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Research Paper

Factors Influencing Consumer Purchase Intention in Syar'i Hijabs: Insights in Indonesia's Halal Fashion Market

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Abstract

Indonesia, home to the world's largest Muslim population, presents a substantial market for syar'i hijab. This study investigates how pricing, product quality, and promotion influence consumer purchase intention in this market. Employing a quantitative, causal-relationship approach, the study collected data from 496 Indonesian syar'i hijab wearers across 34 provinces using online questionnaires and probability sampling. Structural Equation Modeling (SEM) with SmartPLS 3.0 was used for data analysis. These findings demonstrate that price, promotion, and product quality exert significant positive effects on consumer purchase intention for syar'i hijab. The results suggest that consumers prioritize product quality and perceived value over price sensitivity, challenging traditional pricing theories. This highlights the importance of value-based pricing strategies, enhanced product quality, and targeted digital marketing, particularly through social media, to effectively drive purchase intention and cultivate long-term customer loyalty in the Indonesian syar'i hijab market.

Keywords *price, product quality, promotion, purchase intention, hijab syar'i*

INTRODUCTION

The halal industry is currently a global trend. This is evidenced by the halal industry's annual growth. According to the State of Global Islamic Economy Report (DinarStandard, 2022), approximately 1.9 billion Muslims are consumers of the halal industry. Consumer opportunities in the halal industry are growing at an annual rate of 8. 9%, and total consumer spending in 2021 is expected to reach $2 trillion. This number is expected to increase every year. According to compound annual growth rate (CAGR) forecasts, the halal industry is expected to continue growing and reach 9.1% by 2025. Total consumer spending on the halal industry is also expected to increase to $2.8 trillion by 2025. These data show that the halal industry has a very good prospect in the future.

As the halal industry expands globally, Indonesia, with its large Muslim population, holds significant potential for growth. Indonesia is home to 12.15% of the world's Muslim population. Based on the numbers, it is estimated that up to 231 million Muslims will be living in Indonesia in 2021. Indonesia's total population is estimated at 275.5 million people, and the Muslim population accounts for 83.6% of Indonesia's total population (World Population Review, 2022).

Muslim fashion is one of the world's third largest contributors to the halal industry, after Islamic finance and halal food. Muslim consumers in the fashion industry increased by 5.7% in 2021, from USD 279 billion to USD 295 billion, and is expected to grow by 6.0% in 2022 to USD 313 billion and reach USD 375 billion by 2025, with a 4-year Compound Annual Growth Rate (CAGR) of 6.1%. The development of modern Muslim fashion is closely linked to the concept of the halal lifestyle, which continues to evolve and gain widespread acceptance. According to Kadir and Lutfi (2022), the halal fashion industry in Indonesia has shown significant growth, positioning itself as one of the most promising sectors within the broader halal industry. Similarly, Sutarman (2024)

emphasized that the transformation of Muslim fashion aligns with the principles of satr al-awrah, reflecting the increasing influence of the halal lifestyle on clothing choices that comply with Sharia law.

Indonesia can be a role model for the world's halal fashion industry, with a large Muslim population. The Indonesian government has voiced the idea that Indonesia can become the reference of the world's halal industry. With all the potential possessed by Indonesia, the halal fashion industry should be optimized to build the economy and prosper people's lives, considering its strategic role in the economy. However, the performance of Muslim fashion consumers in Indonesia has not matched the existing opportunities that exist with the largest Muslim population in the world. This can be seen from the publication of the State of Global Islamic Economy Report (DinarStandard, 2022) that in 2021, Indonesia was not included in the Top 5 Clothing Muslim Consumer Markets. The top five Muslim Clothing Consumer Markets in the world are listed in Table 1.

Table 1. Top 5 Clothing Muslim Consumer

No	Country	Value (USD Billion)
1.	Iran	50.7
2.	Turkey	36.2
3.	Pakistan	23
4.	Saudi Arabia	21.6
5.	China	13.5

Source: State of Global Islamic Economy Report (DinarStandard, 2022)

Table 1 shows that Indonesia's Muslim population is compared to the 5 largest Muslim clothing market countries. It can be seen that Indonesia has the largest Muslim population. Meanwhile, Indonesia is not among the top five largest Muslim clothing markets.

The gap between Indonesia's Muslim population and its modest fashion market performance suggests barriers such as purchasing power, consumer preferences, brand perception, marketing strategies, and regulatory support. For instance, income disparities affect discretionary spending, with Indonesia's middle class shrinking by 20% over six years due to employment shifts, affecting fashion-related expenditures (Financial Times, 2024). Additionally, cultural diversity complicates the creation of a unified syar'i hijab market. Gen Z shows an interest in sustainable fashion, affordability, and brand perception, but they remain stronger purchasing influences (The Financial analyst, 2024).

Brand perception also plays a key role, with many consumers favoring international brands over local ones because of perceived differences in quality. A study on Jakarta's consumers (Heriyati et al., 2024) supports Kotler and Keller's (2016) Brand Equity Model by identifying brand image as a key driver of purchase intention and consumer loyalty.)

Understanding consumer behavior is crucial for addressing these challenges. The Theory of Planned Behavior (TPB) by Ajzen (1991) explains purchase intention through attitude, subjective norms, and perceived behavioral control. In the modest fashion industry, religiosity plays a key role, as purchasing decisions are influenced by faith-based motivations, community expectations, and religious scholars' opinions (Rahman & Sulaiman, 2023). Given its relevance, this study applies TPB to analyze how religiosity moderates the relationship between price, product quality, and promotion in the syar'i hijab market in Indonesia.

