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Influence of Halal Lifestyle, Islamic Branding, and Social Media Marketing on Muslim Fashion Purchasing Decisions

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ABSTRACT

This study aim to analyze the influence of halal lifestyle, Islamic branding, social media marketing on Muslim fashion purchasing decisions in East Java. The current halal lifestyle trend also affects the consumption pattern of society, including Muslim fashion trends that are always developed. The development of information technology affects the economic activities carried out by community, as well as halal lifestyle indicates the increasing awareness of Muslims in making purchase decisions should be based on religiosity. This research uses a quantitative approach within multiple linear regression methods using Eviews 9 statistical tool. Data obtained by consumer surveys, the research was conducted online in August 2023 with 101 respondents in East Java. The result showed halal lifestyle variable does not have a significant effect on the purchase decision variable. Furthermore, Islamic branding and social media marketing variable are a significant effect on the purchase decision variable. In purchasing Muslim fashion products, not all consumers pay attention to halal lifestyle because sometimes in determining the purchase of a Muslim fashion product consumer think more about brands and products that are trending on social media. Thus, this research bring any practical implication for Muslim fashion business to strengthen promotion and communication through social media that has a greater likelihood of marketing than through traditional advertising channels.

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Introduction

Indonesia is one of the countries that has a majority Muslim population with a total of 207,176,162 people or around 87.18% of the total population of Indonesia which has reached 271 million people, the survey was conducted in 2020 (Faried, 2019). The national economy is also experiencing development along with the development of the halal industry in Indonesia. The halal fashion industry is also one of the industries that continues to develop, it can be seen from the data provided by the State of the Global Islamic Economy Report 2020-2021 in the modest fashion sector of Indonesian Muslims is now ranked 3rd in the world (Zuraya, 2021). Muslim consumer spending increased 4.2% in 2019 to \$277 billion, according to the Global Economy Report. In 2020, due to the occurrence of Covid-19, Muslim consumer spending decreased by 2.9%. Indonesia is among the top five countries in the modest fashion category according to the Muslim consumer market along with four other countries namely Iran, Turkey, Saudi Arabia, Pakistan. This can be used as evidence that many Indonesian people prefer to use Muslim clothing (Arzahwa et al., 2021). Seeing the condition of Indonesian society which is predominantly Muslim, it makes the development of Muslim fashion experience very fast development.

Currently, every consumer already has a high concern for the halal of a product and is increasingly careful in choosing the products they will use. The halal lifestyle of each consumer reflects the lifestyle and personality when interacting with their environment (Kholidah & Arifiyanto, 2021). The current halal lifestyle trend also affects the consumptive pattern of society, where they always want to follow Muslim fashion trends that are always developing. Changes in lifestyle and fashion in female students are closely related to the increasingly sophisticated information technology today, so that they can find out the latest Muslim fashion developments from social media.

The development of information technology also affects the economic activities carried out by the community, it can be seen from the activities of buying and selling transactions that are usually only carried out directly can now be done more easily with the existence of social media. One of the contributions to the development of information technology in the field of economy and business that is developing today is the application of social media as a marketing medium to introduce a product and as a medium for long-distance buying and selling transactions.

