



## The Influence of Lifestyle on Hijapedia Purchase Decisions Moderated By Religiosity Variables

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### ABSTRACT

This research was conducted at Hijapedia SMEs in Bekasi district. This study aims to examine the influence of lifestyle on purchasing decisions, by considering the religiosity as a moderating variable. The results of this study are Lifestyle has a significant effect on Purchase Decision with t-statistic  $1.116 > 1.96$ , while Religiosity has a significant effect on Purchase decision with t-statistic  $2.402 > 1.96$ , and religiosity as a moderating variable does not strengthen Lifestyle on Purchase Decision with t-statistic  $0.061 < 1.96$ . This means that women who are more religious tend to consider religious values more in choosing hijab products, although lifestyle still plays an important role in purchasing decisions. This research contributes for marketers to the understanding of women's consumer behavior.

## **INTRODUCTION**

Hijab is a head covering worn by Muslim women as a symbol of modesty, privacy, and religious identity. The hijab has become a significant element of Muslim women's dress and has gained attention from scholars, activists, and policymakers due to its political and social implications.

In recent years, the hijab has become a contentious issue, with debates surrounding the significance and interpretation of the hijab in Islam and its role in modern society. While some see it as a tool for empowering Muslim women, others view it as a symbol of oppression and a barrier to women's social and economic progress.

Hijab is an Arabic word which means a covering or shield. In the context of the Islamic religion, hijab refers to the dress code prescribed for Muslim women, which includes wearing loose-fitting clothing that covers the genitals and head and neck with a headscarf.

Hijab is not only about how to dress, but also about how to behave and be polite and respect yourself and others. For many Muslim women, the hijab is an important part of their identity and belief, and is seen as a form of respect and obedience to God.

However, it is important to note that the hijab is not only worn by Muslim women. In several countries and cultures, the hijab is also worn by women of different religions and backgrounds as a symbol of identity or traditional dress.

According to a report from the Indonesian Fashion Association, hijab sales in Indonesia have continued to increase in recent years. In 2019, hijab sales in Indonesia are estimated to reach 15 trillion rupiah or around 1.05 billion US dollars.

The increase in hijab sales was mainly driven by increased awareness of the importance of wearing *syar'i* among Muslim women in Indonesia, as well as the development of the fashion industry which is increasingly advanced and offers a wide selection of more modern and trendy hijab models and designs.

However, it should be noted that hijab sales data in Indonesia may continue to change with the times and the economic situation which can affect consumer behavior.

Hijab sales in Indonesia can be done in various ways, including:

**Offline Shops:** Hijab sellers can open offline shops or market their hijabs in Muslim fashion shops. In these stores, buyers can see and try on the hijab before buying it. **Online Store:** Hijab sellers can also open online shops and market their products via the internet. Online shops allow sellers to reach customers from various regions in Indonesia and make it easier for buyers to buy hijab in a more practical way.

**Marketplace:** Hijab sellers can also market their products on marketplaces, such as Shopee, Tokopedia, or Bukalapak. By joining the marketplace, hijab sellers can reach more customers and take advantage of features such as promotions and advertisements to promote their products. **Social media:** Hijab sellers can utilize social media, such as Instagram or

Facebook, to market their products. By uploading product photos and providing information about prices and how to buy, sellers can reach potential customers and promote their products.

Events and Exhibitions: Hijab sellers can also market their products by participating in Muslim fashion events and exhibitions, such as the Hijab Fest or Muslim Fashion Festival. These events and exhibitions allow sellers to showcase their products in person and reach a wider audience.

Based on trends and developments in the fashion industry, it can be said that sales of hijab through online shops and social media are currently increasing, while sales through offline stores and exhibition events still have an important place in the Indonesian hijab market. Selling hijab through marketplaces is also increasingly popular, because platforms such as Shopee, Tokopedia, and Bukalapak make it easier for buyers to find hijab products from various sellers, and offer easy payment and delivery.

This research aims to explore the attitudes and perceptions of Muslim women towards the hijab in Indonesia, which is the world's largest Muslim-majority country. Specifically, this study will examine the factors that influence Muslim women's decision to wear the hijab, including religious beliefs, social norms, and cultural factors.

