

How Islamic Lifestyle Affects Housewives' Responses to Product Availability, Service Quality, and Promotions in the Use of the Alfagift Application in Parepare City

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Abstract

Keywords:

Product Availability, Service Quality, Promotions, Purchase Decisions, Islamic Lifestyle

This study aims to analyze the effect of product availability, service quality, and promotion on the purchasing decisions of Alfagift app users in Parepare City with Islamic lifestyle as a moderating variable. The study uses a quantitative approach with a survey method on 125 housewives selected through purposive sampling. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) through SmartPLS. The outer model test results showed that all indicators met the validity and reliability criteria with factor loading values > 0.70, AVE > 0.50, and Composite Reliability > 0.70. The inner model test produced an R² value of 0.780, indicating the model's strong explanatory power. The hypothesis test results prove that product availability ($\beta = 0.515$), service quality ($\beta = 0.383$), and promotion ($\beta = 0.445$) have a positive and significant effect on purchasing decisions. In addition, Islamic lifestyle has a significant effect and is able to positively moderate the influence of these three variables on purchasing decisions, thereby strengthening the role of religious values in digital consumption behavior.

INTRODUCTION

The development of digital technology has brought fundamental changes in consumer behavior, especially in meeting daily household needs. Digitalization has encouraged a shift in consumption patterns from conventional transactions in physical stores to application-based shopping systems that emphasize convenience, efficiency, and time savings (Dwi Ayu Sularsih, 2025). This transformation is reinforced by the increasing penetration of the internet and smartphone usage among various groups in society, including in urban areas such as Parepare City. These conditions require retailers to adopt digital platforms that are capable of responding dynamically to changes in consumer preferences and expectations.

The modern retail sector is one of the sectors most affected by digital transformation (Fitri, 2025). Alfamart, as one of the largest retail chains in Indonesia, responded to these changes by introducing the Alfagift app, an innovative digital shopping service that integrates the convenience of online transactions with a network of physical stores. Through Alfagift, consumers can access a wide range of household products, obtain price and promotional information, and make transactions without having to visit the store in person (Nasution, 2018). The presence of this application is expected to improve the shopping experience while strengthening Alfamart's competitiveness amid increasing competition from e-commerce and e-grocery platforms in Indonesia.

Although Alfagift offers various advantages, the utilization rate of this application is not yet optimal, especially in Parepare City. Initial findings show that some consumers still prefer to shop directly at physical stores. Some of the obstacles frequently encountered by users include

discrepancies between product availability on the app and in stores, inconsistent service quality such as system disruptions and transaction delays, and promotional strategies that are considered insufficiently attractive or relevant. These conditions indicate a gap between the potential of the digital services offered and the actual experience of consumers.

From a consumer behavior perspective, responses to digital shopping services are not only determined by functional factors such as product availability, service quality, and promotions (Arwin, 2025). Consumer decisions are also influenced by personal factors, particularly values and lifestyle choices (Solomon, 2018). In Muslim communities, the Islamic lifestyle serves as a framework of values that guides consumer behavior in accordance with sharia principles, such as product halalness, simplicity, honesty, usefulness, and prudence in economic decision-making. These values shape the way consumers assess and respond to various product and service offerings.

Housewives are a consumer segment that plays a strategic role in household consumption decisions (Schiffman, 2019). In addition to being end users, housewives are responsible for managing family needs and allocating household expenses. In the context of using digital shopping applications such as Alfabeta, housewives who practice an Islamic lifestyle tend to consider not only convenience and price, but also the suitability of products with halal principles, transparency of information, promotional ethics, and service quality that reflects fairness and trust (Wilson, 2011). Therefore, their response to product availability, service quality, and promotions is influenced by their religious value system.

