

The Influence of Religiosity, Physical Evidence, Digital Marketing, and Islamic Lifestyle on Muslim Consumers' Purchasing Decisions at an Nisaa' Boutique Kudus

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Abstract. *This study aims to analyze the influence of religiosity, physical evidence, digital marketing, and Islamic lifestyle on the purchasing decisions of Muslim consumers at An Nisaa' Boutique in Kudus. The results indicate that religiosity has a positive and significant effect on Muslim consumers' purchasing decisions, as indicated by the t-value of 2.680 which is greater than the t-table value of 1.655. Physical evidence also has a positive and significant effect on purchasing decisions, as indicated by a t-value of 2.903 which is greater than the t-table value of 1.655. Furthermore, digital marketing significantly influences Muslim consumers' purchasing decisions with a t-value of 16.595 which exceeds the t-table value of 1.655. Similarly, Islamic lifestyle has a positive and significant influence on purchasing decisions, with a t-value of 3.138 which is greater than the t-table value of 1.655. Simultaneously, religiosity, physical evidence, digital marketing, and Islamic lifestyle significantly influence Muslim consumers' purchasing decisions, as indicated by the F-value of 90.150 which is greater than the F-table value of 3.91.*

Keywords: *Consumers' Purchasing; Digital Marketing; Islamic Lifestyle; Physical Evidence; Religiosity.*

1. INTRODUCTION

Indonesia is known as the country with the largest Muslim population in the world. More than 85% of its population is Muslim, and this figure influences various aspects of people's lives, including consumer behavior. One sector significantly affected by Indonesia's Muslim majority is the clothing industry (Nadhifah, T., et al. 2025). An Nisaa' Boutique in Kudus offers a variety of products tailored to consumer needs, such as robes, headscarves, and other items. This, in turn, impacts consumer purchasing decisions, influenced by several variables, including religiosity.

Muslim consumers with high levels of religiosity typically prefer products that align with their beliefs, such as those with guaranteed halal certification (Yunus Mustaqim, et., al. 2023). In this regard, religiosity plays a crucial role in the purchasing decision-making process, as consumers want to ensure that the products they choose are not only effective but also align with their religious principles (Mokhamad Eldon, et., al. 2026). More religious Muslim consumers tend to have a greater awareness of the importance of halal products and are more selective in choosing products they deem compliant with Islamic law (Mustaqim, Y., & Nadhifah, T. 2026). Research shows that in markets with a Muslim majority like Indonesia, the tendency to choose halal products, including cosmetics, is stronger (A. N. Ambali, A. R., & Bakar, 2014).

Furthermore, regarding the physical evidence variable, in a company, physical evidence can be a marketing mix element that can significantly increase consumer satisfaction. Likewise, with after-sales service, good service can encourage consumers to continue enjoying the products offered by the company (Othman, Weijun, et al., 2020). This is consistent with research conducted by Hatauruk et al. (2020), Ahmad Zaki Mubarak, et., al. (2024), Hasan & Islam (2020), and Othman, Harun, et al., 2020, which states that physical evidence has a positive effect on consumer satisfaction. This means that consumers can make decisions in purchasing products that lead to their own satisfaction.

In addition to religiosity and physical evidence, digital marketing plays a crucial role in strengthening consumer purchasing decisions. In today's digital era, An Nisaa' Boutique Kudus has leveraged various digital platforms, including social media, to expand its market reach and strengthen its position as a trusted halal cosmetic brand (Risnawati et al. 2024). The increasing use of social media and other digital platforms by consumers provides An Nisaa' Boutique Kudus with the opportunity to disseminate information about its products more quickly and widely. An Nisaa' Boutique Kudus effectively implements a digital marketing strategy by conveying messages about its flagship products and updates tailored to consumer needs, as well as product benefits, through digital platforms such as Instagram, YouTube, and Facebook (Wijaya et al., 2023). Through educational content and creative campaigns, An Nisaa' Boutique Kudus not only provides but also creates closer and more personal interactions with consumers. This is in line with research conducted by S. Purwaningrum (2020), which explains that through a more interactive and direct digital marketing approach, Wardah is able to reach a wider audience of Muslim consumers and create relevant awareness in this digital era (Tuti' Nadhifah, 2024).