The results of this research will provide insights into the complex and multifaceted nature of the hijab and its significance in the lives of Muslim women. Furthermore, this study will contribute to a better understanding of the social and cultural factors that shape the attitudes and behaviors of Muslim women towards the hijab, which could inform policymakers and stakeholders in developing more inclusive and culturally sensitive policies and programs.

The purpose of this research is to investigate the influence of lifestyle on Hijapedia purchase decisions in Bekasi moderated by religiosity variables. Hijapedia is an Indonesian online hijab store that offers a wide range of hijab products. The hijab is an essential element of Muslim women's attire and reflects their religious and cultural identity.

The lifestyle of Muslim women in Bekasi has been changing rapidly, especially with the rise of social media platforms. Many Muslim women have become more fashion-conscious and use social media platforms to keep up with the latest fashion trends. The hijab has also become an essential fashion item, and women are looking for hijabs that are not only modest but also stylish and trendy.

Moreover, religiosity is an important variable that influences the purchase decisions of Muslim women. Religion plays a significant role in the lives of Muslims, and their purchasing decisions are often guided by their religious beliefs and values.

Therefore, this research aims to explore the relationship between lifestyle and Hijapedia purchase decisions among Muslim women in Bekasi, Indonesia. Additionally, this study will examine how religiosity moderates the relationship between lifestyle and Hijapedia purchase decisions.

The results of this study will contribute to a better understanding of the factors that influence Muslim women's purchase decisions and provide insights for marketers and businesses to develop effective marketing strategies to target this segment of consumers.

The hijab is one of the clothes to cover the genitals, where covering the genitals for a Muslim woman is an obligation as written in the Qur'an. The development of the hijab is not only understood as a religious obligation but extends to the lifestyle of some women, from children, teenagers to adults. The hijab business is now growing rapidly so that there are a variety of the latest brands from designers, phenomena like this provide new business opportunities and will increase economic income in Indonesia (Melda Hidayanti, et al, 2018). Consumer behavior when making purchases plays an important role so that sellers can provide goods and services that match consumer demand, especially consumer demand which is always changing.

Facing this reality, sellers are required to develop active marketing policies and always follow economic developments, technology, needs and people's lifestyles.

The purchase decision states that if the consumer's decision leads to something that becomes a reference, the buyer will always make choices regarding various decisions during the problem solving stage. Several factors influence decision making including store promotion, condition, cleanliness, service, price, value, logistical convenience, and retail experience. When consumers shop, it is not only the outside that is of concern, but also the inside (Sarah fitria, et al, 2020). Internal factors (in) consist of environmental factors and individual differences. Environmental influences consist of culture, social class, family, personal and circumstances. Personality factors include consumer resources, motivation, knowledge, attitudes, personality, lifestyle and demographics. While external factors such as marketing mix include product, price, place, promotion.

Individual differences indicate personality attitude factors that arise from consumer beliefs and psychological stages that occur in consumers who are closely related to consumer decision processes. One illustration of the differences in consumer personality is lifestyle. Lifestyle is a person's way of thinking about acting and relating to the world which is reflected in activities, interests and opinions (Eni Nur Aini, et al, 2020).

Increasingly people's lifestyles are also one of the dominance for people to consider purchasing decisions for a product. People with a high lifestyle will be more careful in deciding what products they will choose. The higher the people's lifestyle, the higher their criteria in choosing a product that they will use. Lifestyle is often described by the activities, interests and opinions of a person (activities, interests and opinions), usually a person's lifestyle is not permanent and changes quickly.

Finally, the hijab is not only a manifestation of piety as expected from religious orders. Hijab is also a social occurrence. This is reinforced by the large number of hijab users from various backgrounds for several reasons, ranging from political, legal and so on. Various reasons form the basis for the

use of the hijab among Muslim women. This reality ultimately leads to a conclusion that the headscarf is not only a representation of Muslim women's piety. But the headscarf is also a lifestyle for Muslim women to be visible or to present a religious atmosphere in the life they live. Appearing religious does not mean that you have to leave a modern and stylish impression.

