


# The influence of digital marketing and Islamic marketing on purchasing decisions of Muslim fashion

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## ABSTRACT

### Introduction

Today, the business world is experiencing rapid development and change every year. Many businesses have begun implementing Islamic marketing strategies to promote their products. Additionally, digital marketing has become popular among business practitioners conducting buying and selling activities. This study aims to analyze the impact of Islamic and digital marketing on purchasing decisions for Muslim fashion.

### Objectives

The objectives of this study are: 1) to analyze the influence of Islamic marketing on purchasing decisions for Muslim fashion. 2) To examine the impact of digital marketing on purchasing decisions in Muslim fashion.

### Method

This study employed a quantitative approach, utilizing multiple linear regression analysis with IBM SPSS Statistics 25. The sample size included 100 respondents. Data were collected using questionnaires distributed through Google Forms.

### Results

The study reveals the following: 1) Islamic marketing positively and significantly influences the purchasing decisions of Muslim fashion. 2) Digital marketing also positively and significantly affects purchasing decisions for Muslim fashion.

### Implications

The findings indicate that both Islamic and digital marketing are effective strategies for influencing purchasing decisions of Muslim fashion consumers. Businesses should consider integrating these strategies to enhance market reach and customer engagement.

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## ABSTRACT

### Originality/Novelty

This study provides new insights into the simultaneous effects of Islamic and digital marketing on consumer purchasing decisions in the context of Muslim fashion. This highlights the importance of ethical marketing practices and the use of digital platforms to reach the target audience.

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## INTRODUCTION

The business world today is experiencing rapid development and changes every year. This increasingly complex market situation demands that producers or entrepreneurs have strong and reliable marketing strategies so that their products are not only successfully sold in the market but can also compete and endure in the existing competition. This has led to the emergence of many business players who are starting and expanding their ventures (Walyoto & Sujarwanti, 2022). These business players must devise appropriate strategies to attract consumers to make purchase decisions. In the decision-making process, individuals are directly involved in deciding to purchase a product offered by a seller. According to data from the Badan Pusat Statistik (Statistics Indonesia), the Muslim population in Indonesia stands at 207,176,162, or 87.18% of the total population (Badan Pusat Statistik, 2023). In the context of marketing, a large Muslim consumer base holds a strategic and potential position for development, making it a significant opportunity for the business world (Setyono, 2021).

According to the Global Economic Report, Muslim consumer spending increased by 4.2% in 2019, reaching USD 277 billion. However, due to the COVID-19 pandemic, Muslim consumer spending has decreased by 2.9% in 2020. Indonesia ranks among the top five countries in the modest fashion market for Muslim consumers along with Iran, Turkey, Saudi Arabia, and Pakistan. This is evidence that many Indonesians prefer to wear Muslim fashions (Arzahwa et al., 2021; Rahman & Indra, 2024). Given that the majority of Indonesia's population is Muslim, the development of Muslim fashion has grown rapidly (Mutmainah & Romadhon, 2023).

One phenomenon that has caught the attention of researchers and the public is the current fashion trend, which includes many creative elements that make Muslim women's clothing more attractive, leading to increased consumer interest, particularly among women (Ashraf et al., 2023; Farrag & Hassan, 2015; Warren, 2019). Regardless of the reasons behind this phenomenon, more Muslim women are becoming graceful and elegant when wearing fashionable Muslim attire. This is also evident from the proliferation of modern Muslim clothing stores, as well as similar businesses in traditional markets. In such a situation, competition among stores that sell similar



products is inevitable. Therefore, companies must implement tailored advertising strategies to effectively achieve their goals.

The increasingly complex market conditions require producers or entrepreneurs to have good and reliable marketing strategies so that their products not only sell well in the market but also compete and survive in the current competition (Fauziyah et al., 2023; Karsono & Salma, 2023). By using marketing strategies, business owners are also expected to fully understand the strengths and weaknesses of their products and the internal conditions of their factories, enabling them to manage production effectively (Mubarok, 2017).

