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The Influence of Hijab Fashion Trends and Social Media on Muslim Women's Purchase Intentions, with Attitude as a Mediating Variable: Empirical Study in East Java

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Abstract

Purpose – The purpose of this study is to analyze the influence of hijab fashion trends and social media use on Muslim women's purchase intentions and to examine the role of attitude as a mediating variable in that relationship.

Methodology – The quantitative survey approach was analyzed using Partial Least Squares Structural Equation Modeling (PLSSEM). Data were collected via an online questionnaire distributed to 234 Muslim women who wear the hijab and use social media to search for information and purchase hijabs in the East Java region. Respondents were selected using a purposive sampling technique based on predetermined criteria. The data were analyzed by testing the measurement model (outer model) and the structural model (inner model), as well as by testing for direct and indirect effects.

Findings – The results of the study indicate that hijab fashion trends have a positive effect on attitude and purchase intention. Social media use also has a positive effect on both variables. In addition, attitudes have a positive effect on purchase intentions. The results of testing attitudes as a mediating variable show that attitudes significantly mediate the relationship between hijab fashion trends and purchase intentions, as well as the relationship between social media use and purchase intentions.

Implications – The implications of this study emphasize the importance of utilizing social media as a marketing tool for hijab fashion that keeps pace with evolving trends. Business owners are expected to understand how consumers respond to trends and information received through social media, which can increase their purchase intent.

Originality – This study introduces an analysis of hijab fashion trends and social media use as concurrent external stimuli within the S-O-R theoretical framework to explain their relationship with Muslim women's attitudes and purchase intentions. This study also examines hijab purchasing behavior among Muslim women in East Java, taking into account the value of modesty in wearing the hijab and consumption from the perspective of Islamic economics.

Introduction

The hijab is part of the dress code in Islam regarding the obligation for Muslim women to cover their aurat, which is intended to maintain modesty. The dress code for Muslim women is explained in the Qur'an, Surah Al-Ahzab, verse 59, which contains Allah's command to the Prophet Muhammad (SAW) to instruct his wives, daughters, and believing women to extend their hijabs to cover their entire bodies. Muthalib (2020) explains that this verse is relevant to regulating the function of clothing as a means of covering the body. However, with technological

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advancements, the hijab has undergone significant changes. Today, the hijab is not merely a religious practice for Muslim women but has also become a form of self-expression, a symbol of identity, and a representation of a modern lifestyle. The hijab not only represents religious identity but is also linked to factors that reflect modesty and social image, thereby serving as a means for Muslim women to express their personal style through clothing (Karakavak & Özbölük, 2023). The current evolution of the hijab can drive economic activity through the growth of the modest fashion market, which involves entrepreneurs, manufacturers, retailers, and digital marketers (Sumarliah et al., 2021). Thus, the hijab has a broad scope it is not merely a religious practice but also a social and cultural representation, as well as an integral part of the hijab fashion industry and consumer behavior.

Fashion trends today have brought about changes among Muslim women who wear the hijab. These changes are evident in the increasing variety of hijab styles, patterns, colors, and brands that align with contemporary fashion trends. Candra & Septiani (2025) explain that, as it has evolved, fashion is no longer viewed merely as a means of covering one's body, but has also become part of a lifestyle and a reflection of the wearer's personality. This aligns with the findings of Pratiwi et al. (2025), who note that Muslim women now tend to choose hijabs in a variety of styles, patterns, and colors that align with current trends. These changes can drive the emergence of consumption behaviors based on the desire to follow the latest styles and achieve a more fashionable look. In this context, the intention to purchase hijab products is not solely based on rational considerations but can also be influenced by psychological factors stemming from social media(Az-Zahra, 2026).

The evolution of hijab fashion trends is inextricably linked to social media as a source of information and a reflection of consumer preferences across various digital platforms such as Instagram, TikTok, Facebook, X, and Pinterest which serve as channels for Muslim women to access information on the latest hijab styles, fashion inspiration, and recommendations for popular products (Nasyah et al., 2024). Furthermore, social media is also utilized by businesses to reach a wider audience for marketing and product sales. In this process, social media can help consumers evaluate products and build consumer trust before making a purchase(Nofrizal et al., 2023). Thus, social media users can easily access information about hijab fashion and may also form consumer evaluations and attitudes toward a product that influence purchase intent.

Attitude is one of the key aspects in the context of consumer behavior. In the Stimulus-Organism-Response (S-O-R) theory, attitude is positioned as the "organism" that is, the consumer's internal evaluation process that forms after receiving various stimuli. In the context of hijab fashion, these stimuli stem from evolving hijab fashion trends and information consumers obtain through social media. Attitude serves as an evaluation process that links stimuli to behavioral responses, specifically purchase intention. Consumers evaluate developments in hijab fashion trends based on the relevance of references and product information obtained through social media before making a purchase (Cho et al., 2026).Najib et al. (2024)demonstrated that attitude has a positive influence on purchase intention, indicating that the more positive a consumer's evaluation of a product is, the higher the likelihood of making a purchase. Based on these findings, attitude is hypothesized to be a mediating variable that explains how hijab fashion trends and social media use can influence Muslim women's purchase intentions.

