



The Influence of Islamic Branding and Life Style on Decisions to Purchase Muslimah Fashion Products in Makassar City With Celebrity Endorsement as a Moderating Variable

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Keywords:

Islamic Branding, Life Style, Purchasing Decisions, Celebrity Endorsement

Abstract

This study aims to explore the factors influencing purchasing decisions of fashion products among Muslim women in Makassar City, particularly focusing on the influence of Islamic branding and lifestyle on these decisions, as well as the moderating effect of celebrity endorsements. The research adopts a quantitative approach with a causal associative method. Primary data is collected through questionnaires, supplemented by secondary data from relevant journals. Sampling follows the Heir formula, resulting in a sample size of 225. Data analysis employs SPSS 26. The findings reveal that both Islamic branding and lifestyle positively and significantly impact the purchasing decisions of fashion products among Muslim women in Makassar City. Regarding moderation, celebrity endorsements do not moderate the relationship between Islamic branding and purchasing decisions, but they do strengthen the relationship between lifestyle and purchasing decisions. The implications suggest that consumers should critically evaluate information and interactions, aligning them with Islamic teachings in their daily lives. Lifestyle choices are influenced by environmental interactions, emphasizing the importance of adhering to Islamic values. Consumers are advised to select celebrities who promote goodness and Islamic principles. For fashion industry stakeholders, demonstrating alignment with Islamic values in materials and manufacturing processes can enhance consumer confidence. Future research could explore additional variables relevant to purchasing decisions. In conclusion, understanding the dynamics between Islamic branding, lifestyle, celebrity endorsements, and purchasing decisions provides valuable insights for both consumers and industry practitioners in the fashion market catering to Muslim women in Makassar City.

1. Introduction

Various aspects of life, especially the business sector. In line with the development of globalization, almost all industries are experiencing development, one of which is the field *fashion*. Globally, *fashion* is the most popular product category in online retail, projected to grow from \$60 billion in 2015 to \$86.4 billion in 2018 in the US (Statista, 2016). SGIE Report (*State of global Islamic economy*) 2022 estimates that Muslims around the world will spend US\$2 trillion in 2021 on food, medicine, cosmetics, *fashion*, travel, and media. This spending reflects year-on-year growth of 8.9 percent, and is expected to reach US\$2.8 trillion by 2025 at a cumulative annual growth rate (CAGR) of 7.5 percent (Shafaki, n.d.).

A very influential aspect in the industry *Fashion* Muslims in Indonesia are

experiencing development, namely the dominant Muslim population in Indonesia. *The State Of Global Islamic Economy* shows that Indonesia is ranked second in the highest producing countries *Fashion*

Muslims after *United Arab Emirates* (Khairunisa & Noven, 2023). This shows that Indonesia's opportunity to be in the first order and become one of the centers *Fashion* Muslims of the world (Business, n.d.). The magnitude of the business opportunity *fashion* making designers compete to be able to provide color and creativity in creating new innovations. So with the availability of models *fashion* Good ones will attract consumers to make purchasing decisions. According to Kotler and Keller, purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them (Nasrullah, 2015).



Consumer purchasing decisions are considered as a process of determining the purchase of an item where consumers search for information regarding various product information they wish to purchase, evaluate and make choices (Aldilax et al., 2020). *Fashion* which experienced an increase *is fashion* which focuses on design *fashion* Muslimah. (Istiani, 2015) Indonesian women spend more money on shopping *fashion* due to high consumer spending habits. GDP (*Gross domestic product*) in Southeast Asia is expected to grow around 7% every year for the next decade (Nielsen, 2014), on the other hand, the *fashion* Indonesia has a rapid annual growth rate, namely 13%, and has become one of the leading industries in the world. (Kim et al., 2020) As a Muslim woman, you need to pay attention to how you dress which is related to religious values. One of the things that often becomes the center of attention is how to wear clothes which must be in accordance with the Koran and Hadith. Conditions like this make it possible for design entrepreneurs *fashion* Muslim women make quality products with high competitiveness but are still *syar'i* (Miftahul, 2015) The increasingly Muslim female population

many will have great potential for various goods and services. Producers are currently aware that there are so many Indonesian Muslim women consumers that they are the right target for marketers of their products in Indonesia itself *brand fashion* well-known Muslim women such as Rabbani, Zoya, Elzatta, Azura and others, *Brand* it presents many models *fashion* Muslim women who carry a modern and charming impression (Wafi, n.d.).