Meanwhile, an Islamic lifestyle can influence consumer decision-making. The higher a person's lifestyle, the more effective their decisions (Syah & Barsah, 2022). Moge & Sujana (2022) confirmed that lifestyle is a crucial element in the concept of consumer behavior. Lifestyle factors have a positive and significant influence on purchasing decisions (Yanti, 2020; Amin & Yanti, 2021). Contrary to Fatimah's (2013) findings, lifestyle has no effect on purchasing decisions.

Based on previous studies, there are still limitations in research related to product purchasing decisions. This study aims to examine the influence of religiosity, physical evidence, digital marketing, and Islamic lifestyle on Muslim consumers' purchasing decisions at the An Nisaa' Boutique Store in Kudus. Furthermore, this study also aims to identify the dominant factors influencing Muslim consumers' purchasing decisions. This study contributes

to the development of consumer behavior concepts, particularly regarding purchasing decision variables. Therefore, the researcher will analyze and empirically test the "Influence of Religiosity, Physical Evidence, Digital Marketing, and Islamic Lifestyle on Muslim Consumers' Purchasing Decisions at the An Nisaa' Boutique Store in Kudus."

2. LITERATUR REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA) by incorporating the concept of perceived behavioral control. This concept describes the extent to which individuals feel they have control over an action they intend to take. TPB recognizes that a person's behavior is not always fully under their control, as various external factors such as limited resources, lack of opportunities, or inadequate skills can influence their ability to realize a particular intention. In TPB, Perceived Behavioral Control acts as an additional factor connecting intention and actual action. This concept reflects a person's belief in their ability to carry out a behavior, including access to available resources and opportunities. In other words, even if a person has the intention to act, their perceived limitations can become a barrier to realizing that intention.

Muslim Consumer Purchasing Decisions

A purchasing decision is the process by which a consumer selects a product, then purchases and consumes it. Therefore, the purchasing decision is a crucial element in consumer behavior that leads to the purchase of goods or services. In making purchasing decisions, consumers are influenced by various factors that can motivate them to make a purchase (Laurensius Panji Panji Ragatirta and Erna Tiningrum, 2020).

According to Kotler & Armstrong in Dina Audiva Adawiyah, et al. (2022), there are four indicators that influence purchasing decisions, namely:

- a. Purchase decision after knowing product information: Consumers who decide to purchase a product after receiving clear and positive information about the product.
- b. Purchase because of a preferred brand: Consumers who choose to purchase a product because the brand is well-known and well-liked.
- c. Purchase because it suits their desires and needs: Consumers purchase a product because it fulfills their personal desires or needs.
- d. Purchase because of recommendations from others: Consumers who make a purchase after receiving advice or recommendations from friends or family.

Religiosity

Religiosity is a person's depth of understanding of their religious beliefs, along with the breadth of their knowledge, actions, and tolerance toward those of other faiths. At least four factors influence religiosity: education, experience, lifestyle, and intellectual factors (Bawono & Oktaviani, 2016).

According to Hutagalung et al. (2020), religiosity can be measured using the following indicators:

- a. Belief in religion
- b. Religious practice
- c. Religious feeling
- d. Knowledge of religion
- e. Effects of religion

Physical Evidence

Physical evidence encompasses all aspects of a seller's possessions, including room decor, staff, and everything related to the seller and buyer during a transaction (Othman, Harun, et al., 2020). Physical evidence can be defined as a company's ability to interact directly with consumers (Yusman & Yateno, 2021). According to Wicaksono et al. (2021), physical evidence can be measured using the following indicators:

- a. Attractiveness of product design
- b. Completeness of facilities
- c. Success rate

Digital Marketing

According to Armstrong Kottler (2010), digital marketing describes a company's efforts to inform, promote, communicate, and market products and services through the internet. According to Nadhifah & Najib (2025), Heidrick & Struggles (2009), digital marketing utilizes developments in the digital world to conduct advertising that is not directly publicized but has a very influential effect. Digital marketing can be defined as an effort or method to market a brand or product using supporting digital media (Santosa Sigit and Tumanggor Theresia Christin, 2023).

