



The Influence of Islamic Branding, Religiosity, and Fashion Trends on Islamic Fashion Purchase Decisions

A'rasy Fahrullah ^{1*}, Fina Lailiz Zulfa ², Moch . Khoirul Anwar ³,
Ahmad Ajib Ridlwan ⁴, Ach. Yasin ⁵

^{1,2,3,4,5} Department of Islamic Economics, Faculty of Economics and Business, Universitas Negeri Surabaya, Indonesia

* Corresponding author: arasyfahrullah@unesa.ac.id

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ABSTRACT

This study aims to investigate the influence of Islamic branding, religiosity, and fashion trends on the purchasing decisions of Islamic fashion among students in Surabaya. The research employs a quantitative approach with multiple linear regression analysis techniques. Primary data was collected through questionnaire distribution. The research sample consisted of 100 randomly selected respondents based on specific criteria using purposive sampling techniques. The results indicate that Islamic branding and fashion trends partially influence the purchasing decisions of Islamic fashion, while religiosity does not have a partial effect on purchasing decisions. The coefficient of determination testing results show that Islamic branding, religiosity, and fashion trends collectively account for 50.2% of the variance in purchasing decisions for Islamic fashion. This study can provide insights for businesses to develop more effective marketing strategies. These findings underscore the importance of additional factors such as product quality, lifestyle, price, and the role of celebrities and influencers in future research.

Keywords: islamic branding, religiosity, fashion trends, purchasing decisions, islamic fashion

INTRODUCTION

The Muslim population is one of the fastest growing in the world. With an ever-increasing growth rate, projections show that by 2030, the worldwide Muslim population will be double that of non-Muslims, at around 2.2 billion people, equivalent to 26.4% of the world's total population.¹ Indonesia is declared the country with the largest Muslim population in the world, there are around 231 million Muslims which is 86.7% of Indonesia's population and 13% of the world's Muslim population.² Cooperation between the Muslim community in the archipelago is constructed through six concepts, namely (1) adat; (2) social

¹ R.A. Tschannen, "The Future of the Global Muslim Population. The Muslim Times." (2020).

² World Population Review, "Muslim Population by Country 2023" (2023).

capital; (3) oral agreement; (4) profit sharing; (5) 'urf; (6) sharia compliance; and (7) muamalah fiqh contracts.³ With a significant estimated growth in the Muslim population, there are huge growth opportunities for businesses around the world, including fashion businesses.⁴

Fashion is a reflection of the beauty, creativity and ever-evolving lifestyle of modern society. Fashion is an inseparable element of human life and an important part of one of the basic needs.⁵ At the moment, Fashion is no longer just a wrap or decoration for the body, but also reflects a person's personality. Appearance style will be a person's assessment by other people. On the other hand, fashion can also be used as a way to express one's self.⁶ Islamic fashion is currently gaining popularity among Muslim women as more and more women are becoming fashion conscious.⁷ Wearing Islamic fashion products as part of their fashion style reflects the urge of many women to unite religious values with models that match their beliefs. Many things influence a person's dressing style, one of which is fashion trends.⁸

The fashion trend that has evolved uses designs that combine contemporary styles with Islamic values, giving Muslim women the opportunity to express themselves elegantly while remaining compliant with Sharia law. Modern Muslim women can easily follow the latest global trends, this is due to the ease of accessing information.⁹ In recent decades, Islamic fashion has increased and spread in various non-Muslim countries.¹⁰ This has opened doors of opportunity throughout the world for fashion industry players to profit from the growing modest fashion trend.¹¹ Fashion market modesty developed along with the emergence of the Islamic fashion trend. This development is driven by

³ AM Hafidz Mashum et al., "Nusantara Syariah Economy (Construction of Economic Cooperation between the Indonesian Muslim Community)," *IQTISHODUNA: Jurnal Ekonomi Islam* 9, no. 2 (2020): 197.

⁴ Dalia Abdelrahman Farrag and Mohammed Hassan, "The Influence of Religiosity on Egyptian Muslim Youths' Attitude towards Fashion," *Journal of Islamic Marketing* 6, no. 1 (2015): 95-108.

⁵ Rana M. Zaki and Reham I. Elseidi, "Religiosity and Purchase Intention: An Islamic Apparel Brand Personality Perspective," *Journal of Islamic Marketing* (2023).

⁶ Muridan, "Fashion Phenomenon in the Battle for Muslim Women's Identity (Fashion Communication Study of Iain Purwokerto Student in the Use of Muslim Women's Clothing as a Social and Sexual Identity)," *Yinyang: Journal of Islamic Gender and Child Studies* 13, no. 2 (2018): 258-307.

⁷ Siti Hasnah Hassan and Husna Ara, "Thematic Analysis of Hijab Fashion from Muslim Clothing Retailers Perspective," *Journal of Islamic Marketing* 13, no. 11 (2022): 2462-2479.

⁸ Zaki and Elseidi, "Religiosity and Purchase Intention: An Islamic Apparel Brand Personality Perspective."

⁹ Siti Hasnah Hassan and Harmimi Harun, "Factors Influencing Fashion Consciousness in Hijab Fashion Consumption among Hijabistas," *Journal of Islamic Marketing* 7, no. 4 (2016): 476-494.

¹⁰ H. Hass, B.S., and Lutek, "Fashion and Faith: Islamic Dress and Identity in The Netherlands. Religions" 10, no. 6 (2019): 356.

¹¹ Hassan and Ara, "Thematic Analysis of Hijab Fashion from Muslim Clothing Retailers Perspective."

