

## Examining Indonesian Gen Z Muslim Consumers' Purchase Intentions for Muslim Fashion on Shopee: A TPB Extension Perspective

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### Abstract

Shopee is the leading online shopping platform in Southeast Asia and Taiwan. Currently, there is competition in the Islamic market through e-commerce. The purpose of this study was to examine and analyze the effect of e-wom, product quality, attitudes, subjective norms, and perceived behavioral control on the purchase intention of shopee e-commerce. The object of this research is Generation Y and Z Muslim women in Indonesia as many as 231 respondents. The approach used in this research is quantitative. From the PLS-SEM data analysis method, with analysis tool Smart-PLS 3.2.9., it show that e-wom has a positive and significant effect on purchase intention, and quality product has a positive and significant effect on purchase intention. Moreover, the initial predictor variables derived from TPB (attitude, subjective norms, perceived behavioral control) continue to exhibit a positive correlation with the behavioral intention to purchase Muslim fashion among Generation Z individuals in Indonesia, aligning with the original TPB theory.

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## INTRODUCTION

### *Islamic Economic and E-Commerce in Indonesia*

The world and national economies are experiencing growth along with the development of technology. Not only the conventional economy is experiencing development, but also the Islamic economy. This is in line with the actions of the Indonesian government that actively develop the economy in Indonesia, especially the Islamic economy, which is marked by the government's efforts to encourage the growth of the financial industry and continue to develop the rill sector. On the website knks.go.id explains, the Islamic economy in Indonesia itself has a main strategy that has been outlined in the Sharia Economic Master Plan 2019-2024 as an effort to develop the Islamic economy in Indonesia. One of them is the Digital Economy Strengthening Plan. The development of sharia is also marked by the existence of a sharia payment or financing system, zakat payments, donations and others that can be done online (Gita Indriani, 2020)

Then on the website knks.go.id explained, there are not many e-commerce that specialize in selling halal products (goods/services) and transacting sharia. In addition, conventional e-commerce also rarely pays special attention to the halalness of a product. Therefore, it is very important to develop halal e-commerce both in terms of products and payment systems. The e-commerce business itself in Indonesia is experiencing rapid development as one of the developing countries (Kuswandani, 2015). If collaborated, with the development of the Islamic financial industry in Indonesia, it can show development potential in conventional e-commerce by forming sub-categories such as Muslim Fashion which has sharia policies so that many generate intentions to buy. As per the census of the Central Statistics Agency (2020), the number of Muslim population in Indonesia is in the range of 87.2% or around 229 million people out of a total population of 273.5 million people (Barus, 2020). So it can be ascertained that the need for products for Muslims will increase and be more challenging (Matsuki, 2021).

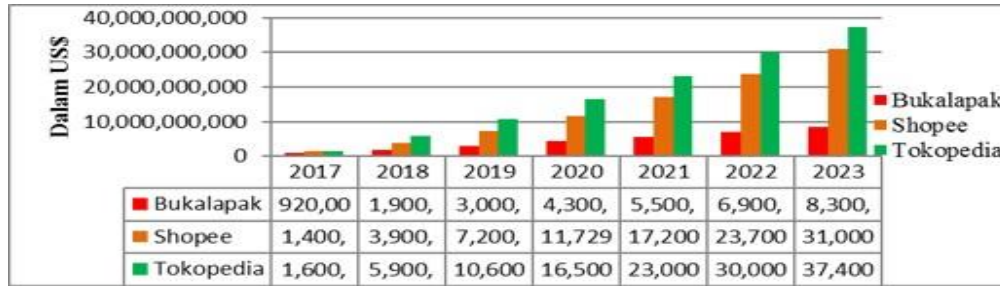
Then, by seeing opportunities in the Islamic Financial Industry, now many e-commerce are targeting sharia products and services by working on Muslim consumers, several e-commerce companies in Indonesia that launch sharia features include Shopee, Tokopedia, BukaLapak, Lazada, and Blibli, each of which is e-commerce has released sharia-based features such as Shopee Barokah, Tokopedia Salam, BukaLapak (BukaZakat, BukaReksa, Buka Modal), Lazada Amanah and Blibli Hasanah (Gita Indriani, 2020). There are various e-commerce in Indonesia, one of the e-commerce that is currently popular and does not want to waste the phenomenon is Shopee. Shopee is the leading online shopping platform in Southeast Asia and Taiwan. Shopee was first launched in Singapore in 2015. Shopee is a platform specifically designed to provide an easy, safe and fast online shopping experience with a strong payment system and logistics support (Darmawan, 2020).

