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THE INFLUENCE OF SHOPPING LIFESTYLE, BRAND AMBASSADOR, AND E-PROMOTION ON CONSUMER PURCHASE DECISIONS FOR ARINNA PREMIUM HIJAB PRODUCTS WITH CONSUMER RELIGIOSITY AS A MODERATING VARIABLEFardhatul Jannah¹⁾, Ubaidullah Muayyad²⁾Email: faridhatuljannah096@gmail.com¹⁾, ubaid.asthow91@ua.ac.id²⁾^{1),2)} Universitas Annuqayah Guluk-Guluk Sumenep**ABSTRACT**

This research is conducted to examine the effects of Shopping Lifestyle, Brand Ambassador, and E-Promotion on Purchasing Decisions, with Consumer Religiosity functioning as a moderating variable. A quantitative research design was applied using a survey method, involving the distribution of questionnaires to 150 respondents. The data were analyzed using the SEM-PLS technique. The findings indicate that Shopping Lifestyle exerts a positive and statistically significant influence on Purchasing Decisions (coefficient = 0.244; T-statistic = 1.94; P-value = 0.026 < 0.05). In contrast, Brand Ambassador (coefficient = 0.008; T-statistic = 0.08; P-value = 0.468) and E-Promotion (coefficient = 0.140; T-statistic = 1.64; P-value = 0.051) do not demonstrate significant effects. Furthermore, moderation analysis reveals that Consumer Religiosity weakens the relationship between Shopping Lifestyle and Purchasing Decisions (coefficient = -0.245; T-statistic = 2.245; P-value = 0.012), while it does not significantly moderate the effects of Brand Ambassador or E-Promotion. Overall, the study concludes that internal consumer characteristics play a more dominant role than external influences in shaping purchasing decisions

Keywords: *Shopping Lifestyle, Brand Ambassador, E-Promotion, Purchasing Decision, Consumer Religiosity.*

ABSTRAK

Penelitian ini dilakukan untuk menguji pengaruh Gaya Hidup Belanja, Duta Merek, dan Promosi Elektronik terhadap Keputusan Pembelian, dengan Religiusitas Konsumen berfungsi sebagai variabel moderasi. Desain penelitian kuantitatif diterapkan menggunakan metode survei, yang melibatkan distribusi kuesioner kepada 150 responden. Data dianalisis menggunakan teknik SEM-PLS. Hasil penelitian menunjukkan bahwa Gaya Hidup Belanja memberikan pengaruh positif dan signifikan secara statistik terhadap Keputusan Pembelian (koefisien = 0,244; statistik T = 1,94; nilai P = 0,026 < 0,05). Sebaliknya, Duta Merek (koefisien = 0,008; statistik T = 0,08; nilai P = 0,468) dan Promosi Elektronik (koefisien = 0,140; statistik T = 1,64; nilai P = 0,051) tidak menunjukkan pengaruh yang signifikan. Selanjutnya, analisis moderasi mengungkapkan bahwa Religiusitas Konsumen melemahkan hubungan antara Gaya Hidup Belanja dan Keputusan Pembelian (koefisien = -0,245; statistik T = 2,245; nilai P =

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0,012), sementara itu tidak secara signifikan memoderasi efek Duta Merek atau Promosi Elektronik. Secara keseluruhan, penelitian ini menyimpulkan bahwa karakteristik internal konsumen memainkan peran yang lebih dominan daripada pengaruh eksternal dalam membentuk keputusan pembelian.

Kata Kunci: *Shopping Lifestyle, Brand Ambassador, E-Promotion, Keputusan Pembelian, Religiusitas Konsumen*

INTRUDUCTION

The rapid growth of digital business has accelerated significantly, particularly in the creative and Muslim fashion sectors, which continue to evolve dynamically. Indonesia, as a country with a predominantly Muslim population, holds substantial potential in the Muslim fashion market, Muslim fashion no longer serves merely as a symbol of religiosity but has evolved into a component of modern lifestyle that represents personal identity and values. This condition has intensified competition, requiring business actors to be more adaptive and innovative in understanding consumer behavior (N. Wahyuni & Husnayetti, 2020). This shift reflects a broader cultural transformation, in which Muslim fashion is not only a means of covering the body but also a medium of self-expression. Such developments encourage product innovation and more creative marketing approaches. The vast market potential obliges business actors, including Arinna Premium Hijab, to understand the dynamics of factors influencing purchase decisions, which have become increasingly complex due to the interaction of internal and external factors (Fatmasari Margaretta, 2023).

