

Impact of Marketing Mix and Brand Religiosity Aura on Consumer Purchase Decisions: A Study of Rabbani Muslim Fashion

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Abstract

Muslim fashion has emerged as a significant segment within the global halal economy, yet empirical studies examining the interplay between conventional marketing strategies and religion-based brand identity in driving consumer purchase behavior remain limited. This study investigates the influence of the marketing mix comprising product, price, place, and promotion alongside brand religiosity aura on consumer purchase decisions within the context of Rabbani, an established Indonesian Muslim fashion brand. Employing a quantitative cross-sectional design, data were collected from 100 purposively selected consumers with prior purchasing experience of Rabbani products. The findings reveal that all five variables exert statistically significant effects on purchase decisions, with place and promotion emerging as the dominant predictors. These results underscore the strategic importance of distribution accessibility and promotional communication in shaping consumer behavior within the Muslim fashion market, while also highlighting the role of religious brand identity as a distinct purchase driver beyond conventional marketing attributes. This study contributes to the growing literature on Islamic marketing and halal consumption by providing empirical evidence from an emerging market context. Future research is encouraged to broaden geographical sampling and to incorporate contemporary variables such as social media influence, digital marketing engagement, and generational consumption patterns, particularly among Generation Z Muslim consumers.

Keywords: *Marketing mix, Brand Religiosity Aura, Purchase Decision, Rabbani Muslim Fashion.*

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1. Introduction

The global Muslim fashion industry has experienced remarkable growth in recent decades, positioning itself as one of the most dynamic segments within the broader halal economy. In Indonesia, home to the world's largest Muslim population, this growth is particularly pronounced, driven by heightened religious consciousness and an increasing desire among consumers to align their lifestyle choices, including clothing, with Islamic values. Indonesia's Muslim fashion industry has undergone rapid and sustained growth in recent years, driven by an increasingly competitive market landscape that demands brands develop strong, differentiated marketing strategies capable of not only capturing consumer demand but also sustaining long-term competitiveness within the expanding halal fashion sector (Walyoto & Sujarwanti, 2022). Within this competitive landscape, Muslim fashion brands must navigate the dual imperative of delivering commercially attractive products while simultaneously embodying authentic religious identity.

Rabbani stands as a pioneering force in Indonesia's Muslim fashion market, offering a diverse range of hijab products including pashmina, square scarves, khimar, and various other styles in a wide array of colors and motifs (Kurniawati, 2024). Since its establishment, the brand has consistently maintained its position as the top-ranked Muslim fashion label in terms of brand awareness, recording a notable increase from 22.20% in 2021 to 28.50% in 2025 according to the Top Brand Award Index Performance (Figure 1). This sustained dominance amid intensifying competition from brands such as Zoya, Azkasyah, and Muslimadani suggests that Rabbani's success extends beyond conventional product quality and pricing strategies. In Islam, clothing worn by individuals, both Muslim men and women, represents an expression of obedience and submission to the Creator, and therefore carries spiritual value and must adhere to Islamic principles (Aruan & Wirdania, 2020), (Kusumawati et al., 2020)

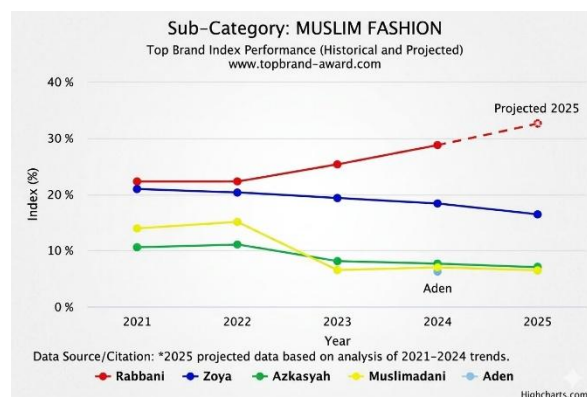


Figure 1. Brand Equity Dynamics in the Indonesian Muslim Fashion Sector: Top Brand Index (TBI) Trends (2021–2025)