This study is based on consumer behavior theory, digital service marketing, and the concept of Islamic lifestyle as a value framework in economic behavior. Consumer behavior theory explains that consumer responses to digital shopping services are the result of interactions between internal factors, such as values and lifestyle, and external factors, including product availability, service quality, and promotion. Previous studies reviewed, such as, (Marlina, 2024), (Sularsih, 2025), and (Aulia, 2025) Providing empirical evidence in the context of Alfabeta application usage shows that service quality and promotions play a significant role in influencing purchasing decisions, satisfaction, and user loyalty, while product availability consistency and service reliability contribute to consumer trust building. However, studies that systematically integrate Islamic lifestyle as a value framework with digital marketing factors in the context of modern retail, particularly among housewives as the main decision-makers for household consumption, are still limited. Therefore, this study contributes theoretically to the development of value-based consumer behavior studies and provides practical implications for the design of more ethical, contextual, and sustainable digital marketing strategies.

Therefore, this study is expected to contribute theoretically to the development of consumer behavior studies by integrating Islamic lifestyles into the context of modern digital retail shopping. Practically, the findings of this study are expected to provide housewives with an understanding of how to manage their consumption behavior more rationally and in line with Islamic values. In addition, the results of this study can provide input for digital retail managers and policy makers in designing ethical, relevant, and sustainable service and marketing strategies in accordance with the characteristics of Muslim consumers.

METHODS

This study uses a quantitative approach with an associative research design to examine the influence of product availability, service quality, and promotion on the purchasing decisions of Alfagift app users in Parepare City. This approach was chosen because it provides an objective and measurable picture of the relationship between variables based on empirical data obtained directly from respondents.

This study was conducted in Parepare City with research subjects consisting of Alfagift application users determined through purposive sampling techniques. The criteria for respondents included: (1) residing in Parepare City, (2) being a housewife, (3) owning and using the Alfagift application, and (4) having made purchases through the Alfagift application at most twice. These criteria were set to ensure that respondents had relevant experience and were suitable for the research object.

Data collection in this study was conducted using a structured questionnaire designed based on indicators for each research variable and measured using a Likert scale. This instrument was used as the main tool to obtain respondents' perceptions of product availability, service quality, promotion, and purchasing decisions.

The data obtained in this study were analyzed using the Partial Least Squares (PLS) method with the help of SmartPLS software. The analysis stages included evaluating the measurement model (outer model) to ensure the validity and reliability of the research instruments, as well as testing the structural model (inner model) to analyze the relationships between variables and test the proposed hypotheses. The application of this analytical approach is expected to produce credible empirical findings that can be used as a basis for consideration by relevant parties in improving the quality of Alfagift application usage in Parepare City.

RESULTS AND DISCUSSION

Analysis Results

This section presents the results of the research analysis obtained through a series of testing stages using SmartPLS software.

PLS-SEM Analysis: Structural Model Evaluation (Outer Model)

Measurement model analysis (outer model) was conducted to evaluate the relationship between latent variables and their constituent indicators. Outer model testing in this study was carried out using SmartPLS software through validity and reliability assessments, as well as path analysis.

