PBUH cleaned his teeth almost at the beginning of every activity, praying and going to sleep. In a hadith, Muhammad PBUH said: "If I did not burden my people, I would have told them to take a shiva (brushing) every time I ablution." (H.R Bukhari and Muslim), (Muhammad Fuad Abdul Baqi, 2017).

The types of products that can maintain oral and dental health include toothbrushes, mouthwashes and toothpaste. However, what people often use is toothpaste. Toothpaste is a dental helper material to clean the tooth area so the teeth look clean, healthy and fragrant. Toothpaste has become an important need for every individual, especially consumers who always use toothpaste every day.

Toothpaste products that are growing in Indonesia make all companies that produce toothpaste compete in promoting their products well. One toothpaste product that uses halal

labels and natural ingredients are Sasha's toothpaste. Sasha's toothpaste is a halal toothpaste that uses real siwak flakes and other natural ingredients. Toothpaste established by PT. Kino Indonesia Tbk is a category of toothpaste that carries the concept outside of halal. Sasha's toothpaste does not use a mixture of chemicals but instead is replaced with natural ingredients such as betel leaves, lemon and salt that are safe for consumers to consume. Sasha's toothpaste products contain ingredients that are natural and halal so there is no need to worry if swallowed.

In an interview, Danti Nastiti, brand manager sasha halal toothpaste said, "Sasha touches three sides of the consumer, functional, emotional and spiritual. These three things will be Sasha's advantage and make consumers turn to Sasha's toothpaste products ( Herning Banirestu, 2018). In an interview with Dede Suryadi, Harry Sanusi, founder and President Director of The Kino Group said, "Seeing the positive response of various communities, Kino is confident in producing and marketing Sasha because there are not many toothpastes that are positioning for Muslims using shiwak. Sasha began to be marketed with testing products conducted in various communities, such as the community of maternal studies in various major cities in Indonesia.

Sasha also does more experiential marketing to consumers. The trick, can do it at the embarkation of Hajj and Umrah travel, or through various Muslim communities and studies such as one day one juz, hijabers community, and Hijrahfest by providing product samples. Sasha appeared by utilizing the momentum of the hijrah that was reverberating at this time. With this concept of hijrah, all aspects of life, including the use of products, are associated with deep religious teachings with the intention of worship." By marketing the Islamic concept and utilizing this spiritual benefit, Sasha's manager hopes Sasha can become like a Wardah product ( Dede Suryadi, 2021).

In making toothpaste advertisements, Sasha also has collaborated with Celebrity Endorses, Shiren Sungkar, and Teuku Wisnu which can strengthen the theme of Sasha's product, Hijrah. This is because Shiren Sungkar and Teuku Wisnu share stories about their hijrah experiences, by always learning the Muslim lifestyle that calms the heart. Shiren said Hijrah is currently even able to be in various aspects of domestic life, for example starting to pay attention to halal and haram for the family to the maximum, be it food to products used daily, of course, we want to be recommended sharia and halal. This principle then also brought Shiren Sungkar and Teuku Wisnu to become Celebrity Endorses of Sasha's toothpaste products.

With the creation of the advertisement, the brand image of Sasha's toothpaste product is unique that uses the content of original shiwak flakes and betel leaves in each product offered. And, by carrying the theme of Hijrah Sasha has a strong influence in the minds of consumers to choose toothpaste that has been guaranteed idolatry. Consumers are determinants of the success or not of a product that is marketed. Therefore, consumer purchasing decisions are very important to consider. Consumer purchasing decisions are the final purchasing behavior of consumers, both individuals and households who purchase goods and services for

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personal consumption ( Philip Kotler dan Gary Amstrong, 2016). Based on the background and phenomenon, the author intends to create a thesis that discusses The Effect of Islamic Advertising and Brand Image on Sasha Toothpaste Product Purchase Decision (Case Study on Students of University of Darussalam Gontor Mantingan Campus).

