The Influence of Islamic Content on Instagram Through Product Attractiveness Towards Corporate Image

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Abstract
Moslem fashion trend followed by the advancement of information technology in the past years have enabled hijab online business to flourish. Persuasive communication with followers via Instagram is crucial. Moreover, competition among hijab online shops encouraged brands to build corporate image so that they look good for the public. The article aimed to know the influence of persuasive communication on the Islamic content of Hijab Online Shop's Instagram account influence corporate image with moderation of product attractiveness. This study uses quantitative method with positivism paradigm. The theory used is functional theory, product attractiveness and corporate image. The population of this research is followers of the three hijab online shops that are the most active in terms of posting the Islamic content: @vanillahijab, @alezalabel and @hijup. The sampling method was conducted purposively, with the total sample 100 people. The result indicates that there is influence of persuasive communication in Islamic content of hijab online shop's Instagram account towards the corporate image and the influence increases as product attractiveness increases. Knowledge as part of persuasive communication is the most influential aspect among other persuasive communication elements. Other than that, product attractiveness remained as supportive factor in building corporate image.
Keywords: Islamic Content, Product Attractiveness, Corporate Image

Abstrak
Tren busana muslim yang diikuti dengan perkembangan teknologi informasi yang pesat telah membuat bisnis hijab daring berkembang dengan pesat. Komunikasi persuasif dengan para pengikut di Instagram merupakan hal yang penting. Terlebih lagi persaingan di antara sesama toko hijab daring telah mendorong merek untuk membangun citra korporat sehingga terlihat baik di mata publik. Artikel ini bertujuan untuk mengetahui pengaruh komunikasi persuasif konten Islami di akun instagram toko hijab daring terhadap citra korporat melalui daya tarik produk.Riset ini menggunakan teori fungsional, konsep daya tarik produk dan citra korporat. Populasi dalam penelitian ini adalah tiga toko hijab daring yang paling aktif dalam mengunggah konten Islami: @vanillahijab,@alezalabel,@hijup. Metode *sampling* yang digunakan adalah purposif dengan total sampel 100 orang. Hasil menunjukkan bahwa terdapat pengaruh antara komunikasi persuasif dalam konten Islami di akun Instagram toko hijab daring terhadap citra korporat dan pengaruh meningkat seiring dengan meningkatnya daya tarik produk. Pengetahuan sebagai bagian dari komunikasi persuasif adalah aspek yang paling berpengaruh dibandingkan elemen komunikasi persuasif lainnya. Selain itu, daya tarik produk merupakan faktor pendukung dalam membangun citra korporat.
Kata kunci: Konten Islami, Daya Tarik Produk, Citra Korporat

INTRODUCTION

Based on data from *State of Global Islamic Economic Reports* 2018, in Indonesia, the moslem fashion consumption approximately reached 20 billion USD. Indonesia ranked on the second position below United Emirate Arab as the country of moslem fashion producer in the world (Nursalikah, 2019).

Indonesian president Jokowi proudly mentioned that every year there is 45 trillion rupiahs of national income from the moslem fashion industry. This industry is also projected to absorb new 1,1 million manpower from the total current of 3,8 million people who have in fashion industry. These numbers speak volume about the contribution of moslem fashion industry for national economy growth (Merdeka.Com, 2018)

Given this prospective future and a large market of moslem fashion in the country, there are more and more online hijab stores at the present. The rapid growth of this moslem fashion industry has brought scholars from various disciplines to study about this. There was study that highlighted the design from sociological perspective (Damayanti, 2014), another one concerned about the business building of hijab stores from industrial point of view (Syarofah et al., 2021) and there was also article that highlighted the digital marketing strategies of hijab online shop by using TikTokShop media (Aisyah et al., 2023). These numerous studies have confirmed that as the rising trend, moslem fashion industry has made substantial contribution to Indonesian society.

As the effort to thrive on the tight competition on the industry, the online hijab stores tried to build a good communication with consumer. Previous study noted that *HIJUP* have managed to build comfortable emotional relations with customer that brought up to strategic level through the twitter content of @Hijup (Athia, 2013). Other famous hijab online store used the strategy of using Instagram celebrity to communicate with their customer and build the corporate image like the one did by *Vanilla Hijab* (Riyani, Sitanggang, Novrian, 2020). Other than that, the use of social media content in the form of picture and video with the theme of moslem and the friendship concept was used by *Hijab Sally Heart* to communicate and promote to their consumer. Those kinds of online content resulted in spiritual emotional involvement between online shop and their customer (Puspitasari, F., & Gusfa, 2017).

One of the communication strategies for Islamic-theme products is by using Islamic content. This kind of content usually appears on communication of Islamic missionary activities as stated on past study about Islamic messages through digital media Line. The study concluded that the readers welcome the content positively as the number of followers keep growing significantly (Helmy & Ayuni, 2019). Another similar article on Islamic content was describing about preaching communication by moslem religious leaders on digital media (Rohman, 2019). The most recent study about Islamic content discussed about the motivation of generation Z in sharing Islamic content on social media. The result of this study noted that the motivation for sharing Islamic content includes self-actualization motivation in preaching and to get responses from other people(Armiah, 2023). There was no previous literature that studied the influence of Islamic content on social media with the purpose of creating positive image of a brand or corporate.