**Table 1.1 Top 10 E-Commerce di Indonesia 2020**

<b>E-Commerce</b>	<b>Click Rate</b>
Shopee	71,63 Juta
Tokopedia	69,8 Juta
Bukalapak	37,63 Juta
Lazada	24,4 Juta
BliBli	17,6 Juta
JD.id	6,07 Juta
Orami	5,64 Juta
Bhinneka	4,45 Juta
Sociolla	3,05 Juta
Zalora	2,42 Juta

Source: Christy, 2020

Based on the top 10 e-commerce in Indonesia in Q1 2020, Shopee occupies the first rank with 71.53 million clicks per month in the first quarter of 2020. Besides Shopee, Tokopedia is in second place with 69.8 million clicks per month during the first quarter of 2020. With fierce competition in the business world, digital e-commerce platforms are currently a challenge for Shopee to maintain its business and remain in demand by consumers. The government will also continue to support the acceleration of Islamic economic and financial development in Indonesia (Annur & Cristine, 2019).



**Figure 1.2 E-Commerce Transaction Value and Prediction 2017 – 2023**

According to the research "E-Warung: Indonesia's New Digital Battleground" issued by CLSA and katadata.co.id, Tokopedia is the e-commerce platform in Indonesia with the highest transaction value. Tokopedia still leads the transaction value since 2017 and is predicted to continue to survive until 2023 (Jayani, 2019). Based on the data, it can be seen that there is a gap, where proof of transaction value Shopee is in second position compared to its competitor Tokopedia in the first position with a higher transaction value, but Shopee managed to attract visitors ranked number 1 in 2020. Then, Director of Shopee, Handika Jahja said the company launched Shopee Barokah at the beginning of the fourth quarter of 2019 to present special features covering various sharia products and services (Muhammad, 2019). Shopee guarantees that payments in this feature are usury-free and installment-free, this is suitable for the Muslim market (Annur & Cristine, 2019).

**Table 1.2 Shopee vs Tokopedia Top Sales of the Most Popular Product Categories (Jan 2020)**

No.	Product	Quantity Of Products Sold On Shopee	Quantity Of Products Sold On Tokopedia
1	Beauty	247,1 millions	5,7 millions
2	Home Equipment	133 millions	3,3 millions
3	Fashion Muslim	107 millions	2,9 millions
4	Women Fashion	100 millions	2,8 millions
5	Handphone and accessories	78,2 millions	2,1 millions
6	Health	65,3 millions	23,8 millions
7	Women's bag	54 millions	1 millions
8	Mom's and Baby	40 millions	1,2 millions
9	Elektronik	35 millions	1,1 millions
10	Men's wear	28 millions	1,5 millions

Source: Asosiasi Digital Marketing Indonesia, (2020)

Furthermore, Head of Brand Management of Shopee Indonesia, Daniel Minardi said that the Shopee Barokah feature was made to see the magnitude of people's intentions for Muslim fashion in Indonesia. Indonesian Digital Marketing Association, it can be known that the sales data of the best-selling product category on Shopee are beauty products with 247.1 million, then followed by home appliances 133 million and Muslim fashion is still the third place with total sales of 107 million on Shopee. Based on the data in table 1.2, it can be seen that there is an opportunity for Shopee to develop Muslim fashion on the Shopee e-commerce due to the high number of products sold on the Shopee e-commerce compared to its competitors. According to Sari's observation (2021), the phenomenon of the development of Muslim fashion is an interesting social transformation.

Then, from the innovations launched by Shopee to Indonesian consumers, this is certainly an opportunity for Shopee to make Indonesian people, especially the majority of Muslims, have a sense of desire or intention to browse and make purchases, one of which is in the Muslim fashion category on Shopee e-commerce.

### ***Potential Market in Indonesia***

Furthermore, the results of BPS 2020, show that Indonesia's population is dominated by Generation Y and Z. Generation Z reached 74.93 million people or equivalent to 27.94 percent of the total population in Indonesia. Meanwhile, generation Y amounts to 69.38 million people or equivalent to 25.87 percent of the total population in Indonesia (Jayani & Yudhistira, 2021). Then demographically, the generation Y and generation Z segments in Indonesia are potential markets for Shopee to increase its sales and encourage the Islamic economy in Indonesia.

### ***Research Gaps***

Furthermore, research by (Rehman et al., 2019) found a relationship between the components of the Theory of Planned Behavior (TPB) and purchase intent. So to find out someone's buying intention, this study will adapt the Theory of Planned Behavior (TPB). Because TPB has been adapted a lot by previous research. Such as the study of Factors Influencing Consumer Intention to Buy Products Through E-Commerce (Ariansyah et al., 2020) where research using the Theory of Planned Behavior (TPB) revealed that this theory affects consumer purchase intention online in e-commerce. Muslim fashion research on e-commerce is an interesting phenomenon to be examined more deeply, and suggested by previous research in the field of Muslim fashion in e-commerce to examine several variables relevant to purchase intention.

