Intention to Purchase Halal Fashion Products Among Muslim Students in Malang

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Abstract. This study aims to investigate how halal brand image influences purchase intention of halal fashion products, mediated by halal brand perceived quality and halal brand trust. The population of this study was Muslim students in Malang City and Regency. The sample was collected using a purposive sampling technique with the criteria of being 17 years old and above and intending to buy halal fashion products. A total of 213 respondents were obtained as the sample. A questionnaire in the form of a Google form was used to collect data. The data was analyzed using SmartPLS software with the PLS-SEM analysis technique. The study found that halal brand image influences purchase intention, halal brand perceived quality, and halal brand trust. Likewise, halal brand trust influences the intention to purchase halal fashion products, but halal brand perceived quality doesn't influence the intention to purchase halal fashion products.

Keywords: Halal Brand Image, Purchase Intention, Halal Brand Perceived Quality, Halal Brand Trust, Halal Fashion.

1 Introduction

The fashion industry is one of the sectors that continues to grow from time to time. Based on information from the Ministry of Tourism and Creative Economy in 2022 [1], one of the largest creative economy subsectors is fashion. In Indonesia itself, fashion trends are developing very rapidly in line with social, cultural and global trends. The diversity of Indonesian culture is reflected in various fashion styles, such as traditional clothing including traditional clothes and batik, modern clothing that combines local elements and international styles, to halal fashion which is often identified with Muslim clothing.

State of Global Islamic Economy Report 2022 [2], reports that in 2021, some 1.9 billion Muslims around the world spent around USD 2 trillion shopping for halal products consisting of fashion, food, cosmetics, travel, pharmaceuticals and media. In addition, Indonesian Muslim fashion is ranked 3rd in the world after the UAE and Turkey. With its condition as a country with the greatest Muslim majority, which has a Muslim population of approximately 231 million people, Indonesia has great potential to master the global market, including in the fashion sector.

© The Author(s) 2024
I. Zutiasari et al. (eds.), *Proceedings of the 4th Business Innovation Sustainability and Technology International Conference (BISTIC 2024)*, Advances in Economics, Business and Management Research 307,
https://doi.org/10.2991/978-94-6463-576-8_6

Reported from Katadata.co 2022 [3], with 11.3% of halal product consumption worldwide, or around $2 trillion, Indonesia is the largest consumer market for halal products. This provides a great opportunity for Indonesia to achieve its goal of becoming the world's halal industry center, one of which is through the halal fashion industry. Presidential Decree Number 74 of 2022 concerning National Industry Policy 2020-2024 with the inclusion of empowerment of the halal industry into the National Industry Policy (KIN). The government has done a lot to support halal businesses.

Malang is an educational city, where in 2022 there were at least 62 state and private universities as reported by Malang Posco Media with a total of 330 thousand students. Of course, students cannot be separated from various needs, one of which is fashion. In line with the development of trends, students will try to get trendy fashion products that are in accordance with their needs. According to data from the BPS eCommerce Statistics [4], fashion products rank second among the most sold items in e-commerce, following food and beverages, accounting for 15.04% of sales, with the majority of buyers being Generation Z.

In general, halal fashion is clothing that covers the whole body, loose, not tight and not too open [5]. Based on information from the Halalworld Institute 2020, halal fashion is fashion that meets Islamic standards, starting from safety, decency, cleanliness and comfort when used. Halal fashion is a concept that is currently in progress [7]. However, in this study, halal fashion refers to clothing that complies with Islamic standards, including clothing that covers the entire body, is not tight, not transparent and is intended for the appropriate gender.

The halal fashion trend emerged because the global fashion industry has presented a lot of halal fashion to the wider community. Several world-famous fashion brands such as Michael Kors, H&M, Dolce & Gabbana, Macy's and Carolina Herrera have created modest clothing specifically for Muslim customers [8]. In Indonesia itself, there are already many local brands that create modest wear such as Buttonscarvers, Khanaan, Benang Jarum, Nada Puspita and Ayu Dyah Andari, even these brands have walked on international fashion stages such as Paris Fashion Week. In addition, there are several brands that have been halal certified such as Pusat Sajadah.id, Zoya, Soka, Tatuis, Elzatta, Jenahara and Rabbani.

With the increasing number of halal fashion producers, entrepreneurs must increase their competitiveness and expand their market share. Therefore, it is important to provide new evidence to entrepreneurs in the halal fashion sector about consumer knowledge of halal brand image as an influence on the purchase intention of a halal fashion product. Based on the phenomena, thoughts and previous research, the researchers want to learn more about how brand quality and trust perceptions affect purchase intention.

2 Literature Review

Purchase Intention

Halder et al. (2016), interprets purchase intention as a measure of a consumer's ability to purchase a particular product. The more consumers who intend to buy, the more

likely they will buy the product [10]. Purchase intention refers to the stage of consumer decision making that investigates their motivess for purchasing a particular product or brand [11]. Purchase intentions can be divided into three types, namely unplanned, partially planned and fully planned purchases.

In addition to emotional and mood factors, knowledge, effectiveness and performance factors also play a role in shaping purchase intentions [12]. With the increasing Muslim population around the world, the trend of halal fashion is becoming increasingly popular. As a result, both Muslims and non-Muslims are seeing the demand for halal fashion items increase. Image, perception of quality, and trust in halal brands are some of the factors that influence customers' desire to purchase halal fashion items [13].