Consumer purchase decisions in the Muslim fashion segment are shaped by a complex interplay of factors. While the marketing mix comprising product, price, place, and promotion remains foundational to consumer behavior theory, its application within an Islamic market context requires the integration of religion-based dimensions that conventional frameworks do not fully capture. Product quality, price, and promotion have been identified as dominant factors in purchase decisions for Rabbani hijab (Yuniwinarti & Zed, 2023), yet these studies also highlight the need for deeper exploration of the role of brand religiosity aura as a driver of consumer loyalty. Studies have shown that brand religiosity aura can deepen the emotional bond between consumers and a brand, particularly when those values align with consumers' spiritual belief (Wahyuni & Fitriani, 2017). Furthermore, Muslim consumers today are increasingly critical in ensuring that the products they purchase are not only fashionable but also meet halal standards and Islamic business ethics (Ilham & Firdaus, 2020).

In the midst of intense competition, Muslim fashion brands such as Rabbani need to integrate the marketing mix with an authentic religious identity. The application of Islamic principles such as *Rabbaniyah* (divine consciousness) and *Akhlaqiah* (ethical conduct) not only enhances sales performance but also builds long-term consumer trust (Mukarromah & Faletahan, 2024). Competitive pricing strategies also remain a primary consideration for consumers, especially given the growing number of Muslim fashion brand options available in the market (Wahyuni et al., 2025). Moreover, promotion grounded in religious values has been shown to enhance the perceived attractiveness of pricing in the eyes of consumers (Meliani et al., 2021), while consistency of promotional messaging across all marketing channels plays a critical role in reinforcing brand image and memorability (Zulkifli & Rajandran, 2024). Community-based promotional approaches, such as partnerships with Islamic organizations and women's Muslim communities, have also been found to strengthen brand image and cultivate loyal consumer networks (Tsabita et al., 2024). Additionally, the use of interactive digital content in promotional strategies has been identified as an effective means of increasing consumer engagement, particularly among younger generations (Aini et al., 2024).

Despite growing scholarly interest in Islamic marketing, empirical studies that simultaneously examine the influence of the marketing mix and brand religiosity aura on purchase decisions remain scarce, particularly within the Indonesian Muslim fashion context. Previous research has tended to address these dimensions in isolation: some studies highlight the dominance of product quality and promotional strategies in driving purchase behavior (Yuniwinarti & Zed, 2023)(Kurniawati, 2024), while others focus on the emotional and spiritual dimensions of brand religiosity without integrating them into a comprehensive marketing framework (Wahyuni & Fitriani, 2017); (Kusumawati et al., 2020). This fragmentation reveals a significant theoretical gap: existing Islamic marketing frameworks have yet to systematically incorporate brand religiosity aura as a co-determinant alongside conventional marketing mix variables, leaving the boundary conditions of religious brand influence on consumer behavior theoretically underdeveloped. From a practical standpoint, this gap has tangible consequences for Muslim fashion brands such as Rabbani, without an integrated understanding of how marketing mix effectiveness and religious brand identity jointly shape purchase decisions, brand managers risk misallocating resources by either over-investing in

product or pricing improvements while underestimating the role of distribution and promotional accessibility, or assuming that religious brand positioning alone is sufficient to drive sales without adequate marketing infrastructure to support it. Addressing this gap is therefore not only a matter of theoretical completeness but a practical necessity for brands competing in Indonesia's rapidly evolving halal fashion market.

This study addresses the aforementioned gap by empirically examining the simultaneous influence of the marketing mix variables: product, price, place, and promotion alongside brand religiosity aura on consumer purchase decisions for Rabbani Muslim fashion. In doing so, it contributes to the expanding body of literature on Islamic marketing and halal consumption behavior (Mukarromah & Faletahan, 2024);(Ilham & Firdaus, 2020), while offering actionable insights for practitioners seeking to strengthen brand positioning in the competitive Muslim fashion market.

2. Literature Review

Marketing

Marketing is broadly defined as the activities undertaken by marketers to run a business profitably by fulfilling market needs through goods or services, price-setting, distribution, and promotion via an exchange process that satisfies consumers and achieves company objectives. According to Kotler et al., (2021), marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. The American Marketing Association similarly defines marketing as all activities related to the process of communicating, delivering, creating, and exchanging offerings that have value for society (Kotler & Keller, 2016) .

