



FASHION AND LIFESTYLE TRENDS ON THE PURCHASE OF MUSLIM WOMEN'S CLOTHING WITH RELIGIOSITY AS AN INTERVENTION VARIABLE

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Abstract: The Muslim population in Yogyakarta has a percentage of 92.2%, sharia products will be in great demand, including Muslim fashion products. However, teenagers prioritize their style of dress and lifestyle rather than sharia restrictions in buying Muslim clothing. The purpose of the study was to determine the role of religiosity in making decisions to buy Muslim clothing for Muslim adolescent women with an age range of 17-24 years. This research is quantitative descriptive with multiple linear regression method with path analysis processed with SPSS. The sample in this study used quota sampling with 97 respondents. This study shows that fashion trends have an effect on purchasing decisions of 87.7%. Lifestyle variables have an influence on purchasing decisions of 29.9%. The religiosity variable had a relatively small influence on purchase decisions of 23.3%. Meanwhile, the influence of fashion trends on purchasing decisions through religiosity was $0.877 < 0.925$ and the influence of lifestyle was $0.299 < 0.409$.

Keywords: Fashion Trends; Lifestyle; Religiosity; Purchase Decision

Abstrak: Penduduk Muslim di Yogyakarta memiliki presentase sebesar 92,2%, produk syariah akan sangat banyak diminati diantaranya produk busana muslim. Namun, kalangan remaja lebih mengutamakan gaya berpakaian dan gaya hidup dari pada batasan syariah dalam membeli busana muslim tersebut. Tujuan penelitian untuk mengetahui peran religiusitas dalam pengambilan keputusan pembelian busana muslim bagi para remaja Muslimah dengan rentang usia 17-24 tahun. Penelitian ini kuantitatif deskriptif dengan metode regresi linear berganda dengan path analysis yang diolah dengan SPSS. Sampel pada penelitian ini menggunakan quota sampling dengan responden sebanyak 97 orang. Penelitian ini menunjukkan trend fashion berpengaruh terhadap keputusan pembelian 87,7%. Variabel gaya hidup memiliki nilai pengaruh terhadap keputusan pembelian 29,9%. Variabel religiusitas memiliki nilai pengaruh yang relatif kecil terhadap keputusan pembelian 23,3%. Sedangkan pengaruh trend fashion terhadap keputusan pembelian melalui religiusitas sebesar $0,877 < 0,925$ dan Pengaruh gaya hidup sebesar $0,299 < 0,409$.

Kata Kunci: Trend Fashion; Lifestyle; Religiusitas; Keputusan Pembelian

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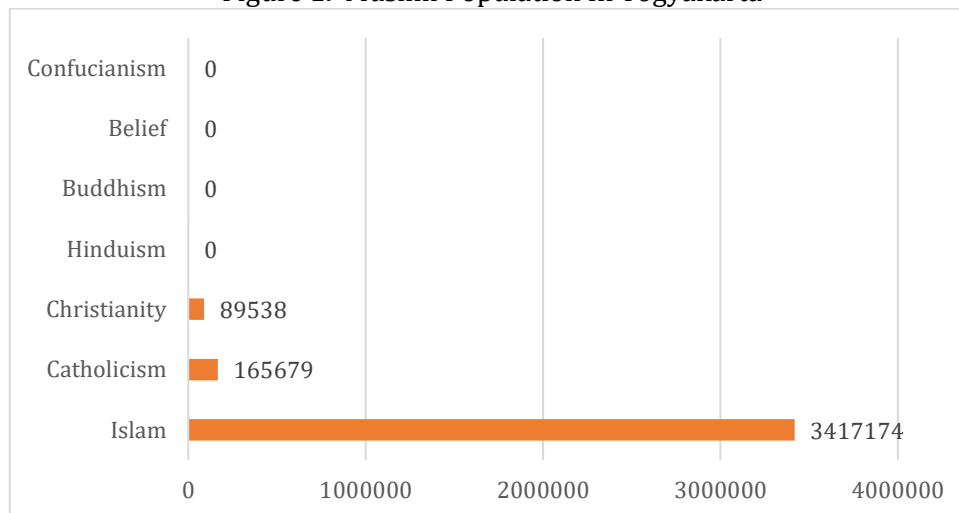
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Introduction

Yogyakarta is a big city with the majority of people are Muslim, the total population is 3.677.189 and 3.417.174 people are Muslims. That number is equivalent to 92,2% of Yogyakarta's total population.¹

Figure 1. Muslim Population In Yogyakarta



Source: Directorate General of Population and Civil Registration Ministry of Home Affairs

With majority of society being Muslim, making products that comply with Islamic sharia has a significant influence on the development of the country's economy.² One example of a product that is very popular is Muslim fashion products. It is proven according to The State Global Islamic Economy, the consumption of Muslim fashion in Indonesia stands at 20 billion US dollars with a growth rate of 18.2% per year.³ The demand for fashion, especially women's Muslim clothing, is very large.⁴ One area that has very high support for fashion development is Yogyakarta. Fashion lovers in Yogyakarta also have a commitment and determination to increase the existence of fashion in Yogyakarta, and this can be improved by holding the 16th Jogja Fashion Week (JFW) 2022. This JFW also involved Muslimah fashion designers.⁵ Fashion or clothing products are items that consumers buy most. The modest fashion market in Indonesia is one of the largest in the world.⁶ By state of the global Islamic Economy Report it is known that in 2018, the value of spending Muslimah

¹ Jogja Dataku, "List Master Data | Aplikasi Dataku," https://bapperida.jogjapro.go.id/dataku/data_dasar/index/314-jumlah-pemeluk-agama, (29 March 2025).

