

The Influence of Social Media Influencers and Fashion Lifestyle on the Intent to Purchase Sustainable Muslim Fashion: The Mediating Role of Consumer Attitudes and Moderating Role of Religiosity in Gen Z

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ABSTRACT

This study aims to analyze and examine the influence of social media influencers and fashion lifestyle on the purchase intention of sustainable Muslim fashion among Generation Z Muslims, with consumer attitude as a mediating variable and religiosity as a moderating variable. A quantitative approach was employed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) via SmartPLS software. The study surveyed 250 Muslim Generation Z university students in the LLDIKTI III region who are active on social media and interested in Muslim fashion. The results reveal that social media influencers have a significant and positive effect on both consumer attitude ($\beta = 0.408$; $p < 0.001$) and directly on purchase intention ($\beta = 0.558$; $p < 0.001$). Fashion lifestyle significantly influences consumer attitude ($\beta = 0.424$; $p < 0.001$), but does not have a direct significant effect on purchase intention ($p = 0.076$). Consumer attitude mediates the relationship between both social media influencers and fashion lifestyle toward purchase intention. However, religiosity does not significantly moderate the relationship between consumer attitude and purchase intention ($p = 0.609$). In conclusion, social media influencers are the most dominant factor in shaping sustainable fashion purchase intention among Muslim Gen Z, both directly and through attitude formation. Fashion lifestyle influences purchase intention indirectly via consumer attitude.

INTRODUCTION

The Muslim fashion industry has experienced rapid growth in the last decade, driven by increasing consumer awareness of religious values, Islamic identity, and sustainability. This trend is particularly evident among Generation Z, who view fashion not merely as an aesthetic necessity but also as a means of expressing spiritual identity, as well as social and environmental responsibility. Indonesia itself is a major player in the global modest fashion industry, with a domestic market value reaching USD 20 billion and annual growth of over 18%. This demonstrates the significant potential for developing value-based Muslim fashion marketing strategies.

The role of social media influencers (SMI) is a key factor in shaping the consumption preferences of the younger generation. Through digital platforms like Instagram, TikTok, and YouTube, influencers are able to convey narratives about sustainability and religious values visually, authentically, and contextually. Their content not only creates aesthetic appeal but also builds positive attitudes toward sustainable Muslim fashion products. The credibility, appeal, and expertise of influencers have been proven to increase consumer trust and loyalty, making them viewed not only as promoters but also as role models of a modern Islamic lifestyle.

Beyond influencers, fashion lifestyle also plays a significant role in influencing consumer decisions. Gen Z views fashion as a representation of social identity, sustainability values, and commitment to global issues such as ethical production and inclusivity. This fashion lifestyle encourages consumers to be more selective in choosing products, not only based on trends but also on alignment with social group values and their worldview. Consumer attitudes then serve as a bridge connecting lifestyle and exposure to influencer content with actual purchasing decisions.

Religiosity is also a significant factor in shaping the attitudes and purchasing intentions of Muslim consumers. Consumers with high levels of religiosity are more selective, considering halal aspects, production ethics, and environmental impact in every purchase. Religiosity functions as a moral filter and a moderator, strengthening the relationship between consumer attitudes and purchasing intentions. This is supported by various studies showing that religious values increase preference for fashion products that comply with Sharia principles and are environmentally friendly.

Despite significant potential, a gap remains between positive attitudes toward sustainability and actual consumption behavior. External factors such as high prices, product limitations, and doubts about quality hinder the realization of purchase intentions. Therefore, this study aims to examine the influence of social media influencers and fashion lifestyle on purchase intentions for sustainable Muslim fashion, with consumer attitudes as a mediating variable and religiosity as a moderating variable. This focus is expected to provide a comprehensive understanding and practical strategies for the Muslim fashion industry to reach Gen Z more effectively and value-oriented.

LITERATURE REVIEW

Theory of Planned Behavior

Theory of Planned Behavior (TPB) is a theory developed by Ajzen (in Andre, 2024) to explain how a person's intention influences future behavior. This theory focuses on three main components that influence intention: attitude toward the behavior, subjective norms, and perceived behavioral control. These three components interact to form intention, which ultimately influences behavior. Attitude toward behavior reflects an individual's positive or negative evaluation of an action, for example, how consumers evaluate Muslim fashion products. Subjective norms indicate the social pressure a person feels from the environment, such as the influence of social media influencers who serve as role models in Muslim fashion. Perceived behavioral control is an individual's perception of their ability to perform the behavior, such as the extent to which consumers feel able to choose and purchase Muslim fashion products that suit their lifestyle. Ajzen (in Andre, 2024) states that intention is the closest factor that determines actual behavior, so the stronger a person's purchase intention, the greater the likelihood that the purchase behavior will occur. In addition, perceived behavioral control can also directly influence behavior if the individual feels they have control over the behavior.

Theory of Influencer Marketing

According to Kotler & Keller (in Herman & Maszudi, 2023), influencer marketing is defined as a marketing strategy in which individuals with influence over a target market are used to help consumers evaluate alternatives and make purchasing decisions. Kusuma & Hermawan (in Satiawan et al., 2023) add that influencer marketing is a marketing activity that involves collaborating with influencers to improve branding and expand market reach digitally, especially on platforms like Instagram and TikTok. Woods (in Prasetya et al., 2023) also emphasizes that the power of influencer marketing lies in its ability to create positive associations with brand character in the minds of consumers.