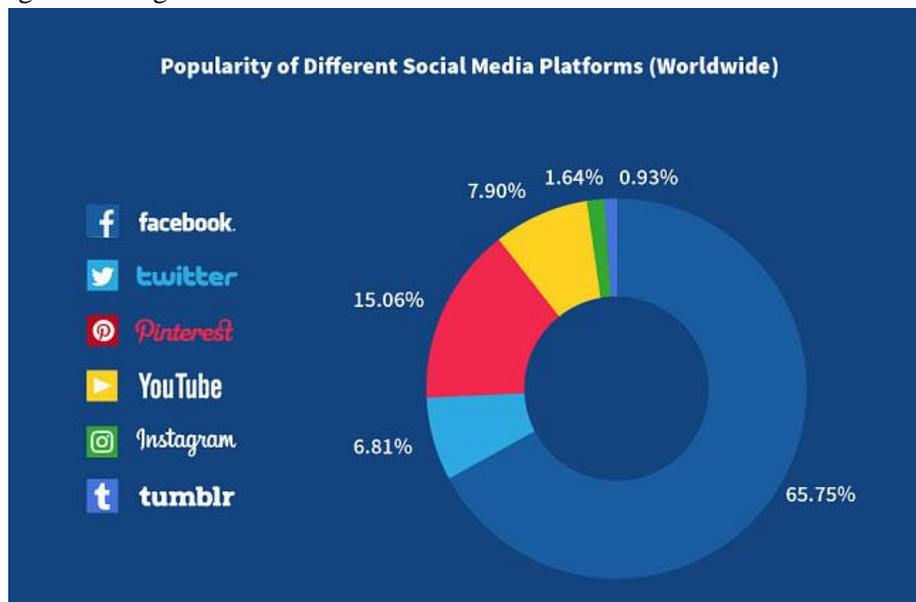


Figure 1 Social media popular in Indonesia
Source: Databoks (Annur, 2022)

Based on figure 1 above, it can be seen that social media are popular and in great demand in Indonesia, the first place is Facebook social media, Pinterest in second place, Youtube in third place, and Instagram in fourth place. Looking at the data, it can be seen that currently many Indonesians use social media, almost all age levels have used social media, both men and women.

The development of information technology and social media greatly affects the behavior of consumers who always want everything that is efficient and practical in consuming products in order to meet their needs and desires. Social media has now become a daily need of every individual, this can influence the way a product company communicates with its consumers. Seeing this phenomenon, companies must be good at reading existing market conditions to share information with the public about the products they will offer openly to the public with existing social media. Various existing marketing media provide many choices for marketers to market their products, one of which is through social media marketing (Kalbuadi et al., 2022) The choice of social media as a marketing medium is considered very effective because most people are familiar with social media. So that when they need and want a product, they will buy a product with a brand that they already know and remember them, then they will look for it on social media.

Each product can attract consumers to buy the product if it has the characteristics of a well-known and widely known brand in the market. Branding or branding has its own place in consumers' minds about the position of a product, it is not used to determine who can create a better perception, not to fight in determining who can make a better product. Islamic branding is one of the factors that can influence the decision of Muslim consumers in making purchases of a product. Islamic branding can be interpreted as the use of names that contain Islamic elements that aim to show the halal identity of a product (Setyaningsih, 2021)

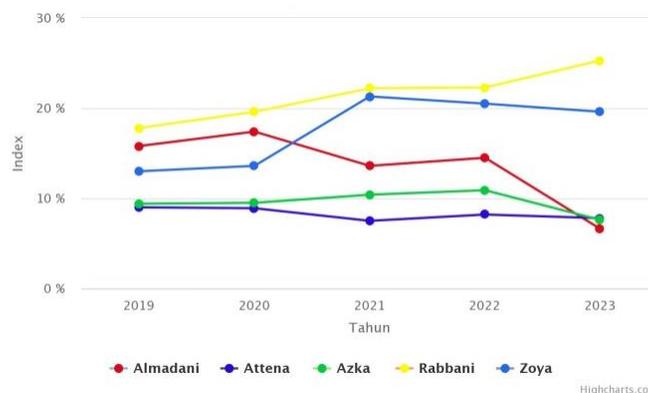


Figure 2 Top Brand's Index Fashion Muslim 2019-2023
Source: Top Brand's (2023)

Based on figure 2 above, it can be seen that Muslim fashion has experienced significant development from year to year. Rabbani's products dominate the market from 2019 until now and recorded a record high this year of 25.3%. Furthermore, Zoya products experienced sales stabilization from year to year followed by sales of other similar products.