Business players, especially in marketing, have experienced a transformation from intellectual (rational) levels to emotional and, ultimately, to the spiritual market. Muslim consumers have unique characteristics, because they are bound by religious rules. Islam provides a belief system that guides daily life and contains comprehensive practices and teachings (*syumul*). Consumers tend to consider the alignment of products and services offered with their spiritual value, reflecting what is promised by the seller. Therefore, a new assumption has emerged that the development of the marketing world must be based on the core needs of a seller, such as honesty, morality, and ethics in business, which serve as a guide for implementing Islamic marketing strategies (Sumadi et al., 2021). As a result, marketers need different strategies to align themselves with Islamic principles. One such strategy is Islamic Marketing (Begum, 2021; Hussnain, 2011).

Islamic marketing strategies focus on the process of offering, creating, and exchanging value according to the principles and contracts of Muamalah (business transactions) (Shulthoni et al., 2023; Syafril & Hadziq, 2021). In practice, many activities deviate from Islamic values and ethics despite Islam's teachings to avoid selling prohibited goods, manipulation, earning unlawful profits, usury practices, and hoarding goods (Nurdin, 2021). Islamic marketing mandates that no part of the process contradicts Islamic principles. This was exemplified by the Prophet Muhammad Peace Be Upn Him in his trading activities, which strictly adhered to truth, honesty, trustworthiness, and still resulted in profit (Paujiah et al., 2020).

Islamic marketing is not just about labeling products as halal or using brand names that reflect Islam. It is about invoking Allah SWT in one's best behavior while conducting market transactions. Islam has become the primary reference that influences marketing activities and related matters (Masripah & Nurochani, 2021). The core values of Islamic marketing are transparency and integrity. Sellers should not lie and consumers should not be lured into buying through unnecessary discounts or promotions.

Currently, many businesses employ Islamic marketing strategies to promote their products. Additionally, digital marketing has become increasingly popular among business players in conducting buying and selling activities. Transitioning from traditional to modern marketing, namely digital marketing, allows a company to use digital marketing as a medium to increase sales, both domestically and internationally (Katsikeas et al., 2020; Makrides et al., 2020). An example of digital

marketing is e-commerce. E-Commerce, or Electronic Commerce, is a form of modern marketing in which products are marketed and payments are made using the Internet. E-commerce can take the form of advertisements, websites, or apps (Almeida Lucas et al., 2023; Khrais, 2020).

Digital marketing offers benefits to both consumers and marketers, serving as an effective communication tool for building closer relationships with customers (Chaffey & Smith, 2022). It connects sellers with consumers and enables sellers to reach a larger target audience while helping marketers save expenses. Digital marketing also provides greater flexibility, allowing marketers to continuously adjust their products and plans (Sopiyan, 2022). Successfully implementing digital marketing can positively impact the dissemination of products or services to a company's target market (Melović et al., 2020; Ritz et al., 2019).

Given the increasingly competitive nature of the Muslim fashion business in offering flagship products, a product owner must strive to build long-term relationships with online customers who have already purchased their products. One of Muslim fashion business in East Java is the Jilbrave Official Store. It promotes its products using both Islamic and digital marketing strategies, and selling its fashion brand online on Instagram, a website, and Shopee. The Jilbrave Official Store, a startup founded in February 2017, has grown rapidly despite its young age, achieving three to four times its annual turnover in less than three years. Jilbrave's monthly turnover can reach hundreds of millions to billions of rupiah, with 3,000–7,000 units sold. Jilbrave's sales extend across Indonesia and internationally to countries such as Malaysia, Taiwan, Hong Kong, and Singapore (Husna & Ardianto, 2021; Prastiwi & Aminah, 2021).

The Islamic marketing strategy at the Jilbrave Official Store is analyzed based on the qualities of the Prophet Muhammad (SAW) in trade: (1) Shiddiq, truthfulness, and honesty; (2) Amanah, trustworthiness, credibility; (3) Fatanah, intelligence; and (4) Tabligh, communicative. Digital marketing encompasses four dimensions: interactivity, incentive programs, site design, and cost (Kim & Kim, 2004; Liesander & Dharmayanti, 2017). The purchasing decision indicators include (1) the purpose of purchasing the product, (2) information processing leading to brand selection, (3) product stability, (4) recommendations to others, and (5) repeat purchases (Kotler et al., 2021).