Previous studies have examined various factors related to hijab fashion trends, social media use, attitudes, and purchase intention, but they still show differences in focus and in the relationships among the analyzed variables. Saeed et al. (2021) identified that dress style, fashion motivation, fashion uniqueness, and sources of fashion knowledge significantly influence Muslim women's intention to purchase hijabs. Furthermore, Sumarliah et al. (2022) examined online purchase intentions for modest wear by considering factors such as fashion innovation, electronic innovation, trust, attitudes, and religiosity. Najib et al. (2024) used the stimulus-organism-response (S-O-R) framework to investigate the purchase intention for premium hijabs, positioning hedonistic value, utilitarian value, and religiosity as stimuli, and attitudes as the consumer's internal process. Meanwhile, Dehyadegari et al. (2025) demonstrated that social media influencers play a role in shaping perceived value and electronic word-of-mouth communication related to purchase intentions and online hijab purchasing behavior. Karakavak & Özbölük (2023) explained that social

media and influencers also reshape the meaning of the hijab through fashion trends, while Pratiwi et al. (2025) and Candra & Septiani (2025) discuss the evolution of hijab fashion trends related to lifestyle, identity, and Muslim women's consumption patterns.

Based on these research gaps, studies on the intention to purchase hijabs have considered various factors, including attitudes, religiosity, product value, dress style, and the influence of social media. However, there remains room to advance research by integrating hijab fashion trends and social media use as factors influencing purchase intention through consumer attitudes. This study applies the Stimulus-Organism-Response (S-O-R) theory while proposing an extension that positions hijab fashion trends and social media use as the stimulus (S), attitudes as the organism (O), and purchase intention as the response (R). This study not only analyzes the direct effects of these two stimuli on purchase intention but also examines the role of attitudes as a mediator in this relationship. This approach is expected to provide a deeper understanding of how the evolution of hijab fashion trends and exposure to social media shape consumer evaluations before influencing the formation of purchase intention through the S-O-R theoretical framework.

Literature Review

Hijab Fashion Trends

The hijab fashion trends identified by Haryanti & Nurdin (2019) indicate that the evolution of the hijab reflects styles that follow shifts in fashion and public preferences during a specific period. Popular clothing styles are linked to fashion trends within a society and continue to evolve in line with changes in fashion styles and forms. In the context of the hijab, this evolution is evident in the increasingly diverse range of styles available, ranging from square hijabs and pashminas to various other forms. These changes indicate that the hijab is no longer viewed merely as a head covering but has become a fashion choice that allows consumers to tailor their appearance to their personal style. The continuous growth of the fashion industry has led to increased public interest in selecting fashion products, whether clothing, pants, or hijabs. This situation requires sellers to create creative and innovative fashion designs capable of thriving in the competitive fashion business landscape (Riptiono, 2019). Sojali R (2021) states that the evolution of the hijab into a fashion style has driven increased consumption through trends, color variations, styles, pricing, and fabric quality. Consumers follow trends to stay current, express themselves, boost their self-confidence, and gain social recognition.

Thus, hijab fashion trends not only reflect changes in style but also drive shifts in consumer preferences and how they interpret their appearance. As these trends evolve, they increasingly demonstrate a fusion of religious values with contemporary fashion, meaning the hijab functions not only as a symbol of Muslim women's identity but also as an integral part of modern style (Nasyah et al., 2024). This view aligns with El-Bassiouny (2018), who found that the experience of consuming hijabs involves a blend of religious and cultural meanings, meaning that the hijab phenomenon cannot be separated from the process of identity formation and Muslim women's experiences in purchasing hijab products. From an Islamic perspective, these developments must be understood while upholding the principle of modesty in dress. The hijab is not merely a fashion choice but also serves a religious function as a covering for the aurat. Essentially, women who wear the hijab can embrace evolving trends as long as those styles remain consistent with religious values and the boundaries of modesty, reflecting the interplay between fashion demands and the religious values of hijab wearers (Karakavak & Özbölük, 2023). Therefore, developments in hijab fashion continue to take into account Islamic principles and requirements. This indicates that consumer preferences cannot be separated from the religious values that underpin hijab fashion consumption.

The hijab fashion industry in Indonesia is growing rapidly with the emergence of various styles, designs, materials, and brands that keep pace with changing trends. Technological advancements have made fashion references increasingly accessible, leading consumers to be more attuned to these changes (Rahman & Indra, 2024). For consumers, trends are a key factor in determining their choice of hijab fashion products. Another study found that fashion trends have a positive and significant influence on purchasing decisions for hijab products. The development

of diverse hijab styles provides consumers with more choices, thereby encouraging them to adapt their appearance to emerging trends (Haryanti & Nurdin, 2020). Therefore, the greater the attention paid to developments in hijab fashion trends, the stronger the tendency for consumers to consider products that follow the latest hijab styles, which ultimately increases their intention to purchase hijab fashion products.

