

THE INFLUENCE OF HALAL LIFESTYLE, FASHION TRENDS, AND VIRAL MARKETING ON GEN Z MUSLIM FASHION PURCHASING DECISIONS

Eva Yulia Ningsih¹

Universitas Trunojoyo Madura, Bangkalan, Indonesia

evayuliangsh@gmail.com

Muhammad Ersya Faraby²

Universitas Trunojoyo Madura, Bangkalan, Indonesia

ersya.faraby@trunojoyo.ac.id



Abstract

Seeing the condition of Indonesian society, which is predominantly Muslim, presents a great opportunity for the development of Muslim fashion because the interest of every Muslim in Muslim fashion products is starting to increase, and the advancement of technology has also helped in the marketing of Muslim fashion products. This research aims to analyze the influence of halal lifestyle, fashion trends, and viral marketing on the purchasing decisions of Muslim clothing by generation Z in Bangkalan City. This research uses a quantitative method with multiple linear regression analysis techniques and classical assumption tests. The data used are primary data collected through the distribution of questionnaires. The research sample consisted of 107 respondents who met certain criteria using purposive sampling technique. The research results show that halal lifestyle and viral marketing partially influence purchasing decisions, while fashion trends do not affect the purchasing decisions of Muslim clothing. The coefficient of determination test results showed that halal lifestyle, fashion trends, and viral marketing simultaneously have a 48.6% influence on the purchasing decisions of Muslim clothing. This research can provide insights to Muslim fashion business practitioners to develop more effective marketing strategies to succeed in the Muslim fashion market.

Keywords: Halal Lifestyle, Fashion Trend, Viral Marketing, Purchasing Decisions

INTRODUCTION

Indonesia is one of the countries with a majority Muslim population, numbering 245 million or 87.08% of the total Indonesian population, which is projected to reach 282 million by 2024 according to the Ministry of Home Affairs. The large Muslim population in Indonesia also contributes to the growth of various sharia-based economic sectors, including the increasingly developing halal industry in Indonesia. One of the sectors that has shown significant growth is the halal fashion industry. This is stated in the State of the Global Islamic Economy Report 2023/2024, which notes that the Indonesian Muslim fashion sector is now ranked 3rd in the world. Indonesia is among the top five countries in the modest fashion category according to the Muslim consumer market, alongside four other countries: Turkey, Malaysia, Singapore, and Italy. This might be interpreted as evidence that many Indonesians choose to wear Muslim clothes (Nurul Adinda Arzahwa et al., 2021). Based on the Global Economic Report, Muslim consumer spending on clothing increased by 8.4% to US\$318 billion. The amount is expected to continue increasing each year, a figure that is also supported by the crucial role of Generation Z. This generation was born between 1997 and 2012. With a percentage of 27.94% of the Indonesian population, they have a significant influence, especially through digital interactions and their contributions to e-commerce. They are a generation that grew up in the digital era, have a strong interest in technology, and are easily influenced by the times (Sholikha, 2023).

Considering the condition of Indonesian society, which is predominantly Muslim, it greatly impacts the lifestyle adopted, because Islam has rules in lifestyle, especially in dress etiquette. Muslim fashion is experiencing rapid development due to new innovations from designers for the Muslim community. These innovations are impacting the Muslim lifestyle, leading to a trend among the community known as the halal lifestyle. The development of the halal lifestyle issue is currently being widely discussed by the general public both domestically and internationally. This can be seen from the dominance of electronic media, online news, and seminar events that carry the theme of halal lifestyle. It's no wonder that the halal lifestyle has become a contemporary way of life for Muslims, especially the younger generation. Starting from halal tourism, halal cosmetics, halal medicines, to halal fashion. When interacting with their surroundings, each consumer's halal lifestyle reflects their

personality and way of life (Kholidah & Arifiyanto, 2021). The study on how halal lifestyle influences buying decisions by (Sri Darsini & Nur Achmad, 2023) discovered that halal lifestyle significantly and favorably affects the variable of purchasing decisions. According to the research, the halal lifestyle has an impact on the community's purchasing decisions. Nonetheless, the study (Mutmainah & Romadhon, 2023) produced disparate findings, suggesting that the halal lifestyle has no discernible effect on the variable influencing buying decisions. This indicates that the decision to buy a product is not always primarily influenced by one's halal lifestyle.