Muslim fashion is defined by a style of dress that can be chosen while keeping in mind the main purpose, which is to close the '*aurat*'. Although Islam does not recommend specific clothing, there are rules for dressing according to Syar'ia (Ayunda et al., 2019). Syar'i clothing is a form of obedience to the creator, Allah SWT. This is because Allah has commanded us to wear syar'i. As

stated in the Quran Surat An-Nur 31 which reads: "And say unto the women of faith, that they keep their sight, and keep their genitals, and show not their adornments, except those which are (usually) visible. And let them cover their veils to their breasts, and show not their adornments, except to their husbands, or their fathers, or their husbands' fathers, or their sons, or their husbands' sons, or their brothers, or their brother's sons, or their sister's sons, or their (fellow Muslims) women, or the 'sahaya' servants they have, or male servants (old) who have no desire (for women), or children who do not understand women's aura. And let them not stamp their feet, lest the jewels they hide be known. And repent yourselves to Allah, O believers, that you may be fortunate.".

Table 2. The Muslim Population in Indonesia Compared with the Market Countries with Muslim Clothing

No	Country	Population (million)	Muslim population (million)	%
1	Indonesia	275.5	236.3	85.8
2	Iran	88.5	87.9	99.4
3	Turkey	85.3	81.6	95.6
4	Pakistan	235.8	227.5	96.5
5	Saudi Arabia	36.4	34.2	93.9
6	China	1,425.8	50	3.5

Source: World Population Review (2022)

According to this verse, there are some limitations in the use of syar'i clothing: it should cover the chest and palms, should not be flashy or excessive, should not be tight or show curves of the body, and should not use thin or perforated fabric (Apriliana, 2021).

In Islam, hijab refers to a way of dressing that covers the 'aurat' by Islamic law. According to the KBBI, a hijab is a wall that limits oneself to another. One of the Muslim fashion trends is the Syar'i hijab. Currently, hijab has two meanings, namely, hijab whose function is to cover the aura, and hijab which follows trends that aim to look trendy. The phenomenon of syar'i hijab is interesting to study because this hijab model began to increase in circulation in the community. After all, even though it appears trendy, this hijab still maintains its syar'i by paying attention to the size and material of the hijab, which is not transparent.

One way to help increase syar'i hijab consumers is to identify the factors that influence consumer purchase intention for syar'i hijab. According to Abdurachman (2004), factors that influence purchase intention include quality factors, brand, packaging, price, availability of goods, and reference factors.

Research conducted by Gustiarini and Ekowati (2021), Irawan and Aginta (2022), Muid and Souisa (2023), Pertiwi et al. (2022), Rama and Irda (2024), Shafitri et al. (2021), Tania et al. (2022), and Ulyah et al. (2021) indicates that price influences consumer purchase intention. Conversely, studies by Albar et al. (2022), Yusuf and Iqbal (2022), and Susanti and Handayati (2021) have presented different findings, suggesting that price does not significantly affect purchase intention.

Meanwhile, Albar et al. (2022), Ananda and Jamiat (2021), Irawan and Aginta (2022), Muid and Souisa (2023), Purnama et al. (2021), Setiawan and Cholid (2021), Subagya and Silaswara (2022), and Ulyah et al. (2021) stated that product quality has a significant impact on consumer purchase intention. However, studies conducted by Yusuf and Iqbal (2022), Rama and Irda (2024),

Shafitri et al. (2021), and Susanti and Handayati (2021) suggested the opposite, indicating that product quality does not influence purchase intention.

Additionally, research by Albar et al. (2022), Ferdinand et al. (2021), Irawan and Aginta (2022), Muid and Souisa (2023), Pertiwi et al. (2022), Purnama et al. (2021), Sekar (2023), and Ulyah et al. (2021) demonstrates that promotion plays a role in shaping consumer purchase intention. However, studies by Yusuf and Iqbal (2022), Rama and Irda (2024), and Susanti and Handayati (2021) present different results, indicating that promotion does not influence purchase intention.

The increasing demand for syar'i hijabs reflects a growing awareness and commitment among Muslim women toward religious values in fashion. However, despite this trend, a significant research gap remains regarding the factors influencing consumer purchase intention, particularly in terms of price, product quality, and promotion. While previous studies have explored these variables, they are often limited in scope and geographical coverage (e.g., Albar et al., 2022; Irawan & Aginta, 2022).

According to the Theory of Planned Behavior (TPB) (Ajzen, 1991), purchase intention is influenced by attitude, subjective norms, and perceived behavioral control. Recent studies have highlighted the role of religiosity in shaping consumer behavior, particularly in the fashion industry (Rahman & Sulaiman, 2023; Yusuf et al., 2022). However, research integrating these factors into the syar'i hijab market remains limited.

While studies have examined the effects of price, product quality, and promotion on purchase decisions (Ferdinand et al., 2021; Pertiwi et al., 2022), findings are often brand-specific and lack broad demographic representation. The existing literature on Islamic fashion is also fragmented, focusing on niche consumer groups rather than offering a comprehensive perspective.

