ANALYSIS OF DETERMINANTS IN HALAL INDUSTRY DEVELOPMENT OF ISLAMIC FASHION INDONESIA

Fachrounissa Zein Vitadiar ⓘD

Faculty of Economics and Business, Universitas Airlangga

Email: fachrounissa.zein.vitadiar-2021@feb.unair.ac.id

ABSTRACT

Introduction: As Indonesia is inhabited by a lot of Muslim population, this demographic characteristic benefits the expansion of the halal industry internationally. The reputation of halal products relies on the rising production quality. This study aims to better understand how fashion preferences, halal certification, and the quality of business actors influence the potential of the Indonesian Islamic fashion industry to become an international halal industry.
Methods: This study was carried out using quantitative analyses including multiple linear regression, validity, and reliability analyses.
Results: The quality of business actors, halal certification, and fashion taste all had a positive and significant effect on expanding the potential of the Islamic halal fashion trade.
Conclusion and suggestion: The Indonesian Ulema Council and the government should coordinate in ascending the halal certification. In addition, business actors are required to seek information related to halal certificates and acquire them before running their business. Given the importance of halal certification, the public is encouraged to purchase halal fashion items as this lifestyle expresses their identity.

INTRODUCTION

Indonesia has the potential to be a major player in the global halal industry. The concept of halal, based on Islamic law, is a new paradigm for creating a responsible trading system (Fitri et al., 2021; Ramadhani et al., 2021). The fact that Indonesia is a majority-Muslim country, according to the Indonesian Ministry of Home Affairs, shows of December 31, 2023, the Muslim population totaled 240.62 million people or 86.7% of the 277.53 million Indonesian population (DataIndonesia.id, 2024). Supported by this religious demographic profile, Indonesia is expected to be an active agent in grounding the Islamic economy internationally (Indriya et al., 2021; Yunitasari & Anwar, 2022).

The Global Islamic Economy Indicator report declares that Indonesia occupies the top three positions in the halal industry after Malaysia and Saudi Arabia. Indonesia's halal industry rankings include halal food in the 2nd place, fashion halal in the 3rd place, pharma and cosmetic halal in the 5th place, and media and recreation in the 6th place (Dinar Standard, 2023). One of the main domains in halal industrial production is clothing fashion which will increase the agility of the halal industry. With this advantage, Indonesia is included in the top 10 fashion trade exporters and is in the top 3 after Turkiye and Bangladesh among member countries of the Organization of Islamic Cooperation.

Table 1.
Fashion trade export and import

Fashion Trade (2022)			
Top Exporters to OIC (US$ Billion)		**Top OIC Importers (US$ Billion)**	
China	18.58	United Arab Emirates	8.06
Turkiye	**3.02**	Saudi Arabia	4.58
India	2.81	Turkiye	3.34
Italy	2.13	Malaysia	2.67
Vietnam	1.23	Kazakhstan	2.11
Bangladesh	**1.00**	Iraq	1.92
Spain	0.98	Indonesia	1.62
France	0.54	Qatar	1.17
Indonesia	**0.54**	Kyrgyzstan	0.97
Singapore	0.5	Kuwait	0.95