Previous studies have analyzed the relationship between Islamic marketing strategies and purchasing decisions (Masripah & Nurochani, 2021; Mubarok, 2017; Nurdin, 2021). Ethical principles such as honesty in Islamic marketing strategies increase consumer trust, which in turn influences purchasing decisions. Another research demonstrated a positive influence of marketing strategies on consumer purchasing decisions in online shops (Biosa et al., 2021; Najwah & Chasanah, 2023). Furthermore, Sharia-based strategies significantly influence consumer interest in purchasing Muslim fashion product (Sumadi et al., 2021).

Online purchasing decisions involve consumers selecting and integrating knowledge to evaluate two or more alternative behaviors. Consumers choose an

online product based on variety of factors (Arief et al., 2023; Peña-García et al., 2020; Venkatesh et al., 2022). Digital marketing involves using the Internet and other interactive technologies to create and connect information to conduct digital transactions. Many studies found that digital marketing influences purchasing decisions (Mewoh et al., 2019; Rabbani et al., 2022). However, some findings show no significant effect of digital marketing on purchasing decisions (Pebrianti et al., 2020). Based on the above explanation, the current study aims to analyze the impact of Islamic marketing strategies and digital marketing employed by the Jilbrave Official Store on the purchasing decisions of Muslim fashion consumers in East Java.

## LITERATURE REVIEW

### Purchase Decision

According to Kotler and Keller, a purchase decision is a process in which consumers go through five stages: product recognition, information search, alternative evaluation, purchase decision, and post-purchase, which begins long before the actual purchase is made and has long-lasting effects afterward (Kotler et al., 2021). A decision is a selection between two or more alternatives; if a person has the choice between making a purchase or not, they are in a decision-making position.

The purchasing decision-making process is influenced by consumer behavior, where consumers engage in problem solving to meet their needs and wants. Essentially, consumer behavior is built on two factors: needs (intentions) and utility or satisfaction (benefits). Rationally, a person will never consume a product if they do not need or gain benefits from it (Alserhan, 2010; Maqsood, 2014).

### Islamic Marketing

Islamic marketing emphasizes the values of justice and honesty, adhering strictly to the Quran and authentic Hadith, ensuring that all transactional processes are free from anything prohibited by Sharia law. In Islamic marketing, businesses are not solely profit-oriented but also focus on blessings (Paujiah et al., 2020).

Islamic marketing can be defined as a strategic business discipline that involves creating, offering, and exchanging value from the initiator to stakeholders throughout the entire process in accordance with contracts and the principles of Muamalah (Islamic transactions) (Ardila & Imsar, 2023; Arpiati, 2022; Sula & Kartajaya, 2006). Additionally, Alom & Haque (2011) define Islamic Marketing as the process and strategy (*hikmah*) of fulfilling needs through *halal* (*tayyibat*) products and services, with mutual agreement and benefit (*falah*) between both parties, the buyer and the seller, with the aim of achieving material and spiritual well-being both in this world and the hereafter (Setyono, 2021). Islamic Marketing refers to the process of meeting consumer needs through good behavior by providing halal, healthy, pure, and beneficial products with the mutual consent of both buyer and seller, aiming for material and spiritual well-being in accordance with the Quran and the Hadith.

## Digital Marketing

Digital Marketing is the application of the Internet and digital technology, in conjunction with traditional communication methods, to achieve marketing goals (Mulyansyah & Sulistyowati, 2021). It involves marketing products through digital media connected to the internet. This can be utilized to gain deeper insights into consumers, such as their profiles, behaviors, values, and loyalty levels, allowing for more targeted communication and online services tailored to individual needs (Elbahar & Syahputra, 2021).

