Halal Fashion Purchase Intention Through Tokopedia: A Dual-Model Perspective

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Abstract

The increase in the Muslim population, especially among the younger generation, has driven a global increase in halal fashion products. In Indonesia, fashion products have become the most popular category in e-commerce, in line with the growing awareness of religion and increasing digital penetration. Tokopedia, one of the biggest e-commerce platforms in the country, has become a promising channel for distributing halal fashion products. However, studies pertaining to the purchase intention of these products via online are still limited. This research establishes the impact of the Theory of Consumption Values (TCV) and Technology Acceptance Model (TAM) on attitudes toward halal fashion products and their impact on the purchase intentions of Muslim Generation Z (Gen Z) through the Tokopedia app. This research employs a quantitative approach comprising 266 Gen Z respondents from various provinces in Indonesia. Data collection was conducted through an online

questionnaire, and the analysis was performed utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM). The results demonstrated that Functional Value (FV), Social Value (SV), and Emotional Value (EV) in TCV possess a substantial influence on attitudes toward halal fashion products. However, Epistemic Value (EPV) and Conditional Value (CV) show no significant effect. Meanwhile, in TAM, Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) do not influence attitudes. Positive attitudes toward halal fashion products have been observed to play a substantial influence on Gen Z's intention to purchase halal fashion products through the Tokopedia App. Therefore, halal fashion practitioners need to highlight quality, comfort, inclusivity, attractive designs, and clear benefits on digital platforms. The government must also strengthen halal education, provide a trusted marketplace, and support Halal Fashion Micro, Small Medium Enterprise (MSMEs) and exports to advance the industry.

Keywords: Fashion Product; Halal; Purchase Intention; Theory of Consumption Values; Technology Acceptance Model.

Abstrak

Pertumbuhan populasi Muslim, khususnya dari kalangan generasi muda, mendorong peningkatan permintaan global terhadap produk fesyen halal. Di Indonesia, produk ini menjadi kategori terlaris di e-commerce, seiring meningkatnya kesadaran religius dan penetrasi digital. Tokopedia, sebagai salah satu platform e-commerce terbesar di Indonesia, menjadi saluran potensial untuk distribusi produk fesyen halal. Namun, kajian mengenai niat beli produk ini secara online masih terbatas. Penelitian ini bertujuan untuk menganalisis pengaruh Theory of Consumption Values (TCV) dan Technology Acceptance Model (TAM) terhadap sikap pada produk fesyen halal dan dampaknya terhadap intensi beli Generasi Z (Gen Z) Muslim melalui aplikasi Tokopedia. Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan 266 responden Gen Z dari berbagai provinsi di Indonesia. Data dikumpulkan melalui penyebaran kuesioner online, dan dianalisis menggunakan Structural Equation Modeling (SEM). Temuan penelitian menunjukkan bahwa nilai fungsional, sosial, dan emosional dalam TCV berpengaruh signifikan terhadap sikap pada produk fesyen halal, sedangkan nilai epistemik dan kondisional tidak berpengaruh. Sementara itu, dalam TAM, persepsi kemudahan dan kegunaan tidak berpengaruh terhadap sikap. Sikap positif terhadap produk fesyen halal terbukti berpengaruh signifikan terhadap intensi Gen Z untuk membeli produk fesyen halal melalui Tokopedia. Dengan demikian, Praktisi fesyen halal perlu menonjolkan kualitas, kenyamanan, inklusivitas, desain menarik, dan manfaat jelas di platform digital. Dan, pemerintah harus memperkuat edukasi halal, menyediakan marketplace tepercaya, serta memberi dukungan pada UMKM dan ekspor fesyen halal untuk memajukan industri ini.

***Kata Kunci**: Produk Fesyen; Halal; Niat Beli; Theory of Consumption Values; Technology Acceptance Model.*

INTRODUCTION

Based on a 2023 report by the Research Center (RISSC), Indonesia's Muslim population reached 240.62 million (RISSC, 2024), representing an estimated 277.53 million, or 86.7% of Indonesia's population (Annur, 2023), and approximately 11.7% of the global population (Worldpopulationreview, 2024). A significant factor driving growth in the Islamic economy is the expanding population of young Muslims. By 2023, the world Muslim population had gone beyond 2 billion people or over a quarter of the world's population. This sum is anticipated to grow steadily, reaching 2.8 billion by 2050, equivalent to roughly 30% of the worldwide population. In terms of demographics, Muslim youth aged 15–29 made up 27.8% of the world's youth population in 2023, and by 2030, this figure is expected to increase to nearly 30%.

Notably, Generation Z (Gen Z) as well as Millennials are emerging as the most influential consumer segments in this space (SGIE, 2023).

In Islam, Muslims are guided clearly on what is permissible (halal) and what is forbidden (haram) to consume, as outlined in the Qur'an (Al Baqarah: 173; Al Maidah: 3). They are also instructed to consume only what is halal and wholesome (Al Mu'minun: 51; Al Baqarah: 168). The Qur'an provides religious guidance that influences consumer behavior, making halal certification (Mutmainah, 2018) and adherence to Sharia principles (Iranmanesh, 2020) essential considerations when purchasing products, including those in the halal fashion sector. The concept of modest halal fashion originates from Islamic teachings that emphasize modesty in dress as a means of self-respect and respect for others. This means wearing loose-fitting clothing that covers key parts of the body, such as the arms, legs, and hair. While traditional attire, such as the abaya and hijab, remains central, modern modest fashion has evolved to cover a range of shapes and styles to suit diverse preferences and cultural backgrounds (Halaltimes, 2023).

The global halal fashion industry is expected to grow to USD 407.3 billion in 2023. It is expected to maintain an expansion rate of 5.0% Compound Annual Growth Rate (CAGR) between 2024 and 2030 (Grandviewresearch, 2024). In 2022, Muslim consumers were estimated to have spent around US$318 billion on clothing and footwear, an 8.4% increase from the past years. This spending is expected to continue to climb, reaching US$428 billion by 2027, with a CAGR of 6.1% (SGIE, 2023). Fashion has also proven to be the top-selling category on e-commerce platforms. In 2020, it accounted for 86.63% of all online transactions involving halal products, making it the most in-demand sector in that space (Databoks, 2020). This growth is closely tied to a growing sense of religious and cultural awareness among Muslim consumers. Increasingly, individuals are making intentional lifestyle choices that reflect their faith, including their clothing choices. Halal fashion, rooted in Islamic values of modesty and ethical production, offers Muslims a way to express their identity confidently. The high level of awareness and dedication to religious values continues to drive demand for apparel that aligns with halal standards, offering comfort and a sense of spiritual authenticity (Grandviewresearch, 2024).