Hijab Hijapedia is one of the first hijab products located in the Bekasi area. The initial step of hijab production was started because of the rapid growth of hijab sellers today. So the purpose of this study was to determine the effect of lifestyle on purchasing decisions for Hijapedia hijab, the influence of religiosity on purchasing decisions for Hijapedia hijab and to determine the effect of lifestyle on religiosity as a moderating variable on purchasing decisions.

The hypothesis in this study is:

Does lifestyle have a significant effect on the Hijabipedia purchase decision?

Does Religiosity have a significant effect on the Hijabipedia Purchase Decision?

Does Religiosity as a moderating variable strengthen the effect of Lifestyle on Purchase Decisions on Hijapedia Hijab?

## **THEORETICAL REVIEW**

There have been several studies that have examined the influence of lifestyle on consumer behavior and purchase decisions, particularly in the context of fashion and apparel products. For example, a study by Kacen and Lee (2002) found that fashion consciousness and brand awareness can significantly influence consumer behavior and purchase decisions.

Moreover, studies have also examined the role of religiosity in shaping consumer behavior among Muslim consumers. For instance, a study by Alserhan and Khalil (2015) found that religiosity can influence consumer behavior, particularly in the context of halal products, and that Muslim consumers who are more religious are more likely to purchase halal products.

However, there is limited research that specifically examines the relationship between lifestyle, religiosity, and purchase decisions of hijab products among Muslim women in Indonesia. One recent study by Ambarwati and Purwanto (2018) examined the impact of perceived social media influence on hijab purchase decisions among Muslim women in Indonesia, but did not specifically examine the role of lifestyle and religiosity variables.

Therefore, this study aims to build upon previous research by examining the relationship between lifestyle, religiosity, and Hijapedia purchase decisions among Muslim women in Bekasi, Indonesia. The findings of this study could contribute to the understanding of consumer behavior among Muslim women and provide valuable insights for businesses and marketers targeting this segment of consumers.

According to Alma (2011), purchasing decisions are consumer decisions that are supported by financial economics, politics, technology, culture, products, prices, places, promotions, physical evidence, people and processes,

in the end consumer attitudes are formed to manage all news or information. and decision making in the form of opinions that arise which product to choose and buy (Alma, 2011). The purchase decision is an effort to buy a brand that is in great demand from various existing sources, but two factors can be in the purchase intention and purchase decision. The first factor is the attitude of other people and the second factor is the conditional factor (Kotler and Armstrong, 2008). The purchase decision is a collab stage

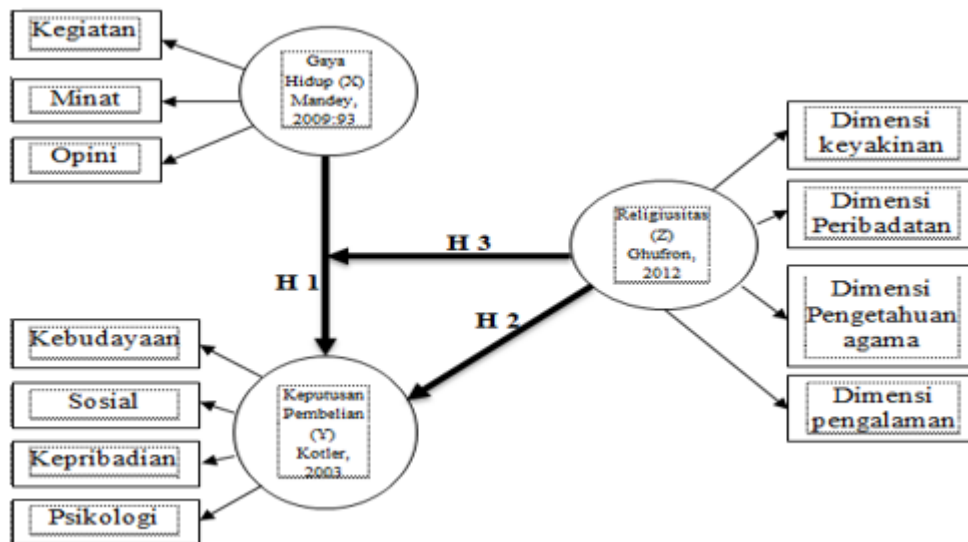


Figure 1. Research Model

## METHODOLOGY

This research will use a quantitative approach to investigate the influence of lifestyle on Hijapedia purchase decisions in Bekasi moderated by religiosity variables. A survey questionnaire will be used to collect data from a sample of Muslim women who live in Bekasi. The research method used was an online survey with a sample of 300 respondents selected by purposive sampling technique.