From an internal perspective, shopping lifestyle has become a crucial element, particularly among Generation Z, who possess unique characteristics. For this generation, shopping is not merely a consumption activity but an experiential process closely related to self-image and brand values (Tri Alfiyah & Prabowo, 2021). They perceive shopping as an integral part of digital life, closely connected to social media and contemporary trends. Technological advancement has had significant impacts on global life (Kurniadi, 2025). They tend to prefer products that are trendy, visually appealing, and aligned with their personal identity. Moreover, they are easily influenced by product virality, influencer endorsements, and aesthetic visual presentations. In the context of Muslim fashion, consumers with such patterns tend to be selective, choosing brands that successfully integrate functionality, style, and symbolic meaning. Thus, products are expected not only to fulfill religious needs but also to reinforce lifestyle expression (Pratiwi & Billah, 2025)

From an external perspective, digital marketing plays a significant role in influencing purchase decisions. Brand ambassadors and e-promotion are two primary instruments frequently utilized. A brand ambassador is not merely a visual representation but also a figure who conveys brand values and image on a personal level. Their presence in the digital sphere can build trust and emotional connection with consumers. Selecting figures who align with the target market can enhance both

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attractiveness and consumer trust (Pratiwi & Billah, 2025). This role is further strengthened through e-promotion, which refers to digital-based promotional strategies such as social media, marketplaces, and online advertising. These strategies enable more targeted, efficient, and real-time interactive approaches, thereby facilitating consumers in obtaining information and making transactions (Safitri et al., 2023).

Previous studies on shopping lifestyle, brand ambassadors, and digital promotion have been widely conducted. However, most of them examine these variables separately and primarily focus on general products, thus failing to capture the holistic “essence” of Muslim fashion consumers. In fact, Muslim fashion is not solely about trends and marketing strategies but also reflects deeply embedded religious and spiritual values (Surajiyo & Aprianto, 2024). This gap highlights the need for a more integrative approach that combines lifestyle, marketing, and religious values to better understand purchase decisions.

Interestingly, many conventional marketing studies still overlook consumer religiosity, namely how religious beliefs and practices shape everyday life. In reality, religious values often serve as a primary compass in decision-making. Without considering this aspect, the understanding of consumer behavior remains incomplete, particularly in the context of religiously valued products such as Muslim fashion. In this regard, religiosity functions as a natural filter that screens products, promotions, and even brand ambassadors in accordance with Islamic principles (F. S. Putri & Sutarso, 2024).

In this study, religiosity is not merely treated as an ordinary variable but as a moderating variable that can strengthen or weaken the relationship between shopping lifestyle, brand ambassador, and e-promotion on purchase decisions. Consumers with higher levels of religiosity tend to be more selective and cautious, whereas those with lower religiosity levels are generally more open to trends and digital promotional influences. This difference indicates that religiosity plays a significant role in shaping consumer responses.

The novelty of this research lies in its perspective of positioning religiosity as a moderating variable. The study focuses on examining how the level of religiosity among Generation Z influences their responses to marketing strategies, particularly for Arinna Premium Hijab products. It is expected that this research will not only contribute to understanding Muslim fashion consumer behavior but also provide guidance for designing modest wear marketing strategies that address both commercial and spiritual aspects, thereby fostering trust and a strong brand image (Muhammad, 2024).

This study selects Arinna Premium Hijab as the main focus because the product reflects the modest fashion trend favored by younger generations. The research is conducted among Generation Z in Guluk-Guluk, a group known for growing up with digital technology and being highly active on social media. These characteristics make

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them more susceptible to digital promotional strategies and public figures acting as brand ambassadors. Therefore, this study aims to explore more deeply the purchase decision making patterns of Generation Z within the landscape of digital marketing and the Muslim fashion industry.

The selection of Guluk-Guluk is intentional, aiming to capture its unique local context. The social environment, which is strongly influenced by religious values, plays a distinctive role in shaping consumer preferences, particularly in choosing Muslim fashion products. By integrating the variables of shopping lifestyle, brand ambassador, and e-promotion, and incorporating religiosity as a moderating factor, this study is expected to generate insights that are not only theoretical but also practical. The findings are anticipated to assist Arinna Premium Hijab in designing more adaptive and relevant marketing strategies.

The objectives of this study include analyzing the influence of each main variable on purchase decisions, as well as examining the role of religiosity as a moderating variable in the relationship between these factors and the purchase decisions of Generation Z consumers in Guluk-Guluk.

METHOD

Type of Research

This study employs a quantitative approach with causal associative and moderating analysis to examine the relationships among variables using numerical and statistical data. According to Sugiyono (2016), associative research aims to identify causal relationships and the influence among variables. The analysis focuses on the effects of Shopping Lifestyle, Brand Ambassador, and E-Promotion on Purchase Decisions, as well as the role of Consumer Religiosity as a moderating variable that determines whether these relationships are strengthened or weakened. Theoretically, moderation affects the strength or direction of relationships; therefore, religiosity plays a crucial role in understanding consumer responses to digital marketing strategies in the modest wear industry (Imam Ghozali, 2021).

