



Contents lists available at: <https://e-journal.unair.ac.id>

**AJIM (Airlangga Journal of Innovation Management)**

Journal homepage: <https://e-journal.unair.ac.id/AJIM>

## The Influence of Islamic Branding and Culture on Sunan Ampel Purchasing Decisions: Positive Emotions as Mediator

Moch. Fahmi Syehfuddin<sup>1</sup>, Laily Muzdalifah<sup>2</sup>, Muhafidhah Novie<sup>3</sup>, Afifat Sholikhah<sup>4</sup>

<sup>1,2,3,4</sup> Department of Management, Faculty of Economics, University of Nahdlatul Ulama Sidoarjo, Indonesia.

### ARTICLE INFO

#### Paper Type:

Review Paper

#### Keywords:

*Islamic Branding, Culture, Positive Emotions, Purchasing Decisions*

#### Article History

Received: 08-05-2025

Revised: 15-05-2025

Accepted: 05-06-2025

Available online: 28-06-2025

This is an open access article under the CC BY-NC-SA license (<https://creativecommons.org/licenses/by-nc-sa/4.0/>)

### ABSTRACT

This study aims to analyze the effect of Islamic Branding and Culture on purchasing decisions in Sunan Ampel religious tourism in Surabaya, with positive emotions as a mediating variable. This study uses a quantitative approach with an accidental sampling technique, which is sampling based on chance, where anyone who accidentally meets the researcher and meets the criteria as a respondent will be sampled. This study involved 130 respondents who were Sunan Ampel Surabaya religious tourism visitors. Data collection was done through online questionnaires, and data analysis was carried out using SmartPLS 4 software to test the relationship between the variables studied. The results showed that Islamic Branding positively and significantly influences visitor purchasing decisions. In addition, Culture has also been proven to have a significant positive influence on purchasing decisions. This study also found that consumers' positive emotions can significantly mediate the effect of Islamic Branding on purchasing decisions. However, different results were found on the culture variable, where positive emotions did not significantly mediate the influence of Culture on purchasing decisions. This finding shows the important role of emotions in strengthening the influence of Islamic Branding, but does not apply equally in cultural contexts. This research has implications for the development of Islamic Branding and Culture in influencing Purchasing Decisions with the role of Positive Emotions, especially in the development of existing marketing theories. The results of this study can also be a guideline or rationale for consumers in making purchasing decisions related to Islamic Branding and Culture.

\*Corresponding author: [fahmi050503@gmail.com](mailto:fahmi050503@gmail.com)

Cite this article as: Syehfuddin, M.F., Muzdalifah, L., Novie, M., Sholikhah, A. (2025). The Influence of Islamic Branding and Culture on Sunan Ampel Purchasing Decisions: Positive Emotions as Mediator. *Airlangga Journal of Innovation Management*, 6(2), 232-247. <https://doi.org/10.20473/ajim.v6i2.72641>

## Introduction

Islamic marketing as a new discipline has attracted the attention of both Muslim and non-Muslim academics. In recent years, Islamic Branding has become a significant focus of attention among academics and practitioners (Yudha et al., 2024). This is inseparable from Indonesia's position as the country with the largest Muslim population in the world. Based on Global Religious Futures data in 2024, around 87% of Indonesia's total population is Muslim, while around 11% is Christian (Stirling, 2024). According to data released by the Ministry of Religion in 2023, around 242 million Indonesians are Muslim, and 29 million Indonesians are Christian. This situation provides a strategic opportunity for business actors to expand their marketing reach to a broader area (Dinar Standard, 2023).

Customers tend to pay attention to aspects of marketing based on Islamic values because it reflects the company's commitment to providing halal products and quality services (Pujianto & Muzdalifah, 2022). Awareness of the importance of moral and ethical integrity in marketing practices encourages the application of Sharia marketing principles. This approach guides companies to gain profits ethically, thus avoiding practices that conflict with the values of goodness (Winarsih & Fasa, 2024). Thus, applying Islamic values in marketing strategies not only builds consumer trust but also strengthens the company's positive image in society (Santoso & Kusuma, 2023; Wardhana, 2023). The Culture of pilgrimage to holy places often encourages tourists to buy souvenirs or special foods related to the place. For example, pilgrims visiting the tombs of saints not only come to pray but also shop for souvenirs that are considered religiously meaningful (Ma'ruf et al., 2025; Rochdianingrum et al., 2022). The Sunan Ampel area is one of Indonesia's largest religious tourism destinations, known for its powerful Islamic atmosphere. From a business perspective, this area is not only a center of worship but also a hub for Islamic-oriented commerce. Islamic Branding, therefore, provides insight into how Islamic values can support long-term business sustainability in such culturally significant environments (Kusumaningtyas, 2023; Susanto et al., 2025).

Culture is an important factor influencing consumer behaviour, particularly in the context of travel. The values, norms, and customs adopted by individuals will shape their preferences and how they respond to travel experiences (Kurniasari et al., 2024). Culture not only affects consumer responses to travel but also plays a role in shaping their interaction with the products or services offered, as well as in choosing destinations that align with their cultural values (Sudirjo, 2023). One cultural practice that reflects this influence is the tradition of buying souvenirs or gifts during travel. Souvenirs are more than just mementos; they are expressions of cultural values and identity. In many tourist destinations, this cultural norm has a significant impact on buying and selling behaviours (Wang et al., 2024). This tradition is visible in the Sunan Ampel Religious Tourism area. The site has substantial tourism potential, especially among Muslim visitors. Based on data from the Ministry of Tourism in 2023, the Sunan Ampel area attracted more than 12 million tourists or pilgrims, especially in the months related to the commemoration of major holidays in Islam (Hendriyani, 2023). Research conducted by Hudani (2020) found that cultural factors significantly positively influence purchasing decisions. Likewise, research (Pratiwi & Mandala, 2015) shows that Culture directly influences purchasing decisions. The results of other analyses show that although there is a positive relationship, the influence is not strong enough to be considered statistically significant (Neolaka, 2019).

Linked to this purchasing behavior is the growing relevance of Islamic Branding in tourist areas like Sunan Ampel. Islamic Branding can determine decisions through positive emotions resulting from positive experiences with products and services based on Islamic values. Although Islamic branding is increasingly popular among manufacturers to attract Muslim consumers, challenges persist. One of the main problems is the low public awareness of the importance of halal labels and the image of Islam in products (Nur & Khusnul, 2024). In some areas, people assume that all products sold are halal without

paying attention to the labels or Branding (Aisyah et al., 2022). This lack of awareness becomes especially relevant in religious tourism areas, where consumers often expect products to align with Islamic values. Based on several existing studies, Islamic Branding has been shown to positively influence purchasing decisions in religious tourist attractions, especially in the context of halal tourism. Research (Nuruddin, 2023) among students in Semarang shows that Islamic Branding positively influences purchasing decisions for hijab products. Research by Herawati & Guritno (2023) concluded that Islamic Branding contributes to purchasing decisions, although its influence is not statistically significant. Moreover, the results of research (Aisyah et al., 2022) at BUMDES Amanah Mart Pondokrejo stated that although Islamic Branding is considered important, its influence on purchasing decisions did not prove significant.

