

Does Islamic Branding Moderate Impulse Buying?

Anne Widya Frahana,¹ Juliana Juliana,¹ Aneu Cahkyaneu,² Hilda Monoarfa,
Mukhamad Zulianto³

¹ Universitas Pendidikan Indonesia, Bandung, Indonesia

² Universitas Gadjah Mada, Yogyakarta, Indonesia

³ The Ph.D. Program in Asia-Pacific Regional Studies, College of Humanities and Social Sciences, National Dong Hwa University, Shoufeng, Taiwan

| Article Info | Abstract |
|---|--|
| <p>Article History Submitted 28-05-2025 Revised 25-06-2025 Accepted 027-06-2025 Published 27-06-2025</p> <hr/> <p>Keywords: Shopping Lifestyle; Availability of Money; Availability of Time; Religiosity; Islamic Branding; Impulse Buying</p> <hr/> <p>Frahana, A. W., Juliana, J., Cahkyane, A., Monoarfa, H. & Ismail, S. (2022). Does Islamic Branding Moderate Impulse Buying?. Internasional Journal of Economics Collaboration and Business Innovation (IJECBI). 1(1). 41-56</p> | <p>Purpose– To show the influence of shopping lifestyle values, availability of money, availability of time, and religiosity on impulse buying with Islamic branding as a moderating variable.</p> <p>Design/methodology/approach– this study uses a quantitative descriptive method. The analytical technique used is Structural Equation Modeling-Partial Least Square (SEM-PLS) with a sample of 230 Muslim fashion consumers in Indonesia. This research was conducted in 2023 by distributing questionnaires via Google form and distributing them on social media.</p> <p>Finding– The results of the study show that shopping lifestyle, availability of money, and availability of time have a positive effect on impulse buying. Meanwhile, religiosity has a negative effect on impulse buying. As for testing the moderating variable, it shows that Islamic branding does not moderate the relationship of all independent variables to the dependent variable.</p> <p>Implications– The results of this study can be an illustration to be wiser and more careful in spending their wealth, because consumers will easily fall prey to impulse buying behavior which will ultimately impact on wasteful behavior that is not in accordance with Islamic law. For Muslim fashion entrepreneurs in Indonesia, this impulse buying phenomenon can be a good opportunity for the Muslim fashion industry in Indonesia, because an increase in consumer impulse buying will increase the number of requests.</p> |

Correspondence:
Julian@upi.edu

1. INTRODUCTION

In this modern era, fashion is developing following human civilization (Manek, 2014; Juliana et al., 2024). This is because fashion has become one of the most important necessities of life to be fulfilled by every human being. If you look at the facts that are happening on the ground, fashion is increasingly triggering the world market including Indonesia to continue to grow from time to time so that manufacturers are increasingly required to make various efforts

to increase consumers' purchasing power for the products they market (Mahmudah, 2020; Juliana et al., 2025).

As we know, the Muslim fashion industry is currently experiencing significant developments and is one of the industries that has been in the spotlight in recent years (Zafar, 2023; Juliana, 2023). In terms of fashion consumption, in 2020 Indonesia is ranked 5th as the country with the largest consumption of Muslim fashion (State of the Global Islamic Economy Report, 2020)

Basically, consumer behavior is a study related to the processes that occur when individuals or groups select, buy, use, or stop using products, services, ideas, or other experiences in order to satisfy wants and desires (Shiffman & Kanuk, 2007; Juliana et al., 2022). According to Sabila & Santoso (2018), Indonesian people prefer to act "last minute" and even when shopping they often become impulse buyers. Impulse buying is the largest market share in today's modern market (Chen, 2016),(Lo, 2016),(Huang, 2016),(Vonkeman, 2017),

The variables that are thought to influence someone in carrying out unplanned buying behavior or Impulse buying, namely shopping lifestyle variables, availability of money, availability of time, religiosity, and Islamic branding variables as moderating variables. Based on research conducted by Dewantoro et al., (2020), shopping lifestyle has a positive and significant effect on impulse buying. Meanwhile, in research conducted by (Umboh et al., 2018), shopping lifestyle has no significant effect on impulse buying.

In addition to the shopping lifestyle, there is also the variable availability of money which is thought to have an effect on impulse buying. In research conducted by Wijaya & Setyawan (2020) and Gomies et al., (2018) It is known that the availability of money has a positive and significant effect on impulse buying.

The next variable that is thought to influence impulse buying is time availability. Based on research conducted by Azizi et al., (2020), the availability of time has a positive and significant effect on impulse buying. Meanwhile, in research conducted by Octaprinanta (2017), time availability has a negative and significant effect on impulse buying.

There is also a variable that is suspected of influencing impulse buying, namely the religiosity variable. In the research conducted (Syahira et al., 2021), religiosity has a negative and significant effect on impulse buying. Meanwhile, in research conducted by Dwiastuti (2021), religiosity has a negative and insignificant effect on impulse buying.

In this study, the authors used the moderating variable of Islamic branding to test whether Islamic branding could moderate the variables used or not. Islamic branding is the use of identity by using Islamic elements both in name, composition, and the manufacturing process in accordance with the provisions of Islamic law so as to differentiate the product from other products (Kusuma et al., 2020). Due to the absence of previous research regarding the effect of Islamic branding on impulse buying, the authors take previous research sources regarding the effect of Islamic branding on purchasing decisions. The research conducted by Fitriya (2017) shows that Islamic branding has a positive and significant effect on purchasing decisions. Meanwhile, in research conducted by Aisyah et al., (2022) shows that Islamic branding has no significant effect on purchasing decisions.

Based on previous studies, it is clear that there are still differences in results between variables that can influence someone to make impulse buying in their daily life. Thus, departing from the phenomena that occur and the inconsistencies of the results of previous research, the authors are interested in further examining whether shopping lifestyle, availability of money, availability of time, and religiosity can influence the impulse buying of Indonesian people in buying Muslim fashion products with Islamic branding as moderating variable.

2. LITERATURE REVIEW

Consumer behavior

Consumer behavior is the study of unit purchases and exchange processes which involve the acquisition, consumption and disposal of goods, services, experiences and ideas (Mowen & Minor, 2002; Muflih & Juliana, 2021; Fatimah et al., 2024; Juliana et al., 2024; Monoarfa et al., 2023a). In general, consumer behavior can be divided into 2, namely rational consumer behavior and irrational consumer behavior (Sinulingga & Sihotang, 2021; Monoarfa et al., 2023b; Suhud et al., 2024).

Impulse Buying

Impulse buying is a buying behavior that is carried out without any prior planning and occurs spontaneously, which is carried out on the spot, and is followed by a strong desire accompanied by feelings of pleasure and pleasure (Widiawati et al., 2025), (Rooks, 1987), (Wu, 2016), (Casado-Aranda, 2022). Unplanned buying behavior or impulse buying can be classified into 4 types, namely pure impulse buying, reminder impulse buying, suggestion impulse buying, and planned impulse buying (Hamidah, 2017), (Badgaiyan, 2014), (Xiang, 2016). The indicators of impulse buying behavior used in this study are as follows: (1) Spontaneous purchases; (2) Purchases without thinking about the consequences; (3) Rush purchases; and (4) Purchases are influenced by emotional states.