Source: GIEI Report Dinar Standard, 2024

In contrast to food, pharmaceuticals, and cosmetics, the fashion sector is the only halal industry category with a trade surplus. With the increase in spending on Muslim fashion every year, the halal fashion industry has become a relevant and interesting topic to research. As depicted in the GIEI Report, the spending by Muslims amounted to $293 billion in 2022, an increase of 8.4% to reach $318 billion in 2023 (Dinar Standard, 2023). Therefore, halal fashion is one of the most promising and developing domains in the halal economy. With significant developments, Indonesian fashion production has progressed in the world market at around 1.9% (Susilawati, 2020).
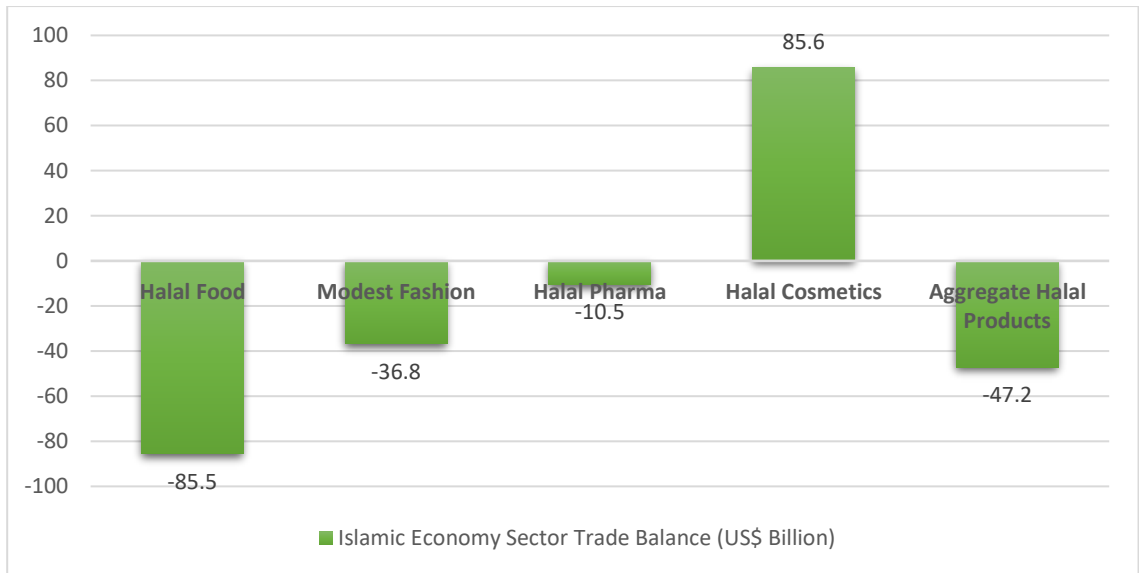
Figure 1. Trade Surplus Halal Industry
Source : GIEI Report Dinar Standard, 2024

Even in global e-commerce sales, Indonesia achieves high hijab sales. Transactions in fashion sales in Indonesia reached 91.93% of the total online sales from January to October 2021. Despite the increasing trend, the diverse needs of consumers in fashion are still not being met optimally, let alone clothing that applies to the halal concept. Various Islamic fashion shops do not follow proper Islamic fashion standards. While, in other foreign countries, Muslim fashion becomes restricted. For example, the French Football Federation does not allow women to wear a hijab during competitions because of self-assuming that it will disrupt the match. However, several business actors in Indonesia lack awareness of registering their products to obtain halal certification (Safitri & Achiria, 2020; Shadrina et al., 2021) even though several previous studies have proven the influence of halal certification on increasing selling value (Adinugraha & Sartika, 2019; Arzahwa et al., 2021).

Business actors need to contribute to the world's openness to Muslims, especially in Western countries, through innovative designs. Previous research highlights that non-Muslim consumers choose halal products because of their health benefits (Mathew, 2014). To compete with general products, fashion business in Indonesia bounds to design, quality, raw materials, production processes, and production environment (Mas'udah, 2018; Lindawati, 2019). Trying to provide products and services congruent with the five manufacturing indicators, the Malaysian company with the Zucca brand utilizes real-time data from social commerce to monitor customer wants and needs, allowing them to make better production decisions. Given the importance of research on the customers, business actors, for instance, need to consider the materials for athletic clothes that should not restrict movement, even for cover-up clothes. Apart from that, choosing the best

materials is possible if fashion entrepreneurs collaborate with textile manufacturers to produce more environmentally friendly fabrics. Several countries manufacture clothing using Vylet fabric, which helps absorb more vitamin D (Ernawati et al., 2021; Ula'm et al., 2023).