Commitment Theory

Organizational Commitment is a psychological concept that explains the extent to which an individual has emotional attachment, loyalty, and a desire to remain part of an organization. This theory is used to understand how the psychological relationship between individuals and organizations influences their decisions to stay or leave the organization. According to Daru Asih et al. (2021), organizational commitment includes three main components: affective commitment, continuance commitment, and normative commitment. These three components interact with each other and collectively describe the strength of a person's attachment to the organization.

Social Media Influencer

In information adoption theory, social media influencers function as critical information gatekeepers (Laakso, 2020). Empirical studies show that content produced by influencers not only increases brand awareness but also plays a

significant role in reducing information asymmetry, thereby building consumer trust (Laakso, 2020). The effectiveness of their influence is further strengthened by their ability to build parasocial relationships, namely a one-way emotional connection between influencers and their audiences, which ultimately moderates the consumer decision-making process more holistically (Djafarova & Trofimenko, 2021).

A study by Lou and Yuan (2022) revealed that two determining factors for influencer marketing success are credibility and authenticity. Influencers who are able to maintain alignment between their personal values and the characteristics of their target audience can create stronger emotional connections. Djafarova and Rushworth (2021) further explained that the role of influencers has evolved into trendsetters who not only promote products but also shape consumption patterns and lifestyles, particularly among millennials and Gen-Z.

Influencer characteristics are a key factor in determining their effectiveness in influencing consumer behavior. Influencer credibility, which encompasses honesty and reliability, is crucial for building audience trust (Casaló, Flavián, & Ibáñez-Sánchez, 2020). Influencers' attractiveness, both physical and personal, also plays a role in attracting attention and increasing audience engagement (Herman, 2023). Influencers' expertise in a specific field adds value and strengthens their position as a trusted source of information (Daru Asih, 2021). The trust built from these three characteristics is the main foundation for shaping positive attitudes and consumer purchase intentions (Daru Asih, 2021).

Fashion Lifestyle

Fashion lifestyle is a concept that combines individual lifestyles with fashion choices that reflect their identity, values, and social aspirations. Fashion serves not only as a basic need but also as a means of self-expression and a symbol of social status. In marketing, fashion lifestyle is a crucial element influencing consumer behavior, particularly in shaping preferences and purchasing intentions for fashion products (Kim & Kim, 2021). Recent research shows that fashion lifestyle is heavily influenced by constantly changing global and local trends, as well as psychological factors such as the desire to stand out and the need to be accepted within a particular social group (Lee, Park, & Kim, 2022).

Purchase Intention

Purchase intention is a key concept in the study of consumer behavior that describes a person's tendency or desire to purchase a particular product or service in the future. Purchase intention is often considered a key predictor of actual purchasing behavior because it reflects a consumer's psychological readiness to take a purchase action (Ajzen, 2020). In marketing, a deep understanding of purchase intention is crucial for designing effective strategies to influence consumer decisions. According to recent research by Zhang and colleagues (2021), purchase intention is influenced not only by external factors such as price, product quality, and promotions, but also by psychological factors such as attitude, risk perception, and brand trust. This study emphasizes that

purchase intention is the result of a complex interaction between cognitive and affective variables that shape consumer decisions.

Consumer Attitude as a Moderator

Ajzen (2001) explains that attitude is an individual's organized evaluation of a behavioral object that can influence behavioral intentions. This attitude is formed from cognitive assessments of product attributes and emotional experiences. Furthermore, Fishbein and Ajzen (2010) describe attitude as a key component in the theory of planned behavior, which links attitudes to consumers' intentions and actual behavior. In research by Solomon (2017), consumer attitudes are understood as structured responses involving cognition, affection, and behavior. Attitudes are formed not only by knowledge but also by feelings and predispositions to act, making them important predictive indicators in marketing. The results of this study emphasize the importance of understanding attitudes in designing effective marketing strategies.

Religiosity as a Mediator

Religiosity is a psychological concept that refers to an individual's level of faith, commitment, and attachment to religious values, practices, and beliefs in their lives. According to Hill and Pargament (2019), religiosity encompasses cognitive, affective, and behavioral aspects reflected in a person's daily life as a manifestation of religious belief. In consumer studies, Barksdale and Watson (2020) add that religiosity plays a role in shaping moral values, ethics, and preferences that influence a person's purchasing behavior and consumption patterns.