In order to understand the influence of Islamic content, researcher used the functional theory from perspective of persuasive communication. According to Shavit, this theory assumes that individuals have certain attitudes because these attitudes serve a function in their lives, providing answers to motivational and psychological. These functions include the knowledge function, value-expressive function, and social-identity function. According to Functional Theory, individuals form attitudes to organize, structure, and make sense of a large amount of information about an object (Perloff, 2017).

Based on article released by Cosmopolitan.co.id there are number of top online hijab stores in Indonesia namely HIJUP, vanilla Hijab and Alezalabel (Calesta, 2018)*HIJUP, Vanilla Hijab* dan *Alezalabel* presented content with Islamic values on their Instagram posts. Social media content often become one of factors used by business industry to improve their image. Kittsel dan Buttgen on their research studied about the use of social media to communicate *employer branding* and its effect on corporate image (Kissel, Büttgen, 2015). That study showed that *self-congruency* concept and information on social media did not have direct effect on *product attractiveness* and *application intention* however with the mediated variable corporate image, the effect was stronger. (Schnurr et al., 2017). Corporate image can be described as the character deliberately shaped by the company to elicit a specific

impression from both internal and external audiences. It's important to note that the concept of image is abstract and cannot be precisely measured, as it resides in the thoughts and emotions of consumers and the public. The public's perception of the company's image is evident through their collective viewpoint and attitudes as they observe the unfolding reality (Kurniawan et al., 2022).

Product attractiveness itself was defined as the aesthetic appeal inherent in its design (Chang et al., 2016). Product attractiveness is the product's ability to attract consumers' attention and purchase interest with attractive physical and non-physical characteristics and be able to meet consumer needs and desires (Mardiyono & Soesanto, 2023). Another earlier research also noted about positive connection between attractiveness stimuli and product quality on certain contexts such as websites (Wang et al., 2011). Other previous study discussed about the attractiveness of manufacturer brands in the context of supermarket retailer, in which the result noted that credibility and familiarity were the factors to enhance attachment in manufacturer brands (Loureiro, 2017).

This research is trying to fill in the gap of the previous researches. There were not many studies that discuss the influence of Islamic content on the form of persuasive communication on social media content, especially on the context of Islamic content. Other studies focused more on the emotional element on twitter content (Athia, 2013). Furthermore, on the research regarding online hijab stores focused more on the influence of instagram celebrity endorser towards the corporate image (Riyani, Sitanggang, Novrian, 2020). With regard to social media content so far only discuss about female moslem and friendship issue (Puspitasari, & Gusfa, 2017). Moreover, there was no previous studies that correlate social media content and product attractiveness. Thus, based on the abovementioned discussion and background, this research aims to know the connection between persuasive communications on the Islamic content on online hijab stores with the corporate image with the moderation of product attractiveness. Based on literature study, the research model and hypotheses are as follows:
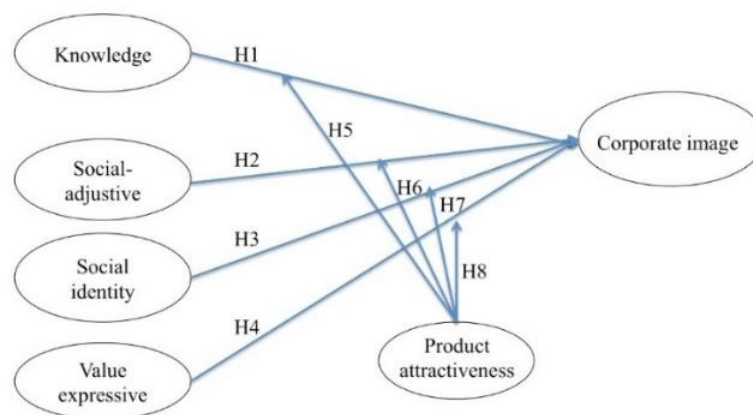

Figure 1: Research Hypothesis
(Source: Researcher's data, 2021)

From figure 1 above, these following are the hypothesis of this study: (H1) Knowledge has positive effect on corporate image. (H2) Social adjustive has positive effect corporate image. (H3) Social identity has positive effect on corporate image. (H4) Value expressive has positive effect on corporate image. (H5) Knowledge has positive effect on corporate image with moderation on product attractiveness. (H6) Social adjustive has positive effect on corporate image with moderation product attractiveness. (H7) Social identity has positive effect on corporate image with moderation product attractiveness. (H8) Value expressive has positive effect on corporate image with moderation on product attractiveness.

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METHOD

This research uses positivism paradigm that aims to have confirmation about the causal relationship. Analysis towards variables on this research is conducted by hypothetico-deductive method that is doing the hypothesis test in which the hypothesis was being deducted from another hypothesis with higher conceptual formulation. Thus, this research started with creating theoretical framework to build hypothesis as the tentative answer for the research problem tested. If positively tested, this hypothesis was perceived as facts and used to enrich the theory used.