Marketing Mix

The marketing mix constitutes a set of tools that a company employs to pursue its marketing objectives in the target market. Kotler et al., (2021)define the marketing mix as a unified plan that companies can adopt to engage customers and deliver value to them through product, price, place, and promotion. According to Kotler et al. (2021), the 4P framework encompasses: product, which refers to anything that can be offered to a market to satisfy a need or want; place, which involves actions taken by the company to make products accessible to customers; promotion, which encompasses activities designed to communicate the product's merits and persuade target consumers to buy it; and price, which represents the monetary amount customers exchange for the benefits of using a product or service.

Product

Product is defined as anything that can be offered to a market to attract attention, be acquired, used, or consumed in order to satisfy a want or need (Kotler et al., 2021). This encompasses not only physical goods but also services, experiences, events, persons, places, properties, organizations, information, and ideas. Kotler et al. (2021)propose seven key indicators for evaluating product quality and market success: variety, which refers to providing a range of products for different market segments; quality, which reflects product performance and durability; design, encompassing the

combination of aesthetics and function; features, referring to additional characteristics that differentiate the product; brand name, which builds identity and consumer loyalty; packaging, which serves as a promotional tool at the point of purchase; and services, which include after-sales support to enhance customer retention.

Price

Price serves as a communication medium that conveys product value and positions a brand within its target market. According to Kotler et al., (2021), price is the amount of money customers pay to obtain the use or ownership of a product or service. Kotler and Keller assert that price is the only element of the marketing mix that produces revenue, while all other elements generate costs. Consumers frequently compare prices across competing products, making pricing a critical consideration in purchase decisions. Kotler et al. (2021) identify five key pricing indicators: list price, which serves as the official starting point before reductions; discounts, which stimulate purchase incentives; allowances, which increase distributor participation; payment period, which influences purchase decisions through flexible timing; and credit terms, which expand buyer access through instalment options.

Place

Place, or distribution, refers to the totality of activities and functions involved in moving products from producer to consumer. According to Kotler et al (2021), distribution channels are all the activities or functions through which products are transferred from producer to consumer. They identify six key indicators for effective place strategy: channels, which determine distribution efficiency; coverage, which refers to the geographic or demographic reach of distribution; locations, which must be accessible to the target market; inventory, which is managed to balance supply and demand efficiently; transportation, which affects customer satisfaction through delivery reliability; and logistics, which forms the backbone of the entire supply chain from producer to consumer.

Promotion

Promotion encompasses all activities that communicate product information from sellers to consumers in order to stimulate purchasing behavior. (Kotler et al (2021) define promotion as the means by which sellers communicate the advantages of their product and persuade target markets to purchase. Promotion campaigns comprise a collection of short-term incentive tools designed to stimulate quicker or greater purchase of particular products or services. They identify five primary promotional indicators: advertising, which builds brand awareness through paid media; personal selling, which builds trust through direct consumer interaction; sales promotion, which provides short-term incentives; public relations, which enhances brand reputation through social activities; and direct and digital marketing, which enables personalized interaction through digital platforms.

Brand Religiosity Aura

Brand religiosity aura is a concept developed by Wahyuni & Fitriani (2017) to explain the role of spiritual and religious values in shaping customer loyalty within the

Indonesian Islamic banking industry. The concept is defined as a radiance of spiritual values and religious charisma embedded in a brand, which creates trust and emotional attachment between the consumer and the brand. This concept functions as a moderating variable that bridges the relationship between brand personality and emotional brand bonding. Brand personality, understood as the set of human characteristics associated with a brand, such as sincerity, comfort, and serenity must be reinforced through religious aura to create strong differentiation in the consumer's mind. They assert that brand religiosity aura strengthens consumer perception of the spiritual value embedded in a product, thereby intensifying emotional attachment. In the context of Muslim fashion, this aura is constructed through the alignment of business practices with Islamic principles, such as justice, transparency, and the avoidance of materialistic practices, creating an intrinsic appeal that satisfies not only functional needs but also the spiritual aspirations of consumers. The higher the radiance of spiritual and religious values in a brand, the stronger the emotional bond of customers, which ultimately enhances brand loyalty.