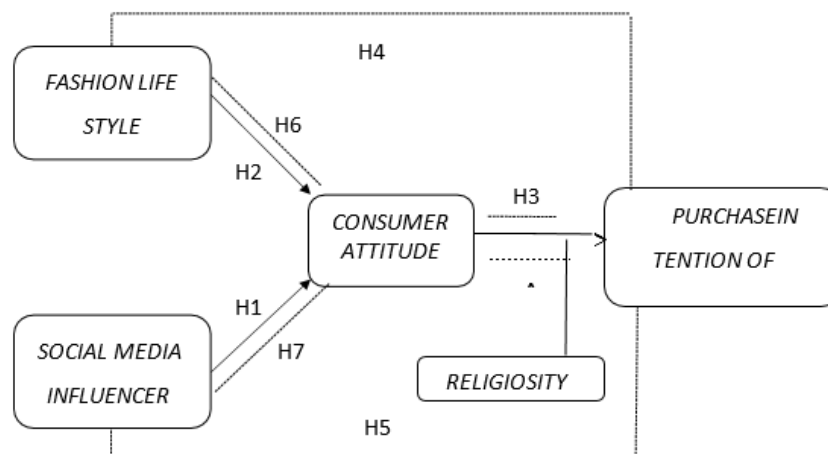


Figure 1. Conceptual Framework

METHODOLOGY

This study uses a quantitative approach with the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) processed using SmartPLS software. This research design is explanatory research, which aims to test the influence between variables: social media influencers and fashion lifestyle on purchase intentions for sustainable Muslim fashion, with consumer attitudes as a mediating variable and religiosity as a moderating variable.

The study population was Generation Z Muslim students in the LLDIKTI III (DKI Jakarta) region who actively use social media and are interested in Muslim fashion. The sampling technique used purposive sampling, with 250 respondents. The data collection instrument was an online questionnaire with a Likert scale of 1-5, which included measurements of independent, dependent, mediating, and moderating variables.

The operational definitions of the variables include: Social Media Influencer (SMI) measured through the dimensions of credibility, attractiveness, expertise, and trustworthiness; Fashion Lifestyle through indicators of brand preference, clothing style, and symbolic consumption; Consumer Attitude through affective, cognitive, and conative aspects; Religiosity through the dimensions of belief, practice, and morality; and Purchase Intention which reflects the desire and plan to purchase sustainable Muslim fashion.

Data analysis was conducted in several stages. First, descriptive analysis was conducted to describe the respondents' profiles. Second, an outer model evaluation included tests of convergent validity, discriminant validity, and instrument reliability. Third, an inner model evaluation examined the relationships between variables. Next, hypothesis testing and mediation and moderation analyses were conducted to assess the role of consumer attitudes and religiosity in the research model.

With this methodology, the research is expected to provide a valid empirical understanding of the factors that influence the purchase intention of sustainable Muslim fashion among Generation Z, as well as produce strategic recommendations for the development of the modest fashion industry in Indonesia.

RESEARCH RESULTS

Outer Model Testing

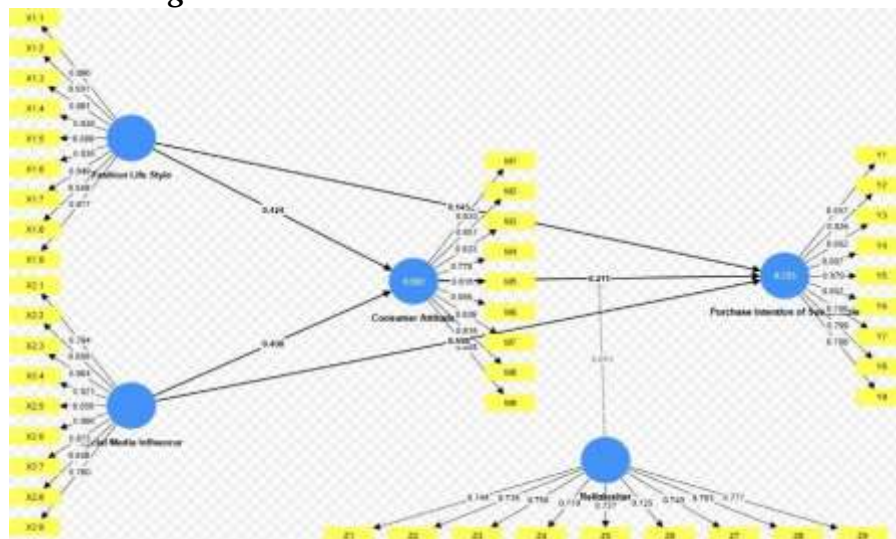


Figure 2. Outer Model (Measurement Model)

(Source: SmartPLS Output, 2025)

Outer model testing was conducted to measure convergent validity, discriminant validity, and construct reliability of each latent variable. This test

included evaluating the outer loading value, Cronbach's alpha, composite reliability, and average variance Extracted (AVE).

a. Convergent Validity Test (Outer Loading and AVE)

Based on the results of the outer loading test, all indicators showed values above 0.70, which means they met the convergent validity requirements according to the criteria of Hair et al. (2022). Indicators from constructs such as Social Media Influencer (X2), Fashion Lifestyle (X1), Consumer Attitude (M), Religiosity (Z), and Purchase Intention of Sustainable Fashion (Y) all showed significant contributions to their respective constructs.