In society, trends are one of the factors that influence behavior in accepting or purchasing a product, and become a determining factor in deciding on a product if that product aligns with the existing trend direction. The trend of Muslim women's fashion in recent years has become an interesting phenomenon because it is different from before. Competition in the fashion industry, especially in clothing, has certainly become very fierce. This certainly encourages marketers to offer their products in different ways to influence consumers in making purchasing decisions within the company. Marketers certainly strive to offer the latest clothing models with high-quality materials and unique characteristics from the company, even providing affordable prices. In the study (Saputra & Subandrio, 2023), it was shown that fashion trends have a positive influence on purchasing decisions, and these findings are consistent with the research of (Hasanah et al., 2025; Tirsyah et al., 2023; Yanti et al., 2024).

For companies, marketing is a crucial component. The effectiveness of a company's marketing strategy has a significant impact on whether it grows or stagnates. Business owners may now easily expand their companies thanks to the development of ever-more-advanced technology, which makes it hard to avoid employing technology for marketing (Nabil & Ersya Faraby, 2023). Viral marketing is a hot topic being discussed and then utilized by marketers in a marketing strategy, so that the intended message by the marketing can easily spread widely in a short period. Viral marketing can be used to introduce a product or brand and can also increase sales. Marketers can make their products go viral or follow trending topics that are currently viral to boost their sales. Viral marketing is considered an appropriate marketing tool to use at this time. The results of the research (Amalia & Rozza,

S.E., M.M., 2022; Azis & Syarifah, 2022; Fathurrahman et al., 2021) indicate that viral marketing has an influence on purchasing decisions.

Based on the explanation above, there are discrepancies in the findings of earlier research, necessitating additional investigation to determine the elements affecting Muslim clothing purchases. The Muslim community in Indonesia offers a great deal of potential for the growth of Muslim fashion since all Muslims are becoming more interested in Muslim fashion items, and technological developments have also made it easier to promote Muslim fashion items. Therefore, the author carried out the study to examine how fashion trends, viral marketing, and the halal lifestyle affect Muslim clothing purchases. It is intended that this study will help Muslim fashion industry professionals better understand the factors that customers take into account when buying Muslim fashion items.

REVIEW OF LITERATURE

Purchase Decision

The process through which customers apply their knowledge to select one of two or more products that are available is known as the purchase decision. This process is impacted by a number of elements, such as quality, price, location, promotion, convenience of use, service, and other considerations (Nurhayati, 2023). Purchase decisions are any individual actions that directly involve the consumer's choice to buy a desired good or service. Purchase decisions are also influenced by several consumer behavior traits, including age, income, occupation, and economic situation. When making a purchase, consumer behavior will dictate the decision-making process (Gunawan, 2022). According to (Katiandagho & Syarif Hidayatullah, 2023), the purchase decision variable is confidence in a product, habits in purchasing a product, recommending to others, and making repeat purchases.

Muslim Fashion

Since the beginning of Islam, Muslims and fashion have been closely associated. According to Islam, a person's attire, whether it be male or female, is a sign of their submission and allegiance to the Creator. Therefore, clothing must adhere to Islamic standards and have the value of worship for a Muslim. One commodity that has evolved into

a basic necessity in human life is fashion. Fashion items themselves comprise more than just apparel; they also include accessories like purses and shoes.

Muslim clothing serves as a cover for the body and also functions as an enhancement to appearance and beauty in dressing or wearing clothes. Muslim clothing is attire that follows the norms of the Islamic religion. Islam sets certain boundaries for both men and women. For women, having specific clothing that shows their identity as a Muslim woman can serve as a symbol of honor, modesty, and protection from various dangers that may threaten them (Maulani et al., 2020).

Halal Lifestyle

According to (Handayani et al., 2020), a halal lifestyle is one in which an individual cultivates their Islamic faith and follows it sincerely, honestly, responsibly, with dignity, and with fairness. This suggests that all social, cultural, economic, and personal endeavors are grounded in Islamic principles and are consistent with the way of life of people. At the moment, one of the global trends that is expanding the fastest is the halal movement (Makhtum & Faraby, 2024). As it has evolved, the halal lifestyle has drawn attention from both Muslims and non-Muslims worldwide. According to (Rosi et al., 2024), the halal lifestyle variable includes activities, opinions, interests, and the purchase of halal products.

