

## **Modest Fashion: Overview Of Consumer Intention Based On Product Quality, Design, And Lifestyle With Islamic Branding As A Moderating Variable**

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### **Abstract**

The growth of the Indonesian Muslim fashion industry, which is in the second position, has triggered the government to make Indonesia the center of world Muslim fashion. However, some industries need to learn more about the factors that can increase intention in a modest fashion. This study aimed to examine the factors that influence the purchase intention of modest fashion by being moderated by Islamic branding. The variables tested are Product Quality, Design, and Lifestyle. This research method uses quantitative methods with a post-positivism paradigm. The data was obtained using a purposive sampling technique with 384 respondents from the millennial generation. The measurement scale used is a Likert scale with a value of 1-5 for a score of strongly disagree and strongly agree. Analysis of the data using the SPSS version 23. The results show that all variables affect the purchase intention of modest fashion. Testing the variables using two models, testing the direct influence between the independent and dependent variables, and testing the interaction or Moderated Regression Analysis. However, if you include Islamic branding as a moderating variable, there is a variable that shows a more substantial influence than others, namely product quality. Brands that have Islamic names are the highest choice of respondents. They are intentioned in buying modest fashion products because they are of good quality, with an average of 3,5885 and a t table of 15.927. Recommendations from this study need to create an Islamic brand name for modest fashion products.

**Keywords:** Modest Fashion Intentions, Product Quality, Design, Lifestyle, Islamic Branding

### **Introduction**

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Muslim Fashion Industry, including some sectors of concern in today's world (Barron, 2020; Kütük-Kuriş, 2020; Rosenberg, 2019; Skjold, 2021). Muslim fashion with Modest fashion models is the most popular model today (Ranathunga & Dewapura, 2018; Saaidin, Saidan, Wan Kamarulbaharin, & Abu Bakar, 2022). The development of modest fashion in the world begins with several brands of world-famous modest fashion. Some brands include Nike, Uniqlo, and Marc Jacob, who started making modest fashion for school uniforms. In addition, the number of Muslims worldwide also contributed to the development of modest fashion in the world (Ajala, 2017a; Indarti & Peng, 2017; Leri, 2020). As many as 1.8 billion Muslim populations worldwide, causing high demand for something halal (Putri, 2018).

Halal needs for Muslims, especially in their clothing, trigger the emergence of modest fashion trends in the world (Elverina & Furinto, 2021; Menon, Hashim, & Hasim, 2020; Rosenberg, 2019). The emergence of this trend is because many Muslims want Islamic clothing that is simple but still fashionable. Some well-known brands certainly provide the models that customers want by following the current market demand trends. This has been the case for the last few years. Modest fashion is a type of clothing that is polite and covers the body or does not highlight body shape (Ab Mumin, 2010a; Bullock, 2015a). Some types include modest fashion are hijabs, headscarves, long-sleeved tops, trousers, jackets, and long-sleeved dresses that are not tight and simple like Muslim clothing. Modest fashion clothing is usually worn by people based on religion or each person's lifestyle or because of the culture of a consumer environment (Ab Mumin, 2010a). However, modest fashion can also be worn by people other than because of the environment's religious, lifestyle, and cultural factors. Modest fashion can give the wearer Field an aesthetic and straightforward impression (Anggraini, 2019).

Indonesia has contributed to developing modest fashion in the world. The first Muslim e-commerce in Indonesia, HIJUP, has started acquiring modest fashion e-commerce Haute Elan in London with the Aidijuma Malaysia group. (Putri, 2018). This also impacts the development of modest fashion in the country. Indonesia, with the largest Muslim population in the world, makes Muslim clothing the leading fashion that must be met (Saaidin et al., 2022). Technology that is increasingly developing makes it easier for foreign cultures to enter the country, so various designs are created in Indonesian Muslim clothing from time to time (Menon et al., 2020). The emergence of various Muslim fashion designs cannot be separated from the creative ideas of Indonesian designers. Various designs can be worn by various circles of Muslim society in Indonesia, ranging from the lower, middle, and upper

classes. Apart from the influence of foreign cultures, the various cultures in Indonesia itself trigger the development of Muslim clothing in Indonesia. In addition, with an easy market share in the country, it helps the development of modest fashion in Indonesia (Priyambodo, 2020b).