Afterwards, this study uses additional variables based on the results of a pre-survey questionnaire on 35 respondents of generation Z and Y Muslims in Indonesia, which were conducted online through google form. Then the variables used in this survey are Electronic Word of

Mouth (Tabassum et al., 2020), trust and Brand Image (Milad Farzin, 2018); Price (Japariato & Adelia, 2020), 2020); Promotion (Hongdiyanto et al., 2020); furthermore, Brand Awareness (Sari, 2021); Product Quality (Soh et al., 2017). This pre-survey resulted in e-wom variables and product quality being the most important factors felt by respondents in influencing Muslim fashion purchase intentions on Shopee e-commerce.

### ***Purchase Intention***

According to (Kotler & Keller, 2018), purchase intent is how likely consumers are to buy a brand or move from one brand to another. Purchase intention is obtained from a learning process and thought process that shapes a perception. Then the purchase intention creates a motivation that continues to be recorded in his mind and becomes a very strong desire that in the end when a consumer has to meet his needs, they will actualize what is in his mind. Furthermore, according to (Tabassum et al., 2020) there are five indicators of purchase intent, as follows: a) I will buy products in the near future. b) Intend to purchase the product in the future. c) The product has a positive influence on my purchase intent. d) I will buy the product if I have money. e) I am likely to choose several products in the coming month.

### ***Electronic Word of Mouth (E-WOM)***

Electronic Word of Mouth (E-WOM) is a positive or negative comment / review submitted by consumers who have purchased on an e-commerce delivered via the internet or social media that can be seen by others who access the link and can be recommended information (Siswanty & Prihatin, 2020). Furthermore, the e-wom indicator according to Electronic Word-of-Mouth (e-wom) according to (Tabassum et al., 2020), as follows: a) I find other buyer reviews to be what convinced me. b) I feel other buyer reviews can influence me. c) Based on the rating given, I will trust its reputation. d) I believe in people ratings. e) Information from reviewers, does not contradict previous information I have read. f) Other user reviews are in line with my impressions of the product being discussed. g) User reviews of the product are consistent with other users. h) User reviews of the product are not much different from other users. i) The information on social media pages is informative to me. j) I can understand about Product information shared on my friend's social media.

Based on the description above, it can be concluded that Electronic Word of Mouth is an important source of information obtained through online media that can influence the purchase intention and fashion choices of Muslim consumers. Research conducted by (Tabassum et al., 2020) resulted in a positive and significant relationship between e-wom and purchase intent. Research conducted by Wadji et al., (2020) produced a positive and significant relationship between e-WOM and purchase intention, And research conducted by (Purwiati, 2021) has a positive and significant influence between e-wom and purchase intent. Based on previous research, it can be concluded that the

hypothesis proposed is that E-WOM is suspected to have an influence on purchase intention, and can be formulated as follows:

**H1: There is a positive and significant influence between *electronic word of mouth (e-wom)* on *Muslim Fashion* purchase intention on *Shopee E-Commerce*.**

### ***Product Quality***

(Kotler & Keller, 2018) state that product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, ease, operation and breaching and other attributes. Based on the above theoretical review, it can be concluded that product quality is A sharp collection of features and characteristics of a brand's products that have contributed to the ability to meet specified demand (Kotler & Keller, 2018). Furthermore, the indicators according to (Oslon, 1972) and (Zenithami, 1988) and adapted by (Soh et al., 2017), as follows: a) I think the product has good quality. b) I think the product has better durability than other products. c) I think the product has a better reputation. d) I think the brand of the product sold on the platform is more prestigious than on other platforms. e) I think the product has a good impression for consumers. Based on the description above, it can be concluded that product quality is Research conducted by Al Fatikh and Arry (2019) resulted in a positive and significant relationship between product quality and purchase intention. And research conducted by (Aji & Rodhiah, 2021) has a positive and significant influence between product quality and purchase intent. Based on previous research, a hypothesis can be drawn, namely Product Quality is thought to have an influence on purchase intent, so it can be formulated as follows:

**H2: There is a positive and significant influence between product quality and *Muslim Fashion* purchase intention on *Shopee E-Commerce*.**

### ***Theory of Planned Behavior (TPB)***

The TPB component is defined as individual behavior formed by the intention to perform the behavior (Rachmania, 2020). Alam and Sayuti (2011) on (dhewi, 2019) said, in the SDGs there are several factors that influence purchase intentions and behavior. Among other things, attitudes lead to target behavior, subjective norms lead to about involvement in behavior, and perceived behavioral control leads to perceived behavioral engagement. Based on the description above, it can be concluded that SDGs are a theory that explains how consumer behavior in interest in buying a product is influenced by attitudes, subjective norms and perceived behavioral control.