² A. Muqorobin And N. F. Alafianta, "Financing By Instalment In Indonesian Islamic Bank: A Maqasidic-Analytical Study," *Malaysian Journal Of Syariah And Law* 11, no. 2 (2023).

³ Fajar Widhiyanto, "Konsumsi Busana Muslim Di Indonesia Capai US\$ 20 M," https://investor.id/business/291601/konsumsi-busana-muslim-di-indonesia-capai-us-20-m#goog_rewarded, (29 March 2025).

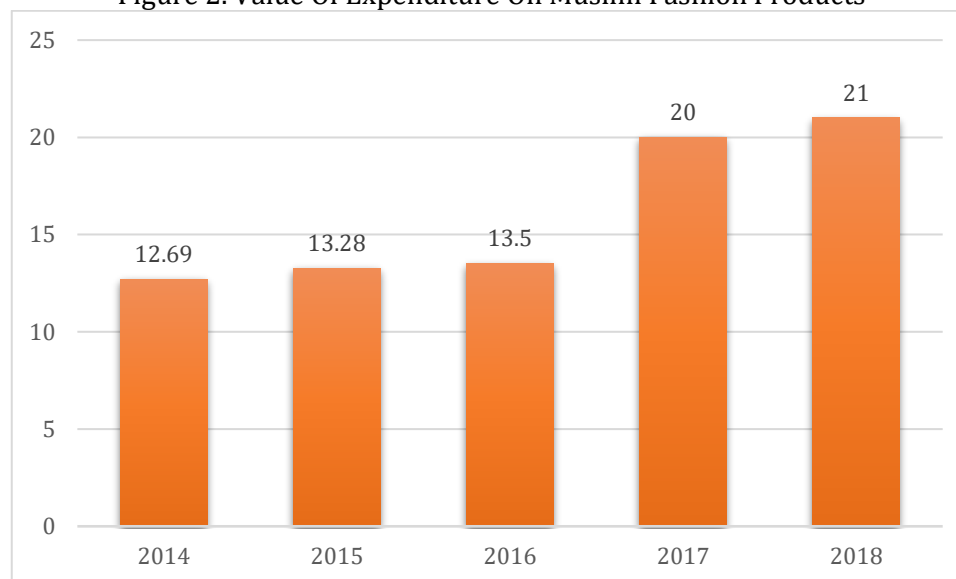
⁴ Eli Sumarlia, Sher Zaman Khan, And Rafi Ullah Khan, "Modest Wear E-Commerce: Examining Online Purchase Intent In Indonesia," *Research Journal Of Textile And Apparel* 26, no. 1 (2022): 90.

⁵ Deni Setiawan, "Jogja Fashion Week Carnival Costume In The Context Of Locality," *HARMONIA: Journal Of Arts Research And Education* 2, no. 15 (2015).

⁶ Andriani Kusumawati, Sari Listyorini, Suharyono, and Edy Yulianto, "The Role Of Religiosity On Fashion Store Patronage Intention Of Muslim Consumers In Indonesia," *SAGE Open Journal* 10, no. 2 (2020).

fashion products reached US\$ 21 billion. This figure is equivalent to 7,4% of overall expenditure for modest fashion products globally.⁷

Figure 2. Value Of Expenditure On Muslim Fashion Products



Source: State Of The Global Islamic Economy Report

Clothing has the main functioned as a body covering which protecting oneself from the weather, sunlight, and wind. So, the people will choose their clothes based on their use. Nowadays, the functional value of clothing has been shifted by the presence of a lifestyle that continues to follow modern fashion trends.⁸ It is affecting almost of people especially teenagers which lulled by modern fashion trends. They prioritize fashion trends and styles to look different, and feel a high sense of prestige while wearing the trendy clothes.⁹

A trend is something that is gaining popularity or spreading quickly. With easily identifiable traits when the people walking by wearing identical things in public spaces, for knowing that the fashion is currently in popularity.¹⁰ Furthermore, trends are meant to be ever-changing since they constantly contain a hint of novelty or freshness, which is what sets off a consumer in expressing their lifestyle.¹¹ Because it may be used to infer identity, fashion is a means of expressing social standing and value. Additionally, fashion reflects the

⁷ Tim Publikasi, "Pasar Modest Fashion Indonesia," <https://databoks.katadata.co.id/produk-konsumen/statistik/67a237fa28eeba5/pasar-modest-fashion-indonesia>, (29 March 2025).