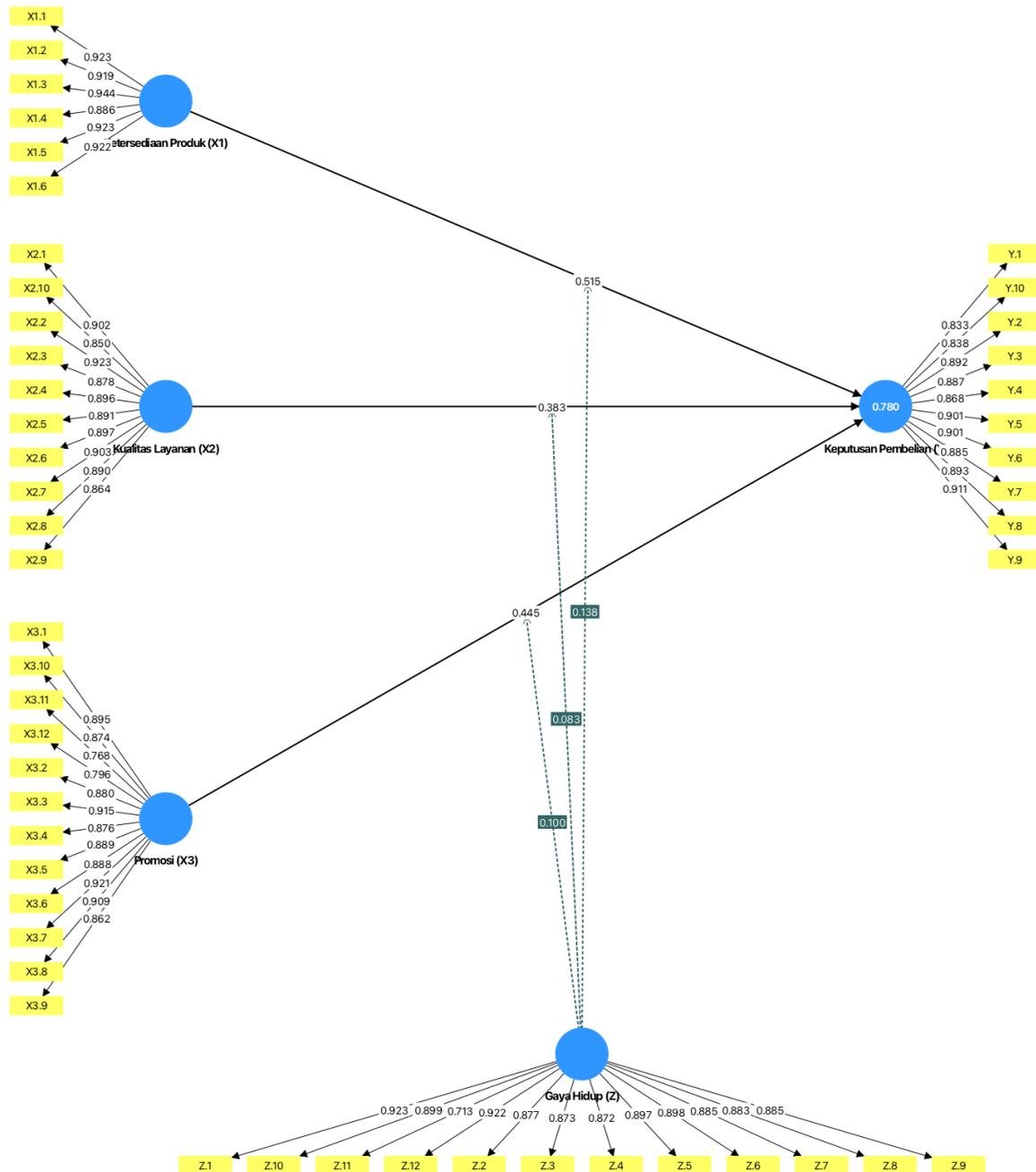


Figure 1. Outer Model

The measurement model (outer model) is a component in Structural Equation Modeling (SEM) that explains the relationship between latent constructs and their measurable indicators. This model aims to assess the validity and reliability of indicators in representing the constructs being studied.

The measurement model (outer model) was evaluated by observing the validity and reliability test results to assess the suitability of each indicator used. The results of the validity and reliability tests based on data from 125 housewife respondents who are Alfigift app users are presented in Table 1. The validity test was conducted by referring to the factor loading (FL) value, while the reliability of the instrument was assessed through the Cronbach's Alpha (CA), rho_A, and composite reliability (CR) values.

Based on the test results presented in the table, all subvariables show factor loading values above 0.70 with a range between 0.713 and 0.944, indicating a strong relationship between the indicators and latent constructs. In addition, the Average Variance Extracted (AVE) values for each variable are also above the minimum threshold of 0.50, namely 0.846 (X1), 0.792 (X2), 0.764 (X3), 0.772 (Z), and 0.777 (Y), so that all constructs are declared to meet the convergent validity criteria. The highest loading value was found in the PA3 indicator in the Product Availability variable at 0.944, while the lowest value was found in the IL11 indicator in the Islamic Lifestyle variable at 0.713, but it was still above the required threshold. Furthermore, the Cronbach's Alpha, rho_A, and Composite Reliability values for all variables also showed values above 0.70, indicating that the research instrument had an adequate level of reliability. Thus, it can be concluded that the measurement model in this study met the validity and reliability criteria, making it suitable for use in the structural model analysis stage.