From the "List of Best Online Shop Hijab & Modest Wear in 2018" that was released by cosmopolitan.co.id, there are six online shops with Instagram account, they are @hijup, @vanillahijab, @wearingklamby, @marionstheory, @alezalabel, @heaven_lights. From those six Instagram accounts, the three account that has Islamic contents are namely @hijup, @vanillahijab dan @alezalabel. Therefore, the population for this research is followers who give "likes" on the three Instagram accounts. Data analysis method used on this research is quantitative analysis, which includes of univariate analysis to know about respondent's profile and Islamic content of hijab online shops as well as bivariate analysis to see the kind of and strength of relations between variables. The analysis is conducted by SPSS

The sampling method was conducted by purposive sampling method based on respondent criteria that has been previously determined (Cooper & Schindler, 2014), they are in line with the question and purpose of the research. The criteria for respondents for this research are as follows: (1) Indonesian women without age boundaries, (2) Being follower of Instagram @hijup, @vanillahijab dan @alezalabel, (3) Giving "likes" to Instagram post with content concerning Islamic values on Instagram @hijup, @vanillahijab dan @alezalabel during the period of the last 6 months. The six months time-span was chosen to avoid *recall bias* (Gohary et al., 2016). The number of respondents at least four or five times indicators or sub variables tested (Malhotra, 2010). A number of indicators on this research is 25, so the minimum number of respondents is 4 x25 = 100 persons.

Table 1. Sample Distribution

Instagram Toko Busana Muslimah	Jumlah Followers	Sampel
@hijup	1.100.000	32
@vanillahijab	2.000.000	60
@alezalabel	287.000	8
TOTAL	3.387.000	100

(Source: Researcher's data, 2021)

Data collection on this research started with listing the sample frame according to respondent's criteria that has been determined before: Indonesian women without age boundaries who are followers of these Instagram accounts @hijup, @vanillahijab and @alezalabel who gives "likes" to Islamic content during the past six months. After that, researcher send the questionnaire in the format of Google Form through Direct Message of respondents' Instagram that are randomly selected for about 100 persons.

Data collected on this study is primary data that is gathered through survey method by asking questions to a number of respondents. All variables with indicators are measured by *4-point Likert-type scales,* starts from strongly disagree (1) to strongly agree (4). This research uses g*oogle Docs* that was sent from direct message through the Instagram to respondents. Respondents are supposed to answer the questions by clicking the options on the link provided by researchers.

The validity of the questions was assessed using Pearson Correlation, aiming to determine whether the posed questions accurately and validly measure specific constructs, namely Knowledge (KNO), Social Adjustive (SOA), Social Identity (SOI), Value Expressive (VAL), Corporate Image (COR), and Product Attractiveness (PRO). Based on Table 2, a statement in each questionnaire is considered valid

if the significance value is less than 0.05. The validity testing can also be observed by comparing the values of R (correlation coefficient) obtained and the critical R from the table. With degrees of freedom (df) equal to 150 - 2 = 148 and a significance level of 0.05 for a two-tailed test, the critical R value from the table is 0.16. The R values for all indicators mentioned above are greater than the critical R value (0.16). Therefore, based on the results of the pre-test, all items in the questionnaire for this study are considered valid.

Table 2. Validity Test Result

Variable	R-Table	R-Count	Sig	Notes
Knowledge				
KNO1	0361	0.787	0.000	Valid
KNO2	0.361	0.858	0.000	Valid
KNO3	0.361	0.847	0.000	Valid
Social Adjustive				
SOA1	0.361	0.862	0.000	Valid
SOA2	0.361	0.706	0.000	Valid
SOA3	0.361	0.866	0.000	Valid
Social Identity				
SOI1	0.361	0.846	0.000	Valid
SOI2	0.361	0.775	0.000	Valid
SOI3	0.361	0.806	0.000	Valid
Value Expressive				
VAL1	0.361	0.777	0.000	Valid
VAL2	0.361	0.821	0.000	Valid
VAL3	0.361	0.821	0.000	Valid
Corporate Image				
COR1	0.361	0.700	0.001	Valid
COR2	0.361	0.851	0.000	Valid
COR3	0.361	0.810	0.000	Valid
COR4	0.361	0.877	0.000	Valid
COR5	0.361	0.741	0.000	Valid
COR6	0.361	0.799	0.000	Valid
Product Attractiveness				
PRO1	0.361	0.691	0.000	Valid
PRO2	0.361	0.778	0.000	Valid
PRO3	0.361	0.814	0.000	Valid
PRO4	0.361	0.789	0.000	Valid
PRO5	0.361	0.825	0.000	Valid
PRO6	0.361	0.811	0.000	Valid

(Source: Researcher's data processing, 2021)

In order to test if questions are considered consistent, reliability test was taken during pre-test towards 36 respondents. The *Cronbach Alpha is the measurement scale used on this test. When Cronbach's Alpha* is above 0.6, it can be concluded that the construct measured has passed the reliability test.

From the following table, it can be observed that the Cronbach's Alpha values for all six variables are greater than 0.6. Therefore, it can be concluded that all six constructs, along with their respective items, are reliable.

Table 3 Reliability Test Result

Construct	Cronbach's Alpha
Knowledge	0.777

Social Adjustive	0.746
Social Identity	0.730
Value-Expressive	0.735
Corporate Image	0.877
Product Attractiveness	0.796

(Source: Researcher's data processing, 2021)

RESULT AND DISCUSSION

Respondent on this research are Instagram followers of the official account of @Hijup, @Vanillahijab and @Alezalabel. All respondent is then categorized based on age. Researchers collected data by spreading the questionnaire via google form. Below is the data about respondent's profile:

Table 4. Respondent's Profile

	@Hijup Instagram Account	@Vanillahijab Instagram Account	@Alezalabel Instagram Account
Sex:			
Woman	100%	100%	100%
Man			
Age			
15-20	21.6%	14.8%	40%
21-25	45.1%	61.4%	53.3%
26-30	17.6%	13.6%	6.7%
31 and above	15.7%	10.2%	

(Source: Researcher's data processing, 2021)