The emergence of the Islamic brand is based on the company's goal of influencing consumer buying interest, especially Muslim female consumers. The awareness of using products with an Islamic label is one of the reasons why brands with Islamic nuances are emerging at this time (Ranto, 2016). One way for producers to attract consumers' buying interest is by implementing *Islamic branding*

namely by using Islamic identity (with words that have Islamic nuances) in their marketing. *Islamic branding* It is not just a name, symbol, writing or a combination of all of these, however, furthermore, the brand contains sharia principles which are the embodiment of Islamic values. Besides that, *Islamic branding* is also a determining variable that can influence consumer purchasing decisions. Objective *Islamic branding* is to identify the products or services produced to be different from those produced by competitors in general (Trishananto, 2019).

One of the things that influence the purchase decision apart from *Islamic branding* is *Life style*. *Life style* reflects a person's choice in spending time and money. With the availability of time consumers will have a lot of time to shop and with money consumers will have high purchasing power. is based on living standards which explain individual purchasing power, where these attitudes, thought patterns and beliefs have a significant impact on the decisions taken (Andrianto et al., 2016).

This is of course related to consumer involvement in a product which also influences purchasing decisions (Anwar & Adidarma, 2016). Apart from *Life style* Currently a growing phenomenon is promoting a product or service using famous people or *Celebrity endorsement* so that the target market share is right on target. Use *Celebrity endorsement* has advantages and disadvantages where when the celebrity's personality has problems, the resulting image will also be bad and have an impact on the products and services being advertised.

Business people must try to be innovative in dealing with existing developments. Business people must have a unique strategy in delivering product promotions (Supriyani et al., 2022). This can be applied using *Celebrity endorsement* so that consumers respond well (Rahmani et al., 2022). Besides that, *Celebrity endorsement* is a strategy used to convey a message or suggests purchasing goods and is able to attract consumer attention and increase purchases



(Unud, 2015). *Celebrity endorsement* creates strong emotions between the brand and the buyer, so that it will lead to a purchase and usage decision product (Darmawan, M. D., & Iriani, 2021).

Based on the explanations above, one of the research focuses in this study is one of the areas in Indonesia where the trend *is fashion* also spreading there, the city of Makassar itself is one of the areas that has potential for marketing *fashion* Muslimah. Makassar City is one of the regions in South Sulawesi province with a fairly large population, namely based on BPS in 2022 the population of Makassar City will be 1,432,189 people (Makassar, n.d.). Magazine *Fashion* Muslim women in 2017 include several types *styling*

such as robes, khimar, blouses, tunics, culottes, trousers, skirts, long vests, cardigans, blazers, jumpsuits and pashmina. Based on magazine analysis *fashion* Muslims in 2017 above, the calculation results for the style trend category are obtained *fashion* The Muslims that appeared most frequently were robes with a percentage of 42.6% and blouses with a percentage of 32.6% (Rania, 2017).

The city of Makassar has unique social and cultural characteristics, including the majority of its population being Muslim, so it has become one of the centers of modern development. *Fashion* in Indonesia, where in every corner of the city you can find various kinds of galleries *Fashion* Muslimah. Various trends *fashion* such as diversity of models, diversity of colors, diversity of motifs and diversity of mix and match styles *fashion* can be found along the area with the presence of various galleries (Istiani, 2015), but with the development of the current era, there are still many Muslim women, no longer making *Fashion* It is an obligation for Muslim women to cover their private parts, but it is more trendy (Harrang et al., 2020). Adolescent women are one of the social groups in society that are considered vulnerable to influence *life style*.

Muslimah fashion is part *life style* From teenagers, they often follow style

trends *Fashion* and product type *Fashion* which is currently popular for achieving a perfect appearance. Various variants *Fashion* which is offered to all groups, both young and old, starting from hijabs, robes, blouses and products *fashion* others, thereby raising the public's opinion, especially young women in the city of Makassar, who are easily influenced to buy and use the product *Fashion* because it offers various types of products *fashion* Muslimah.