### 1.1. Statement of Problem

- 1) How does Allegedly Islamic Advertising ( $X_1$ ) influenced the decision to purchase (Y) Sasha toothpaste products on students at the University of Darussalam Gontor Female Campus?
- 2) How does Alleged brand image ( $X_2$ ) influenced the decision to buy Sasha toothpaste products on students at the University of Darussalam Gontor Female Campus?
- 3) How does Allegedly Islamic Advertising and Brand Image had a simultaneous influence on the decision to purchase Sasha's toothpaste products on students at the University of Darussalam Gontor female campus?

### 1.2. Research Objectives

- 1) To find out the influence of Allegedly Islamic Advertising ( $X_1$ ) on the decision to purchase (Y) Sasha toothpaste products on students at the University of Darussalam Gontor Female Campus
- 2) To find out the influence of Alleged brand image ( $X_2$ ) on the decision to buy Sasha toothpaste products on students at the University of Darussalam Gontor Female Campus
- 3) To find out the influence of Allegedly Islamic Advertising and Brand Image simultaneous on the decision to purchase Sasha's toothpaste products on students at the University of Darussalam Gontor female campus.

## 2. Method

### 2.1 Place and Type of Research

The research site was located at the University of Darussalam Gontor Female Campus Mantingan Ngawi East Java. The research time was started from September to November 2021. In this research, the authors chose the type of quantitative research (Sugiyono,2018). The population in the study was a student at the University of Darussalam Gontor who bought or used Sasha's toothpaste products and the population in this study amounted to 224 students. The sampling technique used in research is nonprobability sampling with the purposive sampling technique. The sample from the study was people who used or bought Sasha's toothpaste products in a month. The minimum sample number in the study was determined using the Slovin formula, In this research, 5% was used as a limit of sampling error, so based on this formula the number of samples from the population is 143. This collection is done by distributing questionnaires to respondents who have met the research criteria. The data collection mechanism was done through the processioner to some respondents who have purchased or used Sasha toothpaste.

## 2.2 Data Analysis Techniques

Data analysis techniques were grouping data based on variables and the type of respondents tabulate data based on variables from all respondents, presenting data of each variable studied, performing calculations to answer problem formulations, and performing calculations to test hypotheses that have been submitted (Sugiyono, 2017).

## 2.3 Instrument testing

Instrument tests were conducted using Validity Tests and Reliability Tests.

### 1. Validity Test

A validity Test is a statistical test used to measure the validity of the results of questionnaire answers that show the depth of measurement of a measuring instrument. The tester uses one side with a significant level of 0.05. The result of  $r$  calculates compared to the table where  $df = n-2$  with sig 5% if  $r$  calculates the  $> r$  of the table then it is said to be valid (Sugiyono, 2018).

### 2. Reliability Test

After conducting a validity test, researchers conduct a reliability test that aims to find out the consistency of variable measurement results. The measuring instrument used is Alpha Cronbach through the Excel Statistic Analysis & SPSS program. If a value less than 0.6 indicates that the internal consistency vehicle is not reliable. Whereas if the value is more than 0.6 then it can be said to be reliable (Sujarweni, 2014).

## 2.4 Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is a simple regression based on the functional or causal relationship of one independent variable with one dependent variable (Sugiyono, 2018).

## 2.5 Hypothesis Test

### 1. Test t (Individual Testing)

This test is used to test whether an independent variable partially has a significant effect on dependent variables (Ghozali, 2018). These tests are done partially or individually, using statistical t-tests for each free variable, with a certain level of confidence.

### 2. F Test (Simultaneous Testing)

This test is conducted with the aim of finding out how far all variables  $X_1, X_2, X_3, \dots$  (independently) together can test variable  $Y$  (dependent). To test this hypothesis, statistics  $F$  is used with decision-making criteria if the  $F_{count}$  value  $> F_{table}$ .

### 3. Determination Co-effectiveness Test

This test has a function to explain the extent to which the ability of independent variables affects dependent variables as well as how strong the relationship between the two variables is. The coefficient of determination in multiple regressions uses two types of coefficients of determination, namely the coefficient of double determination and the coefficient of partial determination.