The ever-increasing sophistication of online shopping platforms and the growing internet penetration have significantly altered consumer behavior, resulting in a substantial increase in online shopping activity (Halim et al., 2020; Yerzi et al., 2024; Ying & Rianto Chandra, 2024). E-commerce platforms also offer a practical and time-saving shopping experience compared to traditional markets. They also provide the convenience of shopping from home with the ease of payment using virtual systems (Yerzi et al., 2024).
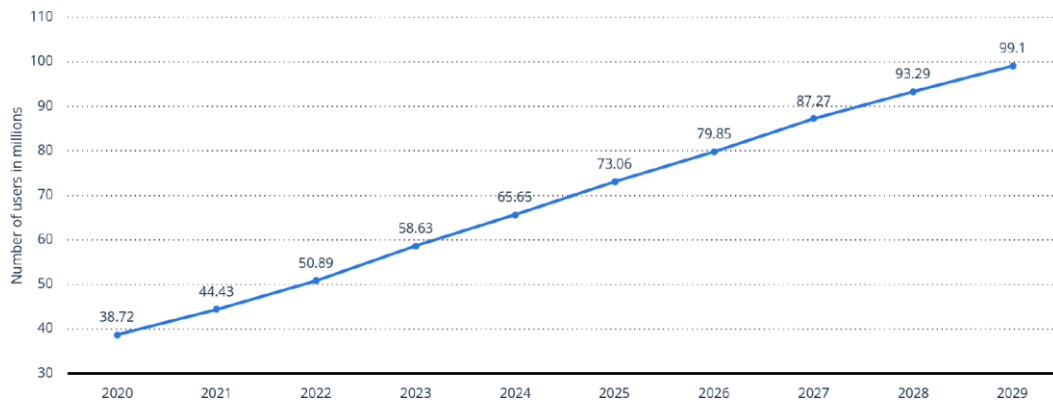
Figure 1. Number of E-Commerce Users in Indonesia for the Period 2020-2029
Source: PSDI Ministry of Trade (2024)

The number concerning e-commerce users in Indonesia has continued to experience significant growth since 2020, with the user base increasing from 38.72 million to 58.63 million by 2023 (PSDI-Kemdagri, 2024). This growth reflects the growing adoption of digital technology among the public, driven by shifts in shopping behavior and technological advances. This upward trend is projected to continue until 2029, with projections reaching 99.1 million users (PSDI-Kemdagri, 2024). This steady increase suggests that e-commerce is becoming increasingly integral to the everyday lives of Indonesians.

To better predict people's consumption behavior, authors utilize the Theory of Consumption Value (TCV). It has five core dimensions: functional, social, emotional, epistemic, and conditional values. Previous studies have implemented TCV to analyze customer behavior toward various non-halal-certified products, such as local cuisines (Choe & Kim, 2018), superfoods (Liu et al., 2021), healthy food (Thomé et al., 2021), and organic products (Mohd Suki et al., 2022; Truong et al., 2021). TCV has also been utilized to explore purchase behavior on halal-certified products, including halal cosmetics (Huriah et al., 2022; Liew et al., 2024; Rachman & Amarullah, 2024) and halal food (Muhamed et al., 2019). However, there remains a lack of research; no prior studies have utilized the TCV framework to analyze purchase intention for halal fashion products, particularly when integrated with the Technology Acceptance Model (TAM). Fusing TCV with TAM presents an opportunity to provide a deeper knowledge of the variables that impact purchasing intentions for halal fashion, especially on digital platforms such as Tokopedia. Tokopedia is chosen for this study because it is the second-largest e-commerce platform in Indonesia, after Shopee. Although Tokopedia is the second-largest e-commerce platform, according to a Populix survey on customer motivation and behavior when purchasing goods through e-commerce platforms, Tokopedia is the e-commerce brand that sticks most in consumers' minds when they want to shop (Liputan6, 2023). Besides that, Tokopedia is under TikTok Shop's ownership (Anggraeni, 2024), which holds a 35% market share

(Tempo, 2024), making it a strategic platform for investigating consumer behavior in this emerging market segment.

The study is strategically important as a contribution to the empowerment of the halal fashion industry and Government policies to support Indonesia's target of establishing a global Halal Hub in line with the 20252029 National Medium-Term Development Plan (RPJMN). In the context of the intensive development of the global market of halal fashion and the increasing number of transactions through online shopping, understanding the variables that influence Muslim consumers' purchasing intentions is vital. This research integrated the TCV and TAM frameworks to determine consumer preferences for specific technologies, providing insights for industry players in developing promotional plans and innovations aligned with Muslim consumers' values. These results may also serve as a policy reference for strengthening the global competitiveness of the digital halal industry ecosystem.

LITERATURE REVIEW
Underpinning Theory
Theory of Consumption Value (TCV)

A TCV proposed by Sheth et al. (1991) provides a thorough framework for analyzing what drives consumer behavior. It states that consumer decisions are influenced by five essential values: Conditional Value (CV), Emotional Value (EV), Epistemic Value (EPV), Social Value (SV), as well as Functional Value (FV) (Rachman & Amarullah, 2024). Each of these value components has a distinct impact on consumers' preferences and purchase decisions. TCV draws on a multidisciplinary foundation fields such as marketing, sociology, psychology, and economics—to explain how individuals develop positive attitudes and make choices based on their assessments of multiple values (Sheth et al., 1991). Numerous empirical investigations have established that TCV is a reliable predictor of various customer actions. For instance, it has been effectively used to assess intention to acquire (Rachman & Amarullah, 2024), as well as product preferences and choices (Truong et al., 2021), and customers' behavior during the pre-adoption phase (Omigie et al., 2017). Additionally, TCV has been applied to explore broader aspects of consumer behavior, including trust-building (Mason et al., 2023) and research on cultivating loyalty (Teng, 2018).

