Factors Affecting Muslim Fashion Products and Lifestyle Purchasing Decisions as Moderation

Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Produk Fashion Muslim dan Gaya Hidup sebagai Moderasi

Nurchalisa Putri ⅅ, Syafiq Mahmadah Hanafi ⅅ
Sharia Economics, Faculty of Islamic Economics and Business, UIN Sunan Kalijaga, Yogyakarta, Indonesia
nurchalisaputri@gmail.com, Syafiq.hanafi@uin-suka.ac.id

ABSTRACT

This research aimed to identify factors that influence consumer purchasing decisions for Muslim fashion products which are moderated by lifestyle variables. A quantitative method with purposive sampling method was used in this research and the total respondents were 280. This study used SEM-PLS to analyze the data by using the SmartPLS 3.0 program as an estimation tool. The results of this research show that the variables product design, brand image, and price have a positive and significant effect on purchasing decisions for Muslim fashion products. Meanwhile, product quality and social media have no effect on purchasing decisions on Muslim fashion products. Brand image variable exerts a positive and significant impact on purchasing decisions through lifestyle. However, lifestyle does not enhance the influence of design, price, quality, and social media on consumer purchasing decisions for Muslim fashion products. It indicates that Muslim fashion producers need to increase creative promotions on social media to have more influence on consumer purchasing decisions. This research also provides suggestions for Muslim fashion brands to improve their performance with creative innovations in terms of design, price, and product quality so they can compete with other types of fashion brands.

Keywords: Lifestyle, Purchase Decision, Muslim Fashion

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi keputusan pembelian konsumen terhadap produk fesyen muslim yang dimoderasi oleh variabel gaya hidup. Metode kuantitatif dengan metode purposive sampling digunakan dalam penelitian ini dengan jumlah responden sebanyak 280 orang. Penelitian ini menggunakan SEM-PLS untuk menganalisis data dengan menggunakan program SmartPLS 3.0 sebagai alat estimasi. Hasil dari penelitian ini menunjukkan bahwa variabel desain produk, citra merek, dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian produk fashion muslim. Sedangkan kualitas produk dan media sosial tidak berpengaruh terhadap keputusan pembelian pada produk busana muslim. Variabel citra merek memberikan pengaruh positif dan signifikan terhadap keputusan pembelian melalui gaya hidup. Namun, gaya hidup tidak memperkuat pengaruh desain, harga, kualitas, dan media sosial terhadap keputusan pembelian konsumen pada produk fashion muslim. Hal ini mengindikasikan bahwa produsen fesyen muslim perlu meningkatkan promosi yang kreatif di media sosial untuk memberikan pengaruh yang lebih besar terhadap keputusan pembelian konsumen. Penelitian ini juga memberikan saran kepada merek fashion muslim untuk meningkatkan kinerjanya dengan inovasi-inovasi kreatif dari segi desain, harga, dan kualitas produk agar dapat bersaing dengan merek-merek fashion jenis lainnya.

Kata Kunci: Gaya Hidup, Keputusan Pembelian, Fashion Muslim.

I. INTRODUCTION

The market of Muslim fashion industry is growing rapidly not only in Muslim countries but also in non-Muslim countries. Muslim fashion, also known as modest fashion, has continued to grow and become one of the leading trends in the fashion world in recent years. The development is characterized by the efforts of many leading fashion designers or world famous brands to penetrate this market, such as Zara, Mango, H&M, Nike, Uniqlo, DKNY, Dolce and Gabbana, Oscar De La Renta, and Tommy Hilfinger (Silmia, 2018). The main factor triggering the emergence of Muslim fashion trends in the world is the high demand for halal clothing for the 1.8 billion population of Muslims, who want to remain fashionable while adhering to Islamic principles.

Muslim fashion is usually worn based on religious or cultural factors of an environment. However, it has become a choice of aesthetics, comfort and also a lifestyle. It can also be worn with the aim of giving an aesthetic and simple impression to the wearer (Sari, 2020). According to The State Global Islamic Economy Report 2020/2021, the estimated consumption of world Muslim fashion in 2019 is US$227 billion and is expected to reach US$311 billion in 2024. With 12.7% of the world's Muslim population, which is also the largest Muslim population in the world, Indonesia has the potential to become the center of world Muslim fashion (Kemenperin, 2021).

The value of Indonesia's Muslim fashion consumption in 2020 will be US$20 billion. It is the third largest in the world after the United Arab Emirates and Turkey. This industry is a significant contributor to the Indonesian economy. Based on data from the Focus Economy Outlook for 2020, the three largest contributors among the 17 sub-sectors of the creative economy are fashion, culinary and handicrafts. It contributes IDR 1,100 trillion to Indonesia's gross domestic product (GDP) (Kemenparekraf, 2021). The Muslim fashion industry is also part of the garment industry. Based on the Data and Information Center of the Ministry of Industry, the contribution of the textile and garment industry to GDP in 2020 is 6.76%. However, Indonesia has not optimally exploited the export opportunities for Muslim fashion products, Indonesia has only exploited 30% of these export opportunities. The contribution of fashion exports is still low compared to total garment exports. The total exports of Indonesian Muslim fashion products is only 4% of the total garment exports, which will reach US$2.98 billion in 2021(Timorria, 2021).

The target for the fashion industry in 2025 is to be able to contribute 11–12% of GDP, as recorded in the Indonesian Creative Industry blueprint (Hendrayati & Vanessa, 2020). Indonesia's target in the 2019–2024 Islamic Economics Masterplan is to become the center of world Muslim fashion. According to State of the Global Islamic Economy Report (2020) Indonesia's success in becoming the second-best country in developing world Muslim fashion raised great hopes that it should have the potential to become a leader or center for the world Muslim fashion industry, but Indonesia's position has dropped to third place in the State of the Global Islamic Economy Report (2022). So this shows that Indonesia must maximize the potential of this industry because the opportunity for the Muslim fashion market is extremely large, both domestically and globally.

The Indonesian fashion industry still has deficiencies in terms of design quality and has not reached international standards in terms of textile quality to become the center of world modest fashion. It also needs to have a national standard that can be used as a reference for fashion industry producers in Indonesia. The number of human resources in this industry is quite large, but their competence is not well developed due to the lack of research. On the other hand, Indonesian textile raw materials are still imported from big countries such as China and the United States, so it would be worrying if prices in these two countries increased. The community also still uses a lot of traditional tools, so they have problems in the production process. As for marketing issues, fashion entrepreneurs still lack marketing expertise and understanding of technology (Komite Nasional Keuangan Syariah, 2018).

Marketers must be able to control and survive in both domestic and international markets to maintain the continuity of their businesses. One of the efforts made is to understand the needs and desires of consumers for products in order to improve purchasing decisions. Producers will be able to design future marketing strategies by considering the factors that determine consumer purchasing decisions (Setianingsih et al., 2016). Many factors will be considered by a consumer before deciding to buy a product; one of them is design (Gitosudarmo, 2000). The role of Muslim fashion designers is very important in developing new trend directions and innovations (Lestari, 2021). There are so many target consumers, but at the same time, they are also able to fulfill their desires and needs. The attractive designs, in accordance with consumers' tastes for each product will be able to significantly

influence consumers' purchasing decisions. According to research by Handayani et al., (2020) the relationship between design and consumer purchasing decisions is that the design is attractive and meets consumer tastes for each product. Thus, design can significantly influence consumer purchase decisions. However, a study by Ariella (2018) found that design does not influence consumer purchasing decisions.

Producers need to create brand differentiation in order to be able to attract new consumers and also retain the existing one. Most consumers will choose products with well-known brands for the purpose of quality assurance or simply because they want to show a certain class or level (Muzaqqi et al., 2016). However, not a few consumers prefer Islamic brand names because they believe that the clothes are in accordance with sharia. This also proves the influence of the name on the brand so that it can create a distinct impression for consumers (Satria, 2015). In accordance with the research conducted by Genoveva & Utami (2020) it was found that brand image has a significant impact on consumers' purchasing decisions. However, contrary to the research conducted by Deisy et al., (2018) it was found that brand image has no effect on consumer buying decisions.