According to data from The State Global Islamic Economic, Indonesia is in second place after the United Arab Emirates in the growth of the Muslim fashion industry. The export value of Indonesian Muslim fashion until September 2019 reached USD 9.2 billion. The amount is 9.8% of the total exports in the processing industry. Meanwhile, the domestic market for Muslim fashion consumption reached USD 20 billion, with an average growth of 18.2%. This provides an excellent opportunity for Indonesia to advance in Muslim fashion, especially modest fashion (Fathoni & Syahputri, 2020; Jones, 2007; Maula, 2021). This also triggered the government to make Indonesia the center of world Muslim fashion.

However, Indonesia still has many shortcomings as the center of world Muslim fashion. Some of the shortcomings, namely the quality of the product itself is less attention (Prahastuti, Zahro, Kusumawardani, Hasanah, & Hamar, 2020; Radwan, Kamal, Khavarinezhad, & Calandra, 1970). This is because finding quality textile sources for beginner modest fashion designers in Indonesia is difficult. The need for more information and openness regarding textile sources in Indonesia is an obstacle for novice designers, unlike Turkey, which has information on textile sources. In Indonesia, textile sources are still concentrated in Tanah Abang and Mayestik, which are also limited (Haris, 2019).

Besides materials to determine product quality, branding, and packaging are essential in making Indonesia the world's fashion center. Packaging is important because clothes that are not appropriately packaged and neatly will impact product quality and customer satisfaction (Bullock, 2015b; Fadil, 2015a, 2015b; Zainudin, Haji Hasan, & Othman, 2020). While the brand of a product also contributes to making Indonesia the center of world Muslim fashion through the well-known Muslim fashion brand in Indonesia in the eyes of the world. If Muslim fashion brands in Indonesia are less well known in the eyes of the world, then Indonesia is not suitable to be the center of world Muslim fashion. Modest fashion shows in New York, Paris, and Dubai, provide opportunities for Indonesian brands to go global. In addition to the Indonesian brand being known in the eyes of the world, the design and style of the clothing itself is also a concern. Even though the brand has gone global, it will only succeed if the style or design matches the market. Many styles and fashion designs

in Indonesia highlight the impression of being traditional, ethnic, and different from the global (Kania, 2019).

Each consumer's fashion taste is different. Apart from some differences between Indonesian and world modest fashion styles, several factors also influence these differences, namely culture, body posture, and other internal factors such as lifestyle and even environmental conditions have an effect, for example, air temperature. Therefore, many different designs and fashion styles exist in tropical countries and countries with four seasons (Wahyuni, 2015). In addition, Indonesia's modest fashion style with lace and a few beads gives a heavy impression to the outfit. So that makes a difference, and only a few foreign countries like this style, except for Middle Eastern countries like Turkey. In the context of lifestyle, modest fashion for world consumers is more concerned with comfort and not too strict than the detailed requirements in the clothing (Tashandra, 2018) .

In Indonesia, modest fashion designs still prioritize art over the use (Jannah & Kodrat, 2021; Priyambodo, 2020a; Rosenberg, 2019). Just like the clothes exhibited during fashion shows are still too exciting. So some consumers often need clarification about where to wear the clothes. While abroad, the lifestyle of the dress prioritizes comfort, minimalism, and organic and sustainable fashion so that it cannot only be worn at certain times but in everyday life. (Haris, 2019).

Buying intention is a form of consumer plan or motivation to buy modest fashion clothing after knowing the quality of the product. Buying intention can grow through consumer confidence in a product that can provide satisfaction so that consumers feel intentioned in owning the product through the purchase (Negara, Arifin, & Nuralam, 2018). Various studies have been conducted regarding the intention in purchasing modest fashion. Research shows that women in Sri Lanka are very intentioned in modest fashion clothes that women in Sri Lanka are very intentioned in modest fashion clothes (Ranathunga & Dewpura, 2018). In Egypt, modest clothing purchases are increasing during the pandemic (AbdelAziz, Md Saad, & Thurasamy, 2021). In supporting the halal industry, modest fashion also plays an important role, such as the results of research conducted by (Fithriana & Nopitasari, 2018).

Based on research (Leri, 2020), In the United States, modest clothing has become the new normal for society. While the research findings differ from (Shaari, Noor Hamidia, & Ahmad, 2021) that fashion innovation was found to have no significant effect on the purchase intention of modest clothing, and social media did not moderate these factors to influence the current purchasing attention of Malaysian Muslim women. Based on this, it is necessary to follow up research to

examine the factors influencing the intention in buying modest fashion in Indonesia. The novelty of this research is to use Islamic branding as a moderating variable on the relationship between product quality, design, and lifestyle on consumer purchase intention in a modest fashion.