Several studies on the influence of social media marketing on purchasing decisions show that there is an influence of marketing through social media on a person's purchasing decisions in making their choices Kurniasari & Budiarmo, (2018), Refiani & Mustikasari, (2020), Upadana & Pramudana, (2020), Kalbuadi et al., (2022). Other research on the influence of Islamic branding on purchasing decisions showed different results in research Pamungkas et al., (2021), Kusuma et al., (2020), dan Aulia & Aswad, (2022) showed that there is an influence of Islamic branding of a product on purchasing decisions while research Ali

Takrim, (2021), Kusuma et al., (2020), Kusuma et al., (2020), dan Aulia & Aswad, (2022) shows that Islamic branding has no influence on the purchasing decision of a product (Ali Takrim, 2021)

In several previous studies in addition to Islamic branding and social media marketing that can influence purchasing decisions for a product, there are also studies that discuss halal lifestyle. Halal lifestyle is closely related to the daily life of every human being, not just Muslims. In research by Zulfikar, (2020), Tyas & Supriyanto, (2022), dan Nur Fitriana, (2022) shows that there is an influence of halal lifestyle on purchasing decisions. The development of halal lifestyle indicates that the increasing awareness of Muslims in making purchase decisions must be based on religious rationality (Jailani & Adinugraha, 2022).

Based on the explanation above, there are differences in the results of previous research, so further research is needed to find factors that influence Muslim fashion purchase decisions. The Muslim population in Indonesia is a great opportunity for the development of Muslim fashion because the interest of every Muslim in Muslim fashion products began to increase, plus technological advances have helped in marketing Muslim fashion products. Research is needed to analyze the influence of halal lifestyle, Islamic branding, social media marketing on Muslim fashion purchasing decisions in East Java. With this research, it is expected to increase the insight of Muslim fashion producers about what consumers consider in buying Muslim fashion products.

Literature Review

Buying Decision

Purchasing decisions according to Kotler and Keller are processes by which consumers go through five stages such as product introduction, information search, alternative evaluation, purchase and post-purchase decisions that begin long before the actual purchase is made and have a lasting impact after that (Kotler & Keller, 2005). Purchasing decisions can be interpreted as a process that is carried out by each consumer by going through stages, namely; problem recognition, information search, alternative evaluation, purchasing decision and post-purchase evaluation (Kotler & Lane, 2007)

Fashion Muslim

Muslims and Fashion have gone hand in hand since Islam was revealed. For Islam, the clothing worn by a person (both Muslim and Muslimah) is an expression of obedience and submission to the creator. Therefore, dressing for a Muslim has the value of worship so it must follow Islamic rules (Nirwandari, 2017). Fashion is a product that is a staple in human lifestyle. Fashion products themselves are not only in the form of clothes but other equipment such as bags and shoes.

The majority of Indonesia's population is Muslim, therefore the growing fashion trend is Muslim clothing, especially Muslim women's clothing. In the context of fashion, wearing hijab or sharia clothing is not mandatory. An obligation for Muslim women, it is a rewarding advice if obeyed (Aruan & Wirdania, 2020). Muslim women can choose whether they fully adhere to the Holy Book or only part of it. Initially Rabbani as one of the famous Muslim fashion industries in Indonesia, now there are many other selected Muslim fashion industries such as Zoya, Elzatta, Nibras whose stores can be found in major cities in Indonesia. Some Muslim fashion uses social media and e-commerce to market their products so that they can be known by consumers using social media.

Halal Lifestyle

The behavior of a person who cultivates the Islamic creed and practices it diligently, honestly, responsibly, with dignity and justice is called a halal lifestyle (Handayani et al., 2023). This indicates that all personal, social, economic, and cultural activities are based on the values of Islamic teachings and all

these activities are in harmony with human lifestyle (Abu-Hussin et al., 2017). In its development, the halal lifestyle has become a global concern, not only Muslims but also non-Muslims. Basically, the halal lifestyle aims to create a healthy lifestyle (Habibi, 2023).