According to Kim (2004), as cited by Romadlon, Marlien, and Widyasari (2020), digital marketing can be measured by five main indicators:

- a. Coordination: Information regarding product advantages can be ensured and harmonized through a website, which also serves as a medium for product development.

- b. Commerce: The internet offers advantages in selling products or services at lower costs and its universal nature, allowing access from anywhere and by anyone.
- c. Community: This refers to a group of users who are interested in the product or service offered, who can interact through online chat or discussions on internet media and share experiences.
- d. Content: Information and entertainment related to products available online, including news updates, quotes, weather forecasts, and other relevant information.
- e. Communication: The communication process that occurs between users and marketers online, which can be conducted via telephone, email, or live video to obtain necessary information.

Islamic Lifestyle

An Islamic lifestyle is a form of lifestyle pattern aligned with the commands of Islamic teachings (Sitepu, et al., 2022). An Islamic lifestyle also represents obedience to the commands of Allah SWT in various aspects. Adopting an Islamic lifestyle is a form of obedience and adherence to applicable laws and regulations in social life (Izzudin S. et., al. 2025), which can create a peaceful and tranquil life within the personal, family, and community spheres.

A person's behavior is influenced by their lifestyle, and the products they purchase reflect this lifestyle. A Muslim's lifestyle in consuming necessities, spending money, and utilizing time to consume products and services is reflected in the following indicators:

- a. Living life
- b. Choosing products or services
- c. Making use of free time

2. METHODS

Research Type

This research is quantitative, using numerical data and statistical analysis to test hypotheses regarding the influence of religiosity, physical evidence, digital marketing, and Islamic lifestyle on Muslim consumer purchasing decisions at An Nisaa' Boutique Store in Kudus.

Sampling Method

The population in this study was all 228 employees of Muhammadiyah University of Kudus. A sample is a portion or a specific number of samples taken from a population and examined in detail (Sugiyono, 2019). Given this number, the researcher used the Krecjie G. Morgan table to determine the population size, which was 144 Muslim consumers. To obtain

the sample, this study used proportionate stratified random sampling, a sampling technique that uses a population with non-homogeneous elements and is stratified proportionally (Sugiyono, 2019). This means that all Muslim consumers at An Nisaa' Boutique Store in Kudus were eligible to receive and complete the questionnaire distributed by the researcher.

Data Collection Method

Data collection used a questionnaire method. In this case, the researcher asked a series of questions or statements to obtain information based on self-reports or the subject's knowledge and/or beliefs. In this case, the questionnaire was distributed to Muslim consumers at the An Nisaa' Boutique Store in Kudus. The questionnaire was designed with closed-ended questions. These questions were used to analyze respondents' answers. Cognitive level will be an important factor in answering closed-ended questions, designed using a Likert scale.

Data Analysis Techniques

The data analysis used in this study was multiple linear regression. This test was used to answer the question of whether the variables of religiosity, physical evidence, digital marketing, and Islamic lifestyle influence the purchasing decisions of Muslim consumers at the An Nisaa' Boutique Store in Kudus.

3. RESUT AND DISCUSION

Research Result

Instrument Test Results

To test the validity and reliability of the instrument, the author used SPSS version 20 analysis. The following are the results of the reliability test based on a pilot test (non-respondents) of 30 participants. The validity and reliability test results are shown in the table below:

Tabel 1 Reliability Test Results.

Variabel	Reliability Coeffiens	Alpha	Keterangan
Religiosity	0,836	0,60	<i>Reliabel</i>
Physical Evidence	0,907	0,60	<i>Reliabel</i>
Digital Marketing	0,809	0,60	<i>Reliabel</i>
Islamic Lifestyle	0,801	0,60	<i>Reliabel</i>
Purchase Decisions	0,895	0,60	<i>Reliabel</i>

Based on Table 1.1, it can be seen that each variable has a Cronbach's Alpha value > 0.60. Thus, all variables can be considered reliable. To determine the level of validity, a significance test was performed by comparing the calculated r value with the table r value.

