CONSUMER LOYALTY TO MUSLIM FASHION IN ENCOURAGING CONSUMPTIVE BEHAVIOR: A PHENOMENOLOGICAL APPROACH OF ONLINE MUSLIM FASHION

a Nur Fitri Rahmawatia, b Iwan Sukocob, c Bambang Hermanto, d Arianis Chand

ABSTRACT

Objective: The objective of this research was to investigate the loyalty of Indonesian Muslim women towards online Muslim fashion brands, specifically Dian Pelangi, Rabbani, and Zoya. It aimed to understand whether consumer loyalty had a direct impact on the consumption of Muslim fashion in Indonesia.

Method: A qualitative research approach was employed, using semi-structured interviews with 30 female consumers of the mentioned brands. These consumers were categorized into three distinct groups: career women, housewives, and female college students, residing in regions with substantial Muslim clothing-wearing populations.

Result: The study revealed that consumers of Dian Pelangi, Rabbani, and Zoya exhibited remarkable loyalty to these brands, lasting for over five years. Their loyalty was attributed to factors such as unique designs, comfortable materials, and affordable pricing. They also actively recommended these brands to their communities and organizations, contributing to the growth of the Muslim fashion market in Indonesia.

Conclusion: In conclusion, this research demonstrates the strong consumer loyalty towards online Muslim fashion brands in Indonesia. The long-term commitment of consumers to these brands, along with their recommendations to others, has significantly influenced the popularity and growth of the Muslim fashion industry in the country.

Keywords: customer loyalty, repeat purchase, online fashion muslim, consumptive behavior.

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LEALDADE DO CONSUMIDOR À MODA MUÇULMANA NO INCENTIVO AO COMPORTAMENTO CONSUMISTA: UMA ABORDAGEM FENOMENOLÓGICA DA MODA MUÇULMANA ONLINE

RESUMO

Objetivo: O objetivo desta pesquisa foi investigar a lealdade das mulheres muçulmanas indonésias para com as marcas de moda muçulmanas on-line, especificamente Dian Pelangi, Rabbani e Zoya. O objetivo era compreender se a lealdade do consumidor tinha um impacto direto no consumo de moda muçulmana na Indonésia.

Método: Foi empregada uma abordagem de pesquisa qualitativa, com entrevistas semiestruturadas com 30 consumidoras das marcas citadas. Esses consumidores foram categorizados em três grupos distintos: mulheres de carreira, donas de casa e estudantes universitários do sexo feminino, residentes em regiões com populações de trajes muçulmanos substanciais.

Resultado: O estudo revelou que os consumidores de Dian Pelangi, Rabbani e Zoya exibiram uma lealdade notável a essas marcas, com duração superior a cinco anos. Sua lealdade foi atribuída a fatores como designs únicos, materiais confortáveis e preços acessíveis. Eles também recomendaram ativamente essas marcas para suas comunidades e organizações, contribuindo para o crescimento do mercado de moda muçulmana na Indonésia.

Conclusão: Em conclusão, esta pesquisa demonstra a forte lealdade do consumidor em relação às marcas de moda muçulmanas on-line na Indonésia. O compromisso de longo prazo dos consumidores com essas marcas, juntamente com suas recomendações para outras, influenciou significativamente a popularidade e o crescimento da indústria da moda muçulmana no país.

Palavras-chave: fidelidade do cliente, compra repetida, moda on-line muçulmana, comportamento de consumo.

1 INTRODUCTION

In recent years there has been a growing trend of Muslim fashion in Indonesia, the emergence of this trend is shown by several different styles of hijab fashion. Models that are in high demand include blouses, culottes, tutu skirts, bella square hijabs, and so on. This type of Muslim fashion model is easy to mix and match on any occasion (Asmita & Erianjoni, 2019). Supported by an increase in people's preferences so that diversity is created to meet demand, Muslim fashion such as the hijab is starting to develop a lot because some Muslim communities are now starting to become aware of choosing products that meet Islamic law (Faried, 2019).