In the context of Islamic branding and culture, positive emotions strengthen this relationship and can act as a mediator, explaining how and why religious and cultural values can lead to purchase decisions. Salsabila & Sholahuddin (2024) found that effective Islamic promotions can generate positive emotions in consumers, encouraging impulse buying behaviour in Muslim fashion products. Research (Arfia, 2022) shows that positive emotions can mediate the relationship between Islamic branding and purchasing decisions. Culture influences purchase decisions and how positive emotions are perceived and expressed. In collectivistic cultures, such as many Asian countries, calm positive emotions are more valued, whereas in individualistic cultures, such as the United States, vibrant positive emotions are favoured. These differences affect how consumers respond to branding and make purchase decisions (Anguiano et al., 2023).

Based on the review of previous research above, there is still a gap regarding Islamic Branding and Culture in factors that can influence purchasing decisions. Other gap research found in the literature is still minimal regarding research on Islamic Branding and Culture on Purchasing Decisions in the Muslim store sector. So far, research on positive emotions has been conducted in large companies, while research in Islamic Stores is still very little. The description of the research gap that has been explained above is a basis for researchers to test new constructs that are expected to be able to influence Islamic Branding and Culture on purchasing decisions and to determine the pattern of mediation relationships that occur between positive emotions and other variables in an empirical model.

This study contributes to the Theory of Planned Behavior, which strengthens individual perceptions of product suitability with the values they believe in. This study is expected to contribute to developing Islamic Branding and Culture on Purchasing Decisions Through Positive Emotions in Sunan Ampel Religious Tourism Surabaya. It is hoped that this study can be used as a reference and model of Islamic marketing practices for all religious institutions that want to open a business with a concept that is still within the scope of religion in determining business policies to develop a business.

## **Literature Review**

### **Theory Of Planned Behavior**

Ajzen (1991) created a psychological framework known as the Theory of Planned Behaviour (TPB), which aims to predict and understand human behaviour in a variety of situations. The notion of perceived behavioural control, this theory extends the earlier Theory of Reasoned Action (TRA), thereby overcoming the limitations in predicting behavior that is not entirely under the individual's volitional control (Khoiruman & Harsono, 2023). The Theory of Planned Behavior (TPB) argues that three key components influence an individual's intention to perform a behavior: 1) Attitude toward the behavior, 2) Subjective Norm, and 3) Perceived behavioral control. In consumer behavior, TPB can help understand purchasing decisions based on attitudes toward a product, social influence, and perceived control over the purchase action (Ajzen, 1991). The Theory of Planned Behavior (TPB) comprehensively explains how attitudes, social norms, and perceived control shape intentions and behavior. Its flexibility allows it to be

adapted to various research fields, making it a significant tool in academic research and practical applications in areas such as marketing and health promotion.

## **Islamic Branding**

According to Nasrullah (2015), Islamic Branding is defined as using names related to Islam or indicating a halal identity on a product. The term Islamic Branding refers to a brand based on Sharia values, which are characterized by the principles of honesty and a core understanding of the basic teachings of Sharia. Islamic Branding attracts consumers, especially Muslims, to goods and services through behavior and marketing communications. This is implemented through the application of empathy with Sharia values (Pratiwi et al., 2022).

According to Alserhan (2010), Islamic Branding is a Muslim consumer brand. Another definition states that Islamic Branding is made by Islamic principles related to something that is allowed not only in the food industry but also in cosmetics, pharmaceuticals, logistics, clothing, finance, hospitality, and banking. Using names related to Islam or designating a product as halal are examples of Islamic branding. There are three categories of Islamic branding (Alserhan, 2010): 1) Islamic brands based on compliance: This group of brands consists of halal goods made in Islamic countries and marketed to Muslims. This group of brands consists of halal goods made in Islamic countries and marketed to Muslims. 2) Islamic brands by origin: When a product originates from a country that is already recognised as an Islamic country, a mark can be used without necessarily indicating that the product is halal. 3) Customer-owned Islamic brands: The brand originates from a non-Muslim country, but Muslim consumers enjoy the product. This Branding usually includes a halal label to attract Muslim consumers. Islamic branding plays an important role in influencing Muslim consumers' purchasing decisions by integrating Islamic values into marketing strategies. Research by Amalia and Nurafini (2024) shows that Islamic branding has a significant influence on purchasing decisions for Maaqo brand bottled drinking water among the Muslim community in Jombang. Research by Sari & Susilo (2023) also shows that Islamic branding, along with product quality and halal lifestyle, significantly influences purchasing decisions for Nadheera Luxury brand Muslimah clothing in Jepara Regency.

## **Culture**

Culture is the most fundamental determinant of desires and behavior. Culture begins with habits. A group of people whose way of life develops and is passed on from one generation to the next is called a culture. Systems, conventions, language, tools, clothing, architecture, and artistic creations are just some of the many intricate components that make up a culture. Culture is the sum of beliefs, rules, techniques, institutions, and human-made artifacts that characterize a human population. Therefore, Culture consists of patterns of behavior learned by members of a particular society, describing the unique lifestyle of a group or individual. Social knowledge in an organization, such as employee attitudes and behaviors formed from rules, norms, and values, can define an organizational culture (Aji et al., 2023).

Kotler & Armstrong (2021) define Culture as a collection of values, beliefs, customs, desires, and behaviours that local people learn from their families or other official institutions and use as a guide to behaviour. Because they cover all aspects of human existence, these external elements are the most fundamental determinants of individual desires and behaviours. Marketers need to be aware of how elements of culture, such as social class, subculture, and culture, influence consumers, because all three can shape consumer mindsets and preferences in making purchasing decisions. By understanding this, marketers can design marketing strategies that are more targeted and follow the characteristics of the intended market segment. Culture is an important factor influencing consumer behaviour, particularly in the context of travel. The values, norms, and customs adopted by individuals will shape their preferences

(Kurniasari et al., 2024). Research conducted by Hudani (2020) found that cultural factors significantly positively influence purchasing decisions. Likewise, research (Pratiwi & Mandala, 2015) shows that Culture directly influences purchasing decisions. The results of other analyses show that although there is a positive relationship, the influence is not strong enough to be considered statistically significant (Neolaka, 2019).

### **Purchasing Decisions**

Purchasing decisions can be defined as consumer actions in buying or not buying a product. According to Kotler & Armstrong (2021), purchasing decisions are a process that involves problem recognition, information search, evaluation of alternatives, decision to buy, and post-purchase behavior (Apriliani & Setyawati, 2023). This process reflects how consumers integrate various information and experiences to make the best choices. According to Schiffman & Wisenblit (2019), purchasing decisions are "the selection of an option from two or choices". It can be interpreted that a purchasing decision is a person's decision to choose one of several available choices (Arifin et al., 2024; Maky et al., 2024; Zaki et al., 2024b).