⁸ Dian Islamiati Fatwa And Emilda Triana Zidatin Nurkumala, "Penguatan Dan Bimbingan Trend Fashion Islami Bagi Mahasiswi Di Universitas Islam Negeri (UIN) Raden Mas Said Surakarta," *Jurnal Dedikasia : Jurnal Pengabdian Masyarakat* 3, no. 1 (2023).

⁹ Nurus Shalihin, Darmaiza, Muhammad Sholihin, and Muhammad Yusuf, "Muslim Millennials Fashion Self-Congruity: How The Religiosity And Spiritual Well-Being Affect?," *Cogent Social Sciences* 9, no. 1 (2023).

¹⁰ Alfira Husna, Muhammad Zuhirsyan, And Ahmad Kholil, "Pengaruh Trend Fashion Terhadap Keputusan Pembelian Busana Muslimah Pada Mahasiswi Muslim Kota Medan," *Konferensi Nasional Social Dan Engineering Politeknik Negeri Medan Tahun 2024*, 2024.

¹¹ Nurul Arsita, "Pengaruh Gaya Hidup Dan Trend Fashion Terhadap Keputusan Pembelian Online Produk Fashion Pada Media Sosial Instagram," *Jurnal Ilmu Manajemen Saburai (JIMS)* 7, no. 2 (2022).

ever-changing nature of society.¹² Every aspect of a fashion trend can reveal an individual's strong sense of style. Fashion trends incorporate several elements such as color, fabric, shapes, print patterns, trim, and styling details.¹³

Islamic fashion trend leans more toward what Muslimah are wearing. Islamic undergarments can also be understood as jewellery covering the intimate areas of the body.¹⁴ We conclude that Islamic fashion is something that both protects and beautifies the individual. Since Allah shields His followers from all forms of wickedness, He has placed restrictions on the *aurat* of Muslimah clothing, especially for women.¹⁵ Encyclopedia of Islam and Muslim World (2004) states that Islamic clothing has been utilized for centuries to signify purity. Muslims are advised to wear modest clothing that covers their extremities and body silhouettes. Headgear is also anticipated. But the types of clothes differ. All the various fashion are allowed through the syariah.¹⁶ However, a free lifestyle is becoming popular among teenagers, it impacts how the way they dressed on the following of their life style.¹⁷ In research conducted by Nurul Arista and Vicky Sanjaya, lifestyle it has become a habit of Indonesian people always to follow a trend. If a consumer has entered into a general trend, it means that she is a part of a group that always follow fashion or the trends.¹⁸ The personal life style is reflecting their consumption habits.¹⁹ However, the religious attitude of every Muslim consumer will be a filter in determining the choice of various fashion products. The Islamic values held by Muslim consumers also play a role in deciding to purchase fashion that suits their wishes.²⁰ The attitude and religion of consumers will be a filter regarding the suitability of the fashion offered to them, whether it has benefits and is

¹² Hasan Aksoy And Olaide Yusuf Abdulfatai, "Exploring The Impact Of Religiousness And Cultureon Luxury Fashion Goods Purchasing Intention: A Behavioural Study On Nigerian Muslim Consumers," *Journal Of Islamic Marketing* 10, no. 3 (2019): 768.

¹³ Daniel Tumpal H. Aruan And Iin Wirdania, "You Are What You Wear: Examining The Multidimensionality Of Religiosity And Its Influence On Attitudes And Intention To Buy Muslim Fashion Clothing," *Journal Of Fashion Marketing And Management* 24, no. 1 (2020): 121.

¹⁴ Arnoldy Arnoldy, Aa Hubur, And Ahmad Muqorobin, "Tourism In The Perspective Of Islamic Fiqh," *Al-Iktisab: Journal Of Islamic Economic Law* 6, no. 2 (2022).

¹⁵ Anita Rahmanidinie And Astri Irtiani Faujiah, "Adaptasi Busana Muslimah Era Millenial: Antara Trend Dan Syariah," *Islamika : Jurnal Ilmu-Ilmu Keislaman* 22, no. 01 (2022): 82.

¹⁶ Mohammed Ibrahim, "Concept Of Islam In Fashion," *International Journal Of Science And Research (IJSR)* 7, no. 2 (2018).

¹⁷ Ana Toni Roby Candra Yudha, Nurul Huda, Maksum Maksum, Sherawali Sherawali, And Ida Wijayanti, "The Moderating Effect of Religiosity on Fashion Uniqueness and Consciousness in Halal Fashion Purchase," *Indonesian Journal of Halal Research* 6, no. 2 (2024): 70.

¹⁸ Nurul Arsita, "Pengaruh Gaya Hidup.