Table 1. Summary of Outer Loading Indicators

Construct	Indicator	Outer Loading
Fashion Lifestyle	X1.1 - X1.9	0.817 - 0.896
Social Media Influencer	X2.1 - X2.9	0.76 - 0.896
Consumer Attitude	M1 - M9	0.778 - 0.858
Purchase Intention	Y1 - Y9	0.788 - 0.887
Religiosity	Z1 - Z9	0.725 - 0.777

In addition, the AVE value for all constructs > 0.50, namely:

1. Fashion Lifestyle = 0.737
2. Social Media Influencers = 0.713
3. Consumer Attitude = 0.683
4. Purchase Intention = 0.705
5. Religiosity = 0.559

This shows that each construct is able to explain more than 50% of the variance of its indicators, which means it meets convergent validity.

b. Reliability Test

Table 2. Construct Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
FashionLifestyle	0.955	0.957	0.962
SocialMedia Influencer	0.949	0.951	0.957
Consumer Attitude	0.942	0.942	0.951
PurchaseIntention	0.947	0.949	0.955
Religiosity	0.902	0.908	0.920

The reliability test results in Table 4.5 show that all constructs in this study have excellent reliability. For the Fashion Lifestyle construct, the Cronbach's alpha value of 0.955 indicates very high internal consistency. Similarly, the composite reliability (rho_a) value of 0.957 and rho_c of 0.962 indicate that the indicators in this construct have a strong and stable correlation with each other in measuring the fashion lifestyle variable. The Social Media Influencer construct

also shows high reliability, with a Cronbach's alpha value of 0.949. The composite reliability values for this construct are 0.951 (ρ_a) and 0.957 (ρ_c), indicating that the indicators provide consistent measurements of respondents' perceptions of digital influencers.

Discriminant Validity Test

Table 3. HTMT (Heterotrait-Monotrait Ratio)

Construct A	Construct B	HTMT Value
Social Media Influencer	Purchase Intention	0.865
Fashion Lifestyle	Consumer Attitude	0.751
Consumer Attitude	Purchase Intention	0.76
Religiosity	Purchase Intention	0.404
Religiosity x Consumer	Purchase Intention	0.035

Inner Model Testing

R-Square Value

The R-square value is used to determine how much the independent variable is able to explain the dependent variable. The analysis results show that:

1. R^2 for Consumer Attitude = 0.593
2. R^2 for Purchase Intention = 0.723

This indicates that 59.3% of the variance in consumer attitudes can be explained by social media influencers and fashion lifestyle, while 72.3% of the variance in purchase intentions can be explained by all constructs in the model. Both values are considered strong (Hair et al., 2022).

Q-Square Value

The Q^2 value obtained also shows positive results, namely:

1. Q^2 Consumer Attitude = 0.598
2. Q^2 Fashion Lifestyle = 0.666
3. Q^2 Purchase Intention = 0.624

Since all Q^2 values > 0 , it can be concluded that this model has good predictive ability (predictive relevance).

F-Square Value

The f^2 value is used to measure the influence of each construct's effect on the endogenous construct. The results are as follows:

Table 4. Summary of F-Square Values

Construct Relationship	f^2 value	Interpretation
Social Media Influencers → Purchase Intention	0.434	Big influence
Fashion Lifestyle → Consumer Attitude	0.219	Moderate influence
Social Media Influencers → Consumer Attitude	0.203	Moderate influence
Consumer Attitude → Purchase Intention	0.064	Little influence
Fashion Lifestyle → Purchase Intention	0.029	Little influence
Religiosity → Purchase Intention	0.002	Very small
Religiosity Moderation x CA → Purchase Intention	0.001	Not significant

Inner Model Testing

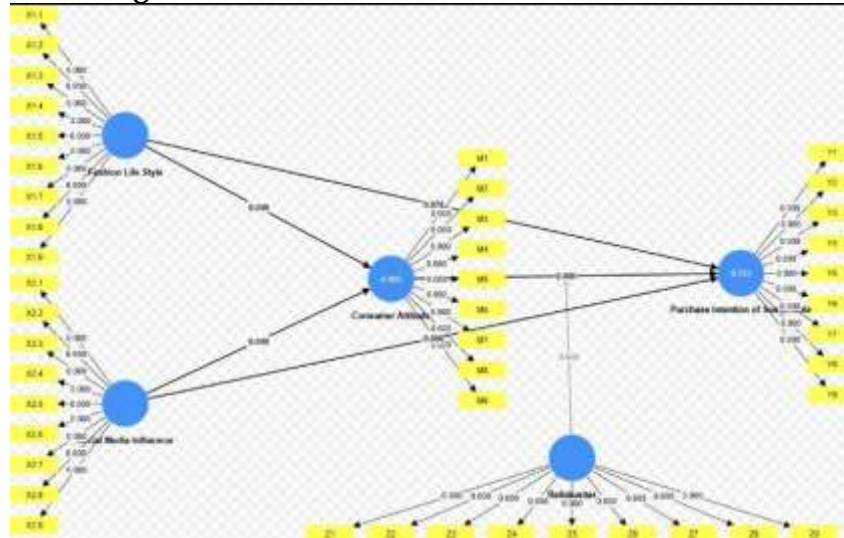


Figure 3. Inner Model

R-Square

Table 5. R-Square Value

Construct	R-Square	R-Square Adjusted
Consumer Attitude	0.593	0.590
Purchase Intention of Sustainable	0.723	0.717

The R² value of 0.593 for the Consumer Attitude construct indicates that 59.3% of the variance in consumer attitudes can be explained by the Social Media Influencer and Fashion Lifestyle variables. Meanwhile, the R² value of 0.723 for Purchase Intention of Sustainable Fashion indicates that 72.3% of the variability in purchase intentions can be explained by the combination of Social Media Influencer, Fashion Lifestyle, Consumer Attitude, and Religiosity as a moderator. These values are categorized as strong (Chin, 1998) and indicate that the structural model has good predictive power.