### **Positive Emotions**

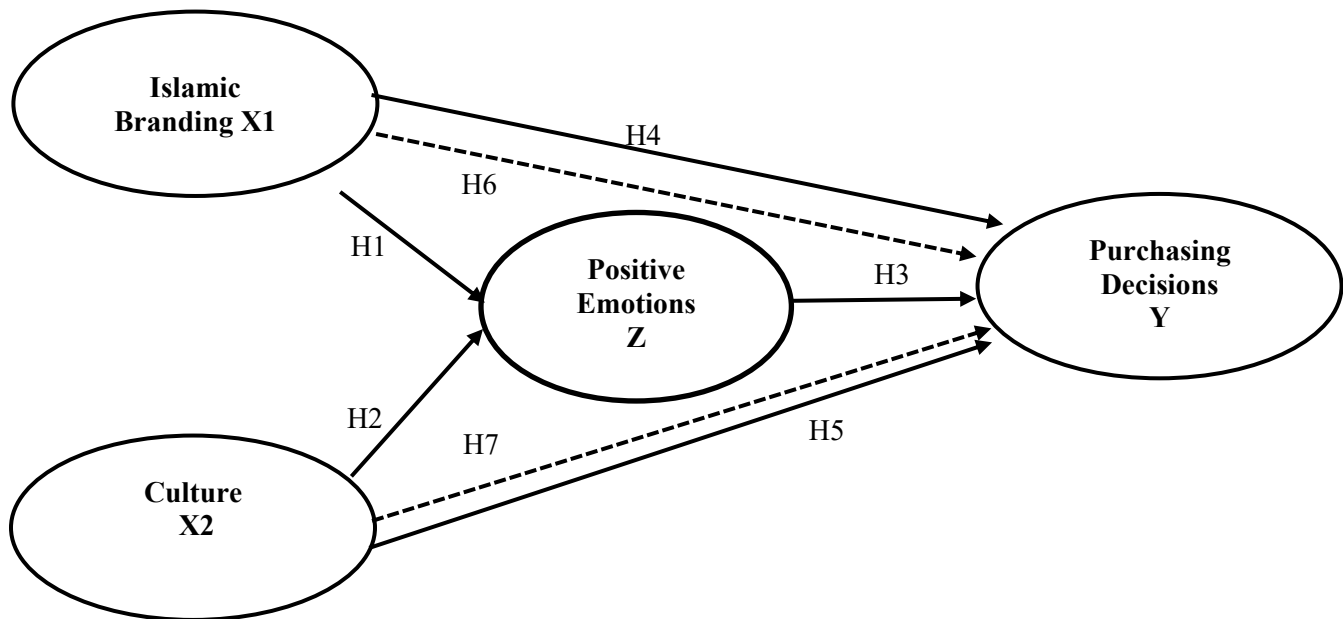
Positive Emotion is the influence and mood that can determine the intensity of consumer decision making (Adirestuty et al., 2025; Ryandono, Wijayanti, et al., 2025). Emotion is classified into two dimensions: positive and negative Emotions. Positive Emotion plays an important role in purchasing decisions because, by having positive feelings, consumers tend to make purchases suddenly without prior planning (Cahyani & Marcelino, 2023). Consumers will experience positive emotions when they feel a positive mood that comes from within. Consumers who express happy emotions tend to shop longer in stores, encouraging impulsive buying, while those who express negative emotions tend to leave the store faster (Rohman, 2012). Islamic branding and cultural values can influence purchasing decisions through the role of positive emotions as mediators. Effective Islamic promotion is proven to evoke positive emotions and encourage impulse purchases on Muslim fashion products (Salsabila & Sholahuddin, 2024). Positive emotions are also shown to mediate the relationship between Islamic branding and purchasing decisions (Arfia, 2022). In addition, culture influences the perception and expression of positive emotions - collectivistic cultures (e.g., Asia) value calm emotions more. In contrast, individualistic cultures (e.g., the US) favour passionate emotions, which impact consumers' response to branding (Anguiano et al., 2023).

### **Methodology**

This research was conducted at Sunan Ampel Surabaya religious tourism using descriptive quantitative methods and statistics to process data. Descriptive analysis is used to explain data without intending to generalise. This method focuses on collecting data in the form of numbers to explain certain characteristics or variables without examining the cause-and-effect relationship. The population in this study was consumers who made purchases at the Sunan Ampel Surabaya religious tourism site. Hair states that if the population is unknown, the sample size can be determined by multiplying the number of statements by 10 (Hair et al., 2019). Then the minimum sample that must be obtained in this study is 130 samples, with a total of 13 statements with one indicator one statement. This study uses a Likert scale as a measuring tool, with five levels of assessment, from scores 1 to 5 (Ryandono, Widiastuti, et al., 2025). Primary data in this study were obtained through questionnaire answers filled out by respondents. The sampling method is to use Non Probability Sampling, with accidental sampling technique, where the sample

is taken based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. This study uses questionnaire data collection techniques and is analysed using SmartPLS 4.

### Hypothesis Test



**Figure 1. Research Model**

Source: Arranged by Author (2025)

- H1:** Islamic branding has a significant effect on positive emotion
- H2:** Culture has a significant effect on positive emotion
- H3:** Positive emotion has a significant effect on purchasing decisions
- H4:** Islamic branding has a significant effect on purchasing decisions
- H5:** Culture has a significant effect on purchasing decisions
- H6:** Islamic branding has a significant effect through positive emotion on purchasing decisions
- H7:** Culture has a significant effect on purchasing decisions through positive emotion on purchasing decisions

## Results and Discussions

### Results

#### Validity Test

Average Variance Extracted (AVE) and outer loading values are important in the convergent validity test. According to Musyaffi et al. (2022), the recommended outer loading value for convergent validity indicators is more than 0.7, especially in research models often used in previous studies. The results of the outer loading calculation in the Table below are as follows:

**Table 1. Outer Loading**

<b>Item</b>	<b>Outer Loading</b>	<b>Description</b>
<b>Islamic Branding</b>		
X1.1	0.784	Valid
X1.2	0.813	Valid
X1.3	0.815	Valid
X1.4	0.762	Valid
<b>Culture</b>		
X2.1	0.861	Valid
X2.2	0.833	Valid
X2.3	0.852	Valid
<b>Positive Emotions</b>		
Z1	0.765	Valid
Z2	0.839	Valid
Z3	0.851	Valid
<b>Purchasing Decisions</b>		
Y1	0.820	Valid
Y2	0.790	Valid
Y3	0.757	Valid

Source: data processing of researchers (2025)

AVE is used to test convergent and divergent validity. Hair et al. (2019) state that the requirements for convergent validity are met if the AVE value is greater than 0.05. Each variable has an AVE value greater than 0.5, as shown in Table 2 below. Based on this, each variable is considered valid.