Islamic fashion consumers who are increasingly interested in trends and looking for brands that understand cultural elements.¹²

fashion styles depend on the culture and personal preferences of the wearer, but the underlying belief structure is Islamic culture.¹³ With economic development and globalization, people are bolder in showing their religious and cultural identity.¹⁴ The Islamic fashion industry is faced with the challenge of adapting products to trend standards and inclusiveness without losing the essence and values of Islamic fashion.¹⁵ This is because religious people have religious beliefs and practices in their lives. Religion plays an important role in Islamic fashion, which means that the fashion worn must comply with religious rules.¹⁶

Fashion in Islamic culture is regulated by certain standards known as the concept of covering the intimate parts.¹⁷ A Muslim's obligation to cover one's private parts is an important aspect of the practice of the Islamic religion. Aurat refers to the parts of the body that a Muslim should cover, especially when interacting with people who are not their mahram. The book *al-Umm* explains that the boundaries of a Muslim woman's private parts are her entire body except the face and palms.¹⁸ Muslims are expected to adhere to Islamic teachings both internally and externally, so Islam sets standards of dress for women.¹⁹

A person who is committed to carrying out the religious teachings he believes in can be called religiosity.²⁰ Religiosity is a condition that encourages a person to act according to the level of adherence to his religious beliefs.²¹ Some people think that religious people don't like fashion, or that people who like

¹² Rogers, "Why Fashion Brands Must Try Harder to Capture the 'Muslim Pound'. Community Development" (2019).

¹³ A. Fatema, M., and Islam, "A Conceptual Framework on the Study of Trends of Islamic Fashion and Clothing Practices among Young Muslim Women in Bangladesh," *Advances in Environmental Biology* (2014): 715-720.

¹⁴ Tajamul Islam and Uma Chandrasekaran, "Religiosity, Values and Consumer Behaviour: A Study of Young Indian Muslim Consumers," *Journal of Consumer Marketing* 36, no. 7 (2019): 948-961.

¹⁵ Shafiq, "Understanding the Muslim Fashion Market: Opportunities and Challenges ." (2023).

¹⁶ Zaki and Elseidi, "Religiosity and Purchase Intention: An Islamic Apparel Brand Personality Perspective."

¹⁷ Anita Rahmanidinie and Astri Irtiani Faujiah, "Adaptation of Muslim Women's Clothing in the Millennial Era: Between Trend and Sharia.," *Islamika: Journal of Islamic Sciences* 22, no. 01 (June 2022): 82-95.

¹⁸ Syafi'i, "Summary of the Book of *Al-Umm*, Transl. Abdullah Muhammad Bin Idris," in *Azzam Library*, 2013.

¹⁹ Zaki and Elseidi, "Religiosity and Purchase Intention: An Islamic Apparel Brand Personality Perspective."

²⁰ Sarah Fitria Sarah and Yessy Artanti, "The Influence of Religiosity and Reference Groups on Purchasing Decisions.," *BUSINESS: Journal of Islamic Business and Management* 8, no. 1 (2020): 37.

²¹ HK Rahmawati, "Religious Activities of Marginal Communities in Argopuro. Community Development" 1 (2) (2016): 35-52.

fashion are not really religious.²² Someone who has a religious attitude will have their own considerations in determining things, especially in purchasing decisions. Therefore, fashion manufacturers must have creativity in meeting these needs, including developing fashion products for Muslim women.²³

One of the interesting factors in the halal market segment is the fashion worn by Muslim women.²⁴ Muslim spending on fashion increased 5.7% in 2021, from USD 279 billion to USD 295 billion. In 2022, it is estimated that it will increase 6.0% to USD 313 billion and reach USD 375 billion in 2025.²⁵ From 2020 to 2022, Indonesia's apparel exports will continue to increase. The 2022 export value will reach USD 9.58 billion, the highest since 2018.²⁶ Islamic fashion in Indonesia has experienced enormous development. The increasing demand for Islamic fashion can encourage the growth of the Islamic fashion industry in the country.²⁷

Indonesia has great potential to become an Islamic fashion producer with global competitiveness. This opportunity is growing due to the increasing potential for global Muslim spending, in addition to being supported by the growth of the national textile and textile products (TPT) industry which increased 13.44% in the third quarter to 2022.²⁸ Previously, the Indonesia Islamic Fashion Consortium (IIFC) projected Indonesia as the mecca for global Islamic fashion in 2020.²⁹ This prediction is true, as shown by the State of the Global Islamic Economy (SGIE) Report 2022, Indonesia is in third position among Muslim countries that produce the highest Islamic fashion, namely after the United Arab Emirates (UAE) and Turkey.³⁰

As the country with the largest Muslim population in the world, Indonesia has the potential to become a promising market place for producers. Meanwhile, government policies supporting the development of Sharia economics can help Sharia MSMEs in traditional markets adopt better financial management and

²² Farrag and Hassan, "The Influence of Religiosity on Egyptian Muslim Youths' Attitude towards Fashion."

²³ Andriani Kusumawati et al., "The Impact of Religiosity on Fashion Knowledge, Consumer-Perceived Value and Patronage Intention," *Research Journal of Textile and Apparel* 23, no. 4 (2019): 269-290.

²⁴ Zaki and Elseidi, "Religiosity and Purchase Intention: An Islamic Apparel Brand Personality Perspective."

²⁵ Salaam, 'State of the Global Islamic Economy 2022', 2022 "State of the Global Islamic Economic Report," in *Salaam Gateway*, 2022..

²⁶ Ministry of Industry, "Ministry of Industry Targets Indonesian Muslim Fashion Industry to Become a Global Player" (2022).

²⁷ Global Business Guide Indonesia, "Indonesia Targets to Become an Islamic Fashion Capital by 2020 ." (2016).

²⁸ Ministry of Industry, "Ministry of Industry Targets Indonesian Muslim Fashion Industry to Become a Global Player."

²⁹ A Nabilah, "Market Opportunity: Muslim Fashion Products" (2022).