Based on the phenomenon that occurred and the presentation of several studies above, there are differences in the results of previous research, making this research important in filling the research gap. This research aims to determine the influence between *Islamic branding* and *Life style* on making decisions to purchase a product. As a novelty

in research, this research uses *Celebrity endorsement* as a moderating variable. So this research is entitled, "*The Influence of Islamic Branding and Life Style on Purchasing Decisions for Muslim Women's Fashion Products in Makassar City with Celebrity Endorsement as a Moderating Variable*"

2. Literature Review

2.1 Agency Theory (Agency Theory)

Consumer behavior is terminologically expressed by several experts. Theory of Consumer Behavior or theory of consumer behavior according to Setiadi, in the form of behavior that is directly involved in obtaining, consuming and spending goods and services, including prioritizing the decision process and followed by action. Consumer behavior is dynamic behavior, namely behavior that experiences changes. (Linna et al., 2022)

2.2 Signal Theory

1) *Islamic Branding*

According to Yusof and Jusoh at Muhammad Saiful Islam *Islamic branding* is a product or service that meets sharia requirements, and all parties involved in halal certification must seriously implement strict procedures in obtaining the halal logo (Ismail



& Alias, 2016) Islamic branding is a concept that relatively new. Where in practice, Islamic Branding uses sharia principles so that it brings out the values of honesty, respect for accountability and embraces understanding of the essence of sharia principles (Khadijah & Wulandari, 2020).

b. Life Style

Life style can describe how individuals live, how they use their money and time based on desires and luxuries, not based on what someone needs. *Life style* not the same as personality, however *Life style* and personality are mutually exclusive. Personality reflects more of an individual's internal personality, whereas *Life style* reflects more external personality, namely individual behavior (Ardista, Rini, 2020). *Life style* is a reflection of the behavior, patterns and way of life shown by an individual. Change *Life style* which is currently seen in groups of young people. *Life style* itself is one of the main factors influencing purchasing decisions (Tana & Bessie, 2020).

c. Purchase Decision

Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that emerge as to what product to buy. (Hermawan, Aldo Bobby, Dr. Dra. Cicik Harini, MM, Dyah Ika Kirana Jalantina, SE, 2022).

d. Celebrity endorsement

An endorsement celebrity is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. *Celebrity Endorserment* also interpreted as a character-well-known figures in their respective fields- each of which can influence society with the endorser's achievements so that it has an impact on

people's purchasing decisions. (Irawan & Misbach, 2020)

3. Research Methods

This research is a type of quantitative research, namely research that produces new discoveries that can be achieved (obtained) using statistical procedures or other methods of quantification (measurement). The research approach used is a scientific approach related to consumer behavior using a causal associative research design, namely to determine the influencing relationship between two or more variables (Prof., 2014). Population is a generalization area consisting of subjects/objects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Prof., 2014). In this study the population size is unknown.

Sampling in this research is by technique *purposive sampling*, *purposive sampling* is a sample determined with special consideration or selection. The sample used in this research was 225 respondents. The data collection technique is by distributing questionnaires and documentation. The data sources used are primary data and secondary data. Research instruments are tools used by researchers in collecting data. The research instrument used in this study used a questionnaire as a list of statements given to people who live in Makassar City. The scale used in this research is a Likert scale. According to Churchill, the Likert scale is one of the attitude measurement techniques most often used in marketing research (Churchill, 2005). The data analysis test in this research uses *Multiple Regression Analysis (MRA)* SPSS 26.



4. Results and Discussion

4.1 Research Results

a. Validity test

The discussion focuses on data validity tests carried out on all statement items for the variables studied. From this table, it can be seen that all correlation coefficient values are positive and greater than the t R table value of 0.131. These results indicate that all statement items in the questionnaire have been proven valid. Data validity testing is an important step in research to ensure that the instruments used to collect data are reliable and produce consistent results. In this context, a validity test is carried out to check the extent to which the statements in the questionnaire reflect the concept to be measured or researched.

With all statement items showing a positive correlation coefficient and greater than the t R table value, this indicates that the questionnaire has succeeded in measuring the variables studied well. This shows that the data obtained from the questionnaire is reliable and can be used for further analysis. The results of this data validity test provide additional confidence to researchers to continue further analysis of the data that has been collected. In addition, these results also indicate that the measurement instruments used in this research can be considered valid and can be applied in the context of similar research in the future.