The Global Islamic Economy Indicator (GIEI) 2019/2020 reports that Indonesia is in the top 15 countries with the largest average consumer in the halal industry in the world and the report says that Indonesia is in the Top 10 Modest Fashion category at 3rd place (Standard, 2019) as shown in Table 1.
Different consumer preferences for the Muslim fashion designs they choose for their consumption are followed by the development of Muslim fashion style trends, encouraging manufacturers to continue to create innovations to increase the potential for competitiveness in the market. In addition to improving products, Indonesian Muslim fashion producers also always improve their marketing strategies, from conventional sales with outlets in various cities, to online systems. The State Global Islamic Economy Report 2020/2021 reports that the world's Muslim fashion consumption in 2019 reached US$ 277 billion, in 2020 it reached US$ 311 billion.

In Indonesia alone, the 3 most famous and most popular Muslim fashion brands are (a) Rabbani, (b) Zoya, and (c) Dian Pelangi. Rabbani is one of the largest Muslim clothing companies in Indonesia with branches spread throughout the country. Rabbani sells a variety of Muslim robes, good koko clothes and syar'i hijabs. The hallmark of Rabbani is the simple design, and the Rabbani logo in the form of three white waves on each product. In contrast to Rabbani who puts forward syar'i, Zoya has a more cheerful philosophy, namely "light and color". Zoya is lighter, can be used everyday for all purposes, and easier to mix and match than Rabbani. Dian Pelangi carries an elegant theme with a combination of soft colors such as white and gray. Even so, Dian Pelangi never leaves the characteristics of the archipelago in her works, such as batik, jumputan, and songket. These three brands since the last ten years have always been sought after by Indonesian Muslim fashion enthusiasts and are now even growing after serving online sales.

Table 1. Top 10 Modest Fashion 2019/2020

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United Arab Emirates</td>
</tr>
<tr>
<td>2</td>
<td>Turkey</td>
</tr>
<tr>
<td>3</td>
<td>Indonesia</td>
</tr>
<tr>
<td>4</td>
<td>Malaysia</td>
</tr>
<tr>
<td>5</td>
<td>Singapore</td>
</tr>
<tr>
<td>6</td>
<td>Italy</td>
</tr>
<tr>
<td>7</td>
<td>Bangladesh</td>
</tr>
<tr>
<td>8</td>
<td>Morocco</td>
</tr>
<tr>
<td>9</td>
<td>India</td>
</tr>
<tr>
<td>10</td>
<td>Sri Lanka</td>
</tr>
</tbody>
</table>

Source: Global Islamic Economy Indicator (GIEI) (2020)

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5 https://kamini.id/merk-baju-muslim-yang-paling-terkenal-di-indonesia/
6 https://www.rabbani.co.id/page/
7 https://www.zoya.co.id
8 https://www.gramedia.com
Customer loyalty to the 3 Muslim fashion brands above makes a major contribution to the formation of consumptive behavior towards Muslim fashion online. Research related to Muslim fashion has been carried out by several researchers, including Manda Indurasmia and Istyakara Muslichah (2022) entitled The Role of Brand Experience and Engagement on Customer Loyalty in Muslim Fashion in Indonesia. The results showed that customer involvement itself also had a positive effect on brand loyalty. Another research is a study entitled The Effect of Satisfaction on Loyalty in Purchasing Muslim Fashion Products Through the Shopee Marketplace, which was conducted by Yudha Trishananto (2021). The results showed that the satisfaction variable found a positive influence on trust.

The two studies above use quantitative methods and do not link loyalty with consumptive behavior directly, while this study uses qualitative research methods with a phenomenological approach and associates consumer loyalty with consumptive behavior towards Muslim fashion. Although these three brands are well known among the Indonesian people, that does not mean there are no complaints from customers when purchasing online. People still often complain about large-scale purchases by agents so that the general public does not get the goods. Many complaints are also directed at websites that often have errors or traffic.

On that basis, the researchers are interested in conducting research related to online Indonesian Muslim fashion aimed at answering the questions: (1) How Muslim fashion brands can create consumer loyalty and (2) How consumer loyalty to Muslim fashion can encourage consumptive behavior. The results of this study will make a major contribution to Muslim fashion business people and observers of Muslim fashion issues, so that they can encourage the development of Muslim fashion businesses in Indonesia.