Social Media Use

Social media use refers to consumers' activities in utilizing digital platforms to obtain information and follow various developments aligned with their interests. In the context of fashion, social media serves as a vital space for consumers to seek inspiration, recommendations, and follow trends from influencers or peers who compare products across different brands (Indragiri et al., 2025). Social media usage in the fashion industry can exert influence not only through product information but also through consumer engagement with these information sources. The presence of social media influencers with a following can foster affinity, which in turn is linked to purchase intent. This indicates that consumers are active users of social media, thereby increasing their opportunities to access information and references when evaluating a product (Rajput & Gandhi, 2024).

Ultimately, this relates to the formation of consumer attitudes and intentions toward hijab products. Research by Khan et al. (2026) explains that social media usage can be one of the factors shaping consumer attitudes toward a product; consumer activity on social media allows them to obtain information and form perceptions and evaluations before deciding to make a purchase. These findings indicate that the more intensively consumers use social media, the greater their exposure to information and references regarding hijabs, which in turn increases their tendency to form the intention to purchase hijab fashion products.

Attitude

Attitude refers to a consumer's evaluation of a product through positive or negative assessments based on their perceptions, knowledge, and values. In the context of fashion, attitude plays a crucial role in the consumption process; once consumers have evaluated a specific product, it can influence their tendency to purchase that product (Bae & Yan, 2023). The formation of these attitudes involves complex considerations because the product serves not only as clothing but also embodies religious values, identity, and selfexpression. Consumer decisions regarding a product are not based solely on rational considerations but are also tied to consumers' feelings and emotions (Najib et al., 2024).

This explains that attitudes are formed through an evaluation process that considers the suitability of the product as well as the consumer's experience. Syed et al. (2026) state that attitudes toward a product can be shaped by various factors, such as function, knowledge, self-expression, and social considerations, meaning that consumer attitudes stem from the diverse motivations they possess. Based on findings related to the hijab context, attitudes in this context can be understood as consumers' positive or negative evaluations of hijab fashion products, as well as how consumers respond to developments in hijab fashion trends and the information they receive. Thus, attitudes can be formed based on consumers' assessments of a product's benefits, suitability, and intrinsic value, thereby supporting the idea that attitudes play a positive role in driving consumers' purchase intentions.

Purchase Intention

Purchase intention is a consumer's plan to make a purchase and is one of the key predictors of actual behavior. Purchase intention does not always lead to a purchase because the actual purchase can still be influenced by other factors, such as value, perceived benefits, and price (Riptiono, 2019). In line with this, purchase intention relates to consumers' tendency to select and seek to acquire fashion products in accordance with their needs and desires; purchase intention can also be formed through consumers' evaluation of their shopping experiences, with attitudes playing a role in mediating the influence of stimuli on purchase intention (Pop et al., 2023). Sumarliah, Li,

et al. (2021) explain that consumers' knowledge of the halal supply chain process influences their purchase intention for fashion products, indicating that consumers' consideration of a product's attributes and values can drive purchase intention.

In the context of hijab fashion, purchase intention can be understood as consumers' tendencies, desires, and plans to consider purchasing hijab fashion products that align with their assessments. Consumer engagement with fashion products on social media can lead to greater attention and effort in evaluating product quality before making a purchase decision (Liu et al., 2021). These findings indicate that purchase intention represents a stage that connects various stimuli and consumer evaluations, which are shaped by the formation of consumer attitudes and information obtained through social media, thereby facilitating the purchase intention process.

Research Methods

Sample Design and Data Collection

This study employs a quantitative approach using a survey method and data collection via a questionnaire to analyze the influence of hijab fashion trends (X1) and social media use (X2) on purchase intention (Y) through attitude (M) as a mediating variable. The sampling technique used was non-probability sampling with a purposive sampling approach based on criteria established by the researcher in accordance with the research objectives. Purposive sampling was used to establish specific criteria that respondents must meet in order to obtain information relevant to the researcher's needs. The research sample consisted of 234 Muslim female respondents residing in East Java, Indonesia. Respondents were selected based on criteria relevant to the study, namely Muslim women who wear the hijab and use social media to search for information and purchase hijabs. Data collection was conducted using a questionnaire as the primary data source. The questionnaire was distributed to gather information regarding respondents' perceptions of hijab fashion trends, their use of social media, their attitudes, and their purchase intentions regarding hijab fashion products.

Measures and Instruments

All statement items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). This scale was used to measure respondents' level of agreement with each statement, which was formulated based on the indicators of each variable. In this study, hijab fashion trends were measured using six statements on a five-point Likert scale adapted from Hassan & Harun (2016). Social media usage in this study was measured using seven statements on a five-point Likert scale adapted by Matumoto & Malaquias (2026) and Khan et al. (2026). Attitudes were measured using eight items on a five-point Likert scale to assess positive perceptions, satisfaction, and attitudes toward purchasing hijab fashion, adapted from Sholihah et al. (2025) and Munaqib et al. (2026). Furthermore, purchase intention was measured using eight items on a five-point Likert scale adapted by Supriani et al. (2025).