From the table 4, the majority of age group of @Hijup 's followers is 21-25 years, with the percentage of 45,1%. On the second place, there is 15-20 years old women or about 21,6%. The third position is 26-30 years old group with percentage of 17,6 %. While the least group are those who are 30 years and above. Based on survey result, 100% of 88 respondents who are followers of @Vanillahijab is women. The same as previous brand, this is in accordance with the identity of product itself, moslem women fashion therefore all the account follower is women. On diagram above it was noted that the dominant age group who are followers of @Vanillahijab is 21-25 years old with percentage about 61,4% of 88 respondents. And then, below this age group, there is 15-20 years old group fro about 14,8%. Slightly lesser than that, the next age group is 26-30 years old with percentage of 13,6%. The rest is respondents who are 30 years old and above. Based on the survey, 100 % of 15 respondents who are @Alezalabel's followers are women. The same thing applied as the previous two hijab online shops, because the shop sells women fashion therefore the followers are all women. Based on survey, the respondents who are followers @Alezalabel dominantly are those who are 21-25 years old with percentage about 53,3%. On the second place there is group age 15-20 years old with percentage of 40%. While the rest of the respondents are 32 years old or about 6,7%.

Bivariate Data Analysis

This analysis is conducted by using two statistics analysis methods: *Pearson* correlation to see the correlation between independent and dependent variables, as well as simple linier regression analysis to see the influence of independent variables towards dependent variables. Independent variables on this research are Knowledge (X1), Social Adjustive(X2), Social Identity (X3) dan Value Expressive (X4). Meanwhile dependent variable is Corporate Image (Y).

Correlation analysis

Below is the table of correlation test between variable X and variable Y:

Table. 5 Correlation Result

	Knowledge	Social Adjustive	Social Identity	Value Expressive	Corporate Image
Knowledge					
Pearson Correlation	1	.596**	.585**	.622**	.525**
Sig. (2-tailed)		.000	.000	.000	.000
N	100	100	100	100	100
Social Adjustive					
Pearson Correlation	.596**	1	.677**	.672**	.444**
Sig. (2-tailed)	.000		.000	.000	.000
N	100	100	100	100	100
Social Identity					
Pearson Correlation	.585**	.677**	1	.792**	.387**
Sig. (2-tailed)	.000	.000		.000	.000
N	100	100	100	100	100
Value Expressive					
Pearson Correlation	.622**	.672**	.792**	1	.455**
Sig. (2-tailed)	.000	.000	.000		.000
N	100	100	100	100	100
Corporate Image					
Pearson Correlation	.525**	.444**	.387**	.455**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	100	100	100	100	100

**Correlation is significant at the 0.01 level (2-tailed)

(Source: Researcher's data processing, 2021)

The coefficient correlation score shows the number of 0,525 for Knowledge variable, 0.444 Social Adjustive variable, 0,387 for Social Identity variable and 0.455 for Value Expressive variable. All has significance score 0.000 or lesser than 0.05. This shows that there is significant positive correlation between the for independent variables, they are Knowledge, Social Adjustive, Social Identity with dependent variable which is Corporate Image. Meanwhile the strength of correlations is not too high, it is only 0,387 up to 0.525.

The influence of Knowledge towards Corporate Image

Coefficient determinant score of *R Square* (R^2) = 0,276 indicates that independent variable of Knowledge is able to explain or predict the score of dependent variable score of Corporate Image for about 27%. The other, 73% are explained by other factors than Knowledge variables or other variables outside the research scope.

Table 6. Model Summary - Simple Linier Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525[a]	.276	.271	2.294

(Source: Researcher's data processing, 2021)

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Table 7. Annova[a]

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	296.909	1	296.909	56.433	.000[b]
Residual	778.664	148	5.261		
Total	1075.573	149			

(Source: Researcher's data processing, 2021)

a. Dependent Variable: Corporate Image
b. Predictors: (Constant), Knowledge

From this table, it can be seen that the score of F counted is about 56,433 with significance of 0,000. The score of significance test is < 0,05, then the regression model can be used to predict the variable of Corporate Image. In other words, there is influence of variable Knowledge toward dependent variable Corporate Image.

Table 8. Coefficient[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.916	1.480		6.699	.000
Knowledge	1.054	.140	.525	7.512	.000

(Source: Researcher's data processing, 2021)

a. Dependent Variable: Corporate Image

Table 8 displays that the constant coefficient score is 9,916. This indicates that if there is no Knowledge element on persuasion communication, then the score of consistency of Corporate Image is 9,916. Meanwhile the regression coefficient score is about 1,054 which indicates that for every extra 1% of Knowledge element in persuasion communication then the Corporate Image will raise for about 1,054.

The significance number of 0.000 is below 0.05 which means that there is influence of Knowledge variable towards Corporate Image, thus it can be concluded that H1 is accepted. There is positive influence of Knowledge towards Corporate Image.

The Influence of Social Adjustive towards Corporate Image

Table 9. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	.444[a]	.197	.197	2.415

(Source: Researcher's data processing, 2021)

a. Predictors: (Constant), Social Adjustive

The coefficient determinant score *R Square* (R^2) = 0,197 shows that the independent variable of Social Adjustive can explain or predict the dependent variable of Corporate Image for about 19%. The rest is explained by other factors than Social Adjustive or other variables outside the research scope.