1) Data Reliability Test

Table 4.2
Data Reliability Test

No	Variable	Cronbach's Alpha	Information
1.	Islamic branding	0,796	Reliable
2.	Life style	0,735	Reliable
3.	Purchase decision	0,898	Reliable
4.	Celebrity endorsement	0,914	Reliable

Sumber: Output SPSS 26 (2023)

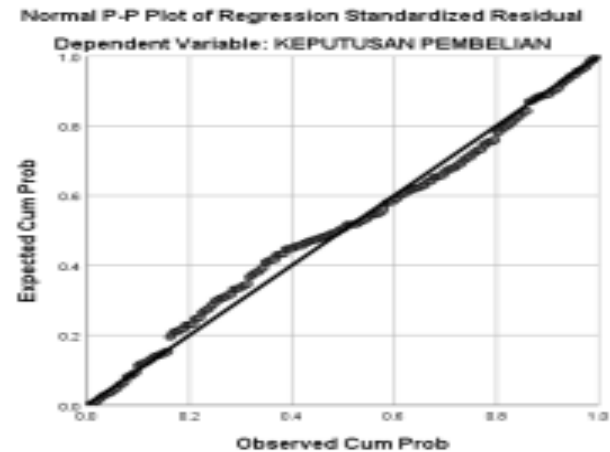
Table 4.2 shows that value *cronbach's alpha* all variables are greater than 0.60, so it can be concluded that the questionnaire instrument is used to explain the variables *Islamic Branding, Life style, Purchasing Decisions and*

Celebrity endorsements can be said to be reliable or trustworthy as a variable measuring tool.

2) Data Normality Test

Figure 4.1

Normality Test Results - (Normal P-P Plot)



Sumber: Output SPSS 26 (2023)

Based on Figure 4.1 above, it shows that the test results graph *normal probability plot* (Normal P-P Plot) shows pattern results that do not deviate too far from the normal line, where the data distribution follows the diagonal line of the graph. So it can be concluded that the data in this study has normally distributed data.

3) Multicollinearity Test

Table 4.3

Multicollinearity Test Results

Model		Collinearity Statistics	
		Toleranc	VIF
1	Islamic branding	,535	1,871
	Life style	,596	1,679
	Celebrity endorsement	,607	1,647

a. Dependent Variable: Purchase Decision

Sumber: Output SPSS 26 (2023)

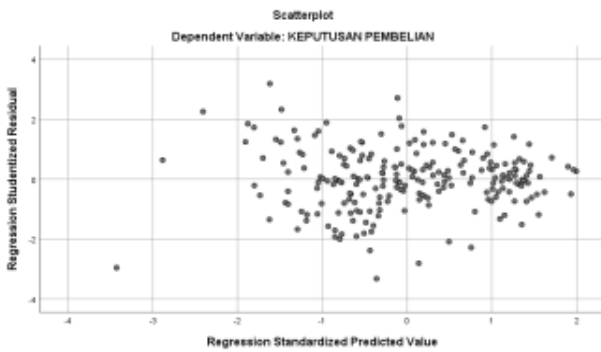
Based on the test results in table 4.3 above, the value *tolerance* which indicates a value greater than 0.10. Where is the variable *Islamic branding* worth 0.535, *life style* worth 0.596, and *celebrity endorsement* worth 0.607. The VIF value for all variables has a value smaller than 10, where the



variable *Islamic branding* worth 1,871, *life style* worth 1,679, dan *celebrity endorsement* worth 1,647. This shows that there are no symptoms multicollinearity between independent variables due to all *valuestolerance* is above 0.1 and the VIF value is less than 10.

4) Heteroscedasticity Test

Figure 4.2
Heteroscedasticity Test Results - (scatterplots)



Sumber: Output SPSS 26 (2023)

The heteroscedasticity test results from Figure 4.2 show that the graph *scatter plot* between *SRESID* and *ZPRED* shows a distribution pattern, where the points spread randomly and are spread both above and below the number 0 on the Y axis. This can be concluded that heteroscedasticity does not occur in the regression model.

b. Hypothesis testing

1) Coefficient of Determination Test (R-Square)

Table 4.4
Coefficient of Determination Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.691	.688	4.85025
a. Predictors: (Constant), LIFE STYLE (X2), ISLAMIC BRANDING (X1)				

Sumber: Output SPSS 26 (2023)

The coefficient of determination test results in table 4.4 show the value *R-square* (R²) from the regression model is used to find out

how much ability the independent variable has in explaining the dependent variable or how much influence the independent variable has on the dependent variable. Based on table 4.18, the value *R-square* (R²) of 0.691 p

This shows that 69.1% of purchasing decisions are influenced by variables *islamic branding, life style dan celebrity endorsement*, 30.9% was influenced by other variables not examined in this study.