The sample for this study will be selected using a convenience sampling method. Muslim women who are Hijapedia customers and live in Bekasi will be invited to participate in the study. The sample size will be determined using the sample size calculator.

Data will be collected using a self-administered questionnaire that will be distributed to respondents either online or offline. The questionnaire will consist of three sections:

- Demographic information: This section will collect information about respondents' age, marital status, education, and income.
- Lifestyle and Hijapedia Purchase Decisions: This section will assess the influence of lifestyle on Hijapedia purchase decisions. Respondents will be asked to rate their lifestyle on a scale from 1 to 5, and the frequency of their Hijapedia purchases.

- Religiosity: This section will assess the influence of religiosity on Hijapedia purchase decisions. Respondents will be asked to rate their level of religiosity on a scale from 1 to 5.

The data collected will be analyzed using descriptive statistics and inferential statistics such as correlation analysis and moderated regression analysis to examine the relationships between the variables. SPSS software will be used for data analysis.

The study will adhere to ethical guidelines for research involving human subjects. Participation in the study will be voluntary, and informed consent will be obtained from respondents. Confidentiality and anonymity will be ensured, and the data collected will be used for research purposes only.

The study's limitations include the use of convenience sampling, which may limit the generalizability of the results. Additionally, self-reported data may be subject to bias, and the study may be affected by social desirability bias. Finally, the study is limited to a specific geographic area, and the findings may not be applicable to other regions or countries.

This type of research conducted by the author is a quantitative method. Suharsimi Arikunto (2013) explains that quantitative research, as its name implies, requires many to use numbers, starting from data collection, interpretation of the data, and the appearance of the results. The research design is also made to facilitate the stages and processes of a research and can be used as a guide so that research does not go out of bounds, so that it can achieve the expected goals. The research design is made based on the variables used, this is in accordance with Arikunto's opinion (2010) that a variable is a research object that is the center of attention or focus of a study.

The variables used in this study are:

Variable X = Lifestyle as an independent variable.

Variable Z = Religiosity as a Moderating variable.

Variable Y = Decision as the Dependent variable

The population taken by the researcher was taken from a data set that has the same characteristics as the object of inference and that will be used as the population in this study are Hijapedia hijab users with a target population of 100 people, this is in line with the opinion of Sugiyono (2010) who said that the population is the number the whole of the individual units whose characteristics are to be examined and then conclusions drawn. The number of samples taken by researchers in this study amounted to 52 respondents. The criteria for this research sample were female respondents, Muslim respondents, respondents who already wore the Hijapedia hijab.

Testing the hypothesis and data in this study used computer software tools, namely the smart PLS (Partial Least Square) version 3 program to test the hypothesis. Smart PLS (Partial Least Square) is used to assist PLS analysis by bootstrapping or random multiplication, therefore the assumption of normality is not a problem. In addition to normality issues, PLS does not make the minimum number of samples a requirement. There are three stages in conducting an analysis on PLS, namely: Outer Model Analysis, Inner Model

Analysis and Hypothesis Testing. Researchers collected data by giving several questionnaires which were then distributed to respondents to be answered by measuring the value of the questionnaire using a Likert Scale with a value of 1 to 5

## **DISCUSSION**

### **The Effect of Lifestyle (X) on Purchase Decisions (Y) Hijab Hijapedia**

Lifestyle has a significant effect on Hijapedia hijab purchasing decisions, the results are based on path coefficient and inner model testing, that the t-statistic results for the Lifestyle variable obtained a value of 1.116 and are declared significant because the value of the t-statistic is more than 1.96 ( $1.116 > 1.96$ ), then hypothesis test 1 states that  $H_01$  is rejected and  $H_{a1}$  is accepted. It can be concluded that the more developed the lifestyle, the more influential it will be on the decision to purchase the Hijapedia hijab. The results of this study are in line with the research of Wardoyo and Andini (2017), namely lifestyle has a significant effect on purchasing decisions and is in line with the results of research by Anitha (2016), namely lifestyle has a significant effect on purchasing decisions.