Muslim women's clothing is still a new idea in Western society, lacking literature on Islamic fashion (Shafee, 2020). Muslim designers, in particular, have the role of straightening up women's perceptions of halal fashion. In other words, the quality of business actors is prominent in spreading the trends in the halal industry. Besides that, Zainudin (2020) explains that security, another factor in business, does not support consumer loyalty to repurchase. The results differ from previous research stating that one of the dimensions of consumer trust or loyalty is the security (Fook, 2016). To overcome this gap, our research will explore the level of product safety through the quality of business actors and halal certification as our research variables. Our study explores other variables unlike previous research discussing whether consumer behavior and motivation influence a buyer's perception of buying fashion halal products (Tarofder, 2022). Meanwhile, our study involved fashion preference from the buyers' perspective, the quality of business actors, as well as halal certification from the producers' perspective. Therefore, to fill this gap in the previous research, our current research aims to identify the influence of fashion preferences, halal certification, and the quality of business actors on the Indonesian halal industry.

LITERATURE REVIEW
Quality of Business Actors

Based on Article 1 Point 3 of Government Regulation Number 58 of 2001, any person or company established that is founded and operates inside the borders of the Unitary State of the Republic of Indonesia (*Negara Kesatuan Republik Indonesia*/NKRI) regardless of its legal entity is considered a business actor. Quality is defined as to what extent an individual feels satisfied with their desired goals (Kotler, 2018). In this case, some halal business actors in Indonesia take their business for granted (Indriya, 2021). Furthermore, corporate actors are unable to take advantage of technological advancements, and thus their businesses are still underperformed and even drawn out.

Moreover, most countries of the Organisation of Islamic Cooperation (OIC) do not implement a set of global quality standards for product manufacturing, affecting their export quality. To enhance the productivity level, business actors need to improve their quality in understanding the goods they produce. As a result, the manufactured products will meet the expectations or desires of consumers (Efendi, 2020). When customers get satisfaction from the products and services provided by business actors, they will likely

return to buy their products. For the quality of business actors, this current study formulates a hypothesis that is:

H1: *The quality of business actors affects the potential of the halal fashion industry in Indonesia.*

Halal Certification

A product's halalness is certified by the Halal Product Guarantee Agency (BPJPH) following the fatwa asserted by the Indonesian Ulema Council (MUI). By Law Number 33 of 2014 of the Republic of Indonesia about the certification of halal goods, it is explained that guaranteeing products in halal ways aims to provide safety and comfort for consumers. The legal fatwa declaring the product's halalness through a halal certificate requires qualified auditors in the respective subjects to conduct a series of inspections (Hasan, 2014).

According to Aziz and Ahmad (2019), Muslims are assured about product safety if the product has a stamp of halal approval. Business owners may mark their products with a halal label after they receive a halal certificate. However, many products without halal status are still scattered in the community. Halal certification is important because halal is considered an X factor that can help expand operations, create new markets, and attract more consumers. In addition, the Al-Quran, the sacred scripture of Islam, also explains that whatever enters the human body must be met according to Islamic law, giving advantages to Muslims worldwide.

H2: *Halal certification affects the potential of the halal fashion industry in Indonesia.*

Fashion Taste

A sense of fashion is a representation of social status and development in a group of people. Aesthetic taste is used as a parameter and standard of one's quality (Rahayu, 2021). Personal quality in the fashion industry can be identified by whether an individual can describe meaning beyond their clothes and their functions in a social environment. Fashion taste is a view of a person's self-identity through the selection of fashion models, patterns, and colors as supporting factors in the fashion industry including the halal one (Anafarhanah, 2019). According to Zaki (2023), someone keeps being classy in their fashion when they are covered. Therefore, Muslim fashion consumers are increasingly focused on trends and looking for brands that understand the nuances of their cultural and fashion demands. Regarding fashion taste variable, our study creates a hypothesis that is:

H3: *Fashion taste influences the potential of the halal fashion industry in Indonesia.*
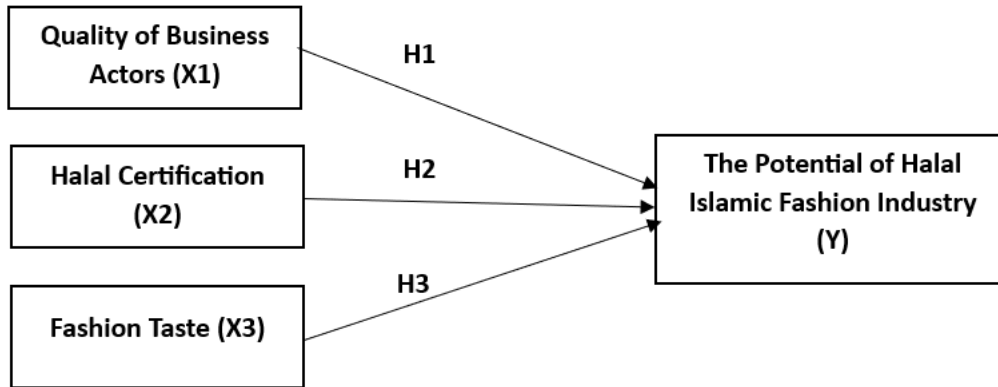
Figure 2. Model hypothesis