## **Methods**

The research method used in this research is a quantitative method with a post-positivism paradigm. This method is based on doubts about the influence of Islamic branding in influencing the intention in buying modest fashion. The sampling technique used purposive sampling by selecting respondents who had used modest clothing. The population in this study is the millennial generation in Kudus Regency. The population was selected based on the criteria that the average fashion user is the millennial generation. Based on the calculations using the Lemeshow formula, it can be seen that the number of samples needed is 384 people. The measurement scale used is a Likert scale with a value of 1-5 for a score of strongly disagree and strongly agree. The questionnaire item for each variable consists of 5 items based on the dimensions of each variable. The researcher used validity and reliability tests in testing the questionnaire. The data results were then analyzed by researchers using the SPSS 23 application. Testing the variables using two models, testing the direct influence between the independent and dependent variables, and testing the interaction or Moderated Regression Analysis (MRA)(Haryono, 2014; Muhajirin & Panorama, 2017; Sugiyono, 2014, 2016).

Direct variable testing using the formula:

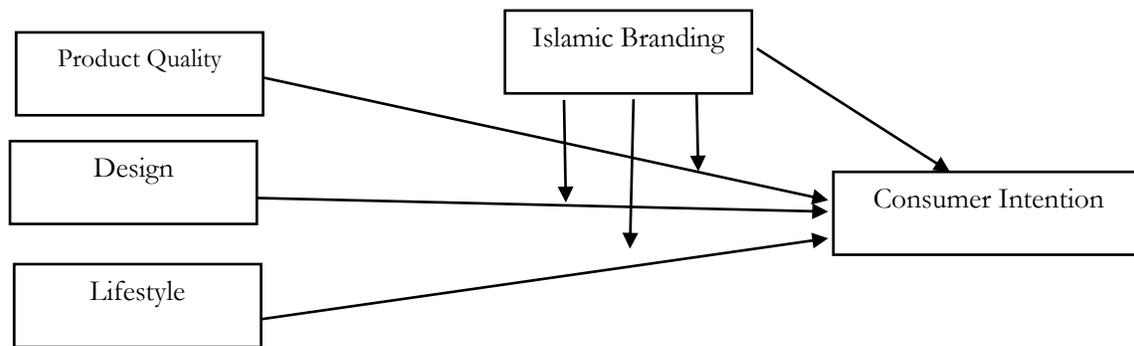
$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

Testing the moderating variable using the formula:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_1X_4 + b_5 X_2X_4 + b_6 X_3X_4 + e$$

The multiplication variable between  $X_1$  and  $X_2$  is a moderating variable because it describes the moderating effect of the  $X_2$  variable on the relationship between  $X_1$  and  $Y$  (Ghozali, 2009; Imam Ghozali, 2013). While the variables  $X_1$  and  $X_2$  are direct variables of  $X_1$  and  $X_2$  to  $Y$ . Figure 1 describes the model of this research.

**Figure 1. Research Model**



The hypotheses of this research are as follows:

- H1: Product quality affects consumer purchase intention in a modest fashion.
- H2: Design affects consumer purchase intention in a modest fashion.
- H3: Lifestyle affects consumer purchase intention in a modest fashion.
- H4: Islamic branding affects consumer purchase intention in a modest fashion.
- H5: Islamic branding moderates the effect of product quality on consumer purchase intention.
- H6: Islamic branding moderates the effect of design on consumer purchase intention.
- H7: Islamic branding moderates the effect of lifestyle on consumer purchase intention.

## Results and Discussion

### Results

This research has been conducted by obtaining data from as many as 384 respondents in the Kudus area. Respondents selected for this study were millennial women in Kudus who were limited by age. In addition, respondents were also classified based on age, occupation, and income or pocket money. Table 1 shows the characteristics of the respondents in this study.