Data Analysis

Data analysis in this study utilized the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software. The PLS-SEM method was chosen because it is capable of analyzing relationships between variables in a research model involving multiple constructs, testing direct and indirect effects through mediating variables, and does not require strict assumptions regarding data distribution. The analysis was conducted in two main stages: measurement model evaluation (outer model) and structural model evaluation (inner model) (Hair et al., 2019). The evaluation of the outer model aimed to test the validity and reliability of the research instruments. Convergent validity was assessed using outer loadings expected to be greater than 0.70 and an Average Variance Extracted (AVE) greater than 0.50. Construct reliability was assessed using Cronbach's Alpha and Composite Reliability, with values greater than 0.70. Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT), with a value less than 0.90. Furthermore, the internal model was evaluated using the Variance Inflation Factor (VIF) to assess multicollinearity, the coefficient of determination (R^2) to measure the ability of

exogenous variables to explain endogenous variables, and the effect size (f^2) to determine the magnitude of the effect. Additionally, this study used a 95% confidence interval; if the values between the 2.5% and 97.5% percentiles do not cross zero (0), the path can be considered significant and the hypothesis accepted (Aguirre-Urreta & Rönkkö, 2018). Hypothesis testing was conducted using a bootstrapping procedure with 5,000 subsamples at a 5% significance level. The hypothesis is accepted if the t-statistic is greater than 1.96 and the p-value is less than 0.05. Furthermore, this study examines the mediating role of attitude in the relationship between hijab fashion trends and social media use on purchase intention through an analysis of the specific indirect effect in the PLS-SEM model (Sarstedt et al., 2022).

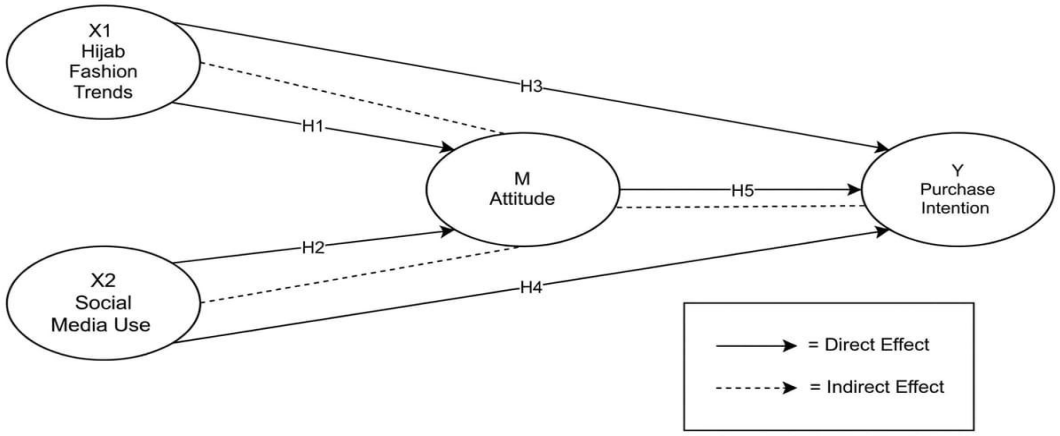

Figure 1. Conceptual Framework

Results and Discussion

Respondent Profile

This section presents a discussion of the research findings based on data obtained from respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. Hair et al. (2021) recommend a minimum sample size of five to ten times the number of indicators used in the research model. Therefore, the number of respondents in this study was adjusted to match the number of indicators used in order to meet the minimum requirements for PLS-SEM analysis. Respondent characteristics were analyzed using descriptive statistics, specifically frequency distributions and percentages. The respondent profiles analyzed included age, place of residence, educational level, the platform most frequently used to purchase hijabs, and the frequency of online hijab purchases in the past 6 months. For the question regarding social media platforms, respondents could select more than one answer (multiple responses). The distribution of respondents based on these characteristics is presented in Table 1.

Table. 1 Respondent Profile

	Description	Frequency	Percentage
Age	<18	15	6%
	18-22	187	80%
	23-27	16	7%
	28-32	9	4%
	32-40	7	3%
Residence	Surabaya	187	80%
	Sidoarjo	13	5%
	Nganjuk	7	3%

	Malang	10	4%
	Lamongan	9	4%
	Gresik	8	3%
Education	High School or Equivalent	124	53%
	D3	23	10%
	D4	25	11%
	Bachelor's Degree	62	26%
Income	<Rp 1.000.000	69	29%
	Rp1.000.000–Rp2.000.000	79	34%
	Rp2.000.000–Rp3.000.000	39	17%
	Rp3.000.000–Rp5.000.000	32	14%
	>Rp5.000.000	15	6%
Based platform for buying hijabs	Instagram	139	59%
	Tiktok	184	79%
	Facebook	15	6%
	X	12	5%
	Threads	9	4%
	Pinterest	48	21%
Frequency of online hijab purchases in the last 6 months	1 time	36	15%
	2-3 times	90	39%
	4-5 times	59	25%
	>5 times	49	21%

Evaluation of the Measurement Model (*outer model)*

The outer model was evaluated to test construct validity and reliability. Convergent validity was tested using external loadings (> 0.70) and Average Variance Extracted (AVE) (> 0.50). Construct reliability was tested using Cronbach's Alpha and Composite Reliability, with a minimum value of 0.70. Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT), with a value less than 0.90 (Hair et al., 2021).

