

Are Zoya Muslim Fashion Products as Halal Lifestyle in Consumer Purchase Decision?

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ABSTRACT

The role of halal lifestyle in Muslim fashion products in Jakarta has experienced quite rapid development and it is able to enter the international market share. Therefore, the research aims to investigate between lifestyle, brand image, and product attributes toward purchase decision for Zoya Muslim fashion products in Jakarta has a significant influence. The total respondents obtained were 200 Zoya customers who had bought Muslim fashion products. Multiple linear regression was used to analyze and to test the hypothesis. The findings show between brand image toward purchase decision for Zoya Muslim fashion products has a significant influence. Meanwhile, lifestyle and product attributes do not influence the purchase decision for Zoya Muslim fashion products. This condition certainly can provide benefits to be able to create a halal value chain in Indonesia.

Keywords—lifestyle, brand image, product attributes, purchase decision

1. INTRODUCTION

Muslim fashion in Indonesia, has recently become the spotlight and the center of attention, especially for entrepreneurs engaged in the Muslim fashion industry because it makes it a very profitable opportunity. Muslim fashion now has high market interest and demand. Sharia-based (halal) industry at this time, is highly considered and desirable by the people of Indonesia because the majority of religions held in Indonesia are Islamic. Halal is no longer just a requirement of Muslims, but has become a global trend that is universal. Zoya is one of the pioneers of a brand that has halal certification in terms of fashion and cosmetics. One of the Muslim fashion products issued by Zoya is the Hijab Zoya which is the only product in Indonesia that has halal certification from the Indonesian Ulema Council (MUI) to date.

Lifestyle is also one of the factors that causes an increase in interest in buying Muslim fashion products. Lifestyle in a daily life is reflected in his/her activities, opinions, and interests, where the lifestyle describes the interaction of an overall person with his/her environment [1]. Seeing these conditions, people tend to make purchasing decisions on halal products, especially on Muslim fashion products. This is seen from the lifestyle factor (lifestyle) of someone who is currently more directed at the use of trends in Muslim fashion products. Consumer needs for clothing is certainly one of the most basic needs that will always have to be fulfilled. The same result in previous research with the same object of Zoya Muslim fashion showed between the influence of lifestyle toward purchase decision has a significant effect [2].

Purchase decision of the product could be influenced by brand image. Brand image that has been embedded quite deeply and well in the minds of consumers is one thing that very important factor in influencing consumers to buy a product, especially in Muslim fashion products. Reference [3] said that between brand image toward purchase decision has a significant effect.

Consumers in determining purchasing decisions will also see the quality of the product. Management capability in this case must put the position of the product through product attributes that are owned appropriately in the market. According to [4], product elements which visible to consumers and could be used as a basis in decision making of purchasing a product called product attributes. Reference [5] found that between product attributes toward purchase decision has a positive and significant effect. The important elements which considered by consumers in making a product purchasing decision is the product attributes. Therefore the research purpose are to investigate between lifestyle, brand image, and product attributes toward purchase decision for Zoya Muslim fashion products in Jakarta has a significant influence.

2. LITERATURE REVIEW

Lifestyle toward purchase decision: According to [6], lifestyle could be seen as a way of life and it could be identified through how he/she spend of the time with his/her activities that consider important and belong to his/her environment. Reference [7] stated that between lifestyle and the scale of decision making to buy daily necessities has a positive relationship. Therefore the hypothesis 1: lifestyle has a

significant influence toward purchase decision for Zoya Muslim fashion products in Jakarta.

Brand image toward purchase decision: According to [8], representation and perception of the whole brand which is formed by the information and previous experience of the brand is called brand image. Brand image is an impression which caused by a brand and it will keep in the memory or mind of the customer. Reference [9] stated that between the brand image and purchase decision has a positive influence. Therefore the hypothesis 2: brand image has a significant influence toward purchase decision for Zoya Muslim fashion products in Jakarta.

Product attributes toward purchase decision: According to [10], product attributes are the most important element of a product and could be used as consumer decision making in buying product. Elements in the product attributes consist of brand, warranty, packaging, service, and so on. Reference [11] showed that between product attributes toward purchase decision has a positive and significant influence. Therefore the hypothesis 3: product attributes has a significant influence toward purchase decision for Zoya Muslim fashion products in Jakarta.

3. METHODS

This analysis was used a qualitative data through questionnaire and quantitative data, where the application of the software program used in the form of SPSS to facilitate data processing and to analyze the multiple linear regression.

Analysis of Multiple Linear Regression Analysis

This analysis is useful for predicting the effect of two or more independent variables against one dependent variable [12].