³⁰ "State of the Global Islamic Economic Report."

digital marketing practices.³¹ Islamic branding is one strategy that can be implemented, namely the use of Islamic identity such as the word Islam, Islamic names, Sharia or halal labels in product marketing.³² Brands that depict Islamic values and attributes in their marketing communications can attract and build consumer trust.³³ Therefore, the importance of Islamic branding as a form of marketing strategy to attract consumer attention and trust. Islamic branding has its own appeal for consumers, especially Muslim consumers.³⁴ Clear communication regarding conformity with Islamic principles can build trust and attract consumers who are looking for fashion products in accordance with their religious beliefs.

Fashion product brands that use the term Islamic identity and are familiar among the public are Rabbani, Elzatta and Zoya. Based on data from the Top Brand Award in the Muslim fashion sub-category, the Rabbani brand occupies the highest position in demand by consumers.³⁵ This brand is a local brand that carries a modern Islamic fashion theme, the products offered have contemporary designs, are fashionable and still look simple. Fashion brand modest continues to invest and release new products to complement the growth of the Islamic market. However, several global and local brands have received criticism because they are deemed not to comply with modest fashion standards for Muslim women.³⁶ This is due to a lack of understanding of Islamic values regarding Islamic fashion, even though various well-known brands are present, the concept of Islamic fashion worn is still inadequate. This has created a rift between designers in the fashion industry and Muslim women who seek appropriate and trendy fashion while adhering to Islamic values and guidelines. Therefore, fashion industry designers who target Muslim women need to understand their needs and desires in order to design fashion that meets their expectations.

Humans experience limitations and obstacles in meeting their needs. Human needs are unlimited, but the means to fulfill them are very limited.³⁷ The need to develop Islamic teachings such as Islamic dress codes, Muslim personality and identity, as well as characters that suit the fashion industry is a concern in line with the significant growth of the Muslim population globally

³¹ Arif Budiarto et al., "The Role Of Financial Management and Digital Marketing In Efforts To Increase Sales Turnover For MSMEs In Traditional Markets," *IQTISHODUNA: Jurnal Ekonomi Islam* 12, no. 2 (2023): 623–634.

³² M Nasrullah, "Islamic Branding, Religiosity and Consumer Decisions on Products" (2016): 13.

³³ Zaki and Elseidi, "Religiosity and Purchase Intention: An Islamic Apparel Brand Personality Perspective."

³⁴ Shufiyatin Aliyah and Sri Abidah Suryaningsih, "The Influence of Islamic Branding, Religiosity, Lifestyle on Skincare Purchasing Decisions in Gresik Regency", *Journal of Islamic Economics and Business* 4, no. 3 (2022): 123–33.

³⁵ Top Brand Award, "Brand Index Comparison" (2023).

³⁶ Hassan and Ara, "Thematic Analysis of Hijab Fashion from Muslim Clothing Retailers Perspective."

³⁷ Kusumawati et al., "The Impact of Religiosity on Fashion Knowledge, Consumer-Perceived Value and Patronage Intention."

and the increasing demand for more modest Islamic fashion. This condition encourages purchasing behavior, decision making, and using Islamic fashion.³⁸ Therefore, the aim of this research is to analyze how much influence Islamic branding, religiosity and fashion trends have on Islamic fashion purchasing decisions among Surabaya students.

The choice of students as research objects is because students tend to have a critical nature and have an ideology to respond to the issues around them. Apart from that, the area chosen in this research is the city of Surabaya. A city known as the city of heroes, Surabaya is the second largest city in Indonesia after Jakarta. It has an area of 326.81 square km with a population density of 8,867/sq km.³⁹ According to data collected by the Directorate General of Population and Civil Registration Services (Dukcapil) of the Ministry of Home Affairs, 97.21% of the population of the city of Surabaya is Muslim.⁴⁰ This is because the city of Surabaya is one of the cities in Java as a place for the spread of Islam by Sunan Ampel, who was one of the pioneers of Walisongo.⁴¹ So it is not surprising that the majority of the population is Muslim. Apart from that, Surabaya, as the metropolitan city of East Java, is often used as a host for events Muslim fashion. As for events Muslim fashion that has been held in recent years, including Muslim Fashion Festival (MUFFEST) 2021, Muslim Fashion Runway (MUFWAY) 2022, and Surabaya Fashion Parade 2023.

Marketing and consumer related research typically ignores the topic of religion due to its sensitive and controversial nature.⁴² However, there is currently increasing scholarly interest in the role of religion in marketing and consumer behavior.⁴³ Religion is an important cultural factor to study because it is one of the factors that has an influence on consumer attitudes, values and behavior.⁴⁴ Islamic branding is a marketing strategy using brands that reflect Islamic values. The research results state that Islamic branding influences consumer purchasing decisions.⁴⁵ By giving Islamic labels to products targeted at Muslim consumers, manufacturers can gain profits by increasing buyer interest, while also showing that the products comply with the principles of Islamic law.

³⁸ Zaki and Elseidi, "Religiosity and Purchase Intention: An Islamic Apparel Brand Personality Perspective."

³⁹ Kusnandar, "This City Is the Most Densely Populated in East Java in June 2022" (2022).

⁴⁰ Kusnandar, "As Many as 97% of East Java's Population Is Muslim in June 2021" (2021).

⁴¹ Soedarso Soedarso et al., "Dinamika Multikultural Masyarakat Kota Surabaya," *Jurnal Sosial Humaniora* 6, no. 1 (2013).

⁴² Islam and Chandrasekaran, "Religiosity, Values and Consumer Behaviour: A Study of Young Indian Muslim Consumers."

⁴³ Dessy Trimulyani, Hendro Lisa, and Ferdinan Ferdinan, "Pengaruh Religiositas Terhadap Keputusan Pembelian Pakaian Muslimah," *AL-Muqayyad* 4, no. 1 (2021): 14-24.

⁴⁴ Farrag and Hassan, "The Influence of Religiosity on Egyptian Muslim Youths' Attitude towards Fashion."