In their research, Handriana et al. (2020) tested purchase intention with four indicators, namely intend to buy, choose to use, tend to choose in the future and buy the product. First, intend to buy is the tendency of a person to intend to buy halal products in the future after considering information about the product's halal brand image. Second, choose to use is the tendency of someone to buy halal products after considering information about the halal brand image of the product to use. Third, tend to choose in the future, which is a person's predisposition to buy products in the future after considering information about the product's halal brand image. Finally, buying the product is the tendency of a person to buy a product to meet needs after considering information about the halal brand image.

Halal Brand Image

According to Ali et al. (2018), halal brand image is the view consumers have of a brand related to the interests and beliefs of Muslims regarding halal commitment. In situations where it is difficult to identify items and services based on certain quality features, brand image helps customers in choosing goods and services [15]. Halal brand image provide value to its consumers, makes it easier for them to locate it, helps in generating value and associations that lead to formation of pleasant feelings and behavior [16]. It is crucial to entire Muslim customers to buy items and services that align with their halal lifestyle practices.

A favorable brand image can be a competitive advantage for a product, where brand image can support consumer purchasing decisions [17]. In his study, Ngah also found that brand image had a beneficial impact on thedesire to buy halal cosmetics, highlighting that the importance of halal brands influences purchasing intentions. In their research, Fachrurazi et al. (2023) discovered that halal brand image increases Muslim customers' desire to purchase goods, but it is not the primary factor in decision-making. Ali et al. (2018) in their findings, also confirm that a positive halal brand image plays an important role in influencing purchase intentions. Halal brand image can become a consumer preference for the brand.

Rahi et al. (2017) in their study, revealed that brand image has a considerable impact on the evaluation of products or services. Brand image influences consumers' perception of the quality provided [19]. In the context of halal fashion, halal brand image directs consumers' perceptions of halal brand quality. In their study, Ali et al.

(2020) revealed a positive and substantial correlation between halal brand image and perceived halal brand quality. Positive halal brand image enhances consumers' positive perception of halal brand quality. According to Khan et al. (2022), a positive brand image increases consumers' trust in the halal brand. Brand image is important for brand purchase antecedents and is also closely related to brand trust.

Previous research by Ali et al. (2020) explains four indicators in assessing halal brand image, namely halal commitments, halal reputation, halal concern, and halal promises. Halal commitments refer to consumers' assessment of a halal brand as the best benchmark for halal brand commitment. Halal reputation is consumers' assessment of a halal brand's good reputation in comparison to other halal brand.. Halal concern refers to consumers' assessment that the halal brand is the answer to halal issues. Finally, halal promises are consumers' assessment that the halal brand can be trusted to fulfill its halal promises.

Halal Brand Perceived Quality

Brand perceived quality indicates a company's ability to prioritize goals and improve performance [21]. When a company states that they sell halal products, it raises the customers' opinion of its quality, which can increase brand reputation and purchase intention. Ali et al. (2020) define halal brand perceived quality as consumers' subjective evaluation of the superiority or inferiority of a product concerning halal attributes. Although the perceived quality of a halal brand is considered a direct indicator of purchase intention, it can also serve as an indirect indicator of buy intention through halal brand image.

Consumers' intention to buy products will increase when they believe that a brand has good quality. Perceived quality is consumers' response to the quality of a product [22]. Yen (2018) research also states that perceived quality, perceived price, and perceived brand image are also strongly correlated with the propensity to purchase local goods. When consumers want to purchase halal products, the first thing they seek is assurance of the quality of the available halal products. By strengthening product quality perception and trust, consumer purchase intentions will increase [24].

Halal brand perceived quality is measured by four indicators: very good quality, consistent, reliable, and excellent [20]. The very good quality indicator refers to consumers' assessment that the halal brand has very good quality. Consistent refers to consumers' assessment that the halal brand has consistent quality. Reliable is consumers' assessment that the halal brand is highly reliable. Lastly, excellent is consumers' assessment that the halal brand has superior quality.

Halal Brand Trust

Based on the research by Ali et al. (2018), halal brand trust is the confidence in a product, service, or brand based on expectations and beliefs derived from its competence, goodwill, and trust in its halal performance. When companies sell halal goods, customer perceptions can enhance their trust in the halal brand. Brand trust measures how consistently a brand fulfills its promises and remains true to its values [25]. When customers think they can rely on a brand, they will begin to trust that brand [26].

Brand loyalty is said to be primarily driven by trust, making it crucial for building and maintaining sustainable relationships [27]. Consumers trust brands that can fulfill their promises and align with their expectations. When a halal brand has a high level of trust from customers, the desire to purchase its products is also high [14]. Previous research also confirms a direct correlation between brand trust and intention to purchase [27]. As consumer trust in a brand increases, the likelihood of purchase becomes higher [28].

Ali et al. (2020) use four indicators to measure halal brand trust: trust, rely on, honest, and safe. Trust refers to consumers' assessment that they feel confident in the halal brand. Rely on indicates that consumers feel they can depend on the halal product. Honest means consumers perceive the halal brand's performance as meeting their expectations. Lastly, safe means consumers feel that the halal brand they use is safe.