With an alpha of 0.05, the table r value was 0.360. If the calculated r value (for each item, as seen in the Corrected Item Total Correlation column) is greater than the table r value and the r value is positive, then the item or question is considered valid. The results of the validity analysis can be seen in the following table:

Tabel 2 Validity Test Results.

Variabel	Item	Corected Item-Total Correlation	r tabel	Keterangan
Religiosity (X1)	P1	0,759	0,360	<i>Valid</i>
	P2	0,546	0,360	<i>Valid</i>
	P3	0,733	0,360	<i>Valid</i>
	P4	0,755	0,360	<i>Valid</i>
	P5	0,427	0,360	<i>Valid</i>
Physical Evidence (X2)	P1	0,831	0,360	<i>Valid</i>
	P2	0,919	0,360	<i>Valid</i>
	P3	0,816	0,360	<i>Valid</i>
	P4	0,637	0,360	<i>Valid</i>
Digital Marketing (X3)	P1	0,660	0,360	<i>Valid</i>
	P2	0,505	0,360	<i>Valid</i>
	P3	0,632	0,360	<i>Valid</i>
	P4	0,664	0,360	<i>Valid</i>
	P5	0,540	0,360	<i>Valid</i>
Islamic Lifestyle (X4)	P1	0,573	0,360	<i>Valid</i>
	P2	0,551	0,360	<i>Valid</i>
	P3	0,677	0,360	<i>Valid</i>
	P4	0,716	0,360	<i>Valid</i>
	P5	0,431	0,360	<i>Valid</i>
Purchase Decisions (Y)	P1	0,597	0,360	<i>Valid</i>
	P2	0,772	0,360	<i>Valid</i>
	P3	0,879	0,360	<i>Valid</i>
	P4	0,885	0,360	<i>Valid</i>

Based on Table 1.2 above, it can be seen that each item has a calculated r greater than the r table and is positive. Therefore, the items or questions are generally considered valid.

Partial Test (t-Test)

The Influence of Religiosity on Purchasing Decisions

Based on the results of computer processing using SPSS version 20, it can be seen that the calculated t value is greater than the t table. This is evident from the calculated t value of 2.680, which is greater than the t table value of 1.655, with a significance level below 5%. This means that H_a is accepted and H_o is rejected. Therefore, the hypothesis that religiosity influences the purchasing decisions of Muslim consumers at An Nisaa Boutique Kudus is proven significant and accepted. This can be seen in the table below:

Tabel 3 Regression Results of X1 against Y.

Model	B	Beta	t	Sig.
Konstanta	1.864			
Religiosity (X1)	.084	.125	2.680	.008

a. Dependent Variabel: Purchase Decisions (Y)

The Influence of Physical Evidence on Purchasing Decisions

From the results of computer processing using SPSS version 20, it can be seen that the calculated t value is greater than the t table. This is evident from the calculated t value of 2.903, which is greater than the t table value of 1.655, with a significance level below 5%. This means that Ha is accepted and Ho is rejected. Therefore, the hypothesis that physical evidence influences the purchasing decisions of Muslim consumers at An Nisaa Boutique Kudus is proven significant and accepted. This can be seen in the table below:

Tabel 4 Regression Results of X2 against Y.