Fashion Trend

Fashion is closely related to personal style, an individual's personality, and the passage of time. Moreover, the fashion models used can serve as a reflection of one's social and economic status as well as their popularity within a community (Roihan et al., 2023). Fashion trends, which were once specifically considered in terms of clothing styles, have now evolved with the changing times, making fashion a unit of lifestyle. This evolution is driven by the ease of exchanging references and information from outside, making global fashion trend exchanges very possible. Fashion trends can be influenced by several shaping factors such as the economic situation, mass media, culture, and the role of an individual within a social group. Consideration of the current fashion trends in society will influence consumers in purchasing a product. Many factors can influence consumer purchasing decisions, including the purchase of fashion products. With the tendency of consumers to always update their fashion trends and the potential for creativity that is increasingly

developing and emerging to create a new fashion trend, this is seen as a good opportunity in the clothing business. According to (Kadafi et al., 2023), the fashion trend variable includes models that meet desires and needs, design variations, trend-following designs, as well as durability and color.

Viral Marketing

In terms of making a purchase, social media marketing has the power to influence customer choices. Viral marketing can be defined as a marketing strategy that involves spreading product information or opinions through word of mouth using digital media to the surrounding environment (Tanuwijaya & Mulyandi, 2021). Viral marketing is generally carried out by influencers, where people build a reputation from reviews or comments made by spreading information/news through word of mouth. This communication causes the low costs incurred to become a unique advantage for sellers from a trend or viral content that drives the intention to purchase a product. However, this viral marketing can have a negative impact due to the high number of negative reviews through word of mouth. According to (Katiandagho & Syarif Hidayatullah, 2023), the viral marketing variable is the social media used, the involvement of opinion leaders, product knowledge, product clarity, and product discussions.

RESEARCH METHOD

The purpose of this quantitative study is to determine whether the independent and dependent variables have a cause-and-effect connection. A four-point Likert scale questionnaire on Google Forms was given to responders, and the results were used as the primary data source. The neutral answer choice was purposefully left out of this study since it might cause respondents to select it even when they are unsure about their response (Arikunto, 2011).

Referring to an infinite population, this study employs the non-probability sampling technique, which does not give equal opportunity to all members of the population to become part of the sample (Sugiyono, 2019). Purposive sampling is used, which is a method of determining the sample based on specific criteria considerations so that the data obtained is more representative. The research sample consists of Generation Z in Bangkalan, who are

Muslim and have previously purchased Muslim clothing. The sample size must be equal to or greater than 100, with the stipulation that the minimum sample size is 5 times the number of indicators, or a maximum of 10 times the number of indicators (Hair in Saputra & Subandrio, 2023). There are 17 indicators in this study, so the researcher used $17 \times 6 = 102$ samples. The researcher also collected relevant or pertinent data needed for the study from books, scientific articles, news, and other reliable sources that are also relevant to the current research topic.

Statistical Product and Service Solution (SPSS) software was utilized in this study to perform an analysis using Multiple Linear Regression. Finding the partial and concurrent effects between two or more independent variables and one dependent variable is the goal of this approach (Priyatno, 2022). In the process of multiple linear regression analysis, data quality tests are conducted through validity and reliability tests. Next, classical assumption testing is conducted, which includes a normality test, a multicollinearity test, and a heteroscedasticity test. The next step involves multiple linear regression testing, followed by hypothesis testing, which includes T-test analysis, F-test, and coefficient of determination (R Square) test.

RESULTS AND DISCUSSION

Respondents completed online questionnaires that were distributed to collect the research data. A total of 107 individuals who fulfilled the requirements were gathered. If the calculated r value of the Corrected Item-Total Correlation is greater than the table r value, then the validity test of all questionnaire indicators is deemed valid. There are 35 responders in the sample for this exam. The degree of freedom formula can be used to find the r table. The r table value at a 5% significance level is 0.333, according to the df formula's output. Since the estimated r value is higher than the table r value of 0.333, it may be inferred from the analysis results that all of the questionnaire's indicators are deemed legitimate.