### ***Attitude***

Attitude is the tendency to respond to things that are liked or disliked to an object, person, institution or event (Ajzen & Icek, 1991) on (Roesmawati, 2023). Attitude according to (Djaali, 2008) is the tendency to act with respect to certain objects. According to Rehman et al., (2019) describes indicators related to attitudes, namely: a) For me, choosing shopping will have a positive impact. b) For me, choosing product shopping is fun. c) For me, choosing product shopping would be good. d) For me, choosing product shopping is convenient. e) For me, choosing to shop for products is

beneficial. Based on the description above, it can be concluded that attitude is an expression of feelings that reflect feelings of pleasure or displeasure towards an object. Research conducted by Rehman et al., (2019) states that attitudes positively affect purchase intentions and research conducted by (Aryadhe et al., 2018) shows that attitudes affect buying intentions. Based on previous research, a hypothesis can be drawn, namely the attitude allegedly has an influence on purchase intentions, so that it can be formulated as follows:

**H3: There is a positive and significant influence between attitudes towards Muslim Fashion purchase intentions on Shopee e-commerce.**

#### *Subjective Norms*

Subjective norms are one of the predictors for measuring consumer intentions in making decisions and one of the TPB components to explain consumer intentions ((Pratama & Sukmana, 2020). Subjective norms are a person's perceptions of social pressure to do or not perform behavior (Ajzen & Icek, 2005) on (Roesmawati, 2023). According to (Rehman et al., 2019) subjective norms generally have the following indicators: a) Shop for products because I can shop whenever I want. b) Shop for products because they are safe from congested road conditions. c) I shop for products because I can avoid the crowds of the market. d) Shop for products as you can get detailed product information online. Based on the description above, it can be concluded that subjective norms are when a person thinks of doing or not doing a behavior based on social pressure. Research conducted by Rehman et al., (2019) states that subjective norms influence purchase intention and research conducted by Aryadhe *et al.*, (2018) shows that attitude affects purchase intent. Based on previous research, a hypothesis can be drawn, namely subjective norms are thought to have an influence on purchase intentions, so that it can be formulated as follows:

**H4: There is a positive and significant influence between subjective norms on Muslim Fashion purchase intentions on Shopee e-commerce.**

#### *Perceived Behavioral Control*

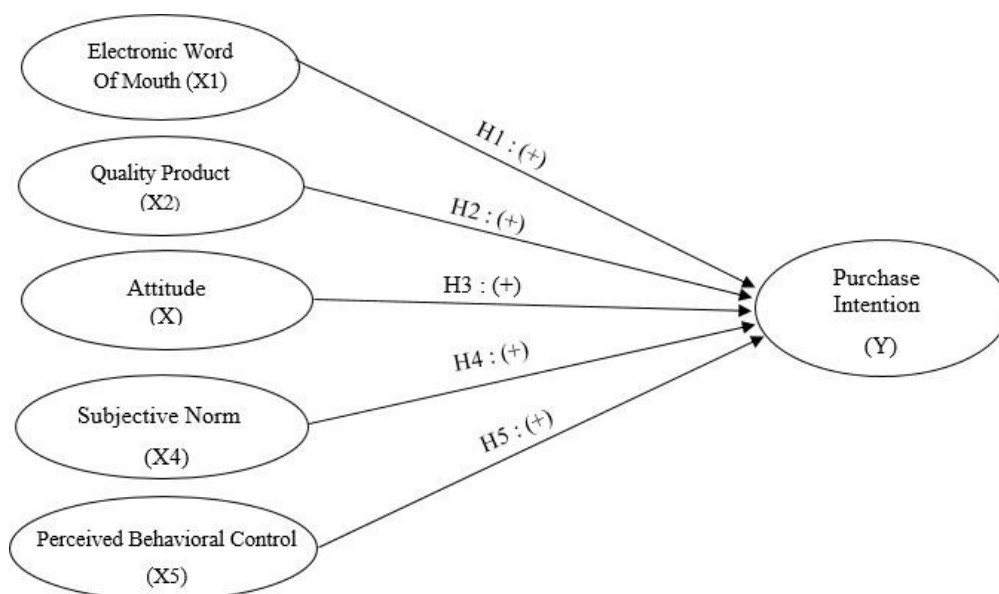
Perceived Behavioral Control according to Fadul (2019) refers to a person's perceptions of his ability to display certain behaviors. In other words, behavioral control refers to the extent to which a person feels that displaying or not displaying a particular behavior is under the control of the individual concerned. Behavior is all human activities or activities, both directly observable and those that cannot be observed by outsiders. Behavior is a response or reaction of a person to an external stimulus stimulus (Ahsen & Hendayani, 2022). Meanwhile, the Perceived Behavior Control indicator according to Rehman et al., (2019), as follows: a) get more product choices online. b) get easy price comparison facility. c) I have the intention to buy the product because I get reviews from other buyers/experts. d) have the intention of shopping for products because I don't feel embarrassed if I end up not buying.