Shopping Lifestyle

Shopping lifestyle is a person's way of allocating time and money for various products, services, technology, fashion, entertainment, and education (Japarianto & Sugiharto, 2011; (Monica et al., 2020; Nofitasari et al., 2021). The indicators of the shopping lifestyle used in this study are as follows: (1) Responses to advertising offers; (2) Purchase of the latest model; (3) Shop for products from well-known brands; (4) Confident that the well-known brand purchased is the best in terms of quality; (5) Often buys different brands than the usual brands; and (6) Convinced that there are other brands with the same quality as what was purchased.

Availability of Money

Money is anything that is commonly accepted as a medium of exchange and as a measure of value, which at the same time acts as a means of hoarding wealth (Juliana, 2017). Availability of money is a condition of how much money consumers have for shopping activities (Prasetya & Rahardjo, 2016), (Wijaya & Setyawan, 2020). The indicators of the availability of money used in this study are as follows: (1) Having the financial ability to make unplanned purchases; (2) Have sufficient budget to spend; (3) Additional money; and (4) Being able to splurge when one finds something one is looking for.

Time Availability

Availability of time is a condition of how much time a person has for shopping activities, when the amount of time that person has more and more, it will increase the likelihood that the person does shopping activities (Nofitasari et al., 2021; Monoarfa & Juliana, 2025). The indicators of time availability used in this study are as follows: (1) Having enough time to shop; (2) Don't rush when shopping; and (3) Shop when under time pressure.

Religiosity

Religiosity is the level of individual awareness of Allah SWT which is accompanied by behaving in accordance with Islamic religious rules (Krauss et al., 2005; Faidh et al., 2021;

Kusnandar et al., 2025). The indicators of religiosity used in this study are as follows: (1) Hablumminallah; (2) Religious knowledge; and (3) Interpersonal religiosity.

Islamic Branding

Islamic branding is the use of identity by using Islamic elements both in name, composition, and the manufacturing process in accordance with the provisions of Islamic law so as to differentiate the product from other products (Kusuma et al., 2020; Mahri et al., 2024; Juliana et al., 2024; Marlina et al., 2024). The indicators of Islamic branding used in this study are: (1) The importance of the brand; (2) Brand familiarity; and (3) Trust.

The hypothesis in this study is as follows:

H1: The shopping lifestyle has a positive effect on the impulse buying of Muslim fashion in Indonesia.

H2: Availability of money has a positive effect on impulse buying of Muslim fashion in Indonesia.

H3: Availability of time has a positive effect on impulse buying of Muslim fashion in Indonesia.

H4: Religiosity has a negative effect on the impulse buying of Muslim fashion in Indonesia.

H5: Islamic branding moderates shopping lifestyle towards impulse buying of Muslim fashion in Indonesia.

H6: Islamic branding moderates the availability of money for impulse buying of Muslim fashion in Indonesia.

H7: Islamic branding moderates the availability of time for impulse buying of Muslim fashion in Indonesia.

H8: Islamic branding moderates religiosity towards impulse buying of Muslim fashion in Indonesia.

H9: Islamic branding has a positive effect on the impulse buying of Muslim fashion in Indonesia.

The framework of thought in this study is as follows:

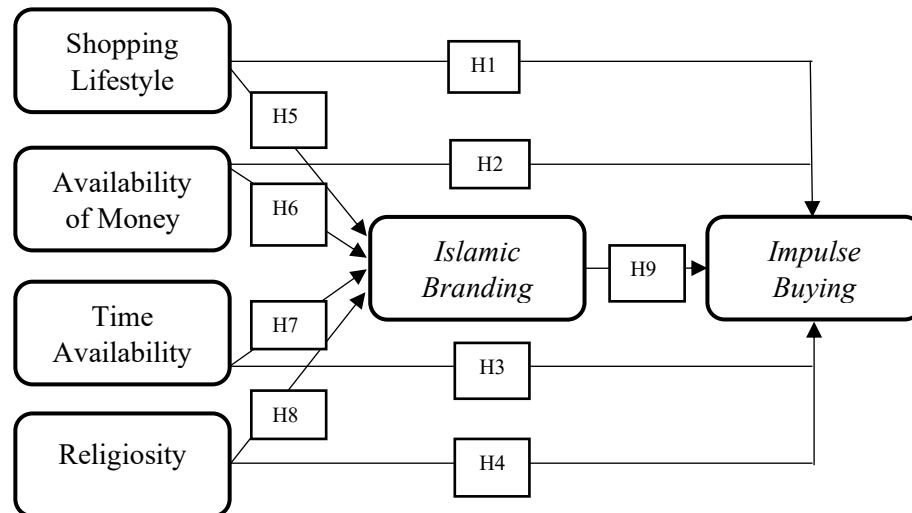


Figure 2.
Theoretical Framework

3. METHODOLOGY

The research method used in this research is quantitative descriptive with a causality descriptive research design. Descriptive method is a method with an attempt to obtain a complete and accurate description of a situation. The population in this study are Muslim

consumers in Indonesia who have purchased Muslim fashion products online or offline. The sampling technique used refers to non-probability sampling, this is based on the number of samples that are widely spread and the exact number is unknown. Meanwhile, the data collection will be held in 2023 in Indonesia.

Instruments or measuring tools in this study using a questionnaire or questionnaire. The research questionnaire uses an online form that is distributed via social media such as in several WhatsApp groups and Instagram social media.

Technical data analysis using Structural Equation Modeling-Partial Least Square (SEM-PLS). The sampling technique uses the Hair formula which results in a calculation of 230 samples. Then the tools used to analyze PLS-SEM data are *SmartPLS 3.2.9 software for windows*.

