

The Influence Of Islamic Branding, Muslim Fashion Trends And Brand Awareness On Purchasing Decisions Of Mangga Brand Sarongs (A Study On The Muslim Community In Salatiga City)

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Abstract

Intense business competition and rapid technological advancements require companies to be able to produce high-quality products. It is crucial for companies to understand consumer behavior by incorporating Islamic branding trends, Muslim fashion trends, and brand awareness to meet consumer purchasing decisions. The purpose of this study was to determine the influence of Islamic Branding, (X1), Muslim Fashion Trends (X2), and brand awareness (X3) on purchasing decisions for Sarung Cap Mangga (Y). This study used a quantitative method with data collection using a questionnaire distributed to 160 users of Sarung Cap Mangga in Salatiga. The data obtained were then processed using Smartpls 4 with analysis Inner model and Outer model Data analysis in this study included instrument data testing, classical assumption testing, and statistical tests. Based on the t-test results, it was shown that Islamic Branding had a positive but insignificant effect on purchasing decisions for Sarung Cap Mangga. Muslim Fashion Trends in the community had a positive and significant effect on purchasing decisions for Sarung Cap Mangga among Muslims in Salatiga City. Brand awareness had a positive and significant effect on purchasing decisions for Sarung Cap Mangga among Muslims in Salatiga City. This study can provide insights for businesses to develop more effective marketing strategies. These findings underscore the importance of additional factors such as price, product quality, brand image, halal lifestyle, consumer satisfaction, and trust in the brand, along with the presence of moderating or intervening variables

Keywords: Islamic Branding, Muslim Fashion Trends, Brand Awareness, and Purchasing Decisions

Introduction

The development of the internet has transformed the way people shop, which was previously done offline. Now, people prefer online shopping for its convenience. Online sales (marketplaces) have emerged to offer convenience and comfort to consumers Kusuma, (2021). Along with the development of the internet in Indonesia, product sales and purchases have shown significant growth Pratama, (2022). People have the opportunity to increase sales through marketplace platforms and expand their reach. Currently, Muslim fashion businesses are competing to appear more attractive and adapt to technological developments, while focusing on managing products that meet human needs (Nabila, 2023). The impact is often seen in public places and on social media such as campuses, malls, Facebook, Instagram, TikTok, and others. Intense business competition and rapid technological advances require companies to be able to produce high-quality goods. It is crucial for companies to understand consumer behavior by involving the introduction of Islamic Branding, Trends in Muslim Fashion, and Brand Awareness to meet purchasing decisions (Salamah, 2024).

In the analysis of the TOP Brand Word in the Muslim fashion product category, Sarung Cap Mangga products have not fully met consumer expectations (Top Brand Award, 2024). With this increase, it is realized that Sarung Cap Mangga has a relatively low market share value compared to other sarung brands. In 2021–2022, there was a small increase from 8.10% to 8.60% (+0.50%), which could indicate a fairly successful marketing strategy or increased product distribution. In 2022–2023, there was a significant decrease of –1.40%, from 8.60% to 7.20%, suggesting the emergence of stronger competitors or changes in consumer preferences. In 2023–2024, market share stagnated at 7.20%, showing no growth or improvement in market adaptation. From this compiled analysis, Sarung Cap Mangga has a weak performance among other brands in terms of market share during 2021–2024. This brand experienced growth in 2022 but was unable to maintain the positive trend, instead declining and stagnating over the past two years. The lack of ranking improvement indicates low consistency and a lack of competitiveness compared to major brands like Atlas and Cap Gajah Duduk (Top Brand Award, 2024). Without innovation, strong promotions, or new distribution strategies, this brand risks further market loss.