3 Research Method

This study uses a quantitative approach to its investigation and falls under descriptive and explanatory research types, which describe findings and explain the cause-and-effect relationships between variables. The variables include Halal Brand Image as the exogenous variable and Purchase Intention as the endogenous variable, mediated by Halal Brand Perceived Quality and Halal Brand Trust as intervening variables. The population in this study consists of Muslim students in the City and Regency of Malang. The technique of purposive sampling was employed to determine the sample, with respondent criteria including: 1) Students pursuing higher education in the City and Regency of Malang, of either gender. 2) Aged 17 years and above. 3) Practicing Islam. 4) Intending to purchase halal fashion products.

Hair's formula was used to calculate the sample size.. According to Hair et al. (2014), the minimum sample size is ten times the total number of indicators used for variable measurement. There are 16 indicators in this study, producing a minimum sample size of 16 x 10 = 160 samples. To account for incomplete or inappropriate questionnaire responses, the sample size was increased to 200 respondents. Using both primary and secondary data, a five-point Likert scale with the values (1) Strongly Disagree to (5) Strongly Agree was employed in this study. Primary data was gathered from questionnaires distributed and filled out by respondents via Google Forms on social sites such as Twitter, Instagram and WhatsApp. Secondary data was sourced from relevant previous studies obtained indirectly.

Data was analyzed using descriptive statistical analysis techniques to provide an overview of the variables studied, namely Halal Brand Image, Purchase Intention, Halal Brand Perceived Quality, and Halal Brand Trust among Muslim students in Malang intending to purchase halal fashion products. Subsequently, Partial Least Square Structural Equation Modelling (PLS-SEM) was applied as further analysis. Using the multivariate analysis method, PLS-SEM helps researchers understand how various variables interact with each other, aiding in better comprehension of the model structure. PLS-SEM is used to explain the relationships among multiple variables simultaneously in a single test.

Based on research by Hair et al. (2019:762), PLS-SEM is a reliable analytic method because it does not require a large sample size for data collection. SmartPLS software was used for data analysis due to the complexity of the research model and the limited sample size. With SmartPLS, bootstrapping or random duplication methods do not require normality assumptions. Moreover, bootstrapping may be used in research with small sample sizes because there is no minimum sample size requirement.

Convergent validity measures how well the indicators of a construct converge, explaining the variance of the items. According to Hair et al. (2019:775), convergent validity can be tested by calculating the Average Variance Extracted (AVE) across indicators associated with a certain concept. An acceptable AVE value is 0.50 or higher. Additionally, convergent validity could be assessed from the outer loading values of 0.70 or higher. However, outer loading values of 0.50–0.60 are also acceptable in the initial phases of scale development [31].

To assess the amount that a construct varies from other constructions, discriminant validity can be measured from cross-loading where the indicator value with its variable should be higher, alternatively compare the square root of the AVE for each variable.. If the AVE square root value is greater between indicators on its construct than on other constructs, it is considered valid [31]. Reliability testing ensures the internal consistency of each construct, the accuracy, and precision of the instrument used to measure it. Using SmartPLS 3.0 software for PLS-SEM, variable reliability measurement with reflective indicators can use Cronbach's alpha and composite reliability. When Cronbach's alpha value is >0.70 and composite reliability value is >0.70, the construct is considered reliable [31].

4 Results

4.1 Results of Descriptive Statistical Analysis

Out of 213 respondents, the majority were female, accounting for 73.7% or 157 individuals. This data indicates that most Muslim students in the City and Regency of Malang with an interest in purchasing halal fashion products, as taken as respondents, are female. Respondents with an undergraduate level of education had the highest number at 98.1% or 210 individuals. This represents the majority of the educational levels filled by respondents, with the age range of 21-24 years having the highest frequency distribution among respondents based on age.

It was also found that Rabbani was the most desired halal fashion brand to purchase, chosen by 54% or 115 out of 213 respondents. Respondents who chose Zoya as the halal fashion brand they wanted to buy totaled 81 or 38%, and Elzatta was chosen by 73 respondents or 34.3%. Buttonscarves was chosen by 50 respondents or 23.5%. These figures represent the majority of halal fashion brands selected by respondents, with monthly expenditures of Rp1,050,000-Rp2,000,000, aligning with the frequency distribution of respondents based on monthly expenditures, with the most significant number falling within this expenditure range.

Respondents with monthly expenditures >Rp1,000,000 and Rp1,050,000-Rp2,000,000 had similar numbers, with 88 and 98 respondents respectively, accounting

for 41.3% and 46%. Respondents with monthly expenditures >Rp5,000,000 had the least number, with 0.5% or 1 respondent. The data shows that most respondents have monthly expenditures of Rp1,050,000-Rp2,000,000 because the majority are undergraduate students who do not yet have their own income.

In terms of their university affiliation, respondents from the State University of Malang had the highest number at 75.1% or 159 individuals. Respondents from Brawijaya University totaled 23 individuals or 10.8%. Respondents from UIN Malang were 10.3% or 22 individuals. Respondents from UMM were 2.8% or 6 individuals, and respondents from other universities in the City and Regency of Malang totaled 2 individuals or 1.4%.