Purchase decisions can be influenced by emotional motives such as suggestions, pride, and others. However, consumers will buy rationally because of the price factor (Romadonny & Rosmadi, 2021). Consumers will first find out the price and then make a purchasing decision according to their purchasing power. Products at affordable prices with good quality are able to attract a lot of enthusiasts. In accordance with research by Nasution et al., (2020), which shows that prices influence consumers' purchasing decisions, consumers will compare the prices of the products they want to buy; the more reasonable the price offered, the more likely consumers will make a purchasing decision. However, Ariella's research (2018) found that the price variable is not able to influence consumers' buying decisions. The products sold must be of good quality, unique and interesting. Good product quality will allow marketers to sustain their business and compete with their competitors (Alim et al., 2018). A study conducted by Fatimah (2020) found that quality has a positive and significant effect on consumers' purchasing decisions. However, research conducted by Nasution et al., (2020) found that product quality does not influence consumer purchasing decisions.

The development of social media also has an impact on changing people's lifestyles. The Internet provides various facilities that make it easier for users to access various types of information. The development of technology and information also encourages a consumerist lifestyle because of the convenience that social media provides in satisfying consumer desires. Social media has a significant impact on consumers' purchasing decisions because it provides information that is always trending (Solihin, 2015). In line with research conducted by Indriyani & Suri (2020) the results showed that social media can significantly influence consumer buying decisions. However, Khoiro et al., (2019) found that social media promotions were unable to significantly influence consumer buying decisions.

Fashion itself actually reflects a certain lifestyle and prestige, which ultimately, through this lifestyle, will later indicate one's characteristics and social identity (Lestari, 2014). Lifestyle is a person's way of life, which is identified by how they spend their time, what they consider important, and what they think about themselves and the world around them (Sutisna, 2002). Lifestyle is closely related to the times. A consumer can have different opinions, interests, and activities; therefore, consumers tend to show different patterns of behavior. This includes buying products under different brands and using them in different ways for different purposes (Kotler & Keller, 2016). A dynamic lifestyle is one aspect that has increased consumers' purchasing decisions. Lifestyles are constantly changing, so a person's consumption changes as their lifestyle changes. Therefore, manufacturers need to meet the different needs of consumers according to their lifestyle changes by analyzing consumer desires. Consumers have the right to choose the product they want according to their needs, and then decide where to buy it, how much to pay, when to buy it, and why to buy it. In meeting their lifestyle needs, consumers will buy a product not only for its benefits, but also for its social and emotional value (Hasanah, 2016).

As a result of the inconsistency of previous research variables, namely design, brand image, product quality, price and social media on purchasing decisions. Thus, the researchers chose lifestyle as a moderating variable based on the idea that lifestyle can strengthen the influence of the relationship between design, brand image, price, product quality, and social media on purchasing decisions for Muslim fashion products. Several studies have examined the relationship between price

and lifestyle as a moderating variable in consumer purchase decisions. Machrus & Marlena (2021) sed price as the independent variable and purchase decision as the dependent variable. It was found that price has a positive correlation with consumer purchase decisions. Lifestyle moderation strengthens the influence of price on consumer purchasing decisions. Then, Fikri et al., (2020) also found that price and service quality had a positive and significant effect on consumer purchasing decisions. Lifestyle are able to strengthen the influence of price on consumer purchasing decisions.

The difference between this research and the previous studies is that this research was conducted on ten well-known Muslim fashion brands in Indonesia. This research used lifestyle variables as moderating variables to answer inconsistencies in previous research variables and to see whether the influence of a person's lifestyle will be able to increase or decrease their decision to buy Muslim fashion products in terms of design, brand image, price, quality, and social media. The researchers chose lifestyle as a moderating variable based on the idea that lifestyle can strengthen the influence of the relationship between design, brand image, price, product quality, and social media on purchasing decisions for Muslim fashion products. This is because lifestyle has two aspects for consumers. The first aspect is as an incentive for consumers to buy, and the second is the change in consumer lifestyle as a result of the purchase decision process. Therefore, studying the influence of a person's lifestyle on purchase decisions can be a source of information for developing business strategies. It also provides recommendations for improving product sales performance. It is a means to increase knowledge and experience so that it becomes a basis for building a Muslim fashion business that is of interest to the public.

II. LITERATURE REVIEW
Consumer Behavior Theory
According to Kotler & Armstrong (2015) consumer behavior includes purchases made by households and individuals, as well as purchases made by individuals for their own use. Schiffman & Kanuk (2009) argue that consumer behavior illustrates how an individual decides to use available resources, which include time, effort, and money, to purchase products related to consumption. The creation of an effective marketing strategy can be achieved by understanding consumers, specifically by studying what they think (cognition), feel (influence), do (behavior), and what and where surrounding events are affected by what consumers think, feel, and do. Kotler & Armstrong (2015) stated that cultural, social, personal, and psychological factors are elements that influence consumer behavior. Cultural factors consist of culture, subculture, and social class. Social factors consist of reference group, family, role, and status Personal factors consist of life cycle stage and age, occupation, economic situation, lifestyle, personality, and self-concept. Psychological factors consist of motivation, perception, learning process, beliefs and attitudes.

Purchase Decision
The purchase decision is to give the most preferred brand from the various alternative choices that exist. Purchase decisions are closely related to marketing because target consumers and their decision processes become a very important part, especially for a form of business. The desire to buy arises after the consumer feels interested and wants to use a product, so that the consumer finally decides to buy. The purchase of a product occurs through searching, selecting, buying, using, and evaluating to own the product. This indicates that the purchase decision is the highest or final stage in marketing, where the goods or services already belong to the consumer (Dinawan, 2010).

The characteristics that influence consumers purchasing decisions are caused by several factors, such as cultural, social, personal, psychological, price, and product (Quality, Type, and Choice). In this case, culture is considered capable of making a person make a decision to buy goods, while social factors refer to their social status. Personal factors are factors related to the person's age, work life cycle, situation, economy, lifestyle, and personality. The psychological factors included in this case are motivation, perception, knowledge, beliefs, and attitudes (Ginting, 2011). There are six decision indicators for purchases are as follows: 1) Product selection: buyers can determine whether to buy or not an item. 2) Brand selection: Buyers can determine the brand they want to buy. 3) Selection of distributors: Buyers can choose providers for the distribution of goods. 4) Purchase time. The decision determines when it will be purchased. 5) Number of purchases: decisions about the amount of goods or services to buy will be purchased. 6) Payment methods: decision in choosing a payment method you want to use (Kotler & Keller, 2016).

Design

Design means creating plans or drawings to show the appearance, function, or workings of a building, clothing, or other object before it is built or made. The term design in fashion generally means cut, model, style, shape, or pattern; construction, plan, purposeful planning; good, good, or beautiful shape. Design can be interpreted as a design which is an arrangement of lines, shapes, sizes, colors, textures, and values of an object that is made based on design principles. Design is produced through thought, consideration, calculation, taste, art, and the passion of many people, which is poured on paper in the form of an image (Tahid & Yunia, 2007). The elements of fashion design are the elements used to realize the design so that other people can read it, which is called the visual element. These elements are the elements of line, direction, shape, size, texture, value (dark and light tones), and color. Designers realize their designs through these visual elements (Andi et al., 2020).

Muslim fashion is a term that refers to fashion trends that integrate modesty attributes, namely a way of dressing that is not provocative and polite. Clothing that covers most of the body with pieces of fabric that blur the silhouette and curves of the body, especially for women, is the main characteristic of modest wear (Riesca, 2016). The general rule for dressing according to the regulations is to dress loosely in nonrevealing materials so that the body silhouette and skin color are not visible. The design indicators of a product are: different color variations of clothing, different variations of clothing models, and current clothing designs (Raven & Ferdinand, 2017). How a design is able to adapt to changes and adjust to the market will indicate the product's ability to survive market cycles. So the designer must determine how much to invest in the development of features, form, fit, and style.