Digital marketing consists of four dimensions: interactivity, incentive programs, site design, and cost. Interactivity refers to the relationship between the company and consumer, allowing for clear and well-received communication. Incentive programs involve attractive offers to strengthen promotional campaigns. Site design refers to an appealing presentation in digital marketing media that can positively impact the company. Finally, cost reflects the company's digital marketing capabilities, improving promotional efficiency, and reducing time and transaction costs (Kim & Kim, 2004; Liesander & Dharmayanti, 2017).

## Muslim Fashion

Fashion is a product that fulfills the basic needs of human lifestyles. Fashion products include not only clothing but also other accessories, such as bags and shoes. In Islam, clothing worn by individuals (both Muslim men and women) is an expression of obedience and submission to the Creator. Therefore, dressing for a Muslim holds spiritual value and must adhere to Islamic principles (Aruan & Wirdania, 2020; Hassan & Ara, 2022; Kusumawati et al., 2020; Zaki & Elseidi, 2024).

Jilbrave is a Muslim fashion brand selling its product online on Instagram, a website, and Shopee. It was a startup established in February 2017 and has experienced rapid growth, achieving a 3 to 4 times increase in turnover per year within less than three years. Jilbrave's monthly turnover has reached hundreds of millions to billions of rupiah, with sales ranging from 3,000 to 7,000 pieces. Jilbrave's sales extend across Indonesia and internationally into countries such as Malaysia, Taiwan, Hong Kong, and Singapore.

## METHOD

This study used a quantitative approach. A quantitative approach involves using aspects of measurement, calculation, formulas, and numerical data precision in proposing research, conducting the process, forming hypotheses, collecting field data, analyzing data, drawing conclusions, and writing up the findings (Sugiyono, 2018). The purpose of quantitative research is to develop and utilize mathematical models, theories, and hypotheses related to both natural and social phenomena. The type of research applied is descriptive correlation research, which aims to determine whether there is a relationship between two or more variables, and to measure the contribution of the independent variable (X) to the dependent variable (Y) (Algina & Olejnik, 2003; Hanoon et al., 2020).

Validity and reliability tests were conducted to assess how accurately and consistently an instrument or item measured the variables in the study. Classical assumption tests were performed to ensure that the regression estimation results were free from heteroscedasticity, multicollinearity, and autocorrelation issues (Sarstedt & Mooi, 2019; Yuslimi & Supeno, 2020). The sample size used in this study was 100, collected through questionnaires distributed via Google Forms to East Java residents. The data analysis used in this study was multiple linear regression analysis. The tests conducted on the multiple linear regression analysis were the F-test and T-test (Bekesiene et al., 2021; Harahap et al., 2021). The regression model with the three variables is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2$$

Where:

Y = Purchase Decision

$\alpha$  = Constant

$b_1$  = Coefficient of Islamic Marketing

$b_2$  = Coefficient of Digital Marketing

$X_1$  = Islamic Marketing

$X_2$  = Digital Marketing.

## RESULTS

Before conducting data analysis, instrument tests were first performed, including validity and reliability tests. Table 1 and Table 2 present the results of the validity and reliability tests of this study respectively.

**Table 1**

### *Validity Test Results*

<b>Variable</b>	<b>Sig.</b>	<b>Conclusion</b>
Islamic marketing	0.00	Valid
Digital marketing	0.00	Valid
Purchase decision	0.00	Valid

Source: Primary data, authors' estimation.

Based on the data from the validity test in Table 1, it is clear that the variables used in this study have a significance value of 0.00, indicating that the Islamic Marketing ( $X_1$ ) and Digital Marketing ( $X_2$ ) variables are valid and suitable for use in research instruments.



**Table 2***Reliability Test Results*

Variable	Cronbach's Alfa	Reliability Standard	Conclusion
Islamic marketing	0.773	0.6	Reliable
Digital marketing	0.808	0.6	Reliable
Purchase decision	0.822	0.6	Reliable

Source: Primary data, authors' estimation.

Based on the data from the reliability test in Table 2, it can be seen that the variables used in this research have varying reliability values, with Cronbach's alpha for the Islamic Marketing variable (X1) being 0.773, the Digital Marketing variable (X2) being 0.808, and the Purchase Decision variable (Y) being 0.822. Since the Cronbach's alpha values for all variables exceeded the reliability coefficient standard of 0.6, all variables were deemed reliable and suitable for use in the research.