### **The Effect of Religiosity (Z) on Purchase Decisions (Y) Hijab Hijapedia**

Religiosity has a significant effect on the decision to purchase Hijapedia hijab, this result is based on path coefficient and inner model testing, the t-statistic value for lifestyle variables is 2.402 and declared significant because the t-statistic value is greater than 1.96 ( $2.402 > 1.96$ ), then hypothesis test 2 states that  $H_02$  is rejected and  $H_{a2}$  is accepted. It can be explained that the greater the value of religiosity, the more influential the level of purchasing decisions for Hijapedia hijab. The results of this study are in line with Asraf (2013) that religiosity influences decisions.

### **The Effect of Lifestyle (X) on Religiosity (Z) as a Moderating Variable on Purchase Decisions (Y) Hijab Hijapedia**

The lifestyle variable before the religiosity variable became a moderator had a t-statistic of,  $t=1.116 > 1.96$  (significant). With religiosity as a moderating variable, a t-statistic value of  $t = 0.061 < 1.96$  is obtained and is declared insignificant. It can be interpreted that the religiosity variable as a moderating variable does not strengthen the lifestyle variable on the Hijapedia hijab purchasing decision. This means that religiosity cannot strengthen lifestyle and purchase decisions. This research is not in line with the results of research conducted by Mijil Tri Rah Astuti (2017) that religiosity as a moderation role strengthens Islamic branding on consumer behavior in purchasing wardah cosmetics.

## CONCLUSION AND RECOMMENDATION

Based on the formulation of the problem, literature review and data analysis that has been interpreted by researchers, the conclusions that can be drawn from this study are as follows:

1. Lifestyle has a significant effect on the Hijabipedia purchase decision. with a t-statistic value of 1,116 because (significant t-table 5% = 1.96) this is because people make lifestyle a reference for making purchasing decisions.
2. Religiosity has a significant effect on the Hijabipedia Purchase Decision. with a t-statistic value of 2,402 because (significant t-table 5% = 1.96) this is because consumers believe in beliefs about religious rules to cover their private parts as taught in Islamic law.
3. Religiosity as a moderating variable cannot strengthen the influence of Lifestyle on Purchase Decisions on Hijapedia Hijab. with a t-statistic value of 0.061 because (t-table significant 5% = 1.96) this can be caused by several factors that make Religiosity as a moderating variable not strengthen Lifestyle on Purchase Decisions, one of which is that people still believe that in a lifestyle that The most important thing is following the trend and not having to follow religious rules.

Based on the conclusions that have been presented, there are several recommendations that can be taken as follows:

1. Hijapedia sellers can consider lifestyle in their marketing and sales strategy. With the increasing influence of lifestyle on hijab purchasing decisions, sellers can try to adapt their products to trends and lifestyles that are currently popular in society.
2. Hijapedia sellers must also pay attention to the religiosity of their consumers in marketing and sales strategies. With the increasing influence of religiosity in hijab purchasing decisions, sellers can promote their products by emphasizing religious values associated with hijab, such as covering the genitals.
3. Even though the moderating variable of religiosity does not strengthen the influence of lifestyle on purchasing decisions, Hijapedia sellers must still consider religious factors in their marketing and sales strategies, as this is still important for the majority of Indonesian hijab consumers. Sellers can try to find the right way to integrate religious values with lifestyles that are currently popular in society to increase their sales.

## ADVANCED RESEARCH

Due to the limitations of researchers in conducting this research, there are several suggestions for further research. Further research can be carried out by considering other factors that can influence the purchase decision of the Hijapedia hijab, such as price, product quality, and brand awareness. Future research can also involve a larger sample or by taking samples carried out in more diverse locations, to obtain a better generalization of results. In addition, future research can also use different research methods, such as qualitative methods or experimental methods, to gain a deeper understanding of the influence of factors that influence Hijapedia hijab purchasing decisions.

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