Table 1.
Validity Test

Variable	Variable item	R calculated	R table	Conclusion
Halal Lifestyle (X1)	X1. 1	0.892	0,333	Valid
	X1. 2	0.911	0,333	Valid

	X1. 3	0,771	0,333	Valid
	X1. 4	0,913	0,333	Valid
Fashion Trend (X2)	X2. 1	0,741	0,333	Valid
	X2. 2	0,864	0,333	Valid
	X2. 3	0,450	0,333	Valid
	X2. 4	0,688	0,333	Valid
Viral Marketing (X3)	X3. 1	0,891	0,333	Valid
	X3. 2	0,886	0,333	Valid
	X3. 3	0,752	0,333	Valid
	X3. 4	0,842	0,333	Valid
	X3. 5	0,718	0,333	Valid
Variable	Variable item	R calculated	R table	Conclusion
Purchasing Decision (Y)	Y. 1	0,616	0,333	Valid
	Y. 2	0,839	0,333	Valid
	Y. 3	0,726	0,333	Valid
	Y. 4	0,786	0,333	Valid

Source: Output SPSS

Cronbach's Alpha is used in reliability testing; an instrument is deemed dependable if its Cronbach's Alpha value is higher than 0.6. Every variable in this study has a Cronbach's Alpha value of more than 0.60, according to the testing results. Therefore, if measurements are made using several models, it may be argued that all instruments are trustworthy and congruent with the findings of the study.

Table 2
Reliability Test

Variable	Cronbach's Alpha Calculated Value	Cronbach's Alpha	Description
Halal Lifestyle (X1)	0,893	0,600	Reliable
Fashion Trend (X2)	0,612	0,600	Reliable
Viral Marketing (X3)	0,867	0,600	Realible
Purchasing Decision (Y)	0,718	0,600	Reliable

Source: Output SPSS

The One-Sample Kolmogorov-Smirnov method is used to test for normality. The significance (Sig.) value can be used to determine the findings of the One-Sample Kolmogorov-Smirnov normality test; if the value is higher than 0.05, it can be said that the study data is normally distributed. The study results indicate that the 2-tailed significance

value, which satisfies the requirements of the One-Sample Kolmogorov-Smirnov test, is $0.220 > 0.05$ (significance level α).

Table 3
Normality Test

One-Sample Kolmogorov-Smirnov Test	
Unstandardized Residual	
N	107
Asym. Sig. (2-tailed)	.220

Source: Output SPSS

The Glejser method is used to calculate the regression coefficient between the independent variable and the residual to perform the heteroscedasticity test. The significance value is used to assess whether heteroscedasticity occurs. The absence of heteroscedasticity can be inferred if the significance (Sig.) value is higher than 0.05.

Following the findings of the analysis, the variables related to halal lifestyle, fashion trends, and viral marketing had significance values of $0.612 > 0.05$, $0.842 > 0.05$, and $0.653 > 0.05$, respectively. Thus, it can be said that there are no heteroscedasticity problems with these three variables.

Table 4
Heteroskedasticity Test

Coefficient ^a		
Model		Sig.
1	(Constant)	.142
	Halal Lifestyle	.612
	Fashion Trend	.824
	Viral Marketing	.653

a. Dependent Variable: ABS_RES

Source: Output SPSS

The purpose of this test is to ascertain whether the independent variables in the regression model have a linear relationship. In order to perform the multicollinearity test, the tolerance and VIF (Variance Inflation Factor) values are examined. If the tolerance value exceeds 0.10 and the VIF value is less than 10, it can be concluded that multicollinearity does not exist. The findings of the analysis indicate that the variables related to viral marketing, fashion trends, and the halal lifestyle have a VIF (Variance Inflation Factor) value of less

than 10 and a tolerance value greater than 0.10. Thus, it can be said that there are no multicollinearity issues with the halal lifestyle, fashion trends, or viral marketing.

Table 5
Multicollinearity Test
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Halal Lifestyle	.519	1.925
Fashion Trend	.386	2.591
Viral Marketing	.393	2.543

a. Dependent Variable: Purchasing Decision

Source: Output SPSS

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 the independent and dependent variables. To forecast the value of the dependent variable based on the value of the independent variables, this test analyzes the importance of the independent variables collectively. In addition, this test also aims to ensure that the basic assumptions of regression are met before moving on to hypothesis testing.

Table 6
Multiple Linear Regression Test
Coefficients^a

Model	Unstandardized B
1 (Constant)	2.278
Halal Lifestyle	0.172
Fashion Trend	0.475
Viral Marketing	0.114

a. Dependent Variable: Purchasing Decision

Source: Output SPSS

Based on table 6 above, the multiple linear regression equation in this study is obtained as follows.

$$Y = 2.278 + 0.172 + 0.475 + 0.114$$

Constant (a)

The constant value, which is 2.278, indicates that a purchase choice will be made if the values of the fashion trend, viral marketing, and halal lifestyle variables are all 0.