RESEARCH METHODS
Type of Research

This current research employed a descriptive quantitative method because it used numbers to explain existing phenomena and facts (Syamsudin, 2011). Primary data were gathered by distributing questionnaires to respondents.

Population and Sample

One hundred respondents served as a research sample selected using the Lemeshow formula to determine the sample size. A minimum sample size was required with a confidence level of 90% and a value Z of 1.64. The sampling error is 10% or 0.10, and the maximum estimated value is unknown, hence a value of 0.05 is taken into consideration. The number of samples used was a minimum of 67.24 rounded to 68 respondents. The potential of the Indonesian halal fashion industry was the dependent variable (Y). Meanwhile, three independent variables in this study include the quality of business actors (X1), halal certification (X2), and fashion taste (X3). Likert scale was used for measuring the results of the questionnaires.

Data Analysis Technique

To answer the hypotheses, the data were tested using multiple regression analysis. Based on the Likert-scale analysis, entering the regression stage, data were first transformed into interval data. Then, validity and reliability tests were conducted.

Classical Assumption Test

A classical assumption test was performed to produce a regression equation that has the best linear unbiased estimator (BLUE) properties. The test involved the multicollinearity test, heteroscedasticity test, and normality test. How well the model

could explain the dependent variable can be seen through the coefficient of determination (R2).

The data were further examined using simultaneous test/F testing to find out whether the dependent variable was influenced jointly by all the independent variables of the model. The partial test/t-test was also carried out to assess how much each independent explanatory variable contributed to the variation in the dependent variable.

RESULT AND ANALYSIS
Multicollinearity Test

Multicollinearity test results in Table 2 demonstrate that the tolerance value is above 0.10, and the VIF value is fewer than the fashion taste, halal certification, and quality of business actors. It can be concluded that these variables do not show any level of multicollinearity.

Table 2.
Multicollinearity test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
KPU	.619	1,614
SH	.595	1,682
SF	.916	1.092

Source: Data processed by researchers

Heteroscedasticity Test

Figure 3 illustrates the spread of dots which does not exhibit a distinct pattern. It means that the regression model does not exhibit heteroscedasticity.
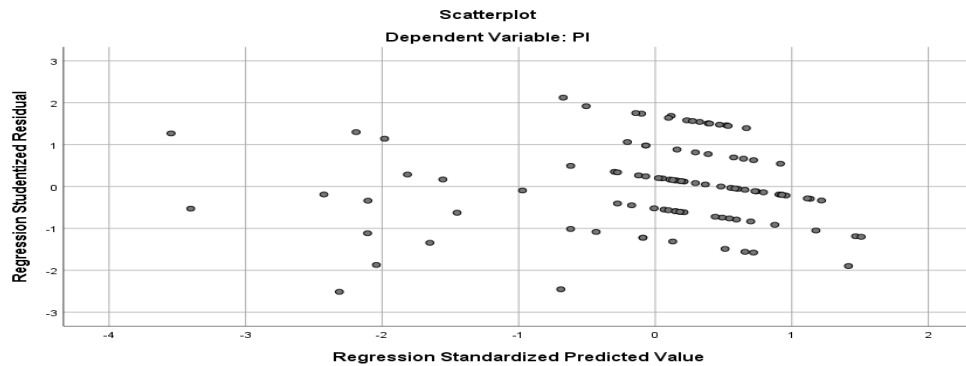

Figure 3. Heteroscedasticity test scatterplot
Source: Data processed by researchers

With the test results, the independent variables and residual values were further tested using the Spearman Rho correlation test to strengthen the previous test results. The significance levels of the independent variables based on the Spearman-Rho

correlation test are all greater than 0.05 as shown in Table 3. It can be concluded that heteroscedasticity does not exist.