Technology Acceptance Model (TAM)

TAM refers to a theoretical model that describes how people adopt and utilize technologies. It has been widely adopted across various domains, particularly in studies of technology adoption and information systems (Al-Rahmi et al., 2021). TAM emphasizes primary building blocks: When people think that using a piece of technology will be easy, they are referring to Perceived Ease of Use (PEOU), or how easy it is to use, from a perspective of the user, while what we call Perceived Usefulness (PU) is the idea it would be better to use a particular technology one's

performance (Ariffin et al., 2021). These two elements possess a significant impact on people's feelings about adopting a technological system.

Theoretical Concept and Hypothesis Development
Purchase Intention

Purchase intention, which refers to the conscious decision of a consumer to purchase a product or a service in future, is commonly known to be a predictor of actual buying behavior (Wu, 2025) and is influenced by a combination of psychological, social, economic, and digital marketing factors. Psychologically, attitudes, perceived value, and parasocial interactions particularly within social media environments hold an important part in developing consumers' willingness to make a purchase. Parasocial interaction often exerts a more decisive influence than emotional attachment, as it helps build trust and stimulates positive electronic Word of Mouth (eWOM) (Nadroo et al., 2024). Social factors, including social presence, peer communication, and tie strength, enhance information quality and reinforce trust, which mediates the formation of purchase intention (Hussain & Huang, 2023). From an economic and demographic perspective, price sensitivity, income, age, and gender differences moderate consumer decision-making. Younger consumers tend to respond more strongly to platform convenience and system quality, while older consumers focus more on security and social influence (Alfanur & Kadono, 2022). In digital contexts, influencer marketing and platform or system quality have been demonstrated to strengthen purchase intention, particularly among younger generations (Haq et al., 2024; Moslehpour et al., 2022). Cultural characteristics— including collectivism, ethnocentrism, and cultural openness—also significantly influence how these factors shape purchase intention, particularly in green product markets and cross-country settings (Rahman & Luomala, 2021; Sreen et al., 2018). Meanwhile, the intention–behavior gap indicates that firm purchase intention does not always translate into actual purchasing behavior, making trust a critical element in narrowing this gap (Bahmani & Bhatnagar, 2023). The COVID-19 pandemic further heightened the significance of trust and privacy concerns, intensifying the role of psychological and social factors in online shopping behavior (Alzaidi & Agag, 2022).

Functional Value (FV)

FV, as described by Wang et al. (2004) and further discussed by Foroudi et al. (2020), refers to a product or service being helpful due to its perceived quality and physical performance. It emphasizes how effectively the product carries out its designated role (Thomé et al., 2021). Essentially, FV captures consumers' evaluation of the product's real value, which includes its quality, practicality, longevity, and efficiency (Sheth et al., 1991; Truong et al., 2021). It also encompasses service-related factors such as service quality, waiting time, and reliability (Mai & Liao, 2022), as well as economic considerations, including cost-effectiveness, pricing, and a perceived excellent return on investment (Yeo et al., 2016). Empirical studies

consistently affirm practical worth as an essential factor in determining consumer attitudes. When consumers perceive high FV in a product, they are more prone to cultivating positive outlooks and exhibit positive behavioral responses (Thomé et al., 2021). For instance, according to Yu & Lee (2019), FV significantly influences consumer attitudes toward recycled products, while Rachman & Amarullah (2024) observed that FV possesses a strong effect on customers' attitudes toward halal cosmetics. Considering this theoretical and empirical background, the hypothesis is given as follows:

H_1: FV has a positive effect on attitudes toward halal fashion products.

Social Value (SV)

SV means that people think a product or service is good for them when they use it due to social influences, including, but not limited to, demographic, social, cultural, and ethnic considerations (Omigie et al., 2017; Sheth et al., 1991). It encapsulates how a product improves one's social image, acceptance, or status within a community. Multipurpose products are often more appealing to consumers, as they help them align with the values, norms, and expectations of their social environment (Rachman & Amarullah, 2024; Tandon et al., 2021). SV becomes especially relevant when individuals are motivated by a desire for social approval or a sense of belonging. In such contexts, products or brands that are perceived as socially acceptable or valued tend to attract greater consumer interest. For instance, SV has been determined to significantly affect attitudes toward halal-branded products (Rachman & Amarullah, 2024), where social recognition and cultural conformity play a central role. Similarly, research has shown that SV contributes significantly to the development of favorable attitudes on halal beauty products (Yeo et al., 2016) and luxury cosmetics (Ajitha & Sivakumar, 2017). Given the strong influence of SV in shaping consumer attitudes across various product categories especially those involving cultural or social significance The proposed hypothesis is as follows:

H_2: SV has a positive effect on attitudes toward halal fashion products.

Emotional Value (EV)

What makes a good or service valuable from an emotional standpoint is its EV, which evokes emotional responses or feelings in consumers (Jiang & Kim, 2015). These emotional reactions whether joy, excitement, satisfaction, or a sense of comfort have a significant impact on customer preferences and the choices they make while shopping (Liew et al., 2024). EV is often associated with hedonic value, which refers to the pleasure or emotional satisfaction derived from sensory stimulation or aesthetic appeal (Thomé et al., 2021). Yeo et al. (2016) emphasized that emotional experiences can range from subtle moods to intense feelings that become closely associated with a brand, ultimately influencing brand perception and consumer loyalty. Empirical studies consistently support the influence of EV on

shaping consumer attitudes. For instance, EV has been found to impact attitudes towards street cuisine positively (Shin et al., 2022), halal cosmetics (Rachman & Amarullah, 2024), and local product consumption (Choe & Kim, 2018). These findings highlight that when consumers associate positive emotional experiences with a product, they are more inclined to think positively about it. With this knowledge in hand, the suggested hypothesis is given as follows:

H_3: EV has a positive effect on attitudes toward halal fashion products.

Epistemic Value (EPV)

Consumers perceive a product's capacity to pique their interest, provide a sense of novelty, or satisfy their demand for knowledge as having Epistemic Value (EPV), which involves learning and acquiring new background information (Sheth et al., 1991). EPV is strongly related to consumers' intellectual engagement with a product, where elements such as innovation, uniqueness, and new knowledge can increase interest and preference. As Thomé et al. (2021) proposed, originality is crucial in attracting attention. It can enhance consumer engagement while also helping to reduce boredom with existing products (Yeo et al., 2016). Empirical evidence emphasizes the substantial impact of EPV on fostering positive consumer attitudes across diverse contexts. For example, greater knowledge about environmentally friendly products has been linked to more favorable attitudes toward their design and appearance (Mohd Suki et al., 2022). Similarly, EPV has been shown to influence personal views on street cuisine positively (Shin et al., 2022), halal cosmetics (Rachman & Amarullah, 2024), and locally produced goods (Choe & Kim, 2018). These findings suggest that people are inclined to have a favorable opinion of a product when they think it will offer something novel, interesting, or intellectually stimulating. Given this theoretical and empirical basis, the hypothesis is as follows:

H_4: EPV has a positive effect on attitudes toward halal fashion products.