2 THEORITICAL FRAMEWORK

The theory of reasoned action, formulated by Fishbein in 1975, was designed to elucidate the factors influencing consumer purchasing behavior. According to this theory, the key determinants of actual behavior are the individual's attitude toward the purchase and the subjective norm surrounding it. While it was initially suggested that these two factors might interact, later research by Ryan and Bonfield (1975) indicated that they exert separate, additive effects on buying behavior. This implies that assessing the relative impact of attitudes and social influences through beta weight analysis can help inform
marketing strategies and identify whether purchase intentions for a brand or product are primarily shaped by personal attitudes or social influences.

2.1 CONSUMER LOYALTY

Loyalty is defined as a consumer's commitment to doing business with the company, buying the company's products or services repeatedly, and at the same time recommending the product and or service to friends or colleagues (Mcllroy & Barnett, 2000). From this definition, there are keywords that distinguish it from repeated purchases called inertia, namely commitment. Inertia is repeated purchases but not followed by a commitment to the product or service (Assael, 1995).

2.2 CONSUMER LOYALTY INDICATORS

1. **Behavior measures.** According to Rangkuti (Bastian, 2014), behavioral actions, namely taking into account the actual buying patterns of customers that lead to habitual behavior. Action behavior (actual) means measuring the purchases that have actually been made by customers for a product or service. This helps the formation of habitual behavior to consume products and services so that customers can become loyal.

2. **Measuring switch costs.** Replacement costs are costs used or incurred by customers to switch brands, so that when customers intend to switch from one brand to another, they will take into account first. Switch costs are carried out to maintain relationships so that customers are loyal to the brand (Rangkuti cited in Bastian, 2014).

3. **Measuring satisfaction.** Satisfaction measurement is an indicator to find out whether or not a customer is satisfied with the products or services offered. If the customer is satisfied, it is unlikely that the customer will switch to another brand of product or service (Espinoza, 2023).

4. **Measuring liking brand.** Liking, trust, respect or friendship with a brand creates warmth and closeness felt by customers, so that it will foster customer loyalty because customers have an intimate relationship related to the feelings they feel while using the product or service of the brand in question (Rangkuti cited in Bastian, 2014).
5. **Measuring commitment.** According to Rangkuti (Bastian, 2014) the measurement of commitment involves interaction between customers and products in this case, leading to the creation of an urge to tell or recommend products from brands that are used by customers to others so that by telling or even recommending products or services from certain brands to other people. Others will make customers commit to what they tell others and will affect their loyalty.

6. **Say positive things.** Zeithaml, Berry and Parasuraman (1996) say positive things about products or services that have been consumed. Japarianto, Laksmono and Khomariyah (2007) say positive things are conveying in the form of words about products that have been consumed to others, so that by conveying positive things about what has been consumed to others will stimulate the mind to try and stay loyal, because of the positive things that we convey.

7. **Recommended to someone or friends.** Zeithaml, Berry and Parasuraman (1996) recommend products that have been consumed to friends. Japarianto, Laksmono and Khomariyah (2007) say that recommending to friends means that there is a process of inviting other parties to enjoy the product or service as a result of the positive experience felt by the customer when buying the product or service. Recommending products or services to others indicates that we get satisfaction with the products or services of the brand in question, thus inviting others to participate in consuming products and services from that brand and that is a sign that we are loyal.

8. **Repeat purchases.** According to Zeithaml, Berry and Parasuraman (1996) make repeated or continuous purchases of products that have been consumed. Japarianto, Laksmono and Khomariyah (2007) say that repeat purchase is an attitude to return to buy products or services that have been consumed based on loyalty. Buying certain brand products or services continuously is possible if we are loyal and feel that we get what we need and want so that we feel satisfied.

In this study, researchers will use the loyalty indicator from Zeithaml, Berry and Parasuraman (1996) which consists of 4 (four) indicators, namely: (1) measuring satisfaction, (2) measuring brand preference, (3) recommending to others or friends and (4) repeat purchases. The four indicators are considered suitable for revealing consumer loyalty to Muslim fashion products that will be studied by researchers in addition, the
indicators are easy to apply in the form of behavior and are easily understood by researchers as guidelines in data analysis.

2.3 CONSUMPTIVE BEHAVIOUR

Advances in technology and information have brought great changes in people's lifestyles. The development of information technology can facilitate people's work both directly and indirectly. Lifestyle changes encourage people to behave consumptively. The emergence of consumptive behavior cannot be separated from the factors that influence consumer decisions (Hidayatullah et al, 2018).