Based on this phenomenon—identifying the decline of Sarung Cap Mangga products and the emergence of Muslim Fashion Trends—the study feels the need to explore the factors and steps that need to be considered in influencing consumer purchasing decisions for Sarung Cap Mangga products. Researchers are interested in studying more deeply because of the GAP differences found in the Top Brand Word

report; therefore, it is necessary to identify the roles of Islamic Branding, Muslim Fashion Trends, and Brand Awareness in influencing purchasing decisions. Researchers also want to understand further for future research regarding Islamic Branding, Muslim Fashion Trends, and Brand Awareness of Sarung Cap Mangga on purchasing decisions, where the decision to purchase Sarung Cap Mangga acts as the variable “Y.” Therefore, this study is entitled “The Influence of Islamic Branding, Muslim Fashion Trends, and Brand Awareness on Purchase Decisions of Sarung Cap Mangga (Study on the Muslim Community of Salatiga City).”

Literature review

It can be concluded that of the 20 studies, eight studies used the Theory of Planned Behavior (TPB), four studies used the Theory of Reasoned Action (TRA), five studies used the Technology Acceptance Model (TAM), and three studies used the Used and Gratification Theory (UGT). Of the four theories, Islamic Branding, Muslim Fashion Trends, and Brand Awareness on purchasing decisions for Sarung Cap Mangga explain the attitude of purchasing decisions for Muslim fashion products. with the presence of Sarung Cap Mangga not only determined by product function, but also by Islamic values, social influence, technological convenience, and identity needs influenced by digital media and modern Muslim lifestyles. so this study chose TPB as the main theoretical framework to focus on the theme raised. The Theory of Planned Behavior is a theory that predicts consideration in human behavior. Psychologically, human behavior can be considered and planned (Kruger and Carsrud, 1993) and Ajzen, 1991).

Islamic branding shapes positive consumer attitudes through the Islamic image attached to the Mangga Cap Sarong, reinforced by influencers who increase positive perceptions of the product. Muslim fashion trends shape positive consumer perceptions, namely by the increasing popularity of Muslim clothing supported by positive reviews and easy access to products online and offline. Furthermore, brand awareness influences perceived behavioral control, as consumers with high brand awareness find it easier to make purchasing decisions due to familiarity, availability, and ease of obtaining products without obstacles.

Islamic Branding has a positive influence on purchasing decisions

Someone who is aware of Islamic-based product trends and recognizes these products through advertisements or promotions based

on Islamic values can influence their purchasing decisions. Several factors influence Islamic branding in making purchasing decisions, including: Consumers have greater trust in products with halal certification; they tend to trust sellers who offer products with honesty and responsibility. Customers are more confident that Muslim products marketed comply with Islamic sharia principles, thus avoiding usury and ghoror practices. Devout Muslims are more likely to choose products with Islamic labels.

As for previous research by Nuruddin, (2023) Islamic Branding has a positive value and has a significant influence on the decision to purchase Rabbani products through Shopee. This is because UIN Walisongo students are all Muslim and have a high intellectual spirit, so to determine consumer purchasing decisions will involve everything related to the provisions of Islamic law. This is in accordance with the theory put forward by Meinawati and Ardyansy, (2023). in a study entitled "The Influence of Islamic Branding, Brand Image and Lifestyle on the Purchase Decision of Zoya Products by the Diponogoro Community." Which states that Islamic Branding has a positive and significant influence on the Purchase Decision of Zoya Products in the Diponogoro Community because Islamic Branding influences the emblem, symbol and other elements.

H1: Islamic Branding has a significant positive effect on purchasing decisions.

Muslim fashion trends have a positive influence on purchasing decisions.

Muslim fashion trends are part of a lifestyle expressed through the choice of clothing, accessories, and other Islamic products. The decision to purchase Islamic products generally stems from individual preferences, who feel that the product aligns with emerging Muslim fashion trends. As the number of people influenced by Muslim fashion trends increases, the number of individuals deciding to purchase Muslim fashion products also increases. Several factors influence purchasing decisions driven by fashion trends, including friends, family, influencers, celebrities, and the diversity of choices available from various brands.

This research aligns with Faradisha Intan Rahmadia's (2021) findings that Muslim fashion trends have a positive and significant influence on purchasing decisions. Factors influencing Muslim fashion trends include good product quality, such as materials, stitching, and up-to-date designs. This influences Muslim fashion trends that align with current technological and fashion developments, as well as comfortable and durable products, which encourage consumers to purchase.