Purchase Decision

Consumer purchase decisions constitute a critical component of consumer behavior, which encompasses how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler et al., 2021). Purchase decisions occur after consumers evaluate various brands and choose the option most consistent with their preferences. They define the purchase decision as the final choice made by an individual or household when acquiring the goods and services they require. Kotler et al. (2021) classify consumer purchase behavior into four types based on the level of consumer involvement and the perceived degree of brand differentiation. Complex buying behavior occurs when involvement is high and brand differences are significant, prompting consumers to conduct in-depth research before deciding. Dissonance-reducing buying behavior arises when involvement is high but brand differences are minimal, leading consumers to decide quickly yet experience post-purchase doubt. Variety-seeking buying behavior characterizes low-involvement purchases where brand differences are significant, prompting consumers to switch brands not out of dissatisfaction but out of a desire for novelty. Finally, habitual buying behavior reflects low-involvement, low-differentiation purchases where consumers repurchase automatically out of routine rather than deliberate evaluation.

Previous Research

This study draws upon several prior empirical investigations. Wahyuni & Fitriani (2017) demonstrated that brand religiosity aura significantly influences brand loyalty in Indonesian Islamic banking, establishing the theoretical foundation for integrating religious dimensions into brand strategy. Yuniwinarti & Zed (2023) found that product quality, price, and promotion significantly influence purchase decisions for Rabbani hijab products at the Rabbani Villa Mutiara Cikarang Selatan store. Walyoto & Sujarwanti (2022) confirmed that Islamic marketing promotion via social media, product quality, price, and online customer reviews all significantly affect purchase decisions for Erigo products. Wahyuni et al. (2025) examined the impact of the marketing mix on

Muslim fashion purchase decisions and found that promotion, place, and people significantly influence purchase decisions, while product and price exert their effects through the mediating role of consumer intention. Ilham & Firdaus (2020) investigated Islamic branding and religiosity in the context of Al-Baik supermarket in Tanjungpinang and found that neither Islamic branding nor religiosity significantly influenced purchase decisions in that specific context, highlighting the importance of contextual factors. Most recently, Aini et al. (2024) confirmed that both digital marketing and Islamic marketing significantly influence purchasing decisions within the Muslim fashion sector.

Theoretical Framework

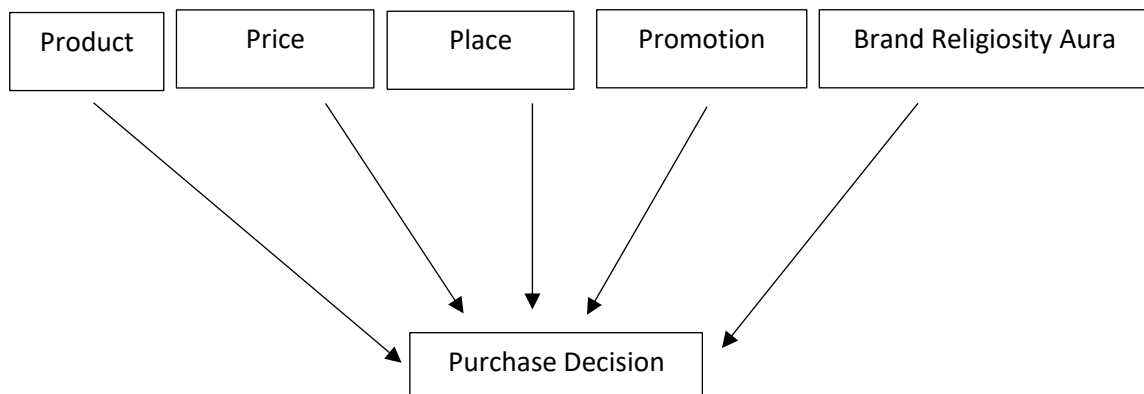


Figure 2. Theoretical Framework

Hypotheses Development

Drawing upon the theoretical framework and prior empirical evidence reviewed above, this study proposes the following hypotheses:

- H1:** Product has a significant influence on consumer purchase decisions for Rabbani Muslim fashion, supported by Kotler et al (2021) and consistent with the findings of Yuniwinarti & Zed (2023).
- H2:** Price has a significant influence on consumer purchase decisions for Rabbani Muslim fashion, grounded in the pricing theory of Kotler et al (2021) and corroborated by Yuniwinarti & Zed (2023).
- H3:** Place has a significant influence on consumer purchase decisions for Rabbani Muslim fashion, in alignment with and supported by Kotler et al (2021), Walyoto & Sujarwanti (2022).
- H4:** Promotion has a significant influence on consumer purchase decisions for Rabbani Muslim fashion, consistent with Kotler et al (2021), Walyoto & Sujarwanti (2022).
- H5:** Brand religiosity aura has a significant influence on consumer purchase decisions for Rabbani Muslim fashion, grounded in the foundational work of Wahyuni & Fitriani (2017).
- H6:** Product, price, place, promotion, and brand religiosity aura simultaneously and significantly influence consumer purchase decisions for Rabbani Muslim fashion.