Brand Image

Brand image is the consumer's assessment of a brand that can be created based on personal experience or hearing about their reputation from other people or the media (Aaker, 2018). According to Kotler & Keller (2016) brand image is a consumer's vision and trust that is stored in his or her mind, and this is used as a reflection of the association that is stuck in his or her memory. So it can be said that brand image is a description of the association of a consumer's belief in a brand. A brand is a name, a sign, a term, a design, or a combination of these that identifies a seller's product or service and distinguishes it from other similar products. A brand is a complex symbol that can express meaning and quality, especially brands that evoke certain attributes. The attribute must be useful, both practically and psychologically. A brand must be able to create value for its producers, while also showing the personality of the wearer. A brand can also symbolize a culture. Brands are able to identify the types of customers who only buy or use the product.

There are four brand image indicators, according to Aaker (2018) namely: 1) Recognition, this is the ability of consumers to remember or recognize a brand in their minds. This recognition is considered more profitable than continuous advertising. 2) Reputation, this is the strength of a brand that is able to achieve a high status and increase its position in the eyes of consumers to a perceived quality level because it is proven to have a good track record. 3) Affinity, it created by the power of a brand to form positive associations that make buyers like a product or emotional relationship between consumers and a brand. 4) Brand loyalty, it measures how loyal customers are to the brand. Brand loyalty is a customer's consistent desire and strong commitment to continue to buy from a particular brand in the future (Schiffman & Kanuk, 2009).

Price

Price is the total value paid by customers or buyers to obtain benefits from owning or using a product or service (Kotler, 2007). Price is quite relative, consumer behavior has a significant impact on how consumers assess and evaluate the price of a product. So that the assessment of the price of a product can be said to be cheap, expensive, or ordinary, it varies for individual consumers depending on perceptions based on their living environment and individual conditions (Zulaicha & Irawati, 2016). According to Kotler (2007) there are four price indicators, namely: 1) Affordability of prices: the setting of prices according to the purchasing power of customers by sellers. 2) Price competitiveness is a price offer for the same product made by different sellers with rival manufacturers. 3) Conformity of price with quality, it refers to the pricing strategy set by the producer to reflect the level of quality of the product that the buyer gets. 4) Conformity of price with benefits, the seller sets the price according to the benefits that the customer gets from purchasing the product.

Product Quality

The most important factor in a product is its quality. A product is considered to be of a high-quality

when it satisfies the need and preferences of customers. According to Tjiptono (2008) quality can be defined as the ability of a product to fulfill its intended purpose, including those related to strength, reliability, durability, ease of packaging, and product maintenance. There are several elements that can measure product quality, such as 1) Durability: Durability refers to how long a product will last before it needs to be replaced. 2) Conformance, the degree to which a product's basic capabilities meet specified consumer requirements or that the product is free of defects. 3) Reliability, the likelihood that the product will perform satisfactorily or not within a specified period of time. Products are reliable when the risk of damage is low. 4) Serviceability, which includes the ability to repair things quickly and easily, and the skill and friendliness of service personnel.

Social Media

Kaplan & Haenlein (2010) define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and enable the creation and exchange of user-generated content. Social networks are sites where anyone can create a personal web page and then connect with other people to share information and communicate. Social media has evolved in terms of use, namely as a place for marketing products and media to promote a company's brand. Social media is considered very important for creating word of mouth. This will be a sales advantage with high connectivity, because these spreading issues will lead to a good or bad evaluation of a brand, and this evaluation will represent the buyer's desire to make a purchase decision (Muslim, 2018). According Kaplan & Haenlein (2010) indicators of social media are: 1) Social presence. It is the ease of interaction between sellers and buyers. 2) Media richness. It is the knowledge of consumers about the product being promoted. Clear information provided to buyers as an overview of the product includes information about ingredients, benefits, composition, advantages and others. This serves to reduce the buyer's ambiguity and mistrust in the information provided. 3) Self-presentation. It is the ability of the product to follow a trend in controlling impressions to influence buyers. 4) Self-disclosure. It is the conformity of the information contained in advertisements on social media with the facts of the original product.

Lifestyle

Lifestyle is a pattern that shows how a person lives, how they spend money, and how they allocate their time. The lifestyle dimension is a consumer classification based on AIO activities, interests, and opinions (Mandey, 2009). According to Hawkins & Mothersbaugh (2013) lifestyle determinants such as demographics, subcultures, socioeconomic class, reasons, personality, emotions, values, family life cycle, culture, and previous experiences are factors that influence consumption and lifestyle. Then lifestyle will be reflected in activities, interests, likes and dislikes, attitudes, consumption, hopes, and feelings. Thus, this will affect consumer consumption and buying behavior in terms of where, with whom, how, when, and what. Lifestyle according to an economic perspective, is how a person distributes his income when setting a category of product or service types and other choices. In marketing, consumers who have similar lifestyles will automatically group themselves according to their interest in shopping and spending their free time (Suryani, 2013). Customers who have the same lifestyle will respond to marketing.

A field of study related to the measurement and categorization of consumer lifestyles, can be used to measure consumer lifestyles. AIO (activity, interest, and opinion) is a common acronym for psychographics in lifestyle measurement, which refers to the measurement of a customer's activity, interest, and opinion. The following is an overview of the lifestyle indicators used (Mandey, 2009): 1) Activities. Activities are the ways consumers spend time and money on activities they enjoy, such as hobbies, work, entertainment, social events, vacations, communities, club memberships, sports, and shopping. If she is someone who is fashionable and likes to shop, then she can be said to be someone who follows fashion trends. 2) Interests. Interests can take the form of preferences and priorities in a consumer's life. Interest is a consumer's personal factor that influences the decision-making process, such as being more interested in food, technology, media, community, and others. 3) Opinion. Opinion is the consumer's interpretation, expectation, and evaluation of consumers in responding to various life issues, including individual perspectives on maintaining their lifestyle and calculating the advantages or disadvantages of various choices. Opinions can be formed on a wide variety of current issues, including education, economics, politics, social issues, business, and culture.

Hypothesis

H1: Design has a positive effect on purchasing decisions for Muslim fashion products.

The more attractive the design of a product, the more it will be accepted by buyers because the design will become a characteristic of the product (Tahid & Yunia, 2007). Based on research by Handayani et al., (2020) product design have a positive and significant effect on consumer purchasing decisions.

H2: Brand image has a positive effect on purchasing decisions for Muslim fashion products.

The higher the brand image attached to the product, the greater its influence on consumer purchasing decisions. It is in line with the research results of Nuraeni & Hidayat (2022) which revealed that brand image has a positive and significant effect on purchasing decisions.

H3: Price has a positive effect on purchasing decisions for Muslim fashion products.

The more appropriate the price offered by the marketer, the greater the possibility for buyers to decide to purchase. Research conducted by Nasution et al., (2020) found that the price variable partially influences purchasing decisions.

H4: Product quality has a positive effect on purchasing decisions for Muslim fashion products.

The better the product quality, the more likely consumers to repurchases. Based on research by Fatimah (2020) product quality has a positive and significant effect on purchasing decisions.

H5: Social media has a positive influence on purchasing decisions for Muslim fashion products.

Reviews, photos and videos from social media will greatly influence consumer motivation in purchasing products. In line with research by Indriyani dan Suri (2020) social media has a positive and significant effect on consumer purchasing decisions

H6: Design has a positive effect on purchasing decisions for Muslim fashion products through lifestyle.

Fashion is not just about fulfilling needs, it has become a desire to fulfill the taste of the wearer. As Eco (2004) said, "I speak through my clothes" which means that fashion will show who the wearer is. Fashion can identify and judge someone through their clothing style. Fashion is not only about clothes and accessories but includes other functional things combined with sophisticated and unique design elements so that they can show or improve the wearer's appearance (Hendariningrum & Edy, 2008). Based on research by Hendariningrum dan Edy (2008) up to date, attractive product design that meets consumer desires, and the number of attractive designs on each product can increase purchasing decisions

H7: Brand image has a positive influence on purchasing decisions for Muslim fashion products through lifestyle.