Table 3.
Heteroscedasticity test result

Research variable	Sig
KPU	.955
SH	.436
SF	.200

Source: Data processed by researchers

Normality test

In the normality test, the normal probability plot was used, and the Kolmogorov Smirnov test was conducted to strengthen the results.
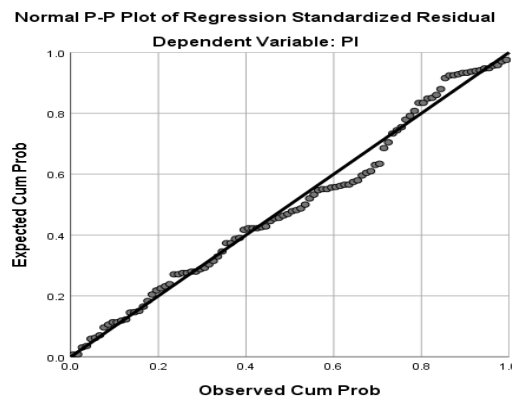

Figure 4. Normality test with normal probability plot
Source: Data processed by researchers

Meanwhile, Table 4 shows the significant value of 0.125, which is over the threshold of 0.05 (a = 5%), as a result of the Kolmogorov-Smirnov test outcome. The regression model's residuals, thus, are classified as constantly generated.

Table 4.
Normality Test With Kolmogorov Smirnov Test

	One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual	
	100	
Normal Parameters, b	mean	.0000000
	Std. Deviation	1.35094396
Most Extreme Differences	Absolute	0.079
	Positive	0.079
	negative	-0.069
Test Statistics		0.079
asymp. Sig. (2-tailed)		0.125c

Source: Data processed by researchers

Multiple Regression Analysis

The multiple regression analysis was utilized to examine the degree to which the variables of business quality (X1), halal certification (X2), and fashion tastes (X3) influence the potential variable of Indonesia's halal fashion sector (Y).

Table 5.

Multiple regression analysis

Model		Unstandardized Coefficients		Sig.
		B	Std. Error	
1	(Constant)	8.519	1.318	0.000
	KPU	0.156	0.051	0.003
	SH	-0.006	0.045	0.043
	SF	0.056	0.038	0.046

Source: Data processed by researchers

Table 5 explains the regression equation is formed as follows: Y= 8.519 + 0.156X1 - 0.006X2 + 0.056X3 with a constant value (a) of 8.519. If the quality of business actors, halal certification, and fashion tastes were constant, then the potential variable of the halal fashion industry was worth 8.519. The regression coefficient (b1) of business quality (X1) of 0.156 explained an increase in the product quality variable in the potential variable of the halal fashion industry by 0.156. The regression coefficient (b2) of halal certification (X2) was -0.006. If there was a decrease in the halal certification variable, the potential variable of the halal fashion industry would decrease by -0.006. The regression coefficient (b3) of fashion preference (X3) was 0.056, indicating an increase in the fashion taste variable. The symbol Ɛ refers to other factors that were not studied.

F test

The significance value of 0.000 for the overall variables is less than 0.05 based on Table 6. H0 was disregarded, while H1 was approved, indicating that each dependent variable including the quality of business actors, halal certification, and fashion tastes impact the independent variable, the potential of the halal fashion industry in Indonesia.

Table 6.
F test result

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,910	3	11,970	6.360	0.001b
	Residual	180,680	96	1,882		
	Total	216,590	99			

Source: Data processed by researchers

T Test

To partially test to what extent the independent variable influenced the dependent variables, a t-test was applied.

Table 7.
T-test results

Model	t	Sig.	Criteria
KPU	3.066	0.003	H1 Accepted
SH	-135	0.043	H1 Accepted
SF	1.466	0.046	H1 Accepted

Source: Data processed by researchers

The results in Table 7 confirm that all variables have an influence on the potential of the Islamic halal fashion industry with an accuracy level of below 0.05.