Islamic Branding

Islamic brand practices are brands that align with Sharia principles, respect accountability, and understand the fundamentals of Shariah principles. The purpose of Islamic branding is to develop empathy for the values of actions performed and marketing communications (Ilham & Firdaus, 2020). The practice of branding according to Islamic principles is by incorporating Islamic values such as honesty, accountability, trust, and responsibility into the branding strategy of a product (Rifyal Dahlawy Chalil Dkk, 2020)

Social Media Marketing

In terms of making purchases, social media marketing has the power to influence customer choices (Arsj, 2023). On research conducted by (Habibi, 2023) found that complex marketing promotions can effectively influence customers' opinions about product image so that consumption habits will be formed and it will provide strong evidence of the importance of social media marketing. Social media is appropriate to be used to build consumer awareness of products with Islamic brands (Arsj, 2023). According to Kotler & Keller in research (Ariesandy & Zuliestina, 2019) Social media marketing is an online activity and programs designed to engage customers or potential customers directly or indirectly by increasing awareness, increasing image, or generating sales of products and services.

Hypothesis Formulation

Halal lifestyle is all activities carried out based on Islamic law, where this activity aims to meet one's needs. These needs vary, including by spending money to get clothes that are considered correct according to Islam and certainly consumers will receive benefits from purchasing these products. So that the hypotheses that can be written in this study are:

H₁: Halal Lifestyle affects Buying Decision

Islamic branding is the use of brands on certain products that represent Islamic values. This can attract consumers to use the product, because this product is affiliated with Islam and the way of production must be in accordance with Islamic law. So that the hypotheses that can be written in this study are:

H₂: Islamic Branding affects Buying Decision

Social media marketing is a tool in sales that is used to market and introduce a product through social media. The more promotions carried out on each social media platform, it will result in an increase in the number of requests for the product. So that the hypotheses that can be written in this study are:

H₃: Social Media Marketing affects Buying Decision

In this study there are three independent variables (X), namely halal lifestyle, Islamic Branding, and social media marketing, which will later be analyzed to determine the influence both partially and simultaneously on the dependent variable, namely purchasing decisions (Y). To make it easier to analyze the data, this study uses the Eviews 9 program in which there is analysis, validity and reality. There are also classical assumption tests, namely normality tests, multicollinearity, heteroscedasticity, autocorrelation, R², t tests, F tests to make the data the Best Linear Unbiased Estimator. The regression models in this study are:

$$BD = \beta_0 + \beta_1 HL + \beta_2 IB + \beta_3 SMM + e$$

With

BD = Buying Decision

HL = Halal Lifestyle

IB = Islamic Branding

SMM = Social Media Marketing

e = Error

Methodology

This research uses a quantitative approach to examine certain populations or samples, data collection using research instruments, statistical quantitative data analysis, with the aim of testing hypotheses that have been set (Sugiyono, 2018). This research is generally conducted on a specific representative population or sample. To collect data, research instruments are used and the data that has been collected is then analyzed quantitatively using descriptive or inferential statistics so that it can be concluded that the hypotheses formulated are proven or not. The purpose of quantitative research according to Indriantoro and Supomo (2002:70) is to test or validate a theory before using it as a knowledge base new and troubleshooting (Amrullah, 2023).

Data obtained by consumer surveys. The research was conducted online in August 2023 with 101 respondents using the Googleform application in East Java Province. The statistical tool is Eviews 9 using multiple linear regression methods. Respondents who filled out the questionnaire had purchased through the marketplace and were over 17 years old. Responses were given on a four-point scale, where one indicated a very low purchase decision on Muslim fashion products and four indicated a very high purchase decision on Muslim fashion products. In this study, researchers deliberately omitted the choice of neutral answer because it can cause the tendency of respondents to choose neutral answers when they are not so sure of the answer (Arikunto, 2011).

Results and Discussion

Description of Respondents

A summary of the description related to the acquisition of research subjects can be seen below:

Table 1 Description of Respondents

| Gender | Total | Percentage (%) |
|---------------|-------|----------------|
| Female | 69 | 68% |
| Male | 32 | 32% |
| Total | 101 | 100% |
| Age | Total | Percentage (%) |
| < 25 y.o | 61 | 60% |
| >25 y.o | 40 | 40% |
| Total | 100 | 100% |
| Education | Total | Percentage (%) |
| Undergraduate | 30 | 30% |
| Graduate | 71 | 70% |
| Total | 100 | 100% |

Source: Data Research (2023)

Based on the data collected, the majority of respondents were women around 69 people (68%), and men as many as 32 people (32%). The most responses were 61 people (60%) under 25 years old and 40 people (40%) over 25 years old. The responses of respondents with a high school education were 30 people (30%) and 71 people (70%) with a bachelor's degree. Respondents in this study came from East Java.