According to Keller (2003) every brand has a soul, a special personality that is fundamental to being able to express and socialize that soul or personality in a form of advertising, or lifestyle and other marketing. Brand image is considered to play a significant role in building a lifestyle. Based on research by Ramadhani dan Nadya (2020) the brand image variable has a significant influence on Muslim clothing purchasing decisions.

H8: Price has a positive effect on purchasing decisions for Muslim fashion products through lifestyle.

Quality products at affordable prices will certainly have many fans. However, if it is related to lifestyle, this is related to brand image. A strong brand with high brand equity will be able to charge premium prices (Han et al., 2010). Sometimes high prices are important for brand prestige because status-seeking consumers will be motivated to impress others through the status encoded in the brand (Husic & Cicic, 2009). Superior quality, high price, exclusivity, high standards of perfection, and associations with wealth or success are some of the characteristics that represent status. Because customers are more willing to pay for the symbolic benefits or expressive value of a brand than for its functional value, valuation is largely based on consumers' assessments of brand value and material value (Netemeyer et al., 2004). Research conducted by Machrus & Marlena (2021) showed that price has a positive correlation with purchasing decisions, and lifestyle moderating variables strengthen the influence of price on purchasing decisions.

H9: Product quality has a positive effect on purchasing decisions for Muslim fashion products through lifestyle.

Consumer preferences have a significant influence because product quality must be assessed from the perspective of consumer perceptions of product quality. Product quality must be in accordance with the uses desired by consumers. Therefore, high-quality products can help customers make choices about what to buy.

H10: Social media has a positive influence on purchasing decisions for Muslim fashion products through lifestyle.

The impact of the development of social media has also changed people's lifestyles. The internet provides various facilities that make it very easy for users to access various information, making it easier for users with various facilities. The consumer lifestyle is increasingly encouraged by the development of technology and information, because of the convenience offered by social media in fulfilling buyers' consumption desires (Solihin, 2015). Consumers with a shopping lifestyle will focus on online product and service information and enjoy the online shopping process, so this has a positive impact on the influence of social media on their purchasing decisions (Apupianti et al., 2019).

III. RESEARCH METHODS

The type of this research was explanatory causality with a quantitative approach, in which this study used information and figures originating from information sources that are then described methodically, authentically, and precisely related to the reality of the information to get the latest illustrations related to the findings (Arikunto, 2002). Explanatory quantitative research will explain the relationships between variables that influence the research hypothesis. In this research, explanatory quantitative analysis was chosen to explain the influence of the relationship between variables that the researcher hypothesized.

The population in this study is all Muslim fashion users in Java, and the sampling method used was purposive sampling. According to Hair et al., (2011) determining the number of representative samples depends on the number of indicators multiplied by 5 to 10. Therefore, the number of samples in this study was 280. The criteria in this study were that respondents who live in Java, respondents aged 14 years and above, and have purchased one or more Muslim fashion products from the brands of Dian Pelangi, Suqma, Elzatta, Ria Miranda, Vanilla Hijab, Rabbani, Zoya, Monel, Heaven Light, and Shafira.

As for the reason of the researchers to choose the 10 brands were well known to the wider community in Indonesia, trendy, quality, and easy to reach. It is indicated by the brand having social media in the form of Instagram with more than 100 thousand followers. The brand is easy to reach by the public, namely by having an official website store and having the most user official stores in the three e-commerce (electronic commerce) users with the most in Indonesia, namely Shopee, Tokopedia and Lazada.

Table 1. Operational Definitions

Variable	Operational Definitions	Indicator
Design (X_1)	Design is a product feature that influences the appearance and use value for consumers who then determine the benefits of the product (Raven & Ferdinand, 2017)	1. Color variations: harmonious color combinations various color choices 2. Model variations: features, shape, fit, and style 3. Up to date: modern design impression (Raven & Ferdinand, 2017)
Brand Image (X_2)	Brand Image is a consumer's assessment of a brand in a market. This can be created based on personal experience or hearing about its reputation from other people or the media (Aaker, 2018).	1. Recognition: consumers' ability to remember or recognize a brand in their minds 2. Reputation: the quality level perceived by consumers because it is proven to have a good track record 3. Affinity: emotional relationship between consumers and a brand 4. Brand loyalty: consistent desire of customers with a strong commitment to continue purchasing from a brand in the future (Aaker, 2018)
Price (X_3)	Price is the total amount of value that buyers give up to get the benefits of owning a product in the form of goods or services (Kotler, 2007).	1. Affordability: the prices setting in accordance with customer purchasing power 2. Price match: the price aligns with the quality of the product. 3. Price competitiveness: cheaper than other brands 4. Perception of price and benefits: useful in changing the visualization/appearance to be better and more attractive (Kotler, 2007)

Product Quality (X₄)	Quality is the ability of a product to carry out its function which includes strength, durability, reliability, ease of packaging and repair and other characteristics (Tjiptono, 2008).	1. Durability: durable, not easy to tear, does not fade easily 2. Conformance: comfortable to use anywhere 3. Reliability: The quality of the product is in accordance with the specifications offered, the materials used are of good quality as expected 4. Serviceability: able to provide fast service in responding to buyer requests (Tjiptono, 2008)
Social Media (X₅)	Social media is a group of internet-based applications that build on the ideology and technology of Web 2.0 and that enable the creation and exchange of user-generated content. A site where anyone can create a personal web page which is then connected to other people to share information and communicate (Kaplan & Haenlein, 2010).	1. Social presence: the ease of interaction between sellers and buyers 2. Media richness: clarity of information regarding products including, ingredients, advantages, composition, benefits and others 3. Self presentation: the ability of a product to follow a trend in controlling impressions to influence buyers 4. Self disclosure: The accuracy of information in social media advertisements compared to the actual facts of the original product. (Kaplan & Haenlein, 2010)
Lifestyle (Z)	Lifestyle is a pattern that shows how someone lives, how they spend money and how they allocate their time (Mandey, 2009).	1. Activity: Consumers allocate their time and financial resources to various activities that interest them, including hobbies, work, entertainment, social events, holidays, community involvement, club membership, sports, and shopping. 2. Interest: manifest as preferences, passions, and priorities in consumers' lives, reflecting their inclinations towards specific areas such as food, technology, media, community, and more. 3. Opinion: people' interpretations, expectations and evaluations in response to various life issues, including an individual's perspective on maintaining their lifestyle and calculating the advantages or disadvantages of various choices. (Mandey, 2009)
Purchasing decisions (Y)	Consumer purchasing decisions are a consumer's final purchasing decision to purchase an item, either individual or household, for their consumption (Kotler & Keller, 2016).	1. Product selection: attractive and many alternatives, including size, style, quality 2. Brand selection: has distinctive and unique characteristics 3. Distribution selection: complete inventory of goods 4. Purchase time: buy at a certain time, discount or warehouse clearance 5. Purchase amount: Decisions regarding the quantity of goods to be purchased. 6. Payment method: use of cash, debit cards, and credit cards; including financial technology payment methods, and payment using advance booking systems. (Kotler & Keller, 2016)

The data collection technique used was in the form of primary data. Sources of data obtained from primary information obtained through questionnaires distributed to respondents through electronic questionnaires. It was obtained according to the conditions, circumstances and feelings experienced by the respondents' answers. The questionnaire used Google Forms media and was distributed through social media, which was delivered directly to the respondents. The instrument in this research used a Likert scale.

The SEM-PLS (Structural Equation Modeling-Partial Least Square) was used to analyze the data using the SmartPLS 3.0 program as an estimation tool. The SEM analysis method with the SEM-PLS approach consists of testing the outer model, inner model, and hypothesis testing (Ghazali, 2011).