Classical assumption tests were used to determine whether the regression estimation results were normally distributed and free from heteroscedasticity, multicollinearity, and autocorrelation. The normality test in this study was conducted using the Kolmogorov-Smirnov test. The data processing results are presented in Table 3.

**Table 3***Normality Test Results*

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.98319208
	Most Extreme Differences	
	Absolute	.078
	Positive	.060
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Primary data, authors' estimation.

Based on Table 3, the normality test results using the Kolmogorov-Smirnov test show an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05, indicating that the data are normally distributed and the regression model has met the normality assumption.

A heteroscedasticity test was used to detect the presence of heteroscedasticity. From Table 4, it can be seen that the significance value for the Islamic marketing



variable is 0.872 and that for the digital marketing variable is 0.922, both of which are greater than 0.05, indicating that the data are free from heteroscedasticity (homoscedasticity). The test results using SPSS version 25 are as follows.

**Table 4**

*Heteroscedasticity Test Results*

Variable	Significance Value	Conclusion
Islamic marketing	0.872	No heteroscedasticity
Digital marketing	0.922	No heteroscedasticity

Source: Primary data, authors' estimation.

A multicollinearity test was used to determine whether there were similarities among the independent variables in a regression model. Based on the multicollinearity test results in Table 5, the tolerance value for the Islamic marketing variable is 0.399, and that for the digital marketing variable is 0.422. Both tolerance values were greater than 0.1, indicating the absence of multicollinearity. In this research model, there is no multicollinearity between the independent and dependent variables; therefore, the data can be used for research purposes.

**Table 5**

*Multicollinearity Test Results*

Variable	Tolerance Value	VIF Value	Conclusion
Islamic marketing	0.399	2.508	No multicollinearity
Digital marketing	0.422	2.367	No multicollinearity

Source: Primary data, authors' estimation.

A good regression model should be free of autocorrelation. In this study, the Durbin-Watson test (DW) test was used to detect autocorrelation. The rule is that if  $DU < DW < 4-DU$ , then  $H_0$  is accepted, indicating no autocorrelation. If  $DW < DL$  or  $DW > 4-DL$ ,  $H_0$  is rejected, indicating that autocorrelation is present. If  $DL < DW < DU$ , or  $4-DU < DW < 4-DL$ , there is no definitive conclusion.  $DU$  and  $DL$  values were obtained from the Durbin-Watson statistical table. For  $n = 100$  and  $k = 2$ , the values are  $DL = 1.591$  and  $DU = 1.727$ . Therefore, the values were  $4-DU = 2.273$  and  $4-DL = 2.409$ .

**Table 6**

*Autocorrelation Test Results*

<b>Model Summary<sup>a</sup></b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818 <sup>a</sup>	.669	.658	3.67208	1.628

a. Predictors: (Constant), X2, X1  
b. Dependent Variable: Y

Source: Primary data, authors' estimation.

Based on the multiple linear regression analysis results in Table 6, the Durbin-Watson test result is 1.628. The DW value fell between  $DL < DW < DU$  ( $1.591 < 1.628 < 1.727$ ), indicating that no autocorrelation was present in this model.

The multiple linear regression equation based on the coefficient test results from SPSS version 25 for the Islamic marketing (X1) and digital marketing (X2) variables for the dependent variable, which is the purchase decision (Y) of East Java residents, is presented in Table 7.

**Table 7**

*Multiple Linear Regression Analysis Results*

<b>Coefficients<sup>a</sup></b>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.248	4.266		.996	.322
X1	.735	.198	.363	3.716	.000
X2	.543	.133	.204	2.151	.001

a. Dependent Variable: Y

Source: Primary data, authors' estimation.