Validity Test

In this study, before conducting data analysis, research instrument tests were first carried out, namely validity tests and reliability tests (Priyatno, 2008). The following are the results of the data validity and reliability test using Eviews 9.

Table 2 Validity Test

| Variable | Probability | Information |
|------------------------|-------------|-------------|
| Buying Decision | 0.00 | Valid |
| Halal Lifestyle | 0.00 | Valid |
| Islamic Branding | 0.00 | Valid |
| Social Media Marketing | 0.00 | Valid |

Source: Data Processing Research With Eviews 9 (2023)

Based on the data in the validity test table above, it can be seen that the variables used in this study have a signification value of 0.00 so it can be concluded that the Halal Lifestyle variable (X1), the Islamic Branding variable (X2), the Social Media Marketing variable (X3) are declared valid and suitable for use in research instruments.

Classical Assumption Test

Normality Test

Normality test results based on Eviews 9 data processing below:

Table 3 Normality Test

| Information | Jarque-Bera | Prob. | Result |
|-------------|-------------|----------|--------|
| Residuals | 2.788436 | 0.248027 | Normal |

Source: Data Processing Research With Eviews 9 (2023)

In table 3 of the normality test, the probability value of JB (Jarque-Bera) is calculated greater than 0.05 so it can be concluded that the residuals are normally distributed.

Multicollinearity Test

The results of the multicollinearity test based on Eviews data processing version 9 can be seen below:

Table 4 Multicollinearity Test

| Variable | VIF | Value | Information |
|------------------------|------|-------|----------------------|
| Halal Lifestyle | 2.64 | 10 | No multicollinearity |
| Islamic Branding | 3.58 | 10 | No multicollinearity |
| Social Media Marketing | 1.94 | 10 | No multicollinearity |

Source: Data Processing Research With Eviews 9 (2023)

The results of the multicollinearity test, can be seen in table 4. VIF values for variables Halal lifestyle (2.64), Islamic branding (3.58) and Social media marketing (1.94). The three variables have a VIF

value of less than 10, so it can be said that multicollinearity does not occur.

Heteroscedasticity Test

Heteroscedasticity testing based on Eviews data processing version 9 can be seen table 5:

Table 5 Heteroscedasticity Test

| Heteroscedasticity Test | Prob. F | Significant Level | Information |
|-------------------------|---------|-------------------|-----------------------|
| Breusch-Pagan-Godfrey | 0.91 | 0.05 | No Heteroscedasticity |
| Harvey | 0.58 | 0.05 | No Heteroscedasticity |
| Glejser | 0.97 | 0.05 | No Heteroscedasticity |
| ARCH | 0.51 | 0.05 | No Heteroscedasticity |
| White | 0.87 | 0.05 | No Heteroscedasticity |

Source: Data Processing Research With Eviews 9 (2023)

In table 5 The probability value of F calculated against all tests is greater than the alpha level of 0.05, it can be concluded that heteroscedasticity does not occur in the model.

Autocorrelation Test

Table 6 Autocorrelation Test

| Autocorrelation Test | Prob. F | Significant Level | Information |
|----------------------|---------|-------------------|--------------------|
| Breusch-Godfrey | 0.35 | 0.05 | No Autocorrelation |

Source: Data Processing Research With Eviews 9 (2023)

Table 6, the calculated F probability value of 0.35 is greater than the alpha level of 0.05 so that it can be concluded that there is no autocorrelation problem.

Goodness of Fit Test

F Test Result

The results of the F test can be seen in the table below:

Table 7 F Test Result

| Information | Prob. | Sig. | Result |
|---------------------|-------|------|--------------|
| Prob. (F-statistic) | 0.000 | 0.05 | Simultaneous |

Source: Data Processing Research With Eviews 9 (2023)

The results of the F test can be seen in table 7 above. The Prob. (F-statistic) value of 0.000 is smaller than the significance level of 0.05 so that it can be concluded that the estimated regression model is feasible to use to explain the influence of halal lifestyle, Islamic branding and social media marketing on Muslim fashion purchasing decisions.

