

Independent Study Title Studying the Interrelationship Structure between Brand 3i (Brand Identity, Brand Integrity, and Brand Image) and Brand Trust and Attitude In Islamic Marketing Context: A Case With Rumah Zakat Indonesia

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Degree Master of Business Administration
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ABSTRACT

The purpose of this research is to study the interrelationship structure of the Brand “3i” (brand identity, brand integrity, and brand image) and brand trust and attitude, so that it can provide a useful marketing management practice and model to guide marketing and business strategy development. This study presents the perceptions of the donors to serve the ZAKAT which is on the five holy pillars of Islamic religion, which serves to function to bind together and strengthen the community through lending a compassionate hand to the needed. In particular the respondents were asked to address to their ZAKAT duties and donations through the Rumah ZAKAT Indonesia (RZI), and questionnaire items were developed to describe the religion-driven brand characteristics of the brand RZ from the perceptions of the customers, in terms of brand identity, brand integrity, brand image and brand trust and attitude. The 3i is thus known as the Brand “3i” in this research. Very high R-squared results were shown, at the neighborhood of 0.80, signifying the capability of the brand RZ to match with the Islamic Faith Strength (IFS) and Islamic Practice Strength (IPS).

In the ZAKAT service markets, RZI competes not only with other zakat-collector institutions in Indonesia, but also with state-sponsored zakat collectors (i.e. Baitul Mal). Nevertheless, they still gain a big number of “market” share in Indonesia, and this research demonstrates the synergistic and aligned workings of three Brand “i”, namely brand integrity, brand identity and brand image, and the fundamental integrity quality as represented by brand integrity to help to establish the necessary brand trust and attitude of the donators for continuing relationship with RZI. Integrity of zakat collector, represented by the perceptions of the donators as brand integrity, has been shown to be the core driving force for brand trust and attitude establishment, and in turn, brand trust enables the enabling of brand establishment as intended (brand identity, as intended by the zakat service provider) and the perceived brand image of the customers, the zakat donators.

Keywords: Brand Identity/Brand Integrity/Brand Image/Brand Trust and Attitude, Islam/Religious Marketing/NGO