Model	B	Beta	t	Sig.
Konstanta	1.864			
Physical Evidence (X2)	.786	.777	16.595	.000

a. Dependent Variabel: Purchase Decisions (Y)

The Influence of Digital Marketing on Purchasing Decisions

Based on computer processing using SPSS version 20, the calculated t value is greater than the t table. This is evident from the calculated t value of 16.595, which is greater than the t table value of 1.664, with a significance level below 5%. This means that Ha is accepted and Ho is rejected. Therefore, the hypothesis that digital marketing influences Muslim consumers' purchasing decisions at An Nisaa Boutique Kudus is proven significant and accepted. This can be seen in the table below:

Tabel 1.5 Regression Results of X3 against Y

Model	B	Beta	t	Sig.
Konstanta	1.864			
Digital Marketing (X3)	.124	.137	3.054	.003

a. Dependent Variabel: Purchase Decisions (Y)

The Influence of Islamic Lifestyle on Purchasing Decisions

Based on the results of computer processing using SPSS version 20, it is clear that the calculated t value is greater than the t table. This is evident from the calculated t value of 3.138, which is greater than the t table value of 1.655, with a significance level below 5%. This means

that H_a is accepted and H_o is rejected. Therefore, the hypothesis that an Islamic lifestyle influences the purchasing decisions of Muslim consumers at An Nisaa Boutique Kudus is proven significant and accepted. This can be seen in the table below:

Tabel 6 Regression Results of X4 against Y.

Model	B	Beta	t	Sig.
Konstanta	1.864			
Islamic Lifestyle (X4)	.125	.144	3.138	.002

a. Dependent Variabel: Purchase Decisions (Y)

Multiple Linear Regression Test (F Test)

In this equation, with the model formulation $Y = b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$, the processed data results can be seen and presented in the following table:

Tabel 7 ANOVA.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	520.140	4	130.035	90.150	.000 ^b
Residual	200.499	139	1.442		
Total	720.639	143			

a. Dependent Variable: Purchase Decisions (Y)

b. Predictors: (Constant), Islamic lifestyle (X4), Digital marketing (X3), Physical evidence (X2), Religiosity (X1)

The table above shows an F-value of 90.150, with a significance level of 0.000, less than 0.005 (Sig. < 0.05). Therefore, it can be concluded that the variables of religiosity, physical evidence, digital marketing, and Islamic lifestyle significantly influence Muslim consumers' purchasing decisions at An Nisaa Boutique Kudus.

Based on the simultaneous test results above, the next step is to determine the mathematical equation. Calculations using SPSS version 20 yield the following regression equation:

$$Y = 6,059 + 0,289 X_1 + 0,280 X_2 + 0,590 X_3$$

This can be seen in the table below:

Tabel 8 Multiple Linear Regression Equation Results.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.864	1.184		1.574	.018
1 Religiosity (X1)	.084	.032	.125	2.680	.008
Physical Evidence (X2)	.786	.047	.777	16.595	.000
Digital Marketing (X3)	.124	.041	.137	3.054	.003
Islamic Lifestyle (X4)	.125	.040	.144	3.138	.002

a. Dependent Variable: Purchase Decisions (Y)

Based on the equation above, it can be seen that the religiosity variable has a positive influence of 0.084, physical evidence has a positive influence of 0.786, digital marketing has a positive influence of 0.124 and Islamic lifestyle has a positive influence of 0.125, this means that the better the religiosity, physical evidence, digital marketing and Islamic lifestyle, the more the purchasing decisions of Muslim consumers at the An Nisaa Boutique Kudus Store increase.

Discussion

The Influence of Religiosity on Muslim Consumer Purchasing Decisions

Based on the computer processing results, it is clear that the calculated t value is greater than the t table. This is evident from the calculated t value of 2.680, which is greater than the t table value of 1.655, with a significance level below 5%. This indicates that H_a is accepted and H_o is rejected. Therefore, the hypothesis that religiosity influences Muslim consumer purchasing decisions at the An Nisaa Boutique Store in Kudus is proven significant and accepted. This is consistent with previous research conducted by Sri Wulandari, entitled "The Influence of Halal Labels and Religiosity on Purchasing Decisions (Case Study of Indomie Consumers in Sidoarjo)," which showed that religiosity is a key factor influencing consumers' decisions to purchase Indomie products in Sidoarjo. Religiosity refers to the extent to which a person adheres to religious teachings and values in their life. In the context of purchasing products, particularly halal products or products reflecting religious values, religiosity is often a crucial factor. Consumers with high levels of religiosity tend to prioritize product suitability with their religious values. Wardah as a halal cosmetic brand is widely chosen by Muslim consumers because it offers products that comply with sharia principles.