F-Square

Table 6. F-Square Value

Connection	f ²
Social Media Influencers → Consumer Attitude	0.203
Fashion Lifestyle → Consumer Attitude	0.219
Consumer Attitude → Purchase Intention	0.064
Social Media Influencers → Purchase Intention	0.434
Fashion Lifestyle → Purchase Intention	0.029
Religiosity → Purchase Intention	0.002
Religiosity × Consumer Attitude → Purchase Intention	0.001

The f² value of 0.434 from Social Media Influencer on Purchase Intention shows a large effect, while the f² value of 0.203 and 0.219 from Social Media Influencer and Fashion Lifestyle on Consumer Attitude shows a moderate effect.

The influence of Consumer Attitude on Purchase Intention is relatively small ($f^2 = 0.064$), while the influence of Fashion Lifestyle, Religiosity, and their interaction on the intention to purchase sustainable Muslim fashion has a very small effect.

Q-Square

Table 7. Q-Square Values

Construct	Q ²
Consumer Attitude	0.598
Purchase Intention	0.624
Fashion Lifestyle	0.666
Social Media Influencer	0.643
Religiosity	0.446

A Q² value above 0 indicates that each construct in the model has predictive relevance, with the highest values for the Fashion Lifestyle (0.666) and Purchase Intention (0.624) constructs. This indicates that the model is able to predict endogenous variables well.

Path Coefficient Estimation

Table 8. Hypothesis Test Results

Hypothesis	Original Sample (O)	T-statistics	P-values	Information
H1: Social Media Influencer → Consumer Attitude	0.408	4,917	0.000	Significant
H2: Fashion Lifestyle → Consumer Attitude	0.424	5,023	0.000	Significant
H3: Consumer Attitude → Purchase Intention	0.211	3,820	0.000	Significant
H4: Fashion Lifestyle → Purchase Intention	0.143	1,777	0.076	Not Significant
H5: Social Media Influencer → Purchase Intention	0.558	6,572	0.000	Significant
H6: Fashion Lifestyle → Attitude → Purchase Intention	0.089	3,372	0.001	Significant
H7: SM Influencer → Attitude → Purchase Intention	0.086	2,777	0.006	Significant
H8: Religiosity × Attitude → Purchase Intention	0.013	0.512	0.609	Weakening Moderation

From the results of hypothesis testing, it can be seen that the direct influence of Social Media Influencer and Fashion Lifestyle on Consumer Attitude is significant, with a p-value <0.05 and t-statistic > 1.96. In addition, the influence of Social Media Influencer on Purchase Intention is also significant, with a coefficient value of 0.558 indicating a strong direct influence. The mediation effect of Consumer Attitude is significant on the relationship between Fashion Lifestyle and Social Media Influencer on Purchase Intention, as indicated by a p-value <0.05 in hypotheses H6 and H7. However, the moderating interaction by

the Religiosity construct (H8) on the relationship between Consumer Attitude and Purchase Intention is not significant ($p = 0.609$), indicating that religiosity does not strengthen or weaken the relationship statistically in this study.

DISCUSSION

The Influence of Social Media Influencers on Consumer Attitudes (H1)

Based on the test results, it was found that Social Media Influencers (SMI) have a positive and significant influence on Gen Z Muslim consumers' attitudes towards sustainable Muslim fashion. A coefficient value of 0.408 with a p-value <0.001 indicates that SMI statistically contributes significantly to shaping consumer attitudes. This finding indicates that the higher an individual's exposure and engagement with influencers on social media, the more positive their attitudes towards sustainable Muslim fashion products.

These findings align with Influencer Marketing Theory, which emphasizes the importance of credible communicators in influencing audience perceptions and behavior. Influencers are considered opinion leaders who have parasocial relationships with their followers, making their messages perceived as authentic, trustworthy, and emotionally relevant (Kotler & Keller in Herman & Maszudi, 2023). This aligns with Generation Z's tendency to trust personal narratives more than conventional advertising, especially if those narratives are delivered by figures they follow and admire on social media.

In this case, SMI not only conveys information but also transmits values that strengthen affective commitment to sustainability issues. This aligns with Organizational Commitment theory (Daru Asih et al., 2021), which explains that affection for certain social values, such as environmental awareness and ethical consumption, can shape positive attitudes toward a brand or product. Gen Z exposed to influencers who are vocal about sustainability and other moral issues will more easily demonstrate a proactive attitude in supporting products that align with those values.

This finding is consistent with Alalwan's (2024) study, which stated that the effectiveness of SMI in shaping attitudes depends on perceived credibility, expertise, and attractiveness. Influencers who can present a compelling and relatable sustainability narrative tend to be more successful in shaping positive consumer attitudes toward Muslim fashion products that are not only stylish but also environmentally and ethically responsible.

Thus, SMI's influence on consumer attitudes is not simply a digital phenomenon, but rather a reflection of the changing belief structure of modern consumers. In this regard, SMI plays a role as a driver of new norms that emphasize the importance of sustainability, Islamic values, and social awareness as key components in shaping consumer attitudes.