### 3. Results and Discussion /Hasil dan Pembahasan

#### 3.1 Multiple Linear Regression Analysis Test

Table 1. Multiple Linear Regression Analysis Test Results

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.074	3.783		-.284	.777
1 Islamic Advertising	.213	.089	.170	2.398	.018
Brand Image	.755	.090	.596	8.432	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2021

Based on table 1. above, the regression equation is obtained as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \dots + e$$

$$Y = -1,074 + 0.213 X_1 + 0.755 X_2 + e$$

The meaning of multiple linear regression equations is:

1. Constant Value (a) = -1.074 means that when the variables  $X_1$  and  $X_2$  are constant or no or by 0, then Y will decrease by -1,074.
2. The regression coefficient value of variable  $X_1 = 0.213$  means showing a positive sign, it shows a unidirectional influence between the Islamic Advertising ( $X_1$ ) variable and the purchase decision which means that if there is an addition of one unit to Islamic Advertising, then the purchase decision will increase by 0.213.
3. Variable regression coefficient value  $X_2 = 0.755$  means showing a positive sign, it shows a unidirectional influence between the Brand Image ( $X_2$ ) variable and the purchase decision which means that if there is an addition of one unit to the Brand Image, then the purchase decision will increase by 0.755.

#### 3.2 Hypothesis Test Results

##### Test t Results (Individual Testing)

From the results of the statistical test the value of how to find ttable :

$a = 0.05$ ,  $n = 143$  respondents,  $k = 2$

$t_{table} = (a/2; n-k-1)$ ,  $t_{table} = (0.05/2; 143-2-1)$ ,  $t_{table} = (0.025; 140)$

With a significance value of 0.025 is known the value of the ttable of 1.97705. The results of hypothesis testing can be presented as follows:

##### 1. Islamic Advertising

There was a significant effect of Islamic Advertising on the Purchase Decision on Sasha's toothpaste products at University of Darussalam Gontor Female campus. The results of the tcount test of 2.398 where  $t_{count} > t_{table}$  ( $2.398 > 1.977$ ).



## 2. Brand Image

There was a significant effect of Brand Image on Purchasing Decisions on Sasha's toothpaste products at University of Darussalam Gontor Female campus. The results of the tcount test of 8.432 where  $t_{count} > t_{table}$  ( $8.432 > 1.977$ ).

### Test F (Simultaneous)

**Table 2. Test Results F ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2842.273	2	1421.137	67.095	.000 <sup>b</sup>
	Residual	2965.335	140	21.181		
	Total	5807.608	142			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Image, Islamic Advertising

Source: Primary data processed, 2021

With a value of 141 known the value of  $F_{table}$  was 3.06. The  $F_{count}$  value of  $> F_{table}$  was  $67,095 > 3.06$ . So, it shows that there was the effect of Islamic Advertising and Brand Image simultaneously (together) on the Purchase Decision of Sasha toothpaste products at the University of Darussalam Gontor Female Campus.

### 3.3 Results of the Coefficient of Determination Test

**Table 3. Results of The Coefficient of Determination Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 <sup>a</sup>	.489	.482	4.60228

a. Predictors: (Constant), Brand Image, Islamic Advertising

Source: Primary data processed, 2021

Based on Table 3, it is explained that R Square's result of 0.489 shows that the purchase decision was influenced by Islamic Advertising and Brand Image by 48.9%, while the remaining 51.1% was influenced by variables or other factors not studied in this study.

## DISCUSSION

### H1 = There is an influence of Islamic Advertising on Purchasing Decisions.

The increase of halal products in Indonesia, makes companies look for good strategies in marketing products to gain the trust of consumers. Then, one of the advertising strategies that are very important to attract the attention of consumers in choosing halal products is Islamic Advertising. Islamic Advertising is needed to build a sense of security and consumer trust and can give a positive impression and additional value to the marketed halal products.

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Therefore, Islamic advertising has recently become one of the company's choices in terms of marketing halal products.