Table.10 Annova[a]

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	212.152	1	212. 152	36.365	.000[b]
Residual	863.421	148	5.834		
Total	1075.573	149			

(Source: Researcher's data processing, 2021)

a. Dependent Variable: Corporate Image
b. Predictors: (Constant), Social Adjustive

From this table, the F counted score is 36,365 with significance 0,000. The significance test score is < 0,05, therefore the regression model is able to predict the Corporate Image variable. In other words, there is influence of independent variables Social Adjustive towards dependent variables of Corporate Image.

Table 11. Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.997	1.333		9.750	.000
Social Adjustive	.807	.134	.444	6.030	.000

(Source: Researcher's data processing, 2021)

a. Dependent Variable: Corporate Image

Table 11 indicates the score of constant coefficient is 12,997. This shows that if there is no Social Adjustive element on persuasion communication, then the score of consistency of Corporate Image is 12,997. Meanwhile regression coefficient 0,807 which shows that for every addition of 1% of Social Adjustive in persuasion communication, then the Corporate Image will improve for about 0,807.

The significance score is 0.000 which is less than 0.05 means that there is influence of Social Adjustive towards Corporate Image, therefore it be summarized that H2 is accepted, there is positive influence of Social Adjustive towards Corporate Image.

The Influence of Social Identity Towards Corporate Image

Table 12. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.387[a]	.150	.144	2.486

(Source: Researcher's data processing, 2021)

Predictors Constant: Social Identity

The coefficient determinant score of *R Square* (R^2) = 0,150 shows that independent variable of Social Identity can explain or predict the dependent variable of Corporate Image for 15%. The rest is explained by other factors than Social Identity on persuasive communication or by other variables that are out of the scope of this research.

From the table 13 we can see that the score F counted is 26,082 with significance number. Because the significance test is < 0,05, then the regression model can be used to predict quality variable of Corporate Image, or we can also say that there is influence of Social Identity variable towards dependent variable Corporate Image.

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Table 13 ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	161.151	1	161.151	26.082	.000[b]
Residual	914.422	148	6.179		
Total	1075.573	149			

(Source: Researcher's data processing, 2021)

a. Dependent Variable: Corporate Image

b. Predictors: (Constant), Social Identity

Table 14. Coefficients[a]

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	15.112	1.160		13.024	.000
	.615	.121	.387	5.107	.000

(Source: Researcher's data processing, 2021)

a. Dependent Variable: Corporate Image

Table 14 displays the constant coefficient score is 15,112. The number indicates that if there is no element of Social Identity on persuasion communication then the consistency score of Corporate Image is 15,112. Meanwhile, the score of regression coefficient is 0,615 which says that for every 1% addition of Social Identity element on persuasion communication, Corporate Image will improve for 0,615.

The significant score 0.000 is less than 0.05 which means that there is influence of Social Identity towards Corporate Image. Then it can be concluded that H3 is accepted. There is positive influence of Social Identity towards Corporate Image.

The Influence of Value Expressive Towards Corporate Image

The coefficient determinant *R Square* (R^2) = 0,207 shows that independent variable Value Expressive can explain or predict score of dependent variable Corporate Image for 20%. The other 80% was explained by other factors than Value Expressive on persuasive communication or other variable outside the scope of research model.

Table 15. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.455[a]	.207	.202	2.401

(Source: Researcher's data processing, 2021)

a. Predictors: (Constant), Value Expressive

Table 16. ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	222. 587	1	222.587	38.621	.000[b]
Residual	852.986	148	5.763		
Total	1075.573	149			

(Source: Researcher's data processing, 2021)

a. Dependent Variable: Corporate Image

b. Predictors: (Constant), Value Expressive

From table 16 the F counted score is 38,621 with significance number 0,000. Because the significance score is < 0,05, then the regression model can be used to predict quality of dependent variable of Corporate Image, or it can be said that there is influence of independent variable Value Expressive towards dependent variable Corporate Image.

Table. 17 Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.609	1.197		11.370	.000
Value Expressive	.762	.123	.455	6.215	.000

(Source: Researcher's data processing, 2021)

a.Dependent Variable : Corporate Image

On table 17 the constant coefficient score is s 13,609. This number indicates that if there is no Value Expressive element on persuasive communication, the consistency score of Corporate Image is 13,609. Meanwhile, the regression coefficient score is 0,762 shows that for every 1% additional element of Value Expressive in persuasive communication then the Corporate Image will improve for 0,762.

The significance score 0.000 is less than 0.05 means that there is influence of Value Expressive towards Corporate Image. Therefore, it can be concluded that H4 is accepted. There is positive influence of Value Expressive towards Corporate Image.

Multivariate analysis

Multivariate analysis on this research uses the double linier regression with moderation or usually called   *moderated regression analysis* (MRA). *Moderated regression analysis* is done to know if the moderating variable Product Attractiveness (Z) will strengthen or weaken the influence between independent variables Knowledge (X1), Social Adjustive (X2), Social Identity (X3) dan Value Expressive (X4) towards dependent variables Corporate Image (Y). Below is the result of *moderated regression analysis*:

Product Attractiveness (Z) as moderation variable on the influence of variable Knowledge (X1) towards Corporate Image (Y)

Table 18. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781[a]	.610	.605	1.689

(Source: Researcher's data processing, 2021)

a.   Predictors: (Constant), KNOxPRO, Total KNO

The score of Nilai *Adjusted R Square* is 0,605 which means that 60,5% of determination coefficient is used to know how much percentage of influence of variable X1, variable Z and moderating variable (X1xZ) towards Corporate Image (Y). Meanwhile the rest 39,5% is explained by other factors outside the scope of this research.