2) Simultaneous Test F

Table 4.5
Simultaneous F Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11676.356	2	5838.178	248.170	.000 ^b
	Residual	5222.533	222	23.525		
	Total	16898.889	224			
a. Dependent Variable: PURCHASE DECISION (Y)						
b. Predictors: (Constant), LIFE STYLE (X2), ISLAMIC BRANDING (X1)						

Sumber: Output SPSS 26 (2023)

Based on table 4.5 above, the multiple regression test shows the results *Fcount* of 248.170 with a significance level of 0.000 smaller than 0.05, where the *F valuecount* 248.170 is greater than the *F value* table namely 3.04. This means it is variable *Islamic branding dan life style* jointly influence the purchase decision.

3) Partial Test (t)

Table 4.6
Partial t Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9,757	2,242		4,352	,000
1 <i>Islamic branding</i>	,724	,088	,382	8,195	,000
<i>Life style</i>	1,099	,094	,543	11,646	,000

a. Dependent Variable: Purchase Decision

Sumber: Output SPSS 26 (2023)



The results of the interpretation of the proposed research hypotheses (H1, H2) can be seen as follows:

1) Testing Hypothesis H1 (Islamic branding positive and significant effect on purchasing decisions).

From the results of the hypothesis test above, it states that *Islamic branding* has a positive and significant effect on purchasing decisions, this can be seen in the coefficient value of 0.724 and the t value count 8.195 is greater than the T value table namely 1.971 with a significant level $(0.000) < \alpha (0.05)$. This means it is getting higher *Islamic branding* offered, the higher the consumer's decision to make a purchase and vice versa. Thus hypothesis H1 in this research which reads *Islamic branding* has a positive and significant effect on purchasing decisions.

2) Testing Hypothesis H2 (life style positive and significant effect on purchasing decisions).

From the results of the hypothesis test above, it states that *Islamic branding* has a positive and significant effect on purchasing decisions, this can be seen in the coefficient value of 1.099 and the t value count amounting to 11.646 with a significant level $(0.000) < \alpha (0.05)$. That is, the higher the level *life style* consumers, the higher the level of purchasing decisions and vice versa. Thus hypothesis H2 in this research which reads *life style* has a positive and significant effect on purchasing decisions.

3) Moderated Regression Test Results or Moderated Regression Analysis (MRA)

Table 4.7

Moderation Test Results

Table 4.7
 Moderation Test Results

Construct Relationships	Path Coefficient	T Statistics	Say.
CE (Z) × IB (X1) → KP (Y)	0,004	0,943	0,346
CE (Z) × LS (X1) → KP (Y)	0,021	5,096	0,000

Sumber: Output SPSS 26 (2023)

The discussion regarding hypothesis testing involving moderating variables can be described as follows:

1) Testing Hypothesis H3 (celebrity endorsement does not moderate the relationship between Islamic branding on purchasing decisions in the city of Makassar)

From the results of the hypothesis test above, it is known that the significance value of the interaction variable between *islamic branding* with *celebrity endorsement* equal to $(0.346) > \alpha (0.05)$ as evidence of insignificance. This means that there is a moderating variable *celebrity endorsement* neither strengthens nor weakens relationship between *Islamic branding* on consumer purchasing decisions. Thus, H3 in this research *celebrity endorsement* does not moderate between relationships *Islamic branding* on the purchase decision (H3 is rejected).

2) Testing Hypothesis H4 (celebrity endorsement moderate the relationship between life style on purchasing decisions in the city of Makassar).

From the results of the hypothesis test above, it is known that the significance value of the interaction variable between *life style* with *celebrity endorsement* equal to $(0.000) > \alpha (0.05)$ as significant evidence. This means that there is a moderating variable *celebrity endorsement* able to strengthen the relationship between *life style* on consumer purchasing decisions. Thus, H4 in this study, *celebrity endorsement* moderate the relationship *life style* to the purchase decision.

4.2 Research Discussion

The results of several tests that have been carried out in this research will then be discussed so that a clear picture can be given of the influence of one variable on another. The variables in this research are *Islamic branding* and *life style* as an independent variable, purchasing decisions as a dependent variable



and *celebrity endorsement* as a moderating variable.

a. Influence *Islamic branding* to the Purchase Decision *Fashion Muslim Women* in Makassar City

Based on the research results, it shows that the variable *Islamic branding* on purchasing decisions has a positive and significant effect. This result can be interpreted that *Islamic branding* has a positive and significant effect on product purchasing decisions *fashion Muslim women* in Makassar City. Therefore, H₀ is rejected and H₁ is accepted. These results could mean that the better the perception of Makassar City consumers regarding *Islamic branding* on the product *fashion Muslim women*, then their purchasing decisions will be higher. Vice versa, the worse the perception of Makassar City consumers regarding *Islamic branding* on the product *fashion Muslim women*, then their purchasing decisions will be lower.