4.2 Results of Outer Model Evaluation

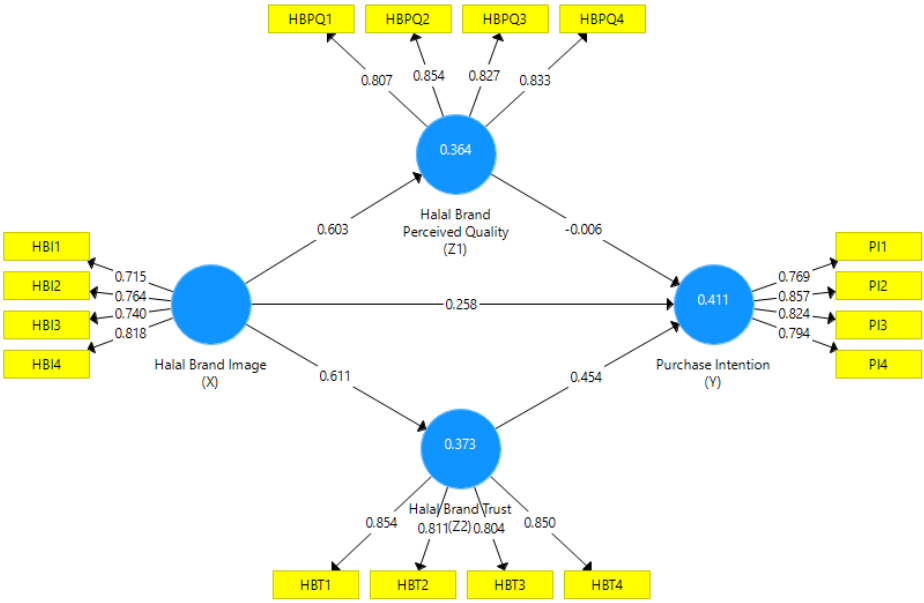

Fig. 1. Result of Outer Model
Source: Data processed by the researcher using SmartPLS, (2024)

The relationship between indicators and their latent constructs is demonstrated through the evaluation of the outer model, assessing how well these indicators can represent a variable. The measurement of the outer model is evaluated based on the validity and reliability of the statement instruments employed in this research. The outer model goes through several levels of assessment, including convergent validity, discriminant validity, and reliability.

Convergent Validity

As shown in Table 1, the outer loading values for each construct indicator studied are >0.60. According to Ghozali & Latan (2015), an indication is considered valid if the

outer loading value is more than 0.50. Additionally, the AVE values for each variable are greater than 0.50. Therefore, The findings of the convergent validity test indicate that all indicators in this research are valid and suitable for further analysis.

Konstruk & Item	Outer Loading	AVE	Keterangan
Halal Brand Image		0,578	Valid
HBI 1	0,715		
HBI 2	0,764		
HBI 3	0,740		
HBI 4	0,818		
Purchase Intention		0,659	Valid
PI 1	0,769		
PI 2	0,857		
PI 3	0,824		
PI 4	0,794		
Halal Brand Perceived Quality		0,689	Valid
HBPQ 1	0,807		
HBPQ 2	0,854		
HBPQ 3	0,827		
HBPQ 4	0,833		
Halal Brand Trust		0,690	Valid
HBT 1	0,854		
HBT 2	0,811		
HBT 3	0,804		
HBT 4	0,850		

Table 1. Result of Outer Loading and AVE.

Source: Data processed by the researcher using SmartPLS, (2024)

Discriminant Validity

As shown in Table 2, the cross loadings for each variable indicator on its construct are greater than the indicator loadings on other constructs. Additionally, in Table 3, the square root values of the AVE, or Fornell-Larcker criterion, for each variable are higher than their correlations with other variables. Thus, the validity level of each variable indicator is considered to have a high level of discriminant validity [31].

Table 2. Result of Cross Loading

Variabel	HBI	PI	HBPQ	HBT
HBI 1	0,715	0,434	0,405	0,375
HBI 2	0,764	0,436	0,566	0,474
HBI 3	0,740	0,365	0,364	0,456
HBI 4	0,818	0,382	0,475	0,540
PI1	0,455	0,769	0,411	0,524
PI2	0,428	0,857	0,399	0,527
PI3	0,420	0,824	0,341	0,446
PI4	0,421	0,794	0,364	0,466

HBPQ1	0,480	0,360	0,807	0,598
HBPQ2	0,534	0,371	0,854	0,542
HBPQ3	0,523	0,424	0,827	0,618
HBPQ4	0,462	0,400	0,833	0,574
HBT1	0,536	0,496	0,566	0,854
HBT2	0,496	0,507	0,543	0,811
HBT3	0,486	0,444	0,654	0,804
HBT4	0,509	0,565	0,576	0,850

Source: Data processed by the researcher using SmartPLS, (2024)

Table 3. Result of square root AVE

Variabel	X	Z1	Z2	Y
HBI	0,760			
HBPQ	0,603	0,831		
HBT	0,611	0,702	0,830	
PI	0,532	0,469	0,608	0,812

Source: Data processed by the researcher using SmartPLS, (2024)

Reliability

To assess the reliability of reflective indicators, it can be determined by the value of Cronbach's alpha >0.70 and composite reliability >0.70. Thus, the constructs are considered reliable [31].

Table 4. Result of Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Keterangan
HBI	0,756	0,845	Reliable
PI	0,827	0,855	Reliable
HBPQ	0,850	0,899	Reliable
HBT	0,849	0,885	Reliable

Source: Data processed by the researcher using SmartPLS, (2024)

As shown in Table 4, the values of Cronbach's alpha and composite reliability for each variable are more than 0.70. Therefore, all variables in this study have a high level of reliability.