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Table 19. F Test - ANNOVA[a)]

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	656.426	2	328.213	115. 108	.000[b]
Residual	419.147	147	2.851		
Total	1075.573	149			

(Source: Researcher's data processing, 2021)

a. Dependent Variable: Total COR

b. Predictors: (Constant), KNOxPRO, TOTAL KNOW

Anova Test or F test resulted in Counted F score 115,108 with significance level 0,000. Because the probability of significance is much lesser than 0,05 then the regression model can be used to predict Y. It can also be said that variable X1 and variable Z are altogether influential towards Y.

Table 20. T Test (Coefficients[a)])

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
1 (Constant)	16.229	1.226		13.235	.000
TOTAL KNO	-.868	.200	-.433	-4.342	.000
KNOxPRO	.062	.006	1.119	11.229	.000

(Source: Researcher's data processing, 2021)

a. Dependent Variable: TOTAL COR

Moderating variable X1xZ which are interaction between X1 and Z gives coefficient parameter 0,062 with significance 0,000 (< 0,05). Thus, it can be concluded that Product Attractiveness variable is moderating variable that strengthen the influence of Knowledge variable towards Corporate Image. Therefore, Hypothesis 5 is proven, that the influence of Knowledge (X1) towards Corporate Image (Y) is improving as the Product Attractiveness improved (Z)

Product Attractiveness (Z) as the moderating variable on the influence of variable Social Adjustive (X2) towards Corporate Image (Y).

Table.21 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771[a]	.594	.589	1.723

(Source: Researcher's data processing, 2021)

a. Predictors: (Constant), SOAxPRO, TOTAL SOA

The score of *Adjusted R Square* is 0,589 which means that 58,9% of determinant coefficient is used to know how much the percentage of influence of variable X2, variable Z and moderating variable (X2xZ) towards the variable of Corporate Image (Y). While the remaining 41,1% is explained or influenced by other factors not included on this research.

Table 22. Statistical F Test Table - ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	639.335	2	319.667	107.719	.000[b]
Residual	436.238	147	2.968		
Total	1075.573	149			

(Source: Researcher's data processing, 2021)

a.Dependent Variable: TOTAL COR b. Predictors: (Constant), SOAxPRO, TOTAL SOA

Anova or F test resulted in F counted score 107,719 with significance 0,000. Because the probability of significance is much lesser than 0,05 then the regression model can be used to predict Y. It can also be said that Social Adjustive (X2) and Product Attractiveness (Z) both influence the Corporate Image (Y).

Table 23. T Test - Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	18.267	1.047		17.442	.000
TOTAL SOA	-1.225	.194	-.674	-6.299	.000
SOAxPRO	0.71	.006	1.283	11.998	.000

(Source: Researcher's data processing, 2021)

a.   Dependent Variable: TOTAL COR

Moderating Social Adjustive (X2) and Product Attractiveness (Z) which is interaction between X2 and Z are giving the parameter coefficient about 0,071 with significance less than 0,000 (< 0,05). Therefore, it can be concluded that the variable of Product Attractiveness is moderating variable that strengthen the influence of Social Adjustive towards Corporate Image. Thus, Hypothesis 6 is accepted. The influence of Social Adjustive (X2) towards Corporate Image (Y) is inclining as the Product Attractiveness (Z) inclined.

Product Attractiveness (Z) as moderating variable on the influence of variable Social Identity (X3) towards Corporate Image (Y).

Table 24. Model Summary - Determinant Coefficient Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765^a	.585	.580	1.742

(Source: Researcher's data processing, 2021)

a.   Predictors: (Constant), SOIxPRO, TOTAL SOI

Table 24 explains that *Adjusted R Square* score is 0,580. It means that 58% of determinant coefficient is used to know how much the percentage of influence of variable X3, variable Z dan moderating variable (X3xZ) towards variable of Corporate Image (Y). Meanwhile the other 42% is explained by other factors outside the research.

Table 25. F Statistical Test - ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	629.593	2	314.796	103.760	.000^b
Residual	445.981	147	3.034		
Total	1075.573	149			

(Source: Researcher's data processing, 2021)

a. Dependent Variable: TOTAL COR

b. Predictors: (Constant), SOIxPRO, TOTAL SOI

Table 25 displays that Anova or F test resulted in F counted score 103,760 with significance 0,000. Since the probability of significance is much lesser than 0,05 then the regression model can be used to predict Y. In other words, variable X3 and Z are altogether influential towards Y.

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Table 26. T Test Result - Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	18.843	.867		21.740	.000
TOTAL SOI	-1.335	.178	-.840	-7.491	.000
SOIxPRO	.074	.006	1.393	12.426	.000

(Source: Researcher's data processing, 2021)

a. Dependent Variable: TOTAL COR

Table 26 notes that moderating variable X3xZ which is interaction between X3 and Z gives parameter coefficient 0,074 with significance 0,000 (< 0,05). Therefore, it can be summarized that variable Product Attractiveness is moderating variable that strengthen the influence of variable Social Identity towards Corporate Image. Therefore, Hypothesis 7 is proven. The influence of Social Identity (X3) towards Corporate Image (Y) is improving as the Product Attractiveness (Z) improved.

Product Attractiveness (Z) as moderating variable on the influence of Value Expressive (X4) towards Corporate Image (Y).