Hendarsih and Tambunan, (2022). In the study, the Muslim Fashion Trend has a positive and significant influence on purchasing decisions because the factors that influence Muslim fashion trends are changes in lifestyle that cause consumers to want to appear fashionable and sharia., public figures in the Muslim community, and design innovations such as the latest colors, cuts, and motifs in Zoya Muslim clothing. (Kusumawardhani and Fahmi, 2024) The study found that Muslim fashion trends have a positive and significant influence on purchasing decisions. Islamic lifestyle factors encourage consumers to always strive to purchase trendy clothing as long as it complies with Sharia principles. Furthermore, regarding Perceived Product Quality, the more consumers perceive a product to be of good quality, comfortable to wear, well-designed, and Sharia-compliant, the more confident they are in purchasing it.

H2: Muslim fashion trends have a significant positive influence on purchasing decisions.

Brand awareness has a positive influence on purchasing decisions

Brand awareness is the foundation of brand equity and is a crucial first step in a consumer's journey toward a purchasing decision. Without adequate brand awareness, all marketing efforts, such as promotions and product innovation, may not have maximum impact because the brand is not visible to potential consumers. When consumers have a need or problem, they automatically think of several brands that can meet that need. This is called the "consideration set." Brand awareness plays a crucial role in ensuring a brand's inclusion on this list. If consumers are unaware of your brand, it will never be a choice, regardless of how good the product or service is. In situations where consumers don't have much time to compare various options, they tend to choose the brand that immediately meets their needs. Strong brand awareness ensures your brand is the first choice that comes to mind for consumers, facilitating quick and effortless purchasing decisions.

Previous research by Harifin and Paramita (2024) found that brand awareness has a positive effect on purchasing decisions for Looke Cosmetics. A high level of brand awareness allows consumers to better understand the value and uniqueness of a brand. Consumers tend to choose brands that are well-known and familiar, and a high level of brand awareness can help those brands enter consumers' considerations when searching for specific products or services. Products and services from brands that consumers consider trustworthy in terms of quality and consistency are more likely to be chosen. Furthermore, research by Khairunisa et al. (2024) found that brand

awareness has a positive effect on purchasing decisions for Muslim clothing on the e-commerce platform Shopee. Products with a high level of brand awareness will have a larger market share, which will support purchasing decisions. This statement is supported by Arianty, N, and Andira, A (2021), who found that brand awareness has a significant influence on pu

H3: Brand awareness has a significant positive effect on purchasing decisions.

The theoretical framework of this study is illustrated in the following theoretical framework:

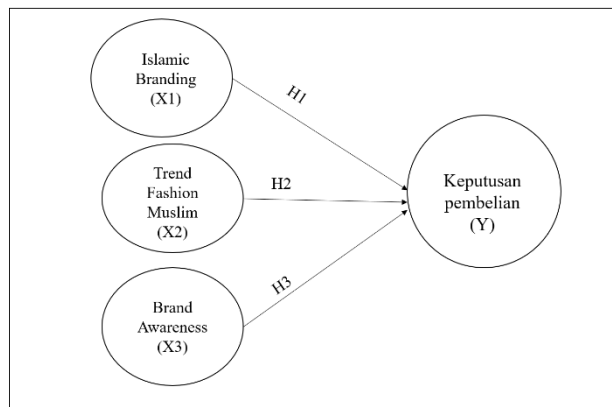


Figure 1 Research framework

Research methods

This study used a quantitative method based on positivism with a survey design to collect data related to behavior, opinions, and relationships between variables. A purposive sampling technique was used with the criteria for respondents being Muslim, domiciled in Salatiga, at least 17 years old, and familiar with Sarung Cap Mangga products. The sample size was set at 160 respondents referring to Hair's (2010) guidelines. Primary data were collected through Google Forms and QR Codes, and supplemented with secondary sources from books and journals. The instrument used a Likert scale questionnaire 1-5, while data analysis was conducted through the SmartPLS 4 application with outer and inner model evaluations.