3. Research Methods

This study adopts a quantitative associative research design to examine the influence of the marketing mix and brand religiosity aura on consumer purchase decisions. Quantitative research is grounded in a positivistic paradigm, whereby research data take the form of numerical measurements that are analysed using statistical tools to produce empirically verifiable conclusions (Sugiyono, 2019). The associative design is appropriate for this study as it seeks to identify and explain the directional relationships between independent and dependent variables. Data were collected through a structured questionnaire distributed online via a digital form platform to consumers of Rabbani Muslim fashion products, and subsequently processed using SPSS (Statistical Product and Service Solutions).

The unit of analysis in this study is the individual consumer. Respondents consist of buyers of Rabbani Muslim fashion products who have had direct purchasing experience with the brand. The population of this study consists of all consumers who have purchased products from Rabbani Muslim fashion stores across Indonesia. However, the precise size of this population cannot be determined, as Rabbani does not publicly disclose its customer transaction records or sales data, and no official registry of Rabbani consumers exists in any government or industry database. This condition of an unknown population size is common in retail consumer research, particularly in the Indonesian Muslim fashion sector where customer data are proprietary and inaccessible to independent researchers. Accordingly, the sample size was established in accordance with Sugiyono (2019) guideline that an adequate sample size for studies with unknown population parameters ranges between 30 and 500 respondents, and this study employed a sample of 100 respondents. The sampling technique used is non-probability purposive sampling, whereby respondents were selected based on the following criteria: (1) the respondent is a buyer of Rabbani Muslim fashion products, and (2) the respondent has previously visited and made a purchase at a Rabbani Muslim fashion store.

This study utilizes primary quantitative data collected directly from respondents through the administered questionnaire instrument. Data were collected through an online questionnaire distributed via a digital form platform to 100 respondents meeting the predetermined sampling criteria. The online approach was selected to enable efficient and broad access to respondents across various geographic locations. Responses were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Data were analyzed using multiple linear regression with classical assumption testing, implemented through SPSS 25. This analytical approach was chosen to examine whether the independent variables the marketing mix dimensions and brand religiosity aura individually and simultaneously exert significant effects on the dependent variable of consumer purchase decision.

Operational Variables

The independent variables (X) consist of the marketing mix comprising product (X1), price (X2), place (X3), and promotion (X4) as well as brand religiosity aura (X5). The dependent variable (Y) is consumer purchase decision, defined as the final choice made by an individual as part of a broader decision-making process that begins with need recognition and concludes with post-purchase behavior (Kotler et al., 2021). The

operational definitions and measurement indicators for each variable are presented in Table 1.

Table 1. Operational Variable Definitions

Variable	Operational Definition	Indicators
Product (X1)	The combination of goods and services offered by the company to its target market (Kotler et al., 2021)	Variety, Quality, Design, Brand Name, Packaging, Services
Price (X2)	The amount of money customers must pay to obtain a product (Kotler et al., 2021)	List Price, Discounts, Allowances
Place (X3)	Activities that make the product available to target consumers (Kotler et al., 2021)	Channels, Coverage, Location, Transportation
Promotion (X4)	Activities that communicate product advantages and persuade target customers to purchase (Kotler et al., 2021)	Advertising, Personal Selling, Sales Promotion, Public Relations, Direct and Digital Marketing
Brand Religiosity Aura (X5)	The radiance of spiritual and religious values embedded in a brand, reflecting alignment with Islamic principles and building emotional trust and spiritual bonding between the consumer and the brand (Wahyuni & Fitriani, 2017)	Spiritual Aura, Spirituality, Religious Charisma
Purchase Decision (Y)	The culmination of the consumer's broader decision-making process spanning from need recognition to post-purchase behavior (Kotler et al., 2021)	Complex Buying Behavior, Dissonance-Reducing Buying Behavior, Variety-Seeking Buying Behavior, Habitual Buying Behavior