While previous studies have examined the effects of price, product quality, and promotion on consumer purchase intention, they have presented several limitations that this research aims to address. First, many prior studies focused on specific brands, consumer groups, or geographic regions, limiting their generalizability. This study expands the scope by incorporating respondents from various provinces in Indonesia to provide a more comprehensive perspective on consumer behavior in the syar'i hijab market. Second, earlier research often lacks a strong theoretical foundation, primarily analyzing individual variables without integrating established consumer behavior theories such as the Theory of Planned Behavior (TPB) or Perceived Value Theory. By adopting a more robust theoretical framework, this study offers a deeper understanding of how these factors influence purchase intention. Third, the existing literature presents inconsistent findings regarding the role of price, product quality, and promotion. Some studies suggest a significant impact, while others find no meaningful relationship. Thus, this study seeks to answer the following:

1. How does price affect the purchase intention for syar'i hijabs in Indonesia?
2. What is the impact of product quality on the purchase intention of syar'i hijabs?
3. To what extent does promotion influence the purchase intention of syar'i hijabs?

The findings enhance academic discourse on Islamic fashion consumer behavior and provide insights for businesses in developing effective marketing strategies.

LITERATURE REVIEW

The Theory of Planned Behavior (TPB) has been widely used to explain consumer purchase intentions, particularly in Islamic fashion (Ajzen, 1991). TPB posits that purchase intention is influenced by attitude, subjective norms, and perceived behavioral control. In the context of syar'i hijabs, these factors are shaped by religiosity, social expectations, and purchasing accessibility. Consumers with strong religious commitment prioritize modest dress as a religious obligation

rather than a fashion trend (Rahman & Sulaiman, 2023; Yusuf et al., 2022). Additionally, perceived behavioral control extends beyond financial constraints to include religious motivations, influencing purchasing behavior despite price considerations (Hassan & Harun, 2021).

The definition of purchase intention varies among different sources. Assael (2001) defined it as a consumer's propensity to purchase a product, emphasizing the behavioral likelihood of making a purchase. Meanwhile, Ajzen (2020), through the Theory of Planned Behavior (TPB), argued that purchase intention is shaped by a combination of attitudes, subjective norms, and perceived behavioral control, making it a more structured and psychologically driven concept. This distinction is crucial in understanding how external influences and internal motivations interact in the decision-making processes of Muslim fashion consumers.

Furthermore, the literature identifies four key indicators of purchase intention: transactional, referential, preferential, and exploratory interest (Pertiwi et al., 2022). However, these indicators are not universally accepted across all consumer behavior studies. These indicators are context-dependent; for instance, in the syar'i hijab market, referential interest may be shaped by social and religious expectations, whereas transactional interest is driven by compliance with Islamic principles. Existing research often applies these indicators in retail and e-commerce studies, but their adaptation in Islamic fashion remains underexplored (Rahman & Sulaiman, 2023).

According to Abdurachman (2004), factors that influence purchase intention include quality factors, brand, packaging, price, product availability, and reference factors. Kotler et al. (2021) explained that a marketing mix can be used to create value for customers. The marketing mix consists of a set of tactical marketing tools, such as product, price, place, and promotion, that a company combines to achieve the desired response from its target market.

Kotler et al. (2021) stated that price is the amount charged to a consumer for a product or service or the amount a consumer exchanges for the benefit of owning or using the product or service. In a broader sense, price is the sum of all the value that a customer gives up obtaining the benefit of owning or using a product or service. Historically, price has been the most important influencing factor for buyers. Price has several dimensions or indicators. namely, affordability, price suitability with features and competitiveness, product quality and price suitability, and practicality and price suitability.

Price plays a crucial role in consumer decision-making. In the syar'i hijab market, price sensitivity varies according to consumers' perception of value. While some consumers prioritize affordability, others associate higher prices with better quality, durability, and alignment with religious principles. Studies on Islamic fashion markets show that price elasticity differs from conventional fashion segments because of the spiritual significance of the products (Rahman & Sulaiman, 2023). In Indonesia, where the middle class is embracing modest fashion, consumers often seek syar'i hijabs that balance affordability with authenticity in religious compliance.

In the normal case, the relationship between price and demand is inversely proportional: the higher the price, the lower the demand (Kotler et al., 2019). Shafitri (2021) found that price perception negatively affects consumer purchase intention. Therefore, based on the literature, the following hypothesis is proposed:

H1: Price negatively affects consumer interest in buying Syar'i hijab.

Product quality is a key determinant of consumer purchase intention, particularly in Islamic fashion, where fabric opacity, durability, and comfort are essential factors. In the Indonesian market, the demand for high-quality syar'i hijabs has increased due to the rise of premium, modest fashion brands that emphasize ethically sourced materials and superior craftsmanship (Yusuf et al.,

2022). This trend reflects global trends in which Muslim consumers prefer brands that align with their religious and ethical standards, including sustainability practices. The increasing presence of Indonesian brands at international halal fashion expos indicates that quality perception plays a crucial role in shaping brand loyalty and purchase intention.

Product quality is the characteristic of a product or service that affects its ability to meet explicit or implicit customer needs (Kotler et al., 2021). Product quality is one of the most important positioning tools for marketers. Quality affects product and service performance. Keller (2016) stated that product quality is one of the factors that influences consumers' purchasing intentions. The results of research by Purnama et al. (2021), Setiawan and Cholid (2021) followed by Subagya and Silaswara (2022) stated that product quality affects consumer purchase intention. Based on a review of several types of literature, the proposed hypothesis is as follows:

H2: Product quality has a positive effect on consumer interest in purchasing a product. Syar'i hijab.

Promotional strategies are vital for reaching Muslim fashion consumers, particularly through digital marketing and influencer collaborations. In Indonesia, where social media is a dominant force in fashion marketing, brands leverage Islamic influencers and modest fashion bloggers to build consumer trust and engagement (Hassan & Harun, 2021). Studies have shown that consumers are more likely to purchase syar'i hijabs when they perceive promotional content as authentic and aligned with Islamic values (Rahman & Sulaiman, 2023). Global trends indicate that successful modest fashion brands integrate religiously resonant narratives into their promotional efforts to strengthen consumer connection and brand credibility.