Results and discussion

This study involved 160 respondents who are users of Sarung Cap Mangga in Salatiga City, categorized based on domicile (Argomulyo, Sidorejo, Sidomukti, Tingkir), age (17–20, 20–25, 25–30 years), gender (male and female), education level (junior high school, senior high

school/equivalent, bachelor's degree, master's degree), profession (informal and formal sectors), and monthly income (Rp 1,000,000–Rp 1,500,000; Rp 1,500,000–Rp 2,000,000; Rp 2,000,000–Rp 2,500,000; above Rp 2,500,000). The majority of respondents reside in Sidomukti District, totaling 53 individuals or 33%, indicating that this area has the highest concentration of users. In terms of gender, respondents are predominantly male, accounting for 120 individuals or 75%. The largest age group is 17–20 years, with 80 respondents or 51%, showing that the sarong is highly popular among younger generations. Regarding education, most respondents have completed senior high school/equivalent, totaling 120 individuals or 75%. In terms of profession, students make up the largest category with 72 individuals or 45%, followed by private employees with 42 individuals or 26%. Based on income, the majority fall within the Rp 2,000,000–Rp 2,500,000 range, totaling 57 individuals or 36%. Overall, these characteristics indicate that Sarung Cap Mangga has a strong market among young male consumers with middle-level education and moderate income, particularly in the Sidomukti area.

Value outer model

The outer model is designed to assess the construct validity and reliability of the measurement instrument. The outer model testing stage is part of the measurement model evaluation, designed to test the validity and estimate the reliability of indicators and constructs (Muhson, 2022).

Convergent validity

Convergent validity is an indicator used to measure the extent of the correlation between a construct and a latent variable. Convergent validity is evaluated by examining the reliability of each item, which can be seen through standardized factor loadings, which indicate the extent of the correlation between each indicator and the construct being measured. stated that the target value is greater than 0.7.

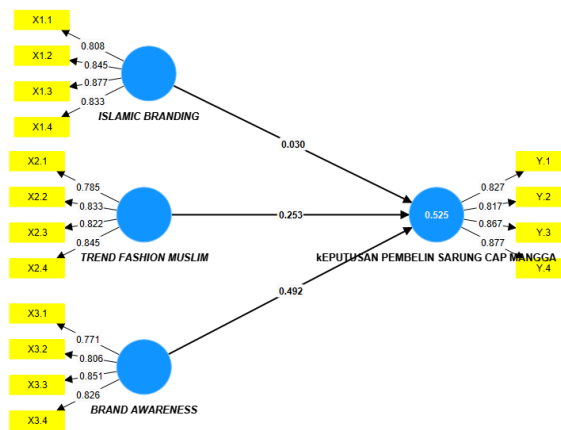


Figure 2 PLS Model

Source: Data processed with SmartPLS4 0.9.9, 2025.

Tabel 1. Value Outer Loading

Indicator Variables	Value outer Loading			
	Islamic Branding (X1)	Muslim Fashion Trends (X2)	Brand Awareness (X3)	Purchase Decision (Y)
X1.1	0.808			
X1.2	0.845			
X1.3	0.877			
X1.4	0.833			
X2.1		0.785		
X2.2		0.833		
X2.3		0.822		
X2.4		0.845		
X3.1			0.771	
X3.2			0.806	
X3.3			0.851	
X3.4			0.826	
Y.1				0.827
Y.2				0.817
Y.3				0.867
Y.4				0.877

Source: Data processed with SmartPLS4 0.9.9, 2025.

Based on the outer loading values above, the convergent validity test results indicate that the correlation between each indicator is valid in measuring the latent variable, as the standardized factor loading value is greater than 0.7.

Discriminant validity

Discriminant validity measures the extent to which a construct can be distinguished from other constructs. The test is conducted using reflection indicators. This test also aligns with the validity test in this study, which uses the Confirmatory Factor Analysis (CFA) technique. Confirmatory Factor Analysis is used to ensure construct validity by testing whether the proposed indicators align with the underlying theory.