**Table 2. Average Variance Extracted (AVE)**

<b>Variable</b>	<b>AVE</b>	<b>Description</b>
<b>Islamic Branding</b>	0.630	Valid
<b>Culture</b>	0.720	Valid
<b>Positive Emotion</b>	0.671	Valid
<b>Purchasing Decisions</b>	0.632	Valid

Source: data processing of researchers (2025)

### Reliability Test

Two primary methods are used to test the reliability of research instruments: composite reliability and Cronbach's alpha. According to Musyaffi et al. (2022), composite reliability assesses a construct's reliability level, with the results reflecting the actual reliability of the tested variables. Generally, the composite reliability value is recommended to be at least 0.7, while values above 0.8 indicate that the construct reliability is in the excellent category. On the other hand, Cronbach's alpha is used to measure the internal consistency of the items in a measurement instrument. Cronbach's alpha value, which is considered to meet the reliability requirements, is also at a minimum of 0.7 (Ghifara et al., 2022; A. C. Pratiwi et al., 2022). The results of the reliability testing of the two methods can be seen in the Table below.

**Table 3. Reliability Test**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Description</b>
<b>Islamic Branding</b>	0.804	0.805	Reliable
<b>Culture</b>	0.808	0.821	Reliable
<b>Positive Emotion</b>	0.758	0.779	Reliable
<b>Purchasing Decisions</b>	0.806	0.832	Reliable

Source: Data processing of researchers (2025)

**Table 4. R-Square Test**

	<b><i>R-square</i></b>	<b><i>R-square adjusted</i></b>
<b>Positive Emotion</b>	0.595	0.589
<b>Purchasing Decisions</b>	0.546	0.535

Source: Data processing of researchers (2025)

The R-squared test is used to assess the extent to which the independent variable can influence the dependent variable and to measure the magnitude of this influence. Based on Hair et al. (2019), the R-square value is grouped into three categories that reflect the level of influence strength: R-square of 0.25 illustrates a weak influence, R-square of 0.50 indicates a moderate influence, and R-square of 0.75 indicates a strong influence.

The positive emotion variable has an R-squared value of 0.595 or 59.5% based on the results of the R-squared test analysis shown in Table 4. This means that the independent variables can explain 59.5% of the variation in the dependent variable, with a moderate level of influence. On the other hand, the purchase decision variable has an R-squared value of 0.546, or 54.6%, which means that the independent factors together can explain 54.6% of the variation in the dependent variable, with a moderate level of influence.



## Hypothesis Test

**Table 5. Hypothesis Test**

	Original Sample (0)	T Statistic	P Value	Description
<b>IB → PE</b>	0.658	10.840	0.000	Accepted
<b>IB → KP</b>	0.248	2.516	0.012	Accepted
<b>B → PE</b>	0.169	1.990	0.047	Accepted
<b>B → KP</b>	0.328	3.641	0.000	Accepted
<b>PE → KP</b>	0.273	2.401	0.016	Accepted

Source: Data processing of researchers (2025)

The hypothesis in Table can be seen for the variable IB (Islamic Branding) on PE (Positive Emotion) with a T-Statistic value of 10.840 > T-Table 1.96 and a p value of 0.000 < 0.05, thus IB (Islamic Branding) has a significant positive effect on EP (Positive Emotion), it can be concluded that H1 is accepted. Similarly, the IB (Islamic Branding) variable on KP (Purchase Decision), has a T-Statistic value of 2.516 > T-Table 1.96 and a p value of 0.012 < 0.05, thus IB (Islamic Branding) has a significant positive effect on KP (Purchase Decision), it can be concluded that H2 is accepted. Likewise, with variable B (Culture) on PE (Positive Emotion), with a T-Statistic value of 1.990 > T-Table 1.96 and a p value of 0.047 < 0.05, then (Culture) has a significant positive effect on EP (Positive Emotion); it can be concluded that H3 is accepted. Likewise, in variable B (Culture) on KP (Purchase Decision) with a T-Statistic value of 3.641 > T-Table 1.96 and a p value of 0.000 < 0.05, then B (Culture) has a significant positive effect; it can be concluded that H4 is accepted. Likewise with the PE (Positive Emotion) variable on KP (Purchase Decision), with a T-Statistic value of 2.401 > T-Table 1.96 and a p value of 0.016 < 0.05, thus EP (Positive Emotion) has a significant positive effect on KP (Purchase Decision), it can be concluded that H5 is accepted.

## Mediation Test

The Table below illustrates, based on test findings, how the EP (Positive Emotion) variable can mediate each independent variable on KP (Purchase Decision).

**Table 6. Mediation Test**

	Original Sampel (0)	T Statistic	P Value	Description
<b>IB → EP → KP</b>	0.180	2.225	0.026	Accepted
<b>B → EP → KP</b>	0.046	1.636	0.102	Rejected

Source: Data processing of researchers (2025)

The results of the mediation test in Table 4.6 show that PE (Positive Emotion) mediates IB (Islamic Branding) on KP (Purchase Decision), with a T-Statistic value of  $2.225 > T\text{-Table } 1.96$  and a p value of  $0.026 < 0.05$ ; it can be concluded that H6 is accepted. Meanwhile, PE (Positive Emotion) does not mediate B (Culture) on KP (Purchase Decision), with a T-Statistic value of  $1.636 > T\text{-Table } 1.96$  and a p value of  $0.102 < 0.05$ . Therefore, H7 is rejected.

## **Discussions**

### **The Effect of Islamic Branding on Positive Emotions**

The study found that Islamic Branding has a significant positive effect on Positive Emotion. This is in line with research conducted by (Fadhilah et al., 2025) and (Nasir et al., 2024), which confirms that Islamic Branding or Islamic Brands that carry religious values can build emotional relationships with consumers because of their compatibility with religious values, such as business principles and halalness in Islam, consumers who have more profound religious knowledge are more likely to show positive feelings about using halal products, such as pleasure in following religious guidelines and a sense of satisfaction. Researchers also found that products in sunan ampel religious tourism also raise religious values that can build a positive emotional sense of visitors because they are influenced by religious values, such as halalness, in a sunan ampel religious tourism product.

### **The Effect of Culture on Positive Emotions**

The study found that Culture has a positive and significant effect on Positive Emotions. This aligns with research (Medina, 2017) and (Syamaun, 2019). This confirms that collective Culture can shape attitudes and behaviours that support positive emotions. Individuals in collective cultures respond positively to social and cultural changes, which affect their emotions, such as pleasure and joy. Emotions such as joy and happiness are expressed more openly, which supports the formation of harmonious and trusting relationships between individuals. As is the case when visiting Sunan Ampel, in religious tourism, individuals feel more happiness and pleasure because visitors to Sunan Ampel religious tourism prioritise group needs and goals over individuals, focusing on togetherness and interdependence (Loestefani et al., 2022; Riduwan & Wardhana, 2022).