4. Results

Respondent Profile

Data were collected from 100 respondents who are buyers of Rabbani Muslim fashion products. In terms of domicile, the majority of respondents (48%) reside in the Jabodetabek region (Greater Jakarta), followed by West Java (25%), East Java (11.8%), Central Java (10.8%), and outside Java (3.9%). With respect to age, 53.9% of respondents fall within the 17–25-year age range, 32.4% within 26–35 years, and 7.8% within 36–45 years. The sample is predominantly female (69.6%), with male respondents comprising 30.4%. In terms of occupational status, civil servants and private employees constitute the largest group (38.2%), followed by students (32.4%), entrepreneurs (20.6%), homemakers (6.9%), and others (2%). Regarding monthly income, 40.2% earn below IDR 3,000,000, 30.4% earn between IDR 3,000,000–5,000,000, 24.5% earn between IDR 5,000,000–10,000,000, and 4.9% earn above IDR 10,000,000.

Instrument Quality and Model Assumptions

Prior to hypothesis testing, the research instrument and regression model were subjected to a series of prerequisite assessments. All 49 questionnaire items across the six variables returned r-count values substantially exceeding the critical r-table threshold of 0.196, confirming the validity of the instrument. The overall Cronbach's Alpha of 0.978 well above the minimum threshold of 0.60, Ghozali (2018) confirmed high reliability. With respect to classical assumption testing, the data were found to satisfy all four conditions required for valid multiple linear regression: residuals were normally distributed as confirmed by the P-plot histogram; no multicollinearity was detected, with all Tolerance values exceeding 0.10 and VIF values below 10.00 (Ghozali, 2018); the scatter plot of standardized residuals showed no systematic pattern, confirming the absence of heteroscedasticity; and the Durbin-Watson statistic of 1.781 fell within the acceptable range ($dU < d < 4-dU$: $1.7698 < 1.781 < 2.2302$), confirming the absence of autocorrelation. The data were therefore deemed suitable for multiple linear regression analysis.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis are presented in Table 2.

Table 2. Multiple Linear Regression Test Results

Variable	Coefficient	t-Count	Significance	Hypothesis Decision
Product	-0.038	-0.428	0.669	Rejected
Price	0.016	0.095	0.924	Rejected
Place	0.515	4.577	0.000	Accepted
Promotion	0.266	2.583	0.011	Accepted
Brand Religioisty Aura	0.037	0.299	0.766	Rejected

Source: SPSS 2025

The estimated regression equation is as follows:

$$Y = 0.995 - 0.038(X1) + 0.016(X2) + 0.515(X3) + 0.266(X4) + 0.037(X5)$$

The constant value of 0.995 indicates that even when all independent variables are at their minimum, a baseline level of purchase decisions persists, which may be attributable to factors such as brand loyalty or urgent need. The regression coefficient for Product (X1) is negative (-0.038), suggesting that an increase in product-related perceptions does not translate into higher purchase decisions under the current model conditions. The coefficient for Price (X2) is positive but marginal (0.016), indicating a weak positive relationship. Place (X3) yields the largest positive coefficient (0.515), confirming its dominant influence on purchase decisions. Promotion (X4) also produces a meaningful positive coefficient (0.266). Brand Religiosity Aura (X5) shows a small

positive coefficient (0.037), indicating a directionally positive but statistically non-significant relationship.

Coefficient of Determination (R^2)

The model summary in Table 4.18 reports an Adjusted R^2 value of 0.770, indicating that 77% of the variance in consumer purchase decisions is collectively explained by the five independent variables: Product, Price, Place, Promotion, and Brand Religiosity Aura. The remaining 23% is attributable to factors outside the scope of this model.