Conditional Value (CV)

CV refers to the value that people place on a thing as a result of their unique circumstances (Sheth et al., 1991). This value underscores the necessity to take into consideration the external factors, such as time, location, promotional offers, or seasonal trends that may impact a consumer's decision-making process. CV acknowledges that the desirability of a product may vary depending on the circumstances in which it appears (Kushwah et al., 2019) and that these conditions can either facilitate or inhibit the decision to purchase (Dendrinos & Spais, 2023; Truong et al., 2021; Yeo et al., 2016). Choe & Kim (2018) discovered that CV is significantly linked to local product consumption behavior. Meanwhile, Rachman & Amarullah (2024) confirmed that CV has a meaningful relationship with consumer attitudes toward halal cosmetics. Given this evidence, the influence of contextual or situational factors—such as special discounts, seasonal trends in modest fashion, or

social events like Eid celebrations can be influential in determining how consumers' attitudes toward halal fashion. Therefore, the following hypothesis is proposed:

H_5: CV has a positive effect on attitudes toward halal fashion

Perceived Ease of Use (PEOU)

An individual's confidence in the user-friendliness of a specific system is known as PEOU (Ariffin et al., 2021; Davis & Stretton, 1989). This concept reveals how people evaluate the practicality and simplicity of adopting a technology, and when they perceive it as simple to use, they are more inclined to embrace it and continue using it (My et al., 2024). As emphasized by Al-Rahmi et al. (2021) and L. Gupta (2020), PEOU is among the crucial factors influencing the adoption and utilization of cutting-edge technology. However, Davis & Stretton (1989) emphasized that even if a technology appears beneficial, users may avoid it if People think it is hard to utilize, which means that benefits must outweigh the effort required. Additionally, PEOU influences PU, as users who have an easier time navigating a system are more inclined to think it would improve their efficiency. Chakraborty et al. (2021) and Juliana et al. (2024) identified four dimensions of PEOU: usefulness, work efficiency, experience enhancement, and need fulfillment. Overall, PEOU works in tandem with PU to shape users' attitudes and behaviors toward technology. According to research, PEOU possesses a substantial impact on customer attitudes toward digital platforms (Ariffin et al., 2021). On the basis of these empirical studies, the hypothesis is as follows:

H_6: PEOU has a positive effect on attitudes toward halal fashion products.

H_7: PEOU has a positive effect on perceived usefulness.

H_8: PEOU has a positive effect on intention to purchase halal fashion products.

Perceived usefulness (PU)

The mean of "perceived usefulness" (PU) is the idea that a technological device will enhance one's performance on the job or within an organization (Davis & Stretton, 1989; Ariffin et al., 2021). When people perceive a piece of technology as helpful or efficient, they are more likely to embrace and utilize it (My et al., 2024). As per Chakraborty et al. (2021) and Juliana et al. (2024), PU is closely linked to several usability dimensions, including ease of use, flexibility, user-friendliness, and the ability to provide accessible information. Research has consistently shown that PU is a central factor in technology adoption particularly in areas such as mobile payments and digital banking where users are more likely to adopt systems that help them perform tasks more efficiently (A. Gupta et al., 2020). Conversely, when a technology is perceived to hinder performance, users tend to reject it. Both PU and PEOU play a crucial role in shaping a person's attitude toward a technological innovation and their intention to implement it (Al-Rahmi et al., 2021). The following hypotheses are drawn in light of these findings:

H_9: PU has a positive effect on attitudes toward halal fashion products.

H_{10}: PU has a positive effect on intention to purchase halal fashion products.

Attitude (ATT)

Attitude (ATT) refers to a psychological concept that involves how people form, hold, and change their assessments of things, people, and ideas (Al-Rahmi et al., 2021). It reflects a person's emotional and cognitive responses, which significantly influence their decisions and behaviors (Ajzen, 1991; Haque et al., 2018). In consumer behavior, attitude plays a central role. Research consistently demonstrated that having a favorable impression of a product increases the likelihood of purchase intention. For example, a robust association between consumer attitudes and the goal of purchasing cosmetics that adhere to halal standards. Similarly, Islam (2022) described attitude as a combination of beliefs that strongly impact decision-making, indicating whether a consumer reacts positively or negatively toward a product, such as halal cosmetics. This makes it a vital predictor of purchase intention. Attitude is typically measured through indicators such as behavioral responses, emotional preferences (like or dislike), and belief systems related to a product or behavior. In the TAM framework, one's attitude is described as one's sentiments toward using a specific technology. Ariffin et al. (2021) confirmed that when users hold favorable attitudes toward technologies such as digital wallets they are more inclined to continue using them. This underscores that a more positive attitude toward a system or product often leads to stronger intentions to use it. Resting on this empirical observation, the hypothesis is as follows:

H_{11}: ATT has a positive effect on intention to purchase halal fashion products.