Halal lifestyle variable

The halal lifestyle variable's regression coefficient on purchase decisions is 0.172, meaning that for every 1% rise in the halal lifestyle variable, there will be a corresponding 0.172 increase in purchasing decisions.

Fashion trend variable

The fashion trend variable's regression coefficient on purchase decisions is 0.475, meaning that for every 1% increase in the fashion trend variable, there will be a corresponding 0.475 increase in purchasing decisions.

Viral marketing variable

The viral marketing variable's regression coefficient on purchase decisions is 0.114, meaning that for every 1% rise in the viral marketing variable, there will be a 0.114 increase in purchasing decisions.

Partial Regression Coefficient Test (T-test)

The purpose of this test is to determine how much each independent variable influences the dependent variable. As long as each independent variable has an impact on the dependent variable and the significance value (sig.) is less than 0.05, the T test in this study employs a significance threshold of 0.05.

Table 7
Partial Regression Coefficient Test

Coefficients ^a		
Model	T	Sig.
1 (Constant)		
Halal Lifestyle	3.605	.000
Fashion Trend	-0.103	.918
Viral Marketing	3.929	.000

a. Dependent Variable: Purchasing Decisions

Source: Output SPSS

The halal lifestyle variable has a significant value of $0.000 < 0.05$, according to table 7 findings. This indicates that a partially halal lifestyle has a big impact on what people decide to buy. Then, $0.918 > 0.05$ is the significance value for the fashion trend variable. This indicates that buying decisions are not significantly impacted by fashion trends.

Additionally, the significance value for the viral marketing variable is $0.000 < 0.05$. Thus, purchasing decisions are significantly impacted by the viral marketing variable.

Simultaneous Regression Coefficient Test (F-test)

The purpose of this test is to ascertain how each independent variable affects the dependent variable. Analysis of Variance provides an explanation of the F test (ANOVA). The independent and dependent variables are simultaneously influenced if the significance value (sig.) is less than 0.05.

Table 8.
Simultaneous Regression Coefficient Test

ANOVA ^a		
Model	F	Sig.
1 Regression	32.528	.000 ^a

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), Halal Lifestyle, Fashion Trend, Viral Marketing

Source: Output SPSS

Table 8 indicates that 0.000 is the significance value. This suggests that the significance threshold is below 0.05, specifically $0.000 < 0.05$. Thus, it can be said that fashion trends, viral marketing, and the halal lifestyle all have an impact on consumer choices at the same time.

Coefficient of Determination Test (R Square)

The purpose of testing the coefficient of determination is to gauge how well the independent variable can account for the dependent variable. The ability of the independent variable to explain the dependent variable increases with the R Square value. Between 0 (zero) and 1 (one), the determination coefficient values fall into this range.

Table 9.
Coefficient of Determination Test

Model Summary		
Model	R	R Square
1	.697 ^a	.486

a. Predictors: (Constant), Halal Lifestyle, Fashion Trend, Viral Marketing

Source: Output SPSS

According to the data in Table 9 above, the R square value is 0.486, or 48.6%. This indicates that the decision to buy Muslim 7t is impacted by the halal lifestyle, fashion trend, and viral marketing variables 48.6% of the time, with other factors not covered by the research variables accounting for the remaining 51.4%.

The influence of Halal Lifestyle on purchasing decisions for Muslim clothing

The test results show that a halal lifestyle significantly influences the purchasing decisions of Gen Z in Bangkalan City when it comes to buying Muslim clothing. This suggests that Bangkalan City residents who lead halal lifestyles are more likely to favor Muslim clothing that adheres to Islamic law. The study is corroborated by research (Rosi et al., 2024) which shows that the halal lifestyle influences consumer choices. Additionally, studies have shown that a halal lifestyle influences consumers' decisions to buy (Sholikha, 2023).

The halal lifestyle had a t-value of 3.605 and a significance value of $0.000 < 0.05$ in the partial test. This suggests that the halal lifestyle factor has a big impact on people's decisions to buy. This indicates that Bangkalan City's Gen Z, who lead halal lifestyles, favor Muslim attire that adheres to Islamic values.