The Influence of Physical Evidence on Muslim Consumer Purchasing Decisions

Based on the data processing results, it is clear that the calculated t value is greater than the t table. This is evident from the calculated t value of 2.903, which is greater than the t table value of 1.655, with a significance level below 5%. This means that H_a is accepted and H_o is rejected. Therefore, the hypothesis that physical evidence influences Muslim consumer purchasing decisions at An Nisaa Boutique Kudus is proven to be significant and accepted. Physical evidence has a positive and significant effect on consumer loyalty, but this is rejected. The results of this study indicate a positive but insignificant effect. Service quality dimensions, including physical evidence, do not influence consumer satisfaction, which in turn impacts loyalty (Aprilianti et al., 2019). Consumers who are satisfied with physical evidence do not influence their purchasing decisions.

The Influence of Digital Marketing on Muslim Consumer Purchasing Decisions

Based on the results of the research, it can be seen that the calculated t value is greater than the t table. This is evident from the calculated t value of 16.595, which is greater than the t table of 1.664, with a significance level below 5%. This means that H_a is accepted and H_o is rejected. Therefore, the hypothesis that digital marketing influences Muslim consumer purchasing decisions at the An Nisaa Boutique Store in Kudus is proven significant and accepted. This is consistent with previous research conducted by Ade Dea Novita, Agustina Mutia, and Awal Habibah (2023) entitled "The Influence of Digital Marketing and Halal Product Certification on Consumer Purchasing Decisions at the Ilhamumtaza Business in Jambi," which showed that digital marketing has a positive effect (unidirectional movement) on purchasing decisions. Digital marketing is a form of marketing communication that uses digital media to reach consumers effectively and efficiently. In this context, a sound and ethical approach is crucial to ensure the message is well received by the audience.

The Influence of Islamic Lifestyle on Muslim Consumer Purchasing Decisions

Based on the results, the calculated t value is greater than the t table. This is evident from the calculated t value of 4.601, which is greater than the t table of 1.664, with a significance level below 5%. This means that H_a is accepted and H_o is rejected. Therefore, the hypothesis of an influence between Islamic lifestyle and Muslim consumer purchasing decisions at the An Nisaa Boutique Store in Kudus is proven significant and accepted. This aligns with Nada Khoirul Jamilah's research, which states that Islamic lifestyle factors influence purchasing choices using the Shopee PayLater feature among students in Ponorogo. An Islamic lifestyle is not limited to how someone allocates their income in accordance with Sharia law but can also be applied to all aspects of life in accordance with Islamic teachings. Therefore, an Islamic lifestyle is a lifestyle that each individual follows in all activities, interests, and opinions for daily consumption or other pleasures, based on Sharia law. The idea of a shared perspective that ultimately leads to differences in perceptions gives rise to various ways of life, or more commonly referred to as differences in lifestyle. For Muslims, each person's way of life is governed by Allah and His Messenger through the Quran and Hadith. Both are the most appropriate guides to a straight path. However, the passage of time has changed the way most Muslims understand the guidance for living a life in accordance with the Islamic way of life. Today, many people have a hedonistic lifestyle and enjoy extravagant spending, focusing only on worldly interests. This is very different from the way of life commanded by Allah and His Messenger. In the Islamic perspective, all aspects of human existence are regulated by the

Quran and Hadith, which prohibit excessive behavior, as this has negative consequences for the individual and those around them. Allah SWT can do without individuals who waste things.