⁴⁵ S. Azizah, P., and Rozza, "The Influence of Islamic Brands and Religiosity on Purchasing Decisions on Muslim Fashion Products in Indonesia. National Seminar on Accounting and Management PNJ" 3 (2022).

So far, research on consumer behavior towards purchasing fashion products related to religious topics has discussed the influence of religiosity on purchasing decisions for Muslim women's clothing,⁴⁶ the influence of religiosity on purchasing intentions for Islamic fashion brands,⁴⁷ the influence of Islamic branding and religiosity on purchasing decisions for Muslim fashion products.⁴⁸ However, there is still little research that discusses the topic of religion which is linked to fashion trends. In fact, in the field, fashion trends have become a person's lifestyle. Research Saputra and Subandrio states that fashion trends influence consumer purchasing decisions.⁴⁹ The research results state that by continuing to follow developments in fashion style trends, it will attract customers to make purchases. Meanwhile the price and service quality variables affect the consumer behavior variable to determine repurchase intentions.⁵⁰

Based on previous research phenomena and findings, this research aims to analyze "The Influence of Islamic Branding, Religiosity and Fashion Trends on Islamic Fashion Purchasing Decisions". The hope is that it can provide insight into Muslim consumer behavior, understand consumer preferences in choosing Islamic products, design more effective marketing strategies for Islamic fashion products and can assist in developing Islamic fashion products that are more in line with developing trends and consumer needs.

METHODS

This research is quantitative research that adopts a causal associative approach. Aims to analyze whether there is a cause-and-effect relationship between the independent variable and the dependent variable. The data source used is primary data and was obtained through the use of questionnaires distributed to respondents. Distribution of the questionnaire will be carried out via social media, including WhatsApp, Telegram, Instagram and so on. Sampling used the non-probability sampling method with purposive sampling technique. The research sample was Surabaya students, Muslim, and had purchased Islamic fashion.

In this study, the Multiple Linear Regression analysis approach was used in the Statistical Product and Service Solution (SPSS) software version 24. This

⁴⁶ Trimulyani, Lisa, and Ferdinan, "Pengaruh Religiositas Terhadap Keputusan Pembelian Pakaian Muslimah."

⁴⁷ Zaki and Elseidi, "Religiosity and Purchase Intention: An Islamic Apparel Brand Personality Perspective."

⁴⁸ Azizah, P., and Rozza, "The Influence of Islamic Brands and Religiosity on Purchasing Decisions on Muslim Fashion Products in Indonesia. National Seminar on Accounting and Management PNJ."

⁴⁹ Eriko Juliantomi Saputra and Subandrio Subandrio, "The Influence of Fashion Trends, Service, and Prices on Purchasing Decisions at the Affika Collection Clothing Store.," *Journal of Entrepreneurship and Management Science (JEMS)* 4, no. 2 (2023): 340-358.

⁵⁰ Mangasa Panjaitan and Hotlan Butar-Butar, "Price, Service Quality and Shipping Costs as Intervening Factors on Consumer Behavior To Determine Repeat Purchase Intentions on The Shopee Marketplace in Indonesia," *IQTISHODUNA: Jurnal Ekonomi Islam* 12, no. 2 (2023): 563-578.

analysis aims to identify the influence partially or simultaneously between two or more independent variables and one variable dependent.⁵¹ In the process of multiple linear regression analysis, data quality testing is carried out through validity and reliability tests. Next, a classical assumption test was carried out consisting of a normality test, multicollinearity test and heteroscedasticity test. The next step involves multiple linear regression tests, then continued with hypothesis testing which includes analysis of the T test, F test and coefficient of determination test (R Square). The variables in this research are divided into independent (X) and dependent (Y) variables. The independent variables are Islamic branding (X1), religiosity (X2), and fashion trends (X3), while the dependent variable is purchasing decisions (Y).

RESULTS AND DISCUSSION

The data in the research was obtained through distributing questionnaires online and was filled in by respondents. Data was collected from 100 respondents who met the criteria. Data tabulation will be shown in table 4.1 as follows:

Table 1. Data Tabulation

Respondent Characteristics		Amount	Percentage
Age	15-19 Years	9	9%
	20-24 Years	90	90%
	25-29 Years	1	1%
Educational level	Diploma	4	4%
	Bachelor degree (S1)	95	95%
	Master (S2)	1	1%
Religion	Islam	100	100%
Gender	Woman	100	100%
Frequency of Shopping for Islamic	1 times	35	35%
	2 times	37	37%
Fashion in 1 Month 1 time	3-4 times	23	23%
	>5 times	5	5%

Source: Author processed data, Google form output 2023

Validity test

Testing the validity of all questionnaire indicators is declared valid if the Corrected Item -Total Correlation has a calculated r value > r table. This test involved a sample of 40 respondents. To find out the r table, you can use the degrees of freedom formula. From the results of the df formula , it can be seen that the r table value at the 5% significance level is 0.312. From the analysis results

⁵¹ Priyatno, "Process Your Own Data, Linear Regression Analysis with SPSS and Panel Data Regression Analysis with Eviews," in *Light of Hope*, 2022.

it is known that all indicators in the questionnaire are declared valid because the calculated r value is greater than the r table 0.312.