According to the aforementioned analysis, Gen Z consumers who lead halal lifestyles are likely to emphasize adhering to Islamic principles while selecting Muslim clothing, suggesting that a halal lifestyle plays a significant role in their decision-making.

The Influence of Fashion Trend on Purchasing Decisions for Muslim Clothing

It can be inferred from the test results that fashion trends don't significantly affect consumers' decisions to buy. This study supports that of (Ariyanto, 2020), who found no correlation between fashion trends and consumer choices. The fashion trend variable has a t value of -0.103 and a significance value of $0.918 > 0.05$ in partial testing. This suggests that the fashion trend variable has no discernible impact on buying decisions. This indicates that fashion trends have little impact on Gen Z Bangkalan City preferences to buy Muslim clothing.

The fashion trend variable has a t value of -0.103 and a significance value of $0.918 > 0.05$ in partial testing. This suggests that the fashion trend variable has no discernible impact

on buying decisions. This indicates that fashion trends have little impact on Gen Z Bangkalan City preferences to buy Muslim clothing.

It can be concluded from the aforementioned data that fashion trends have little influence on Muslim clothing purchases. According to statistics, Bangkalan City residents are not particularly influenced by changes or advancements in current fashion trends when it comes to choosing to purchase Muslim clothing. In other words, the decision to buy Muslim clothing in this area is more heavily influenced by other criteria than by fashion trends. For businesspeople to succeed in the Muslim fashion industry in the area, it is important that they comprehend and adapt to the unique peculiarities of this particular market.

The influence of Viral Marketing on purchasing decisions for Muslim clothing

The test results indicate that Muslim clothing purchases are significantly impacted by viral marketing. This study is corroborated by studies carried out by (Putri Nabila et al., 2024). It indicates that decisions about what to buy are influenced by viral marketing. Additionally, studies have shown that viral marketing influences consumers' decisions to buy (Rimbasari et al., 2023).

Viral marketing has a t count of 3.929 and a significance value of $0.000 < 0.05$ in partial testing. This suggests that the viral marketing variable has a major impact on decisions about what to buy. This indicates that Gen Z in Bangkalan City frequently believe and heed viral advice and advertisements regarding Muslim attire, which affects their choice to buy.

According to the above analysis, viral marketing can affect Muslim clothing purchases. The study's findings demonstrate that viral marketing is a highly successful marketing strategy for reaching and influencing Muslim clothing purchases in Bangkalan City. To take advantage of the enormous potential of online information transmission in influencing consumers and boosting sales, businesses in this sector must think about and include viral marketing methods in their marketing plans. To get the best results, they must concentrate on producing interesting content, using the appropriate social media channels, and thinking about working with influencers.

The Influence of Halal Lifestyle, Fashion Trend, and Viral Marketing on Purchasing Decisions for Muslim Clothing

The results of the F test or simultaneous test using multiple linear regression analysis indicate a significance value of $0.000 < 0.05$, which is less than 0.05. Therefore, it can be concluded that the halal lifestyle, fashion trends, and viral marketing all have an impact on Bangkalan City's Gen Z Muslim clothing buyers at the same time. This suggests that customers consider these three distinct factors when making judgments about what to buy.

In the meantime, the decision to buy Muslim clothing is influenced by the halal lifestyle, fashion trends, and viral marketing to a 48.6% degree, according to the results of the R Square test or the coefficient of determination. This indicates that factors not included in this survey have an impact on 51.4% of Muslim fashion purchase decisions.

CONCLUSION

Based on the partial test results in Bangkalan City, this study concludes that halal lifestyle and viral marketing significantly influence Gen Z Muslim fashion purchasing decisions, which shows that awareness of halal values and the effectiveness of information dissemination are the main drivers and have a more dominant role in shaping purchasing decisions. In contrast, fashion trends do not have a meaningful or significant impact in encouraging people in Bangkalan City to decide to buy Muslim clothing, so Muslim fashion business actors should integrate halal values and utilize viral marketing rather than focusing too much on the latest trends.

For future research, it is recommended to involve additional variable factors besides halal lifestyle, fashion trends, and viral marketing variables. This can include brand, product quality, price, as well as the role of celebrities and influencers, thus allowing the identification of other factors that influence purchasing decisions. In addition, it is recommended to develop a research model by adding mediating variables or intervening variables to obtain more comprehensive research results.