The research formula of multiple linear regression, below:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (1)$$

as:

Y= Purchase Decision

a= Constants

b1= Lifestyle regression coefficient

X1= Lifestyle

b2= Brand Image regression coefficient

X2= Brand Image

b3= Product Attributes regression coefficient

X3= Product Attributes

e= Error

Hypothesis Test

Partial test serves to see how much each of the independent variables in explaining the effect that occurs toward the dependent variable, with significance level is 5% [13].

Determination Coefficient

This test serves to measure how feasible the regression model can be said to be good fit model with a range of values from zero (0) to one (1). In a research model, as independent variables increase, the tendency to increase R² values will occur. Although the number of independent variables increases, this does not necessarily affect the dependent variable to be significant. Based on these conditions, it could be interpreted that to get the best regression model it is better to use the value of adjusted R² [14].

4. RESULT AND DISCUSSION

Analysis of Multiple Linear Regression

This statistical analysis is designed to determine the effect that occurs when the relationship between more than one independent variable toward one dependent variable. For further result as below:

TABLE I. MULTIPLE LINEAR REGRESSION ANALYSIS

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,043	1,003		2,037	,043
	Lifestyle	-,011	,049	-,012	-,214	,831
	Brand Image	,315	,102	,294	3,105	,002
	Product Attributes	-,038	,146	-,026	-,258	,797

From the results of the regression analysis it could be seen the regression equation, namely:

$$Y = 2,043 - 0.011X_1 + 0.315X_2 - 0.038X_3 + e \quad (2)$$

Hypothesis Test

In testing the hypothesis was used t-test, where this test would see partially the effect between independent variable toward the dependent variable which occurs in the model.

Lifestyle toward purchase decision: *Regarding on the hypothesis as below:*

H0: lifestyle has not a significant influence toward purchase decision for Zoya Muslim fashion products in Jakarta.

Ha1: lifestyle has a significant influence toward purchase decision for Zoya Muslim fashion products in Jakarta.

Based on the data above, it could be seen the coefficient of regression (b) was -0.011, then the t-value was obtained -0.214 and then the significance value was 0.831 (level of significance 5%). Therefore, this research hypothesis stated H0 was acceptable (Ha1: unacceptable), so that the influence between lifestyle toward purchase decision for Zoya Muslim fashion products in Jakarta has not a significant influence. This condition could occur due to the significance value obtained over than 0.05.

Brand image toward purchase decision: *Regarding on the hypothesis as below:*

H0: brand image has not a significant influence toward purchase decision for Zoya Muslim fashion products in Jakarta.

Ha2: brand image has a significant influence toward purchase decision for Zoya Muslim fashion products in Jakarta.

Based on the data above, it could be seen the coefficient of regression (b) was 0.315, then the t-value was obtained -3.105 and then the significance value was 0.002 (level of significance 5%). Therefore, this research hypothesis stated H0 was not acceptable (Ha2: acceptable), so that the influence between brand image toward purchase decision for Zoya Muslim fashion products in Jakarta has a significant influence. This condition could occur due to the significance value obtained below than 0.05. This research was supported by the previous study that show the same results [15].

Product attributes toward purchase decision: *Regarding on the hypothesis as below:*

H0: product attributes has not a significant influence toward purchase decision for Zoya Muslim fashion products in Jakarta.

Ha3: product attributes has a significant influence toward purchase decision for Zoya Muslim fashion products in Jakarta.

Based on the data above, it could be seen the coefficient of regression (b) was -0.038, then the t-value was obtained -0.258 and then the significance value was 0.797 (level of significance 5%). Therefore, this research hypothesis stated H0 was acceptable (Ha3: unacceptable), so that the influence between product attributes toward purchase decision for Zoya Muslim fashion products in Jakarta has a significant influence. This condition could occur due to the significance value obtained over than 0.05.

Determination Coefficient

TABLE 2. Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.525	.514	1.864
a. Predictors: (Constant), Lifestyle, Brand Image, Product Attributes				

The determination coefficient was obtained 0.514. This value indicates that the variation of the influence of the independent variable was able to influence the dependent variable (purchase decision) by 51.4%, while the remaining of 48.6% is explained by other factors not examined.

5. CONCLUSION

There are no influence between lifestyle and product attributes toward purchase decision for Zoya Muslim fashion products in Jakarta. Meanwhile, the influence between brand

image toward purchase decision for Zoya Muslim fashion products in Jakarta has a significant influence. In this research has suggestion for Zoya to reconsider the Zoya brand image in the eyes of consumers so that it can be maintained well and can represent Muslim clothing completely from all consumers. It's because this Muslim fashion brand has big contribution and promote the halal products in Indonesia market and supposed to become a long term halal value chain also in other Muslim country. For further research should add other variables not examined in this study such as halal awareness, trust, product diversity, advertising, and religiosity.

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