### **The Effect of Positive Emotions on Purchasing Decisions**

The study found that Positive Emotion has a positive and significant effect on Purchasing Decisions. This aligns with research conducted by Azid & Ekowati (2023) and Adriyanto et al. (2024), which explains that positive emotions can directly influence purchasing decisions. Happy consumers are likelier to make purchases without lengthy rational consideration (Azid & Machfudz, 2023). Consumers who feel happiness or satisfaction when shopping tend to make decisions to buy products faster, as well as visitors to Sunan Ampel religious tourism tend to feel Positive Emotion when they are on Sunan Ampel religious tourism, with a positive mood, so that visitors are easily interested in buying products at Sunan Ampel Religious Tourism when visiting (Juliansyah et al., 2021; Ryandono et al., 2022).

### **The Effect of Islamic Branding on Purchasing Decisions**

The study found that purchasing decisions are positively and significantly influenced by Islamic Branding. This is by research conducted by (Kholiq et al., 2023) and (Wandira & Rahman, 2021), which shows the importance of brand image with Islamic values in influencing consumer behaviour, such as choosing products on Islamic Branding (Ryandono et al., 2019; Zaki et al., 2024a). Islamic brands can be a way to integrate religious values in consumer decisions and become a form of expression of religious identity and pride in association with the Muslim community (Zakik et al., 2022). To influence tourists'

decisions to make purchases, this study shows that the Sunan Ampel Religious Tourism product adheres to established Islamic principles.

### **The Effect of Culture on Purchasing Decisions**

The study found that culture has a positive and significant effect on purchasing decisions. This is also in line with research (Macdhy et al., 2022) and (Nasution & Imsar, 2023), which explains that the relationship between Culture and purchasing decisions has a significant effect. Culture also influences habits and traditions: Culture, subculture, and consumer social class influence purchasing behaviour. Habits in a person's personality reflect agreements in society. For example, in some cultures, such as Sunan Ampel Religious Tourism, buying souvenirs is part of social ethics when returning from a trip, so purchasing decisions are influenced by the desire to fulfill these expectations (Saputra & Wala, 2024).

### **The Effect of Islamic Branding on Purchasing Decisions Mediated by Positive Emotions**

The study found that Islamic Branding on Purchasing Decisions is mediated by Positive Emotions. This is also in line with research (Sthapit et al., 2023) and (Dirmawati et al., 2024), which explain that Islamic Branding can create emotional links through the religious values it carries. Sunan Ampel Religious Tourism consumers tend to feel Positive Emotion when they believe that the brand understands and respects their religious values (Azid & Ekowati, 2023; Fauzi et al., 2024). This shows that the product at Sunan Ampel Religious Tourism can influence a positive mood. With a positive mood, visitors are easily interested in buying products at Sunan Ampel Religious Tourism daily. Moreover, this finding is also in line with the response from the TPB theory in research (Alam & Sayuti, 2011). TPB considers that Islamic Branding can influence purchasing decisions through positive Emotion, which is a factor that mediates this relationship. So, Positive Emotion can influence Purchasing Decisions because Islamic Branding becomes a consumer's trust in Sunan Ampel Religious Tourism.

### **The Effect of Culture on Purchasing Decisions Mediated by Positive Emotions**

The study found that Positive Emotions do not mediate the relationship between Culture and Purchasing Decisions. This aligns with research by Florian et al. (2024), where Culture shapes how individuals interpret information, perceive a product or service, and make purchasing decisions. Consumers are influenced by cultural norms, values, and symbols that determine how they react to a product or service. In collectivist cultures, for example, purchasing decisions are often influenced by social factors, such as family, community, or social group recommendations (Febrianto et al., 2024). Consumers in this Culture tend to consider the impact of their decisions on others, which means that the Culture of religious tourism visitors, such as Sunan Ampel, does not all use emotions when making purchasing decisions (Pratama et al., 2020; Ryandono et al., 2020). Looking from the perspective of the TPB framework, the role of Culture has a positive impact on purchasing decisions. In the context of TPB, Culture is often operationalised through subjective norms (social influence) or attitudes (internalised values). Positive emotions (such as happiness or satisfaction) do not mediate; TPB remains effective for analysing culture-based purchasing decisions without involving positive emotions as mediation (Meitiana, 2017).

## **Conclusion**

Based on the research findings, Islamic Branding significantly influences consumer purchasing decisions. At Sunan Ampel Religious Tourism, Islamic Branding positively influences the decision to purchase through positive emotions. However, Culture has a strong influence on purchase decisions, even without the mediation of positive emotions. One limitation of this study is its only examines the relationship between Islamic brands, Culture, and purchase decisions, with positive emotions as a mediating factor.

Future research should explore additional variables to gain a more comprehensive understanding of purchasing behavior, as this study was limited to Islamic Branding and Culture variables. Lastly, using a mixed-method approach in future studies could provide deeper insights into the purchasing decisions of Sunan Ampel Religious Tourism visitors.

### **Author's Contribution**

All authors contributed to the final manuscript. The contributions of each author are as follows: Fahmi is responsible for collecting data, conducting literature reviews, and drafting manuscripts. Laily provided excellent guidance. Novie provides excellent guidance. Afifah provides excellent guidance. All authors discussed the results and contributed to the final manuscript.

### **Acknowledgments**

The authors would like to thank all the parties, especially the author's parents, for their endless support, lecturer's mother Laily Muzdalifah for providing guidance, and lecturer's mother Muhafidhah Novie and Afifatus Sholikhah for being willing to support the authors in applying the method in research. They would also like to thank Airlangga Journal of Innovation Management for giving the author this opportunity to publish the research.

### **Declaration of Competing Interest**

The authors declare that they have no competing interests.

### **Funding**

This research did not receive any financial support.