**Table 1. Characteristics of respondents**

Description	Criteria	Number of Respondents	Percentage
Age	19-22 years	350	91%
	23-30 years	31	8%
	31-38 years	3	1%
Employment	Student	343	89,32%
	Civil Servant	4	1,04%

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	Private Employees	17	4,43%
	Others	20	5,21%
<b>Revenue</b>	<500 thousand	257	67%
	500-1 million	87	23%
	1-2 million	26	7%
	>2 million	14	4%
	<500 thousand	257	67%

Most of the respondents in this study were 19-22 years old because modest fashion was widely used/worn by the young millennial generation, namely 19-22 years old in Kudus. Young age makes respondents want to look attractive; this can be used as the basis for the high intention in buying modest fashion among young respondents. The number of modest fashion enthusiasts at the age of 19-22 years stated that a female respondent in Kudus at the young age or the age of 19-22 years always wanted to look attractive. And as the age of a female respondent increases, the desire to look attractive will decrease. This means that as a respondent ages, the taste in choosing clothes that follow trends such as fashion models decreases.

Most modest fashion enthusiasts are in the type of student work because students, as agents of change, not only have broad knowledge but, as a generation of change students can set an example for the wider community, one of which is always following fashion trends or creating fashion trends. However, it is different with respondents who work as civil servants who require wearing uniforms, so it is possible to wear other clothes, especially modest fashion, only under certain conditions. This makes modest fashion enthusiasts in civil servant workers very few.

The most income owned by respondents lies in the amount of less than Rp. 500,000, - so that the frequency of respondents buying modest fashion is not too often considering that respondents have other needs. If it is assumed that the respondent's income is below Rp. 500,000, - owned by student respondents, then the frequency of buying modest fashion is a bit high because students are agents of change who can create or follow trends that can be spread to the public. Respondent's income of IDR 500,000 to 1 million, reaching 23%, can allow the frequency of respondents buying modest fashion to increase slightly. Income and type of work owned by respondents can be said to be interrelated so that respondents' intention in buying modest fashion cannot be seen from one side.

Because if the income is low, but the respondent is a student, the intention in buying modest fashion remains high. Meanwhile, if the income is high and the respondent works as a civil servant, the intention in buying modest fashion remains low.

In this study there is 1 dependent variable (consumer purchase intention), 3 independent variables (product quality, design, and lifestyle), and 1 moderator variable (Islamic branding). The validity of the research instrument is shown in Table 2. Table 2 explains that all indicators of the three independent variables, dependent variables, and moderator variables are valid.

**Table 2. Research Instruments**

Indicator	Koefisien corelation(r)	R tabel ( $\alpha$ 5%)	Description	Average
<b>Product Quality</b>				
Modest fashion products in Kudus such as Zoya, Rabbani, and Elzatta are comfortable to wear anywhere	0,865	0,3610	Valid	3,8177
Modest fashion products such as Zoya, Rabbani, and Elzatta are made of materials that are not easily torn.	0,692	0,3610	Valid	3,8411
The quality of modest fashion products such as Zoya, Rabbani, and Elzatta is in accordance with the specifications offered	0,730	0,3610	Valid	3,8802
Modest fashion products such as Zoya, Rabbani, and Elzatta have attractive models	0,747	0,3610	Valid	3,7500
In your opinion, modest fashion products such as Zoya, Rabbani, and Elzatta have very good quality than fashion products other.	0,667	0,3610	Valid	3,7864
<b>Design</b>				
Modest fashion products such as Zoya, Rabbani, and Elzatta have matching color combinations Zoya, Rabbani, and Elzatta's	0,719	0,3610	Valid	4,0469
Modest fashion product models are shaped like Muslim clothing	0,397	0,3610	Valid	4,0208
Modest fashion products such as Zoya, Rabbani, and Elzatta follow the latest/up to date trends	0,870	0,3610	Valid	4,1250
Color variations Zoya, Rabbani, and Elzatta's	0,885	0,3610	Valid	4,0234

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clothes are very diverse

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I'm <b>intentioned</b> in buying modest fashion products because they have an <b>intentioning</b> variety of models	0,765	0,3610	Valid	4,0469
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**Lifestyle**

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community influences the purchase of modest, closed, and not tight (modest fashion) clothes	0,831	0,3610	Valid	3,8594
I prefer shopping Zoya products, Rabbani, and Elzatta than other fashion products	0,829	0,3610	Valid	3,0469
My family has a big influence in always buying Zoya, Rabbani, and Elzatta products (modets fashion)	0,878	0,3610	Valid	2,8594
I am <b>intentioned</b> in buying modest fashion products because they are of good quality	0,833	0,3610	Valid	3,5885
I buy Zoya, Rabbani, and Elzatta products because of Indonesian culture who dress modestly and cover up	0,830	0,3610	Valid	3,5286