Regression Coefficient Test (T test)

Regression Coefficient Test based on Eviews data processing version 9 can be seen table 8:

Table 8 Regression Coefficient Test (Uji T)

| Variable | Coefficient | Prob. | Result |
|------------------------|-------------|-------|----------------|
| Halal Lifestyle | 0.125 | 0.12 | No Significant |
| Islamic Branding | 0.299 | 0.00 | Significant |
| Social Media Marketing | 0.277 | 0.00 | Significant |

Source: Data Processing Research With Eviews 9 (2023)

The results of the T test can be seen in table 8 above. The calculated prob t value of the halal lifestyle variable of 0.122 is greater than 0.05 so that the variable does not have a significant effect on the purchase decision variable. The calculated prob t value of the Islamic branding variable is smaller than 0.05 so that the variable has a significant effect on the purchase decision variable. The calculated prob t value of the social media marketing variable is smaller than 0.05 so that the variable has a significant effect on the purchase decision variable.

In the first hypothesis, based on the data obtained in the research that has been conducted by researchers, there is an influence of halal lifestyle (X1) on purchasing decisions (Y). The test results produce a coefficient value of 0.125 positive value with a significant level of $0.12 > 0.05$, this shows that halal lifestyle (X1) does not have a positive and significant influence on the purchase decision (Y) of Muslim fashion. For second hypothesis, it can be seen that there is an influence of Islamic branding (X2) on the purchase decision (Y) of Muslim fashion. The results of the analysis show a coefficient value of 0.299 is positive and has a significant level of $0.00 < 0.05$, this shows that Islamic branding (X2) has a positive and significant influence on purchasing decisions (Y). The third hypothesis found that there is an influence of social media marketing variables (X3) on the purchase decision variable (Y) of Muslim fashion with a coefficient value of 0.277 positive value and a significant level of $0.000 < 0.05$, this shows that social media marketing (X3) has a positive and significant influence on purchasing decisions (Y).

Coefficient of Determination

The results of the determinant coefficient test with evIEWS 9 can be seen in the table below:

Table 9 Coefficient of Determination

| Coefficient | Value |
|--------------------|-------|
| R-squared | 0.59 |
| Adjusted R-Squared | 0.58 |

Source: Data Processing Research With EvIEWS 9 (2023)

The adjusted R-square value in table 9 of 0.59 shows that the proportion of influence of halal lifestyle, Islamic branding and social media marketing variables on purchasing decisions is 59%, while the remaining 41% is influenced by other variables that are not in the regression model.

The influence of halal lifestyle on the decision to buy Muslim fashion

The research found that there is an influence of halal lifestyle (X1) on purchasing decisions (Y). Halal lifestyle is a trend and much discussed among millennial Muslims. The phenomenon of halal lifestyle emerged among Muslims as a result of the emergence of awareness of the importance of sharia values in everyday life. Halal lifestyle can be interpreted as a lifestyle concept that is in accordance with the values of Islamic teachings (Al-Qur'an and As-Sunnah). Based on the results of the analysis in this study shows that there is no influence of halal lifestyle on Muslim fashion purchasing decisions. In purchasing Muslim fashion products, not all consumers pay attention to halal lifestyle because sometimes they in determining the purchase of a Muslim fashion product they think more about brands and products that are trending on social media. Consumers will tend to use the perception of halal lifestyle when they will buy food and beverage products that require halal certification. The results of this study support research conducted by (Kholil, Rabi'atul Abdawiyah Harahap & Supaino, 2022) and (Nurudin, 2023) which shows that there is no influence of halal lifestyle on purchasing decisions.