The Influence of Fashion Lifestyle on Consumer Attitudes (H2)

The test results show that fashion lifestyle has a positive and significant influence on consumer attitudes, with a coefficient value of 0.424 and a p-value <0.001 . This means that consumer lifestyle, which is formed from aesthetic preferences, the symbolic value of clothing, and the tendency to follow trends,

plays a role in shaping their attitudes towards sustainable Muslim fashion products. The higher the consumer orientation towards a progressive fashion lifestyle, the more positive their attitudes towards sustainability in Muslim fashion products.

In consumer lifestyle theory, lifestyle reflects patterns of consumption behavior driven by personal values, identity aspirations, and social preferences. For Generation Z, fashion is not only about function but also a means of expressing self-identity (Kim & Kim, 2021). In the world of Muslim fashion, this identity encompasses the integration of spirituality, aesthetics, and social sensitivity. Therefore, the fashion lifestyle developed is not merely a form of consumerism but also a reflection of the value alignment between appearance and core values.

Theoretically, the TPB explains that perceived behavioral control is also influenced by an individual's belief in their ability to act in accordance with their values. A lifestyle that promotes sustainability generates stronger behavioral intentions when consumers perceive that the products they consume align with their Islamic values and environmental awareness.

Fashion lifestyle also activates the affective commitment aspect. Loyalty to values. When consumers feel that choosing sustainable products is part of a lifestyle they are proud of, they will exhibit a stable positive attitude toward brands with similar values (Daru Asih et al., 2021). In this regard, Gen Z Muslims who integrate sustainability principles into their fashion lifestyle tend to have a more supportive attitude toward these products.

A study by Poulis et al. (2024) confirmed that fashion preferences based on religious and social values can shape consumer attitudes that are not only loyal to the product but also to the principles it embodies. This suggests that a fashion lifestyle integrated with Islamic values and sustainability contributes significantly to shaping responsible consumption attitudes.

The Influence of Consumer Attitudes on Purchase Intentions for Sustainable Muslim Fashion (H3)

The third hypothesis tested the relationship between attitude and purchase intention, and the results showed that consumer attitude significantly influenced purchase intention with a coefficient value of 0.211 and a p-value <0.001. Although the magnitude of the effect is relatively lower compared to other variables, this finding confirms the main postulate of the TPB that attitude is a major predictor of behavioral intention. Attitudes toward sustainable Muslim fashion reflect a comprehensive evaluation that includes cognitive (knowledge), affective (feelings), and conative (readiness to act) aspects. When consumers have a positive understanding of sustainability, and believe that consuming these products provides social and spiritual benefits, these attitudes will motivate the formation of active purchase intentions.

According to Ajzen, attitudes are shaped by beliefs about the consequences of an action. In this case, Generation Z who understands that purchasing sustainable products can support Islamic values, reduce

environmental impact, and strengthen their social identity will exhibit positive attitudes that directly increase their intention to make a purchase.

On the other hand, affective commitment plays a role in strengthening attitudes that lead to action. Gen Z Muslims who feel proud to support ethical and religious brands will be more motivated to make purchases as an expression of their commitment, rather than simply a functional decision. This reinforces the findings of Daru Asih et al. (2021) that purchase intention is a manifestation of alignment between personal values and social identity.

Thus, consumer attitudes toward sustainable Muslim fashion serve as a bridge between value orientation and action intentions. This finding is consistent with numerous previous studies emphasizing the importance of attitude as a key mediating variable in ethical consumption behavior (Rahman & Ali, 2022).

The Direct Influence of Fashion Lifestyle on Purchase Intentions for Sustainable Muslim Fashion (H4)

The results of the fourth hypothesis test indicate that fashion lifestyle does not significantly influence sustainable purchasing intentions directly, with a p-value of 0.076 (> 0.05). Although the coefficient direction indicates a positive trend, this relationship is not statistically strong enough to be concluded as a direct influence. This finding suggests that fashion lifestyle preferences do not necessarily encourage Gen Z Muslim consumers to purchase sustainable fashion products, unless the lifestyle first forms a positive attitude. This supports the TPB mediation-based model, where lifestyle will only influence intentions if it is first internalized in the form of a positive attitude towards the product.

In this case, fashion lifestyles may have consumerist or hedonistic characteristics that do not necessarily correlate directly with sustainability values. For example, consumers who enjoy fashion trends may not necessarily consider the ethical and spiritual aspects of their products. Therefore, a lifestyle solely focused on appearance does not guarantee an intention to purchase sustainable and Islamic-compliant products unless it is balanced by knowledge, affection, and value commitment. From a value-behavior gap perspective, this finding explains the discrepancy between symbolic values or preferences and actual behavior. A fashionable lifestyle does not necessarily translate into sustainable consumption behavior due to barriers such as limited choice, price, or lack of information. Therefore, the mediating role of attitudes is crucial in bridging lifestyle preferences with responsible purchasing intentions.

This finding aligns with research by Kim & Kim (2021), which states that fashion orientation can only drive behavior if accompanied by value internalization. Therefore, brands and educators need to ensure that sustainability values are deeply embedded in the lifestyle narratives communicated to Gen Z Muslim audiences.

The Direct Influence of Social Media Influencers on Continuation Purchase Intention (H5)

Based on the results of the fifth hypothesis test (H5), it is known that social media influencers (SMI) have a significant and strong direct influence on the purchase intention of sustainable Muslim fashion among Generation Z. The coefficient value of 0.558, t-statistic 6.572, and p-value 0.000 confirm the strength of this relationship statistically. The highest coefficient value among other variables indicates that SMI is the dominant determinant in driving purchase intention.