Table 3. Coefficient of Determination Results

R	R Square	Adjusted R Square
0.884	0.782	0.770

Source: SPSS 2025

Discussion

Effect of Product on Purchase Decisions

The finding that product does not significantly influence purchase decisions, presents an interesting contrast to the consumer score data, which recorded a generally positive assessment of Rabbani's product quality and variety. This result suggests that while consumers acknowledge Rabbani's product merits, product attributes alone are insufficient to drive purchase decisions in the current competitive landscape. A plausible explanation is that consumers may perceive product improvements particularly premium material upgrades as entailing undesirable price increases that offset the perceived benefit, leading price-sensitive buyers to consider alternative brands. Additionally, market saturation due to product similarity and limited design innovation may render product-related factors less decisive. This finding contradicts Yuniwinarti & Zed (2023) and Walyoto & Sujarwanti (2022), both of whom found product to be a significant driver of purchase decisions. However, it aligns with Wahyuni et al (2025), who similarly found that product does not directly influence consumer purchase decisions in the Muslim fashion context. The convergence between the present study and Wahyuni et al. (2025) both conducted within the Indonesian Muslim fashion market suggests that the diminishing decisiveness of product attributes may reflect a broader structural trend within this sector rather than a phenomenon isolated to Rabbani. As the Indonesian Muslim fashion market matures and product offerings across competing brands converge in terms of quality, material, and design, product differentiation becomes increasingly difficult to sustain, effectively reducing its salience as a standalone purchase driver. In such a commoditized environment, consumers appear to shift their decision-making emphasis toward more immediately tangible factors such as store accessibility and promotional incentives. This interpretation is consistent with broader findings in fashion marketing literature, which suggest that in saturated markets, experiential and accessibility-related factors tend to displace product attributes as primary purchase determinants (Kusumawati et al., 2020).

Whether this trend extends beyond Indonesia to Muslim fashion markets in other emerging economies such as Malaysia, Turkey, or the Gulf region remains an open question that warrants cross-national investigation in future research.

Effect of Price on Purchase Decisions

Price also fails to reach statistical significance in this study, despite its positive directional coefficient and favorable consumer ratings. This finding suggests that consumers view Rabbani's pricing as generally acceptable and proportional to the perceived value, effectively neutralizing price as a differentiating decision factor. The transparent communication of pricing rationale including halal certification costs and promotional Ramadan discounts may have normalized price perceptions among respondents, making price less salient in the final purchase decision. Rather, consumers appear to base decisions on the holistic combination of accessibility and promotional communication. This result diverges from Yuniwinarti & Zed (2023) and Walyoto & Sujarwanti (2022), both of whom identified price as significant, but is consistent with Wahyuni et al (2025), who found price to be non-significant in the Muslim fashion market.

Effect of Place on Purchase Decisions

Place emerges as the strongest and most significant predictor of purchase decisions, a finding that is substantively reinforced by the respondent profile, wherein 48% of respondents reside in the Jabodetabek region where Rabbani's physical store network is most densely concentrated. The strategic placement of Rabbani stores near commercial areas, universities, residential districts, and major road intersections such as the Rawamangun branch on Jl. Pemuda, facilitates easy consumer access and spontaneous purchase behavior. Simultaneously, Rabbani's active presence on e-commerce platforms extends its distribution reach to consumers in more remote regions, providing a seamless omnichannel experience. These findings are consistent with Kotler et al., (2021), who emphasize that distribution accessibility reduces consumer transactional effort, and corroborate Wahyuni et al (2025), who likewise identified place as a significant determinant of Muslim fashion purchase decisions.

Effect of Promotion on Purchase Decisions

Promotion demonstrates a significant and positive effect on purchase decisions, confirming that Rabbani's promotional communications encompassing digital advertising, Ramadan discount campaigns, public relations events, and social media content effectively stimulate consumer purchasing. The influence of promotion, while significant, is notably smaller than that of place, suggesting that while promotional activities attract consumer attention and generate interest, the final purchase action is more strongly conditioned by accessibility. It is noteworthy that some of Rabbani's promotional messaging has been perceived as controversial, potentially limiting its persuasive reach among certain consumer segments. Hernawan et al (2024) document that in early 2023, Rabbani released an advertisement asserting that women's attire is the cause of sexual harassment, a claim formally refuted by Indonesia's National Commission on Violence Against Women (Komnas Perempuan) and also drew significant public backlash through a billboard featuring a hijab-wearing goat, with