### **References**

- Adirestuty, F., Ratnasart, R. T., Wardhana, A. K., Miraj, D. A., & Battour, M. (2025). Gastronomy of religious tourism: Overview and future research agenda. *Geo Journal of Tourism and Geosites*, 58(1), 188–199.
- Adriyanto, A. T., Octavia, A. N., & Romadon, A. S. (2024). Muslim fashion dynamics: The mediating role of positive emotion in elucidating impulsive buying behavior. *Asian Management and Business Review*, 4(1), 55–72. <https://doi.org/10.20885/ambr.vol4.iss1.art4>
- Aisyah, N., Hermawan, H., & Izzuddin, A. (2022). Pengaruh Islamic Branding Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Muslim. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 9(1), 1–9. <https://doi.org/10.37606/publik.v9i1.259>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behaviour and Human Decision Process*, 50(1), 179–211. <https://doi.org/10.47985/dcjdj.475>
- Alserhan, B. (2010). On Islamic branding: Brands as good deeds. *Journal of Islamic Marketing*, 1, 101–106. <https://doi.org/10.1108/17590831011055842>
- Apriliani, H. N., & Setyawati, H. A. (2023). Pengaruh Electronic Word of Mouth, Brand Image, dan Brand Trust terhadap Keputusan Pembelian Produk Moisturizer Skintific. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 5(3), 247–258. <https://doi.org/10.32639/jimmba.v5i3.448>
- Arfia, M. (2022). Pengaruh Fashion Involvement Terhadap Impulse Buying Melalui Positive Emotion Pada Produk Fashion Muslim di E-Commerce. *Youth & Islamic Economic Journal*, 03(02), 19–30.
- Arifin, S., Zaki, I., Ryandono, M. N. H., Zulaikha, S., Hendratmi, A., Rani, L. N., Bayuny, A. F. R., & Wijayanti, I. (2024). Penguatan Kesejahteraan Masyarakat melalui Pelatihan Ternak, Manajemen Keuangan, dan Koperasi Syariah. *Jurnal Ilmiah Pengabdian Dan Inovasi*, 3(2), 103–124.
- Azid, R. M., & Ekowati, V. M. (2023). *Positive Emotion in Muslim Fashion Mediating the Impact of Islamic Promotion and Hedonic Motivation on Impulse Buying*. Atlantis Press SARL.

[https://doi.org/10.2991/978-2-38476-002-2\\_54](https://doi.org/10.2991/978-2-38476-002-2_54)

- Azid, R. M., & Machfudz, M. (2023). Apakah Promosi Islami dan Hedonic Shopping Motivation Mempengaruhi Perilaku Impulsive Buying Generasi Z? *Al-Tijary*, 8(2), 99–112. <https://doi.org/10.21093/at.v8i2.4972>
- Cahyani, L., & Marcelino, D. (2023). Positive Emotions as Mediation Between Hedonic Shopping Motivations on Impulsive Buying Behavior of E-Commerce in Indonesia. *Asia Pacific Management and Business Application*, 011(03), 347–362. <https://doi.org/10.21776/ub.apmba.2023.011.03.7>
- Dinar Standard. (2023). State of the Global Islamic Economy Report 2023/2024. In *DinarStandard*.
- Dirmawati, D., Sapitri, N. A., Soumena, F. Y., & Mustakim, D. (2024). The Influence of Islamic Branding and Brand Ambassadors on Purchase Intention at Tokopedia. *International Journal of Engineering Business and Social Science*, 2(5), 1269–1277. <https://doi.org/10.58451/ijebss.v2i5.165>
- Fadhilah, A., Arisandy, Y., & Indra, Y. A. (n.d.). *Pengaruh Motivasi Rasional Dan Emosional Konsumen Non - Muslim Terhadap Keputusan Pembelian Produk Islamic Branding*. 79–94.
- Fauzi, Q., Ulfah, U., & Wijayanti, I. (2024). Ethical challenges in transportation: A study on the implementation of Islamic business values. *Al-Uqud: Journal of Islamic Economics*, 8(2).
- Florian, S., Meissner, P., Wulf, T., Xu, X., & Yang, P. (2024). When We Are Happy, We Are the Same—Emotions as a Boundary Condition for the Impact of Cultural Differences on Strategic Decisions. *Schmalenbach Journal of Business Research*, 76(3), 329–356. <https://doi.org/10.1007/s41471-024-00184-4>
- Ghifara, A. S., Iman, A. N., Wardhana, A. K., Rusgianto, S., & Ratnasari, R. T. (2022). The Effect of Economic Growth, Government Spending, and Human Development Index toward Inequality of Income Distribution in the Metropolitan Cities in Indonesia. *Daengku: Journal of Humanities and Social Sciences Innovation*, 2(4), 529–536.
- Gunawan Aji, Natalia Casha, Siti Fatimah, & Allisa Qotrunnada Munawaroh. (2023). Pengaruh Budaya Terhadap Penerapan Strategi Pemasaran Internasional. *Jurnal Ekonomi, Manajemen Pariwisata Dan Perhotelan*, 2(2), 159–169. <https://doi.org/10.55606/jempper.v2i2.1427>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Herawati, E., & Guritno, A. (2023). Pengaruh Islamic Branding, Viral Marketing, Harga dan Lokasi terhadap Keputusan Pembelian. *Jurnal Ekonomi Dan Bisnis*, 2(1), 7–13. <https://doi.org/10.57151/jeko.v2i1.77>
- Hudani, A. (2020). Pengaruh faktor budaya, faktor social, dan faktor pribadi terhadap keputusan pembelian. *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, 1(2), 99–107. <https://doi.org/10.37631/e-bisma.v1i2.195>
- I Gusti Ayu Dewi Hendriyani. (2023). *Siaran Pers: Menparekraf Ziarah ke Makam Sunan Ampel di Surabaya*. SIARAN PERS KEMENTERIAN PARIWISATA DAN EKONOMI KREATIF/BADAN PARIWISATA DAN EKONOMI KREATIF.
- Ila Nasution, & Imsar Imsar. (2023). Oil Palm Management For The Production Of Superior Quality Seeds And Increasing The Yield Of Fresh Fruit Bunches (FFB) With Islamic Economic Approach: A Case Study AT The Marihat Pematang Siantar OIL PALM Research Center. *Jurnal Riset Ekonomi Dan Akuntansi*, 2(1), 95–105. <https://doi.org/10.54066/jrea-itb.v2i1.1246>
- Juliansyah, A. F., Putri, A. E., Suryadana, M. L., Endyana, C., & Wardhana, A. K. (2021). Global Muslim Response to Bandung Halal Tourism Branding. *International Journal of Applied Sciences in Tourism and Events*, 5(2), 197–206. <https://doi.org/https://doi.org/https://doi.org/10.31940/ijaste.v5i2.197-206>
- K. Caileigh Stirling. (2024). *5 fakta tentang Muslim dan Kristen di Indonesia*. PEW REASERCH CENTER.
- Khoiruman, M., & Harsono, M. (2023). Perluasan Theory of Planned Behavior dalam Penelitian Perilaku Hijau Expansion of Theory of Planned Behavior in Green Behavior Research. *ProBank*, 8(1), 10–26. <https://doi.org/10.36587/probank.v8i1.1448>

- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing, Global Edition*. Pearson Education.
- Kurniasari, K. K., Perdana, B. E. G., Putra, R. A. S., & Iban, C. (2024). Persepsi Generasi Z Terhadap Pariwisata Berkelanjutan Pada Destinasi Budaya: Studi Kasus Borobudur. *Jurnal Pariwisata Terapan*, 8(1), 11–24.
- Kusumaningtyas, M. (2023). The Role of Religious Tourism in the Ampel Region in Maintaining the Culture of Pilgrimage of the Wali's Tomb. *Malia (Terakreditasi)*, 14(2), 189–200. <https://doi.org/10.35891/ml.v14i2.3863>
- Loestefani, V., Poan, R., Suwitorahardjo, B., & Wardhana, A. K. (2022). Service Quality and Product Quality as An Influence on Customer Loyalty at Naturalis Koffie. *FIRM Journal of Management Studies*, 7(2), 211–236.
- Ma'ruf, M., Irawati, S. N., Fitriyanti, N., & Wardhana, A. K. (2025). SOROGAN VS BANDONGAN AS METHOD OF ARABIC LANGUAGE TEACHING DAKWAH MODEL IN ISLAMIC BOARDING SCHOOL: A SYSTEMATIC LITERATURE REVIEW. *Tanfidziya: Journal of Arabic Education*, 4(02), 213–223.
- Macdhy, R. D. N., Mariam, S., & Sudrajat, A. (2022). Pengaruh Budaya Terhadap Keputusan Pembelian Mie Instan Indomie. *Managament Insight: Jurnal Ilmiah Manajemen*, 17(2), 161–171.
- Maky, Z. A., Pradiani, T., & Rahman, A. (2024). Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Smartphone Pada Meteorcell Malang. *Jurnal Ekonomi Manajemen Dan Bisnis*, 5(1), 13–27. <https://doi.org/10.32815/jubis.v5i1.2252>
- Medina, S. (2017). Pengaruh Kebudayaan, Sosial, Kepribadian Dan Psikologis Terhadap Keputusan Pembelian Konsumen. *Jurnal Ilmu Dan Riset Manajemen*, ISSN : 2461-0593, 6(11), 1–18.
- Meitiana, M. (2017). Perilaku Pembelian Konsumen: Sebuah Tinjauan Literatur Theory of Planned Behavior. *Jurnal Ekonomi Modernisasi*, 13(1), 16. <https://doi.org/10.21067/jem.v13i1.1762>
- Milhan Nur Kholiq, Susyanti, J., & Fitria Mustapita, A. (2023). Religiusitas, Islamic Branding Terhadap Keputusan Konsumen Berbelanja Pada Minimarket Al-Khaibar. *Relasi : Jurnal Ekonomi*, 19(2), 282–289. <https://doi.org/10.31967/relasi.v19i2.557>
- Musyaffi, A. M., Khairunnisa, H., & Respati, D. K. (2022). *Konsep dasar structural equation model-partial least square (sem-pls) menggunakan smartpls*. Pascal Books.
- Nasir, M., Hidayah, N., Prasetyowati, R. A., & Dewi, R. M. (2024). ISLAMIC BRANDING : PERTIMBANGAN RASIONAL DAN IDEOLOGIS DALAM PENGAMBILAN KEPUTUSAN PEMBELIAN. 23(2), 311–338.
- Nasrullah, M. (2015). Islamic Branding, Religiusitas Dan Keputusan Konsumen Terhadap Produk. *Jurnal Hukum Islam*, 13(79), 79–87. <https://doi.org/10.28918/jhi.v13i2.487>
- Nur, C. A., & Khusnul, F. (2024). Pengaruh Label Halal dan Halal Awareness Terhadap Keputusan Pembelian Korean Food Pada Gen-Z Muslim Jawa Timur. *Ekonomika Dan Bisnis Islam*, 7(1), 93.
- Nuruddin. (2023). The Influence of Islamic Branding and Online Cunsomer Review on Purchase Decisions for Rabbani Hijab Products Pengaruh Islamic Branding dan Online Cunsomer Review Terhadap Keputusan Pembelian Produk Hijab Rabbani. *Ilmiah Bisnis Jurnal*, 3(1), 19–31.
- Pratama, Y. B., Wardhana, A. K., & Nugroho, P. A. (2020). HUBUNGAN ANTARA ARTIKEL MENGENAI GAME DAN TEKNOLOGI INFORMASI PADA SCOPUS: STUDI BIBLIOGRAFI. *VISI PUSTAKA: Buletin Jaringan Informasi Antar Perpustakaan*, 22(1).
- Pratiwi, A. C., Wardhana, A. K., & Rusgianto, S. (2022). Application of Vector Error Correction Model on Macroeconomic Variables toward Changes in the Composite Stock Price Index. *Daengku: Journal of Humanities and Social Sciences Innovation*, 2(2), 219–229.
- Pratiwi, A. E., Purwanto, H., & Sidanti, H. (2022). SIMBA SEMINAR INOVASI MANAJEMEN BISNIS DAN AKUNTANSI 4 Seminar Inovasi Manajemen Bisnis dan Akuntansi (SIMBA) 4 Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun PENGARUH HALAL AWARENESS DAN RELIGIUSITAS TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI S. September.