This is proven by the results of data analysis, the majority of respondents are interested in buying *fashion Muslim* because *fashion Muslim women* comply with sharia principles and also they believe in using Islamic names on products *fashion Muslimah* is a halal identity, apart from that the respondent practices *halal life style* by buying *fashion Muslimah*. Therefore, Islamic branding is a benchmark for Muslims, especially Muslim women, in choosing *fashion* which will be used. Then, looking at the purchasing decision indicators, the majority of respondents decided to buy the product *fashion Muslim women* because it suits their clothing tastes, then respondents decide to buy *fashion Muslimah* because it meets the quality expected by consumers.

This is indicated if it is variable *Islamic branding* is increased, consumer purchasing decisions will also increase. This research is in line with several previous research results which state that *Islamic branding* influence purchasing decisions (Ary Dean Amri, Allif Al Fattahillah, Chealsy Amanda & Putri, Nurul Adila, n.d.), Likewise, research conducted by

Nurul Handayani stated that the variable *Islamic branding* provide a positive and significant influence on the decision to purchase a product (N. Handayani et al., 2021).

This is explained by the theory which says that *Islamic branding* is a brand that is in accordance with sharia principles, which brings out many values such as honesty, respect for accountability and understanding the core principles of sharia. Term *Islamic branding* which is often found today is one of the market segmentation efforts carried out by companies providing products and services (T. Handayani & Fathoni, 2019). *Islamic branding* also provides a spiritual approach to the brand image created, especially for Muslim women consumers.

The application of a brand image with Islamic elements creates trust among Muslim women towards the product *fashion* marketed Muslim women. Consumers should be aware of that *Islamic branding* has become a need not only for health factors but also for the need to maintain purity in clothing and worship (Fitriya, 2017), thus increasing purchasing decisions, product *fashion Muslim women* should pay more attention *Islamic branding* so that this product can increase consumer purchasing decisions to choose the product *fashion Muslimah*. *Islamic branding* as part of a product, not only does it use the Islamic name as a factor to attract consumers, but also the selection of raw materials, production processes and others must be considered so that a community is formed which will ultimately lead to purchasing decisions.

b. Influence *life style* Against Purchase Decisions *Fashion Muslim Women* in Makassar City

The research results obtained from *life style* to the purchase decision *fashion Muslim women* in the city of Makassar have a positive and significant effect. This means that it is increasing *life style* a person's desires will increase in terms of making purchasing decisions. Millennial consumers cannot be



separated from trends *life style* nowadays, what is the latest and follow the best selling fashion in the market as well as products *fashion* Muslim women are currently trending. Proven by the results of data analysis, the majority of respondents use *fashion* Muslim women because they follow trends *fashion* currently, then respondents use *fashion* Muslim women to increase their self-confidence and respondents also use *fashion* Muslim as an option *fashion* them every day. This shows that apart from following the trend *fashion* respondents too

use *fashion* Muslimah as their daily choice so as to create their self-confidence. Product use *fashion* Muslimah as a shopping product is not only related to religious rules, but also needs that support appearance. Therefore *life style* is a factor considered by consumers when purchasing the product. Change *life style* will influence consumer preferences for purchasing products. Then, looking at the purchasing decision indicators, the majority of respondents also decided to buy *fashion* Muslim women because it has become their taste in clothing, then respondents also decided to buy *fashion* Muslimah because it meets the quality expected by consumers. This is indicated if it is variable *life style* is increased, consumer purchasing decisions will also increase. The research results are supported by several previous research results which state that *life style* has a significant effect on purchasing decisions (Sinambela & Widyawati, 2021).