These findings indicate that the influence of digital influencers on Generation Z is very real and direct, without prior attitude formation. This aligns with the Stimulus-Organism-Response (SOR) theory, which states that external stimuli (in this case, influencer content) can generate immediate behavioral responses if the stimulus is strong and relevant. In the digital world, influencers are figures who wield significant symbolic and social authority, so their endorsements are considered sufficient to trigger immediate purchase intentions.

In a study by Freberg et al. (2021), they emphasized that an influencer's engagement and authenticity are two crucial factors shaping followers' trust, which ultimately influences purchase intention. For Generation Z, trust in influencers stems not solely from popularity but also from shared values, transparency, and consistency of message. In the sustainable Muslim fashion industry, influencers who consistently demonstrate support for an ethical, environmentally friendly, and Islamically compliant lifestyle have a significant opportunity to directly influence purchase intention.

On the other hand, the parasocial relationship approach explains how the pseudo-relationship between followers and influencers creates psychological effects that mimic real social relationships. Within this framework, every action or product choice made by an influencer has a prescriptive impact on follower behavior. Therefore, when an influencer promotes sustainable Muslim fashion products, followers evaluate the product not only for its quality but also for their trust in the person representing it.

In Indonesia, where consumption of values-based and religious content is quite high on social media, the influence of SMI, which portrays a modern and inclusive religious image, is becoming increasingly significant. This further strengthens the finding that exposure to SMI can directly trigger purchase intentions, without the need for in-depth behavioral elaboration. Therefore, an influencer-based marketing strategy that combines personal credibility, value narratives, and aesthetic visualization is a key strategy worth strengthening.

Indirect Effect of Fashion Lifestyle on Sustainable Purchase Intention through Consumer Attitude (H6)

The sixth hypothesis (H6), which tests the indirect relationship between fashion lifestyle and purchase intention through consumer attitudes, is accepted, with a coefficient of 0.089, a t-statistic of 3.372, and a p-value of 0.001. These results indicate the presence of complementary mediation (Zhao et al., 2010), where the direct and indirect effects are both significant and in the same

direction. This means that fashion lifestyle indirectly encourages sustainable purchase intention through the initial formation of a positive attitude. Within the framework of the Theory of Planned Behavior (Ajzen, 1991), these results reflect how behavioral beliefs formed from fashion lifestyles will crystallize into positive attitudes before generating purchase intention. In other words, Generation Z does not necessarily purchase sustainable fashion products simply because of trends or style identification, but because they build affective perceptions and assessments of the values contained in the products.

This finding aligns with research by Gupta & Kumar (2020), which states that fashion lifestyle is a key driver of positive consumer attitudes, particularly when it is linked to personal values such as ethical awareness, environmental concern, and expression of Islamic identity. In this context, fashion lifestyle is not only an aesthetic expression but also an arena for aligning personal values with responsible consumption.

In the urban Muslim Gen Z culture, fashion is not just a temporary trend, but a reflection of their identity and values. When a fashion lifestyle reflects sustainability, halal (permissible), and modesty, consumers will develop positive attitudes that lead to purchase intentions. Therefore, the role of fashion lifestyle as an attitude antecedent is crucial in the process of forming sustainable purchase intentions. Therefore, brands need to design communication strategies that not only showcase the fashionable side of the product but also articulate the deeper values and meanings behind it. Messaging that emphasizes environmental contributions, social justice, and the halal (permissible) nature of the product will strengthen positive consumer attitudes and encourage purchases.

Indirect Influence of Social Media Influencers on Purchase Intention through Consumer Attitudes (H7)

The seventh hypothesis (H7) states that consumer attitudes mediate the effect of SMI on purchase intentions, and the analysis results prove that this mediation is significant with a coefficient of 0.086, a t-statistic of 2.777, and a p-value of 0.006. As in H6, this mediation is also classified as complementary, indicating that although the direct effect of SMI is strong, the attitude formation process still plays an important role in forming purchase intentions. Conceptually, this finding suggests that SMI not only influences consumers instantly but also encourages a deeper evaluative process. In the TPB, this shows how attitudinal beliefs are formed as a result of interactions with social stimuli (in this case influencers) before being transformed into behavioral intentions.

Furthermore, in a study of urban Gen Z Muslims, the presence of authentic influencers who align with their identity values has significant potential to shape affective evaluations of products. Consumers not only look at what influencers wear but also consider whether the product aligns with their values, such as production ethics, sustainability, and Sharia compliance.

Influencers' storytelling and narrative content are crucial factors in shaping these attitudes. Influencers who are able to frame products within emotionally and spiritually relevant stories are more likely to influence attitudes than those who only present normative endorsements. This finding is consistent

with a study by Lou & Yuan (2019), which found that narrative transportation in influencer content increases positive attitudes toward the promoted product. Therefore, an effective influencer marketing approach cannot rely solely on reach and exposure; it must be accompanied by a compelling narrative that aligns with the target audience's values. This is particularly important for Gen Z Muslim consumers, who have complexities in their affective, cognitive, and spiritual consumption.