According to Kotler and Keller (2016), promotion is a communication activity aimed at promoting the flow of a particular product, service, or idea through a distribution channel. Promotion can also be understood as an attempt to persuade potential customers to accept, purchase, recommend, or use the advertised product. Promotion attempts to influence consumer attitudes and behaviors to make them accept the concept being offered. Armstrong and Kotler (2017) explained that promotion refers to activities that convey the benefits of a product and encourage target customers to purchase the product. According to Kotler et al. (2021), a promotion is a set of primarily short-term incentive measures aimed at encouraging consumers or retailers to purchase a particular product or service more quickly or in larger quantities.

Keller (2016) and Sihombing and Dewi (2019) stated that promotion is one of the factors that influence consumer purchase intention. Research results from Albar et al. (2022), Ferdinand et al. (2021), Irawan and Aginta (2022), Muid and Souisa (2023), and Pertiwi et al. (2022) support this finding. Based on a review of several types of literature, the proposed hypothesis is as follows:

H3: Promotion has a positive effect on consumer interest in buying syar'i hijab. Based on the developed hypothesis, a research framework is presented in Figure 1.
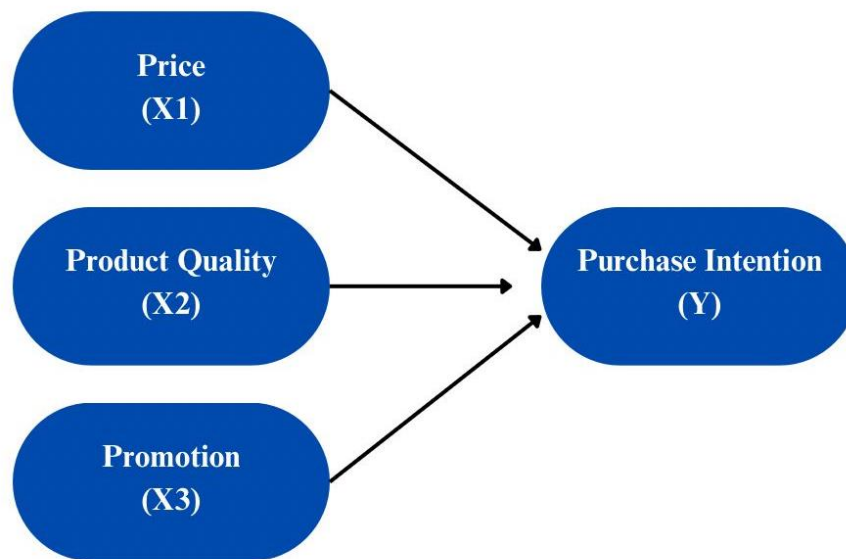
Figure 1. Research Framework.

RESEARCH METHOD

This study used a type of causal quantitative research. The subjects of this study were Indonesians who wore hijab. According to records from the Ministry of Industry of the Republic Indonesia (2011), around 20 million hijab users in Indonesia is around 20 million. Sampling was performed using a simple random sampling technique, which is a probability sampling technique. Based on the slovin formula with an error rate of 5%, the number of samples is 400 respondents. In this study, 496 respondents were obtained as research samples from several cities representing 34 Indonesian provinces.

A closed questionnaire was used as the data collection instrument. A Likert scale with five options ranging from 1 (strongly disagree) to 5 (strongly agree) was used. Data were collected online via Google Forms for practicality and convenience. The variables in this study consist of endogenous variables, namely purchase intention, and exogenous variables, price, product quality, and advertising. The research questionnaire was based on indicators developed based on expert references (see Table 3).

The data were analyzed using SEM (Structural Equation Model). The software used was Smart PLS 3.0. In general, there are 2 sub-models in data processing using Smart PLS-SEM: measurement models and structural models. Measurement models were used to demonstrate how manifest variables (observed variables) represent latent variables. Structural models indicate the strength of the estimates between latent variables or constructs. The measurement model was evaluated by conducting validity and reliability tests as well as model feasibility tests. The structural model was developed through hypothesis testing.

Table 3. Variable Operationalization

Variables and References	Dimension	Indicator	Indicator Code	Measurement
Purchase intention (Y) - Kotler & Keller (2016)	Transactional interest	Interest in buying hijab syar'i at certain events	MB1	Likert Scale 1-5 1 = strongly disagree
		Interest in buying syar'i hijab at any	MB2	2 = disagree 3 = neutral

Variables and References	Dimension	Indicator	Indicator Code	Measurement
		time		4 = agree
	Referential interests	Recommending hijab syar'i to family members	MB3	5 = strongly agree
		Recommend hijab syar'i to friends.	MB4	
	Preferential interests	More interested in buying hijab syar'i with uncharted material than in a transparent one	MB5	
		More interested in buying hijab than non-syar'i	MB6	
	Exploratory interest	Interest in finding variations in hijab syar'i models	MB7	
		Interest in finding the right hijab syar'i color	MB8	
Price (X1) - Tjiptono (2015)	Product affordability	The price of syar'i hijab is also affordable.	H1	
		Cheap hijab syar'i in Pakistan	H2	
	Price according to product competitiveness	The price of hijab syar'i competes with that of non-syar'i.	H3	
		The price of hijab syar'i corresponds to the market price in Pakistan.	H4	
	Price match with product quality	The price of hijab syar'i corresponds to the uniqueness of the model.	H5	
		The price of syar'i hijab depends on the quality of the	H6	
	Compatibility of price with product benefits.	The price of the syar'i hijab is based on its size.	H7	
		The price of syar'i hijab is determined by the perceived benefits	H8	
Product Quality (X2), Tjiptono (2015)	Kinerja	The stitches of the hijab syar'i are neat.	KP1	
		Soft syar'i hijab material	KP2	
	Additional privileges or features	Syar'i hijab models can be used on various occasions,	KP3	