Table 2. Outer Loadings

Construct	Outer Loading	CR	CA	AVE
HFT1	0.767	0.912	0.883	0.633
HFT2	0.799			
HFT3	0.712			
HFT4	0.856			
HFT5	0.859			
HFT6	0.771			
SMU1	0.732	0.930	0.912	0.654
SMU2	0.828			
SMU3	0.806			
SMU4	0.838			
SMU5	0.836			
SMU6	0.807			
SMU7	0.811			
A1	0.746	0.919	0.900	0.586
A2	0.766			
A3	0.739			

A4	0.777			
A5	0.749			
A6	0.738			
A7	0.809			
A8	0.796			
PI1	0.792	0.936	0.922	0.646
PI2	0.771			
PI3	0.805			
PI4	0.793			
PI5	0.831			
PI6	0.796			
PI7	0.843			
PI8	0.798			

The underlying structure of the relationship between the constructs and research indicators was tested using exploratory factor analysis. The test results in Table 2 show that the outer loading values range from 0.712 to 0.859 all above 0.70 thus meeting the criteria for convergent validity, which indicates that the indicators effectively represent their respective constructs. According to Sarstedt et al. (2022), indicators with outer loading values above 0.70 demonstrate good reliability, while values between 0.60 and 0.70 are still acceptable if the Composite Reliability (CR) exceeds 0.70 and the Average Variance Extracted (AVE) exceeds 0.50. All constructs in this study had CR values ranging from 0.912 to 0.936, Cronbach's Alpha values ranging from 0.883 to 0.922, and AVE values ranging from 0.586 to 0.654. Thus, all constructs met the criteria for internal reliability and convergent validity and are therefore suitable for use in the structural equation modeling phase.

Table 3. Discriminant Validity (HTMT)

	Attitude	**Hijab Fashion Trends**	**Social Media Use**	**Purchase Intention**
Attitude	-			
Hijab Fashion Trends	0.630			
Social Media Use	0.633	0.514		
Purchase Intention	0.721	0.788	0.704	-

All Heterotrait-Monotrait Ratio (HTMT) values are below the maximum threshold of 0.90. The highest HTMT value is found in the relationship between hijab fashion trends and purchase intention at 0.788, while the lowest HTMT value is found in the relationship between hijab fashion trends and social media usage at 0.514. According to Henseler et al. (2015), an HTMT value below 0.90 indicates that each construct possesses adequate discriminant validity. Sarstedt et al. (2022), also explain that the HTMT is a more sensitive method than the Fornell-Larcker criteria for evaluating discriminant validity in variance-based SEM models (PLS-SEM).

Structural Model Evaluation (Inner Model)

After the measurement model met the criteria for validity and reliability, an evaluation of the inner model was conducted using the Variance Inflation Factor (VIF), the coefficient of determination (R^2), and the effect size (f^2). A VIF value below 5 indicates the absence of multicollinearity issues in the research model (Hair et al., 2019).

Table 4. Collinearity test

VIF	
HFT1	1.997
HFT2	2.124
HFT3	1.619

HFT4	2.469
HFT5	3.138
HFT6	2.380
SMU1	1.859
SMU2	2.359
SMU3	2.445
SMU4	2.691
SMU5	2.442
SMU6	2.894
SMU7	2.860
A1	2.043
A2	1.981
A3	2.043
A4	2.064
A5	2.199
A6	2.084
A7	2.323
A8	2.542
PI1	2.682
PI2	2.332
PI3	2.485
PI4	2.390
PI5	2.740
PI6	2.483
PI7	3.159
PI8	2.320

The results of the multicollinearity test show that the VIF values range from 1.619 to 3.159. Sarstedt et al. (2022) established criteria stating that a VIF value of up to 3 indicates no multicollinearity issues, a VIF value greater than 3 but less than 5 indicates a possible multicollinearity issue and a VIF value greater than 5 indicates a critical multicollinearity issue. Most VIF indicators have values <3, while HFT5 (3.138) and PI7 (3.159) fall within the 3-5 range, indicating that there may be a problem with multicollinearity, but it has not yet reached a critical level.

Table 5. Structural Collinearity Assessment (Inner VIF)

	Attitude	Hijab Fashion Trends	Social Media Use	Purchase Intention
Attitude				1.875
Hijab Fashion Trends	1.278			1.559
Social Media Use	1.278			1.593

The results of the structural collinearity test at the construct level showed VIF values ranging from 1.278 to 1.875. According to Sarstedt et al. (2022b) findings, which used VIF to assess collinearity across all groups of predictor constructs in a structural model, the researcher also explained that if the VIF value is less than 3, there is no collinearity issue. All VIF values were less than 3, indicating that multicollinearity is not a serious issue in the structural model. Based on these results, the constructs are considered suitable for further evaluation of the structural model.