RESEARCH METHOD

The research's objective is to ascertain what motivates Gen Z to seek out and buy halal fashion products. A research framework was developed, as illustrated in Figure 2, pursuant to the literature review stated above.
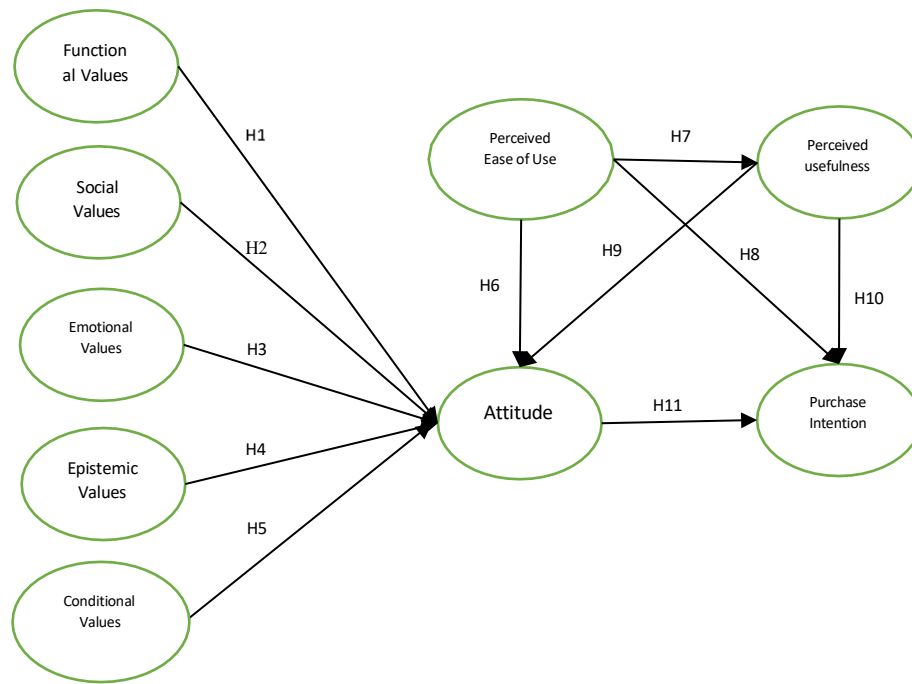
Figure 2. Research Framework
Source: (Juliana et al., 2024; Rachman & Amarullah, 2024)

Based on the framework in Figure 2, evaluation tools for every metric were crafted using prior research. CV was measured by four items (Liew et al., 2024; Thomé et al., 2021) EP was four item (Liew et al., 2024), FV is examined using five items (Liu et al., 2021), EV measured using five-items (Liu et al., 2021), SV measured using four items (Dendrinos & Spais, 2023; Rachman & Amarullah, 2024), PEOU assessed using three items (Razmak & Bélanger, 2018), PU assessed using three items (Camilleri & Falzon, 2021, ATT toward halal fashion products is assessed using four items (Zhang et al., 2020), and INT to purchase halal fashion products is measured using six items (Juliana et al., 2024). The measures of variables in this research were assessed with a five-point Likert scale, as presented in Table 1, on the one hand, and a firm agreement on the other.

Table 1. Measurement Constructs and Items

Construct	Code	Measurement Items	Source
Conditional Value	CV1	I will purchase Halal fashion products with sustainable attributes in unsustainable environmental conditions.	(Liew et al., 2024; Thomé et al., 2021)
	CV2	I will purchase Halal fashion products with sustainable attributes when there are subsidies.	
	CV3	I will purchase Halal fashion products with sustainable attributes when they are available at discounts or with promotional offers.	

	CV4	I will purchase Halal fashion products with sustainable attributes when they are available.	
Epistemic Value	EP1	Before purchasing Halal fashion products, I will obtain substantial information about their sustainability.	(Liew et al., 2024)
	EP2	I will gather a lot of information about the sustainability of available fashion products before purchasing Halal fashion products.	
	EP3	I am willing to seek new information about the sustainability of Halal fashion products.	
	EP4	I enjoy seeking out new and diverse information about Halal fashion products that contribute to sustainability.	
Functional Value	FV1	Halal fashion products offer a wide range of benefits to their wearers.	(Liu et al., 2021)
	FV2	Halal fashion products offer good quality.	
	FV3	Halal fashion products are not only healthy but also comfortable to wear.	
	FV4	Halal fashion products use high-quality materials.	
	FV5	Halal fashion products provide high-quality standards.	
Emotional Value	EV1	Wearing Halal fashion products gives me pleasure.	(Liu et al., 2021)
	EV2	Wearing Halal fashion products makes me feel excited.	
	EV3	I am fascinated by the designs of Halal fashion products.	
	EV4	Wearing Halal fashion products changes my mood to be more positive.	
	EV5	Halal fashion products make me want to buy more.	
Social Value	SV1	Buying Halal fashion products will help me gain social approval.	(Dendrinos & Spais, 2023) (Rachman & Amarullah, 2024)
	SV2	Buying Halal fashion products will give a positive impression to others.	
	SV3	Buying Halal fashion products will influence how others perceive me.	
	SV4	Buying Halal fashion products will make me feel accepted.	
Perceived Ease of Use	PEOU1	I believe that exploring or searching for Halal fashion products through the Tokopedia app is easy for me.	(Razmak & Bélanger, 2018)

	PEOU2	I believe that learning how to use the Tokopedia app to search for Halal fashion products is easy for me.	
	PEOU3	For me, it is easy to become skilled at using the Tokopedia app to search for and purchase Halal fashion products.	
Perceived Usefulness	PU1	The Tokopedia app allows me to find the Halal fashion products I want more quickly than shopping ofline.	(Camilleri & Falzon, 2021)
	PU2	The Tokopedia app enhances my experience in searching for and purchasing Halal fashion products.	
	PU3	I can search for and purchase Halal fashion products through the Tokopedia app anywhere as long as I have a good internet connection.	
Attitude	ATT1	Buying local fashion products is profitable.	(Zhang et al., 2020)
	ATT2	Buying local fashion products is wise.	
	ATT3	Buying local fashion products makes me feel good.	
	ATT4	Buying local fashion products makes me feel happy.	
Intention	INT1	I am interested in buying Halal fashion products through Tokopedia.	(Juliana et al., 2024)
	INT2	I am interested in buying Halal fashion products through Tokopedia, even though the fashion brands are not very popular.	
	INT3	I am willing to recommend buying Halal fashion products through Tokopedia to my close friends and family.	
	INT4	I believe that buying Halal fashion products through Tokopedia will become a lifestyle.	
	INT5	Tokopedia will become a well-known online shopping platform for Halal fashion products.	
	INT6	My top priority when buying Halal fashion products is through Tokopedia, compared to other services.	

Source: Author's own work

A purposive sampling strategy based on predetermined criteria was employed: (1) Gen Z, (2) Muslim respondents, and (3) respondents with income. The sample size consists of 266 Gen Z individuals, calculated by summing all indicators (measurement items) for each variable and multiplying by a range of 5 to 10, yielding

38 (items) x 7 = 266. This sample calculation depends on the opinion of Hair et al. (2013).