REFERENCES

- Amalia, R., & Rozza, S.E., M.M., D. S. (2022). Analisis Pengaruh Halal Awareness, Religiusitas, Gaya Hidup, dan Viral Marketing terhadap Keputusan Pembelian Produk Skincare dan Kosmetik Halal (Studi pada Generasi Z di DKI Jakarta). *Account*, 9(2), 1680–1690. <https://doi.org/10.32722/account.v9i2.4688>
- Arikunto. (2011). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.

- Ariyanto, F. (2020). *Pengaruh Trend Fashion dan Pengetahuan Budaya Terhadap Keputusan Pembelian Batik di Kampung Batik Semarang*. Universitas Islam Negeri Walisongo Semarang.
- Azis, A., & Syarifah, I. (2022). Pengaruh Viral Marketing terhadap Purchase Intention dan Keputusan Pembelian. *Literatus*, 4(2), 471–476. <https://doi.org/10.37010/lit.v4i2.812>
- Fathurrahman, M. M., Triwardhani, D., & Argo, J. G. (2021). Pengaruh Influencer Marketing Dan Viral Marketing Terhadap Keputusan Pembelian Bittersweet By Najla. *Prosiding SENAPENMAS*, 346(2), 1209. <https://doi.org/10.24912/psenapenmas.v0i0.15157>
- Gunawan, D. (2022). *Keputusan Pembelian Konsumen Marketplace Shopee Berbasis Social Media Marketing*. PT Inovasi Pratama Internasional.
- Handayani, M., Kadriani, E., Ayuningsih, I., & Farlian, T. (2020). Analisis Penilaian Skor Pengungkapan Islamic Social Reporting (ISR) pada Perusahaan Yang Terdaftar di Jakarta Islamic Index (JII). *Jurnal Penelitian Ekonomi Akuntansi (JENSI)*, 4(2), 146–160.
- Hasanah, U., Ajizah, N., & Huda, M. (2025). *Pengaruh Trend Fashion , Content Creator , dan Live Streaming terhadap Keputusan Pembelian Produk Fashion pada Pengguna Aplikasi Tiktok (Followers Tiktok @ secaca . id)*. 5(1), 1–9.
- Kadafi, M., Fadhilah, M., & Cahyani, P. D. (2023). Pengaruh Celebrity Endorser, Trend Fashion, Dan Brand Image Terhadap Keputusan Pembelian Produk Fashion Erigo Di Yogyakarta Universitas Sarjanawiyata Tamansiswa Yogyakarta. *Jurnal Ekonomi Dan Bisnis Islam*, 7. <https://doi.org/10.30868/ad.v7i01.5210>
- Katiandagho, N. J., & Syarif Hidayatullah. (2023). Pengaruh Viral Marketing, Celebrity Endorser, Harga, dan Service Quality Terhadap Keputusan Pembelian Pengguna TikTok Shop. *Sains Manajemen*, 9(1), 13–27. <https://doi.org/10.30656/sm.v9i1.5886>
- Kholidah, N., & Arifiyanto, M. (2021). Analisis Faktor-Faktor Pengambilan Keputusan Pembelian Kosmetik Berlabel Halal di Pekalongan. *Wahana Islamika: Jurnal Studi Keislaman*, 7(1), 136–151. <http://wahanaislamika.ac.id>
- Makhtum, A., & Faraby, M. E. (2024). *Tantangan Kebijakan Sertifikasi Halal Produk UMK dengan Pendekatan Sektor Makanan dan Minuman Unggulan : Analisis Kebijakan Pemerintah Daerah*. 7(2), 55–72.
- Maulani, F. S., Rahayu, R. L., & Purnama, M. S. S. (2020). Konsep Libasutaqwa Pada Pusat Busana Muslim Sebagai Jawaban Di Transisi Ruang Kota Jakarta. *Lakar: Jurnal Arsitektur*, 2(2), 111–115. <https://doi.org/10.30998/lja.v2i2.5358>
- Mutmainah, & Romadhon, M. R. (2023). Influence of Halal Lifestyle, Islamic Branding, and Social Media Marketing on Muslim Fashion Purchasing Decisions. *Airlangga Journal of Innovation Management*, 4(2), 158–171. <https://doi.org/10.20473/ajim.v4i2.49714>