4.3 Results of Inner Model Evaluation

Inner model evaluation aims to understand links between variables that were previously hypothesized by examining the magnitude of variance in predicting relationships and determining the significance level from the p-value. There are several results of the inner model test, including R-Square, F-Square, and Path Coefficients.

R-Square

The influence of endogenous and exogenous latent variables could be described by changes in the R-Square value. Independent variables have a strong impact on dependent variables if the R-Square value is 0.75, then 0.50 for moderating influence, and 0.25 for weak influence [31].

Table 5. Result of R-Square Test

Variabel	X	Y	Z1	Z2
HBI		0,064	0,572	0,594
PI				
HBPQ		0,000		
HBT		0,158		

Source: Data processed by the researcher using SmartPLS, (2024)

As shown in Table 5, the value of R-Square for assessing the Purchase Intention variable is 0.411 or 41.1%, indicating that the Halal Brand Image, Halal Brand Perceived Quality, and Halal Brand Trust variables can predict the Purchase Intention variable by 41.1%, which falls into the category of weak influence. Furthermore, the R-Square value for the Halal Brand Perceived Quality and Halal Brand Trust variables is 0.364 and 0.373, respectively, indicating that the Halal Brand Image variable can predict the Halal Brand Perceived Quality and Halal Brand Trust variables by 36.4% and 37.3%, respectively, which also falls into the category of weak influence.

F-Square

F-Square testing aims to assess the goodness of the model. A value of 0.02 on the F-Square indicates a weak influence on the predictor of latent variables, a value of 0.15 indicates a moderate influence, and for a significant influence, the value is 0.35 [31].

Table 6. Result of F-Square Test

Variabel	R-Square
PI	0,411
HBPQ	0,364
HBT	0,373

Source: Data processed by the researcher using SmartPLS, (2024)

As indicated in Table 6, the F-Square values for the Halal Brand Image variable on Purchase Intention fall into the weak influence category (0.064), while the influence of Halal Brand Image on Halal Brand Perceived Quality is significant (0.573), and the F-Square value for Halal Brand Image on Halal Brand Trust also has a significant influence (0.594). Meanwhile, the F-Square value for the Halal Brand Perceive Quality variable on Purchase Intention falls into the weak influence category (0.000), and Halal Brand Trust on Purchase Intention falls into the medium or moderate influence category (0.158).

Path Coefficients

The estimation test for path coefficients in the inner model evaluation aims to test hypotheses by examining the influence between variables using bootstrapping methods to determine the significance value of T statistics and the original sample value [31]. The criteria for this test are as follows: if the coefficient value or original sample value is positive, the connection is regarded to have a positive impact. Then, if the T Statistic value is >1.96 and the P Value is <0.05, the correlation is considered to have a significant influence.

Table 6. Result of Path Coefficients Test

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
HBI → PI	0, 258	0,258	0,075	3,458	0,001
HBI → HBOQ	0,603	0,605	0,051	11,784	0,000
HBI → HBT	0,611	0,613	0,051	12,918	0,000
HBPQ → PI	-0,006	-0,003	0,086	0,067	0,947
HBT→ PI	0,454	0,455	0,081	5,619	0,000
HBI → HBPQ → PI	-0,003	-0,002	0,052	0,066	0,947
HBI → HBT → PI	0,277	0,279	0,056	4,979	0,000

Source: Data processed by the researcher using SmartPLS, (2024)

As shown in Table 7, the original sample values for the impact of Halal Brand Image (X) on Purchase Intention (Y), Halal Brand Perceived Quality (Z1), and Halal Brand Trust (Z2) are positive, indicating a positive influence with P Values <0.05, thus showing a significant influence. Similarly, the impact of Halal Brand Trust (Z2) on Purchase Intention (Y) indicates a positive and significant influence. However, the influence of Halal Brand Perceived Quality (Z1) shows a non-significant and negative influence on Purchase Intention (Y).

4.4 Hypothesis Testing

As shown in Table 7, the findings of hypothesis testing in this research areoutlined below:

1). Halal Brand Image (X) significantly and positively influences Purchase Intention (Y). Table 7 shows that the coefficient value original sample (O) is positive (0.258), indicating a positive relationship between HBI and PI. This influence is significant with a T Statistics value of 3.458 (>1.96) and a P Values of 0.001 (<0.05), thus H1 is accepted.

2). Halal Brand Image (X) significantly and positively influences Halal Brand Perceived Quality (Z1). From Table 7, the coefficient value or Original Sample (O) is positive (0.603), indicating a positive relationship between X and Z1. This influence is significant with a T Statistics value of 11.784 (>1.96) and a P Values of 0.000 (<0.05), thus H2 is accepted.

3). Halal Brand Image (X) significantly and positively influences Halal Brand Trust (Z2). From Table 7, it is observed that the coefficient value or Original Sample (O) is positive (0.611), indicating a positive relationship between X and Z2. This influence is significant with a T Statistics value of 12.918 (>1.96) and a P Values of 0.000 (<0.05), thus H3 is accepted.

4). Halal Brand Perceived Quality (Z1) does not significantly influence Purchase Intention (Y). From Table 7, the coefficient value or Original Sample (O) is negative (-0.006), indicating a negative relationship between Z1 and Y. This influence is not significant with a T Statistics value of 0.067 (<1.96) and a P Values of 0.947 (>0.05), thus H4 is not accepted.