The first analyzed was the evaluation of the outer model. It is a measurement model to assess the validity and reliability of the model. Tests of the outer model include: convergent validity, discriminant validity, and composite reliability. Then, the inner model was assessed. It is a model that predicts the relationship between latent variables. The inner model was evaluated using R-squared (R2), Q-square model fit test, and finally the path coefficient or hypothesis test.
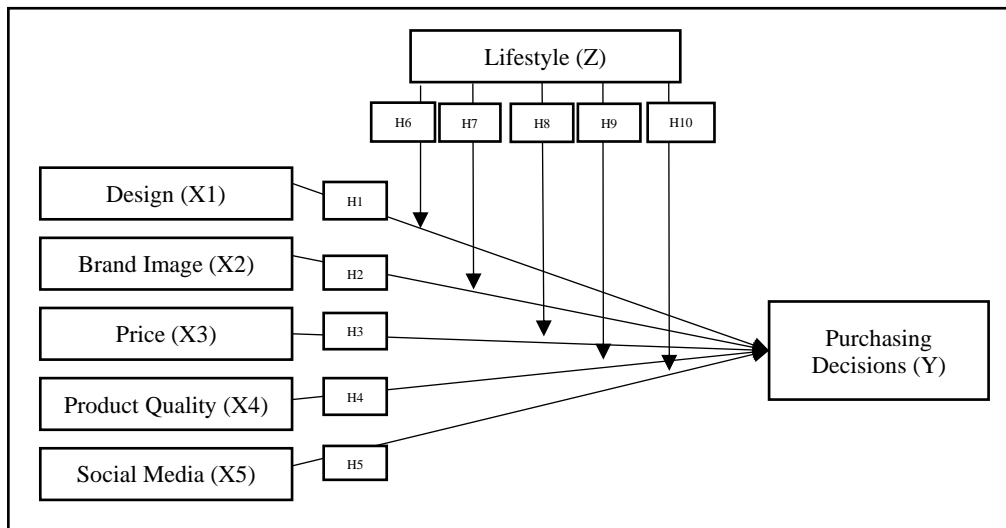

Figure 1. Empirical Model

IV. RESULTS AND DISCUSSION
Results

Reflective model research used Structural Equation Modeling (SEM) analysis with Partial Least Square (SEM-PLS) approach which consists of an outer model, an inner model and hypothesis testing.
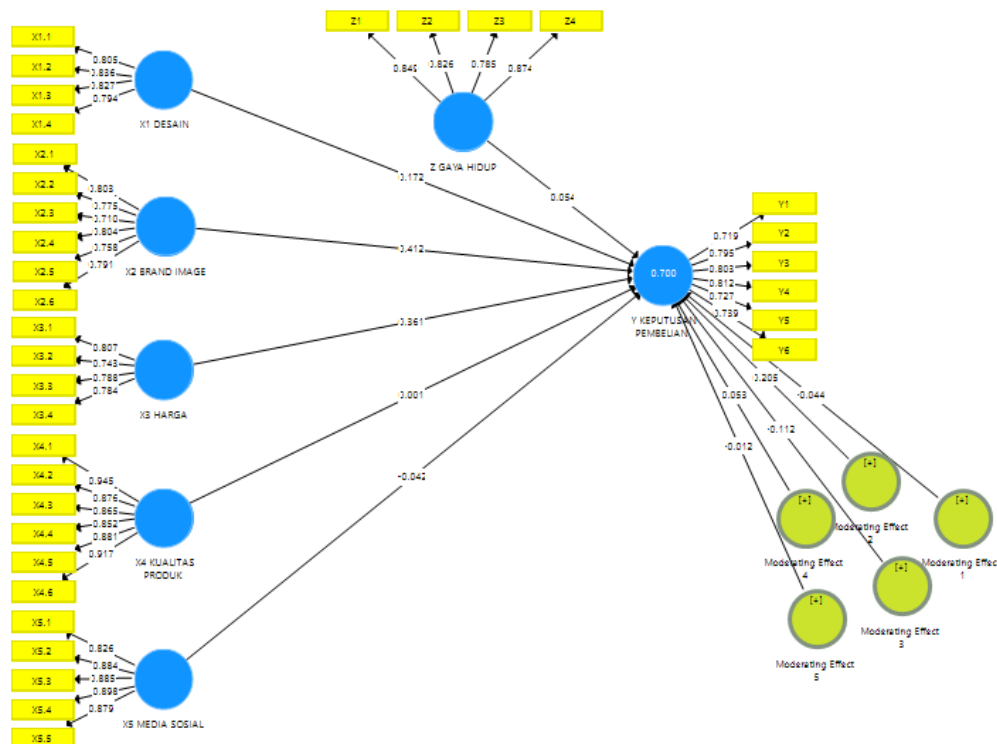

Figure 2. Structural model

Convergent validity is a test to determine the validity of each relationship between indicators and variables. This recent study used limit loading factor above 0.7. it shows that all indicators meet the requirements for convergent validity, the construct loading value is more than 0.70, it means that all variables have good convergent validity.

Table 2. Outer Loading

Variabel	Code	Loadings
Design (X1)	X1.1	0.805
	X1.2	0.836
	X1.3	0.827
	X1.4	0.794
Brand Image (X2)	X2.1	0.803
	X2.2	0.775
	X2.3	0.710
	X2.4	0.804
	X2.5	0.758
	X2.6	0.791
Price (X3)	X3.1	0.807
	X3.2	0.743
	X3.3	0.788
	X3.4	0.784
Product quality (X4)	X4.1	0.945
	X4.2	0.876
	X4.3	0.865
	X4.4	0.852
	X4.5	0.881
	X4.6	0.917
Media Sosial (X5)	X5.1	0.826
	X5.2	0.884
	X5.3	0.885
	X5.4	0.898
	X5.5	0.879
Lifestyle (Z)	Z1	0.849
	Z2	0.826
	Z3	0.785
	Z4	0.874
Purchasing Decisions (Y)	Y1	0.719
	Y2	0.795
	Y3	0.803
	Y4	0.812
	Y5	0.727
	Y6	0.739

Discriminant validity testing was used to find out whether a construct indicator has a correlation between other construct indicators. If the correlation of the construct with the measurement item is greater than the correlation of the size of the other constructs, this indicates that the underlying construct predicts block size better than other block sizes. A loading factor value above shows that 0.05 to 0.60 is considered sufficient.

Table 3. Composite Reliability and AVE

Variable	Cronbach's Alpha	Composite Realibility	AVE
X1	0.832	0.888	0.665
X2	0.866	0.900	0.599
X3	0.786	0.862	0.609
X4	0.957	0.958	0.792
X5	0.924	0.942	0.766
Z	0.855	0.901	0.696
Y	0.859	0.895	0.588

Composite reliability, the test was used to see the output of view latent variable coefficients. Composite reliability and Cronbach's alpha can be said to be valid and reliable must have a value above 0.70 and the Average Variance Extracted (AVE) value must be at least 0.50. Based on the table, the composite reliability and Cronbach's alpha values of all variables were greater than 0.70 and the AVE value is greater than 0.50. So it can be concluded that all of them are valid and reliable so they can be used for further analysis.

The structural model (inner model) was a model that predicts the relationship between latent variables. The structural model in PLS was evaluated using the R-Squared (R2), Q-Square and path coefficient model fit tests. The coefficients of determination are R-Square (R2) and Q-Square for analysis tests.

R-Square (R2) is a measure of the accuracy of the prediction model and is calculated as the correlation between the actual endogenous construct and the predicted values. As a rules of thumb the R2 value is 0.75 for substantial or categorized as strong. Then, 0.50 for moderate or shows a moderate model and 0.25 categorized as weak. It is shows that the R-square (R2) of the purchase decision was 0.700. Therefore, it is classified as the moderate, because it was greater than 0.50 and less than 0.75. So, it interpreted that the independent variables: design, brand image, price, product quality and social media simultaneously influenced purchasing decisions by 70% and the remaining 30% were influenced by other variables not tested in this study. The Q-Square (Q2) can be used to measure how well the model produces observation and estimation parameters. The Q-square > 0 indicates that the model has a good predictive correlation (Latan & Ghozali, 2015). The formula for Q-Square (Q2) is $Q^2 = 1 - (1 - R^2$ purchase decisions) $= 0, 700$.