From the coefficient data in Table 7, the multiple linear regression equation for the Islamic marketing (X1) and digital marketing (X2) variables is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

$$Y = 4.248 + 0.735X_1 + 0.543X_2$$

The t-test is necessary to determine which variable has the most dominant effect on variable Y. To determine the t-test results, we look at the significance level in the coefficient output, which explains the t-test (partial test). If the significance value was  $< 0.05$ ,  $H_0$  was rejected, and  $H_a$  was accepted. If the significance value was  $> 0.05$ ,  $H_0$  was accepted, and  $H_a$  was rejected. The F-test (partial) results using SPSS 25 are as follows:

**Table 8**

*F-Test Results*

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2372.636	3	790.879	58.652	.000 <sup>b</sup>
	Residual	1173.122	87	13.484		
	Total	3545.758	90			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Primary data, authors' estimation.

Based on Table 8, the significance level is 0.000, which is less than 0.05. Thus, it can be concluded that the Islamic marketing and digital marketing variables have a significant simultaneous effect on the purchase decisions for Muslim fashion.

## DISCUSSION

### The Influence of Islamic Marketing on Muslim Fashion Purchase Decisions

The analysis conducted in this study, which involved a series of tests after distributing questionnaires to 100 respondents and processing the data using SPSS version 25, examined the influence of Islamic marketing strategies on the purchase decisions of Muslim fashion in East Java. The results of this study show that Islamic marketing strategies have a positive and significant influence on purchase decisions. The T-test results indicate that the hypothesis is accepted, meaning that the Islamic Marketing Strategy (X1) influences Purchase Decision (Y). This finding supports previous studies suggesting that Islamic marketing has a significant effect on purchase decisions (Mubarok, 2017; Sumadi et al., 2021; Walyoto & Sujarwanti, 2022).

Islamic marketing is a strategic business discipline that guides the process of creating, offering, and exchanging value from an initiator to stakeholders, following the contracts and principles of the Quran and Sunnah. Generally, Islamic marketing is a business strategy that encompasses all activities within a company, covering the entire process of creating, offering, and exchanging value from a producer, company, or individual in accordance with Islamic teaching. Islamic marketing is spiritual marketing that incorporates aspects of honesty, empathy, love, and care for others. While intellectual communication uses logic and emotional communication, spiritual marketing uses the language of heart. In spiritual marketing, competitors are not seen as enemies but as partners with whom a good relationship should be maintained (Hussnain, 2011).

Entrepreneurs should prioritize honesty and Islamic trading ethics. According to Evasari (2020), in business, the most important value is "al-amalah," meaning honesty. This is a fundamental aspect of moral faith and a key characteristic of faithful people. The primary characteristic of the Prophets was honesty. Without honesty, religious life would not stand firm and worldly life would not run smoothly. The findings of this study align with the principles of Islamic marketing (Masripah & Nurochani, 2021; Nurdin, 2021; Syafril & Hadziq, 2021).

### The Influence of Digital Marketing on Muslim Fashion Purchase Decisions

Based on Table 7, digital marketing (X2) has a positive and significant influence on the purchase decisions for Muslim fashion in East Java. The T-test from the regression analysis shows a significance value of  $0.001 < 0.05$ , indicating that improved digital marketing positively impacts online purchase decisions of Muslim fashion in East Java. These results are consistent with previous studies suggesting that digital marketing significantly influences purchase decisions (Erfan et al., 2022). Effective marketing and customer service can significantly enhance customer satisfaction.

Online marketing targets individuals who actively choose or visit sites to obtain information about products under specific conditions (Armstrong & Kotler, 2019). Using social media for marketing enhances consumers' decision-making structures regarding products. Digital marketing leverages digital technology to create channels to reach potential recipients, enabling companies to fulfill consumer needs more effectively. Better digital marketing improves purchasing decisions (Bachri et al., 2023; Hannan et al., 2023).

Online marketing involves social media, allowing consumers to share text, images, videos, and audio with each other and with companies, and vice versa. With a vast number of social media users, it serves as a highly effective marketing platform. The growth of online business is largely influenced by social media as a promotional channel for goods and services. In general, online marketing is highly beneficial for consumers who lack time for offline shopping, while companies benefit from its effectiveness and efficiency, which in turn influences online purchase decisions for fashion products.