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**Islamic Branding**

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I prefer Zoya products a, Rabbani, and Elzatta because they have Islamic names	0,828	0,3610	Valid	3,4297
I only buy Zoya, Rabbani, and Elzatta products which are made in Muslim-majority countries	0,730	0,3610	Valid	3,3411
Zoya, Rabbani and Elzatta products that have Islamic names are shown specifically for Muslim consumers	0,842	0,3610	Valid	3,6432
I buy Zoya, Rabbani, and Elzatta to comply with Islamic sharia	0,727	0,3610	Valid	3,3932
I think Islamic brands such as Zoya, Rabbani, and Elzatta have good quality	0,422	0,3610	Valid	3,1042

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**Consumer Intentions**

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I tend to be <b>intentioned</b> in buying modest fashion products such as Zoya, Rabbani, and Elzatta	0,695	0,3610	Valid	3,3932
I am <b>intentioned</b> in recommending this	0,779	0,3610	Valid	3,4115

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product to others				
I keep buying modest fashion products such as Zoya, Rabbani, and Elzatta even though they have a bad reputation in the community	0,620	0,3610	Valid	3,0313
I am always looking for the latest promos for modest fashion products such as Zoya, Rabbani, and Elzatta	0,755	0,3610	Valid	3,6510
I am <b>intentioned</b> in trying other variations of modest fashion products other than hijab and gamis	0,791	0,3610	Valid	3,6849

### Results of the First Model Analysis

The results of data analysis through SPSS obtained in Table 3. Based on Table 3, the output of the determination coefficient test produces an R Square value of 0.598. This means that the Islamic branding, Design, Product Quality, and Lifestyle variables influence 59.8%, while others influence the rest.

**Table 3. Results of the First Model Analysis**

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	0,773 <sup>a</sup>	0,598	0,594	2.414

a. Predictors: (Constant), Islamic Branding, Design, Product Quality, Lifestyle

The results of F Test obtained in Table 4. Based on Table 4, the results of the F test are 140.803, which is higher than the F table, which is 2.237865, and the significant value is less than 0.05, which is 0.00. So that the independent variable has a joint influence on the dependent variable.

**Table 4. F Test for First Model**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3280,870	4	820,218	140.803	0,000 <sup>b</sup>
Residual	2207,786	379	5,825		
Total	5488,656	383			

a. Dependent Variable: Consumer Intentions

b. Predictors: (Constant), Islamic Branding, Design, Product Quality, Lifestyle

The t-test results obtained in Table 5. Based on Table 5, All variables are significant. This can be seen in the significance value <0.05.

**Table 5. T Test for First Model  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-3,835	1,755		-2,185	0,030
Product Quality	0,186	0,045	0,160	4,168	0,000
Design	0,202	0,070	0,095	2,887	0,004
Lifestyle	0,600	0,038	0,622	15,924	0,000
Islamic Branding	0,165	0,041	0,134	3,992	0,000

a. Dependent Variable: Consumer Intentions

**Results of the Second Model Analysis, Moderation of Islamic Branding variables**

**Table 6. T Test for Second Model**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-11,282	11,731		-0,962	0,337
Product Quality	0,029	0,304	0,025	0,096	0,924
Design	0,609	0,482	0,285	1,263	0,207
Lifestyle	0,713	0,262	0,740	2,722	0,007
Islamic Branding	0,551	0,595	0,450	0,927	0,354
Product Quality*Islamic Branding	0,008	0,015	0,203	0,534	0,594
Design*Islamic Branding	-0,021	0,025	-0,410	-0,859	0,391
Lifestyle*Islamic Branding	-0,006	0,013	-0,161	-0,449	0,654

a. Dependent Variable: Consumer Intentions

**Table 7. R Square for Second Model**

Variabel	Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
Product	1	0,502 <sup>a</sup>	0,252	0,250	3,279
Quality*Islamic Branding	2	0,558 <sup>a</sup>	0,312	0,306	3,153
Design*Islamic Branding	1	0,128 <sup>a</sup>	0,016	0,014	3,759
Branding	2	0,339 <sup>a</sup>	0,115	0,108	3,576
Lifestyle*Islamic	1	0,745 <sup>a</sup>	0,554	0,553	2,530
Branding	2	0,757 <sup>a</sup>	0,573	0,570	2,484