Table 4. R-Square (R2)

	R-Square	R-Square Adjusted
Purchasing Decisions	0.700	0.687

The hypothesis was tested by using the Smart PLS boothstrapping resampling method. Testing the significance value of accepting the hypothesis can be seen from the original sample values, T-statistics and P-values between the independent variables and the dependent variable in the Path Coefficient table at the SmartPLS output. The original sample was used to determine the effect of the direction of the relationship between constructs has positive or negative effects. The T-statistic was used to measure the significance level of the hypothesis, the T-statistic value was greater than 1.96. P-value was used to measure the significance level of the hypothesis at different levels of significance, the P-value was less than 0.05. T-statistics and p-values are jointly used to determine the level of significance between variables. The hypothesis is accepted if the calculated T value (T-statistics) > T-table or (p values <0.05). The hypothesis is rejected if the T-count <T-table.

Table 5. Path Coefficients (Direct Effect)

	Original Sample	T Statistics	P Value
Design → Purchasing Decisions	0.172	3.277	**0.001**
Brand Image → Purchasing Decisions	0.412	6.716	**0.000**
Price → Purchasing Decisions	0.361	6.518	**0.000**
Product quality → Purchasing Decisions	0.001	0.025	**0.980**
Social Media → Purchasing Decisions	-0.042	1.279	**0.201**

The original sample of design, brand image and price variables on purchasing decisions for Muslim fashion products and the T-statistic value was > 1.96 (5% significance level) and the p-value was <0.05, so the test are significant. Therefore, design, brand image and price are accepted. While, the original sample of product quality and social media variables on purchasing decisions for Muslim fashion products shows that the value was <1.96 (5% significance level) and a p-value was > 0.05, so the test results are not significant. Product quality and social media variables have no effect on purchasing decisions. Therefore, product quality and social media are rejected.

Table 6. Path Coefficients (Indirect Effect)

	Original Sample	T Statistic	P Value
Design→Lifestyle → Purchasing Decisions	-0.044	0.854	**0.394**
Brand Image→ Lifestyle → Purchasing Decisions	0.205	3.143	**0.002**
Price → Lifestyle →Purchasing Decisions	-0.112	1.537	**0.125**
Product quality → Lifestyle →Purchasing Decisions	0.053	1.280	**0.201**
Social Media → Lifestyle → Purchasing Decisions	-0.012	0.330	**0.742**

The path coefficient or original sample of the design variable on the decision to purchase Muslim fashion products through lifestyle was -0.044 with a T-statistic value of 0.854 where the value was <1.96 (5% significance level) and the p-value was 0.394 where the value was > 0.05. It can be concluded that the test results are not significant, design has a negative influence on purchase intentions through lifestyle. Therefore, hypothesis 6 is rejected.

The original sample of the brand image variable on purchasing decisions for Muslim fashion products through lifestyle was 0.205 with a T-Statistics value of 3.143 where the value was >1.96 (5% significance level) and the p-value was 0.002 where the value was <0.05 . It can be concluded that the test results are significant. Brand image moderated by lifestyle influences purchasing decisions. Therefore, hypothesis 7 is accepted.

The original sample of the price variable on purchasing decisions for Muslim fashion products

through lifestyle was -0.112 with a T-statistic value of 1.537 where the value was <1.96 (5% significance level) and the p-value was 0.125 where the value was >0.05 . It can be concluded that the test results are not significant, price has a negative influence on purchase intentions through lifestyle. Therefore, hypothesis 8 is rejected.

The original sample of the product quality variable on purchasing decisions for Muslim fashion products through lifestyle was 0.053 with a T-statistic value of 1.280 where the value was <1.96 (5% significance level) and the p-value was 0.201 where the value was >0.05 . So it can be concluded that the test results are not significant. Moderation of lifestlye in product quality has no effect on purchasing decisions. Therefore, hypothesis 9 is rejected.

The original sample of social media variables on purchasing decisions for Muslim fashion products through lifestyle was -0.012 with a T-statistic value of 0.330 where the value was <1.96 (5% significance level) and the p-value was 0.742 where the value was >0, 05. So it can be concluded that the test results are not significant, social media has a negative influence on purchase intentions through lifestyle. Therefore, hypothesis 10 is rejected.

Discussion

Design influences purchasing decisions for Muslim fashion products.

Based on the results of data processing, it is known that design variables have a positive and significant effect on the purchase decisions of Muslim fashion products. It means that an attractive design will increase consumer decisions to purchase Muslim fashion products. This research is consistent with the findings of research by Darman & Sofia (2021) and Adabi (2022) which stated that the better the design of a product, the more consumers will make purchasing decisions for it. Products that have modern, attractive and unique designs with contemporary color trends that appear luxurious and trendy can attract consumer interest. In line with the results of the respondents' answers that 90% of the respondents bought Muslim fashion products because they had matching color combinations, 93.9% of the respondents bought Muslim fashion products because they had a variety of colors. Handayani et al., (2020) said that the impact of a product's design on purchase decisions is due to the existence of an attractive product design, many attractive designs on each product, and consumer tastes. This is also consistent with the results of the respondents' answers, 88.5% of the respondents bought Muslim fashion products because they had a variety of models and 87.5% bought Muslim fashion products because they had the impression of a modern or up-to-date design.

According to Raven & Ferdinand (2017) onsumers associate attractive product designs with a positive brand image, which convinces them to purchase the brand's product. In this study, the five brands with the highest percentage of respondents' choices are Rabbani, Elzatta, Zoya, Vanilla Hijab, and Dian Pelangi. As described, the brand has a unique design with a variety of color choices according to consumer trends and tastes, as well as very different models. Each consumer has different behaviors according to their attractiveness and interests (Kotler & Armstrong, 2015). Therefore, creating a variety of the latest models with different color variations that have high aesthetic and artistic value according to the latest fashion developments will really attract consumers to buy a Muslim fashion brand.

Brand image has a positive and significant effect on purchasing decisions for Muslim fashion products. It is in line with the findings of Adabi (2022); Ramadhani & Nadya (2020); Narayana & Rahanatha (2020) who stated that the better the brand image and also has its own characteristics, the more it will stimulate consumer purchases. A good brand is one that is able to make consumers know and remember the brand name in their minds and get recognition from the public. Public recognition and reputation are considered far more profitable than continuous advertising to get consumers to buy a brand. This is in line with the results of the respondents' answers. 87.1% of the respondents chose to buy Muslim fashion product brands because these brands were already known by many people. Then, 80.7% of the respondents chose to buy Muslim fashion product brands because these brands have a good reputation in the community.

Consumers have the possibility of different responses to brand image. However, when they make purchase decisions, consumers tend to buy familiar brands because they feel and think that products with popular brands are likely to be reliable and the quality can be accounted for or show a certain level (Dinawan, 2010). It is because popular brands will provide more complete information. The brand is also related to the manufacturer's promise to provide benefits and features for the product. So that buyers can easily distinguish the characteristics of the product and also promote consumer convenience in using a product. According to the respondents' answers, 91% of them felt confident

when wearing Muslim fashion product brands, then 92.1% of the respondents bought Muslim fashion brands because these brands were able to provide good service to their customers.

he stronger the brand image in the consumer's mind, the more confident the consumer is to remain loyal to the brand even if the price changes. According to the respondents' answers, 75.3% said that they would still choose certain branded fashion products even if there were price changes. A good brand image can also encourage customers to talk about the brand and recommend it to other customers (Rageh & Spinelli, 2012). It is in accordance with the respondents' answers, 85% of respondents would recommend this fashion brand to other people. It is also in accordance with the theory one of the factors that influence consumer behavior is psychological. People acquire beliefs and attitudes through their learning activities and processes, which in turn influence their buying behavior. Consumers' thoughts, behaviors and feelings are influenced by various components of their environment. Trust can be in the form of knowledge and opinion, and this belief will shape product and brand images (Kotler & Armstrong, 2015).

Price influences purchasing decisions for Muslim fashion products.