The current research utilizes the Partial Least Squares Structural Equation Modeling (PLS-SEM). Authors chose PLS-SEM given its effectiveness in handling large datasets and complex models, particularly when theoretical foundations are still developing (Aguirre-Urreta & Rönkkö, 2015). The versatility, robustness, and efficacy of PLS-SEM as a tool for theory testing and prediction (Henseler et al., 2015). The SmartPLS software was employed to conduct this investigation, which involved testing both the external model that measures the variables and the internal model that details the building. The quality of the measuring model is assessed through discriminant and convergent validity. To test for convergent validity, researchers used outer loading, Cronbach's alpha, Average Variance Extracted (AVE), as well as Composite Reliability (CR). At the same time, the structural model study verified the dependability and robustness of the proposed relationships between variables.

RESULTS AND DISCUSSION

This research gathered data from 266 Gen Z respondents in Indonesia, all of whom expressed an intention to purchase halal fashion products via the Tokopedia app. These participants represent a key consumer segment in the digital halal fashion market. A detailed breakdown of respondent demographics and characteristics is listed in Table 2 below:

Table 2. Respondent Demographics and Characteristics

Variable	Category	Number	Percentage
Gender	Male	101	38%
	Female	165	62%
Age	16–20	200	75%
	21–27	66	25%
Province	Banten	195	73%
	DKI Jakarta	24	9%
	West Java	24	9%
	Central Java	6	2%
	East Java	8	3%
	Kalimantan	2	1%
	Lampung	2	1%
	Sulawesi	5	2%
Education	High School	85	32%
	Diploma	30	11%
	Bachelor's Degree	144	54%
	Postgraduate Degree	7	3%

Occupation	Student	186	70%
	Civil Servant	6	2%
	Private Employee	14	5%
	Entrepreneur	5	2%
	Other	55	21%
Income	< IDR 1.000.000	206	77,40%
	IDR 1.100.000 – IDR 5.000.000	52	19,50%
	IDR 5.100.000 – IDR 10.000.000	6	2,30%
	> IDR 10.000.000	2	0,80%

Source: Author's own work

The respondents' demographic profiles offer insight into the characteristics of young Muslim consumers who are actively engaged in e-commerce. The majority were female (62%) and fell within the 16 to 20 age group (75%). Geographically, most respondents were based in Banten Province (73%), with smaller percentages from DKI Jakarta and West Java (each 9%). In terms of education, 54% held a bachelor's degree, while 32% had completed high school. The employment status of respondents showed that 70% were students, aligning with their reported income levels, as 77.4% earned below IDR 1,000,000, reflecting the typical lack of steady income among student populations. These findings suggest that the sample represents a significant and emerging market segment: young, digitally engaged Muslim consumers with high potential in the halal fashion industry.

Model Measurement

In this study, the data analysis process consisted mainly of two steps. In the first stage, the validity and reliability of the measuring model were ensured by analyzing all study items used. Whereas, in the second step of the process, the goal was to evaluate the structural model testing variables' hypothesized associations in another part of the study (Bhutto et al., 2024). The methods used to assess convergent validity included loadings factor, CR, and AVE, as shown in Table 3. Component differences ranged from 0.673 to 0.962, which is higher than the 0.60 suggested by Chin (1998). This result confirms that the data meet the criteria for convergent validity. Moreover, the AVE values (0.556 to 0.914) align with the suggestions of Hair et al. (2013) to ensure convergent validity. Further, displayed all the latent variables. The reliability of all the structures proposed for this model was over 0.70 in both Cronbach's alpha and CR. Together, this further evidence that these items may be utilized in the assessment of additional structural analysis and that the measurement model is reliable and valid as a test model.

Table 3 Loading Factors

Construct	Loading Factors	CA	CR	AVE	Descriptions
Conditional Value					
CV1	0,784	0,747	0,833	0,556	Valid
CV2	0,708				Valid
CV3	0,809				Valid
CV4	0,673				Valid
Epistemic Value					
EP1	0,796	0,865	0,908	0,711	Valid
EP2	0,844				Valid
EP3	0,890				Valid
EP4	0,840				Valid
Emotional Value					
EV1	0,880	0,925	0,944	0,771	Valid
EV2	0,922				Valid
EV3	0,891				Valid
EV4	0,893				Valid
EV5	0,798				Valid
Functional Value					
FV1	0,837	0,924	0,943	0,767	Valid
FV2	0,902				Valid
FV3	0,865				Valid
FV4	0,883				Valid
FV5	0,891				Valid
Perceived Ease of Use					
PEOU1	0,954	0,953	0,970	0,914	Valid
PEOU2	0,962				Valid
PEOU3	0,952				Valid
Perceived Usefulness					
PU1	0,923	0,920	0,949	0,862	Valid
PU2	0,950				Valid
PU3	0,913				Valid
Social Value					
SV1	0,825	0,877	0,916	0,731	Valid
SV2	0,815				Valid
SV3	0,902				Valid
SV4	0,875				Valid
Attitude toward halal fashion products					
ATT1	0,875	0,892	0,925	0,756	Valid
ATT2	0,809				Valid
ATT3	0,892				Valid
ATT4	0,900				Valid
Intention to purchase a halal fashion product					
INT1	0,897	0,946	0,957	0,786	Valid
INT2	0,876				Valid

INT3	0,911		Valid
INT4	0,898		Valid
INT5	0,890		Valid
INT6	0,846		Valid

Source: Author's own work

To determine whether the study maintains the Heterotrait-Monotrait Ratio of Correlations (HTMT), it is a well-used and respected tool for assessing discriminant validity, which guarantees that constructs are really different to each other. Table 4 presents that all the HTMT values were below 0.90, which fulfilled the criteria proposed by Hair Jr. et al. (2013). This suggests that each construct in the model is empirically distinct, indicating that the model maintains discriminant validity.