- Nabil, D., & Ersya Faraby, M. (2023). Penerapan Strategi Pemasaran Digital Syariah Upaya Meningkatkan Umkm Kabupaten Bangkalan. *Jurnal Tabarru: Islamic Banking and Finance*, 6(November), 658–668.
- Nurhayati. (2023). *Keputusan Pembelian dan Kepuasan Konsumen*. Penerbit NEM.
- Nurul Adinda Arzahwa, F., Priyatno, P., Ekonomi dan Bisnis, F., & Pembangunan Nasional Veteran Jakarta, U. (2021). Faktor yang mempengaruhi minat Generasi Z memilih busana muslimah. *Jurnal EK&BI*, 4, 2620–7443. <https://doi.org/10.37600/ekbi.v4i2.284>
- Priyatno, D. (2022). *Olah Data Sendiri Analisis Regresi Linier dengan SPSS dan Analisis Regresi Data Panel dengan Eviews*. Cahaya Harapan.
- Putri Nabila, Ismunandar Ismunandar, & Ovriyadin Ovriyadin. (2024). Pengaruh Viral Marketing dan Live Streaming Terhadap Keputusan Pembelian Konsumen Pada Toko Nabila Fashion. *Journal Economic Excellence Ibnu Sina*, 2(3), 01–24. <https://doi.org/10.59841/excellence.v2i3.1576>
- Rimbasari, A., Widjayanti, R. E., & Thahira, A. (2023). Pengaruh Viral Marketing Dan Social Media Marketing Terhadap Keputusan Pembelian Di Platform Tiktok. *CAPITAL: Jurnal Ekonomi Dan Manajemen*, 6(2), 457. <https://doi.org/10.25273/capital.v6i2.15304>
- Roihan, H., Novia, A., & Hulwati. (2023). The Influence of Financial Literacy and Trust on the Interest To Saving Moderated Halal Lifestyle. *Paper, Disajikan Pada Annual International Conference on Education and Islamic Studies, Sharia economics*, 1–19.
- Rosi, A., Alrasyid, H., & Novianto, A. S. (2024). Pengaruh Kesadaran Halal, Brand Image dan Lifestyle Terhadap Keputusan Pembelian Produk Mixue Di Kota Malang. *Warta Ekonomi*, 7(1), 106–116.
- Saputra, E. J., & Subandrio, S. (2023). Pengaruh Trend Fashion, Pelayanan, Dan Harga Terhadap Keputusan Pembelian Pada Toko Pakaian Affika Collection. *Jurnal Entrepreneur Dan Manajemen Sains (JEMS)*, 4(2), 340–358. <https://doi.org/10.36085/jems.v4i2.5388>
- Sholikha, A. (2023). Pengaruh Trend Fashion, Halal Lifestyle, Dan Celebrity Endorser Terhadap Minat Beli Hijab Generasi Z Di Dki Jakarta. *Repository UPN Veteran Jakarta*, 8(2), 9.
- Sri Darsini, & Nur Achmad. (2023). The Influence Of Promotion, Product Quality And Product Variety On Purchasing Decisions With Brand Image As An Intervening Variable For Herborist Product. *International Conference on Digital Advance Tourism, Management and Technology*, 1(2), 487–498. <https://doi.org/10.56910/ictmt.v1i2.110>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D (2 ed.)*. PT Alfabet.
- Tanuwijaya, J., & Mulyandi, R. (2021). Pengaruh Viral Marketing dan Turbo Marketing

Terhadap Keputusan Pembelian Skincare Somethinc. *Jurnal Sosial Sains*, 1(5), 368–373. <https://doi.org/10.36418/sosains.v1i5.81>

Tirsyah, H., . H., & Zahrani, S. (2023). Pengaruh Trend Fashion Dan Perilaku Konsumen Terhadap Keputusan Pembelian Busana Muslimah Di Toko Dazzle Outfit Palembang. *Jurnal Ekonomi Manajemen Dan Bisnis (JEMB)*, 2(2), 360–366. <https://doi.org/10.47233/jemb.v2i2.1175>

Yanti, S., Saprida, S., & Satria, C. (2024). Pengaruh Trend Fashion Dan Tingkat Kepercayaan Terhadap Keputusan Pembelian Di Aplikasi Shopee (Studi Kasus Pada Mahasiswi STEBIS IGM Palembang). *Jurnal Ilmiah Mahasiswa Ekonomi Syariah (JIMESHA)*, 4(1), 27–34. <https://doi.org/10.36908/jimesha.v4i1.358>