The steps taken in this research are as follows:

1. Design a structural model (inner model) and measurement (outter model).
2. Evaluation of reflection measurement models, including Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE), and Composite Reliability.
3. Structural Model Evaluation, including analysis of R-Square (R²), Multicollinearity, F2 (Effect size), Q-Square Predictive Relevance, and Goodness of Fit (GoF).
4. Hypothesis Testing (Resampling Bootstrapping)

4.RESULTS AND DISCUSSION

1. Results

Respondents who had spontaneously purchased Muslim fashion with female gender had a higher percentage than male gender, namely 176 people or 76.5% and 54 people or 23.5% male. The description of the respondents from this study can be classified in table 1 below:

2. Table 1
Description of Respondents

| Variables | Description | Total | Percentage (%) |
|--------------------------|--------------------|-------|----------------|
| Gender | Male | 54 | 23.5 |
| | girl | 176 | 76.5 |
| age | 18-25 | 119 | 51,7 |
| | 26-35 | 66 | 28,7 |
| | 36-45 | 31 | 13.5 |
| | > 45 | 14 | 6,1 |
| origin | Java | 125 | 54,3 |
| | Sumatra | 54 | 23.5 |
| | Sulawesi | 20 | 8,7 |
| | Borneo | 26 | 11,3 |
| | Papuan | 5 | 2,2 |
| Education Level | Elementary school | 4 | 1,7 |
| | Junior high school | 10 | 4,3 |
| | Senior High School | 66 | 28,7 |
| | Diploma-Bachelor | 118 | 51,3 |
| | | | |
| Impulse Buying Frequency | 1 time | 23 | 10 |
| | 2-3 times | 45 | 19.6 |
| | 4-5 times | 69 | 30 |
| | > 5 times | 93 | 40.4 |
| Income | < IDR 1,000,000 | 38 | 16.5 |

| Variables | Description | Total | Percentage (%) |
|-----------|----------------------------------|-------|----------------|
| | IDR 1,100,000 – IDR 3,000,000 | 66 | 28.7 |
| | IDR 3,100,000 – IDR 5,000,000 | 69 | 30 |
| | > IDR 5,000,000 | 57 | 24.8 |

Source: Authors' own work

Outer Model Validity Test

Convergent Validity

To measure this convergent validity, it can be seen in the results of the factor loading test. The indicator can be said to be valid if the loading factor value is greater than 0.70. But Hair (2017) suggested that for early-stage research a loading value of 0.5-0.6 was considered good enough.

Table 2. Convergent Validity

| Variable | LF | FLC | AVE | Description |
|---|--------------|--------------|--------------|-------------|
| Shopping Lifestyle | | 0.710 | 0.505 | |
| Intensity to see the most complete information on Muslim fashion products after seeing the Muslim fashion advertisement. | 0.582 | | | Valid |
| Interest in purchasing Muslim fashion products after seeing the Muslim fashion advertisement offer. | 0.734 | | | Valid |
| Intensity in purchasing products when looking at Muslim fashion with the latest models. | 0.818 | | | Valid |
| Priority level for buying Muslim fashion with the latest models compared to old models. | 0.815 | | | Valid |
| Interest in Muslim fashion products with well-known brands. | 0.740 | | | Valid |
| The level of confidence when buying and using Muslim fashion products with well-known brands. | 0.762 | | | Valid |
| The level of confidence that Muslim fashion with well-known brands is superior in terms of quality. | 0.722 | | | Valid |
| The level of confidence in the quality offered by well-known Muslim fashion brands. | 0.723 | | | Valid |
| Intensity in purchasing Muslim fashion products from various different brands. | 0.750 | | | Valid |
| The level of satisfaction when buying Muslim fashion products from a variety of different brands. | 0.701 | | | Valid |
| The level of confidence that other Muslim fashion brands are not inferior in quality. | 0.589 | | | Valid |
| The level of confidence that there are still many Muslim fashion products that are of the same quality, even though they only differ in motifs or patterns. | 0.520 | | | Valid |
| Availability of Money | | 0.840 | 0.705 | |
| The level of financial ability to purchase Muslim fashion products without prior planning. | 0.886 | | | Valid |
| The level of ability to buy Muslim fashion products spontaneously without the need to set aside money in advance. | 0.887 | | | Valid |
| The level of ability to purchase Muslim fashion products when you have an adequate budget. | 0.729 | | | Valid |
| The level of ability to purchase Muslim fashion products with the budget you have. | 0.748 | | | Valid |

| | | | | |
|--|-------|-------|-------|-------|
| The level of ability to repurchase Muslim fashion products with the remaining money. | 0893 | | | Valid |
| The level of tendency to purchase Muslim fashion products using the additional money they have. | 0821 | | | Valid |
| Intensity in purchasing more than one Muslim fashion product. | 0.871 | | | Valid |
| The level of ability to buy the desired Muslim fashion product, regardless of price. | 0.864 | | | Valid |
| Time Availability | | 0.799 | 0.638 | |
| Time spent selecting and buying Muslim fashion products. | 0.841 | | | Valid |
| The level of ability to purchase Muslim fashion products when they have free time. | 0.865 | | | Valid |
| The level of ability to buy Muslim fashion products is not in a hurry. | 0.791 | | | Valid |
| The level of ability to make purchases of Muslim fashion products in a relaxed and comfortable manner. | 0.755 | | | Valid |
| The level of ability to purchase Muslim fashion products with a limited time. | 0.825 | | | Valid |
| The level of ability to purchase Muslim fashion products even though they are busy. | 0.705 | | | Valid |
| Religiosity | | 0.810 | 0.656 | |
| The level of confidence that every muamalah activity includes consumption behavior is always under the supervision of Allah SWT. | 0.761 | | | Valid |
| The level of confidence that every muamalah activity carried out is solely intended to worship Allah SWT. | 0.720 | | | Valid |
| The level of understanding that the assets we have are entrusted by Allah SWT that we must manage properly. | 0.847 | | | Valid |
| The level of understanding that extravagant behavior in spending wealth is behavior that is prohibited by Allah SWT. | 0.884 | | | Valid |
| The level of awareness that behaving well in oneself is a form of gratitude to Allah SWT. | 0.855 | | | Valid |
| The level of awareness to have qanaah properties when carrying out consumption behavior. | 0.783 | | | Valid |
| Islamic Branding | | 0.875 | 0.766 | |
| The level of interest in buying Muslim fashion products from brands with Islamic nuances. | 0.878 | | | Valid |
| The level of confidence that products from brands that are labeled as Islamic is more calm in using them. | 0891 | | | Valid |
| The level of priority for buying Muslim fashion products from brands that are known beforehand. | 0.875 | | | Valid |
| The priority level is to buy Muslim fashion products from brands that are well known to many people. | 0867 | | | Valid |
| The level of trust to buy Muslim fashion products from brands labeled Islamic. | 0.907 | | | Valid |
| The level of trust in buying Muslim fashion products from brands that prioritize product comfort and comply with Islamic law. | 0.832 | | | Valid |
| Impulse Buying | | 0.855 | 0.731 | |
| Intensity in buying Muslim fashion products spontaneously without planning in advance. | 0.909 | | | Valid |

| | | |
|---|--------------|-------|
| Intensity in making purchases spontaneously when seeing Muslim fashion products that captivate the heart. | 0.882 | Valid |
| The level of indifference to the consequences that arise after purchasing Muslim fashion products. | 0.787 | Valid |
| The intensity in purchasing Muslim fashion products without thinking about whether the product will actually be used or not. | 0.833 | Valid |
| The intensity in buying Muslim fashion products in a hurry so that the number of products purchased cannot be controlled properly. | 0.835 | Valid |
| The level of possibility to rarely think about whether Muslim fashion products are really needed or not when purchases are made in a hurry. | 0.883 | Valid |
| Intensity in buying Muslim fashion products spontaneously when the mood is good. | 0.900 | Valid |
| Intensity in buying Muslim fashion products spontaneously even though the mood is not good. | 0.804 | Valid |

Source: Authors' own work

Based on Table 2, it can be said that the indicators in this study have adequate convergent validity because all indicators have a loading factor value of more than 0.5, so the indicators in this study are valid. So it can be said that a set of indicators in this study represent latent variables and which underlie latent variables in research.