Research conducted by Rehman et al., (2019) states that perceived behavioral control (PBC) positively affects purchase intentions and research conducted by Aryadhe *et al.*, (2018) shows that perceived behavioral control (PBC) influences purchase intent. Based on previous research, a hypothesis can be drawn, namely perceived behavioral control (PBC) is thought to have an influence on purchase intent, so it can be formulated as follows:

**H5: There is a positive and significant influence between perceived behavioral control (PBC) and Muslim Fashion purchase intent on Shopee e-commerce.**

### *Conceptual Framework*

**Figure 2. Conceptual Framework**



Source: Processed By Researcher (2022)

## **METHOD**

### *Object of Research*

The population in this study is generation Z and generation Y Indonesia, with a certain age range of 10-40 years. A side technique used in this study was purposive sampling. Sampling aims are sampling techniques with certain considerations (Sugiyono, 2018). The questionnaire asks filter questions to ensure that respondents are between the ages of 10-45. Based on the number of populations that are not known with certainty, the sampling technique used is the (Hair et al., 2017) where the indicator is multiplied by 5 to 10. The number of samples used in this study is: Number of Samples = 7 x 33 = 231 Samples. So, in this study, 231 samples were taken.

### *Data collection technique*

To collect data from various sources, this study used questionnaire techniques. In research using closed questions, respondents can only provide statements or responses that have been provided. According to Sugiyono (2018). A questionnaire is a data collection technique that is carried



out by providing a set of questions or written statements to respondents to answer. Questionnaires can be in the form of closed or open questions or statements, can be given to respondents in person or sent by post or internet (Sugiyono, 2018). In this study, questionnaires were distributed online using survey software and social media such as Instagram.

### ***Data Analysis Technique***

The collected data will be analyzed using SmartPLS version 3.2.9. SmartPLS is a structural equation model (SEM) software intended to analyze the significance of individual relationships. Since variance is based on statistical algorithms, a match index is not necessary (Hair et al., 2017). Data analysis was performed in two stages: (1) external models which include composite reliability testing (CR), discriminant and convergent validity assessments, external loading, and collinearity; (2) structural models, which include evaluation of t-values for hypothesis testing, coefficient of determination (R-square), effect size (f<sup>2</sup>), and predictive relevance (Q<sup>2</sup>). The mediation analysis in this study will follow the bootstrapping criteria and confidence lapse (Zhao et al., 2010).

## **RESULTS AND DISCUSSION**

### ***Respondent Profile***

The majority of respondents live in Jabodetabek, amounting to 202 people (87.0%). The age criteria are dominated by 10-25 years old (Generation Z), which is 169 people (73.0%), while Generation Y respondents (26-40 years) are only 62 people (27.0%). In the education criteria, respondents were dominated by S1 more than other education, namely as many as 140 people (61.0%). In the job criteria, respondents were dominated as employees as many as 123 people (53.0%). In the criteria for monthly expenditure, respondents were dominated by 104 people (45.0%), namely Rp 500,000 – Rp 2,500,000.

### ***Measurement Model***

Variance-based Structural Equation Modeling is an alternative to SEM-based SEM, SEM or component-based variance known as Partial Least Square (PLS). The goal of PLS is to find optimal predictive linear relationships in data. Though PLS can also be used to confirm theories, it can also be used to explain the presence or absence of relationships between latent variables (Ghozali, 2018).

In Table 4 it can be seen that all variable items are valid because the loading factor value is greater than 0.5 and AVE is greater than 0.5 (Ghozali, 2018). In addition, the Cronbach family Alpha value is also greater than 0.5 and the Composite Reliability value is also greater than 0.7, so it can be concluded that all research variables are reliable (Ghozali, 2018).