Price can be said to be very relative. It is strongly influenced by the consumer's behavior in evaluating and judging the price of a product. For the evaluation of product prices to be said to be expensive, cheap or normal, it varies for each individual consumer depending on their perceptions based on their living environment and individual conditions (Zulaicha & Irawati, 2016). This study is in line with the findings of Mahodim et al., (2021) and Anggraini et al., (2020) which state that the more appropriate the price offered by the marketer, the greater the possibility that the buyer will make a purchase decision. Although many factors other than price have increasingly played an important role in consumer purchasing decisions. However, price is still one of the most important elements in determining market share and profitability (Bimantara et al., 2022). If the price is too high, buyers will look for alternatives to similar products of the same quality at a lower price. According to the respondents' answers, 76% of the respondents chose to buy Muslim fashion product brands because of the affordable price variants. This shows that consumers make purchasing decisions based on prices that are quite affordable and in line with the capabilities of the product. This proves that the cheaper and more affordable a product is, the more likely it is to increase purchase decisions. In accordance with the respondents' answers, 59.2% of the respondents bought Muslim fashion brands because fashion prices were cheaper than other brands, the more competitive the price, the more it will increase the purchasing decision to buy the brand's product. This supports the concept of competitive pricing, which states that marketers position their products as superior to others by considering the purchasing power of customers and the competitiveness of other competitors (Kotler & Keller, 2016). To make a purchase decision, buyers usually compare the prices of a product.

Consumers will consider affordable product prices according to the quality and type of product they buy. According to the results of the responses, 95.3% of the respondents said that they choose to buy Muslim fashion brands because of the quality of their products. This means that the more reasonable the price of a fashion product brand, the higher the purchase decision. Price is often used as an indicator of value when it is associated with the perceived benefits of the product. Value is defined as the relationship between perceived benefits and price (Kodu, 2013). When the benefits perceived by consumers increase at a certain price point, purchasing decisions will also increase. According to the respondents' answers, 86% of respondents stated that they bought fashion product brands because they were useful for changing their visualization or appearance to be better and more attractive.

Personal factors greatly influence consumer behavior in determining their purchasing decisions. The economic situation and their job greatly affect the product they buy. Producers must identify the groups that have a high interest in the products and services offered (Kotler & Armstrong, 2015). In this study 5 brands with the highest percentage of respondents' choices, namely Rabbani, Elzatta, Zoya, Vanilla Hijab, and Dian Pelangi. It is because these brands carry the theme of prices that can be reached by various elements of society with different incomes. In accordance with the background of the respondents of this study, most of them were still students or other types of work besides civil servants, self-employed, and self-employed people with incomes of Rp. 1,000,000 and Rp. 2,000,001–3,000,000 per month.

Product quality influences purchasing decisions for Muslim fashion products.

The results of the study showed that product quality has no effect on purchasing decisions. This is in line with the findings of Nasution et al. (2020) and Supriyadi et al. (2017) that product quality has no significant relationship with consumers' purchasing decisions. This is due to the fact that

the majority of the respondents in this study were female students or students between the ages of 14 and 30, who were still relatively young, so they tended to prioritize trends over product quality. For younger shoppers, the first thing they see is an attractive and trendy design, and then the quality of the product comes after that. They will prefer to buy trendy fashion even if the quality offered is lacking, as long as the price is cheap. Therefore, this statement does not agree with Sutisna (2002) who said that the buyer's understanding of the quality of a product can be used as the basis for the consumer's purchase decision process. In the end, consumers will buy products according to their capabilities because it cannot be denied that product with good quality will usually be more expensive.

Another factor is the strength of the brand image so that it creates consumer loyalty. It is evidenced by the answers of the respondents 72.5% agree that they are more interested in buying fashion brand products (Dian Pelangi, Elzatta, Suqma, Vanilla Hijab, Ria Miranda, Zoya, Rabbani, Shafira, Heaven Lights, and Monel) than other fashion brands' products. Fanatical consumers will show deep love for the brand and will remain loyal even though the brand's performance is not good (Hofman, 2000). It is proved by the answers of some respondents, they disagree that the fashion brand products they bought were made of materials that did not tear easily after frequent wearing. Then, some of them also disagree that the fashion brand products they buy are durable and do not fade easily when washed, and they disagree with the statement that the fashion brand products they buy are comfortable to wear anywhere. Brand loyal consumers will continue to buy the product even if the quality does not meet the advertised specifications and the materials used do not meet expectations.

Social media influences purchasing decisions for Muslim fashion products.

In this study, the authors examine whether or not the use of social media has any effect on consumer purchasing decisions for Muslim fashion product brands. The finding is that social media has no effect on product purchase decisions. This is consistent with the findings of Khoiro et al. (2019), who found that social media has no significant effect on consumer purchasing decisions. This is because some respondents feel that social media does not provide clear information about the product being promoted. According to the respondents' answers, 50.7% disagreed with the statement of the brand they purchased that provided clear information about the product through social media. Therefore, consumers doubt that promotions carried out on social media are in line with the facts of the product being promoted. According to the 49.6% of respondents who disagreed that the promotional information posted on social media by the brands of fashion products they bought was in line with the facts of the products being sold.

Another reason is that respondents feel that social media does not make it easier for them to communicate and get information about the products they want to buy. This is in line with the fact that 51% of respondents disagreed with the statement that social media makes it easier for them to communicate with sellers of the fashion brands they want to buy. As many as 52.1% of them disagreed that social media makes it easier for them to get information about the products they want to buy. In addition, some respondents felt that the fashion brands they buy from do not always update their social media models according to the latest fashions. Although promotion is an aspect that determines the success of a marketing program to inform consumers about a product (Tjiptono, 2008). According to the results of this study, it can be concluded that promotions carried out by Muslim fashion product brands have not fully attracted the attention of consumers and do not influence their purchasing decisions. Therefore, unique, creative, and interesting promotions are needed to increase consumer purchases. The more detailed information about a product, the more attractive it will be to the consumers.

Design influences purchasing decisions for Muslim fashion products through lifestyle.

Product design is the value contained in a product in the form of a distinctive and attractive appearance such that it is differentiated from other similar products (Kotler & Keller, 2016). However, the results of this study showed that design moderated by lifestyle did not influence consumers' purchase decisions. Although the respondents agree that product design can directly influence their purchasing decisions, in reality, they do not really understand design concepts and trendy models. This is evidenced by the activity indicator on the lifestyle variable, where 45% of respondents indicated that they do not follow the latest fashion trends.

Consumers only see the brand of the product so they trust the fashion brand they buy regardless of the design. It is because the Muslim fashion brands they buy (Dian Pelangi, Elzatta, Suqma, Vanilla Hijab, Ria Miranda, Zoya, Rabbani, Shafira, heaven lights and Monel) are brands that produce good designs following the latest fashion developments. Consumers believe that buying these fashion brands represents a good model or design. Indirectly, this also shows the strength of a brand image to influence

the buyer's perspective. Therefore, this research is in line with the findings of Ariella (2018) that design has a negative impact on purchase intention through lifestyle. It can be concluded that different color variations, harmonious color combinations, different models, and the impression of modern and up-to-date design cannot influence consumers' purchase decisions moderated by lifestyle.

Brand image influences purchasing decisions for Muslim fashion products through lifestyle.

The results of data processing show that the original sample value of the brand image on the decision to purchase Muslim fashion products through lifestyle was 0.205 with a T-Statistics value of 3.143 where the value was >1.96 (5% significance level) and the p-value was 0.002 where the value was <0.05. Thus, it can be concluded that lifestyle enhances the influence of brand image on consumers' purchase decisions for Muslim fashion products. Every brand has a soul, the special personality that is fundamental to express or socialize it in the form of advertising or lifestyle (Keller, 2003). Brand image plays a very important role in building a lifestyle. It has an impact on consumer purchasing decisions to fulfill their lifestyle. Consumers often use branded products to strengthen their distinctive personal image. They want to express their attractive appearance, because through this attitude of self-expression it will help them to express their attitudes, beliefs and values (Katz, 1960). Customers choose a brand as a form of self-statement to communicate their personality or lifestyle. It is in accordance with the statement of respondents that they agree that wearing clothes from Muslim fashion brands that they buy can show their image to the surrounding environment.