Composite Reliability, Cronbach's Alpha, and Average Variance Extrated (AVE)

Composite Reliability and Cronbach's alpha test is conducted to measure internal consistency or measure the reliability of the measurement model and the value must be above 0.70. Composite reliability is another alternative test of cronbach's alpha, when compared to the test results, composite reliability is more accurate than cronbach's alpha.

Average Variance Extrated is a test conducted to measure the amount of variance that can be captured by the construct, compared to the variance caused by errors in measurement. According to (Djoyohadikusumo, 2017), the AVE value must be > 0.5 (for confirmatory and explanatory research). This is because these values can reveal that at least a latent factor can explain each indicator by half of the variance value.

Table 3. Composite Reliability, Cronbach's Alpha, and Average Variance Extrated

| | <i>Composite Reliability</i> | <i>Cronbach Alpha</i> | <i>Average Variance Extrated</i> |
|--|------------------------------|-----------------------|----------------------------------|
| Shopping Lifestyle | 0.923 | 0.910 | 0.505 |
| <i>Islamic Branding</i> | 0.952 | 0.939 | 0.766 |
| Availability of Money | 0.950 | 0.940 | 0.705 |
| Time Availability | 0.913 | 0.888 | 0.638 |
| <i>Islamic Branding*</i> Lifestyle Shopping | 1,000 | 1,000 | 1,000 |
| <i>Islamic Branding*</i> Availability of Money | 1,000 | 1,000 | 1,000 |
| <i>Islamic Branding*</i> Time Availability | 1,000 | 1,000 | 1,000 |
| <i>Islamic Branding*</i> Religiosity | 1,000 | 1,000 | 1,000 |
| Religiosity | 0.919 | 0.900 | 0.656 |
| <i>Impulse Buying</i> | 0.956 | 0.947 | 0.731 |

Source: Authors' own work

The test results based on Table 3 of the SmartPLS processing results for each latent variable in this study indicate that all variables in this study have Cronbach's alpha values and

composite reliability of more than 0.6. Therefore, it can be concluded that all latent variables in this study are said to be reliable and the model built has a good level of reliability. Besides that, all variables in this study have an AVE value of more than 0.5. So, it can be concluded that the constructs in this study have a high correlation and are valid, and can be said to be good at representing indicators.

Hypothesis Testing (Resampling Bootstrapping)

In this section the hypothesis test in SEM-PLS can be seen from the p-value, if the p-value is less than 0.05 then the hypothesis is accepted and vice versa (Hair et al., 2013), (Hair, Hult, Ringle, & Sarstedt, 2017).

Table 4 Output Path Coefficient

| | <i>Original Sample(O)</i> | <i>T Statistics (O/STDEV)</i> | <i>P Values</i> |
|--|-------------------------------|-------------------------------------|---------------------|
| Shopping Lifestyle -> Impulse Buying | 0.225 | 3,188 | 0.002 |
| Islamic Branding -> Impulse Buying | 0.127 | 2042 | 0.042 |
| Availability of Money -> Impulse Buying | 0.436 | 5,672 | 0.000 |
| Time Availability -> Impulse Buying | 0.155 | 2,248 | 0.025 |
| Islamic Branding * Shopping Lifestyle -> Impulse Buying | -0.005 | 0.117 | 0.907 |
| Islamic Branding * Availability of Money -> Impulse Buying | 0.104 | 1,558 | 0.120 |
| Islamic Branding * Time Availability -> Impulse Buying | -0.077 | 1,585 | 0.114 |
| Islamic Branding * Religiosity -> Impulse Buying | 0.015 | 0.534 | 0.594 |
| Religiosity -> Impulse Buying | -0.149 | 2,881 | 0.004 |

Source: Authors' own work

DISCUSSION AND IMPLICATION

The relationship between shopping lifestyle variables and impulse buying has a t-statistic value of $3.188 \geq 1.96$. From this value, it can be stated that this hypothesis H_a is accepted and H_0 is rejected, and it means that the shopping lifestyle influences impulse buying. As for the probability value or P-Values in this study, it is equal to $0.002 < 0.05$ or significant, with an original sample value of 0.225 which means that the direction of this test is in accordance with the hypothesis proposed, namely a positive effect. Thus, it can be said that the lifestyle of shopping towards the impulse buying of Muslim fashion in Indonesia has a positive and significant relationship. So, this supports the opinion expressed by (Beatty & Ferrell, 1998), (Dewantoro et al., 2020), (Nofitasari et al., 2021), (Son, 2016), (Febriani & Purwanto, 2019), (Mahmudah, 2020), (Deviana & Giantari, 2016), (Japarianto & Sugiharto, 2011), (Rifatin & Sudarwanto, 2021), (Dwiastuti, 2021), And (Monica et al., 2020) that shopping lifestyle has a positive and significant effect on impulse buying.

The relationship between the variable availability of money on impulse buying has a t-statistic value of $5.672 \geq 1.96$. From this value, it can be stated that this hypothesis H_a is accepted and H_0 is rejected, and this means that the availability of money affects impulse buying. As for the probability value or P-Values in this study, it is equal to $0.000 < 0.05$ or significant, with an original sample value of 0.436 which means that the direction of this test is in accordance with the hypothesis proposed, namely a positive effect. Thus, it can be said that the availability of money on the impulse buying of Muslim fashion in Indonesia has a positive and significant relationship. So, this supports the opinion expressed by (Wijaya & Setyawan, 2020), (Gomies et al., 2018), (Azizi et al., 2020), (Ardiyanto, 2020), (Nofitasari et al., 2021), (Octaprinanta, 2017), And (Nugraha & Ph, 2016) that the availability of money has a positive and significant effect on impulse buying.

The relationship between the time availability variable and impulse buying has a t-statistic value of $2,248 \geq 1.96$. From this value, it can be stated that this hypothesis H_a is accepted and H_0 is rejected, and this means that time availability has an effect on impulse

buying. As for the probability value or P-Values in this study, it is equal to $0.025 < 0.05$ or significant, with an original sample value of 0.155 which means that the direction of this test is in accordance with the hypothesis proposed, namely a positive effect. Thus, it can be said that the availability of time to the impulse buying of Muslim fashion in Indonesia has a positive and significant relationship. So, this supports the opinion expressed by (Octaprinanta, 2017), (Azizi et al., 2020), (Ardiyanto, 2020), (Nofitasari et al., 2021), (Rohman, 2009), and (Yuniarti et al., 2021) that the availability of time has a positive effect on impulse buying.