Variables and References	Dimension	Indicator	Indicator Code	Measurement
		including formal and non-formal occasions.		
		Hijab syar'i is not easily tangled.	KP4	
	Reliability	Hijab syar'i is not transparent.	KP5	
		The Syar'i hijab perfectly covers the aurat,	KP6	
	Compliance with the specified specifications	The standard size Syar'i hijab can cover the chest.	KP7	
		Standard material: hijab syar'i, not transparan	KP8	
	Durability	Hijab syar'i is not easy to buckle.	KP9	
		The color of the syar'i hijab fabric does not fade easily.	KP10	
	Serviceability	Return hijab syar'i easy	KP11	
		Syar'i hijab provides a warranty.	KP12	
	Esthetics	Syar'i hijab has a design or model that is pleasing to the eye.	KP13	
		Syar'i hijab makes consumers feel more beautiful.	KP14	
	Perceived quality	The Syar'i hijab perfectly covers the aurat,	KP15	
		The hijab syar'i model is in line with the trend development in Saudi Arabia.	KP16	
Promotion (X3) by Armstrong and Kotler (2017)	Advertisement	Syar'i hijab advertisements often appear	P1	
		Advertisement "Hijab syar'i is easy to understand"	P2	
	Private sales	Syar'i hijab is often offered directly in the village.	P3	
		Syar'i hijab is often offered directly by resellers.	P4	
	Selling promotion	Giving discounts on syar'i hijab	P5	

Variables and References	Dimension	Indicator	Indicator Code	Measurement
		Conditional free syar'i hijab	P6	
	Direct Marketing	Syar'i hijab offer via email	P7	
		Offering hijab syar'i through WhatsApp	P8	
	Publicity	Syar'i hijab publicity via Instagram	P9	
		Hijab syar'i used by the brand ambassador	P10	

Source: Processed Research Data (2023)

FINDINGS AND DISCUSSION
Based on the collected data, the distribution of the participating respondents is shown in Table 4.

Table 4. Respondent Description

Parameter	Category	Number	%
Age (years old)	< 16	3	1
	17-25	388	78
	26 - 45	90	18
	>45	15	3
Education Grounds	Yunior High School	8	2
	Senior High School	246	49
	Bachelor	42	8
	Graduate	192	39
	Post Graduate	8	2
Salary (IDR)	0	176	35
	< 500.000	57	12
	500.000 – 1.000.000	114	23
	>1.000.000 – 5.000.000	132	27
	>5.000.000	17	3
Occupation	Student	283	57
	Employee	138	28
	Housewife	75	15

Source: Processed Research Data (2023)

Table 4 shows that based on age, respondents were dominated by the age range of 17 to 25 years, which is the age of adolescence (78%). Meanwhile, based on educational background, the majority of respondents were high school graduates with 246 people or 49%. Based on profession, respondents were dominated by students (283 people), or 57%. Meanwhile, based on income, respondents are dominated by people who have not earned income, with 176 people (35%).

According to Table 4, the respondent profile indicates a majority in specific demographic categories, particularly among younger consumers (aged 17-25), students, and senior high school attendees. To minimize bias that could arise from this demographic majority, this study implemented stratified sampling techniques to ensure representation across different age groups, occupations, and income levels. Additionally, weighting adjustments were applied in the statistical analysis to prevent the overrepresentation of individual groups. While these efforts enhance the

robustness of the findings, the generalizability of the results to all syar'i hijab consumers must be considered within the context of the studied sample. Future research should incorporate a broader range of demographics, including working professionals and older consumer groups, to further validate these insights.

Validity and Reliability Test

Convergent validity testing can be performed using two parameters. The first is the loading factor value for each indicator (construct), and the second is based on the AVE (average variance extracted) value for each variable. The indicator is valid if the load factor value exceeds 0.70. Based on the load factor value, some metrics were removed as the value fell below 0.7 and data processing was re-run. Based on removing some invalid indicators, the ideal model that meets the requirements is shown in Figure 2. As shown in Figure 2, the loading factor value for each indicator exceeded 0.7. This indicates that all indicators in the final path coefficient model are valid.
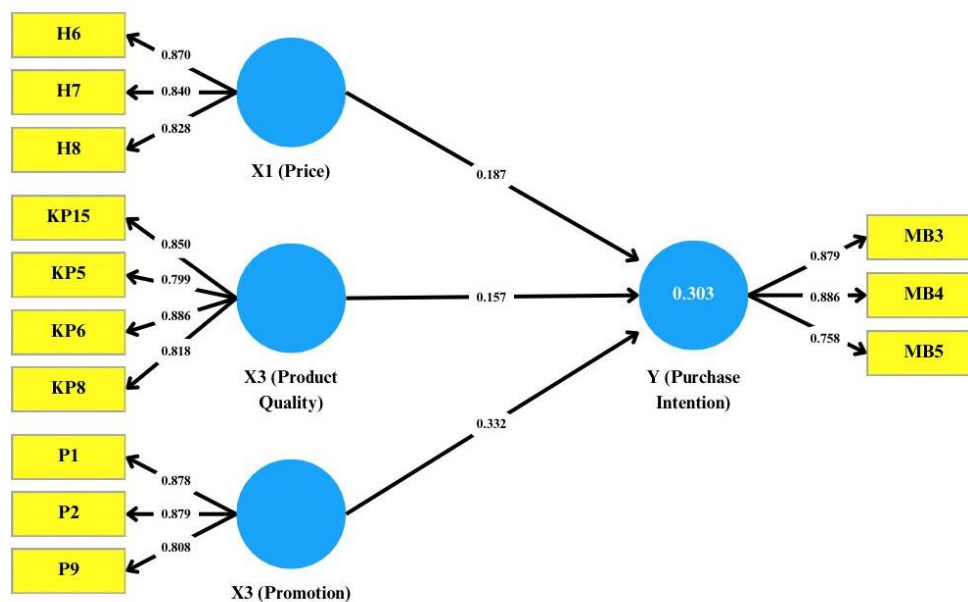

