

***Factors Influencing the Purchase Decision of Pakaian Islami Modern Among University Students in Jabodetabek***

***By Adelia Rahma Aryadi***

**ABSTRACT**

*Along with the growth of the halal industry in the global market, the modern Islamic fashion industry has also experienced rapid development. This is evidenced by the increasing number of modern Muslim fashion brands and the intensifying competition, highlighting the importance of understanding the factors that influence purchasing decisions for modern Islamic clothing. This study aims to analyze the influence of religiosity, influencer endorsement, and user generated content (UGC) on purchasing decisions for modern Islamic clothing. The research employs a descriptive quantitative method, with primary data collected through questionnaires distributed via Google Forms. The study population consists of Muslim students in the Jabodetabek area, with samples selected using a non-probability sampling technique based on specific criteria. Data analysis was performed using SmartPLS software. The results indicate that the three variables religiosity, influencer endorsement, and UGC have a significant influence on purchasing decisions for modern Islamic clothing. This study is expected to provide both theoretical and practical contributions, particularly for players in the modern Islamic fashion industry, in designing effective marketing strategies.*

***Keywords:*** *Influencer Endorsement, Modern Islamic Clothing, Purchasing Decision, Religiosity, User Generated Content*

# Faktor-Faktor yang Memengaruhi Keputusan Pembelian Pakaian Islami Modern pada Mahasiswa di Jabodetabek

Oleh Adelia Rahma Aryadi

## ABSTRAK

Seiring dengan perkembangan industri halal di pasar global, industri *fashion* Islami modern juga mengalami pertumbuhan pesat. Hal tersebut ditandai dengan banyaknya *brand* busana Muslim berkonsep modern dan terdapat persaingan yang semakin ketat, sehingga penting untuk memahami faktor-faktor yang memengaruhi keputusan pembelian pakaian Islami modern. Penelitian ini bertujuan untuk menganalisis pengaruh religiositas, *influencer endorsement*, dan *user generated content* (UGC) terhadap keputusan pembelian pakaian Islami modern. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan pengumpulan data primer melalui penyebaran kuesioner berbasis Google *Form*. Populasi penelitian adalah mahasiswa Muslim di wilayah Jabodetabek, dengan pengambilan sampel menggunakan teknik *non-probability sampling* berdasarkan kriteria tertentu. Analisis data dilakukan menggunakan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa ketiga variabel, yaitu religiositas, *influencer endorsement*, dan UGC, memiliki pengaruh signifikan terhadap keputusan pembelian pakaian Islami modern. Penelitian ini diharapkan dapat memberikan kontribusi baik secara teoritis maupun praktis, khususnya bagi pelaku industri *fashion* Islami modern dalam merancang strategi pemasaran yang efektif.

**Kata Kunci:** *Influencer Endorsement*, Keputusan Pembelian, Pakaian Islami Modern, Religiositas, *User Generated Content*