Apart from that, Winda's research also says that *life style* positive and significant effect on product purchasing decisions (Hidayah et al., 2022) in line with the results of Meliani's research stating that *life style* has a significant effect on product purchasing decisions *fashion* Muslim women, which is getting bigger *life style* someone in terms of *fashion* then the decision to purchase the product will be higher *fashion* Muslim women (Meliani et al., 2021). then Kasali made it clear that *life style* refers to a consumption pattern that reflects a person's choices about various things and how to spend their time and money. (Kasali, 1998) *Life style* It

will also influence a person's desire to behave and ultimately determine consumption choices. Everyone has a different lifestyle, then this lifestyle will influence consumption culture and also the goods they usually consume. This can be utilized by marketers to increase the efficiency and effectiveness of their marketing. (Purwati et al., 2019) Thus, consumer purchasing decisions cannot be separated from *life style* they want to buy products that are useful and have good quality. (Indrawati & Kunci, 2015) Setiadi revealed that *life style* is broadly defined as a way of life that is identified by how a person spends their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). (Dr. Nugroho J . Setiadi, 2019).

This *life style* related to consumer behavior and purchasing decisions because they influence each other and have an impact on each other. In the meaning of, *life style* a person can be seen from the behavior that a person carries out, such as activities to obtain or function goods and services in which there are decision-making processes and factors in determining these activities. *Life style* develops because there are needs, demands and validation which state that a character will do it again if the activity brings satisfaction or pleasure and there are no losses along with it.

c. Moderation effect celebrity endorsement to the relationship between Islamic branding with the purchase decision

The research results obtained that, *celebrity endorsement* does not moderate the relationship between *Islamic branding* to the purchase decision *fashion* Muslim women in the city of Makassar in the sense that H0 is accepted and H3 is rejected. This means that presence *celebrity endorsement* neither strengthens nor weakens the relationship between *Islamic branding* on purchasing decisions. This means that there is or is not there *celebrity endorsement* as moderation in this research still influences the relationship



between *Islamic branding* to the purchase decision. Understanding of *Islamic branding*

on a consumer is not only measured by influence *celebrity endorsement*. However, they know what they will buy or consume because consumption limits in Islam do not only apply to food and drink, but also include other types of commodities including *fashion* Muslim women (Ardelia, 2019). This is proven by the results of data analysis that respondents bought the product *fashion* Muslim women not because the celebrity often appears on television and also not because of the charisma and strong aura a celebrity has. This also indicates that, someone who dresses firmly as a Muslim because of their beliefs, is usually more focused on their religious values and personal principles rather than being influenced by external factors such as celebrity endorsements. Confidence in *berfashion*

Muslim women are usually based on the teachings of the Islamic religion, which emphasizes the importance of dressing modestly and maintaining the modesty of Muslim clothing or hijab is one of the important aspects of Muslim identity (Abdullah & (Riyadh), 2006), which describes obedience to the commands of Allah SWT. which underlies this belief is seen in the words of Allah SWT in Q.S. Surah Al Ahqaf verse 13 which reads:

إِنَّ الَّذِينَ قَالُوا رَبُّنَا اللَّهُ ثُمَّ اسْتَقَامُوا فَلَا خَوْفٌ عَلَيْهِمْ وَلَا هُمْ يَحْزَنُونَ

"Indeed, those who say, "Our Lord is Allah," then they remain steadfast, there is no worry for them, and they do not (nor) grieve."

Then in QS. Al-Ahzab: 59 also explains that:

يَا أَيُّهَا النَّبِيُّ قُلْ لَأَزْوَاجِكَ وَبَنَاتِكَ وَنِسَاءَ الْمُؤْمِنِينَ يُدْنِينَ عَلَيْهِنَّ مِنْ جَلَابِيبِهِنَّ ۚ ذَلِكَ أَدْنَىٰ أَنْ يُعْرَفْنَ فَلَا يُؤْذَيْنَ ۗ وَكَانَ اللَّهُ غَفُورًا رَحِيمًا

Translation:

"O Prophet, say to your wives, your daughters, and the wives of the believers: "They should stretch their veils over their entire

bodies.' That is so that they are easier to recognize, so that they are not disturbed. And Allah is Most Forgiving and Most Merciful." (RI, n.d.)