The relationship between the religiosity variable and impulse buying has a t-statistic value of $2.881 \geq 1.96$. From this value, it can be stated that this hypothesis H_a is accepted and H_0 is rejected, and it means that religiosity has an effect on impulse buying. As for the probability value or P-Values in this study, it is equal to $0.004 < 0.05$ or significant, with an original sample value of -0.149 which means that the direction of this test is in accordance with the hypothesis proposed, namely a negative effect. Thus, it can be said that religiosity towards impulse buying of Muslim fashion in Indonesia has a negative and significant relationship. So, this supports the opinion expressed by (Syahira et al., 2021) and (Dwiastuti, 2021) that religiosity has a negative effect on impulse buying.

The moderating effect caused by Islamic branding variables on shopping lifestyles and impulse buying has a t-statistic value of $0.117 < 1.96$. From this value, it can be stated that the hypothesis that is accepted is H_0 and H_a is rejected, and it means that Islamic branding does not moderate shopping lifestyle towards impulse buying. As for the probability value or P-Values in this study, it is equal to $0.907 > 0.05$ or not significant. If the P-Values of the moderating variable are significant to the dependent variable, while the effect of the moderating variable to the other independent variables is not significant, then the type of moderating effect produced is a moderation predictor. The results of this study are different from research conducted by Cahyono et al., (2018), Syafulloh et al., (2021), Kuswardani & Yani, (2020) Liantifa, (2018), and Dewanti et al., (2012).

The moderating effect caused by the Islamic branding variable on the availability of money and impulse buying has a t-statistic value of $1.558 < 1.96$. From this value, it can be stated that the accepted hypothesis is H_0 and H_a is rejected, and it means that Islamic branding does not moderate the availability of money on impulse buying. As for the probability value or P-Values in this study, it is equal to $0.120 > 0.05$ or not significant. If the P-Values of the moderating variable are significant to the dependent variable, while the effect of the moderating variable to the other independent variables is not significant, then the type of moderating effect produced is a moderation predictor. The results of this study are different from research conducted by (Wahyoedi et al., 2021), (Pranoto et al., 2022), (Deccasari et al., 2022), and (Permatasari et al., 2022).

The moderating effect caused by Islamic branding variables on time availability and impulse buying has a t-statistic value of $1.585 < 1.96$. From this value, it can be stated that the accepted hypothesis is H_0 and H_a is rejected, and it means that Islamic branding does not moderate the availability of time for impulse buying. As for the probability value or P-Values in this study, it is equal to $0.114 > 0.05$ or not significant. If the P-Values of the moderating variable are significant to the dependent variable, while the effect of the moderating variable to the other independent variables is not significant, then the type of moderating effect produced is a moderation predictor. The results of this study are different from research conducted by (Azizi et al., 2020), (Nofitasari et al., 2021), (Fitriya, 2017), (Ardiyanto, 2020), and (Roman, 2009).

The moderating effect caused by Islamic branding variables on religiosity and impulse buying has a t-statistic value of $0.534 < 1.96$. From this value, it can be stated that the accepted hypothesis is H_0 and H_a is rejected, and it means that Islamic branding does not moderate religiosity towards impulse buying. As for the probability value or P-Values in this study, it is equal to $0.594 > 0.05$ or not significant. If the P-Values of the moderating variable are significant

to the dependent variable, while the effect of the moderating variable to the other independent variables is not significant, then the type of moderating effect produced is a moderation predictor. The results of this study are different from research conducted by (Fadillah et al., 2020),(Nasrullah, 2015),(Asraf et al., 2017),(Imamuddin et al., 2020), and (Haryanto et al., 2020).

The relationship between Islamic branding and impulse buying has a t-statistic value of $2,042 \geq 1.96$. From this value, it can be stated that this hypothesis H_a is accepted and H_0 is rejected, and it means that Islamic branding has an effect on impulse buying. As for the probability value or P-Values in this study, it is equal to $0.042 < 0.05$ or significant, with an original sample value of 0.127 which means that the direction of this test is in accordance with the hypothesis proposed, namely a positive effect. Thus, it can be said that Islamic branding to the impulse buying of Muslim fashion in Indonesia has a positive and significant relationship. So, this supports the opinion expressed by (Fitriya, 2017),(Kholiq et al., 2022),(Faizah & Masreviastuti, 2018),(Amilia & Nst, 2017), and (Anggraini et al., 2019) that Islamic branding has a positive effect on impulse buying.

CONCLUSION

Based on the findings in the field, it shows that the level of shopping lifestyle has a positive influence on the impulse buying of Muslim fashion in Indonesia. Muslim fashion consumers in Indonesia have a high shopping lifestyle, one of which can be seen from their belief that there are still many other Muslim fashion brands that are the same in terms of quality as products they have already purchased. The availability of money has a positive influence on the impulse buying of Muslim fashion in Indonesia. Muslim fashion consumers in Indonesia have a fairly high availability of money, one of which can be seen from their ability to purchase Muslim fashion products when they have sufficient budget.

Availability of time has a positive influence on the impulse buying of Muslim fashion in Indonesia. Muslim fashion consumers in Indonesia have sufficient time availability, one of which can be seen from their ability to purchase Muslim fashion products in a relaxed and comfortable manner without feeling rushed. Religiosity has a negative influence on the impulse buying of Muslim fashion in Indonesia. Muslim fashion consumers in Indonesia have quite high religiosity, this can be seen from their belief that every activity in muamalah is included in consumption behavior which is always under the supervision of Allah SWT, and they also understand that the assets they have are essentially entrusted by Allah SWT. which must be managed properly.

Islamic branding does not moderate the effect of shopping lifestyle, availability of money, availability of time, and religiosity on impulse buying of Muslim fashion in Indonesia. This is because the variable Islamic branding is a variable that acts as a moderating predictor variable, where this variable only acts as a predictor variable (independent) in the relationship model formed. Islamic branding has a positive influence on the impulse buying of Muslim fashion in Indonesia. Consumer trust in Muslim fashion products from brands that prioritize product comfort and comply with Islamic law is quite high.

The implications of the results of this study when viewed from a theoretical perspective, that research on Muslim impulse buying fashion in Indonesia is still limited and difficult to find. So, with this research it is hoped that it can contribute to increasing knowledge and contributing references in the development of Islamic economics, especially in the Muslim fashion industry.

The practical implication of the results of this research for Muslim fashion consumers in Indonesia is that it can be an illustration to be wiser and more careful in spending their wealth, because when consumers cannot control their shopping lifestyle, availability of money, availability of time, and their religiosity, consumers will be it is easy to fall into impulse buying

behavior which will ultimately impact on wasteful behavior that is not in accordance with Islamic law. For Muslim fashion entrepreneurs in Indonesia, this research can be a clear illustration that the existence of this impulse buying phenomenon can be a good opportunity for the Muslim fashion industry in Indonesia, because with the increase in impulse buying for consumers accompanied by good Islamic branding of every product.