Table 2. Test Validity

Variable	Item Variable	r count	r table	Conclusion
Islamic Branding (X1)	X _{1.1}	0,640	0,312	Valid
	X _{1.2}	0,738	0,312	Valid
	X _{1.3}	0,604	0,312	Valid
	X _{1.4}	0,692	0,312	Valid
	X _{1.5}	0,749	0,312	Valid
	X _{1.6}	0,606	0,312	Valid
	X _{1.7}	0,454	0,312	Valid

Variable	Item Variable	r count	r table	Conclusion
Religiosity (X2)	X _{2.1}	0,663	0,312	Valid
	X _{2.2}	0,738	0,312	Valid
	X _{2.3}	0,731	0,312	Valid
	X _{2.4}	0,592	0,312	Valid

Variable	Item Variable	r count	r table	Conclusion
Fashion trends (X3)	X _{3.1}	0,787	0,312	Valid
	X _{3.2}	0,599	0,312	Valid
	X _{3.3}	0,640	0,312	Valid
	X _{3.4}	0,549	0,312	Valid
	X _{3.5}	0,678	0,312	Valid
	X _{3.6}	0,758	0,312	Valid
	X _{3.7}	0,821	0,312	Valid
	X _{3.8}	0,866	0,312	Valid

Variable	Item Variable	r count	r table	Conclusion
Purchase Decision (Y)	Y. 1	0,495	0,312	Valid
	Y. 2	0,709	0,312	Valid
	Y. 3	0,802	0,312	Valid

Y. 4	0,892	0,312	Valid
Y. 5	0,799	0,312	Valid
Y. 6	0,881	0,312	Valid
Y. 7	0,824	0,312	Valid
Y. 8	0,853	0,312	Valid
Y. 9	0,826	0,312	Valid

Source: SPSS Output 2023

Reliability Test

The reliability test uses Cronbach's Alpha, where the instrument is considered reliable if it obtains a Cronbach's Alpha value greater than 0.6. The test results in this research showed that each variable had a Cronbach's Alpha value of more than 0.60. Therefore, it can be concluded that all instruments are said to be reliable and consistent with research results if measurements are carried out using different models.

Table 3. Test Reliability

No	Variable	Cronbach's Alpha value calculated	Cronbach's Alpha	Information
1.	Islamic Branding (X_1)	0,753	0,600	Reliable
2.	Religiosity (X_2)	0,603	0,600	Reliable
3.	Fashion trends (X_3)	0,865	0,600	Reliable
4.	Purchase Decision (Y)	0,924	0,600	Reliable

Source: SPSS Output 2023

Normality test

Normality test uses the One-Sample Kolmogorov-Smirnov method . The results of the One-Sample Kolmogorov-Smirnov normality test can be seen from the significance value (Sig.) If the significance value is greater than 0.05, it can be concluded that the research data is normally distributed. From the results analysis is known that The 2 - tailed significance value is $0.180 > 0.05$ (α significance level) in accordance with the One-Sample Kolmogorov-Smirnov test requirements.

Table 4. Test Normality

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residuals
N	100
Asym. Sig. (2-tailed)	,180 ^c

Source: SPSS Output 2023

Heteroscedasticity Test

The heteroscedasticity test was carried out using the Glejser method by calculating the regression coefficient between the independent variables and the residuals. To determine whether heteroscedasticity occurs or not, use the significance value. If the significance value (Sig.) is greater than 0.05, it can be concluded that heteroscedasticity does not occur. Based on results analysis shows that the Islamic brand variable has a significance value of $0.165 > 0.05$, the religiosity variable has a significance value of $0.265 > 0.05$ and the fashion trend variable has a significance value of $0.175 > 0.05$. So it can be concluded that these three variables avoid heteroscedasticity problems.

Table 5. Test Heteroscedasticity

Coefficient ^a		
Model		Sig.
1	(Constant)	,289
	Islamic Branding	,165
	Religiosity	,265
	Fashion Trends	,175

a. Dependent Variable: ABS_RES

Source: SPSS Output 2023

Multicollinearity Test

This test is carried out to determine whether there is a linear relationship between the independent variables in the regression model. The multicollinearity test is carried out by looking at the Tolerance and VIF (Variance Inflation Factor) values provided that if the tolerance value is more than 0.10 and the VIF (Variance Inflation Factor) value is less than 10 then it can be stated that multicollinearity does not occur. Results analysis show that variable Islamic branding, religiosity, and fashion trends own the tolerance value is more than 0.10 and the VIF (Variance Inflation Factor) value is less than 10. So it can be concluded that Islamic branding, religiosity and fashion trends do not have multicollinearity problems.

Table 6. Test Multicollinearity

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Islamic Branding	,584	1.713
	Religiosity	,941	1.063
	Fashion Trends	,562	1.780

Dependent Variable: Purchase Decision

Source: SPSS Output 2023

Multiple Linear Regression Test

Multiple linear regression testing is used to evaluate the extent to which the regression model is able to explain the relationship between independent and dependent variables. This test involves analyzing the overall significance of the independent variable to predict the value of the dependent variable based on the value of the independent variable.

Table 7. Test Multiple Linear Regression

Coefficients ^a		
Model		Unstandardized B
1	(Constant)	-3,719
	Islamic Branding	0,573
	Religiosity	0,538
	Fashion trends	0,438

a. Dependent Variable: Purchase Decision

Source: SPSS Output 2023

Based on table 4.15 above, the multiple linear regression equation obtained in this study is as follows.

$$Y = -3,719 + 0,573X_1 + 0,538X_2 + 0,438X_3$$

Constant (a)

The constant value is -3.719, this shows that if the Islamic branding, religiosity, and fashion trend variables have a constant value of 0 then the purchasing decision value is -3.719. That is, if there is no influence from Islamic Branding, religiosity, and trends fashion then the purchasing decision will not occur or will have a negative value of -3.719.

Islamic Branding Variable

The regression coefficient for the Islamic Branding variable on purchasing decisions is 0.573, indicating that every 1% increase in the Islamic Branding variable will cause an increase in purchasing decisions by 0.573.

Religiosity variable

The regression coefficient for the religiosity variable on purchasing decisions is 0.538, indicating that every 1% increase in the religiosity variable will cause an increase in purchasing decisions by 0.538.

Fashion trend variables

The regression coefficient for the fashion trend variable on purchasing decisions is 0.438, indicating that every 1% increase in the fashion trend variable will cause an increase in purchasing decisions by 0.438.