Table 6. Full Collinearity Assessment for Common Method Bias

Dependent Constructs	Predictor Constructs	VIF
Hijab Fashion Trends	Social Media Use	1.856
	Attitude	1.967

	Purchase Intention	2.200
Social Media Use	Hijab Fashion Trends	2.117
	Attitude	1.880
	Purchase Intention	2.552
Attitude	Hijab Fashion Trends	2.036
	Social Media Use	1.725
	Purchase Intention	2.749
Purchase Intention	Hijab Fashion Trends	1.557
	Social Media Use	1.583
	Attitude	1.858

Based on the results of the full collinearity assessment, the construct values ranged from 1.557 to 2.749, indicating that the research model shows no evidence of common method bias. This test was conducted in accordance with Kock (2015) findings using four models, with each construct serving as a predictor. If all VIF values are below the 3.3 threshold, then the model shows no common method bias based on the full collinearity assessment approach.

Table 7. R-Square

	R Square	R Square Adjusted
Attitude	0.467	0.462
Purchase Intention	0.671	0.667

Analysis of the R-squared coefficient shows a value of 0.467 for the attitude variable (M), which means that hijab fashion trends and social media use account for 46.7% of the variation in attitude, while the remaining 53.3% is explained by factors outside the model. This value can be categorized as weak. Furthermore, the R-squared value for the purchase intention variable (Y) is 0.671, indicating that fashion trends, social media use, and attitude account for 67.1% of the variance in purchase intention, while the remaining 32.9% is explained by factors outside the model. Based on the guidelines by Hair et al. (2019) a value of 0.671 falls between 0.054 and 0.75, so the purchase intention model can be categorized as moderate. Meanwhile, the adjusted R-Square values of 0.462 for attitude and 0.667 for purchase intention indicate more conservative estimates.

Table 8. Effect Size

	Attitude	Hijab Fashion Trends	Social Media Use	Purchase Intention
Attitude				0.090
Hijab Fashion Trends	0.220			0.373
Social Media Use	0.247			0.180
Purchase Intention				

Effect size testing (f^2) was conducted to determine the relative contribution of each predictor construct to the endogenous construct in the structural model. The findings ofHair et al. (2021) indicate that f^2 values of 0.02, 0.15, and 0.35 generally represent small, moderate, and large effects, respectively. The results of the effect size test (f^2) show that hijab fashion trends have a moderate effect of 0.220 on attitude and a large effect of 0.373 on purchase intention. Social media use has a moderate effect of 0.247 on attitude and a moderate effect of 0.180 on purchase intention. Meanwhile, attitude has a small effect of 0.090 on purchase intention. Based on these results, hijab fashion trends have the largest effect size on purchase intention in the research model, whereas the influence of attitude on purchase intention has a relatively small effect.

Hypothesis Testing

This study conducted hypothesis testing using the bootstrapping procedure in SmartPLS 4 to determine the significance of the relationships between constructs in the research model. This test is based on path coefficients (β), t-statistics, and p-values. A hypothesis was accepted if it had a t-statistic ≥ 1.96 and a p-value < 0.05 at a 5% significance level (Hair et al., 2019).

Table 9. Direct effects

Relationship between variables	Coefficients (β)	T-statistic	P-Values	2.5%	97.5%	Result
Hijab Fashion Trends -> Attitude	0.387	7.032	0.000	0.271	0.480	Accepted
Social Media Use -> Attitude	0.410	8.554	0.000	0.317	0.509	Accepted
Hijab Fashion Trends -> Purchase Intention	0.437	7.927	0.000	0.318	0.534	Accepted
Social Media Use -> Purchase Intention	0.307	6.966	0.000	0.220	0.394	Accepted
Attitude -> Purchase Intention	0.236	3.903	0.000	0.116	0.354	Accepted

Table 10. Specific indirect effects

Relationship between variables	Coefficients (β)	T-statistic	P-Values	2.5%	97.5%	Result
Hijab Fashion Trends -> Attitude -> Purchase Intention	0.091	3.202	0.003	0.041	0.160	Accepted
Social Media Use -> Attitude -> Purchase Intention	0.097	3.442	0.001	0.043	0.162	Accepted

Based on the results of the hypothesis testing, it was found that all seven proposed hypotheses were accepted. The research results indicate that hijab fashion trends and social media use have a positive and significant influence on attitudes. Hijab fashion trends and social media use also have a positive and significant influence on purchase intention. In addition, attitudes have a positive and significant influence on purchase intention. In the mediation analysis, attitudes were found to act as a positive mediator of the effects of hijab fashion trends and social media use on purchase intention. This is indicated by positive path coefficients and p-values below 0.05 for both mediation relationships. This study found that hijab fashion trends and social media use contribute positively to the formation of attitudes and purchase intentions among Muslim women, which in turn highlights the importance of attitudes in the process of forming purchase intentions. These findings indicate that the process of forming purchase intentions in the context of hijab fashion is not only related to external stimuli such as fashion trends and social media exposure but also involves consumers' internal evaluations in the form of attitudes.