LIMITATIONS AND FURTHER RESEARCH

In this study there are several limitations faced by the author, including: First, the independent variables in this study are still limited, only using shopping lifestyle variables, availability of money, availability of time, and religiosity. So, future researchers are expected to be able to conduct research and further study other variables that can influence impulse buying in Muslim fashion in Indonesia.

The moderating variable in this study uses the Islamic branding variable, and this variable turns out to be more suitable to be used as an independent variable. Thus, future researchers are expected to use Islamic branding as an independent variable only, not as a moderating variable.

Second, the use of indicators for each variable in this study is still limited. Thus, future researchers are expected to be able to explore more other indicators of the variables used. Third, this research was only conducted on Muslim fashion consumers in Indonesia. So, for future researchers, it is hoped that they will be able to conduct further research and study related to impulse buying more broadly, such as in Southeast Asia, and other large countries. So that the literature related to impulse buying in Muslim fashion will be even wider.

REFERENCES

- Aisyah, N., Hermawan, H., & Izzuddin, A. (2022). Pengaruh Branding Islami dan Kualitas Produk terhadap Keputusan Pembelian Konsumen Muslim. *Jurnal Manajemen Sumber Daya Manusia, Adminstrasi Dan Pelayanan Publik*, 9(1), 1–9.
- Amilia, S., & Nst, M. O. A. (2017). Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa. *Jurnal Manajemen Dan Keuangan*, 6(1), 660–669.
- Anggraini, N. E., Rachma, N., & Rizal, M. (2019). Pengaruh Persepsi Kualitas dan Citra Merek terhadap Keputusan Pembelian (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Malang Angkatan tahun 2016-2019 pengguna Smartphone Samsung). *Jurnal Riset Manajemen Riset Manajemen*, 9(15), 126–138.
- Ardiyanto, F. (2020). Pengaruh Positive Emotion, Time Availability, dan Money Availability terhadap Impulsive Buying Behavior Konsumen Mahasiswa pada Department Store di Kota Yogyakarta. *Akmenika: Jurnal Akuntansi Dan Manajemen*, 14(1), 850–862. <https://doi.org/10.31316/akmenika.v14i1.1012>
- Asraf, Lubis, M. S., & Erdawati. (2017). Religiusity Moderation on the Effect of Sharia Label Equity in Decision of Selecting Sharia Bank Mandiri Product in West Pasaman. *Journal of Social and Economics Research*, 2(1), 72–84.
- Azizi, M. H., Arfani, M. N., Agustina, Y., & Sanjaya, V. (2020). The Influence of Hedonic Pleasure, Availability of Time, and Availability of Money on Impulse Buying (Studies on the Marketplace Shopee). *Journal of Economics and Business*, 1(2), 35–44.
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse Buying: Modeling its Precursors. *Journal of Retailing*, 74(2), 169–191. [https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X)
- Cahyono, K. E., Khuzaini, & Widiarto, H. (2018). Shopping Life Style Memediasi Hubungan Hedonic dan Utilitarian Value terhadap Impulse Buying. *Jurnal Ekonomi Dan Keuangan*, 20(2), 188–208. <https://doi.org/10.24034/j25485024.y2016.v20.i2.54>
- Deccasari, D. D., Mawar, D., & Marli. (2022). Pengaruh Brand Image dan Product Knowledge terhadap Purchase Intention dengan Green Price sebagai Moderating Variabel pada Produk The Body Shop. *Dinamika Ekonomi - Jurnal Ekonomi Dan Bisnis*, 15(1), 69–88.

- <https://doi.org/10.53651/jdeb.v15i1.365>
- Deviana, N. P. S., & Giantari, I. G. A. K. (2016). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Behaviour Masyarakat Di Kota Denpasar. *E-Journal Manajemen Unud*, 5(8), 250317.
- Dewanti, R., Leonard, & Tjoe, T. F. (2012). Peran Pembelian Spontan dalam menentukan Citra Merek Cafe. *Binus Business Review*, 3(2), 819–824.
- Dewantoro, A., Rachma, N., & Rizal, M. (2020). Pengaruh Shopping Lifestyle, Discount dan Fashion Involvement Terhadap Impluse Buying Pada Online Shop Lazada.Co.Id (Studi Kasus pada Mahasiswa FEB Unisma). *E-Jurnal Riset Manajemen*, 9(8), 121–136.
- Djoyohadikusumo, S. (2017). Pengaruh Customer Satisfaction terhadap Customer Loyalty pada Pembelian Tiket Online Pesawat di Surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 6(2), 1222–1240.
- Dwiastuti, A. (2021). *Pengaruh Religiusitas, Shopping Lifestyle Dan Price Reduction Terhadap Impulse Buying Behaviour Dengan Brand Image Sebagai Variabel Intervening (Studi Kasus Pembelian Busana Muslim Modern pada Remaja di Toko Mayoutfit)*.
- Fadillah, A. N., Darna, & Muchtasib, A. B. (2020). Analisis Pengaruh Promosi Digital terhadap Perilaku Konsumtif Mahasiswa Perbankan Syariah dalam Berbelanja Online dengan Religiusitas Sebagai Variabel Moderasi. *Jurnal Akuntansi, Keuangan, Dan Perbankan*, 7(1), 1233–1243. <https://doi.org/10.32722/acc.v7i1.2834>
- Nasr, F. R., Juliana, J., & Nuryanti, B. L. (2021). Islamic Entrepreneurship Implementation In Muslim Family Business (Case Study Of Pt Ma'soem Employees). *Tsarwatica (Islamic Economic, Accounting, and Management Journal)*, 2(2), 25-37.
- Faizah, H., & Masreviastuti. (2018). Pengaruh Gaya Hidup dan Islamic Branding terhadap Keputusan Pembelian Produk Wardah. *Jurnal Aplikasi Bisnis (JAB)*, 4(2), 325–329.
- Fatimah, A.N., Hidayat, A., Setiadi, A., Juliana, J., Marlina, R., Umar, A. (2024). Halal Cosmetics and Acne Vulgaris: Uncovering Consumer Behavior and Sustainable Solutions. *Review of Islamic Economics and Finance (RIEF)*, 7(1), pp. 141-154.
- Febriani, S. F., & Purwanto, N. (2019). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Pada Konsumen Hijab Butik Rabbani Jombang. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 2(2), 53–62. <https://doi.org/10.26533/jmd.v2i2.372>
- Fitriya, E. (2017). Analisis Pengaruh Islamic Branding terhadap Keputusan Konsumen untuk Membeli Produk. *Jurnal Ilmiah Akuntansi Indonesia*, 2(1), 31–40.
- Gomies, S. J., Tamalene, A. H., & Pattiipeilohy, V. R. (2018). Pengaruh Ketersediaan Uang dan Konsumsi Hedonis Terhadap Pembelian Impulse Produk Oleh-Oleh Khas Kota Ambon. *Jurnal Maneksi*, 07(02), 9–99.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2013). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks. *Sage*.
- Hamidah, N. (2017). Pengaruh In-Store Shopping Environment Dan Positive Emotion Terhadap Pembelian Impulsif Produk Fashion Elzatta Di Ruko Sentra Tropodo Sidoarjo. *OECONOMICUS Journal Of Economics*, II(1), 45–57.
- Haryanto, B., Panama, Z. S. O., Cahyono, E., & Fenitra, R. (2020). Peran Religiusitas Dalam Memoderasi Perilaku Loyal Pasien Terhadap Suatu Rumah Sakit Islam Pku Surakarta. *Jurnal Studi Manajemen Dan Bisnis*, 6(1), 15–30. <https://doi.org/10.21107/jsmb.v6i1.6674>
- Imamuddin, M., Syahrul, & Dantes, R. (2020). Pengaruh Label Halal Dimoderasi Religiusitas terhadap Keputusan Pembelian Produk Kemasan oleh Mahasiswa PTKIN Se-Sumatera Barat. *Journal of Social Community*, 5(1), 14–25. <https://doi.org/10.35127/kbl.v5i1.3884>
- Japariato, E., & Sugiharto, S. (2011). Pengaruh Shopping Life Style Dan Fashion Involvement Terhadap Impulse Buying Behavior Masyarakat High Income Surabaya. *Jurnal*