¹⁹ Harris Rizki Ananda, Kenny Devita Indraswari, A. Azizon, Irfani Fithria Ummul Muzayanah, Tika Arundina, And Ashintya Damayati, "You Are What You Wear: The Effect Of Religiosity, Self-Esteem And Materialism Toward Conspicuous Consumption Of Luxury Fashion Products Among Gen Z," *Journal Of Islamic Marketing* 15, no. 9 (2024): 2378.

²⁰ Rudi Kurniawan, La Ode Alimusa, And Ari Aduan Hakim, "Pengaruh Religiusitas, Dan Harga Terhadap Minat Beli Fashion Halal Dengan Sikap Sebagai Variabel Intervening Religiusitas (Studi Di Kota Kendari Provinsi Sulawesi Tenggara)," *Jurnal Ilmiah Ekonomi Islam* 8, no. 3 (2022): 2748; Agus Alimuddin, Lisda Aisyah, and Risa Alvia, "Persepsi santriwati dalam pembelian kosmetik berlabel halal," *Adzkiya: Jurnal Hukum dan Ekonomi Syariah* 10, no. 01 (2022): 85.

by sharia or not. And then purchasing decision are influenced by consumer behavior and their level of religiosity.²¹

Religiosity is defined as a person's internalized religious attitude that motivates him to act in a way consistent with his degree of religious observance.²² Similarly with the statement before Milani, Kosim, and Hakiem assert that religiosity is defined as adhering to religious beliefs worldwide and that it influences any decisions.²³ It is further explained that religion and worship as a component of people's dread of God, particularly about the concept of the afterlife. Worship is demonstrated by abiding by rules and regulations and performing everything that is required of them.²⁴

This research focuses on teenage consumers, because this phase has different characteristics from other age phases. According to the Population and Family Planning Agency (BKKBN) the age range of teenagers is 10-24 years. In this study, we took the final group of teenagers, aged 17-24 years.²⁵

Based on the following statement, this research aims to examine the influence of fashion trends, lifestyle, and religiosity on Muslimah clothing purchase decision. The reason this research is hoped that it can provide contributions and input for business people, especially in the field of Muslimah fashion, to find out which factors are more dominant in determining consumer purchasing decisions for Muslimah fashion.

Methods

This research methodology takes a quantitative approach to analyze the two independent variables and one intervening variable in affecting one dependent variable, specifically the impact of lifestyle, religion, and fashion trends on decisions to buy Muslimah clothing in Yogyakarta.²⁶ The researcher use path analysis as the analysis Technique which has some steps to be done such as the validity test and reliability test as the questionnaire are valid and reliable.²⁷ And the use of classic assumption test, there is three, Normality test, Multicollinearity test, and heteroscedasticity test. So for the result nd to know the mediation effect thie research use the path analysis.

²¹ Andriani Kusumawati, Sari Listyorini, And Edy Yulianto, "The Impact Of Religiosity On Fashion Involvement And Patronage Intention Among Generation XYZ Of Indonesian Muslim Consumers," *International Journal Of Innovation, Creativity And Change*, 9 (2019).

²² Mir Habeebullah Quadri, "A Comparative Study Of Minimalist Lifestyle And The Islamic Practice Of Simple Living," *CIFLA Global Journal*, 2 (2021).

²³ Mahfuzur Rahman, Mohamed Albaity, And Billah Maruf, "The Role Of Religiosity On The Relationship Between Materialism And Fashion Clothing Consumption Among Malaysian Generation Y Consumers," *Social Indicators Research* 132, no. 2 (2017): 757.

²⁴ Vanessa Quintal And Isaac Cheah, "Introduction To A Special Section On Branding, Buyer Choices And The Pursuit Of Happiness In Luxury Fashion Consumption," *Journal Of Global Fashion Marketing* 15, no. 4 (2024): 417.

²⁵ Andi Bunga, Ranti Salsabila, Rehan Aula, and Shania Maharani, "Description of Knowledge About Reproductive Health in Youth at Muhammadiyah University Jakarta 2021," *Mubammadiyah International Public Health and Medicine Proceeding* 1, no. 1 (2021).

²⁶ J W Creswell, *Research Design Qualitative Quantitative And Mixed Methods Approaches*, Research Design Qualitative Quantitative and Mixed Methods Approaches, 2003

²⁷ Emily Weyant, "Research Design: Qualitative, Quantitative, And Mixed Methods Approaches, 5th Edition," *Journal Of Electronic Resources In Medical Libraries* 19, no. 1 (2022).

Result And Discussion

This section is the main part of the research article and is usually the longest part of an article. The results of the research presented in this section are "clean" results. This sub-heading contains detailed sections in the form of sub-topics that are directly related to the focus of the research.

Classic Assumption Test Normality Test

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			97
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.00704385
Most Extreme Differences	Absolute		.106
	Positive		.048
	Negative		-.106
Test Statistic			.106
Asymp. Sig. (2-tailed)			.009 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.203 ^d
	99% Confidence	Lower Bound	.193
	Interval	Upper Bound	.213

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 1314643744.