5). Halal Brand Trust (Z2) significantly and positively influences Purchase Intention (Y). From Table 7, the coefficient value or Original Sample (O) is positive (0.454), indicating a positive relationship between Z2 and Y. This influence is significant with a T Statistics value of 5.619 (>1.96) and a P Values of 0.000 (<0.05), thus H5 is accepted.

6). Halal Brand Image (X) has no significant impact on Purchase Intention (Y) through Halal Brand Perceived Quality (Z1). From Table 7, the coefficient value or Original Sample (O) is negative (-0.003), indicating a negative relationship between X and Y through Z1. This influence is not significant with a T Statistics value of 0.066 (<1.96) and a P Values of 0.947 (>0.05), thus H6 is not recognized.

7). Halal Brand Image (X) has a significant and positive influences Purchase Intention (Y) through Halal Brand Trust (Z2). From Table 7, the coefficient value or Original Sample (O) is positive (0.277), indicating a positive relationship between X and Y through Z2. This influence is significant with a T Statistics value of 4.979 (>1.96) and a P Values of 0.001 (<0.05), thus H7 is s approved.

5 Discussion

5.1 The Influence of Halal Brand Image on Purchase Intention in Halal Fashion Products

According to the findings of hypothesis testing 1, the Halal Brand Image variable has a significant positive impact on the Purchase Intention variable. Halal fashion brands like Rabbani, Elzatta, Zoya, and Buttonscarves are the most preferred brands among Muslim students in Malang. This is because these brands are perceived to have a good reputation and can address the concerns of Muslim students in Malang regarding the halal aspects of their products in terms of design and materials. Research by Lee & Lee (2018) supports this statement, suggesting that when fashion brands have a strong image, Muslim students may consider strategies at the company level to increase purchase intentions directly or through corporate and brand image. Additionally, Muslim students in Malang feel that these brands are the best benchmark for halal commitment and can be trusted regarding halal promises.

Moreover, these brands predominantly sell products for women, aligning with the majority of respondents in this study being female. Additionally, brands like Rabbani,

Elzatta, and Zoya sell their items at affordable prices for all students, including undergraduate students, and within a reasonable budget, as per the majority in this study. However, Buttonscarves belongs to brands with relatively expensive prices, which may be purchased by students who have their own income, such as master's and doctoral students. Consistent with Wallace et al. (2021), Muslim students usually seek information before making a purchase to help them make informed decisions and enhance their perception of a brand.

Before purchasing halal fashion products, Muslim students in Malang will seek information about the products first to support their purchasing decisions. Halal brand image is an important factor in influencing Muslim students' purchasing intentions. Halal brands must have a good reputation and fulfill halal promises. As Ngah et al. (2021) stated, a positive brand image can provide a product with a competitive edge, where brand image can influence purchase decisions. This indicates that the halal brand image can influence the desire of Muslim students in Malang to buy halal fashion products. Similarly, research by Fachrurazi et al. (2023)discovered that the halal brand image increases intention to purchase.

5.2 The Influence of Halal Brand Image on Halal Brand Perceived Quality in Halal Fashion Products

According to the findings of hypothesis testing 2, the Halal Brand Image variable has a significant positive effect on the Halal Brand Perceived Quality variable. Halal brand image serves as a differentiation of a halal fashion product that creates awareness among Muslim students, thus giving a positive impression of halal brand perceived quality. Muslim students in Malang feel that halal fashion brands like Rabbani, Elzatta, Zoya, and Buttonscarves have excellent, consistent, and superior quality in their sector. This is because these brands have a good halal brand image. This is consistent with the research by Rahi et al. (2017), who discovered that brand image has a major influence on how people perceive a product or service. A good halal brand image makes consumers feel that the quality of the product is also excellent, consistent, highly reliable, and superior in its sector.

Muslim students in Malang, the majority of whom are undergraduates without personal income, feel they can rely on these halal fashion brands because they are affordable and of good quality. Additionally, women, who make up the bulk of respondents in this research, also have a higher level of awareness in choosing fashion products in terms of quality. This statement with the research by Rodríguez-López et al. (2020), hat brand image encourages marketers to communicate regularly with consumers about brand-related knowledge across various channels to shape the brand service quality that is solid, preferred, unique, and ingrained in memory.

Brand image influences Muslim students' perceptions of the quality provided. If a halal brand has a good image, Muslim students will feel that the quality of the product is also excellent, consistent, highly reliable, and superior in its sector. Consumers often use brand image as a reference for quality and trust in the brand [19]. This indicates that halal brand image can impact the halal brand quality's perception in halal fashion products among Muslim students in Malang. Consistent with the finding of Ali et al.

(2020), which stated that halal brand image significantly and positively influences the perception of halal brand quality.

5.3 The Influence of Halal Brand Image on Halal Brand Trust in Halal Fashion Products

According to the findings of hypothesis testing 3, the Halal Brand Image variable has a positive and significant impact on the Halal Brand Trust variable. In today's increasingly competitive market, consumers are faced with many choices of halal fashion brands, and brand image plays an important role in distinguishing one brand from another competitor. By reducing purchasing risks, a positive brand image can increase customer trust [35]. Generation Z students are the majority of respondents in this study are, who are digital natives and more technologically savvy due to growing up in an era of advanced technology. Therefore, Generation Z is accustomed to utilizing technology and the internet in their daily lives, including researching products and comparing them with others before making a buy decision. As a result, building a favorable brand image is critical for increasing trust. As found by Portal et al. (2019), brand image is a significant factor in brand purchase antecedents and is closely related to brand trust.