Research Location

This study was conducted in Sumenep Regency, Madura, East Java, as it aligns with the target population and is characterized by a relatively high level of religiosity. The selection of this location aims to ensure that the data accurately represent the role of consumer religiosity in moderating purchase decisions for Arinna Premium Hijab products.

Population and Sample

The subjects of this study focus on Generation Z youth in the Sumenep area who have experience purchasing or are currently using Arinna Premium Hijab products. The selection was conducted purposively within the age range of 16 to 25 years, as this group is known to be digitally active, adaptive to online promotions, and characterized by distinctive consumption patterns.

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A sample represents a subset of the population under study. When the population is too large to be comprehensively examined, sampling becomes a methodological solution. This study applies purposive sampling as a non-probability sampling technique, in which respondents are selected based on specific criteria to ensure more focused results. The established criteria include: residents of Sumenep Regency, active Tokopedia users with at least one transaction history, Muslims (aligned with halal awareness considerations), and individuals aged at least 17 years (assumed to have autonomy in purchase decisions). The sample size was determined using the Lemeshow formula with a confidence level of 1.96 and a margin of error of 10%. The calculation resulted in a minimum requirement of 97 respondents, which was then rounded to 100 respondents.

Type and Source of Data

This study utilizes primary data obtained from 100 Generation Z respondents who are consumers of Arinna Premium Hijab in Guluk-Guluk, selected through purposive sampling. Data were collected through questionnaires designed to measure Shopping Lifestyle, Brand Ambassador, and E-Promotion, as well as the role of Religiosity as a moderating variable in Purchase Decisions.

Data Collection Technique

Data collection in this study was conducted using a questionnaire as the primary instrument. This method was chosen due to its efficiency and ability to systematically organize data collection. A questionnaire consists of a series of structured written questions that have been carefully designed in advance (Soeharso, S. Y., & SE, 2023). This technique allows researchers to collect data without direct interaction by distributing the questionnaire to respondents. To enhance accessibility, the questionnaire was administered through Google Forms, making distribution more practical. This study employs a Likert scale to measure respondents' attitudes and perceptions. The scale consists of five levels: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1).

Operational Definition of Variables

Shopping Lifestyle (X1) is a psychographic concept that reflects consumer behavior patterns in allocating time, money, and effort during shopping activities. This variable represents individual motivations and shopping habits. It is measured using five indicators: (1) hedonic orientation or shopping for pleasure (X1.1), (2) utilitarian orientation emphasizing function, benefits, and efficiency (X1.2), (3) fashion orientation or tendency to follow trends (X1.3), (4) price sensitivity toward pricing and discounts (X1.4), and (5) social influence as a driver for conformity (X1.5).

Brand Ambassador (X2) refers to an individual selected to represent and endorse a brand, typically due to their popularity and influence in society. Its use aims to attract attention, increase purchase intention, and encourage consumers to purchase products. This variable is measured using five indicators: (1) credibility (X2.1), (2) attractiveness (X2.2), (3) congruence (X2.3), (4) transparency (X2.4), and (5) influence power (X2.5).

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E-Promotion (X3) refers to promotional activities conducted through the internet to deliver information and communicate with consumers without direct interaction. This variable is measured using five indicators: (1) visual appeal (X3.1), (2) incentive value (X3.2), (3) message clarity (X3.3), (4) frequency and reach (X3.4), and (5) purchase urgency (X3.5).

Purchase Decision (Y) is a stage in the consumer decision-making process in which individuals evaluate various alternatives before purchasing a product. This variable is measured using four indicators: (1) need recognition (Y1), (2) information search (Y2), (3) evaluation of alternatives (Y3), and (4) post-purchase behavior (Y4).

Consumer Religiosity (M/Z) reflects the extent to which religious values are believed, internalized, and practiced in daily life, including in consumption behavior. In this context, religion functions not only as a belief system but also as a foundation for shaping individual preferences, attitudes, and economic decisions. This variable is measured using five indicators: (1) belief dimension (Z1), (2) religious practice dimension (Z2), (3) religious knowledge dimension (Z3), (4) experiential dimension (Z4), and (5) consequential dimension reflecting the impact of religious values on behavior (Z5).

RESULT AND DISCUSSION

Results

Respondent Characteristics

Data were collected through questionnaires distributed to the Sumenep community, with a total of 150 respondents. The characteristics of respondents, including gender and age, are presented in Table 1.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Female	150	100
Age (Years)	17 - 25	89	59
	26 - 35	61	41
Total		150	100

Source: Primary Data (2026)

Referring to Table 1, all respondents in this study are female, totaling 150 individuals or 100% of the sample. This indicates that participation in the study was entirely dominated by women, which aligns with the research focus targeting hijab consumers. In terms of age, the 17–25 age group dominates with 89 respondents (59%), while the 26–35 age group consists of 61 respondents (41%). This composition reflects the dominance of younger generations in the research sample. Overall, the total number of respondents is 150 (100%). The dominance of the 17–25 age group indicates that this study largely involves younger individuals who are adaptive to fashion trends and actively utilize digital platforms to explore product information.