Tabel 1.2 Value Cross Loading

Indicator Variables	Value Cross Loading			
	Islamic Branding (X1)	Muslim Fashion Trends (X2)	Brand Awareness (X3)	Purchase Decision (Y)
X1.1	0.808	0.637	0.621	0.437
X1.2	0.845	0.607	0.629	0.454
X1.3	0.877	0.671	0.604	0.526
X1.4	0.833	0.631	0.601	0.520
X2.1	0.657	0.785	0.624	0.581
X2.2	0.608	0.833	0.601	0.543
X2.3	0.571	0.822	0.646	0.524
X2.4	0.646	0.845	0.574	0.440
X3.1	0.577	0.609	0.771	0.482
X3.2	0.625	0.629	0.806	0.577
X3.3	0.593	0.641	0.851	0.660
X3.4	0.579	0.557	0.826	0.547
Y.1	0.505	0.494	0.650	0.827
Y.2	0.475	0.605	0.576	0.817
Y.3	0.500	0.529	0.574	0.867
Y.4	0.481	0.551	0.577	0.877

Source: Data processed with SmartPLS4 0.9.9, 2025.

Based on Table 1.2, the cross-loading values indicate that each variable is greater than 0.7 and higher than the other variables. Therefore, it can be concluded that the cross-loading values demonstrate good discriminant validity.

Realibilty Test

Composite reliability testing is used to assess the reliability of indicators within a variable. Data showing a composite reliability value > 0.7 indicates a high level of reliability (Musyaffi et al., 2021). An Average Variance Extracted (AVE) value > 0.50 indicates that each indicator accurately reflects the measured variable.

Table 1.3 Realibilty Test

Realibilty Test

Variables	Cronbach's <i>alpha</i>	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ISLAMIC BRANDING (X ₁)	0.862	0.868	0.906	0.707
MUSLIM FASHION TRENDS (X ₂)	0.840	0.842	0.892	0.675
BRAND AWARENESS (X ₃)	0.831	0.841	0.887	0.663
BUYING DECISION (Y)	0.869	0.869	0.911	0.718

Source: Data processed with SmartPLS4 0.9.9, 2025.

Based on Table 1.3 above, a composite reliability value > 0.7 indicates that the data has a high level of reliability. An Average Variance Extracted (AVE) value > 0.50 indicates that each indicator accurately reflects its variable and meets reliability criteria.

Structural Model Evaluation (Inner model)

The inner model is a structural model that shows the relationship between exogenous (independent) latent variables and endogenous (dependent) variables. In this test, the bootstrapping method is used. The steps taken include examining the R-square value and significance value as evaluation indicators to test hypotheses regarding the influence between variables in the study.

Colinearity Statistic (VIF) Inner Model

Before testing hypotheses in a structural model, it is important to check for multicollinearity between variables using the Variance Inflation Factor (VIF) statistic. Multicollinearity occurs when two or more independent variables are strongly related, thus affecting the model's prediction accuracy. A VIF value of less than 5 indicates no multicollinearity problem in the model.

Table 2.1 Value VIF

VIF	
Variables	buying decision (y)
ISLAMIC BRANDING (X ₁)	2.721
MUSLIM FASHION TRENDS (X ₂)	2.907

BRAND AWARENESS (X ₃)	2.636
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Source: Data processed with SmartPLS4 0.9.9, 2025.

Based on Table 2.1, before conducting hypothesis testing on the structural model, it is important to examine the possibility of multicollinearity between variables using the inner VIF (Variance Inflation Factor) value. The measurement results show that all inner VIF values are below 5 (<5), indicating a low level of multicollinearity between variables. Thus, these results strengthen the reliability of parameter estimates in the SEM-PLS (Structural Equation Modeling–Partial Least Squares) analysis.