The Moderating Effect of Religiosity on the Relationship between Consumer Attitudes and Continuous Purchase Intentions (H8)

The eighth hypothesis (H8), which tested the moderating effect of religiosity on the relationship between attitude and purchase intention, was rejected due to its insignificant effect and statistically weakened results. The interaction coefficient of 0.013, t-statistic of 0.512, and p-value of 0.609 indicate that religiosity neither significantly strengthens nor weakens the relationship between attitude and sustainable purchase intention. This result contradicts previous findings suggesting that religiosity has a strong moderating role in halal and ethical consumption (e.g., Saleh & Ibrahim, 2020). However, in urban Muslim Generation Z, this result can be interpreted as meaning that religiosity plays a greater role in shaping attitudes than in strengthening the effect of attitudes on actions.

This interpretation is relevant to the post-religious identity approach in studies of young Muslim consumers (Ahmed & Myung, 2020), which states that religiosity values do not always operate explicitly or declaratively, but rather as an implicit value framework that guides attitude formation, rather than moderating behavior. This means that even though individuals have high levels of religiosity, their purchasing decisions are still based on ethical considerations, personal values, and product relevance, rather than solely on religious beliefs. This finding also indicates a value segmentation within Gen Z consumers, where religious values are not the sole source of consumption decisions, but interact with modern values such as social justice, sustainability, and digital identity. Therefore, it is not surprising that religiosity does not show a significant moderating effect on the relationship between attitudes and purchase intentions in this population.

Thus, it can be concluded that religiosity remains important in attitude formation, but it is not a reinforcing determinant of the attitude-intention relationship. Brands targeting this segment must recognize that a spiritual approach needs to be combined with a modern, ethical, and socially relevant narrative to be accepted and internalized by Gen Z consumers.

CONCLUSION

1. Social media influencers have a positive and significant influence on consumer attitudes and purchase intentions for sustainable Muslim fashion. These findings indicate that exposure to credible, authentic influencers who hold values aligned with Islam and sustainability can shape positive attitudes and directly drive purchase intentions. The coefficient of direct influence on

- purchase intentions (0.558) is the highest among the other variables.
2. Fashion lifestyle significantly influences consumer attitudes, but not directly on purchase intentions. While fashion lifestyles foster positive attitudes toward sustainable products, they are not strong enough to trigger purchase intentions without mediated by attitudes. This suggests that lifestyle preferences need to be aligned with sustainability and Islamic values to translate into consumption intentions.
 3. Consumer attitudes significantly influence purchase intentions for sustainable Muslim fashion. Positive attitudes toward sustainability, halal certification, and ethical values in products directly contribute to purchasing decisions. These findings support the Theory of Planned Behavior framework, which posits that attitudes are a key predictor of behavioral intentions.
 4. There is an indirect (mediation) effect of Fashion Lifestyle and Social Media Influencers on purchase intention through consumer attitudes. These two relationships are complementary mediations, indicating that despite the direct influence, the attitude formation process remains important and strengthens purchase intention.
 5. Religiosity does not significantly moderate the relationship between attitudes and purchase intentions. While religiosity remains important in shaping attitudes, the results indicate that religiosity levels neither strengthen nor weaken the relationship between attitudes and purchase intentions. This reflects the more implicit and selective dynamics of religious identity in the consumption decision-making of Generation Z Muslims.
 6. The research model demonstrated high predictive power with an R^2 value of 0.723 for the Purchase Intention construct. This indicates that the Social Media Influencer, Fashion Lifestyle, Consumer Attitude, and Religiosity constructs collectively explain more than 72% of the variance in continued purchase intention.

RECOMMENDATION

1. For Sustainable Muslim Fashion Industry Players
Companies or MSMEs operating in the Muslim fashion sector should utilize credible influencer-based marketing strategies that align with sustainability and Islamic principles. Promotional content should not only emphasize product aesthetics but also emphasize value narratives—such as halal certification, ethical production, and positive social impact—that can strengthen consumer attitudes and drive purchase intention.
2. For Muslim Influencers and Content Creators
It is recommended that influencers be more consistent and authentic in educating their followers about the importance of sustainability, halal certification, and ethical consumption in the Muslim lifestyle industry. Storytelling that combines spiritual, social, and visual aspects will be more effective in shaping positive attitudes among the younger generation towards responsible fashion products.
3. For Generation Z Muslims as Consumers

Generation Z is advised to be more reflective in choosing fashion products, considering not only aesthetic aspects but also the sustainability and Islamic values they embody. Responsible consumption practices aligned with religious values and environmental awareness need to be continuously cultivated as part of the identity of future generations.

4. For the Government and Islamic Propagation Institutions

It is hoped that this will encourage public education on the importance of sustainable and halal consumption through social media, schools, and community programs. Sustainability campaigns based on Islamic values can be an effective strategy to promote a Muslim lifestyle that is not only compliant with Islamic law but also considerate of social and environmental impacts.

ADVANCED RESEARCH

This research could be expanded by exploring other variables such as environmental concern, green trust, or perceived behavioral control in sustainable purchasing intentions. Further research using qualitative approaches (e.g., narrative studies or digital ethnography) is also recommended to better understand the internalization of religious and sustainability values in Gen Z Muslim consumption behavior.

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