Measurement Model Evaluation (Outer Model)

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Referring to Figure 1, the indicators that construct each variable were tested for their validity and reliability within the measurement model.

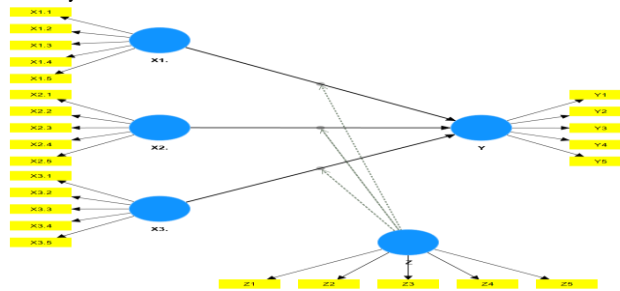


Figure 1. Structural Model

Convergent Validity

Convergent validity serves as a benchmark to ensure that each indicator within a construct accurately reflects the intended latent variable through a strong relationship. The assessment is conducted by examining the consistency of each indicator using the standardized loading factor. The outer loading value represents the strength of the relationship between an indicator and the construct it represents. Ideally, this value should exceed 0.7; however, according to Chin (Ghozali, 2021), values in the range of 0.5–0.6 are still considered acceptable.

Based on the SEM-PLS results shown in Figure 2, the evaluation of the measurement model demonstrates satisfactory outcomes. All indicators exhibit loading factor values above the acceptable threshold and are therefore considered valid. This indicates that the model is appropriate for hypothesis testing and for predicting the relationships among latent variables within the structural framework.

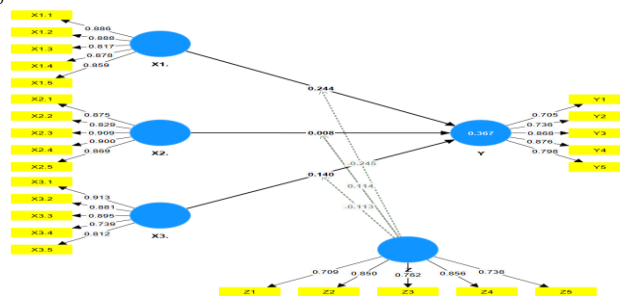


Figure 2. Path Diagram and Loading Factor Values

The results of the convergent validity test using loading factor values are presented in Table 1.

Table 1. Outer Loading and Variance Inflation Factor (VIF)

Construct	Indicator	Outer Loading	VIF	Result
Shopping Lifestyle	X1.1	0.886	3.459	Valid
	X1.2	0.888	3.311	Valid
	X1.3	0.817	2.656	Valid
	X1.4	0.878	3.426	Valid
	X1.5	0.859	2.914	Valid
Brand	X2.1	0.875	3.257	Valid

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Ambassador	X2.2	0.829	2.647	Valid
	X2.3	0.909	4.013	Valid
	X2.4	0.900	3.808	Valid
	X2.5	0.869	2.489	Valid
E-Promotion	X3.1	0.913	3.978	Valid
	X3.2	0.881	3.166	Valid
	X3.3	0.895	3.380	Valid
	X3.4	0.739	1.676	Valid
	X3.5	0.812	1.999	Valid
Purchase Decision	Y1	0.705	1.506	Valid
	Y2	0.736	1.596	Valid
	Y3	0.868	3.281	Valid
	Y4	0.876	3.339	Valid
	Y5	0.798	2.041	Valid
Consumer Religiosity	Z1	0.709	1.286	Valid
	Z2	0.850	2.338	Valid
	Z3	0.762	2.273	Valid
	Z4	0.856	3.425	Valid
	Z5	0.738	1.863	Valid

Source: SmartPLS 4 Output (2026)

The evaluation of convergent validity indicates that all indicators exceed the minimum outer loading threshold of 0.70, with values ranging from 0.705 to 0.913. Although indicator Y1 records the lowest value, it remains acceptable as it is close to the recommended threshold and does not compromise the Average Variance Extracted (AVE) (Rambut et al., 2021). Meanwhile, the VIF values range from 1.506 to 4.013, all of which fall within the acceptable limit below 5.0. The highest values are observed in the digital promotion indicators, particularly X2.3 and X2.4; however, this condition does not indicate serious multicollinearity issues. According to Hair et al. (2021), as long as VIF values remain below 5.0, collinearity is not considered a threat to the reliability of the PLS-SEM model.

Table 2. Average Variance Extracted

Construct	Average variance extracted (AVE)
Shopping Lifestyle	0.750
Brand Ambassador	0.769
E-Promotion	0.723
Purchase Decision	0.639
Consumer Religiosity	0.617

Source: SmartPLS 4 Output (2026)

The AVE values for each variable Shopping Lifestyle (0.750), Brand Ambassador (0.769), E-Promotion (0.723), Purchase Decision (0.639), and Consumer

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Religiosity (0.617) all exceed the threshold of 0.50, indicating adequate convergent validity.