Table 27. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772[a]	.596	.591	1.718

(Source: Researcher's data processing, 2021)

a.Predictors: (Constant), VALxPRO, TOTAL VAL

Table 27 highlights that *Adjusted R Square* score is 0,591. It means that 59% of determinant coefficient is used to know how much percentage of influence of variable X4, variable Z and moderating variable (X4xZ) toward the variable of Corporate Image (Y). Meanwhile the rest (100% - 59%) 41% is explained or influenced by other factors outside the research.

Table 28. F Statistical Test Result - *ANOVAᵃ*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	641.449	2	320.724	108.601	.000[b]
Residual	434.125	147	2.953		
Total	1075.573	149			

(Source: Researcher's data processing, 2021)

a. Dependent Variable: TOTAL COR
b. Predictors: (Constant), VALxPRO

Table 28 shows that Anova or F test resulted in F counted score 108,601 with significance 0,000. Because the significance probability is much smaller than 0,05 then the regression model can be used to predict variable Y. In other words, X4 and variable Z both influence variable Y.

Table 29. T Test Result - Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.905	.930		19.260	.000
TOTAL VAL	-1.156	.183	-.690	-6.301	.000
VALxPRO	.070	.006	1.304	11.909	.000

(Source: Researcher's data processing, 2021)

a. Dependent Variable: TOTAL COR

Table 29 displays that moderating variable X4xZ which is the interaction between X4 and Z gives parameter coefficient score 0,070 with significance 0,000 (< 0,05). Therefore, it can be summarized that variable Product Attractiveness is moderating variable which strengthen the influence of variable Value Expressive towards Corporate Image. Thus Hypothesis 8 is accepted. The influence of Value Expressive (X3) towards Corporate Image (Y) is improving as the Product Attractiveness (Z) improved.

Interpretation

Based on the analysis above, the eight hypotheses proposed on this research have been proved. First, on the hypothesis 1. The independent variable of Knowledge (X1) can explain or predict the score of dependent variable Corporate Image for 27%. The T test result indicated that there is influence of Knowledge towards Corporate Image. Thus, it can be concluded that H1 is accepted. There is positive influence of Knowledge towards.

This result is in accordance to earlier research of Sharma and Chan (2017) that the function of Knowledge in helping consumer to organize and categorize their world in meaningful and consistent action to provide orderliness, clarity and consistency on their reference frame of work. Bettman, Luce & Payne (1998) also said that customer with better knowledge usually have better criteria in their decision and evaluation with regards to various contexts. On this case, knowledge on persuasive message in relation with Islamic values displayed on the Instagram of hijab online shops have positive influence toward the corporate image of hijab online shops.

Secondly, on the hypothesis 2, the independent variable of Social Adjustive (X2) can explain or predict the score of dependent variable Corporate Image for 19%. The result of T test shows that there is influence of Social Adjustive towards Corporate Image. Therefore, it can be concluded that H2 is accepted. There is positive influence of Social Adjustive towards Corporate Image.

The statement above is in line with previous study of Sharma and Chan (2017) which noted that the attitude that run the function of social adjustive can help people to keep the social relations and getting the approval from others on social situation. On the context of persuasive message on Islamic value content on the Instagram of hijab online shops, *followers* who agree to have social adjustive in terms of attitude with the content tend to give a more positive judgment towards corporate image of hijab online shops.

Thirdly, on the hypothesis 3, the independent variable of Social Identity (X3) can explain or predict the score of the dependent variable Corporate Image for 15%. The significance score 0.000 is smaller than 0.05. It means that there is influence of *Social Identity* towards *Corporate Image*,. It can be said that H3 is accepted. There is positive influence of *Social Identity* towards *Corporate Image.*

The explanation about Social Identity according to Perloff (2017) is that people are holding certain attitude to communicate who they are, what their goal and purposes. This could be their reason why people purchase certain product, by showing their association with that product they can communicate something special about themselves. With regards to this study, what was adopted was the behavior that are in accordance with Islamic values on the content. That could affect the perception of followers regarding corporate image. One of the indicators of corporate image that has closest relations with social identity is personality (Nguyen dan Bodoh , 2014)

Fourth, on the hypothesis 4, the independent variable of Value Expressive can explain or predict the dpendent score of variable Corporate Image for 20%. The result of T test score indicates that there is influence of Value Expressive towards Corporate Image. Then it can be summarized that H4 is accepted. There is positive relations of Value Expressive towards Corporate Image.

The statement above is correlated with what have been mentioned by Sharma and Chan (2017) that value-expressive or expressing values would help customer to showcase their primary values and self-concept towards people around them. On this research, the value-expressive seen is how followers are expressing their values based on Islamic content posted on Instagram of hijab online shops. It was shown that the value expressive displayed by followers positively influence towards the

creation of corporate image for 20%. The indicators of corporate image that are related most closely with value expressive was value or ethics. The message posted on hijab online shop Instagram feeds indicates that the shop considered Islamic values are important to communicate to their followers, as they are also matter to the company.

Fifth, on the hypothesis 5, 60,5% of determination coefficient was used to know how much the percentage of variable knowledge X1, variable product attractiveness Z and moderation variable (X1xZ) towards variable of Corporate Image (Y). The parameter coefficient score is 0,062 with significance level 0,000 (< 0,05). Thus, it can be concluded that variable Product Attractiveness has strengthened the influence of variable Knowledge towards Corporate Image. Consequently, Hypothesis 5 is proven. The influence of Knowledge (X1) towards Corporate Image (Y) is improving as the Product Attractiveness (Z) is improved.