R-Square

The R-Square test is used to measure the extent to which a research model can explain variation in the dependent variable. An R-Square value of 0.67 is considered a strong influence, 0.33 is considered a moderate one, and 0.19 is considered a weak one. A value less than 0.19 is considered insignificant.

Table 2.2 R-Square

buying decision (Y)	R-square	R-square adjusted
	0.525	0.516

Source: Data processed with SmartPLS4 0.9.9, 2025.

Based on Table 4.15, the R-Square value shows how much change in the measured variable can be explained by other variables in the model. From the results of the R-Square calculation that has been displayed, it can be concluded that: R-Square for Purchasing Decision = 0.525 means, only 52.5% of changes in the purchasing decision construct can be explained by other constructs in the model. The remaining 47.5% is influenced by other variables outside the model, thus indicating a weak influence of the independent construct on purchasing decisions

Effect Size (F-Square)

The R-Square test is used to measure the extent to which a research model can explain the variation in the dependent variable. An R-Square value of 0.67 is considered a strong influence, 0.33 is considered moderate, and 0.19 is considered weak. A value less than 0.19 is considered insignificant.

Table 2.3 Value F-Square

VIF	
Variables	F-Square
ISLAMIC BRANDING (X ₁)	0.022
MUSLIM FASHION TRENDS (X ₂)	0.046

BRAND AWARENESS (X₃)

0.193

Source: Data processed with SmartPLS4 0.9.9, 2025.

Based on Table 2.3, the F-Square or effect size is used by researchers to evaluate the extent of the influence between these variables. An F-square value of 0.02 indicates weak, 0.15 indicates moderate, and 0.35 indicates strong. Values below 0.02 can be considered to have no significant influence or no effect. The table above can be concluded the results of the F-Square analysis:

1. Islamic branding has a small influence on the purchase decision for Sarung Cap Mangga (f-square = 0.022).
2. Muslim fashion trends have a moderate influence on the purchase decision for Sarung Cap Mangga (f-square = 0.046).
3. Brand awareness has a strong influence on the purchase decision for Sarung Cap Mangga (f-square = 0.193).

Hypothesis Testing

The partial regression test aims to determine whether each independent variable has a significant effect on the dependent variable. The significance level used is 5% or 0.05. If the p-value is less than 0.05 and the T-statistic is greater than 1.96, the relationship between the variables is considered significant and acceptable.

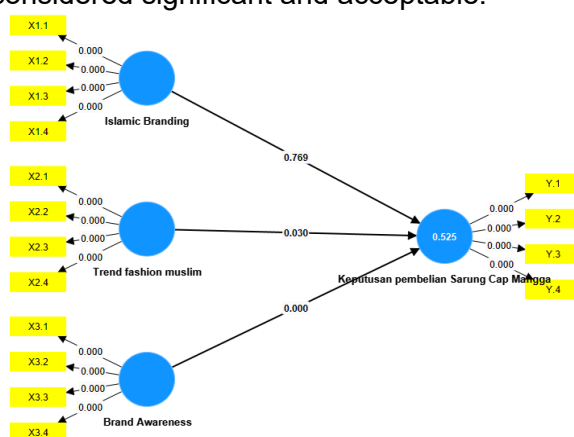


Figure 3 PLS Model

Source: Data processed with SmartPLS4 0.9.9, 2025.

The following are the results of the bootstrapping analysis in this study, which are presented in Table 3.1 below

Table 1.3 Path Coefficient

Path Coefficient Path Coefficient

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)
Islamic Branding on purchasing decisions	0.030	0.027	0.101	0.294
Muslim Fashion Trends on Purchasing Decisions.	0.253	0.257	0.116	2,174
Brand Awareness of purchasing decisions.	0.492	0.492	0.099	4,972
Islamic Branding on purchasing decisions	0.030	0.027	0.101	0.294

Source: Data processed with SmartPLS4 0.9.9, 2025

Based on Table 4.1, the results of the significance or hypothesis test with bootstrapping on the path coefficient parameter can be concluded as follows:

1. Islamic branding has a positive but insignificant effect on purchasing decisions. Because the path coefficient is >0.05 and the T statistic is <1.96 , the hypothesis is rejected. This means that the increased perception of Islamic branding is not strong enough to influence purchasing decisions for Cap Mangga sarongs.
2. Muslim fashion trends have a positive and significant effect on purchasing decisions. Because the path coefficient is <0.05 and the T statistic is >1.96 , the hypothesis is accepted. This means that the stronger the Muslim fashion trend, the greater the public's decision to purchase Cap Mangga sarongs.
3. Brand awareness has a positive and significant effect on purchasing decisions. Because the path coefficient is <0.05 and the T statistic is >1.96 , the hypothesis is accepted. This means that the higher public awareness of the Cap Mangga sarong brand, the higher the purchasing decision.

Conclusion

Based on the results of this study on the influence of Islamic branding, Muslim fashion trends, and brand awareness on purchasing decisions for Cap Mangga sarongs (a study among the Muslim community in Salatiga City), the following conclusions can be drawn:

1. Islamic branding (X1) has a positive but insignificant effect on purchasing decisions for Cap Mangga sarongs in the study

among the Muslim community in Salatiga City. Therefore, the hypothesis is rejected. This means that increasing perceptions of Islamic branding are not strong enough to influence purchasing decisions for Cap Mangga sarongs.

2. Muslim fashion trends (X2) have a positive and significant effect on purchasing decisions for Cap Mangga sarongs among the Muslim community in Salatiga City. Therefore, the hypothesis is accepted. This means that the stronger the Muslim fashion trend, the greater the public's decision to purchase Cap Mangga sarongs.
3. Brand awareness (X3) has a positive and significant effect on purchasing decisions for Cap Mangga sarongs among the Muslim community in Salatiga City. Therefore, the hypothesis is accepted. This means that the higher the public's awareness of the Cap Mangga sarong brand, the higher the purchasing decision.

Theoretical Suggestions

1. Future research should be conducted in a wider area or involve consumers from various regions, so that the results are more representative of all consumers and can be applied generally.
2. Future researchers are advised to include a column for religion to determine whether respondents are Muslim or not.
3. Future researchers are advised to add other variables or replace the variables, as additional variables to consider, such as price, product quality, brand image, halal lifestyle, consumer satisfaction, brand trust, and the presence of moderating or intervening variables. By expanding the scope of these variables, future research is expected to provide a more comprehensive theoretical contribution to the understanding of Muslim consumer behavior in Islamic marketing.

Practical Advice

Based on the research findings, which show that Islamic branding does not have a significant impact, while Muslim fashion trends and brand awareness have a positive influence on purchasing decisions for Mangga Cap Sarongs, manufacturers need to review their marketing strategies. Efforts to strengthen Islamic branding can be implemented by increasing the authenticity and credibility of the Islamic values inherent in products, such as by clarifying halal labels, displaying production processes that comply with Sharia principles, and educating consumers through informative Islamic campaigns. Meanwhile, Muslim fashion trends have proven to play a

significant role. Manufacturers need to maintain design innovation and material quality, and adapt models to the tastes of today's dynamic, yet religious, Muslim consumers. The research findings, which show that brand awareness has a positive and significant influence on purchasing decisions for Mangga Cap Sarongs, support the consumer behavior theory that brand awareness is a crucial factor in shaping purchasing decisions. Therefore, further research is recommended to deepen the study of the dimensions of brand awareness, including the influence of religious messages and the role of religious figures such as KH. Anwar Zahid's research focuses on building an Islamic brand image, as well as the relevance of symbols and product packaging that reflect Islamic values. Future research can also develop a conceptual model that links brand awareness with other variables such as brand loyalty and brand trust to enrich the theoretical understanding of how Islamic brand awareness shapes Muslim consumer purchasing behavior more comprehensively. Thus, Sarung Cap Mangga's marketing strategy is expected to be more effective in attracting Muslim consumers' purchasing interest while strengthening its position as a trusted Islamic sarong brand, ensuring a confident purchasing decision.

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