First, hijab fashion trends (X1) have a positive and significant relationship with Muslim women's attitudes (M), with a path coefficient of 0.387, a t-statistic of 7.032, and a p-value of 0.000. The confidence interval at the 2.5% percentile is 0.271 and at the 97.5% percentile is 0.480, thereby strengthening the evidence that the relationship between hijab fashion trends and Muslim women's attitudes is significant. These results indicate that the more Muslim women pay attention to trend developments, the more positive their attitudes toward hijab fashion become. The hijab, which was previously used solely as a religious symbol, has now evolved in terms of design, style, and how it is worn. Anggraini et al. (2022) found that the use of the hijab has evolved into a part of lifestyle and social identity, while Muslim women continue to adapt to hijab trend developments in accordance with Sharia law. This suggests that changes in trends can influence consumer behavior

when evaluating hijab products. When a trend aligns with consumers' preferences, desires, and values, they tend to have a more positive experience with the product. These findings support H1 and indicate that fashion trends can serve as a stimulus that shapes consumer attitudes toward hijab fashion.

Second, social media use (X2) has a positive and significant relationship with the attitudes (M) of Muslim women, with a coefficient of 0.410, a t-statistic of 8.554, and a p-value of 0.000. The confidence interval results at the 2.5% percentile were 0.317 and at the 97.5% percentile were 0.509, indicating that the relationship between social media use and attitudes is positive and significant. The more information consumers obtain from social media, the more it can influence their perceptions, evaluations, and attitudes. This indicates that social media serves not only as a means of communication but also as a platform for activities such as seeking information, finding references, and interacting with other users to evaluate products (Hardiyanto et al., 2020). These results support H2 and align with the study by Khan et al. (2026) which found that social media use has a positive and significant effect, thereby providing a stimulus in shaping consumer attitudes toward hijab fashion.

Third, the results of the hypothesis testing show that hijab fashion trends (X1) have a positive and significant relationship with Muslim women's purchase intention (Y), with a coefficient of 0.437, a t-statistic of 7.927, and a p-value of 0.000. The confidence interval values at the 2.5% percentile are 0.318 and at the 97.5% percentile are 0.534, indicating that the relationship between these two variables is positive and significant. This coefficient value indicates that trends in hijab fashion have a direct relationship with an increase in Muslim women's purchase intention. Consumers observe the emergence of styles and designs that align with their preferences, thereby increasing their tendency to purchase the product. Fashion trends can influence consumers' decisions when purchasing hijabs. These results support H3 and align with the findings of Haryanti & Nurdin (2020) who explain that fashion trends have a positive and significant influence on consumer purchasing decisions, and confirm that hijab fashion trends can foster the formation of purchase intentions.

Fourth, the results of the hypothesis testing show that social media use (X2) has a positive and significant relationship with Muslim women's purchase intention (Y), with a coefficient of 0.307, a t-statistic of 6.966, and a p-value of 0.000. The confidence interval at the 2.5% percentile is 0.220, and at the 97.5% percentile is 0.394, indicating that the relationship between these two variables is positive and significant. These coefficient values indicate that the higher the use of social media, the greater the likelihood of purchase intention forming. Social media provides consumers with the opportunity to seek information, references, recommendations, and the experiences of other consumers. Research by Fahmia et al. (2024) on purchase intention for hijab products explains that marketing via Instagram can stimulate consumer interest in hijab fashion products because photos and videos of the products are easier to view before making a purchase. These results support H4 and align with the findings of Hardiyanto et al. (2020) who explained that consumers tend to use social media to obtain information as a basis for purchasing a product.

Fifth, the results of the hypothesis testing show that attitude (M) has a positive and significant effect on Muslim women's purchase intention (Y), with a coefficient of 0.236, a t-statistic of 3.903, and a p-value of 0.000. The confidence interval values at the 2.5% percentile were 0.116 and at the 97.5% percentile were 0.354, thus supporting the test results that attitude has a positive and significant relationship with Muslim women's purchase intention. This coefficient value indicates that a positive attitude toward hijab fashion is associated with the formation of consumer purchase intention. This finding explains that attitudes reflect consumers' evaluations prior to the emergence of behavioral tendencies; these evaluations relate to interest in hijab fashion products, alignment with desires, and consumers' acceptance of hijab products. These results are consistent with the study by Najib et al. (2024), which found that attitude has a positive and significant effect on purchase intention, indicating that the more positive consumers' attitudes toward hijab products are, the more positive their purchase intention toward those products becomes. These results support H5, although the F-value of 0.090 indicates that the effect of attitude on purchase intention

is relatively small compared to other relationships. This suggests that while attitude remains a significant influence, purchase intention is not determined solely by consumer attitude.

Sixth, attitude (M) acts as a mediating variable in the relationship between hijab fashion trends (X1) and Muslim women's purchase intention (Y). The results of the H6 hypothesis test on the relationship between hijab fashion trends, attitude, and purchase intention showed an indirect effect of 0.091, a t-statistic of 3.202, and a p-value of 0.003. The confidence interval at the 2.5% percentile was 0.041 and at the 97.5% percentile was 0.154, indicating significant indirect evidence of an effect. These findings indicate that the development of fashion trends increases Muslim women's purchase intent through the formation of positive attitudes toward hijab products. Thus, consumers first evaluate hijab products before making a purchase, when a trend is considered attractive and acceptable to consumers, this evaluation develops into a positive attitude and leads to a tendency to make a purchase. This aligns with the findings of Pop et al. (2023) who employed the S-O-R theory, which explains that external stimuli influence consumers through internal conditions (organism), one of which is attitude which can serve as a mechanism linking external stimuli to purchase intention.