Discriminant Validity

Discriminant validity is used to evaluate the extent to which a construct is empirically distinct from other constructs within a research model. It is assessed by comparing the correlation values between constructs with the square root of the AVE. A construct is considered to have adequate discriminant validity if its AVE value is greater than its correlations with other constructs, with a minimum AVE threshold of 0.50. Additionally, discriminant validity can be assessed through cross-loading analysis, where each indicator is expected to have the highest loading on its corresponding construct compared to others, reflecting strong discriminative capability.

Table 3. *Cross Loadings for Discriminant Validity Test*

Constructs	Indicator	X1	X2	X3	Y	Z	Result
Shopping Lifestyle	X1.1	0.886	0.600	0.443	0.459	0.421	Valid
	X1.2	0.888	0.670	0.504	0.504	0.453	Valid
	X1.3	0.817	0.677	0.395	0.321	0.327	Valid
	X1.4	0.878	0.736	0.337	0.386	0.359	Valid
	X1.5	0.859	0.784	0.322	0.338	0.330	Valid
Brand Ambassador	X2.1	0.725	0.875	0.350	0.285	0.283	Valid
	X2.2	0.622	0.829	0.337	0.284	0.241	Valid
	X2.3	0.689	0.909	0.363	0.358	0.372	Valid
	X2.4	0.677	0.900	0.319	0.324	0.320	Valid
	X2.5	0.739	0.869	0.391	0.412	0.402	Valid
E-Promotion	X3.1	0.487	0.417	0.913	0.387	0.411	Valid
	X3.2	0.387	0.338	0.881	0.315	0.327	Valid
	X3.3	0.389	0.362	0.895	0.333	0.341	Valid
	X3.4	0.394	0.311	0.739	0.295	0.313	Valid
	X3.5	0.339	0.282	0.812	0.360	0.275	Valid
Purchase Decision	Y1	0.367	0.320	0.288	0.705	0.330	Valid
	Y2	0.375	0.295	0.264	0.736	0.345	Valid
	Y3	0.447	0.351	0.384	0.868	0.384	Valid
	Y4	0.396	0.295	0.315	0.876	0.292	Valid
	Y5	0.300	0.275	0.338	0.798	0.327	Valid
Consumer Religiosity	Z1	0.251	0.153	0.321	0.444	0.709	Valid
	Z2	0.446	0.447	0.320	0.332	0.850	Valid
	Z3	0.279	0.274	0.272	0.239	0.762	Valid
	Z4	0.425	0.378	0.341	0.288	0.856	Valid
	Z5	0.359	0.265	0.260	0.253	0.738	Valid

Source: SmartPLS 4 Output (2026)

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The cross loading analysis reveals that indicators for Shopping Lifestyle, Brand Ambassador, E-Promotion, Purchase Decision, and Consumer Religiosity are more strongly associated with their respective constructs than with other constructs. Both convergent and discriminant validity tests produce consistent results, indicating that all indicators are appropriate for use. This demonstrates that the research model has a robust structure and is capable of clearly distinguishing between variables. Therefore, the measurement instruments are considered valid.

Table 4. Fornell Larcker Criterion

Constructs	SL	BA	EP	KP	RK
Shopping Lifestyle	0.866	-	-	-	-
Brand Ambassador	0.790	0.877	-	-	-
E-Promotion	0.471	0.404	0.850	-	-
Purchase Decision	0.476	0.387	0.401	0.800	-
Consumer Religiosity	0.445	0.378	0.394	0.422	0.785

Source: SmartPLS 4 Output (2026)

Table 5. Heterotrait-Monotrait Ratio (HTMT)

Constructs	SL	BA	EP	KP	RK
Shopping Lifestyle	-	-	-	-	-
Brand Ambassador	0.864	-	-	-	-
E-Promotion	0.506	0.438	-	-	-
Purchase Decision	0.519	0.424	0.451	-	-
Consumer Religiosity	0.496	0.425	0.437	0.462	-

Note: All HTMT values < 0.90 indicate adequate discriminant validity.

Source: SmartPLS 4 Output (2026))

Discriminant validity based on the Fornell Larcker criterion is satisfied, as the square root of AVE for each construct is greater than its correlations with other constructs. Furthermore, all HTMT values are below 0.90, with the highest value being 0.864 (Consumer Religiosity–Shopping Lifestyle), thus meeting the required criteria (Henseler et al., 2015).

Composite Reliability and Cronbach’s Alpha

Composite reliability is a measure that reflects the consistency and reliability of a measurement instrument in producing stable data. In latent constructs, it is used to assess the internal consistency of measurements. A composite reliability value above 0.70 indicates high reliability. Cronbach’s Alpha is used as a supporting measure to confirm these results, where a value above 0.70 also indicates reliability.