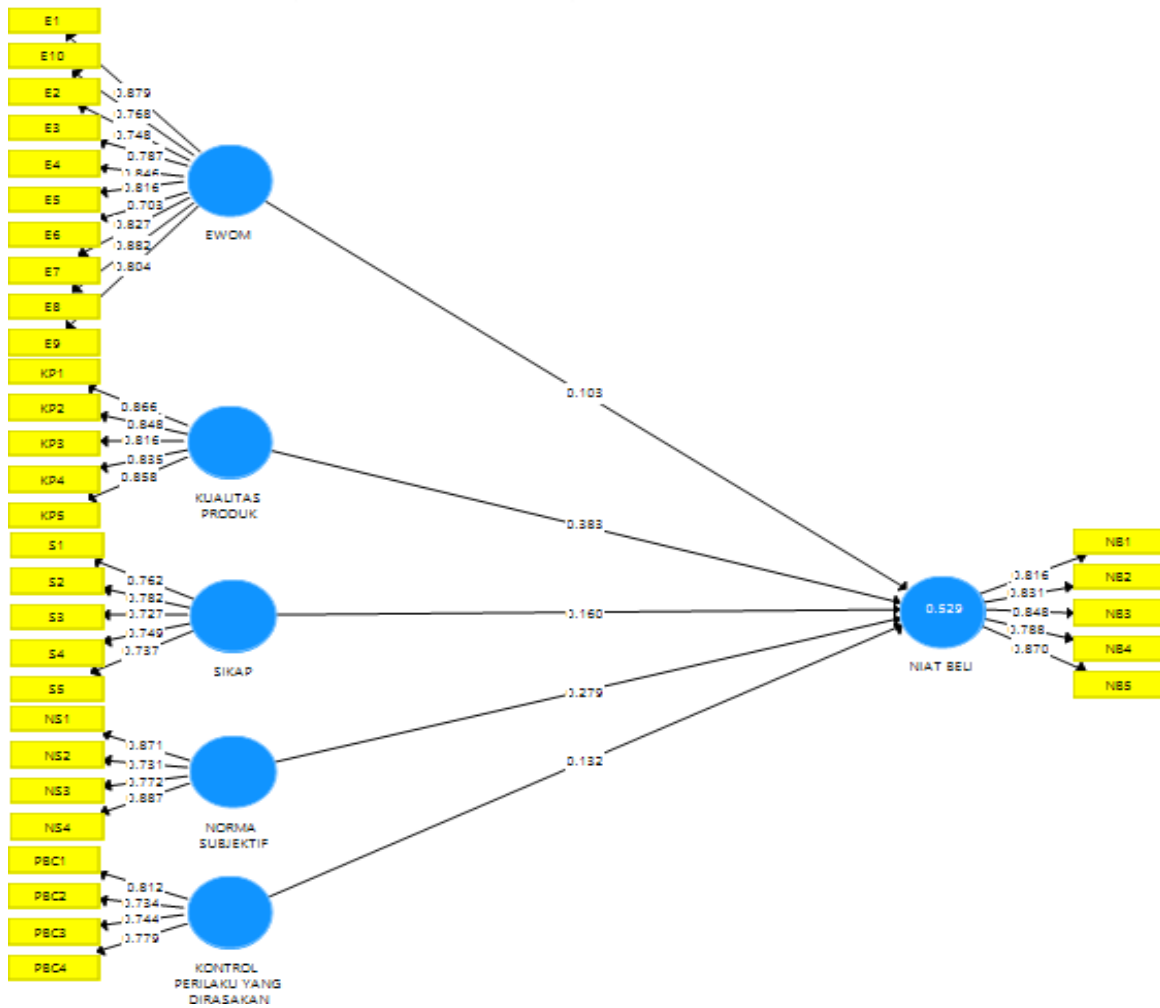
**Table 4. Test Results Convergent Validity and Reliability Results**

<b>Variable</b>	<b>Item</b>	<b>AVE</b>	<b>Loading Faktor</b>	<b>Composite Reability</b>	<b>Cronbach's Alpha</b>
Purchase Intention (Y)	NB1	0,691	0,816	0,918	0,888
	NB2		0,831		
	NB3		0,848		
	NB4		0,788		
	NB5		0,870		
EWOM (X1)	E1	0,653	0,879	0,949	0,940
	E2		0,748		
	E3		0,787		
	E4		0,846		
	E5		0,816		
	E6		0,703		
	E7		0,827		
	E8		0,882		
	E9		0,804		
	E10		0,768		
Quality Product (X2)	KP1	0,714	0,866	0,926	0,900
	KP2		0,848		
	KP3		0,816		
	KP4		0,835		
	KP5		0,858		
Attitude (X3)	S1	0,565	0,762	0,866	0,810
	S2		0,782		
	S3		0,727		
	S4		0,749		
	S5		0,737		
Subjective Norm (X4)	NS1	0,669	0,871	0,889	0,834
	NS2		0,731		
	NS3		0,772		
	NS4		0,887		
Perceived Behavioral Control (X5)	PBC1	0,590	0,812	0,852	0,769
	PBC2		0,734		
	PBC3		0,744		
	PBC4		0,779		

Source: PLS Processing Results 3.2.9.

From Figure 3. it can be seen the results of the analysis using PLS.

**Figure 3. Results of the PLS Algorithm**



Based on Table 5. It can be concluded that the results of testing the One Tailed hypothesis in this study there are five accepted hypotheses. This is because the t-test value indicates that the value is greater than alpha 0.05 = 1.645.