Quraish Shihab in Tafsir al-Misbah interprets that it states that this verse, say the believing women should restrain their gaze, and protect their genitals" As is the order to the believing men and restrain them. In addition to that, they should not display decorations that are parts of their body that can stimulate a man except for what is usually visible from him or except for what is visible without the intention of showing off, such as the face and palms. Further because one of the ornaments of a woman's tree is her chest. So this verse continues and they should cover their veils to their chests (Shihab, 2002) Thus this verse emphasizes the importance of dressing in accordance with the strict principles of Islam, where Muslim women are required to cover their entire body with a hijab or loose clothing to protect their honor and identity as Muslims. With this belief, a Muslim woman will not be influenced by fashion trends or the influence of celebrities, because she has understood that *berfashion* Muslim women are Allah's commandments that must be obeyed without compromise.

d. Moderation effect *celebrity endorsement* to the relationship between *life style* with the purchase decision

The research results obtained that, *celebrity endorsement* moderate the relationship between *life style* to the purchase decision *fashion* Muslim women in the city of Makassar in the sense that H0 is rejected and H4 is accepted. This means that presence *celebrity endorsement* moderate the relationship between *life style* on purchasing decisions. This means that the more famous the celebratory endorsement, the more it influences the respondent's decision to make purchasing decisions. This is because celebrities are considered symbols *life style* who is idolized by his fans. When celebrities follow or use a product or *life style* In certain



cases, this can influence consumer perceptions about the product. therefore, *celebrity endorsement* help connect between *life style* that the celebrity represents and the consumer's purchasing decision, turning it into a stronger urge to buy the product. This is proven by the results of data analysis that the majority of respondents purchase Muslim women's products because celebrities have expertise and knowledge of what they advertise. Apart from that, the respondents choose the products *fashion* Muslim women because the product has a good image in society.

Life style those who are high among them will certainly have an impact on their appearance, and *life style* It will definitely be influenced by the presence of celebrity endorsers at this time, so it is most likely that purchasing decisions can be indirectly influenced by a celebrity endorser. (Dr. Nugroho J. Setiadi, 2019) This theory is supported by research which states that celebrity endorsers are able to mediate the influence lifestyle on purchasing decisions. (Marini & Lestariningsih, n.d.), Thus celebrities are often considered as authorities or role models in various aspects of life, including lifestyle. When they advertise a product or service, consumers tend to associate the product with the lifestyle that the celebrity represents. influence of profitability (ROA) on income smoothing was probably due to changes in investors' views on company performance.

5. Closing

5.1 Conclusion

a. Conclusions *Islamic branding* positive and significant effect on purchasing decisions *fashion* Muslim women in Makassar City. This could mean that the better the perception of Makassar City consumers regarding *islamic branding* on the product *fashion* Muslim women, then their purchasing decisions will be higher. Vice versa, the worse the perception of Makassar City consumers regarding *islamic*

branding on the product *fashion* Muslim women, then their purchasing decisions will be lower.

- b. 2. *Life style* positive and significant effect on purchasing decisions *fashion* Muslim women in Makassar City. This means that it is increasing *life style* a person's desires will increase in terms of making purchasing decisions.
- c. 3. *Celebrity endorsement* does not moderate the relationship between *Islamic branding* to the Purchase Decision *fashion* Muslim women in Makassar City. This means that presence *celebrity endorsement* neither strengthens nor weakens the relationship between *Islamic branding* on purchasing decisions. This means that there is or is not there *celebrity endorsement* as moderation in this study does not affect the relationship between *Islamic branding* to the purchase decision.
- d. *Celebrity endorsement* strengthen/moderate the relationship between *life style* to the Purchase Decision *fashion* Muslim women in Makassar City. This means that presence *celebrity endorsement* moderate the relationship between *life style* on purchasing decisions. This means that the more famous the celebratory endorsement, the more it influences the respondent's decision to make purchasing decisions.

5.2 Suggestion

- a. Consumers should be able to filter all information and interactions, both on the internet and in the surrounding environment, and still base Islamic teachings in their daily lives because a person's lifestyle is formed from the results of interactions.
- b. with the environment. The same thing should also be applied when viewing *celebrity endorsement* because consumers still have to choose which celebrity can direct us to goodness and adhere to Islamic values.
- c. For industry players *fashion* Muslim women in promoting their products can



insert content and inspiration fashion Muslim women so that consumers are more interested in using and buying products fashion Muslimah. Industry players fashion Muslims can also show that the materials and manufacturing process fashion Muslim women are in accordance with Islamic values so that consumers can be more confident in making purchases. Don't forget to also consider who the celebrity endorser is to use in product promotion, because each celebrity endorser certainly has their own character and charm and not all celebrity endorsers are suitable for all products. Of course, you need to choose which celebrity endorser can represent the product image fashion nice and attractive muslimah so celebrity endorsement can be effective without causing negative impacts.

- d. Future researchers who want to research similar things can use other variables that are not yet in the research, such as price variables, consumer loyalty and product quality. Apart from that, further research can also choose research subjects that are different from those already studied.

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