Source: Data Processing By Researchers With SPSS 25

Based on table the significance value (Monte Carlo Sig.) in the One-Sample Kolmogorov-Smirnov Test table is 0.203 and is greater than the significance value of 0.05 ($0.203 > 0.05$) so it can be concluded that the data is normally distributed.

Multicollinearity Test

Table 2. Multicollinearity Test

		Coefficients ^a	
		Collinearity Statistics	
Model		Tolerance	VIF
1	Total.TrendFashion	.155	6.442
	Total.Lifestyle	.148	6.777
	Total.Religi	.547	1.828

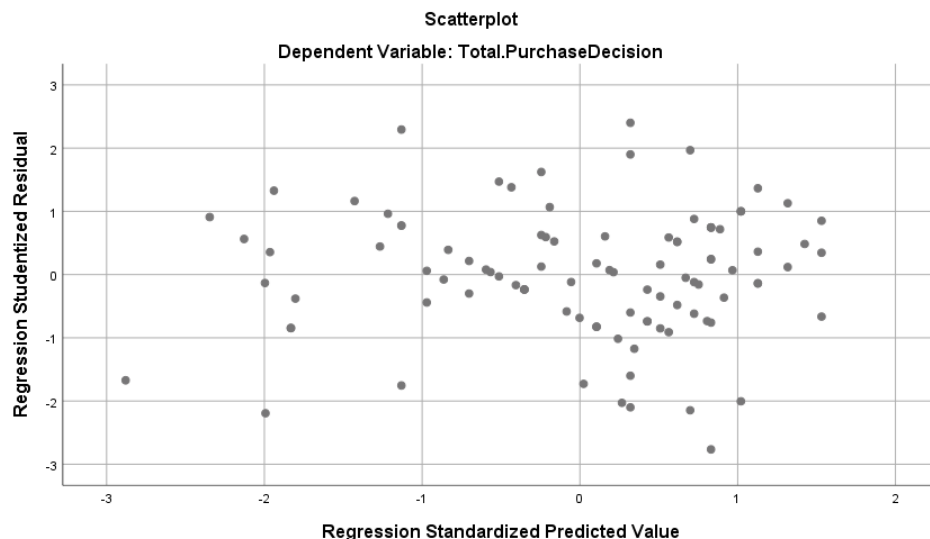
a. Dependent Variable: Total.PurchaseDecision

Source: Data Processing By Researchers With SPSS 25

In the multicollinearity test, data can be said to be free from symptoms of multicollinearity if the VIF value < 10 . Based on table 4.14 model 2 above, it can be seen that the VIF value for the fashion trend variable is $6.442 < 10$, for the Lifestyle variable $6.777 < 10$. For the Religiosity variable $1.828 < 10$, then it can be concluded that the VIF value of the three variables above is smaller than 10, so that there are no symptoms of multicollinearity.

Heteroscedasticity Test

Table 3. Heteroscedasticity Test



Source: Data Processing By Researchers With SPSS 25

The scatterplot graph above, show that the points generated are formed randomly, do not form a particular pattern. The direction of distribution is above and below the number 0 (zero) on the Y axis. So, it can be concluded that the regression model in this study does not have heteroscedasticity problems.

Partial Test (t Test)

The partial test is used to determine whether an independent variable has a significant effect on the dependent variable or not. In this test, a significant result can be said if the calculated of t value $> t$ table. The t table value can be found by:

$$df = n \text{ (Number of data)} - k \text{ (Number of variables)} - 1$$

$$= 97 - 4 - 1$$

$$= 94$$

The T table of 94 is 1.661

The partial test can also be seen from the sig value < 0.05 . This variable significantly affects the dependent variable. If the value is sig. > 0.05 then the opposite or no significant effect. In this research, the results of the partial test of the independent variable on the dependent variable are as follows:

Table 4. Partial Test

Model	Coefficients ^a			t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	1.234	2.610		.473	.638		
Total.TrendFashion	1.361	.258	.877	5.279	.000	.155	6.442
Total.Lifestyle	-.464	.264	.299	1.754	.043	.148	6.777
Total.Religi	.467	.178	.232	2.622	.010	.547	1.828

a. Dependent Variable: Total.PurchaseDecision

Source: Data Processing By Researchers With SPSS 25

The partial test results above, show that the fashion trend variable (X1) has a calculated t value of 5.279 with a t table of 1.661, which means the calculated t value is $5.279 > 1.661$ (t table) and also a sig value. of 0.000, which means $\text{sig. } 0.000 < 0.05$, it can be said that the fashion trend variable (X1) significantly influences the purchase decision of Muslimah clothing. The lifestyle variable (X2) has a calculated t value of 1.754 with a t table of 1.661, which means the calculated t value is $1.754 > 1.661$ (t table) and also a sig value. of 0.043, which means $\text{sig. } 0.043 < 0.05$, it can be said that the lifestyle variable (X2) significantly influences the purchase decision of Muslimah clothing. And the religiosity variable (Z) calculated t value of 2,622 with a t table of 1,661, which means the calculated t value is $2,622 > 1,661$ (t table) and also a sig value. of 0.010, which means $\text{sig. } 0.010 < 0.05$, it can be said that the religiosity variable (Z) significantly influences the purchase decision of Muslimah clothing.