**Table 5. Hypothesis Testing Results (Path Coefficients)**

Hypotheses	Relationships	$\beta$ Values	t Values	P Values	Results
H1	EWOM → Purchase Intention	0,103	2,294	0,022	<i>Supported</i>
H2	Quality Product → Purchase Intention	0,383	6,789	0,000	<i>Supported</i>
H3	Attitude → Purchase Intention	0,160	3,152	0,002	<i>Supported</i>
H4	Subjective Norm → Purchase Intention	0,279	5,034	0,000	<i>Supported</i>
H5	Perceived Behavioral Control → Purchase Intention	0,132	2,502	0,013	<i>Supported</i>

Source: Output PLS

### ***The Influence of E-WOM on Purchase Intention***

In H1 stating that EWOM has an effect on purchase intention can be accepted in this study. This is because the t-value is greater than alpha 5% = 1.645 (one-tailed test) which is 2.294 and can be seen from the P-value which shows a value smaller than 0.05 which is 0.022, and has a  $\beta$  value of 0.103. So it can be concluded that EWOM has a positive and significant effect on purchase intention. This shows

that the more positive the reviews on Muslim fashion products on e-commerce shopee by Muslim consumers, the greater the intention of Muslim consumers towards their buying intentions on Muslim fashion in e-commerce shopee. The results of this study support the research conducted by ((Tabassum et al, 2020); (Purwiati, 2021)).

### ***The Influence of Quality Product on Purchase Intention***

In H2 which states that Quality Product affects purchase intention can be accepted in this study. This is because the t value is greater than alpha 5% = 1.645 (one-tailed test) which is 6.789 and can be seen from the P-value which shows a value smaller than 0.05 which is 0.000, and has a  $\beta$  value of 0.383 . So it can be concluded that quality product has a positive and significant effect on purchase intention. This shows that the better the quality of Muslim fashion products sold on e-commerce Shopee, the higher the purchase intention of Muslim consumers for Muslim fashion products on e-commerce Shopee. The results of this study support the research conducted by ((Soh *et al*, . 2017); (Ismayanti & Santika, 2017))

### ***The Influence of Attitudes on Purchase Intention***

In H3 stating that attitudes influence purchase intention is acceptable in this study. This is because the t value is greater than alpha 5% = 1.645 (one tailed test) which is 3.152 and can be seen from the P-value which shows a value smaller than 0.05 which is 0.002, and has a  $\beta$  value of 0.160. So it can be concluded that attitude has a positive and significant effect on purchase intention. This shows that the more positive the attitude of a Muslim consumer, the higher the intention of Muslim consumers towards Muslim fashion products in e-commerce Shopee. The results of this study support research conducted by ((Paul et al., 2016); (Rehman et al., 2019)).

### ***The influence of subjective norms on purchase intention***

In H4 stating that subjective norms influence purchase intention is acceptable in this study. This is because the t value is greater than alpha 5% = 1.645 (one-tailed test) which is 5.034 and can be seen from the *P-value* which shows a value smaller than 0.05 which is 0.000, and has a  $\beta$  value of 0.279. So it can be concluded that subjective norms have a positive and significant effect on purchase intent. This shows that the influence or decision of the closest important parties, such as family and important people for Muslim consumers makes more consideration for Muslim consumers to intend to buy Muslim *fashion* on Shopee *e-commerce*.

This shows that the more positive the norms of a Muslim consumer are, the higher the intention of Muslim consumers towards Muslim fashion products in e-commerce Shopee. The results of this study support research conducted by Riptiono (2019) and Wibowo (2017).

### ***The Influence of Perceived Behavioral Control on Purchase Intention***

In H5 which states that perceived behavioral control has an effect on purchase intention, it is acceptable in this study. This is because the t value is greater than alpha 5% = 1.645 (one-tailed test) which is 2.502 and can be seen from the P-value which shows a value smaller than 0.05 which is 0.013,

and has a  $\beta$  value of 0.132. So it can be concluded that perceived behavioral control has a positive and significant effect on purchase intent. This shows that the more positive the behavior control of a Muslim consumer, the higher the intention of Muslim consumers towards Muslim fashion products in e-commerce Shopee. The control of an individual's behavior can influence purchase intentions, especially for Muslim consumers to buy Muslim fashion products on e-commerce Shopee. The results of this study support research conducted by ((Rehman et al., 2019); (Sulasih et al., 2022).

## **CONCLUSION**

This study used a sample of 231 respondents who were generation Z and generation Y Muslim women with age criteria (10-40 years) in the Indonesian Region. This study provides empirical evidence that e-wom, product quality, attitudes, subjective norms, and behavioral control perceptions have a positive and significant effect on purchase intent. So it can be put to convey some conclusions and research suggestions as follows:

The E-WOM variable has a positive and significant effect on purchase intention. In this case, Shopee needs to provide a container or feature for customers customers to provide electronic reviews/comments on his feelings in using Shopee Muslim fashion so that he can increase the rating / rating on the product and make it possible to Generation Y and Z Muslims see and get information the electronic reviews.