Table 6. Reliability and Validity of Constructs

Constructs	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
Shopping Lifestyle	0.918	0.937	0.937	0.750

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Brand Ambassador	0.925	0.939	0.943	0.769
E-Promotion	0.903	0.911	0.929	0.723
Purchase Decision	0.856	0.864	0.898	0.639
Consumer Religiosity	0.848	0.869	0.889	0.617

Source: SmartPLS 4 Output (2026)

The composite reliability values (0.889–0.943) indicate strong internal consistency, as they exceed 0.70 while remaining below 0.95, suggesting no multicollinearity issues (Rambut et al., 2021). This is further supported by Cronbach’s Alpha values ranging from 0.848 to 0.925. In addition, all AVE values exceed 0.50 Shopping Lifestyle (0.750), Brand Ambassador (0.769), E-Promotion (0.723), Purchase Decision (0.639), and Consumer Religiosity (0.617) indicating that each construct explains more than 50% of the variance of its indicators.

Structural Model Evaluation (Inner Model)

The structural model evaluation is conducted by examining the R-square values of dependent latent constructs, along with t-statistics and the significance of path coefficients. In the PLS framework, the evaluation begins by analyzing the R-square values for each dependent latent variable, which conceptually correspond to the coefficient of determination in regression analysis. Changes in these values indicate the extent to which independent latent variables explain the dependent variable, allowing the identification of whether the effects are substantively meaningful.

Table 7. R-Square Test

Construct	R-square	R-square Adjusted
Purchase Decision	0.367	0.335

Source: SmartPLS 4 Output (2026)

The bootstrapping results show that the R-square value for the Purchase Decision variable is 0.367. This indicates that approximately 36.7% of the variation in purchase decisions can be explained by Shopping Lifestyle, Brand Ambassador, E-Promotion, and Consumer Religiosity, while the remaining 63.3% is influenced by external variables not included in the model. The visualization in Figure 3 presents the PLS-SEM algorithm output, including the R² values and original sample estimates

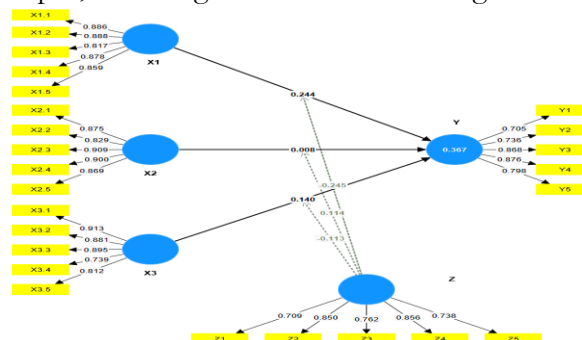


Figure 3. Inner Model Output

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Hypothesis Testing

Direct Effect Test

The t-test can be described as an “individual examiner” that evaluates the role of each independent variable in influencing the dependent variable. In partial regression analysis, each variable is tested separately to determine whether it has an independent effect, while other variables are held constant.

Table 8. Path Coefficient Bootstrapping Results for Hypothesis Testing

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
SL -> KP	0.244	0.245	0.126	1.94	0.026	Accepted
BA -> KP	0.008	0.009	0.106	0.08	0.468	Rejected
EP -> KP	0.14	0.147	0.085	1.64	0.051	Rejected

Note: SL = Shopping Lifestyle; BA = Brand Ambassador; EP = E-Promotion; KP = Purchase Decision

Source: SmartPLS 4 Output (2026)

1. The coefficient value of 0.244 with a p-value of 0.026 (< 0.05) indicates that Shopping Lifestyle has a positive and significant effect on purchase decisions. Therefore, the first hypothesis is accepted.
2. The results show that the role of the Brand Ambassador has almost no effect, as reflected by a coefficient of 0.008, t-statistic of 0.08, and p-value of 0.468. Since the significance value is far above 0.05, the effect is not significant; thus, the second hypothesis is rejected.
3. The findings indicate that E-Promotion is not sufficiently strong to influence purchase decisions, as shown by a coefficient of 0.140, t-statistic of 1.64, and p-value of 0.051. Although close to the significance threshold, the value remains above 0.05; therefore, the third hypothesis is rejected.

Moderated Regression Analysis (MRA)

This study incorporates a moderating variable, which influences the strength of the relationship between independent and dependent variables. The analysis is conducted using Moderated Regression Analysis (MRA) through interaction terms (multiplication) between independent variables. If the interaction effect is significant, the variable is considered to act as a moderator in the relationship.