According to Hotpascaman (2009) and Pramudi (2015), consumptive behavior is the activity of purchasing goods that are not taken into account or are not planned. This behavioral model is a buying model according to wants and not needs and tends to be influenced by pleasure alone. Consumptive behavior is an activity of buying goods that do not aim to meet needs, but with the aim of fulfilling desires and this action is carried out many times so that it makes excessive use of money (Mujahidin and Rika Pristian Fitri Astuti, 2020). This consumptive lifestyle is very visible in the millennial generation, namely the generation born in the early 1980s to the late 2000s. It can be said that the millennial generation is the generation currently aged between 20-40 years. (Hidayatullah, et.al, 2018).

Harsono (Lestari, 2006) states that consumer buying motives are factors that cause a consumer to buy a product for personal use. Consumer buying motives can be divided into three types, namely:

1) Emotional motive

Emotional motives are the reasons consumers buy products that come from impulsive needs and psychological needs of a person without considering the quality of expensive products and other rational reasons. The purchase of the product is caused by emotional reasons such as pride, prestige, bandwagon, pleasure, and others. This emotional buying motive is often used by marketers to increase their product purchases.

2) Rational motive

The rational motive is the reason for the purchase which is carefully planned and analyzed all the information about the purchased product. The product to be
purchased is considered to be really needed, the product quality is good, the price is not expensive, and other rational considerations regarding the condition.

3) Patronage motive

Patronage motives are reasons for buying based on special characteristics of the store or place of purchase, it can also be due to reasons for the brand of a product. Consumers buy a product because the place of sale is convenient, because the service is good, because the waiter is beautiful, or because the brand is famous.

Based on the description above, it can be concluded that consumptive behavior is individual behavior aimed at excessive consumption or buying of goods or services, irrational, economically wasteful, prioritizing pleasure over needs and psychologically causing anxiety and insecurity.

3 RESEARCH METHOD

This is a qualitative research with a phenomenological approach. Bodgan and Taylor (2002) define qualitative research as research that produces descriptive data in the form of written or spoken words from people or observable behavior. The definition focuses on the type of data collected in the study, namely qualitative descriptive data. Meanwhile, phenomenology is the study of knowledge that comes from awareness or the way we interpret objects and events that become a person's conscious experience (Little John, 2000). Besides that, phenomenology is the idea of social reality, social facts or social phenomena that become research problems (Moleong, 2004).

Phenomenology wants to reveal what is the reality and experience experienced by the individual, to reveal and understand something that is not visible from the individual's subjective experience. Therefore, researchers cannot include and develop their assumptions in their research (Creswell, 1994). In this study, the researcher used a phenomenological approach because in accordance with the purpose of his research, namely wanting to explore as much information as possible regarding the experiences of the informants in using Muslim clothing with certain brands, namely Dian Pelangi, Rabbani and Zoya, and how their experiences caused them to eventually become consumers loyal to the brand and continuously make repeat purchases.

Testing the validity of the data in this study was carried out using source triangulation, namely by checking the data that had been obtained from several sources. Triangulation is a technique of checking the validity of data that utilizes something else
The sampling technique used in this study used a purposive sampling technique, namely the technique of determining the sample with certain considerations (Sugiyono, 2016: 85). The reason the researcher uses this purposive sampling technique is because it is suitable for use for qualitative research where purposive sampling is a sampling technique for data sources with certain considerations, for example, the person is considered to know best about what we expect (Sugiyono, 2009: 300).

Data collection was conducted by semi-structured interviews. This type of interview is included in the category of in-depth interview, where in its implementation the interview is carried out more freely when compared to structured interviews. By using semi-structured interviews, researchers can find out more in-depth things about participants in interpreting situations and phenomena that occur. The purpose of this type of interview is to find problems more openly, where the interviewee is asked for their opinions, and ideas. In conducting interviews, researchers listen carefully and record what is stated by informants (Sugiyono, 2018: 138).