Figure 2. Final Path Coefficient Model

The convergent validity of variables was measured using the AVE values. This value represents the degree of dispersion or diversity of the manifest variables that may be included in the latent contract. The AVE size according to experts is above 0.50; a value below 0.50 indicates that there is an invalid variable and the loading factor must be re-assessed. Based on Table 5, the AVE value seems to be greater than 0.5, which means that all variables are valid.

Table 5. Convergent Validity, Discriminant Validity, and Reliability

	Fornell-Larcker Criteria				AVE	Cronbach's Alpha	Composite Reliability
	X1	X2	X3	Y			
X1	0.846				0.716	0.804	0.883
X2	0.538	0.839			0.704	0.861	0.905
X3	0.451	0.429	0.856		0.733	0.817	0.891
Y	0.421	0.400	0.484	0.843	0.710	0.793	0.880

Source: Processed research data (2023)

Discriminant validity is the degree to which one construct is completely different from

another, according to empirical criteria. The Fornell-Larcker criterion is used to measure discriminant validity. The Fornell-Lurker criterion is the correlation of a variable with the same variable and with other variables. A variable's correlation value with the same variable must be greater than the variable's value with another variable. Table 5 shows that the results of the Fornell-Larcker Criterion test the correlation of variables X1 with X1 is greater than X2 with X1, X3 with X1, and Y. The correlation of X2 with X2 is greater than the correlation of X3 with X2 and Y with X2. The correlation of X3 with X3 is greater than that of X3 with Y, X3 with X2, and X3 with X1. Likewise, the correlation of Y with Y is greater than that of Y with other latent variables. Therefore, the variables used in this study already have good discriminant validity.

Measurement of variable reliability using Cronbach's alpha and Composite reliability. The variable is said to be reliable if the value of Cronbach's alpha and Composite reliability is greater than 0.7. The measurement results in Table 5 show that the Cronbach's alpha value of each variable is greater than 0.7. Likewise, measuring variables using composite reliability shows that all variables have values above 0.7, which means that all variables are reliable.

R Square dan Q Square (Predictive Relevance)

R Square (R^2) or Determination Test and Q Square (Predictive Relevance) are used for the initial evaluation of the structural models. According to Chin (1998) and Sarwono and Narimawati (2015), R^2 values are classified as strong (≥0.67), moderate (≥0.33), and weak (≥0.19). Table 6 shows an R^2 value of 0.303, indicating a moderate influence of price, product quality, and promotion on syar'i hijab purchase intention, accounting for 30.3% of the variance, while other unmeasured factors influence the remaining variation.

Key unmeasured variables include brand reputation, religious motivation, social influence, and ethical production practices. For example, perceived Islamic authenticity and trust in halal certification can significantly impact purchasing decisions. Additionally, peer recommendations, religious scholar influence, and modest fashion trends on social media may shape consumer behavior; however, these factors were not directly examined in this study.

Table 6. R-squares Value

	R Square	R Squared Adjustment
Y (Purchase Intention)	0.303	0.298

The value of Q^2 can be seen in Table 7. The interpretation of the result of Q^2 (Predictive Relevance) is that if the value of Q^2 is greater than 0, then the model shows predictive relevance. In table 7 the value of Q^2 is 0.209. Thus, we conclude that the research model has predictive relevance

Table 7. Predictive Relevance

	SSO	SSE	Q^2 (=1-SSE/SSO)
X1	1488	1488	
X2	1984	1984	
X3	1488	1488	
Y	1488	1176.926	0.209

Hypothesis Test

Hypothesis tests are used to evaluate structural or inner models related to the relationship between one variable and another. Hypothesis testing is based on path coefficients to determine positive or negative relationships between exogenous and endogenous variables, as well as t-statistics and P-values to determine the level of significance of the relationship. Particular attention is paid to the significance values between the constructs to ascertain whether the hypothesis is

accepted or rejected. The rules of thumb are considered significant if the t-statistic is >1.96 or the p-value is 0.05.

Table 8. Path coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1→Y	0.187	0.19	0.048	3.878	0.000
X2→Y	0.157	0.16	0.048	3.3	0.001
X3→Y	0.332	0.327	0.041	8.102	0.000

The path coefficient testing results in Table 8 show that based on the original sample value, a positive relationship is observed between all exogenous variables and endogenous variables. When viewed from t-statistics, a value greater than 1.96, while when viewed from P-values, a value less than 0.05. This indicates a significant relationship between the exogenous and endogenous variables.