- Manajemen Pemasaran*, 6(1), 32–41.
- Juliana, J., Azzahra, A. N., Rosida, R., Mahri, A. J. W., Alamsyah, I. F., & Saripudin, U. (2022). Halal Cosmetics In The Eyes of Millennial Muslims: Factor Analysis of Halal Labels and Celebrity Endorsers. *Jurnal Ekonomi & Bisnis Islam*, 8(2)
- Juliana, J., Mahri, A. W., Fikri, M. K., Dahlan, D., Nusannas, I. S., Maulana, I., & Umar, A. (2024). Muslim Intention to Buy Sustainable Modest Fashion: A Value-Attitude-Behavior Approach. *Journal of Lifestyle and SDGs Review*, 4(4), e02381-e02381.
- Juliana, J. (2023). Dampak Ekonomi Islam Dalam Pembangunan Ekonomi Indonesia. Deli Serdang: Az Zahra Media Society.
- Juliana, J., Monoarfa, H., & Adirestuty, F. (2025). *Industri Halal: Peluang dan Tantangan Global*. Depok: Rajawali Buana Pusaka (Ranka Publishing).
- Kholiq, M. N., Susyanti, J., & Mustapita, A. F. (2022). Pengaruh Islamic Branding dan Customer Religiosity terhadap Keputusan Pembelian Produk pada Minimarket Al-Khaibar. *E-Jurnal Riset Manajemen Prodi Manajemen*, 11(10), 51–60.
- Krauss, S. E., Hamzah, A. H., Juhari, R., & Hamid, J. A. (2005). The Muslim Religiosity-Personality Inventory (MRPI): Towards Understanding Differences in the Islamic Religiosity among the Malaysian Youth. *Pertanika Journal of Social Sciences & Humanities*, 13(2), 173–186.
- Kusnandar, P. W., Juliana, J., Rasida, R., Utomo, Y. T., & Mac-Doqu, F. K. (2025). The Influence of Brand Trust, Islamic Branding, and Religiosity on Purchasing Decisions: The Moderating Role of the Halal Label. *Indonesian Journal of Islamic Economics and Sustainability*, 1(1), 1–15. Retrieved from <https://www.ijiesjournal.com/index.php/ijies/article/view/1>
- Kusuma, A. M., Hikmah, M. A., & Marom, A. (2020). Pengaruh Islamic Branding, Kualitas Produk, dan Lifestyle terhadap Minat Pembelian Produk Skincare pada Generasi Millennial di Kabupaten Kudus. *BISNIS: Jurnal Bisnis Dan Manajemen Islam*, 8(2), 289–302. <https://doi.org/10.21043/bisnis.v8i2.9165>
- Kuswardani, D., & Yani, T. E. (2020). Model Keputusan Berkunjung Pada Obyek Wisata Di Kota Semarang. *Jurnal Industri Pariwisata*, 2(2), 130–143. <https://doi.org/10.36441/pariwisata.v2i2.39>
- Liantifa, M. (2018). Perilaku Konsumen terhadap Keputusan Pembelian dengan Peran Citra Merek sebagai Variabel Moderasi. *Jurnal Ekonomi Sakti*, 7(2), 1–12.
- Mahmudah, A. R. (2020). Pengaruh Shopping Lifestyle, Fashion Involvement Dan Discount Terhadap Impulse Buying Pada Mahasiswa Pengunjung Rita Pasaraya Wonosobo (Studi Kasus pada Mahasiswa Fakultas Ekonomi UNSIQ). *Journal Of Economic, Business and Engineering*, 1(2), 290–299.
- Mahri, A.J.W., Juliana, J., Monoarfa, H., Rohepi, A.P. and Karim, R. (2024), "Integrating country of origin, brand image and halal product knowledge: the case of the South Korean skincare in Indonesia", *Journal of Islamic Marketing*, Vol. 15 No. 1, pp. 244-259. <https://doi.org/10.1108/JIMA-12-2021-0390>
- Manek, N. S. (2014). Pengaruh Credit Card, Window Display, Discount, dan Free Product terhadap Perilaku Impulsive Buying di Matahari Department Store Tunjungan Plaza Surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 3(2), 1–19.
- Marlina, L., Juliana, J., Rahmat, B. Z., Nasrullah, A. A., Ismail, S., & Inomjon, Q. (2024). Indonesia's Strategy Creating Halal Tourism for Sustainable Development Goals: Analytical Network Process Approach. *Journal of Lifestyle and SDGs Review*, 5(1), e03403. <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n01.pe03403>
- Monica, M. Della, Nugrahawati, En. N., & Dwarawati, D. (2020). Pengaruh Shopping Lifestyle terhadap Online Impulsive Buying pada Mahasiswa Universitas Islam Bandung. *Prosiding Psikologi*, 6(2), 847–851.
- Monoarfa, H., Juliana, J., Setiawan, R. and Abu Karim, R. (2023a), "The influences of Islamic