The results of the Top Halal Index 2022 survey show that respondents who call HALAL spontaneous as an important factor in purchasing only revealed by 28% of respondents, while Another 72%

of respondents did not mention Halal spontaneously as an important factor in purchase (Ihatec marketing research, 2022). In the use of Muslim fashion, Indonesian people do not take into account the halalness of Muslim fashion products, but awareness of the use of halal products in Indonesia is mainly shown in the level of consumption of food and beverage products that have been halal-certified. This is in accordance with research conducted by (Gerungan & Karina, 2019) dan (Amrullah, 2023) showing that consumer knowledge About halal food products have a great influence on attitudes and Attitude has a great influence on purchasing decisions user.

The influence of Islamic branding on the decision to buy Muslim fashion

This research found that Islamic branding (X₂) has a positive and significant influence on purchasing decisions (Y). Islamic branding means a brand that is in accordance with sharia principles, has an Islamic name, respect for accountability and core understanding contained in sharia principles. Islamic branding aims to apply empathy with the values of each consumer's behavior and communication in marketing activities carried out. The results showed that when someone knows the Islamic branding of a Muslim fashion product will affect the purchase decision that will be taken when buying the product. The results of this study are in line with research that has been conducted by (Pamungkas et al., 2021), (Kusuma et al., 2020), dan (Aulia & Aswad, 2022) which shows that there is an influence of islmic branding on Muslim fashion purchasing decisions.

The results of NielsenIQ research noted that Muslim clothing became one of the most sought after local products by consumers during the 12.12 Online Shopping Day in December 2022. In general, there is an increase in transactions on local products. Research noted that purchases of locally-made fashion and sportswear accounted for 69 percent of total sales of local products, while Muslim clothing accounted for around 14 percent or an increase of 2 percent from last year (Yolandha, 2023). The Muslim fashion business is no longer a toy of market traders, world-class brands are busy entering this business because it has lucrative potential (Buana, 2018). Trends in Muslim fashion are easily accepted by the public with the presence of brand ambassadors who introduce products will affect consumer buying interest (Pujianto et al., 2023).

The results of this study obtained an overview of each indicator of Islamic branding as follows:

1. Brands, consumers who already know the brand of a Muslim fashion product from various information from marketing media will know about the Islamic brand owned by a Muslim fashion product, so that when consumer knowledge about Islamic branding of a product increases, interest in buying Muslim fashion products will also increase.
2. Brand familiarity, consumers who have used Muslim fashion product brands or know the brand from the experience of others will always do purchase Muslim fashion products with brands they are already familiar with. Therefore, when consumer brand familiarity about Islamic branding of a product increases, interest in buying Muslim fashion products will also increase.
3. Halal label, consumers who already know about a Muslim fashion product in accordance with Islamic law from various information from marketing media will always purchase Muslim fashion products that comply with Islamic law. This affects when the knowledge of Muslim fashion in accordance with Islamic law of a product increases, the interest in buying Muslim fashion products will also increase.
4. Consumer trust, consumers who have believed in a Muslim fashion product will always make repeat purchases of Muslim fashion products that they already trust. Therefore, when consumer confidence in a Muslim fashion product about Islamic branding of a product increases, interest in buying Muslim fashion products will also increase.

5. Islamic elements, consumers who already know that the brand of a Muslim fashion product has an Islamic element will always make purchases of Muslim fashion products that have brands that have Islamic elements. Therefore, when students' knowledge of Islamic elements contained in a Muslim fashion product about Islamic branding of a product increases, the interest in buying Muslim fashion products will also increase.

The influence of social media marketing on the decision to buy Muslim fashion

This research proved that social media marketing (X3) has a positive and significant influence on purchasing decisions (Y). Social media marketing is a form of direct or indirect marketing used to build awareness, recognition, recall and action for brands, businesses, products, people using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing. The concept of marketing through social media marketing is defined as a strategy to change social attitudes and behaviors through social media. The results of this study support research that has been conducted by (Kurniasari & Budiarmo, 2018) and (Refiani & Mustikasari, 2020) which shows that there is an influence of social media marketing on Muslim fashion purchasing decisions.