Certainly, brands can serve as symbols of social status and group membership. This association can reinforce a consumer's social image, as individuals often adjust their behavior to conform to their social environment. The use of branded goods is often driven by the desire to improve one's appearance, not only in the eyes of others, but also to maintain and strengthen social relationships. Someone with a high self-expressive attitude will prefer to buy branded goods because they tend to maximize the consistency of the products they consume with their belief in their intrinsic value (Yatma, 2018). It will make someone want to buy branded goods even at a higher price. This finding is in line with research by Shahrussiyam and Listiani (2020). It showed that brand image is able to influence or play a role in building lifestyle. In conclusion, the higher the brand image of a product that is reinforced by lifestyle, the more it will increase consumers' purchasing decisions.

Price influences purchasing decisions for Muslim fashion products through lifestyle.

It was known that based on the results of data processing, the original sample of the price on the decision to purchase Muslim fashion products through lifestyle was -0.112 with a T-Statistics value of 1.537 where the value was <1.96 (5% significance level) and the p-value was 0.125 where This value was >0.05. Therefore, it can be concluded that lifestyle does not increase the influence of price on consumers' purchase decisions for Muslim fashion products.This finding contradicts the research conducted by Machrus & Marlena (2021) and Fikri et al., (2020) which indicated that lifestyle moderation has the potential to increase the influence of price on consumers' purchase decisions. Although the previous research used exactly the same variables, it produced different results from this research. It may be a new finding that price is a very inconsistent variable in influencing consumer purchasing decisions. Price evaluation depends on the character of consumers in making purchases, whether they have the ability to make purchases or not. Buyers may need or want a product, but if their purchasing power does not allow it, they will switch to a product with a lower price (Kotler & Armstrong, 2015).

The more reasonable the price offered, the higher the consumer's purchase decision, but price is often related to another aspect. Sometimes, high or low prices are not important to consumers if they are in line with the perceived benefits and convenience of using a product. For example, only 31.4% of respondents believe that high prices are a sign of high quality. On the other hand, this high price may differentiate middle-income buyers and differentiated users of branded goods from the general group. Buyers with high self-monitoring are willing to pay more to obtain branded goods that they believe can convey their desired self-image, thus enabling them to gain or maintain social approval (Yatma, 2018). In this study, affordable prices, prices commensurate with quality, prices cheaper than other brands and product prices that match the benefits cannot influence consumer purchasing decisions which moderated by lifestyle. This happens because of the role of a strong brand image in a high self-monitoring personal lifestyle.

Product quality influences purchasing decisions for Muslim fashion products through lifestyle.

Based on the results of data processing, the path coefficient of the product quality variable on the decision to purchase Muslim fashion products through lifestyle was 0.053 with a T-Statistics value of 1.280 where the value was <1.96 (5% significance level) and the p-value was 0.201 where

this value was >0.05. So it can be concluded that lifestyle does not strengthen the influence of product quality on purchasing decisions. Consumers can assess whether an item will be useful according to its benefits or not for themselves. Consumers will be encouraged to own goods if they feel there are benefits from the product they want. However, for consumers who have a shopping lifestyle, shopping is not only to fulfill their needs but has become a lifestyle activity or a possibility to fulfill their psychological needs and be able to demonstrate their social status.

Consumers' positive emotions can be enhanced when there are supportive environmental factors, such as interest in items or sales promotions. Consumers with positive emotions will be more likely to purchase. Product involvement can evoke emotions in consumers. As noted by Watson & Tellegen (1985) when shoppers are in a store or mall, their emotions can influence their purchase intentions, which in turn influence their perceptions of quality, value, and satisfaction. Affect and mood are two important emotions that influence how consumers make decisions.

Social media influences purchasing decisions for Muslim fashion products through lifestyle.

The path coefficient value of the social media variable on the decision to purchase Muslim fashion products through lifestyle was -0.012 with a T-Statistics value of 0.330 where the value was <1.96 (5% significance level) and the p-value was 0.742 where the value was > 0.05. Therefore, it can be concluded that lifestyle does not increase the influence of social media on purchase decisions. Consumers' lifestyles are increasingly supported by the development of social media because of the convenience it provides in satisfying consumers' consumption desires. To support lifestyles, social media often injects images of appearance, either through public figures or others. Advertising represents a lifestyle by instilling the importance of a good self-image when appearing in public. Advertising is also beginning to influence consumer preferences (Hendariningrum & Edy, 2008). However, in contrast to the findings of this research, social media moderated by lifestyle has no effect on consumer purchasing decisions. This is evidenced by the results of the respondents' answers, where 36% disagreed with the statement that commercial advertising really influences their decision to buy a product.

In this research, as explained in the discussion of hypothesis 5, 51% of respondents did not feel that social media made it easier for them to communicate with sellers. As many as 52.1% of respondents felt that social media did not make it easier for them to get the product information they wanted. In addition, 49.6% of respondents felt that the fashion brands they buy from do not always update their models with the latest fashions, and 50.7% of respondents felt that social media does not provide clear information about products. As a result, 49.6% of respondents doubted that the advertising information published on social media matched the facts of the product being sold.

his research is consistent with the findings of Tjhin and Aini (2019), who also show that social media use does not influence purchasing decisions for fashion products. This suggests that although people use social media to connect with friends and family, they do not believe that messages from brands and companies influence their purchasing habits. So, social sites are not a factor in consumers' decision making, even though they follow brands they like on social media. This suggests that a brand needs to engage consumers or customers in a harmonious way, not only online but also offline. A Gallup survey shows that 56% of shoppers base their purchase decisions on in-store displays and 7% base their decisions on social media content (Beck, 2014).

V. CONCLUSION

The purpose of this study was to determine the factors that influence consumers' purchase decisions for Muslim fashion products moderated by lifestyle variables. According to the results of the study, the variables of design, brand image, and price have a positive and significant effect on purchase decisions, while the variables of product quality and social media have a negative and insignificant effect on purchase decisions through lifestyle. The brand image variable has a positive and significant effect on purchase decisions via lifestyle. This means that lifestyle reinforces the influence of brand image on consumers' purchase decisions for Muslim fashion products, while design, price, product quality, and social media have a negative and insignificant effect on purchase decisions through lifestyle.

The novelty of this study was the additional variables, including design, brand image, product quality, and social media as independent variables. In addition, this research was conducted on ten well-known Muslim fashion brands in Indonesia. Although some previous research used exactly the same variables, that is, price influences purchase decisions through lifestyle. But it produced different results

from this research. It may indicate new knowledge that price is a very inconsistent variable in influencing consumer purchasing decisions. Price evaluation depends on the character of consumers in making purchases. Price is often related to other aspects. Sometimes, expensive or cheap prices are not important for consumers if they are in line with the perceived benefits and comfort of using a product. Furthermore, the finding of brand image on purchase decisions through lifestyle moderation produce a positive effect that lifestyle strengthens the influence of brand image on consumer purchase decisions for Muslim fashion products. What is this moderation variable has never been explored by previous researchers.

Therefore, it can be a source of information for developing business strategies as well as recommendations to improve product sales performance. It is a means to increase knowledge and experience so that it can become a basis for building a Muslim fashion business that the public is interested in. Muslim fashion producers need to increase creative promotions on social media. Promotion can be authentic because consumers are more likely to listen and respond to companies that seem genuine and interesting. Companies should focus on creating a more open dialog with consumers. Manufacturers need to be more responsive and available to answer questions, complaints and criticism. This research has certain limitations. This research focused exclusively on design, brand image, price, product quality, and social media to measure consumer purchase decisions; additional variables could be included to increase the comprehensiveness of future research. In addition, this research uses only one moderating variable with SEM-PLS analysis using Smart PLS 3.0. The weakness of PLS testing is that it emphasizes predictive analysis rather than explanatory analysis. Future research could overcome these limitations by introducing more moderating variables or using alternative tests, such as adding mediating and intervening variables and using different analysis methods. In addition, this research sampled only people who live in Java, resulting in a somewhat limited diversity in the sample. Expanding the scope of the research to include participants from all over Indonesia in future studies would contribute to a more representative and diverse sample.

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