Simultan Test (F Test)

The F test is carried out to determine whether the independent variables jointly influence the dependent variable by looking at the calculated F and F table. If $F_{\text{calculated}} > F_{\text{table}}$, it can be said that these variables influence positively and significantly, or the sig value. < 0.05 , it can be said that this variable has a significant effect on the dependent variable, and if the value is $\text{sig.} > 0.05$ then the opposite or no significant effect. In this research, the results of the simultaneous test of the independent variable on the dependent variable are as follows:

Table 5. Simultan Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	583.414	3	194.471	46.769	.000 ^b
	Residual	386.710	93	4.158		
	Total	970.124	96			

a. Dependent Variable: Total.PurchaseDecision

b. Predictors: (Constant), Total.Religi, Total.TrendFashion, Total.Lifestyle

Source: Data Processing By Researchers With SPSS 25

From the results of the simultaneous test model 1 above, this test produces a calculated F value of 46.769 with an F table of 2,467, so it can be seen that the calculated F value is $46.769 > F \text{ table value of } 2,467$, and also with a significance value of 0,000. The result is obtained, the sig value. $0,000 < 0.05$. It can be concluded that the fashion trend, lifestyle and religiosity variables together or simultaneously influence the purchasing decision variable.

Coefficient of Determination Test (R²)

To find out the magnitude of the influence of the variables fashion trend (X1), lifestyle (X2), and religiosity (Z) on purchasing decisions (Y) it can be calculated using R square (coefficient of determination). The R square value in this research can be seen in the table as follows:

Table 6. Coefficient Of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 ^a	.601	.589	2.039

a. Predictors: (Constant), Total.Religi, Total.TrendFashion, Total.Lifestyle

b. Dependent Variable: Total.PurchaseDecision

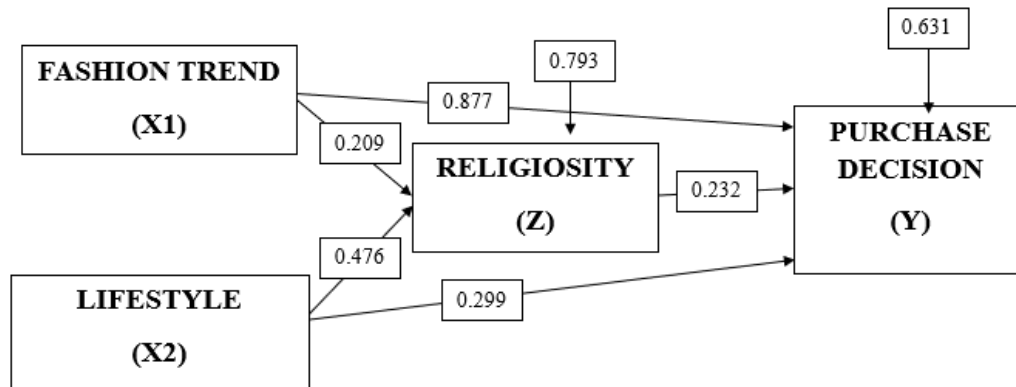
Source: Data Processing By Researchers With SPSS 25

The table above, show the result of the R Square value is 0.601, which means that the Purchase Decision variable is influenced by fashion trends, lifestyle and religiosity as much as 60.1% and the remaining 39.9% ($100\% - 60.1\% = 39.9\%$) is influenced by other variables outside research.

Path Analysis

In path analysis, path diagrams are used, and the path diagrams are prepared based on a framework of thinking developed from the theory used in research. Where there are independent variables consisting of fashion trends (X1) and lifestyle (X2) and for the intervening variable there is the religiosity variable (Z), while the purchasing decision (Y) is the dependent variable. Based on the influence models above, the overall influence trajectory can be arranged as follows:

Figure 3. Path Analysis



Source: Data Processed 2024

The picture above, show the direct and indirect influence of the fashion trend (X1) and Lifestyle (X2) variables on purchasing decisions (Y) through the intervening variable religiosity (Z).

The influence of fashion trends on purchasing decisions through religiosity:

The direct influence of fashion trends (X1) on purchasing decisions (Y) is 0.877 or 87.7%.²⁸

The indirect influence of fashion trends (X1) on purchasing decisions (Y) through religiosity (Z) is $0.209 \times 0.232 = 0.0484$ or 4.84%.

The total influence of fashion trends (X1) on purchasing decisions (Y) through religiosity (Z) is $0.877 + 0.0484 = 0.925$ or 92.5%.

The influence of lifestyle on purchasing decisions through religiosity:

The direct influence of Lifestyle (X2) on purchasing decisions (Y) is 0.299 or 29.9%.