In this study, researchers interviewed 30 female Muslim fashion consumers who always buy online. They are domiciled on the islands of Java, Sumatra, Kalimantan, Sulawesi and West Nusa Tenggara because these areas are the most populous areas in Indonesia where the population, especially women, wear Muslim clothes. In collecting data, researchers ensured its validity. Therefore, triangulation is needed which is a combination or combination of various methods used to examine interrelated phenomena from different perspectives and perspectives (Norman K. Denzin and Lincoln, 2009).

In this case, the researcher triangulates data sources by classifying informants into 3 categories, namely: category A is a group of career women (10 people), category B is a group of housewives (10 people), and category C is female students (10 people). This classification is intended so that researchers get an idea of whether there are differences of opinion between informants from each category regarding consumer loyalty to online Muslim fashion purchases and whether consumer loyalty encourages consumptive behavior for Indonesian Muslim fashion enthusiasts.

Data analysis was carried out in this study using the phenomenological data analysis method or known as the FDA. Data analysis is used for the purpose of minimizing and limiting findings so that they become data that is organized, structured, more structured and more meaningful. Phenomenology is also explained as a
phenomenon experienced by individuals to be later retold and analyzed to find an interesting discussion to be re-explained (Moleong, 2011: 13).

Miles and Huberman (2014) explain that the stages of phenomenological analysis consist of the following steps: (1) Data reduction. At the data reduction stage, the researcher will collect as much research data as possible, in this case through in-depth interviews or from various documents related to the subject under study. At this stage, the researcher keeps archives or records the data found in the form of important notes so that then these notes will be translated to then be separated and classified on each relevant data according to the focus of the research problem; (2) Data Display or Data Presentation. Data that has been obtained through direct observation and observation can be made in the form of a matrix or table containing a list of the classifications of each data which in its presentation can be in the form of charts or narratives containing descriptions of the data obtained; (3) Drawing Conclusions. After presenting the data, the next thing to do is draw conclusions from the analysis of the research data carried out. Drawing conclusions is a follow-up analysis and is a part of data reduction, and data display so that researchers can conclude according to the data or facts found in the research process. The conclusion is drawn in the form of a descriptive narrative as a description and research report.

4 RESULTS

The results of interviews with 30 informants obtained data that 7 out of 10 career women are loyal customers of the Muslim fashion brand Dian Pelangi. Meanwhile, out of 10 housewives interviewed, 8 people are loyal customers of Rabbani products, and of 10 female college students interviewed, 8 people are loyal customers of Zoya brand Muslim fashion. The following is a table of interview results.

<table>
<thead>
<tr>
<th>Career Women</th>
<th>No Informants</th>
<th>House Wives</th>
<th>No Informants</th>
<th>Female College Students</th>
<th>No Informants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dian Pelangi</td>
<td>7</td>
<td>Rabbani</td>
<td>8</td>
<td>Zoya</td>
<td>7</td>
</tr>
<tr>
<td>Rabbani</td>
<td>2</td>
<td>Zoya</td>
<td>2</td>
<td>Dian Pelangi</td>
<td>1</td>
</tr>
<tr>
<td>Zoya</td>
<td>1</td>
<td>Dian Pelangi</td>
<td>1</td>
<td>Rabbani</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Results of Interview Data 2023

From the above data, the researcher then dig deeper the questions why they like the brand.
To answer the research question about the customer loyalty and consumtive behavior of all informants in buying Muslim fashion, the researcher conducted semi-structured interviews with 30 Muslim fashion customers. Answers related to customer loyalty and consumtive behavior are summarized in the following table:

Table 3. Summary of the Interview Results with Career Women (Category A Informants)

<table>
<thead>
<tr>
<th>No</th>
<th>Aspect</th>
<th>Reasons’ to be a loyal customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Satisfaction Measurement</td>
<td>a. Satisfied with Dian Pelangi’s products</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Very suitable for use in the office</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Appropriate colors for office wear</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Elegant design, very unique</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b. Satisfied with the service</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- If the product runs out, the customer can wait about 1 week and the product will be sent</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Products sent to order both in size and color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c. Satisfied with an affordable price</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- The price is a bit more expensive when compared to other brands, but worth the quality and design</td>
</tr>
<tr>
<td>2</td>
<td>Brand Preference Measurement</td>
<td>a. There is a sense of pride in wearing the Dian Pelangi brand</td>
</tr>
<tr>
<td>3</td>
<td>Recommend To Others/Friends</td>
<td>a. Always recommend to friends and family because you don’t feel ashamed about the quality of the product</td>
</tr>
<tr>
<td>4</td>
<td>Repeat Purchase</td>
<td>a. Have been a Dian Pelangi customer for more than 5 years and always buy when there is the latest fashion product</td>
</tr>
</tbody>
</table>