Table 9. Descriptive Statistics for Each Indicator

Variable	Indicator	Mean	Standard Deviation
Y (Purchase Intention)	MB1	2,925	0,926
	MB2	2,718	1,16
	MB3	4,018	0,839
	MB4	4,008	0,796
	MB5	4,661	0,618
	MB6	4,444	0,745
	MB7	3,81	0,924
	MB8	3,942	0,838
X1 (Price)	H1	3,512	0,778
	H2	3,046	0,811
	H3	3,462	0,972
	H4	3,768	0,72
	H5	3,851	0,787
	H6	4,272	0,682
	H7	4,238	0,679
	H8	4,21	0,714
X2 (Product Quality)	KP1	3,75	0,751

Variable	Indicator	Mean	Standard Deviation
	KP2	3,653	0,755
	KP3	4,278	0,743
	KP4	3,46	0,798
	KP5	4,272	0,736
	KP6	4,563	0,642
	KP7	4,494	0,657
	KP8	4,379	0,726
	KP9	3,96	0,852
	KP10	3,78	0,835
	KP11	3,294	0,8
	KP12	3,179	0,84
	KP13	3,942	0,806
	KP14	4,063	0,813
	KP15	4,48	0,681
	KP16	3,942	0,864
X3 (Promotion)	P1	4,079	0,768
	P2	4,081	0,723
	P3	3,194	0,963
	P4	3,002	0,913
	P5	3,131	0,933
	P6	2,365	0,994
	P7	2,248	0,93
	P8	2,72	1,066
	P9	3,857	0,893
	P10	3,704	0,889

The descriptive statistical results indicate that the Product Quality (X2) and Price (X1) variables exhibit relatively high mean values, such as KP6 (4.563) and KP7 (4.494) for product quality and H6 (4.272) for price, suggesting that respondents generally perceive these aspects

positively. Conversely, some indicators in Purchase Intention (Y) and Promotion (X3) show higher standard deviations, particularly P8 (1.066) and P3 (0.963), implying greater variation in respondents' perceptions. This indicates that although price and product quality are more consistently evaluated, perceptions of promotion and purchase intention tend to vary among respondents. Furthermore, Price and Product Quality appear to be more stable in respondents' perceptions than promotion and purchase intention, which exhibit higher variability. These findings suggest that consumer decisions are more strongly influenced by stable factors, such as price and product quality, while promotional efforts and purchase intentions are subject to more diverse interpretations.

Discussion

The Influence of Price on Purchasing Intention

This study finds that price positively influences purchase intention, contradicting the initial hypothesis of a negative relationship. The findings of this study do not conform to the law of supply and demand that generally applies to the commodity market. However, hijab syar'i has unique characteristics as a product. Consequently, in a niche market such as hijab syar'i, quality perception may take precedence over sensitivity to standard pricing.

These findings align with Perceived Value Theory (Zeithaml, 1988), which posits that consumers evaluate products based on a balance between perceived benefits and sacrifices (Sweeney & Soutar, 2001). When the price is deemed reasonable for the quality, consumers are willing to pay more. Table 9 supports this assertion, showing that the highest-rated indicator (H6: 4.272) affirms consumer agreement that syar'i hijab prices match their quality.

Price-Quality Inference Theory (Rao & Monroe, 1989) further explains this phenomenon, suggesting that consumers associate higher prices with superior fabric, durability, and design, particularly in symbolic or religious products like syar'i hijabs. This aligns with Islamic business ethics, which emphasize fairness and transparency in transactions (Al-Bay' bi al-Taradhi), as stated in the Quran (An-Nisaa: 29). When consumers perceive the price as fair, they will willingly make a purchase without hesitation.

These findings are consistent with prior research (Albar et al., 2022; Shafitri et al., 2021), which indicated that price positively affects purchase intention in premium and religious fashion markets. Rahman and Sulaiman (2023) also highlighted that Muslim consumers prioritize ethical sourcing, durability, and brand reputation over affordability, reinforcing the effectiveness of value-based pricing over discount-driven strategies.

Although most respondents did not perceive price as a barrier, affordability concerns were noted in the H1 and H2 indicators (265 neutral, 110 disagree, 5 strongly disagree). This suggests that businesses should not compete solely on price but should adopt tiered pricing based on fabric quality, exclusivity, and design. Strengthening perceived value through ethical production, quality assurance, and branding can justify premium pricing. Additionally, strategic discounting, such as limited-time promotions or loyalty programs, can enhance consumer engagement without undermining brand value.

Influence of Product Quality on Purchasing Intention

Table 8 shows that product quality significantly influences syar'i hijab purchase intention (p = 0.001, t = 3.3 > 1.96). The path coefficient (0.157) indicates a positive relationship, confirming that higher product quality leads to increased purchase intention. These findings align with previous research (Subagya & Silaswara, 2022; Setiawan & Cholid, 2021; Purnama et al., 2021), which highlighted the importance of quality materials, stitching, and warranties in consumer

decision-making. Statistically, a one-unit increase in product quality raises purchase intention by 0.157 units. The results also align with Islamic trade ethics, which prohibits deception (*tadlis*). The Prophet emphasized honesty in commerce, as reflected in the hadiths of Imam Bukhari: "When a sale is made, say: there is no fraud," and by Imam Ibn Majah and Ibn Hambal: "It is not lawful for a Muslim to sell defective goods unless he discloses them." Thus, product quality must align with marketing claims.