Table 9. Moderation Effect Testing Results

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
RK x SL -> KP	-0.245	-0.237	0.109	2.245	0.012	Accepted
RK x BA -> KP	0.114	0.118	0.101	1.13	0.129	Rejected
RK x EP -> KP	-0.113	-0.119	0.072	1.581	0.057	Rejected

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Note: RK = Consumer Religiosity; SL = Shopping Lifestyle; BA = Brand Ambassador; EP = E-Promotion; KP = Purchase Decision

Source: SmartPLS 4 Output (2026))

1. The results show a path coefficient of -0.245, supported by a t-statistic of 2.245 and a p-value of 0.012. Since the p-value is below 0.05, Consumer Religiosity significantly moderates the relationship between Shopping Lifestyle and Purchase Decision. Thus, the hypothesis is accepted.
2. The statistical results indicate a coefficient of 0.114, with a t-statistic of 1.13 and a p-value of 0.129. As this value exceeds the 0.05 threshold, Consumer Religiosity does not significantly moderate the relationship between Brand Ambassador and Purchase Decision. Therefore, the hypothesis is rejected.
3. The coefficient of -0.113, with a t-statistic of 1.581 and a p-value of 0.057 (> 0.05), indicates that Consumer Religiosity does not moderate the effect of E-Promotion on Purchase Decision. Thus, the hypothesis is rejected.

Discussion

The Effect of Shopping Lifestyle on Purchase Decisions Based on Research Hypotheses

The results of hypothesis testing in Table 8 reveal that shopping lifestyle has a significant positive contribution to purchase decisions, as evidenced by a coefficient of 0.244, a T-statistic of 1.94, and a P-value of 0.026, which is below the significance threshold. This finding indicates that an increase in consumers' shopping lifestyle is directly proportional to their tendency to make purchasing decisions. Individuals with a high shopping lifestyle generally perceive shopping as part of their identity, making them more exploratory in seeking information, adaptive to trends, and possessing stronger consumption impulses.

This phenomenon can be understood through five main dimensions, namely hedonic, utilitarian, fashion orientation, price sensitivity, and social influence (Suryaningsih, 2020). The hedonic dimension reflects the pursuit of emotional satisfaction, while the utilitarian dimension emphasizes logic and product functionality. Meanwhile, fashion orientation indicates attachment to trends, price sensitivity reflects economic considerations, and social influence highlights the role of the environment in shaping decisions.

Comprehensively, these five dimensions create a synergy between emotional, rational, and social aspects that drive purchasing behavior. Therefore, the more dominant the shopping lifestyle within consumers, the greater their potential to make purchases. This finding is consistent with the study of Hamdani et al., which found that shopping lifestyle significantly influences impulse buying, with a T-statistic of 6.129 exceeding the standard threshold. This reinforces the idea that shopping lifestyle is a key driver of consumption behavior, both spontaneous and planned.

The Effect of Brand Ambassador on Purchase Decisions Based on Research Hypotheses

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The hypothesis analysis results in Table 8 indicate that the role of the brand ambassador does not have a significant effect on purchase decisions (PD), as shown by a coefficient value of 0.008, a T-statistic of 0.08, and a P-value of 0.468, which exceeds the 0.05 significance threshold. This condition suggests that the presence of public figures as brand ambassadors is not strong enough to significantly influence consumer decisions. Consumers tend not to consider public figures as the primary factor, but rather prioritize needs, product quality, and personal preferences. Additionally, the mismatch between the brand ambassador's image and the product or target market contributes to the ineffectiveness of promotional messages.

The brand ambassador variable in this study is analyzed through five main dimensions: credibility, attractiveness, suitability, transparency, and power (Purwati & Cahyanti, 2022). Credibility refers to the level of trust consumers place in the information provided. Attractiveness reflects the ability of the figure to capture attention. Suitability indicates the alignment between the ambassador's character and the product. Transparency relates to honesty in communication, while power refers to the ability to influence consumer attitudes and behavior.

Although theoretically these dimensions have the potential to influence purchase decisions, the results show otherwise. This may be due to consumers' more rational attitudes and their reduced susceptibility to public figures, as well as a mismatch with the target market. Therefore, brand ambassadors are not the primary determinant of purchase decisions (Mutmainnah, 2026). This finding complements previous research by Purwati and Cahyanti which found that the influence of brand ambassadors occurs through purchase intention as a mediating variable. Unlike that study, this research did not find a direct effect, possibly due to the absence of mediating variables and differences in respondent characteristics.

The Effect of E-Promotion on Purchase Decisions Based on Research Hypotheses

Based on the hypothesis testing results in Table 8, E-Promotion does not have a significant effect on purchase decisions. This is indicated by a path coefficient of 0.140, a T-statistic of 1.64, and a P-value of 0.051, which exceeds the significance threshold. Although the relationship is positive, its influence is not strong enough to significantly shape purchase decisions. Therefore, digital promotion has not become the primary driver of consumer behavior, and other factors play a more dominant role.