A good halal image can increase the trust of Muslim students in halal brands. Muslim students are more likely to trust halal items if they believe the brandhas a positive reputation. Among students, brand trust is established on what they absorb from their surroundings, especially the brand image of a product. When a halal brand is able to build a positive brand image by fulfilling halal commitments and promises, there will also be an increase in trust in the halal brand. Positive opinions of brand image can increase consumer trust in the brand [37]. This demonstrates the ability of halal brand image to influence trust in halal brands in halal fashion products among Muslim students in Malang.

When a halal brand is able to build a positive brand image by fulfilling halal commitments and promises, the trust of Muslim students in the brand will also increase. Consistent with the findings of Handriana et al. (2020), a positive halal brand image can increase trust in halal brands. The good halal image of the brands chosen by Muslim students in Malang makes them believe that the brands are reliable, safe, and perform according to expectations. Consistent with the research of Lin & Ryan (2016), hich discovered that a strong and favorable brand image can affect customers' psychology to choose a product because of the trust formed between consumers and the brand.

5.4 The Influence of Halal Brand Perceived Quality on Purchase Intention in Halal Fashion Products

The Halal Brand Perceived Quality variable does not affect the Purchase Intention variable, according to the findings of hypothesis testing 4. Muslim students' perception of the quality of halal brands does not increase their purchase intention towards halal fashion products. Consequently, these results contradict the earlier research conducted by Ali et al. (2020), which discovered that opinions on the quality of halal brands had a substantial and favorable impact on intentions to purchase. Additionally, this is inconsistent with Yen (2018) findings, which indicated a significant relationship between willingness to purchase items and assessments of brand image, price, and

quality. The lack of influence on the relationship between these two variables is also supported by previous studies by Enjelina & Kusuma Dewi (2021), which stated that perceived quality has no significant effect on purchase intentions.

The absence of a relationship between these variables may be due to other factors that have a greater influence on the purchase intentions of Muslim students in Malang for halal fashion products, which were not included as variables in this study, such as price, availability, and promotional factors. Therefore, this condition may cause halal brand perceived quality to have no influence on purchase intentions. In line with studies conducted by Averina Patoding et al. (2023), which discovered that purchase intentions are not significantly influenced by perceived quality.

The excellent perceived quality of halal fashion brands such as Rabbani, Elzatta, Zoya, Buttonscarves, and others does not affect the purchase intentions of Muslim students in Malang for these products because the majority of Muslim students in this study have limited expenditures. In such conditions, respondents do not have their own income, so they will consider other factors when purchasing halal fashion products such as consumer needs, experiential roles, trust, price, and reputation. This is inconsistent with the study by Prathap & C.C. (2022), which states that strengthening perceptions of product quality will increase purchase intentions.

5.5 The Influence of Halal Brand Trust on Purchase Intention in Halal Fashion Products

According to the findings of hypothesis testing 5, the Halal Brand Trust variable impact the Purchase Intention variable positively and significantly. Muslim students in Malang believe that halal fashion brands such as Rabbani, Elzatta, and Zoya perform according to expectations, and they feel they can rely on these brands, leading to a higher intention to purchase these products, as evidenced by the high number of respondents choosing these products for purchase. This statement is in line with eralier research conducted by Sanny et al. (2020), which found that brand trust is directly related to the desire to purchase goods.

This attitude is not detached from the influence of the student environment as a consideration in decision-making before making a purchase. Considering that students have a higher level of awareness in selecting products, and Generation Z is more adept at using technology and the internet, including seeking information that can increase brand trust before making a purchase. Purchase intentions will increase when Muslim students already trust a brand. Muslim students in Malang will purchase products if they feel the brand can be relied upon and is honest in its offerings.

This indicates that trust in halal brands can influence Muslim students in Malang to purchase halal fashion products. Like Dash et al. (2021) mentioned, when consumer trust in a product increases, the likelihood of purchase also increases. Muslim students in Malang trust halal brands that can fulfill promises and align with expectations A significant factor in determining purchase intention is halal brand trust; a high level of this trust will lead to a rise in consumers' intention to buy products.

5.6 The Influence of Halal Brand Image on Purchase Intention Through Halal Brand Perceived Quality in Halal Fashion Products

According to the study of hypothesis testing 6, The Halal Brand Image variable does not affect the Purchase Intention variable through the Halal Brand Perceived Quality variable. The results indicate that Halal Brand Perceived Quality cannot act as a mediator between the Halal Brand Image and Purchase Intention variable. While a positive perception of halal brand image makes The impression of the quality of halal fashion products does not influence Muslim students' intention to buy halal fashion products, since they believe the products to be of excellent quality. Therefore, the results of this study are not consistent with those ofAli et al. (2020), who stated that halal brand image can significantly impact purchase intention through halal brand perceived quality.

This condition might result from a variety of additional circumstances that affect Muslim students in Malang to purchase halal fashion items, such as price, availability, and promotional factors, so this condition can cause the quality's perception of the halal brands not acting as mediator between trust in the halal brand and the intention to purchase. This is also supported by the study by Stella & Lady (2022), which states that customers do not decide whether or not to purchase a product based only on their perceived of its quality. If consumers perceive that a halal fashion brand has a good halal brand image, then this can encourage consumers' intention to buy halal fashion products.