From the explanation above, it can be connected with previous study of Stapel (2007) with regards to product attractiveness in Schnurr, Sperdin and Sauer (2017) that said that cognitive access can explain a situation in which followers use information in accordance with context to interpret and evaluate target stimulus. The easier cognitive information is accessed, then the information would be more easily influence target's perception. With regards to this research, the cognitive access is in the form of message of Islamic content on the Instagram feeds of hijab online shop can easily build perception of followers about corporate image. On this context, the corporate image indicator that correlates the most is corporate value and culture that are reflected on the Instagram posts with Islamic nuance.

Sixth, on the hypothesis 6, the result showed that 58,9% of determinant coefficient is used to know how much percentage of influence of variable X2, variable Z and moderation variable (X2xZ) towards variable Corporate Image (Y). The parameter coefficient score is 0,071 with significance 0,000 (< 0,05). Thus, it can be said that Product Attractiveness is moderating variable that strengthen the influence of Social Adjustive towards Corporate Image. Accordingly, Hypothesis 6 is accepted. The influence of Social Adjustive (X2) towards Corporate Image (Y) is improving as the Product Attractiveness (Z) is improved.

Based on discussion above, social adjustive has played great role in building information context. When follower is having attitude adjustment based on Islamic content of hijab online shop Instagram, then the context developed is Islamic value and culture on their daily life. According to Stapel (2007) in Schnurr, Sperdin and Sauer (2017), information context can be used as the interpretation frame that will help target to create perception towards the same direction as the context, assimilation effect will emerge. This will enable the corporate image to be built especially from the indicators of value and culture.

Seventh, on the hypothesis 7, the result shows that 58% of determinant coefficient is used to know how much the percentage of influence of variable of Social Identity (X3), variable Product Attractiveness(Z) and moderation variable (X3xZ) towards variable of Corporate Image (Y). Moderation variable X3xZ which are the interaction between Social Identity and Corporate Image gives parameter coefficient score 0,074 with significance 0,000 (< 0,05). Thus, it can be concluded that Product Attractiveness is moderating variable that strengthened the influence of Social Identity towards Corporate Image. Consequently, Hypothesis 7 is proven. The influence of Social Identity (X3) towards Corporate Image (Y) is improving as Product Attractiveness (Z) is improved.

Earlier study from Angier (2000) noted that male use handphone to "promote decency, status and their attractiveness towards female". Currently, iPhone and smartphone have also played role as essential social identity for young adult that can be considered as the "extension of the hand rather than merely tools" (Lovett, 2014). Those two previous studies are in accordance with this current research. Social identity that is formed through the self-adjustment with the persuasive message on Islamic content on Instagram of hijab online shop, its influence is getting stronger if being moderated with product attractiveness. With the adjustment of self-identity based on Islamic content and belief about product attractiveness, the women who are followers of Instagram of these hijab online shops

would present themselves as Muslimah whose attitude is in accordance with Islamic norms. This positively relates with the evaluation from followers with perception of followers about product quality, service, corporate social responsibility as well as value and culture of hijab online shops.

Eights, on hypothesis 8, the result notes that 59% of determinant coefficient is used to know how much percentage of influence of Value Expressive, product attractiveness and moderation variable (X4xZ) towards variable of Corporate Image (Y). The coefficient parameter is 0,070 with significance 0,000 (< 0,05). Then it can be concluded that Product Attractiveness is moderating variable that strengthen Value Expressive towards Corporate Image. Therefore, Hypothesis 8 is accepted. The influence of Value Expressive towards Corporate Image is improving as there is improvement in Product Attractiveness.

The influence of Value expressive on persuasive message on Islamic content on hijab online shops towards Corporate Image is improving as product attractiveness is improved. This is in accordance with what Perloff (2017) mentioned that everyone has certain attitude to express values and belief. With regards to this research, the statement of Value Expressive that has highest agreement form the followers is that they follow the attitude suggestion based on the Islamic content on the Instagram of hijab online shops because they are in line with their consciences. The variable product attractiveness especially about the physical product that looks appealing will strengthen Value Expressive towards Corporate Image.

CONCLUSION

There are eight hypotheses on this research and all of them is proven and accepted. Although the influence is relatively weak, there is positive influence of knowledge, social adjustive, social identity and value expressive towards corporate image. However, with the moderation variable product attractiveness, the influence is getting much stronger. This result suggests that the persuasive message on the Islamic content of hijab online shop's Instagram account have influence towards corporate image of respective hijab online shops (Hijup, Vanilla Hijab and Aleza Label). Nonetheless, the Islamic content alone is not enough to boost the corporate image. Product attractiveness still plays great role in influencing a more positive perception regarding corporate image. Therefore, these two factors should be taken seriously as both have significant influence over corporate image of hijab online shops.

On academic front, this research has proven that persuasive message of Islamic content on Instagram have influence in corporate image. Yet, the influence was much stronger when moderated with product attractiveness. This suggests that the next research could analyze further about persuasive message with other kind of content that may give stronger influence towards corporate image.

For the business side, hijab online shops can keep exploring creative ways in presenting persuasive message with Islamic content because this variable is proven to have influence in creating corporate image. Hijab online shops should also maintain product attractiveness as this was proven to strengthen the influence of persuasive message towards corporate image significantly.

Acknowledgement

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