Source: SPSS 23 . data processing results

## Discussion

### The Influence of Product Quality on Modest Fashion Purchase Intention

From the results of SPSS 23 output, it can be seen that the product quality variable affects the purchase intention of modest fashion seen from the significance value of  $0.000 < 0.05$  and t count is greater than t table  $4.168 > 1.966$ . This means that the higher the quality of modest fashion products, the higher intention to purchase. This means that the hypothesis is accepted. The product quality variable partially has a positive and significant effect on purchase intention. Proving that H1 in the study, which states that product quality affects purchase intention, is proven. This shows that if the quality of modest fashion products is good or follows consumer desires, there will be an increase in intention to purchase modest fashion products. In addition, the product quality indicator in this study with the highest average value is found in the "conformance to specifications" indicator. Therefore, modest fashion producers should provide quality by the specifications offered to consumers.

This is also under research conducted by (Rosenberg, 2019) that to increase intention in purchasing modest fashion, it is necessary to carry out a strategy to improve product quality. The results are also supported by the research (Prahastuti et al., 2020), which mentions that the quality of modest fashion needs to use wool peach material. In theory, this research follows the theory of product quality: all product characteristics are judged by consumers based on the experience and requirements of consumers in fulfilling consumer desires. This study proves that consumer buying intention in modest fashion for products that have good quality will increase.

### **The Influence of Design on Modest Fashion Purchase Intention**

Based on the output of SPSS, it can be seen that the design effect on purchase intention is based on a significance value of  $0.004 < 0.05$ , and the t count is more significant than the t table,  $2.887 > 1.966$  so that the design variable obtained a positive and significant effect on purchase intention. This means that the hypothesis is accepted. The design variable positively and significantly affects buying intention in a modest fashion. Proving that H2 in the research states that design affects purchase intention is proven. These results also explain that the more attractive the design model, the more consumer intention will increase. In addition, the design indicator with the highest average value is found in the 'design that follows the trend or is up to date.' Therefore, modest fashion designs should always follow the latest developments so that buying intention can increase. This study's results follow research conducted by (Reven & Ferdinand, 2017), which shows that brand image is influenced by product design and product quality.

### **The Influence of Lifestyle on Purchase Intention**

From the results of the SPSS output, it is known that lifestyle affects intention in purchasing modest fashion seen from a significance value of  $0.000 < 0.05$ , and the t count is more significant than the t table, which is  $15.927 > 1.966$ . This means that the hypothesis is accepted. The lifestyle variable partially has a positive and significant effect on purchase intention. Proving that H3 in the study states that lifestyle affects purchase intention is proven. This shows that if the lifestyle in the consumer environment is improving or following the Shari'a, there will be an increase in intention to purchase modest fashion products. In addition, based on the highest average value on lifestyle indicators, some communities influence consumers. The community influences the consumer's polite and closed dress style in this case. Therefore, if the Muslim consumer community gives a good influence, such as dressing modestly and discreetly, it will increase the intention to purchase modest fashion.

Based on the theory this research is under the theory that different consumer lifestyles are caused by factors such as attitudes, groups, families, and social and cultural groups. Therefore, the intention to buy modest fashion will increase if the consumer's social environment and family show an excellent lifestyle or under the Shari'a.

### **The Influence of Islamic Branding on Modest Fashion Purchase Intention**

Based on the SPSS output, it is known that Islamic branding affects purchase intention, it is based on a significance value of  $0.000 < 0.005$ , and the t count is more significant than the t table, which is

3.992 > 1.966. This means that the hypothesis is accepted. The Islamic brand variable partially has a positive and significant effect on purchase intention. Proving that H4 in the study, which states that Islamic brands affect purchase intention, is proven. This shows that if Islamic modest fashion brands show more Islamic names and Sharia elements and are more famous, there will be an increase in intention to purchase modest fashion products. In addition, based on the average value of the Islamic brand indicator, the highest is found in brands with Islamic names indicated for Muslims. Therefore, because most of the Indonesian population consumes halal products, they should use Islamic brands because Muslim consumers will believe that brand names using Islamic names are products that are shown directly to Muslims.