Table 4. Researcher Interview Results with Housewives (Category B Informants)

<table>
<thead>
<tr>
<th>No</th>
<th>Aspect</th>
<th>Reasons to do repeat purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Emotional Motive</td>
<td>a. Appearance at work is very important. So it must be supported by attractive and quality fashion so that we look elegant and Dian Pelangi can make it happen.</td>
</tr>
<tr>
<td>2</td>
<td>Rational Motive</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Patronage Motive</td>
<td>a. The Dian Pelangi brand is already well-known</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b. There is a sense of pride if you can wear it</td>
</tr>
</tbody>
</table>

Complaints from the customers

1. New products whose promotions are broadcast live streaming on Facebook and Instagram sell out very quickly, so you have to wait about 2 weeks for new orders to be delivered.

2. Dian Pelangi’s website often experiences ‘traffic’ so that customers cannot access it.

Source: Results of Interview Data 2023
- Elegant and unique design
- Satisfied with the service
- If the product runs out, the customer can wait about 1 week and the product will be sent
- Satisfied with an affordable price
- The price is quite affordable for the quality of materials and good models like Rabbani
- Satisfied with an affordable price
- The price is quite affordable for the quality of materials and good models like Rabbani

<table>
<thead>
<tr>
<th>No</th>
<th>Aspect</th>
<th>Reasons to do repeat purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Brand Preference Measurement</td>
<td>a. Already feel confident with the Rabbani brand</td>
</tr>
<tr>
<td>3</td>
<td>Recommend To Others/Friends</td>
<td>a. Always recommend Rabbani Brand to friends and relatives</td>
</tr>
</tbody>
</table>
| 4  | Repeat Purchase | a. Always buy Muslim clothes and hijab from Rabbani  
b. Not only on Eid al-Fitr to buy clothes from Rabbani products. Every time there are new Gamis or Hijab clothing products, we always buy at Rabbani |

### Consumptive Behavior

<table>
<thead>
<tr>
<th>No</th>
<th>Aspect</th>
<th>Reasons to do repeat purchase</th>
</tr>
</thead>
</table>
| 1  | Emotional Motive | a. Very happy if there is a promotion of new products  
b. Rabbani hijab model is very unique and not ‘conventional’  
c. There’s always something to buy when there’s a new product |
| 2  | Rational Motive | - |
| 3  | Patronage Motive | a. The Rabbani brand is already well-known in Indonesia, so there is a sense of pride when wearing its products |

### Complaints from the customers

1. Sometimes the product sent does not match the order, there is an error in size or color
2. The promised rewards if you buy more than half a dozen often don't come true on the grounds that supplies are out of stock.

Source: Results of Interview Data 2023

Table 5. Researcher Interview Results with Female College Students (Category C Informants)