Partial Regression Coefficient Test (T-Test)

This test is carried out to evaluate the extent of influence of each independent variable on the dependent variable. The T test in this research uses a significance level of 0.05, provided that if the significance value (sig.) is less than 0.05 then each independent variable has an effect on the dependent variable.

Besides that is , testing Also can seen from calculated t value . if the t value is calculated $>$ t table, then each independent variable has an effect on the dependent variable.

Table 8. Test Coefficient Regression Partial

Coefficients ^a			
Model		T	Sig.
1	(Constant)		
	Islamic Branding	3.978	,000
	Religiosity	1.429	,156
	Fashion trends	3.881	,000

a. Dependent Variable: Purchase Decision

Source: SPSS Output 2023

Based on the results from table 4.16, it results that the Islamic branding variable has a significance value of $0.000 < 0.05$ and the calculated t value is $3.978 > 1.984$ This means that partially Islamic branding has a significant influence on purchasing decisions. Furthermore, the religiosity variable has a significance value of $0.156 > 0.05$ and the calculated t value is $1.429 < 1.984$. This means that religiosity does not have a significant influence on purchasing decisions. Then, the fashion trend variable has a significance value of $0.000 < 0.05$ and the calculated t value is $3.881 > 1.984$. Thus, fashion trends have a significant influence on purchasing decisions.

Simultaneous Regression Coefficient Test (F-Test)

This test was carried out to determine the effect of all independent variables on the dependent variable. The F test can be explained through Analysis of Variance (ANOVA). If the significance value (sig.) is less than 0.05, it indicates that there is a simultaneous influence of the independent variable on the dependent variable. Besides that is , testing Also can seen from calculated F value . If the F value is calculated $>$ F table, then there is a simultaneous influence of the independent variable on the dependent variable.

Table 9. Test Coefficient Regression Simultaneous

ANOVA ^a			
Model		F	Sig.
1	Regression	32.299	,000 ^b

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Fashion trends , Religiosity, Islamic branding

Source: SPSS Output 2023

Based on table 9 , the significance value is 0.000 And calculated F value amounting to 32,299 . This can be interpreted as meaning that the significance level is less than 0.05, namely $0.000 < 0.05$ And calculated F value $>$ F table, namely $32.299 > 3.091$. Therefore, it can be stated that there is a simultaneous

influence between the variables Islamic Branding (X1), religiosity (X2), and fashion trends (X3) on purchasing decisions (Y).

Coefficient of Determination Test (R Square)

Testing the coefficient of determination aims to measure the extent to which the independent variable can explain the dependent variable. The higher the R Square value , the greater the ability of the independent variable to explain the dependent variable. The range of coefficient of determination values is between 0 (zero) and 1 (one).

Table 10. Test Coefficient Determination

Model Summary		
Model	R	R Square
1	,709 ^a	,502

a. Predictors: (Constant), Fashion trends , Religiosity, Islamic Branding

Source: SPSS Output 2023

Based on table 4.18 above, the resulting R square value is 0.502 or the equivalent of 50.2%. This means that the variables Islamic Branding, religiosity, and fashion trends have an influence of 50.2% on Islamic fashion purchasing decisions , while the remaining 49.8% is influenced by other factors not included in the research variables.

The influence of Islamic branding on purchasing decisions Islamic fashion

Based on the test results, Islamic branding has a significant influence on the purchasing decisions of Surabaya student Islamic fashion users . This can be interpreted to mean that implementing the use of Islamic names or Shari'a in a product can encourage and build consumer confidence that Islamic fashion products are in accordance with Islamic Shari'a. This research is supported by research conducted Azizah and Rozza which revealed that Islamic Branding has an influence on purchasing decisions.⁵² Apart from that, it is also supported by research by Fitriya which reveals that Islamic branding has an influence on purchasing decisions.⁵³

The research results found by Azizah and Rozza show that purchasing decisions increase if Islamic brands are used. This is because by having an Islamic name on a product aimed at Muslim consumers, producers will gain profits due to increased buyer interest and show that the product complies with Islamic law.⁵⁴ Then the results of the research carried out Fitriya, shows that Islamic

⁵² Azizah, P., and Rozza, "The Influence of Islamic Brands and Religiosity on Purchasing Decisions on Muslim Fashion Products in Indonesia. National Seminar on Accounting and Management PNJ."

⁵³ E. Fitriya, "Analysis of the Influence of Islamic Branding on Consumer Decisions to Buy Products," *Indonesian Accounting Scientific Journal* 2, no. 1 (2017).

⁵⁴ Azizah, P., and Rozza, "The Influence of Islamic Brands and Religiosity on Purchasing Decisions on Muslim Fashion Products in Indonesia. National Seminar on Accounting and Management PNJ."

branding influences consumers in purchasing products.⁵⁵ This is because consumers have realized the importance of the careful factor in choosing a product. Results research state with use Islamic branding in products makes consumers confident that the quality and quality of the product is guaranteed.

In partial testing, Islamic branding has a significance value not enough of 0.05 ie of $0.000 < 0.05$ and mark can't count more big from t table ie amounting to $3,978 > 1,984$. This indicates that there is a significant influence of the Islamic branding variable on purchasing decisions. This means that purchasing decisions can be influenced by consumers' perceptions of the consistency of the product or brand in accordance with Islamic values, as well as the extent to which the product is considered to be in accordance with religious beliefs and norms.

Based on the analysis above, it can be interpreted that Islamic branding can influence Islamic fashion purchasing decisions on Surabaya students . Purchase levels will increase if sellers use Islamic branding as a marketing strategy. So the discovery of this significant influence can provide guidance for business actors to integrate or improve elements of Islamic branding in their marketing strategies.