The indirect influence of Lifestyle (X2) on purchasing decisions (Y) through religiosity (Z) is $0.476 \times 0.232 = 0.110$ or 11%.

The total influence of Lifestyle (X2) on purchasing decisions (Y) through religiosity (Z) is $0.299 + 0.110 = 0.409$ or 40.9%.

The Value of Religiosity and Purchasing Decisions:

The value of e1 or the religiosity variable can be obtained from, $\sqrt{(1-R \text{ Square})}$, which means $\sqrt{(1-0.453)}=0.793$.

The value of e2 or the purchasing decision variable can be obtained from, $\sqrt{(1-R \text{ Square})}$, which means $\sqrt{(1-0.601)}=0.631$.

²⁸ We can see the value of direct influence of fashion trends (X1) on purchasing decisions (Y) in the table coefficients model 2 in Standardized Coefficients Beta column

The Influence Of Fashion Trend Variables (X1) And Lifestyle (X2) On Purchasing Decisions (Y) For Muslimah Clothing In Yogyakarta

The influence of the fashion trend variable (X1) on purchasing decisions (Y). Based on the results of the T-test analysis for the fashion trend variable (X1), a significance value of 0.000 was obtained. Which means sig value. <0.05 or $0.000 < 0.05$. which means that the fashion trend variable positively and significantly influences the Muslimah clothing purchasing decisions of young Muslimah in Yogyakarta. This shows that the higher the fashion trend factor, the higher the purchase of Muslimah fashion products will be. forming a new fashion style acceptable to the market can be used as a sales strategy to influence consumers to purchase fashion products. Good acceptance by the majority of social groups is one of the significant factors influencing consumer purchasing decisions. Supported by some previous research by Nur Hadisa, et al,²⁹ Hasri Yolanda³⁰ and Trimulyani³¹ they said that the fashion trend variable positively and significantly influences purchasing decisions. The fashion trend has a particular cycle of existence that stimulates and influences consumer desires, supported by opinion leaders who will provide references to fashion trends and introduce Muslimah fashion products to consumers. Trends are designed to constantly change, because trends have an element of novelty or newness, this is what triggers a consumer lifestyle. With the existence of various fashion trends, especially in Muslimah clothing, it will also be able to improve the Indonesian economy in the fashion sector.

Beside, the influence of lifestyle variables (X2) on purchasing decisions (Y). Based on the results of the T-test analysis for the lifestyle variable (X2), a significance value of 0.043 was obtained. Which means sig value. <0.05 or $0.043 < 0.05$. which means that the lifestyle variable positively and significantly influence the Muslim clothing purchasing decisions of young Muslimah in Yogyakarta. This shows that the higher a person's lifestyle factors, the higher the purchase of Muslimah fashion products. Supported by previous research Firdatul Aini, et al.³² and Alifia Kumala Dewi. Both researches are agreed lifestyle variable positively and significantly influence the purchasing decisions.³³ According to research by Nurul Arsita and Vicky said that both trend fashion and life style signifivantly influence the purchase decision.³⁴ Based on these results, it can be said that consumer

²⁹ Nur Hadisa, Abd. Wahid Haddade, And Rika Dwi Ayu Parmitasari, "The Influence Of Islamic Branding And Life Style On Decisions To Purchase Muslimah Fashion Products In Makassar City With Celebrity Endorsement As A Moderating Variable," *Jurnal Ar-Ribb* 7, no. 1 (2024).

³⁰ Hasri Yolanda, *Pengaruh Trend Fashion Dan Promosi Terhadap Keputusan Pembelian Busana Muslimah Dalam Perspektif Ekonomi Islam (Studi Kasus Pada Khayla Boutique Di Kota Duri)*, (Kota Pekanbaru: Universitas Islam Negeri Sultan Syarif Kasim Riau, 2020).

³¹ Dessy Trimulyani, *Pengaruh Religiusitas Terhadap Keputusan Pembelian Pakaian Muslimah Di Kecamatan Tembilahan*, (Riau: Sekolah Tinggi Agama Islam Auliaurasyidin Tembilahan, 2020).

³² Firdatul Aini, Rifdatul Maulidiyah, And Moh Firdaus Hidayanto, "Pengaruh Gaya Hidup Dan Sikap Konsumen Terhadap Keputusan Pembelian," *Jurnal Manajemen* 14, no. 1 (2022).

³³ Alifia Rosi Kumala Dewi And Pontjo Bambang Mahargiono, "Pengaruh Gaya Hidup, Promosi, Dan Kualitas Produk Terhadap Keputusan Pembelian Pakaian Bekas Di Thrift Shop Not Bad Secondhand," *Jurnal Ilmu Dan Riset Manajemen* 11, no. 2 (2022).

³⁴ Nurul Arsita, "Pengaruh Gaya Hidup.

purchasing decisions on Muslimah clothing products can be positively and significantly influenced by lifestyle variables and the fashion trends.