For syar'i hijab producers and retailers, maintaining high-quality materials, precise stitching, and comfortable fabrics is crucial. Transparency in product specifications fosters consumer trust and loyalty. To stay competitive, businesses should innovate while adhering to Islamic principles, such as breathable yet opaque fabrics or temperature-regulating textiles. Stringent quality control, product certifications, customer feedback, and flexible return policies further enhance credibility. Brand reputation also plays a key role in purchasing intention. Ethical sourcing, fair trade, and supply chain transparency appeal to socially conscious Muslim consumers. Businesses should incorporate educational campaigns on syar'i-compliant fashion and collaborate with Islamic scholars or modest fashion influencers to strengthen their brand positioning. The descriptive analysis highlights the KP6 indicator for ensuring full aura coverage as the most critical factor. Businesses should focus on designs that meet religious requirements while providing comfort, practicality, and style, thereby increasing consumer purchase intention.

Influence of Promotion on Purchasing Intention

The findings in Table 8 indicate that the p-value (0.000 < 0.05) and t-value (8.102 > 1.96) confirm a significant influence of promotion on syar'i hijab purchase intention. The path coefficient (0.332) further demonstrates a positive relationship between product quality and purchase intention, supporting the hypothesis that advertising significantly affects consumer interest in purchasing syar'i hijabs. These results align with prior studies (Albar et al., 2022; Purnama et al., 2021; Ferdinand et al., 2021), which affirm that promotion plays a crucial role in shaping consumer purchase intention. Optimal promotional efforts, both in intensity and quality, enhance consumer interest. The path coefficient suggests that a one-unit increase in product quality raises purchase intention by 0.332 units.

The descriptive analysis reveals that the most agreed-upon indicators relate to Instagram advertisements, which are frequently visible and easily understood. Islamic principles permit product promotion provided the product remains truthful and accurately represents product quality. However, exaggeration in advertising constitutes deception (Agustin, 2017). This is implied in the hadith narrated by Imam Bukhari which sound: "God will grant His mercy to every one of us who behaves well when selling, buying and making a statement." (HR Bukhari). This result is also consistent with the following hadith narrated by Imam Bukhari and Muslims: "The perjury corrupts commerce and obliterates the blessings of work."

Conversely, the lowest-scoring indicator (P7: email promotions, 2.25) suggests that email marketing is underutilized. This presents an opportunity for businesses to leverage personalized email campaigns by offering exclusive discounts, educational content, and loyalty programs to increase engagement. This study underscores the critical role of well-executed promotional strategies in enhancing consumer engagement and brand awareness. Instagram emerged as the most effective platform, suggesting that businesses should strengthen their social media presence through targeted ads, influencer collaborations, and interactive content such as live sessions and testimonials.

To maximize impact, promotions should prioritize message clarity and authenticity while aligning with Islamic business ethics. Ethical marketing practices involve transparency in product

descriptions, fair pricing, and truthful endorsements, avoiding misleading claims about religious benefits. Misrepresentations such as vague terms like "halal hijab" without certification contradict Islamic ethical standards and excessive consumer manipulation, including false testimonials or aggressive upselling, violate the principles of fairness in Islamic business ethics.

Furthermore, a multichannel marketing approach, including Facebook, TikTok, WhatsApp Business, and YouTube, can expand reach. Using short videos, testimonials, and user-generated content fosters trust and encourages purchasing decisions. By integrating ethical and strategic promotional methods, businesses can enhance brand credibility and long-term consumer loyalty.

CONCLUSIONS

The conclusion of this study is that price has a partial and significant positive impact on interest in purchasing Syar'i Hijab. This result contradicts the first hypothesis that states price has a negative influence on purchase intention. This is thought to be due to the character of existing respondents who do not see price as an issue but rather see it in terms of usefulness.

Product quality can have a significant positive impact on Syar`i Hijab's purchase intent. This shows that the higher the quality of the Syar'i hijab, the more willing consumers are to purchase it. This promotion has a partially significant positive influence on the interest in buying hijab syar'i. This indicates that the more often sellers promote syar'i hijab, the higher their consumer interest in buying it.

These findings have significant practical implications for businesses in the modest fashion industry. Despite conventional expectations that higher prices deter demand, the results suggest that consumers of syar'i hijabs prioritize product quality and perceived value over mere affordability. Consequently, companies should adopt value-based pricing strategies such as tiered pricing models that reflect differences in fabric quality and design exclusivity to better cater to diverse consumer segments. In addition, maintaining and enhancing high product standards is critical for building consumer trust and loyalty. Moreover, effective digital marketing, particularly through social media channels like Instagram and untapped avenues such as email marketing, is essential for engaging consumers and driving purchase intention. Overall, these insights call for an integrated approach that aligns pricing, quality, and promotion strategies to secure a competitive advantage and foster sustainable growth.

LIMITATION & FURTHER RESEARCH

This study has several limitations that should be acknowledged. First, the sample is predominantly composed of younger consumers (ages 17-25), which may limit the generalizability of the findings to older demographics and working professionals who might exhibit different purchasing behaviors. Future research should include a more balanced age distribution to enhance external validity.

Second, while the study incorporates religiosity as a moderating variable, it does not capture variations in religious interpretation and practice, which could influence purchase intention differently across geographic or cultural contexts. Future studies could explore how different levels of religious observance impact consumer behavior in a modest manner.

Third, this study focuses on price, product quality, and promotion, but other influential factors, such as brand loyalty, social influence, and perceived ethical production, were not examined directly. Future research could incorporate these variables to provide a more comprehensive model of consumer decision-making in the syar'i hijab market.

Finally, this study is limited to Indonesia, and while it provides valuable insights, its findings may not be directly applicable to other Muslim-majority or minority markets. Comparative studies across different countries or regions could offer a broader understanding of modest global

consumer behavior.

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