## CONCLUSION

Based on the problem formulation discussed earlier as well as the data analysis and hypothesis testing conducted in this research, it can be concluded that Islamic marketing strategies have a positive and significant influence on the purchase decisions of Muslim fashion among the people of East Java. This indicates that the people of East Java are well informed about Islamic trade practices and are able to apply them in their daily lives. Digital marketing also has a positive and significant effect on the purchase decisions for Muslim fashion among the people of East Java. The better digital marketing, the higher the likelihood of purchase decisions made by consumers of the Jilbrave Official Store.

Based on these conclusions, the recommendations provided by the researcher include advising consumers to be more cautious when selecting online stores to avoid potential harm or fraud by irresponsible individuals. To avoid scams, consumers must choose reliable stores. To increase customer interest in online store owners, strategies such as promotions, advertising on mass media and electronic platforms, improving product quality, delivering goods on time as promised, offering competitive pricing, providing excellent services, and maintaining customer trust should be considered.

## Limitation of the Study

It is necessary to take into consideration the fact that this study has a number of limitations. First, the participants in this study were limited to East Java, which means that the findings cannot be generalized to the entire population of Indonesia. This is especially true for other regions of Indonesia that may have different economic and cultural characteristics. The influence of Islamic and digital marketing techniques may be affected in various locations by consumers' different preferences in relation to Muslim fashion and the manner in which they make purchases online. In addition, the sample that was employed consisted of only 100 individuals who responded to the

questions; hence, it is possible that it is not sufficiently representative to provide a more thorough picture of the decisions that people all throughout Indonesia have made about Muslim fashion. Second, the scope of this research was limited to only two distinct aspects: digital marketing techniques and Islamic marketing strategies. It did not take into account other aspects that may play a role in the decisions that consumers make regarding their purchases, such as the quality of the goods, their devotion to the brand, or ongoing fashion trends. In addition, there is a lack of comprehensive analysis directed toward external issues such as social and economic situations. Therefore, it is possible that we will not have a better knowledge of how different factors influence one another while making purchasing decisions. Therefore, in order to achieve more thorough findings, it is strongly advised that additional studies be carried out with a larger sample size and additional factors.

### Implications for Further Research

Expanding the scope of this study is something that has to be done to make its findings more reflective of the entire country. Furthermore, participants from a variety of Indonesian regions were requested to participate in the study to gain a better understanding of the ways in which variances in regional features influence customers' decisions regarding Muslim fashion while using Islamic and digital marketing tactics. Increasing the number of samples would also assist in strengthening the validity of the data, which would enable researchers to draw more robust conclusions about the consumer behaviors prevalent in various civilizations. Other aspects that may play a role in consumers' decisions regarding their purchases, such as brand loyalty, the influence of social media, product quality, and pricing, should be taken into consideration in subsequent research. Researchers have the potential to discover additional significant factors that influence consumer purchase decisions if they include these variables in their analyses. In addition, a study that is conducted over a longer period and examines how consumer behavior and trends in digital marketing have evolved over time could also provide a deeper understanding of the dynamics of the Muslim fashion market in Indonesia.

### Author Contributions

Conceptualization	L.N.A., A.W.N., & K.R.	Resources	L.N.A., A.W.N., & K.R.
Data curation	L.N.A., A.W.N., & K.R.	Software	L.N.A., A.W.N., & K.R.
Formal analysis	L.N.A., A.W.N., & K.R.	Supervision	L.N.A., A.W.N., & K.R.
Funding acquisition	L.N.A., A.W.N., & K.R.	Validation	L.N.A., A.W.N., & K.R.
Investigation	L.N.A., A.W.N., & K.R.	Visualization	L.N.A., A.W.N., & K.R.
Methodology	L.N.A., A.W.N., & K.R.	Writing – original draft	L.N.A., A.W.N., & K.R.
Project administration	L.N.A., A.W.N., & K.R.	Writing – review & editing	L.N.A., A.W.N., & K.R.

All authors have read and agreed to the published version of the manuscript.

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### Informed Consent Statement

Informed consent was obtained before respondents answered the questions.

### Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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### Conflicts of Interest

The authors declare no conflicts of interest.

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