Islamic advertising is the process of conveying a message to the public about a product delivered based on Islamic rules. The rules of Islam itself are derived from the Qur'an and Hadith. The results of this study are supported by previous research by Sri Indah Sari (2020), which states that Islamic advertising has a positive and significant influence on purchasing decisions. That is, Islamic Advertising is needed by prospective consumers to make purchasing decisions. The results of this study analysis showed that the Islamic Advertising variable had a positive and significant effect on Sasha's toothpaste purchase decision. This can be proven by toothpaste ads that carry the theme of hijrah and its Islamic-based marketing. In addition, by looking at the results of partial testing of Islamic Advertising (X1) where  $t_{hitung} > t_{tabel}$  ( $2,398 > 1,977$ ) means that Islamic Advertising has a positive and significant effect. The ad offered by Sasha's Toothpaste using celebrity endorses Shiren Sungkar and Tengku Wisnu that is under the theme of Hijrah on Sasha's toothpaste and always carries the concept that halal is acceptable and gets a positive response by consumers to make purchasing decisions.

## **H2 = There is an Effect of brand image on Purchasing Decisions.**

In promoting a product, in addition to paying attention to advertising strategies, the company must also know the brand image of a product. The brand image will determine how consumers perceive a product. So, when a product already has a good image, then it will facilitate the company in promoting the brand or product. Therefore, building a brand image is the most important thing for the product and the long term of the product. The results of this study analysis showed that the Brand Image variable had a positive and significant effect on Sasha's toothpaste purchase decision. This can be proven by Sasha's toothpaste products that have a brand image that is unique using the original shivak flakes content in each product offered and see the results of partial testing brand image (X2) where  $t_{hitung} > t_{tabel}$  ( $8,432 > 1,977$ ).

Brand image is a situation where a brand can influence a consumer's behavior towards a product in a purchase decision so the better the brand image, the greater the opportunity for the purchase decision. The results of this study are in line with previous researcher Bisri Merduani (2018), who stated that Brand Image has a positive and significant influence on purchasing decisions. Brand Image with indicators of strength, uniqueness, and excellence built Sasha toothpaste products that are in the form of each variant of Sasha's product contains Shiwak and has an affordable price to be a positive response of consumers to make purchasing decisions on Sasha toothpaste products.

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### **H3 = There is an Effect between Islamic Advertising and Brand Image on Purchasing Decisions.**

In introducing a product, of course, the company can start by promoting the product. Promotion can be done in various ways, one of which is advertising. A good advertisement that is delivered to consumers will certainly produce a consumer's view or perception of a product. This is what builds the brand image of the product. With appropriate and conveyed advertising and having a good brand image in the consumer's view, makes a product can be widely known by consumers in the long term and also influences consumers to make purchasing decisions. One of them is Sasha's toothpaste. Sasha's toothpaste, which promotes with Islamic advertising, can produce results by having a unique and Islamic brand image in the view of consumers. This is what strengthens Sasha's toothpaste, which can compete with other toothpaste products.

The results of this study analysis showed that the Islamic Advertising and Brand Image variables had a positive and significant effect on Sasha's toothpaste purchase decision. The results of simultaneous testing (together) where the value of  $F_{hitung} > F_{tabel}$  is  $67,095 > 3.06$ . That is, Islamic Advertising and Brand Image together influence by consumers to make purchasing decisions on Sasha toothpaste products. This can be proven by the creation of Islamic advertising carrying the theme of Hijrah and the brand image formed from the ad makes sasha have a strong influence in the minds of consumers to choose toothpaste that has been guaranteed idolatry

#### **4. Conclusion**

Based on the results of research that have been done through the stage of data collection, data processing and data analysis there was a positive and significant effect on the Islamic Advertising variable on the Sasha toothpaste product Purchase Decision and There was a positive and significant effect on the Brand Image variable on the Sasha toothpaste product Purchase Decision. Simultaneously there is a positive and significant effect on the variables of Islamic Advertising and Brand Image on the Decision to Purchase Sasha toothpaste products at the Students of the University of Darussalam Gontor female campus.

This conclusion states the important role of Islamic advertising and Brand image can influence a consumer's purchase decision, therefore this must be very concerning for companies to form an image and determine target consumers. The limitations of this research are does not account for unexpected events like the current pandemic, this affects the limited number of respondents, so the respondents are only female students from the University of Darussalam Gontor.

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