<table>
<thead>
<tr>
<th>Customer Loyalty</th>
<th>Reasons to be a loyal customer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Satisfaction Measurement</strong></td>
<td>a. Satisfied with the product</td>
</tr>
<tr>
<td></td>
<td>- Zoya's hijab brand is very modern and suitable for young people</td>
</tr>
<tr>
<td></td>
<td>- Zoya brand Muslim clothing is very suitable for young people, because the model is more casual and contemporary</td>
</tr>
<tr>
<td></td>
<td>- The colors produced are also in accordance with the colors of young people</td>
</tr>
<tr>
<td></td>
<td>b. Satisfied with service</td>
</tr>
<tr>
<td></td>
<td>- The customer service at the online store is very friendly and professional</td>
</tr>
<tr>
<td></td>
<td>- If an item is damaged, the return process is very quick and it is replaced with a new, excellent product</td>
</tr>
<tr>
<td></td>
<td>- Jika ada barang yang rusak, proses pengembalianya sangat cepat dan diganti dengan produk baru yang sangat baik</td>
</tr>
<tr>
<td></td>
<td>c. Satisfied with the price</td>
</tr>
<tr>
<td></td>
<td>- The price of Zoya's clothes or hijab is very affordable.</td>
</tr>
<tr>
<td></td>
<td>- Hijab prices start from IDR 37,500 even though the brand is already well known</td>
</tr>
<tr>
<td><strong>2 Brand Preference Measurement</strong></td>
<td>a. Proud to wear Zoya brand clothes</td>
</tr>
<tr>
<td></td>
<td>b. Increase self-confidence</td>
</tr>
<tr>
<td><strong>3 Recommend To Others/Friends</strong></td>
<td>a. Always recommend Zoya to friends and relatives</td>
</tr>
<tr>
<td><strong>4 Repeat Purchase</strong></td>
<td>a. Always buy Zoya brand Muslim clothing</td>
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<tr>
<td></td>
<td>b. Always buy Zoya every time there is a live streaming on Facebook and Instagram for both clothes and hijab</td>
</tr>
<tr>
<td></td>
<td>c. Always buy Zoya every Eid Al-Fitr and other Islamic Holiday</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consumptive Behavior</th>
<th>Reasons to do repeat purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Emotional Motive</strong></td>
<td>a. Very happy if there is a promotion of new Zoya products</td>
</tr>
<tr>
<td></td>
<td>b. Zoya's hijab and Muslim clothing models are very casual and suitable for female students</td>
</tr>
<tr>
<td></td>
<td>c. If there is a new product, there is always something to buy</td>
</tr>
<tr>
<td><strong>2 Rational Motive</strong></td>
<td></td>
</tr>
<tr>
<td><strong>3 Patronage Motive</strong></td>
<td>a. Zoya brand is well known in Indonesia</td>
</tr>
<tr>
<td></td>
<td>b. There is a sense of pride when wearing Zoya products</td>
</tr>
</tbody>
</table>

Complaints from the customers

1. Zoya's website often crashes
2. Zoya brand products are often sold out by sales agents a few minutes after going live on Facebook or Instagram

Source: Results of Interview Data 2023
5 DISCUSSION

The data obtained by the researcher shows that consumers who already believe in a particular brand will always be loyal and will continue to wait for new products to appear. The following is the researcher's analysis of the results of interviews with informants.

5.1 CONSUMER LOYALTY

This customer loyalty is not obtained in a short time but through a series of experiences related to a product that has been experienced.

“I have been a customer of Dian Pelangi's Muslim fashion for more than 5 years. I work in a company and I understand that appearance is very important to support my career. Previously I bought Muslim fashion in various places, both in malls and boutiques. But since I was introduced to the Dian Pelangi fashion brand, I have never bought Muslim clothes at the mall or anywhere else. Besides eating when I have to go to the mall, the quality of the clothes I bought is also not that good when compared to the Dian Pelangi brand. Since then, I have only bought Muslim fashion from the Dian Pelangi brand” (Rianita Dara - Career Woman, Central Java)

“I have been a Rabbani customer for more than seven years. At first I only bought hijab, because the hijab with the Rabbani brand has a unique design, with varying colors. But over time I also bought Muslim clothes from the Rabbani brand because I think the design and color are suitable for wearing in various events. The service is also fast and according to the order. In addition, the material is also very comfortable and the price is affordable. Now all my Muslim clothing equipment and my family buy at Rabbani”. (Tatiek Unisawati - Housewife, West Sumatra)

“I always buy Muslim clothing and hijab with the Zoya brand because the design is suitable for young people. The model is very fashionable and not old-fashioned, so it is suitable for campus wear both for lecturing and attending organizational activities. The material is very comfortable and not hot. The customer service is also friendly. I have been a customer of Zoya since 4 years ago and until now I always buy at Zoya. ” (Sandy Rahimmappa - Female College Student, South Sulawesi)

From the answers given by customers, they are satisfied with the product (Siswadi, 2023), because the material is comfortable, the design is not outdated, and the price is affordable. For the Dian Pelangi brand, the price is even more expensive than the other 2 products, but customers are still loyal to buy it. Apart from the quality of products and services, consumer loyalty is also seen in the aspect of liking for the brand. The
informants interviewed said that the Dian Pelangi, Rabbani and Zoya brands were the most popular Muslim fashion brands in Indonesia.