social media monitoring recording over 2,083 posts from 847 accounts generating more than 1.2 million impressions, the majority of which expressed strongly negative sentiment. These controversies, which followed earlier incidents including a 2017 promotional post that publicly targeted celebrity Rina Nose for removing her hijab condemned by civil society organizations including the Institute for Policy Research and Advocacy (ELSAM) as a form of discriminatory marketing illustrate a pattern of promotional communication that, while attention-grabbing, risks alienating large segments of the Muslim consumer market, particularly women and younger, more socially conscious consumers. Future promotional strategies that prioritize inspirational Islamic storytelling, value-based loyalty programs, and rigorously pre-tested messaging would therefore not only enhance promotional effectiveness but also better safeguard Rabbani's long-term brand equity. Future promotional strategies that prioritize inspirational storytelling, Islamic value-based loyalty programs, and rigorously pre-tested humor would likely enhance promotional effectiveness. These findings are in agreement with Yuniwinarti & Zed (2023), Walyoto & Sujarwanti (2022), and Wahyuni et al (2025), all of whom confirm promotion as a significant driver of Muslim fashion purchase decisions. This is also consistent with Kotler et al., (2021), who define promotion as a communication strategy designed to build emotional connections between the brand and the consumer.

Effect of Brand Religiosity Aura on Purchase Decisions

Brand Religiosity Aura does not significantly influence purchase decisions in this study, despite receiving the second-highest descriptive score among all variables and a directionally positive coefficient. This paradox suggests that while consumers strongly recognize and appreciate Rabbani's religious identity and spiritual aura, this perception alone does not translate into a decisive purchase trigger. A probable explanation is that religious brand attributes may function as a baseline expectation, a hygiene factor rather than a differentiating purchase motivator among Muslim fashion consumers who already assume all competing brands in the category share similar religious values. Practical factors such as store accessibility and promotional incentives appear to carry more immediate decision-making weight. This finding diverges from Wahyuni & Fitriani (2017), who demonstrated that brand religiosity aura significantly builds brand loyalty in the Islamic banking context, suggesting that the influence of religious brand dimensions may be domain-specific and more pronounced in financial services than in fashion retail. Conversely, the result is consistent with Ilham & Firdaus (2020), who similarly found that religiosity does not significantly affect purchase decisions in the Islamic retail context in Indonesia. This finding does not imply that Rabbani should diminish its religious brand identity; on the contrary, maintaining its Sharia-aligned values serves a broader mission of Islamic da'wah and long-term brand equity. Rather, the practical implication is that religious brand communication must be more strategically integrated with distribution and promotional efforts to directly stimulate purchase decisions.

5. Conclusion and Suggestion

This study empirically examined the simultaneous influence of the marketing mix comprising product, price, place, and promotion alongside brand religiosity aura on consumer purchase decisions for Rabbani Muslim fashion in Indonesia, finding that place and promotion are the only variables that exert significant and positive effects, with place emerging as the dominant predictor, while product, price, and brand religiosity aura, though positively perceived, do not significantly determine purchase decisions suggesting that in a maturing Indonesian Muslim fashion market, distribution accessibility and promotional communication constitute the most decisive purchase drivers even within a religiously value-laden consumption context, thereby contributing integrated empirical evidence to the Islamic marketing literature from an emerging market setting. Practically, Rabbani should prioritize the strategic expansion and maintenance of its physical and digital store network, refine promotional strategies toward inspirational Islamic storytelling and value-based loyalty programs, and with respect to brand religiosity aura integrate religious values into its place and promotional execution so that brand religiosity functions as a reinforcing dimension of the overall consumer purchasing experience rather than a standalone signal, while future research may productively explore brand religiosity aura as a moderating or mediating variable to uncover its indirect influence pathways that the present direct-effect model was unable to detect.

This study is limited by its geographic concentration in the Jabodetabek region, which constrains the generalizability of findings to consumer populations across the whole of Indonesia, and by its exclusive focus on internal marketing variables that does not account for external factors such as global Muslim fashion trends or government halal certification policies. Future research is therefore encouraged to broaden sampling to both urban and rural populations outside Java, incorporate emerging variables such as social media influence, sustainable fashion preferences, and Generation Z consumer behavior particularly given the growing role of platforms such as TikTok and Instagram and integrate qualitative methods such as in-depth interviews or focus group discussions to yield richer insights into the spiritual and emotional dimensions of Muslim fashion purchase decisions that structured questionnaires alone are limited in capturing.

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