The results of this study are by research (Menon et al., 2020). His results state that personality brands increase the intention of buying modest fashion. Based on the theory, this research is under the theory (Ajala, 2017b; Menon et al., 2020), where the brand can be used as a signal of product quality and can be used as a choice, as well as social and personal identification. In addition, brands that use Islamic names or follow Sharia indicate that their products are specifically for Muslims. Therefore, the more famous a brand, especially one that uses an Islamic name and is by sharia, will increase the intention of Muslim consumers to buy modest fashion. The highest indicator of the respondent's choice is "Products with an Islamic name are shown specifically for Muslim consumers." With so many Muslim consumers in Indonesia, manufacturers use Islamic names on their products to make it easier for Muslim consumers to recognize them. In addition to the advantages of being easily recognized by Muslim consumers, consumers can also know that products with Islamic brands must meet Islamic law. So that consumers can believe the product is suitable for consumption. If in fashion products, the use of Islamic names can be known by Muslim consumers that their products can only be used by Muslim consumers. Therefore, by giving Islamic names to products that are shown to Muslim consumers, it provides advantages for producers so that they are more easily recognized by Muslim consumers so that the intention of Muslim consumers to buy increases.

### **The Effect of Product Quality on Modest Fashion Purchase Intention with Islamic Branding as Moderating Variable**

Based on the results of data processing, it shows that there is a change in the R Square of the product quality variable after the Islamic branding variable, namely from 0.252 to 0.312 or 0.06. It can be stated that the Islamic branding variable strengthens product quality. Good product quality

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will increase consumer buying intention based on research results and conformity with the theory Field (Ab Mumin, 2010a; Bullock, 2022; Fithriana & Nopitasari, 2018; Shaari et al., 2021). Respondents say the highest product quality indicator is in "conformance with specifications." If the manufacturer's product specifications follow what consumers accept, it will increase consumer confidence in its products. A consumer who believes in a product will create loyalty to the product. Consumer trust and consumer loyalty can create a chain reaction through recommendations to people around. This can increase consumer buying intention. However, if the specifications offered by manufacturers are not following those accepted by consumers, it will reduce consumer confidence and cannot create a chain reaction. Therefore, conformance to specifications is essential and a concern for manufacturers. In this case, the manufacturer should be honest and authentic to the promise of the specifications offered with the tangible results of the product.

### **The Influence of Design on Modest Fashion Purchase Intention with Islamic Branding as Moderating Variable**

These results indicate a change in the value of R Square from 0.016 to 0.115 or 0.099. This means that the Islamic branding variable strengthens the influence of the design variable on purchase intention. Based on the theory (Bullock, 2015b; Fadil, 2015b), this research is under the design theory. The design consists of several arrangements such as line, shape, size, color, texture, and value and is based on design principles. And according to another study (Saaidin et al., 2022) a good design, according to consumers, is a product that is good or beautiful to look at, easy to open, install, use, repair, and dispose of. Based on this theory, the design has several arrangements that are of concern, as well as being beautiful to look at, easy to use, and repair. This can be used as a benchmark to attract consumers' intention in a modest fashion. There are many arrangements in the design that must be considered. The highest indicator of respondents' answers prefers clothing designs that always "follow the latest trends or are up to date." Therefore, modest fashion producers should make clothes with designs that always follow trends because consumers are more interested in these designs.

### **The Influence of Lifestyle on Modest Fashion Purchase Intention with Islamic Branding as Moderating Variable**

From the results of data processing, it was found that there was a change in the value of R Square from 0.554 to 0.573 or 0.019. This means that the Islamic branding variable strengthens the influence of lifestyle variables on purchase intention. Based on the results of research and

conformity with the theory (Ab Mumin, 2010b; Bullock, 2015b; Fadil, 2015b; Fithriana & Nopitasari, 2018; Lewis, 2015, 2019), consumer communities influence consumer buying intention. The highest indicator of the respondent's choice, namely "the community influences the purchase of clothing." Therefore, the consumer's lifestyle can also be seen in the community. If the consumer community influences consumers, such as dressing modestly and discreetly, this can increase the intention to purchase modest fashion. Based on this, producers should pay attention to consumer communities.

## Conclusion

Based on the results of this study, it can be concluded that Islamic branding can strengthen the variables of product quality, design, and lifestyle on the intention to purchase modest fashion. Product quality and design by giving an Islamic name can strengthen the influence of buying intention. Products with Islamic names and designs that are constantly updated are new findings of this research. In addition, modest fashion trends can follow millennial generation communities or groups. This research recommends making an Islamic name on its products, continually updating the development of modest fashion models and following the community's tastes. However, the limitations of this study need to explore the intentions of modest fashion from various generations.

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