Finally, attitude (M) acts as a mediator in the relationship between social media use (X2) and purchase intention (Y) among Muslim women. The results of the H7 hypothesis test on the relationship between social media use, attitude, and purchase intention showed an indirect effect of 0.097, a t-statistic of 3.442, and a p-value of 0.001. The confidence interval at the 2.5% percentile was 0.043 and at the 97.5% percentile was 0.159, indicating a significant indirect effect. These findings suggest that social media use influences purchase intention not only because the information received through social media shapes consumers' evaluations of hijab fashion. Research by Indragiri et al. (2025) shows that social media serves as a frequently used source of fashion information for consumers seeking inspiration, following trends, and reviewing other users' opinions all of which can influence consumers' decision-making regarding hijab purchases.

Based on the overall results, this study shows that both hijab fashion trends and social media use have a positive and significant relationship with attitudes and purchase intentions. However, regarding the relationship with attitudes, social media use (X2) showed a relatively higher coefficient, namely 0.410, while hijab fashion trends (X1) showed a coefficient of 0.387. The effect size results also showed the same pattern, namely an X2-M value of 0.247, which was higher than the X1-M value of 0.220; both indicated a moderate effect. Conversely, regarding the relationship with purchase intention, hijab fashion trends showed a higher result, at 0.437, while social media use was 0.307. The effect size value for X1-Y (0.373) indicates a large effect, whereas X2-Y (0.180) indicates a moderate effect. The R^2 value for attitude of 0.467 indicates that hijab fashion trends (X1) and social media use (X2) explain 46.7% of the variation in attitude, while the R^2 value for purchase intention of 0.671 indicates that hijab fashion trends (X1) and social media use (X2) explain 67.1% of the variation in purchase intention. Based on these results, it can be concluded that 53.3% of the variation in attitude and 32.9% of the variation in purchase intention still stem from other factors.

The findings of this study must be understood from the perspective of Islamic consumption, the positive relationship between hijab fashion trends, social media use, attitudes, and purchase intentions indicates that developments in fashion and digital information are linked to the consumer evaluation process. The evolution of hijab fashion and increased purchases do not automatically signify consumption that complies with Sharia law. Research by Anggraini et al. (2022) explains that Muslim women follow fashion trends while continuing to consider Sharia rules; however, constantly changing trends can shift needs into fleeting desires and potentially lead to israf, riya, tabarruj, and tabzir. Thus, these findings highlight the importance of distinguishing between following trends and engaging in excessive consumption. Fashion trends should not be directed solely toward increasing consumption but also toward fostering responsible consumption patterns that avoid excessive behavior (israf) and wastefulness (tabzir).

Theoretically, these findings indicate that hijab fashion trends and social media use are not only directly linked to purchase intent but are also related through consumer attitudes. The results reveal a process by which purchase intent is formed through consumers' evaluation of stimuli

received from trend developments and social media exposure. Practically, the results of this study have implications for hijab fashion businesses to pay attention to product development through fashion trends on social media and to utilize social media as a marketing tool. This is consistent with research findings explaining that social media can help consumers view information and see product visuals before making a purchase (Hardiyanto et al., 2020). However, this strategy must be directed toward conveying relevant information so as not to encourage excessive consumption.

Conclusion

This study found that hijab fashion trends and social media use play a role in shaping Muslim women's purchase intentions, both directly and indirectly through attitudes as a mediating variable. Hijab fashion trends and social media use have a positive and significant relationship with Muslim women's attitudes and purchase intentions. Attitudes also show a positive and significant relationship with purchase intentions, indicating that consumers' propensity to make purchases is influenced by positive evaluations of hijab products. Attitudes serve as a mediating variable in the relationship between hijab fashion trends and social media use on purchase intentions. This study examines Muslim women consumers through the application of the S-O-R framework, positioning hijab fashion trends and social media use as stimuli, attitudes as an internal evaluation process, and purchase intention as the consumer's response. From an Islamic perspective, this provides insight that marketing strategies for hijab products must take consumer preferences into account while also considering Sharia values and consumption practices aligned with Islamic principles of consumption.

This study has limitations that must be considered regarding the use of questionnaire data, meaning that the findings depend on the respondents' perceptions and answers during the study period. This study also only measures purchase intention; therefore, it does not explain whether the respondents' interest in hijab products is actually reflected in their actual purchasing decisions. Consequently, these findings do not fully reflect actual purchasing behavior. The R-squared value, which does not reach 100%, also indicates the presence of variation caused by other factors. Given these limitations, future research could expand its scope by including additional variables such as religious devotion, perceived value, product quality, and knowledge of halal fashion to produce findings that take into account both needs and benefits while avoiding excessive spending (israf) and wastefulness (tabzir).

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