The Influence of Religiosity, Physical Evidence, Digital Marketing, and Islamic Lifestyle on Muslim Consumer Purchasing Decisions

The variables of religiosity, physical evidence, digital marketing, and Islamic lifestyle on Muslim consumer purchasing decisions at An Nisaa Boutique Store, Kudus, are proven by data processing results, showing that the calculated F value is greater than the F table. This is evident from the calculated F value of 90.150, which is greater than the F table of 3.91, with a significance level of 0.000 less than 0.005 (Sig. <0.05), meaning H_a is accepted and H_o is rejected. Thus, the hypothesis of a significant influence between religiosity, physical evidence, digital marketing, and Islamic lifestyle on Muslim consumer purchasing decisions at An Nisaa Boutique Store, Kudus, is proven and accepted. This is consistent with the Theory of Planned Behavior (TPB), which is an extension of the Theory of Reasoned Action (TRA) by incorporating the concept of perceived behavioral control. This concept describes the extent to which individuals feel they have control over an action they intend to take. The TPB recognizes that a person's behavior is not always fully within their control, as various external factors such as limited resources, lack of opportunities, or inadequate skills can affect their ability to realize certain intentions. In the TPB, Perceived Behavioral Control acts as an additional factor connecting intentions and actual actions. This concept reflects a person's beliefs about their ability to carry out a behavior, including access to available resources and opportunities. In other words, even if a person has the intention to act, their perceived limitations can become obstacles to realizing that intention.

4. CONCLUSION

After conducting the analysis, the researcher can draw the following conclusions:

Partially, there is a significant and accepted influence between religiosity and Muslim consumers' purchasing decisions at the An Nisaa' Boutique Store in Kudus. This is evidenced by the calculated t value > t table, with a calculated t value of 2.680 > t table of 1.655, with a significance level below 5%. This means that H_a is accepted and H_o is rejected. There is a significant and accepted influence between physical evidence and Muslim consumers' purchasing decisions at the An Nisaa' Boutique Store in Kudus. This is evidenced by the calculated t value > t table, with a calculated t value of 2.903 > t table of 1.655, with a significance level below 5%. This means that H_a is accepted and H_o is rejected. There is a significant and accepted influence between digital marketing and Muslim consumers'

purchasing decisions at the An Nisaa' Boutique Store in Kudus. This is evidenced by the calculated t value $>$ t table, with a calculated t value of $16.595 >$ t table of 1.655 , with a significance level below 5%. This means that H_a is accepted and H_o is rejected. There is an influence between Islamic lifestyle on the purchasing decisions of Muslim consumers at An Nisaa' Boutique Store in Kudus which is proven to be significant and accepted, this is evidenced by the t_{count} value $>$ t_{table} , namely the t_{count} value of $3.138 >$ t_{table} of 1.655 with a significance level below 5% meaning H_a is accepted, H_o is rejected. Simultaneously, there is an influence of religiosity, physical evidence, digital marketing, Islamic lifestyle on the purchasing decisions of Muslim consumers at An Nisaa' Boutique Store in Kudus which is proven to be significant, this is evidenced by the results of data processing using SPSS version 20 which can be seen that the F_{count} value $>$ F_{table} . This can be seen from the F_{count} value of $90.150 >$ F_{table} of 3.91 with a significance level below 5% meaning H_a is accepted, H_o is rejected.

Despite the best efforts, this study still faces several limitations, including: This study focused on only one object, the An Nisaa' Boutique Store in Kudus. The number of respondents was too small to support the generalizability of the results.

Based on the above research results, the following recommendations for further research are: 1) To ensure continued improvement in Muslim consumer purchasing decisions, bonuses should be provided to consumers who purchase products at the An Nisaa' Boutique Store in Kudus, in accordance with existing procedures. 2) The An Nisaa' Boutique Store should further enhance the provision of better and more attractive bonuses to consumers so that they truly contribute to increased religiosity and other aspects. 3) To obtain better and more accurate study results, it is necessary to test the factors influencing Muslim consumer purchasing decisions by adding more variables.

UCAPAN TERIMA KASIH

The author expresses his deepest gratitude to all parties who have provided support in the preparation and completion of this research. In particular, he expresses his appreciation to the An Nisaa Boutique Store in Kudus for their willingness to serve as the research object in this study. He also thanks the Muhammadiyah University of Kudus, where he is a student, for the facilities and support provided. He also thanks his colleagues for their valuable input, criticism, and suggestions in improving this article.

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