Additionally, most respondents in this research are students whose monthly expenditures are not too high. Therefore, when Muslim students feel that halal fashion brands have very good, superior, consistent, and reliable quality, they will consider other factors such as price and primary needs adjusted to their expenses. This is also consistent with the research byAverina Patoding et al. (2023), which finds that the perception of quality does not have a significant influence on purchase intention, where halal brand perceived quality itself is the subjective view of consumers about the superiority or excellence of products in terms of halal attributes. This assessment can change due to various influencing factors, so the perception of quality on purchase intention can have different effects in various categories and other conditions.

5.7 The Influence of Halal Brand Image on Purchase Intention Through Halal Brand Truset/ in Halal Fashion Products

According to the analysis of hypothesis testing 7, the Halal Brand Image variable significantly and positively influences the Purchase Intention variable through Halal Brand Trust. This demonstrates how Halal Brand Trust may act as a helpful mediator between the Halal Brand Image variable and Purchase Intention. Before purchasing halal fashion products, Muslim students first seek quality assurance and trust in the authenticity of halal fashion products. With a good reputation, they can provide assurance of premium quality, increase the trust of Muslim students in the authenticity of the products, thus attracting them to purchase halal fashion products. This is consistent with the research by Fachrurazi et al. (2023), which shows that the halal brand image can significantly influence purchase intention.

Halal fashion brands such as Rabbani, Elzatta, Zoya, and Buttonscarves have good brand images, which can be seen from their branding on social media, increasing Generation Z's trust in the brands, thereby increasing the intention to purchase those brands. This is evidenced by the number of respondents choosing those brands to purchase. As found in the study by Khan et al. (2021), brand image and trust are closely related, and a posistive brand image can increase customers' trust in the halal brand.

Thus, if a brand has a good reputation and fulfills halal promises, trust in the brand will increase, thereby influencing the purchase intention of Muslim students in Malang towards that brand. In other words, Muslim students in Malang trust halal brands with a good reputation, thereby increasing the intention to buy those products. This supports the previous findings by Ali et al. (2020), stating that halal brand image significantly influences trust in the halal brand, where this trust can increase purchase intention.

6 Conclusion

Purchase intention positively influenced by halal brand image. Halal brands must have a good reputation and fulfill halal promises to attract consumers, thus increasing their desire to purchase products. The perceived quality and trust in the halal brand are positively impacted by the halal brand image as well; the greater the brand image, the higher the perceived quality and faith in the halal brand. In addition to positively influencing purchase intention, customer trust in the halal brand also acts as a positive mediator in the interaction between halal brand image and intention to purchase. However, purchase intention is neither influenced by the perceived quality of the halal brand, nor does it act as a mediator in the interaction between the halal brand image and purchase intention.

7 Limitation and Implication

There are many restrictions on this reserarch, including the fact that the sample of Muslim students was only from the City and District of Malang. A more diverse sample from various categories would allow future researchers to determine if there are differences in the influence of Halal Brand Image among different groups. Additionally, this research only examined a few halal fashion brands. There are many other interesting halal fashion brands that could be specifically studied. Furthermore, other factors or characteristics that are not covered in this study but can affect consumers' purchase intention halal fashion goods should be taken into account by researchers.

This study can contribute to the field of management, particularly marketing management, regarding the impact of halal brand image on intention to purchase through perceived quality and trust in halal clothing consumers. Additionally, businesses in the halal fashion sector are advised to establish a good halal brand image, which is expected to increase consumer purchasing interest. Halal brands must be able to fulfill commitments and halal promises regarding products to consumers. A good brand image can enhance customers' perceptions of the quality of halal products. Consumers perceive halal brands with a good image to have good quality as well. Moreover, a positive brand image can consumer intention to buy products by increasing brand trust.

Acknowledgments. We would like to convey our enormous thanks to everyone who has contributed moral and non-moral assistance, allowing us to complete this research article. Special thanks to Ms. Raisa Fitri, S.AB., M.M., as our supervisor, who has taken the time to offer assistance, direction, and motivation in the completion of this article. Our thanks also go to Prof. Dr. Heri Pratikto, M.Si., Ms. Cesya Rizkika Parahiyanti, S.E., M.B.A., and Prof. Dr. Wening Patmi Rahayu, S.Pd., as examiners who have reviewed and provided criticism and suggestions for this article. We also express our gratitude to all parties at the Faculty of Economics and Business, Universitas Negeri Malang, who have provided the necessary resources and facilities. Without their support, this research would not have been possible. Lastly, we extend our heartfelt thanks to our families and friends for their unwavering support and understanding throughout this research journey. Their encouragement and patience have been a source of strength for us.

Disclosure of Interests. The authors disclose no conflicting interests.. Nurasiyah is a management student at the Faculty of Economics and Business, Universitas Negeri Malang. This research was conducted as part of her academic requirements. Rasia Fitri is a management lecturer at the Faculty of Economics and Business, Universitas Negeri Malang. Her role in this research was as a supervisor and advisor, providing guidance and support throughout the study. There are no financial or personal ties that might have impacted the research described in this article. All authors have declared no possible conflicts of interest.

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