Table 4. HTMT Discriminant Validity

	Attitude	Conditional Value	Emotional Value	Epistemic Value	Functional Value	Intention	Perceived Ease of Use	Perceived Usefulness	Social Value
Attitude									
Conditional Value	0,709								
Emotional Value	0,892	0,802							
Epistemic Value	0,665	0,797	0,757						
Functional Value	0,813	0,815	0,867	0,796					
Intention	0,657	0,601	0,646	0,635	0,614				
Perceived Ease of Use	0,597	0,539	0,556	0,545	0,574	0,662			
Perceived Usefulness	0,599	0,619	0,591	0,605	0,625	0,769	0,892		
Social **Value**	0,871	0,701	0,837	0,627	0,732	0,692	0,545	0,584	

Source: Author's own work

The results presented in Table 5 demonstrate the explanatory power and predictive relevance of the study's model, which used Q^2, adjusted R-squared, and R-squared values. R-Square of intention to buy halal fashion is 0.590, suggesting that attitude toward halal fashion products, PEOU, and PU collectively explain 59% the variation in the intention to buy halal fashion products. Other external factors that were not included in this study are likely to account for the remaining 41%. The modified R-squared value of 0.585 supports this moderate level of explanatory power. In contrast, the Q^2 value of 0.433 confirms moderate predictive relevance (Chin, 1998). Meanwhile, the PU R-squared value is 0.699, indicating that the variable suggested by PEOU accounts for approximately 69.9% of the variation. The modified R-squared value for this model is 0.698, indicating a moderate-quality model. The Q^2 value of 0.558 reflects moderate predictive relevance, suggesting that the model can

reliably predict the construct (Chin, 1998). Consequently, the attitude R-Square value is 0.744, which means that the following variables are significant: perceived utility, considerations of conditional, emotional, social, functional, and epistemic worth account for 74.4% of its variance. The modified R-squared value of 0.736 indicates that the model is of high quality, and the Q^2 value of 0.560 confirms that the model has moderate predictive relevance for explaining attitudes toward halal fashion products (Chin, 1998).

Table 5. R and Q Square Value

	R Square	R Square Adjusted	Q^2
Attitude	0,744	0,736	0,560
Intention to buy halal fashion	0,590	0,585	0,433
Perceived Usefulness	0,699	0,698	0,558

Source: Author's own work

Discussion

The results for the first hypothesis (H_1) are derived from the data presented in Table 6, which demonstrates that a higher FV perceived by Gen Z is associated with a more positive attitude toward halal fashion products. Here, "functional value" means the actual advantages offered by halal fashion, including quality, comfort, health, and the use of high-standard materials (Liu et al., 2021). Sheth et al. (1991) discovered that FV is a significant factor in consumer behavior, according to the TCV. The study reinforces prior results, including those of Thomé et al. (2021), who highlighted that consumers who recognize high FV usually act more positively. In a similar vein, Yu & Lee (2019) emphasized the importance of practicality in influencing opinions toward eco-friendly products. Rachman & Amarullah (2024) confirmed that FV strongly influences consumers' attitudes toward repurchasing halal cosmetic products.

Table 6. Hypothetical Relationship

Hypothesis	Relationship	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Description
H_1	Functional value -> Attitude	0,176	2,365	0,018	Accepted
H_2	Social value -> Attitude	0,334	4,683	0,000	Accepted
H_3	Emotional value -> Attitude	0,397	4,261	0,000	Accepted
H_4	Epistemic value -> Attitude	-0,030	0,534	0,593	Rejected
H_5	Conditional value -> Attitude	0,000	0,004	0,997	Rejected
H_6	Perception of ease -> Attitude	0,132	1,931	0,054	Rejected
H_7	Perception of ease -> Perception of usefulness	0,836	29,129	0,000	Accepted
H_8	Perceived ease -> Intention	-0,008	0,096	0,924	Rejected
H_9	Perceived usefulness -> Attitude	-0,045	0,646	0,519	Rejected

H_{10}	Perceived usefulness -> Intention	0,565	7,092	0,000	Accepted
H_{11}	Attitude -> Intention	0,306	3,893	0,000	Accepted

Note: Significant at $p < 0,05$

Souce: Author's own work

The H_2 result demonstrates that as Gen Z's SVs increase, their attitude toward halal fashion products also increases. These results also support the TCV. SVs can influence their attitudes toward halal fashion products because these products help them achieve social acceptance within their community, influence others' perceptions of them, and make them feel accepted by society (Dendrinos & Spais, 2023; Rachman & Amarullah, 2024), Consistent with what Lada et al., (2009) found, this study found that SV impacts individuals' attitudes toward products with Halal brands, and this variable is the most important factor influencing individuals' attitudes toward purchasing Halal products (Yeo et al., 2016), and attitudes toward the purchase of luxury cosmetics (Ajitha & Sivakumar, 2017).

The H_3 results show that the higher the EV of consumers from the Z generation, the more positive their attitude toward halal fashion products. These results also support the notion of consumption value, like the two preceding variables. EVs influence their attitude toward halal fashion products because these products can bring them joy, enthusiasm, and a positive mood, combined with the appealing design of halal fashion products, leading them to be more inclined to purchase (Liu et al., 2021). This research's findings corroborate the positive association with EV, as previously shown in other investigations, including concerns about halal cosmetics (Rachman & Amarullah, 2024), local cuisine (Shin et al., 2022; Sumarliah et al., 2022), and local products (Choe & Kim, 2018).

 H_4 reveals that EPV does not significantly influence Gen Z's attitude toward halal fashion products. This finding contrasts with a theory proposed by the TCV, which Sheth et al. (1991) referred to as the allure of novelty, curiosity, and expertise, all of which significantly influence how consumers perceive their experiences. Furthermore, the finding also contradicts previous studies that discovered a correlation between EPVs and attitudes toward various product categories, such as environmentally friendly goods (Mohd Suki et al., 2022), attitudes towards street food consumption (J. S. Wang, 2023), halal cosmetics (Rachman & Amarullah, 2024), and local products (Choe & Kim, 2018). The absence of an impact in this study suggests that novelty and curiosity may not be major drivers of attitudes toward halal fashion among Gen Z consumers, potentially because of prior familiarity with the concept or other values that are more dominant in their decision-making.

The results of H_5 indicate that the CV does not have a significant influence on Gen Z's attitude toward halal fashion products. These findings contradict the TCV (Sheth et al., 1991), which proposes that a consumer's choices can be influenced by situational or contextual factors—for example, time, place, or circumstances—

represented by the concept of CV. These findings also contradict earlier research that determined a strong correlation between CV and ATTs toward local products (Choe & Kim, 2018) and halal cosmetics (Rachman & Amarullah, 2024). The lack of influence observed in this research may propose that Gen Z consumers perceive halal fashion as relevant across contexts, or that other factors—such as FV or EV—carry more weight in shaping their ATTs regardless of situational conditions.