The E-Promotion variable in this study is measured through five main indicators: visual appeal, incentive value, message clarity, frequency and reach, and urgency (Indah W. Sari & Sri Widyastuti, 2022). Visual appeal serves as the initial representation, followed by incentives such as discounts, clarity of communication, frequency and reach as measures of exposure, and urgency as a trigger for immediate action.

Although these indicators are theoretically relevant, the findings suggest otherwise. This may be attributed to consumer fatigue caused by excessive exposure

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to digital promotions. As a result, consumers become more selective and less responsive to promotional messages. Furthermore, needs, product quality, and personal preferences are more influential than digital promotion (A. Putri while previous research by Kadi et al found significant effects, this study highlights that the effectiveness of e-promotion depends heavily on audience characteristics and strategy implementation.

The Moderating Effect of Consumer Religiosity on the Relationship Between Shopping Lifestyle and Purchase Decisions

The findings indicate that consumer religiosity (CR) acts as a moderating variable in the relationship between shopping lifestyle (SL) and purchase decisions (PD), with a coefficient of -0.245, a T-statistic of 2.245, and a P-value of 0.012 (< 0.05). The negative coefficient suggests that religiosity weakens the influence of shopping lifestyle on purchase decisions. This implies that consumers with higher religiosity tend to have better self-control in consumption behavior, maintaining rational considerations and caution despite having a consumptive lifestyle tendency.

In this study, religiosity is measured through five dimensions: belief, religious practice, experience, knowledge, and consequences (Yulianti et al., 2024). These dimensions collectively support the finding that religiosity significantly moderates the relationship in a negative direction. The higher the level of religiosity, the stronger the consumer's ability to control consumptive behavior. This finding aligns with Anggraini & Dewanti (2020), who found that halal food awareness significantly affects purchase decisions, although religiosity does not always act as a strengthening moderator.

The Moderating Effect of Consumer Religiosity on the Relationship Between Brand Ambassador and Purchase Decisions

The results show that consumer religiosity does not strengthen nor weaken the effect of brand ambassadors on purchase decisions. This is indicated by a coefficient of 0.114, a T-statistic of 1.13, and a P-value of 0.129, which exceeds the significance threshold. This means that the level of religiosity does not alter how brand ambassadors influence consumer decisions, making public figures a non-dominant factor.

Religiosity is measured through five aspects: belief, religious practice, experience, knowledge, and consequences. However, even with high religiosity, consumers are not necessarily influenced by public figures. Interviews reveal that consumers of Arinna Premium Hijab tend to be more critical and rational, prioritizing actual needs, product quality, and value alignment rather than merely following brand ambassadors (Muzayyanah, 2026).

The Moderating Effect of Consumer Religiosity on the Relationship Between E-Promotion and Purchase Decisions

The results indicate that consumer religiosity does not moderate the relationship between E-Promotion (EP) and Purchase Decisions (PD), as shown by a coefficient of -0.113, a T-statistic of 1.581, and a P-value of 0.057 (> 0.05). This finding confirms

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that religiosity does not strengthen or weaken the influence of digital promotion on purchase decisions.

In this study, religiosity is operationalized through five main indicators: belief, religious practice, religious experience, religious knowledge, and consequences. The belief dimension reflects an individual's adherence to religious teachings, particularly in consuming halal products (Yulianti, Iin, Wanda Ayu Elpandari, 2024). However, a high level of religiosity does not directly determine purchase decisions influenced by e-promotion. This finding is supported by interview results with Arinna Premium Hijab consumers, which indicate that highly religious consumers tend to be more selective and rational in responding to digital promotions. They carefully consider aspects such as needs, product quality, and alignment with their personal values before making purchasing decisions (Muzayyanah, 2026).

CONCLUSION

Based on the research findings and discussion regarding the influence of shopping lifestyle, brand ambassador, and e-promotion on consumer purchase decisions for Arinna Premium Hijab products in Sumenep Regency, it can be concluded that shopping lifestyle has a positive and significant effect on purchase decisions. This indicates that shopping lifestyle patterns serve as a primary determinant driving consumers to make purchases. In contrast, the variables of brand ambassador and e-promotion do not show a significant effect on purchase decisions. This suggests that external factors, such as public figures and digital promotions, have not been able to directly influence consumer preferences, as consumers tend to prioritize aspects of need and product quality.

Furthermore, consumer religiosity is proven to moderate the relationship between shopping lifestyle and purchase decisions in a negative direction, indicating that higher levels of religiosity can suppress consumptive behavior, leading consumers to become more rational and selective. However, religiosity does not act as a moderating variable in the relationship between brand ambassadors and e-promotion on purchase decisions. Overall, this study confirms that internal consumer factors, such as shopping lifestyle and religiosity, have a more dominant influence than external factors in determining purchase decisions. Therefore, business actors are encouraged to better understand consumers' lifestyle characteristics and values in order to formulate more effective and targeted marketing strategies.

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