- Pratiwi, K. I., & Mandala, K. (2015). Pengaruh Faktor Budaya, Sosial, Pribadi, Psikologis, dan Bauran Pemasaran Terhadap Keputusan Pembelian Kebaya Bordir Pada Jegeg Ayu Boutique di Kuta. *E-Jurnal Manajemen Unud*, 4(11), 3619–3645.
- Prof. Dr. Ir. Amos Neolaka, M. P. (2019). *Isu-isu Kritis Pendidikan: Utama dan Tetap Penting Namun Terabaikan*.
- Pujianto, W. E., & Muzdalifah, L. (2022). Digital marketing in Islamic perspective: A literature review. *Al-Uqud : Journal of Islamic Economics*, 6(2), 247–258. <https://doi.org/10.26740/aluqud.v6n2.p247-258>
- Riduwan, R., & Wardhana, A. K. (2022). Effect of industrial digitalization on total halal meat production in Java. *Journal of Halal Product and Research*, 5(1), 24–31.
- Rochdianingrum, W. A., Palupi, D., Rahayu, R., & Faisal, M. (2022). Apakah Hanya Tingkat Religuitas Yang Mempengaruhi Minat Wisata Religi Sunan Giri. *Jurnal Ilmiah Manajemen Dan Bisnis (JIMBis)*, 1(1), 117–135. <https://doi.org/10.24034/jimbis.v1i1.5269>
- Rohman, F. (2012). *Peran faktor situasional dan perilaku pembelian impulsif*. UB Press.
- Ryandono, M. N. H., Mawardi, I., Rani, L. N., Widiastuti, T., Ratnasari, R. T., & Wardhana, A. K. (2022). Trends of research topics related to Halal meat as a commodity between Scopus and Web of Science: A systematic review. *F1000Research*, 11(1562), 1562.
- Ryandono, M. N. H., Permatasari, S. A., & Wijayanti, I. (2019). Business behavior in an islamic perspective: Case study of muslim woman entrepreneurs in Ikatan Wanita Pengusaha Indonesia (IWAPI). *12th International Conference on Business and Management Research (ICBMR 2018)*, 154–159.
- Ryandono, M. N. H., Widiastuti, T., Filianti, D., Robani, A., Al Mustofa, M. U., Susilowati, F. D., Wijayanti, I., Dewi, E. P., & Atiya, N. (2025). Overcoming barriers to optimizing cash waqf linked sukuk: A DEMATEL-ANP approach. *Social Sciences & Humanities Open*, 11, 101588.
- Ryandono, M. N. H., Wijayanti, I., & Kusuma, K. A. (2020). Determinants of Investment In Islamic Crowdfunding. *Muqtasid: Jurnal Ekonomi Dan Perbankan Syariah*, 11(1), 70–87.
- Ryandono, M. N. H., Wijayanti, I., Wardhana, A. K., Imron, M. A., & Miraj, D. A. (2025). Stock Market Valuation in Sharia Compliance Lens: An Evaluation of the Intrinsic Value of Sharia-Compliant Stocks. *Journal of Posthumanism*, 5(2), 1248–1265.
- Salsabila, A., & Sholahuddin, M. (2024). The Influence of Hedonic Motivation and Brand Love on Impulsive Buying of Muslim Fashion Products with Positive Emotion as an Intervening Variable. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 7(2 SE-Articles). <https://doi.org/10.31538/ijse.v7i2.4893>
- Santoso, T. B., & Kusuma, A. (2023). The Development of the Usage of Blockchain for Waqf and Zakat Globally: A Bibliometric Study. *International Journal of Mechanical Computational and Manufacturing Research*, 13(3), 83–91.
- Saputra, R., & Wala, G. N. (2024). *Pengaruh Tekanan Sosial Terhadap Perilaku Konsumtif ( Study Literature Review )*. 2(3), 111–122.
- Sari, A. W., & Susilo, E. (2023). Pengaruh Islamic Branding, Kualitas Produk, Dan Halal Lifestyle Terhadap Keputusan Konsumen Membeli Busana Muslimah Merek Nadheera Luxury Di Kabupaten Jepara. *Jurnal Rekognisi Ekonomi Islam*, 2(02), 1–8. <https://doi.org/10.34001/jrei.v2i02.640>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior*. Pearson.
- Shah Alam, S., & Mohamed Sayuti, N. (2011). Applying the Theory of Planned Behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8–20. <https://doi.org/10.1108/10569211111111676>
- Soler-Anguiano, F. L., Zeelenberg, M., & Díaz-Loving, R. (2023). The Interaction of Product Attractiveness and Decision-Making Style on Consumer Purchase Intention: A Cultural Moderation Perspective. *Journal of International Consumer Marketing*, 35(1), 19–29. <https://doi.org/10.1080/08961530.2021.2023829>
- Sthapit, E., Björk, P., & Piramanayagam, S. (2023). Motivational, emotional and memorable dimensions of

- non-Muslim tourists' halal food experiences. *Journal of Islamic Marketing*, 14(1), 23–42. <https://doi.org/10.1108/JIMA-02-2021-0047>
- Sudirjo, F. (2023). Faktor-Faktor yang Mempengaruhi Perilaku Pembelian Konsumen secara Lintas Budaya. *Jurnal Ekonomi Dan Kewirausahaan West Science*, 1(03), 207–215. <https://doi.org/10.58812/jekws.v1i03.526>
- Susanto, A. A., Suprayitno, A., Zulaikha, S., & Wardhana, A. K. (2025). How Islamic Leadership and Islamic Worldview Play a Role in Restoring a Country's Economic Glory: Bibliometrical Analysis. *Jurnal Transformatif (Islamic Studies)*, 9(1), 40–56.
- Syamaun, S. (2019). 81 | JURNAL AT-TAUJIH BIMBINGAN DAN KONSELING ISLAM Vol. 2 No. 2 Juli - Desember 2019 (<http://jurnal.ar-raniry.ac.id/index.php/Taujih>). *Jurnal At-Taujih Bimbingan Dan Konseling Islam*, 2(2), 81–95.
- Transaksi, M., & Di, E. S. (2024). *Jurnal Ekonomika dan Bisnis Islam E-ISSN: 2686-620X Halaman 158-176*. 7, 158–175.
- Valentino Febrianto : Arleta Arvind Lunardi : Rusdi Hidayat N, I. R. K. (2024). *PENGARUH FAKTOR SOSIAL DAN BUDAYA DALAM PROSES PENGAMBILAN KEPUTUSAN DI LINGKUNGAN Valentino Febrianto : Arleta Arvind Lunardi : Rusdi Hidayat N, Indah Respati Kusumasari, UPN "Veteran" Jawa Timur*. 5(4).
- Wandira, A., & Rahman, T. (2021). Islamic Branding, Viral Marketing, Online Consumer Review, and Purchasing Decision: The Mediating Role of Purchase Intention. *Annual International Conference on Islamic Economics and Business (AICIEB)*, 1, 323–337. <https://doi.org/10.18326/aicieb.v1i0.32>
- Wang, W., Yaoyuneyong, G., Sullivan, P., & Burgess, B. (2024). The influence of value perceptions on tourist souvenir purchase decisions. *International Journal of Tourism Research*, 26(1), e2611. <https://doi.org/https://doi.org/10.1002/jtr.2611>
- Wardhana, A. K. (2023). Applying Islamic Leadership In Working Environment: A Bibliometric Study. *Journal Human Resources 24/7: Business Management*, 1(1), 25–32.
- Winarsih, S., & Fasa, M. I. (2024). *PENERAPAN ETIKA BISNIS ISLAM DALAM STRATEGI PEMASARAN SYARIAH APPLICATION OF ISLAMIC BUSINESS ETHICS IN SHARIAH*. 18(November), 7730–7739.
- Yudha, A. T. R. C., Huda, N., Maksum, M., Sherawali, S., & Wijayanti, I. (2024). The Moderating Effect of Religiosity on Fashion Uniqueness and Consciousness in Halal Fashion Purchase. *Indonesian Journal of Halal Research*, 6(2), 71–84.
- Zaki, I., Herianingrum, S., Hapsari, M. I., Bayuny, A. F. R., & Wijayanti, I. (2024a). Diversifikasi Pengolahan Frozen Nugget, Pengemasan dan Pemasaran Google Bisnis. *JILPI: Jurnal Ilmiah Pengabdian Dan Inovasi*, 2(3), 1–10.
- Zaki, I., Herianingrum, S., Hapsari, M. I., Bayuny, A. F. R., & Wijayanti, I. (2024b). Diversifikasi Pengolahan Tanaman Obat Tradisional, Pengemasan dan pemasaran Online Di Desa Sugihwaras Kecamatan Prambon Kabupaten Nganjuk. *Janaloka*, 3(1), 1–8.
- Zakik, Z., Kamil, A., Prasetyo, A. S., Ryandono, M. N. H., & Wijayanti, I. (2022). Economic development on Madura Island through halal tourism: A business feasibility study. *Al-Uqud: Journal of Islamic Economics*, 6(2), 289–303.