The influence of religiosity on purchasing decisions Islamic fashion

Based on the test results, it shows that there is no significant influence of religiosity on purchasing decisions. This is supported by research conducted by Sarah and Artanti which states that religiosity has no influence on decisions to purchase Muslim clothing.⁵⁶ The research results state that consumers do not need to have a high level of religiosity to make purchasing decisions about products, because there are other factors that influence decisions purchase consumer like the global Muslim fashion trend that is currently developing.

Apart from that, supported by research conducted Meliani et al., religiosity does not have a significant influence on decisions to purchase Muslim clothing. The dominant research respondents were 21-30 years old.⁵⁷ Research findings Meliani et al. show that when someone enters the maturity phase, their emotional level becomes unstable and can experience rapid changes. This can affect a person's level of religiosity.⁵⁸

In partial testing, the religiosity variable has a significance value of more than 0.05, namely $0.156 > 0.05$ and the t table value is smaller than the t table, namely $1.429 < 1.984$. This indicates that there is no significant influence of the religiosity variable on purchasing decisions. This means that the level of religiousness of each individual varies, and conclusions cannot be drawn from

⁵⁵ Fitriya, "Analysis of the Influence of Islamic Branding on Consumer Decisions to Buy Products."

⁵⁶ Sarah and Artanti, "The Influence of Religiosity and Reference Groups on Purchasing Decisions."

⁵⁷ Aldeana Meliani, Ahmad Mulyadi Kosim, and Hilman Hakiem, "The Influence of Religiosity, Lifestyle, and Price on Purchase Decisions for Muslim Clothing Products in the Marketplace.," *El-Mal: Journal of Islamic Economics and Business Studies* 2, no. 3 (August 2021): 174-186.

⁵⁸ Ibid.

just one perspective. A person's religiousness is reflected in various aspects of life, not only limited to worship activities. Although religiosity can be an important factor in determining a person's values and principles, purchasing decisions are a complex process involving various factors such as personal preferences, needs and socio-cultural influences and others.⁵⁹ So these findings result in consumers not needing to have a high level of religiosity when buying Islamic fashion. This is because when consumers believe they are Muslim, they use fashion according to religious guidance to cover their private parts so that there is no need for a level of religiosity in one's purchasing decisions.

Based on the analysis above, it can be interpreted that religiosity has no influence on purchasing decisions. The influence of religiosity may vary depending on the individual and specific context. Results study Azizah and Rozza shows that religious values and a person's level of religiosity can influence consumer preferences and purchasing decisions. However, this is a generalization and each individual may have different experiences and motivations. So Islamic fashion entrepreneurs are more likely to pay attention to other factors that can influence consumer purchasing decisions and are not fixated on a person's level of religiosity.⁶⁰

Influence of trends fashion on purchasing decisions Islamic fashion

Based on the test results, it can be concluded that the trend fashion has a significant influence on purchasing decisions. This finding is supported by research conducted Saputra and Subandrio which states that fashion trends influence purchasing decisions.⁶¹ Apart from that, it also supports research conducted by Khoerunnisa et al. which shows that fashion trends have an influence on increasing purchasing decisions.⁶²

The research results found by Saputra and Subandrio stated that by continuing to follow developments in fashion trends and actively introducing products to the public, it will attract customers to make purchases. This is because consumers tend to be interested in products that are in line with the latest trends.⁶³ Then research results found Sari revealed a strategy that can influence customers to buy fashion is to create a fashion style that is accepted by the

⁵⁹ Alliza Nur Shadrina, Muhammad Anwar Fathoni, and Tati Handayani, "The Influence of Trendfashion, Lifestyle, and Brand Image on Hijab Fashion Preferences.," *Journal of Islamic Economics (JoIE)* 1, no. 2 (December 2021).

⁶⁰ Azizah, P., and Rozza, "The Influence of Islamic Brands and Religiosity on Purchasing Decisions on Muslim Fashion Products in Indonesia. National Seminar on Accounting and Management PNJ."

⁶¹ Saputra and Subandrio, "The Influence of Fashion Trends, Service, and Prices on Purchasing Decisions at the Affika Collection Clothing Store."

⁶² Dudu Risana Gita Khoerunnisa, Budhi Wahyu Fitriadi, "Influence Of Fashion Trend And Promotion On The Purchase Decisions (Survey of Sheika Hijab Shop Consumers)," *Journal of Indonesian Management* 3, no. 3 (2023): 517-524.

⁶³ Saputra and Subandrio, "The Influence of Fashion Trends, Service, and Prices on Purchasing Decisions at the Affika Collection Clothing Store."

market. Factors that can influence consumer purchasing decisions are positive acceptance from the majority of social groups.⁶⁴

In partial testing, the trend variable fashion shows that the calculated t value is greater than the t table, namely $3.881 > 1.984$. This indicates that there is a significant influence between the trend variables fashion on purchasing decisions. This means that consumers tend to consider trends fashion as well as indicating that it is a trend fashion plays an important role in motivating or influencing consumers to choose and buy products fashion .

Based on the analysis above, it can be interpreted that Fashion trends can influence Islamic fashion purchasing decisions . The purchase rate will increase if sellers follow the trend Islamic fashion in product development and marketing strategy. This is because consumers tend to be more interested in products that not only comply with Islamic values but also reflect trends the latest fashion that is relevant to the Islamic context. So as to provide insight to business actors for more notice trend fashion in developing Islamic fashion marketing strategies. Marketing strategies that emphasize fashionable aspects and the latest trends are more effective in attracting consumer attention and interest.