Quality Product variables have a positive and significant effect on purchase intention. In this case, Shopee needs to provide an Augmented Reality (AR) Virtual Try On feature which is equipped with a tracking feature, customers only need to download an application to try Muslim fashion models virtually before buying them on Shopee e-commerce. Because in this case, Shopee's competitor, Tokopedia, has not yet implemented this feature in its e-commerce. Attitude variables have a positive and significant effect on Purchase Intent. Shopee needs to maintain consumer trust by maintaining or increasing the value of Muslim fashion products on Shopee e-commerce by holding a loyalty membership program that aims to attract customers or to retain loyal Shopee customers.

Subjective Norm variables have a positive and significant effect on Purchase Intention. Shopee needs to facilitate access to shopping by reversing special features for selling sharia products because generations Y and Z Muslims currently prefer anything that can be done quickly and instantly.

Perceived behavioral control variables have a positive and significant effect on Purchase Intention. Shopee needs to consider affordable selling prices and the ease of purchasing Muslim fashion products. Meanwhile, Shopee can create a "Muslim Fashion Day" campaign on Shopee to attract and strengthen perceived behavioral control over purchase intention.

### ***Suggestion***

#### ***For E-Commerce Shopee***

Shopee in order to continue operating to provide the best to consumers for the products it sells, especially in Muslim fashion products because of the risk of shopping online, consumers must think twice before buying because of the fear of these goods on display-It looks good but when the item is purchased, the quality and physical shape do not match expectations. So they first look at reviews of goods based on ratings and there are those who discuss it with other consumers who have bought it. So the Shopee company can maintain a good reputation for the products it offers, the better the reputation of the products offered, the better the discussion from consumers to other consumers of the product and will increase product purchase intent, especially Muslim fashion on Shopee. Meanwhile, Shopee needs to provide a platform or feature for customers to provide electronic reviews/comments on their feelings in using Shopee Muslim fashion in order to increase product ratings/rankings and make it possible for Y and Z generations of Muslims to see and obtain information on these electronic reviews.

Shopee should provide services that are commensurate with the price provided so that consumers have a good impression, especially when shopping at shopee. And has the highest mean on the statement "I think Muslim Fashion products in shopee e-commerce have good quality." then what can be used as a suggestion is to continue to innovate in the development of diverse product quality such as physical evidence (tangibles) so that the appearance of products in e-commerce is in accordance with the appearance of products when they are in the hands of consumers, especially in fashion Muslims in Shopee e-commerce that can be more value in the eyes of consumers. Meanwhile, Shopee needs to provide an Augmented Reality (AR) Virtual Try On feature which is equipped with a tracking feature, customers only need to download an application to try Muslim fashion models virtually before buying them on Shopee e-commerce. Because in this case, Shopee's competitor, Tokopedia, has not yet implemented this feature in its e-commerce.

Shopee needs to maintain consumer trust by maintaining or increasing the value of Muslim fashion products on Shopee e-commerce because Shopee has more value in the fashion industry by becoming the number one Start-up company in Indonesia. In addition, what Shopee must do to increase its sales is to hold one of the digital marketing strategies commonly held by a brand, namely a loyalty membership program that aims to attract customers or to maintain loyal Shopee customers. Loyalty membership programs can be in the form of loyalty points or loyalty cards, which are run by means of customers can exchange points that have been obtained from previous purchases for subsequent purchases and get discounts from these loyalty points or customers can get sampling new products from sellers that are usually purchased by customers so that customers who have Loyalty membership can experience new products first before being marketed to the public. With this strategy, Shopee loyal customers feel valued and continue to choose Muslim fashion products on e-commerce Shopee to meet their needs in the long term. Moreover, this can strengthen the intention of generation Y and Z Muslims to buy Muslim fashion products on e-commerce Shopee.

What must be done by Shopee to increase sales of Muslim fashion products on Shopee e-commerce is to facilitate shopping access by reversing special features for the sale of sharia products because generations Y and Z Muslims currently prefer anything that can be done quickly and instantly so as to increase the intention of generation Y and Z Muslims in buying fashion products muslims on e-commerce Shopee.

What must be done by Shopee to increase sales of Muslim fashion products on Shopee e-commerce is to consider affordable selling prices and ease of purchasing Muslim fashion products. Meanwhile, Shopee can create a "Muslim Fashion Day" campaign on Shopee to attract and strengthen the intention of generation Y and Z Muslims to buy Muslim fashion products on Shopee.

The next researcher, can be seen from the results of the R-square test which is carried out the purchase of the intention variable of 0.529 which means that the variables e-wom quality product, attitude, subjective norms, and perceived behavioral control affect 52.9%. Suggestions that can be considered in future studies to be able to expand the research area with different characteristics of respondents so that the research sample is more accurate, and examine other variables not studied in this study such as: Promotion, Price, Product Image, Service Quality.

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