Multiple Determination Coefficient (R2)

With a correlation value of 0.166 in Table 8, the independent variables can elucidate the significance of the dependent variable, the Islamic fashion industry's potential in Indonesia as much as 16.6%. While the remaining 83.4% can be caused by other variables outside those examined in this study.

Table 8.
Multiple Determination Coefficient Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.407a	0.166	0.140	1.372

Source: Data processed by researchers

Discussion

The influence of the quality of business actors on the potential of the halal fashion industry in Indonesia

The quality of business owners exhibits an advantageous and practical effect on the potential of the halal fashion industry in Indonesia. Business actors must be aware of various policies regarding access to permits, market attractiveness, and access to raw materials (Putri, 2019). The quality of business actors in this study relates to how they review every process in the goods production ranging from the selection of raw materials, distribution management, and cleanliness, to halalness.

Adept business actors should pay attention to resources and receive halal management training to avoid any influence from non-halal products. Besides, they should

understand the essentials of the goods they produce. Fashion companies need to conduct their research and development on materials. They also need to evaluate the service they provide to meet the consumers' desires (Lucky, 2016).

The effect of halal certification on the potential of the halal fashion industry in Indonesia

This study also indicated that halal certification had a positive influence on the potential of the halal fashion industry. The halal certification is proven by a halal label, making clothing products more attractive to consumers. Halal certification also provides religious and legal protection, especially for Muslim consumers who have doubts about a product (Salindal, 2018). Their decision on what they consume and do should conform with the Islamic law stated in Al-Quran, which states that all forms of anything that enters the human body must be ensured that it benefits Muslims broadly and is halal. For instance, the Copenhagen Fashion Week implemented 18 sustainability requirements adapted to the United Nation's goals. Those who participated in the events displayed 50% of their fashion collections with halal-certified labels, and the collections were made of selected, sustainable, and recyclable materials (Dinar Standard, 2023).

The influence of fashion tastes on the potential of the halal fashion industry in Indonesia

This current study explains that in improving the Islamic fashion industry, it is necessary to pay attention to consumer's fashion tastes. Fashion taste reflects personality traits, allowing consumers to follow trends. The results of this analysis are consistent with those reported by Andriani (2019) by meeting consumer fashion tastes, it can display fashion products that have diversity and uniqueness so that consumers can get satisfaction with their choices. Therefore, these findings are in line with what has been written in the hypothesis that fashion tastes have contributed to the potential of the Islamic fashion industry in Indonesia.

Fashion sense is not just about describing clothes but also about the meaning and role of clothes in social action so that it can give a message to each individual who wears them (Mardhatillah, 2018). Fashion characterizes individuals to look distinct or similar in a particular group. Fashion taste, therefore, is influenced by sociocultural developments. In order to advance the Islamic fashion business, each individual's interests and tastes must be supported, since the most important aspect of all of that is each individual's desire and satisfaction to wear its apparel.

CONCLUSION

Business actors in Indonesia contribute to the halal fashion industry expansion. Since Indonesia will become a global hub for fashion halal by 2024, business actors play a role in implementing various initiatives to grow and strengthen the fashion industry. Our hypotheses

confirm that the quality of business actors, halal certification, and fashion taste had a positive and significant effect on the potential of the halal fashion industry in Indonesia.

This study sheds light on the importance of considering fashion tastes across various consumer groups and generations to give safety and protection. Business actors must be motivated and able to capture market opportunities to increase halal fashion. Collaborating with the government, the business actors can design halal fashion schools to become a global halal fashion center, as well as contribute to the designs of internationally reputable events.

Data in this study were taken in only one period and within a limited time frame, giving ungeneralizable data across time. The results of the research questionnaires, in addition, only yielded quantitative information, which did not explain the underlying situations. While qualitative data or data gathered from mixed methods could further refine the halal fashion concept. Future research can improvise the analysis by including moderating variables into the framework to strengthen the relationship among variables.

Some variables that can be examined later include the classification of variations in product prices and products and their influence on halal purchasing decisions. For example, further investigations are required to study whether unisex clothing designs, commonly found in sports and medical jobs, should be adapted to a universal design in the halal fashion industry or not.

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