- retail mix approach on purchase decisions", *Journal of Islamic Marketing*, Vol. 14 No. 1, pp. 236-249. <https://doi.org/10.1108/JIMA-07-2020-0224>
- Monoarfa, H., Rosida, R., Juliana, J., Sintiyawati, S., & Karim, R. A. (2023b). Halal awareness can't improved purchase intention imported skincare. *al-Uqud: Journal of Islamic Economics*, 7(1), 54-66.
- Monoarfa, H., and Juliana, J., (2025). Falsafah dan Praktik Bisnis Islami Dari Rasulullah hingga Era Digital. Rajawali Buana Pusaka; Depok.
- Mowen, J. C., & Minor, M. (2002). *Perilaku Konsumen* (Edisi Keli). Erlangga.
- Muflih, M. and Juliana, J. (2021), "Halal-labeled food shopping behavior: the role of spirituality, image, trust, and satisfaction", *Journal of Islamic Marketing*, Vol. 12 No. 8, pp. 1603-1618. <https://doi.org/10.1108/JIMA-10-2019-0200>
- Nasrullah, M. (2015). Islamic Branding, Religiusitas Dan Keputusan Konsumen Terhadap Produk. *Jurnal Hukum Islam*, 13(2), 79–87. <https://doi.org/10.28918/jhi.v13i2.487>
- Nofitasari, T. S., Ningrum, N. R., & Basri, A. I. (2021). Pengaruh Shopping Lifestyle , Time Availability , dan Money Availability Terhadap Perilaku Pembelian Impulsif. *Jurnal Ekonomi Dan Bisnis*, 1(1), 27–34.
- Nugraha, I. M., & Ph, S. (2016). Analisis Pengaruh Kualitas Pelayanan dan Kesesuaian Harga terhadap Keputusan Pembelian Ulang dengan Kepuasan Konsumen sebagai Variabel Intervening. *Diponegoro Journal of Management*, 5(3), 1–8.
- Octaprinanta, N. (2017). *Pengaruh Store Environment, Availability of Money, Availability of Time, Hedonic Consumption Tendency Terhadap Emotional States dan Dampaknya Terhadap Impulse Buying Behaviour (Survei pada Pengunjung Loka Supermarket Malang City Point, Malang)*.
- Permatasari, M. S., Mas, N., & Wulandari, W. (2022). Pengaruh Kualitas Produk terhadap Keputusan Pembelian dan Peran Harga sebagai Variabel Moderasi (Studi pada Home Industry Kasur Busa HK Product Sukorejo Kabupaten Pasuruan). *Conference on Economic and Business Innovation*, 5(2), vi–vi. <https://doi.org/10.1111/j.1467-8519.1991.tb00149.x>
- Pranoto, F., Haryono, P. B., & Assa, A. F. (2022). The Effect of Service Quality and Price on Purchase Decisions Mediated by Brand Image. *Journal of Humanities, Social Science, Public Administration, and Management*, 2(2), 66–77.
- Prasetya, A., & Rahardjo, S. T. (2016). Analisis Pengaruh Ketersediaan Uang dan Waktu, Lingkungan Toko, Nilai Belanja Hedonis, dan Emosi Positif Terhadap Pembelian Tak Terencana (Studi Kasus pada Pelanggan Lottemart di Kota Jakarta). *Diponegoro Journal of Management*, 5(3), 1–11.
- Putra, F. K. (2016). Pengaruh Shopping Lifestyle, Usia, dan gender Terhadap Impulse Buying Produk fashion (Survey pada Konsumen Produk fashion di Malang Town Square (Matos)). *Jurnal Manajemen Bisnis*, 6(1), 1–12.
- Rifatin, Y., & Sudarwanto, T. (2021). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying (Studi pada Konsumen Toko Pakaian Dhyhijab Jombang). *Journal of Business and Innovation Management*, 3(3), 367–379. <https://doi.org/10.26533/jmd.v2i2.372>
- Rohman, F. (2009). Peran Nilai Hedonik Konsumsi dan Reaksi Impulsif sebagai Mediasi Pengaruh Faktor Situasional terhadap Keputusan Pembelian Impulsif di Butik Kota Malang. *Jurnal Aplikasi Manajemen*, 7(2), 251–261.
- Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research*, 14(2), 189-199. https://doi.org/10.1007/978-3-030-65923-3_2
- Sabila, S., & Santoso, B. H. (2018). Pengaruh Price Discount, Bonus Pack, dan In-Store Display Terhadap Impulse Buying. *Jurnal Ilmu Dan Riset Manajemen*, 7(4), 1–15.
- Shiffman, L. G., & Kanuk, L. L. (2007). *Perilaku Konsumen* (Edisi Ketu). Indeks.

- Sinulingga, N. A. B., & Sihotang, H. T. (2021). *Perilaku Konsumen: Strategi dan Teori*. IOCS Publisher.
- Suhud, U., Allan, M., Juliana, J., & Rahmi, R. (2024). The drivers of addiction to online shopping, social media, and tourism: A study of cyborg consumers. *International Journal of Data and Network Science*, 8(3), 1405-1414.
- Syafulloh, D., Widagdo, S., & Amin, S. (2021). Pengaruh Harga, Kualitas Produk, Inovasi Produk, dan Gaya Hidup terhadap Keputusan Pembelian melalui Brand Image sebagai Variabel Intervening. *Jurnal Manajemen Bisnis Dan Manajemen Informatika*, 2(2), 24–37.
- Syahira, R., Khatijatussalihah, Rachmatan, R., & Afriani. (2021). Hubungan Religiusitas dengan Pembelian Impulsif dalam Belanja Online pada Perempuan yang Bekerja di Banda Aceh. *Psikoislamedia Jurnal Psikologi*, 6(1), 70–79.
- Umboh, Z., Mananeke, L., & Samadi, R. (2018). Pengaruh Shopping Lifestyle, Fashion Involvement, dan Sales Promotion Terhadap Impulse Buying Behavior Konsumen Wanita di MTC Manado. *Jurnal EMBA*, 6(3), 1638–1647.
- Wahyoedi, S., Saparso, & Effendi, M. (2021). The Role of Brand Image as Mediating Variable in the Influence of Price and Promotion on Buying Interest (Study Case on Hyundai Electric Car). *International Journal of Science, Technology & Management*, 2(5), 1743–1754. <https://doi.org/10.46729/ijstm.v2i5.296>
- Widiawati, F., Marlina, R., Maulana, I., Hidayati, A., & Kurniawan, C. S. (2025). The Influence of Gender and Social Environment on Impulse Buying Behavior of ShopeePay Users in Purwakarta District (Case Study on Generation Z). *Indonesian Journal of Islamic Economics and Sustainability*, 1(1), 68–77. Retrieved from <https://www.ijiesjournal.com/index.php/ijies/article/view/4>
- Wijaya, E., & Setyawan, O. (2020). Consumer's Impulse Buying Behavior: Do Visual Merchandising, Store Atmosphere, Availability of Money, and Promotional Activity Affect it? *Binus Business Review*, 11(3), 209–215. <https://doi.org/10.21512/bbr.v11i3.6464>
- Yuniarti, Y., Tan, M. I., Siregar, A. P., & Amri, A. I. S. (2021). Faktor Yang Mempengaruhi Impulse Buying Konsumen saat Moment Hari Belanja Online Nasional (Harbolnas). *Jurnal Manajemen Terapan Dan Keuangan*, 10(1), 153–159. <https://doi.org/10.22437/jmk.v10i01.12711>