The results of this research that have been conducted obtain an overview of each social media marketing indicator as follows:

1. Content Creation, interesting content is the cornerstone of the strategy in doing social media marketing. Consumers who know about interesting Muslim fashion product content on social media will always buy Muslim fashion products with Muslim fashion products that they already know through social media marketing. Consumers who have an interest in social media marketing of a Muslim fashion product will have an influence on purchasing decisions on Muslim fashion products.
2. Content Sharing, content sharing can lead to indirect and direct sales depending on the type of content shared. Consumers who know about the content of Muslim fashion products shared by others on social media will always buy Muslim fashion products with Muslim fashion products that they already know through social media marketing. Consumers who often get promotional posts for a Muslim fashion product will have an influence on purchasing decisions on Muslim fashion products.
3. Connecting, the relationship established between the giver and receiver of the message can result in more social networking business allowing one to meet with more people who have similar interests. Consumers who know about Muslim fashion products that they know through connections and relationships on social media will always buy Muslim fashion products with Muslim fashion products that they already know through social media marketing. The connections that consumers have about Muslim fashion products will influence the decisions that will be taken when buying Muslim fashion products.
4. Community Building aims to find target consumers who have an interest in the products and services they offer by interacting with each other and establishing relationships with them. Consumers who know about interesting Muslim fashion product marketing content on social media, they will always buy Muslim fashion products with Muslim fashion products that they already know through social media marketing.

The influence of halal lifestyle, social media marketing, Islamic branding simultaneously on the decision to buy Muslim fashion

The Prob. (F-statistic) value of 0.000 is smaller than the significance level of 0.05 so that it can be concluded that the estimated regression model is feasible to use to explain the influence of halal lifestyle,

Islamic branding and social media marketing on Muslim fashion purchasing decisions. The percentage of influence of independent variables, namely halal lifestyle, Islamic branding and social media marketing on the dependent variable, namely the decision to purchase Muslim clothing, is 59% based on the test results. The adjusted R-square value in table 9 of 0.59. This shows that there is a simultaneous or joint relationship between the independent variable and the dependent variable, so it can be interpreted that if halal lifestyle, Islamic branding and social media marketing are improved then Muslim fashion purchasing decisions will increase.

Conclusion

Based on the results of data analysis in this study, it can be concluded that the variables of Islamic branding and social media marketing research have an influence on Muslim fashion purchasing decisions while the variables on halal lifestyle have no influence on Muslim fashion purchasing decisions. Marketing through social media marketing has an important role in influencing consumer purchasing decisions in buying Muslim fashion products. In this study it is known that halal lifestyle does not always influence consumers in making Muslim fashion purchasing decisions. That's because consumers will be more likely to choose Muslim fashion products based on the brand of each product that is widely used and trends on social media. The theoretical implication of the study is confirmation that factors such as Islamic branding and social media marketing have an influence on Muslim fashion purchasing decisions whereas halal lifestyle does not influence consumers in making purchasing decisions. This study conducted a limited study on respondents in East Java. Researchers feel that there are still limitations in the study that cause shortcomings that require improvement and it is expected for further researchers to add other variables that have not been contained in this study so that new knowledge can be generated related to factors that influence purchasing decisions and enlarge the scope of research objects. It is recommended for further researchers to examine the factors that influence purchasing decisions in the object of Muslim fashion research using more expanded variables.

This research proved that Islamic branding of a Muslim fashion product can influence consumers in making purchasing decisions for a Muslim fashion product. Therefore, it is important for Muslim fashion companies to build Islamic branding from every product they create. The practical implication based on the results of the study is that Muslim fashion companies such as Rabbani, Zoya and Al Madani can use the results of this research as a reference in building product marketing strategies that can be done through social media. In improving purchasing decisions, Muslim fashion companies need to build a good Islamic brand image of their products because many consumers pay attention to the Islamic branding of a product before making a purchase of a product.

Author's Contribution

All authors have contributed to the final manuscript. The contributions of each author are as follows, Siti Mutmainah and Muhammad Ryan Romadhon; Data collection, drafting of manuscripts, drafting drawings, drafting of main conceptual ideas, provide excellent guidance and provide critical revision of articles. All authors discuss the results and contribute to the final manuscript.

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Declaration of Competing Interest

The authors state that the study was conducted in the absence of any commercial or financial relationship that could be construed as a potential conflict of interest.

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