The influence of Islamic branding, religiosity, and trends fashion on Islamic fashion purchasing decisions

Based on the test results, it can be concluded that Islamic branding , religiosity and trends fashion simultaneously has a significant influence on purchasing decisions. This finding is in line with research conducted by Azizah and Rozza showing that Islamic branding and religiosity have a simultaneous influence on purchasing decisions. Similar findings were also found in research Aliyah and Suryaningsih revealed that Islamic branding and religiosity simultaneously influence purchasing decisions. This indicates that consumers who have a high level of religiosity can be influenced by products that use Islamic branding. Consumers tend to consider and choose products or brands that are identified with strong Islamic branding . In addition, consumers with a high level of religiosity tend to prefer products or brands that are consistent with the religious values they believe in.⁶⁵

In this research, the fashion trend variable was added as an additional variable that influences Islamic fashion purchasing decisions. This is confirmed by research by Saputra and Subandrio which states a trend fashion has a simultaneous influence on purchasing decisions. Research result shows that consumers consider it important to choose products or clothing that are in line with trends latest fashion. Consumers tend to choose products that are considered innovative and fit their current lifestyle or preferences.⁶⁶

⁶⁴ Sari, "The Influence of Fashion Trends on Purchasing Decisions (Survey of Female Consumers of Ria Miranda Boutique, Malang Branch)," (2018).

⁶⁵ Aliyah and Suryaningsih, "The Influence of Islamic Branding, Religiosity, Lifestyle on Skincare Purchasing Decisions in Gresik Regency."

⁶⁶ Saputra and Subandrio, "The Influence of Fashion Trends, Service, and Prices on Purchasing Decisions at the Affika Collection Clothing Store."

Based on the results of the simultaneous test or F test through multiple linear regression analysis, it was found that Islamic branding, religiosity and trends were obtained fashion simultaneously influences the decision to purchase Islamic fashion among Surabaya students. This indicates that in the purchasing decision making process, consumers involve these three independent variables. Even though in partial testing the religiosity variable did not have a significant effect, in simultaneous testing there was a significant effect. This shows that the influence of the independent variable on the dependent variable can only be seen simultaneously with other independent variables, and cannot be seen partially.⁶⁷ So when all the research variables, namely Islamic branding, religiosity and fashion trends, were tested together (simultaneously), the religiosity variable contributed significantly to purchasing decisions. This indicates that the influence of the religiosity variable will emerge when other factors or variables are considered.

Square test, the magnitude of the influence of Islamic branding, religiosity and trends fashion on Islamic fashion purchasing decisions simultaneously amounted to 50.2%, meaning that 49.8% of Islamic fashion purchasing decisions were influenced by other variables not examined in this research, as in the research Arsita, purchasing decisions can be influenced by lifestyle.⁶⁸

A purchasing decision is a step a person takes to obtain a product or service they need. In Islam, purchasing decisions are not only related to fulfilling physical needs, but also spiritual needs. In terms of purchasing decisions, Allah commands Muslims to always spend their wealth in a balanced manner, as Allah says in QS. Al-Furqan verse 67:

وَالَّذِينَ إِذَا أَنْفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ بَيْنَ ذَلِكَ قَوَامًا

Meaning: "And those who when they spend (wealth), they are not excessive, and are not (also) stingy, and are (spending) in the middle between those things."

In al-Misbah's interpretation, the explanation of the verse above indicates that people who spend wealth are not excessive or stingy. Spending on wealth must be accompanied by full responsibility, both in personal matters and in the interests of other people, so that the act of spending is in the middle position between excessive and stingy.⁶⁹

Islamic branding creates an identity that is in accordance with religious values, while religiosity strengthens attachment to these values. Trends fashion that includes Islamic elements allows consumers to combine the desire for the latest styles with adherence to religious norms. Marketing strategies that use Islamic values, the level of consumer religiosity, and the integration of Islamic fashion elements in trends can create a cohesive consumer experience and

⁶⁷ D. C. Gujarati, D. N., and Porter, "Fundamentals of Econometrics (2nd Ed.)," in *Basic Econometrics* (Salemba 4, 2015).

⁶⁸ Nurul Arsita, "The Influence of Lifestyle and Fashion Trends on Online Purchase Decisions for Fashion Products on Instagram Social Media," *Saburai Journal of Management Sciences (JJMS)* 7, no. 2 (2022): 125-131.

⁶⁹ MQ Shihab, "Tafsir Al-Misbah (2nd Ed.)" (Heart Lantern, 2022).

strengthen consumer attachment to certain products or brands. By understanding and exploiting the synergy between these three factors, business actors can optimize their influence in achieving success in the Islamic fashion market.

CONCLUSION

Based on the test results, shows that religiosity has no significant effect on purchasing decisions for Islamic fashion for Surabaya students. This shows the complexity of the buying process which involves various factors. Thus, a high level of religiosity is not required in purchasing Islamic fashion. Even so, the variables of Islamic branding and fashion trends have a significant influence. This confirms that purchasing decisions are influenced by perceptions of Islamic values and conformity to fashion trends. In addition, Islamic fashion models that are trendy but still pay attention to Islamic law are attractive factors for consumers.

Based on simultaneous testing, the variables Islamic branding, religiosity, and fashion trends have a significant influence on Islamic fashion purchasing decisions among Surabaya students. This indicates that Islamic branding creates an identity that is in accordance with religious values, while religiosity strengthens attachment to these values. Trends fashion that includes Islamic elements allows consumers to combine the desire for the latest styles with adherence to religious norms.

These findings highlight the importance of additional factors such as product quality, lifestyle, price, and the role of celebrities and influencers in future research. Furthermore, the use of mediating or intervening variables may improve understanding of the purchase decision process. There is also a need for variations in respondent characteristics to produce more comprehensive research.

Author's Contribution

Moch . Khoirul Anwar, Ahmad Ajib Ridlwan: Contribute to formulating research ideas, collecting data, processing data, and interpreting data.

Ach. Yasin: Contributing to writing systematics, research methods.

A'rasy Fahrullah, Fina Lailiz Zulfa: Contributing to analyzing interpretation results, the language proofread.

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Declaration of Competing Interest

The author declares that there is no conflict of interest.

Ethical Approval

Ethical approval No patient-identifying parts in this paper were used or known to the authors. Therefore, no ethical approval was requested.

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