The results of H_6 indicate that attitude is unaffected by PEOU. This finding contradicts previous studies (Ahmad et al., 2023; Ariffin et al., 2021; Irimia-Diéguez et al., 2024), which observed that PEOU influences attitude. Ariffin et al. (2021) generally stated that people's thoughts regarding technology are positively disposed. This discrepancy may be due to respondent characteristics, such as technology literacy levels or other dominant preferences, for example, emotional factors, trust, or user experience. Additionally, the research context may influence the relevance of these two variables, for instance, if the technology being tested is already considered too familiar or lacks a significantly differentiating value. These results suggest that other factors, such as trust, satisfaction, or social norms, may be more relevant in shaping user attitudes regarding this research.

H_7 reveals how PEOU affects Gen Z's perception of the usefulness of the Tokopedia application. This suggests that the easier the application is perceived to be, the more likely Gen Z consumers are to view it as helpful in engaging with halal fashion products. These findings corroborate prior research, such as Teo (2012), who discovered that considerable value is enhanced when tasks are made easier to do in technology adoption. Similarly, Camilleri & Falzon (2021) affirmed that user-friendly technologies are often considered more advantageous by users. Oh et al. (2022) further supported this view by stating that PEOU is a critical determinant in shaping the PU of digital platforms. This indicates that user-friendly features in e-commerce applications, such as Tokopedia, serve an essential purpose in enhancing the PU to users, particularly when it comes to advertising kosher clothing items to tech-savvy Gen Z consumers.

However, the findings of H_8 indicate that PEOU has no substantial impact on Gen Z's intention to purchase halal fashion products through Tokopedia. According to these results, even though the Tokopedia platform is considered user-friendly, it still leads to a stronger intention to purchase among Gen Z consumers. Note that these findings align with the findings of Camilleri & Falzon (2021), who discovered that PEOU had no discernible effect on users' intention to adopt online streaming services. In this context, it appears that different variables, including perceived utility, product value, or brand loyalty, may be more critical drivers of purchase intentions than ease of use alone, especially when it comes to products with religious or ethical considerations, such as halal fashion.

Likewise, the results of H_9 reveal that PU of the Tokopedia application does not significantly influence Gen Z's attitude toward halal fashion products. This finding suggests that, despite Tokopedia being a central e-commerce platform, the attitudes

of Gen Z are shaped more by other influential factors, such as halal literacy and knowledge. These aspects contribute to the formation of positive attitudes among young Muslim consumers. This is supported by Anwar (2024), who emphasized that the PU of mobile applications has an insignificant impact on attitude. Furthermore, Tavitiyaman et al. (2024) stated that the PU of technology has an insignificant influence on the attitude to adopt technology.

However, according to the findings of H_{10}, the PU of the Tokopedia application affects Gen Z's intention to purchase halal apparel via this platform. This result demonstrates that the better their perception of Tokopedia's advantages, the more likely they are to have intentions to purchase halal fashion products through this app. Moreover, the Tokopedia application allows users to find the halal fashion products they want in a faster way than shopping offline, and improves their experience in finding and buying these products. With the Tokopedia application, users can search and purchase halal fashion products anywhere with an adequate internet connection (Camilleri & Falzon, 2021). This study's results corroborate those of previous studies of A. Gupta et al. (2020) stated that PU makes a big difference in terms of purpose.

Similarly, as shown by the results of H_{11}, Gen Z's attitude toward halal fashion products greatly influences their intention to purchase halal fashion products through the Tokopedia application. This suggests that the more positive their attitude, the more determined their intention to make a purchase of halal fashion products through the Tokopedia Platform. Gen Z tends to perceive the act of purchasing halal fashion as an intelligent personal choice and as one that brings broader social benefits. They view supporting local halal fashion products as a meaningful and impactful action (Zhang et al., 2020). These results are in line with the study carried out by Asyari et al. (2024) and Ru et al. (2018), who established that attitude directly affects behavioral intention. Likewise, Pratama et al. (2023) lend credibility to the idea that attitude influences the intention to purchase kosher products and services. Meanwhile, Memon et al. (2020) further indicated that a positive attitude greatly increases the likelihood of intending to purchase halal-labelled products.

CONCLUSION

Given the result and discussion above, FVs, SVs, and EVs impact the attitude of Gen Z towards halal fashion products. Gen Z views halal fashion products from the aspects of quality, convenience, and benefits offered, as well as from the impact on their social acceptance and the positive feelings that arise, such as happiness and satisfaction. However, EPV and CVs have not shown influence on their attitudes, indicating that knowledge about specific products and conditions is not a dominant factor in shaping their attitudes towards halal fashion products. Contrarily, how simple something seems to users does not affect Gen Z's attitude. Instead, it boosts the impression of value, which in turn motivates consumers' intention to buy halal fashion products through the Tokopedia application. Research also demonstrates

that when Gen Z has a positive attitude toward halal fashion products, it directly influences purchase intention, confirming the importance of building good perceptions through values relevant to Gen Z.

The findings suggest essential implications for both practitioners and policymakers working in the halal fashion industry. Practitioners should emphasize FV, SV, and EV in their marketing strategies to appeal to Gen Z, focusing on quality construction, comfort, inclusiveness within the community, and aesthetically pleasing designs that stir positive sentiments. Epistemic and conditional values displayed a limited impact. Hence, novelty for its own sake or promotions centered around specific situations should not dominate. Digital platforms must pair intuitive usability with demonstrable advantages, such as time savings, a variety of product options, and apparent halal legitimacy, as PU significantly impacts purchase intent. Moreover, crafting engaging narratives can directly boost buying intentions by fostering favorable attitudes toward the product or service. While reinforcing halal certification standards and promoting the cultural identity and ethics of halal fashion can build consumer confidence, the Government must take additional steps. Educational initiatives that enhance understanding of halal are pivotal, and establishing a verified digital marketplace, along with training small businesses, strengthens the ecosystem. However, showcasing domestic halal brands through fairs alone is insufficient. Targeted grants and export assistance that empower innovative local companies to expand globally align with the youths' values while cultivating national pride. International successes further legitimize the industry and inspire entrepreneurship, which is crucial considering that social media influences perception.

This study has several limitations, as it targets only Gen Z consumers using Tokopedia for halal fashion. Therefore, its generalizability is limited to other demographics, platforms, or the product itself. The data were self-reported and can be subject to bias, while the model was based on TCV and TAM variables. Finally, its cross-sectional nature means the attitude state will be measured at one time, and no change over time can be assumed. Future studies building on this work could measure a range of other characteristics, including more diverse demographics and metrics across different platforms or products, and follow up with longitudinal studies to examine how behavior shifts over time.

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