This will also create a sense of pride and confidence in the wearer. Moreover, the designs and colors of these brands have characteristics that are not the same as other products. This is what finally made the informants stay loyal to buy Muslim clothing with these brands and even recommend them to friends and family. Recommended products or services to others indicates that we get satisfaction with the products or services of the brand in question, thus inviting others to participate in purchasing products and services from that brand and that is a sign that we are loyal (Japarianti, Laksmono and Khomariyah (2007) Loyal consumers will generally buy the brand even though they are faced with many alternative brands of competing products that offer superior product characteristics from various angles (Durianto, 2001:4).

“I'm not shy about recommending Dian Pelangi to my friends in my office because the design is very elegant to wear to the office in addition to its good quality.” (Ranti Erianti - Career Woman, South Kalimantan)

“As for Rabbani, I think all Indonesians already know the quality. So if they are looking for affordable hijab or Muslim clothing, I recommend it to Rabbani.” (Andini Yasha – Housewife, West Nusa Tenggara)

“Until now, when we talk about Muslim clothing for young people, there is only one, namely Zoya. The casual model is suitable for young people who wear hijab and dress in Muslim clothes. I always recommend Zoya to my college friends.” (Widianti - Female College Student, East Java)

This consumer loyalty can also be seen from repeated purchases over the years. Although there are always complaints, such as the product runs out quickly after a few minutes of being broadcast live on Facebook and Instagram, sometimes the website has an error or sometimes the orders that come are not the same size and color as ordered, but consumers still don't want to buy other brands because they trust them. These brands. The satisfaction obtained by a consumer can encourage someone to make repeat purchases (Romeo, 2023), be loyal to the product or loyal to the store where he bought the item so that consumers can tell good things to others (Prastyaningsih, 2014).
5.2 CONSUMPTIVE BEHAVIOR

The informants' answers indicate that the emotional and patronage aspects dominate their consumptive behavior. This is evidenced by their feeling of pleasure when there is a promotion of new products and even they are always waiting for the release of new products such as hijab, Muslim clothes, hijab accessories, and there is always a desire to buy them (Harsono cited in Lestari, 2000).

“My appearance in the office is very much supported by the clothes I wear. So I always wait for Dian Pelangi to release her new products. Anyway, if I use the Dian Pelangi brand, I can increase my self confidence.” (Anida Vira- Career Woman, South Sumatra)

“When there is a live streaming of Rabbani's new product, my friends and I in women organizations always watch it together. That's great. It feels really good to be able to buy Rabbani products while live. The brand is well known, especially among mothers in Indonesia. I’m so proud to be able to use the Rabbani brand.” (Shinta Shastaviayana – Housewife, East Kalimantan)

“If I wear Zoya clothes, I feel more confident, besides that I am also more daring to make presentations or become a Mc or Moderator at events on campus in front of many people. This is one of the reasons why I never switch to another brand.” (Kinan Lisyana- Female College Student, West Java)

From consumers' answers, emotional and patronage motives dominate and none of them show consumptive behavior because of rational motives. They are very happy to make purchases during live streaming without considering their spending side or the price of each item purchased. Emotional motives imply the choice of goals based on self-consideration or subjectively, among others, regarding pride, liking or status (Kanuk, 2004:94).

6 CONCLUSION

From the analysis conducted, it can be concluded that the informants who are customers of the Dian Pelangi, Rabbani and Zoya brands have shown that they have had experience of being loyal customers for more than 5 years. This is evidenced by their satisfaction with the product, ranging from unique designs, comfortable materials, prices that match the quality, thus making them not hesitate to recommend this brand to their family and friends from various communities and organizations. Their loyalty to a brand is also proven by repeated purchases that are always made by the informants. Repeated purchases by these consumers are based on two dominant motives, namely emotional
motives, namely the reason consumers buy products that come from impulsive needs and psychological needs without considering the quality of expensive products and other rational reasons, and patronage motives, namely the reasons for purchasing based on certain brand reasons that can increase self-confidence and prestige. This study has limitations, namely not focusing on customer satisfaction. Therefore, the researcher suggests that further research can be carried out related to customer satisfaction with online Muslim fashion.

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