The Influence Of Fashion Trend Variables (X1) And Lifestyle (X2) On The Religiosity (Z)

The influence of the fashion trend variable (X1) on the religiosity variable (Z). Based on the T test analysis results for the fashion trend variable (X1), a significance value of 0.281 was obtained. Which means sig value. < 0.05 or $0.281 > 0.05$. which means that the fashion trend variable does not positive and significant effect on the religiosity of Muslimah teenagers in Yogyakarta.

Trends in a person's clothing can reflect their level of religiosity or devotion. Because the function of clothing in life is as self-image, fashion as social identity, fashion as communication, and fashion as modernity. Fashion trends are closely related to popular styles, time cycles, a person's personality, social environment and opinions. So, if someone wears clothing that is closed or by Islamic law, then it can reflect their level of religious observance.³⁵ The more covered he is in his clothing, the more his religious devotion will also increase.

The influence of the lifestyle variable (X2) on the religiosity variable (Z). Based on the T test analysis results for the lifestyle variable (X2), a significance value of 0.015 was obtained. Which means sig value. > 0.05 or $0.015 > 0.05$. Which means that the lifestyle variable positively and significantly affects the religiosity of Muslimah teenagers in Yogyakarta. This shows that the higher the lifestyle factor given, the higher the religiosity factor in Muslimah teenagers.

The influence of fashion trend variables (X1) and lifestyle (X2) together on religiosity (Z). Based on the F test analysis results for the fashion trend (X1) and lifestyle (X2) variables, a significance value of 0.000 was obtained. Which means sig value. < 0.05 or $0.000 < 0.05$. Which means that the fashion trend and lifestyle variables together positively and significantly influences the religiosity of Muslimah teenagers in Yogyakarta.

The Influence Of The Fashion Trend (X1) And Lifestyle (X2) Variables On The Purchasing Decision Variable (Y) Through The Religiosity Variable (Z)

The influence of the fashion trend variable (X1) on purchasing decisions (Y) through the religiosity variable (Z). Based on the analysis result for indirect influence, the fashion trend variable (X1) has a direct influence value of 0.877 and a total influence value of 0.925. Which means the direct influence value $<$ total influence or $0.877 < 0.925$. It can be concluded that the fashion trend variable (X1) influences on purchasing decisions (Y) through the intervening variable religiosity (Z).

The influence of the lifestyle variable (X2) on purchasing decisions (Y) through the religiosity variable (Z). Based on the results of the analysis for indirect influence, the lifestyle variable (X2) has a direct influence value of 0.299 and a total influence value of 0.409. Which means the direct influence value $<$ total influence or $0.299 < 0.409$. It can be concluded that the lifestyle variable (X2) influences purchasing decisions (Y) through the intervening variable religiosity (Z).

³⁵ Andriani Kusumawati, Sari Listyorini, And Edy Yulianto, "The Impact Of Religiosity On Fashion.

With the results above, religiosity is indeed able to be a moderating variable between fashion trend and lifestyle variables on Muslimah clothing purchasing decisions because, it can be seen from various aspects, such as religiosity in fashion trends which lies in the boundaries of Islamic law in the form of the aurat. This is also supported by the previous research by Kurniawan, et al.³⁶ Likewise with lifestyle, in the form of activities that he does, they reflect of what he needs or just fulfill his desires. With the religiosity variable as an intervening variable, here we can see the results of a person's purchasing decision, whether it will have value according to their needs or just fulfill their desires or desires which will end in waste.

Conclusion

From the analysis in this research, it can be seen that the two independent variables fashion trend (X1) and lifestyle (X2) as well as the intervening variable religiosity (Z) have a positively significant influence on one dependent variable, namely purchasing decisions (Y) as partial. On the following result it seen that the two independent variables fashion trend (X1), lifestyle (X2) and the intervening variable religiosity (Z) have a simultaneous influence on one dependent variable, namely purchasing decisions (Y). All the variables of fashion trends, lifestyle, and religiosity together or simultaneously influence the purchasing decision variable for Muslimah clothing among Muslimah in Yogyakarta. For the intervening variable religiosity can bridge the fashion and lifestyle trend variables on the purchasing decision variable. This can be seen from the results of the indirect influence test, the influence of the fashion trend variable (X1) and the lifestyle variable (X2) on purchasing decisions (Y) through the religiosity variable (Z). It can be concluded that the religiosity is able to be a moderating variable between fashion trend and lifestyle variables on Muslimah clothing purchasing decisions because, it can be seen from various aspects, such as religiosity in fashion trends which lies in the boundaries of Islamic law in the form of the aurat.

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³⁶ Rudi Kurniawan, La Ode Alimusa, And Ari Aduan Hakim, "Pengaruh Religiusitas, Dan Harga.

Author Contributions Statement

AM, AMN and IP were responsible for script writing, data collection and data analysis. AH and BS acted as translators and provided valuable input throughout the research process. AM gave permission and supported this research by facilitating access to the necessary information. All authors contributed to the study and approved the final manuscript.

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