Table 1. Validity Test

Variables	Constructs	FL (0.70)	AVE (0.50)	CA (0.70)	rho_A (0.70)	CR (0.70)
Product Availability (X ₁)	PA 1	0.923	0.846	0.964	0.967	0.971
	PA 2	0.919				
	PA 3	0.944				
	PA 4	0.886				
	PA 5	0.923				
	PA 6	0.922				
Service Quality (X ₂)	SQ 1	0.902	0.792	0.971	0.974	0.974
	SQ 2	0.923				
	SQ 3	0.878				
	SQ 4	0.896				
	SQ 5	0.891				
	SQ 6	0.897				
	SQ 7	0.903				
	SQ 8	0.890				
	SQ 9	0.864				
	SQ 10	0.850				
Promotions (X ₃)	P 1	0.895	0.764	0.972	0.975	0.975
	P 2	0.880				
	P 3	0.915				
	P 4	0.876				
	P 5	0.889				
	P 6	0.888				
	P 7	0.921				
	P 8	0.909				
	P 9	0.862				
	P 10	0.874				
	P 11	0.768				
	P 12	0.796				
Islamic Lifestyle (Z)	IL 1	0.923	0.772	0.973	0.978	0.976
	IL 2	0.877				
	IL 3	0.873				
	IL 4	0.872				

	IL 5	0.897				
	IL 6	0.898				
	IL 7	0.885				
	IL 8	0.883				
	IL 9	0.885				
	IL 10	0.899				
	IL 11	0.713				
	IL 12	0.922				
Purchase Decisions	PD 1	0.833	0.777	0.968	0.968	0.972
(Y)	PD 2	0.892				
	PD 3	0.887				
	PD 4	0.868				
	PD 5	0.901				
	PD 6	0.901				
	PD 7	0.885				
	PD 8	0.893				
	PD 9	0.911				
	PD 10	0.838				

Source: Data processed in 2026

The test results in Table 1.1 show that all indicators in each variable have met the validity and reliability criteria. The validity of the indicators is determined based on factor loading values, all of which are above 0.70, so that each indicator is declared capable of representing the latent construct being measured. To ensure the feasibility of the measurement model, a further evaluation was carried out by reviewing the Average Variance Extracted (AVE) value and comparing the AVE square root with the inter-construct correlation value to assess convergent validity and discriminant validity. The test results showed that the AVE values for all constructs were above 0.50, indicating that the constructs had adequate ability to explain the variance of the indicators.

The Fornell–Larcker test is one of the techniques used in the PLS-SEM approach to assess the discriminant validity between constructs in a research model. This test aims to ensure that each latent construct has different characteristics and can be clearly distinguished from other constructs by comparing the square root of the Average Variance Extracted (AVE) value of a construct with its correlation value with other constructs in the model. A construct is said to meet discriminant validity if the AVE value is greater than the inter-construct correlation value.

Based on the results presented in Table 2, the correlation value of the Purchase Decision (Y) construct with its own construct is 0.881, which is higher than its correlation with Islamic Lifestyle (Z) of 0.324, Promotion (X3) of 0.474, Service Quality (X2) of 0.384, and Product Availability (X1) of 0.426. A similar pattern is also seen in the Islamic Lifestyle (Z) construct with an AVE square root value of 0.879, which is greater than its correlation with other constructs. Similarly, the Promotion (X3), Service Quality (X2), and Product Availability (X1) constructs each have AVE square root values of 0.874, 0.890, and 0.920, respectively, all of which are higher than the inter-construct correlation values. Thus, it can be concluded that all constructs in this research model have met the criteria for good discriminant validity based on the Fornell–Larcker test.

Table. 2 Discriminant Validity: The Fornell Larcker

Variables	Y	Z	X ₃	X ₂	X ₁
Y. Purchase Decisions	0.881				
Z. Islamic Lifestyle	0.324	0.879			
X ₃ . Promotions	0.474	0.044	0.874		
X ₂ . Service Quality	0.384	-0.074	0.080	0.890	
X ₁ . Product Availability	0.426	-0.177	-0.053	0.004	0.920

Source: Data processed in 2026

HTMT is basically used to assess whether a model has sufficiently clear construct separation or not. This method is used to check whether a group of different indicators truly represent different constructs, rather than just measuring the same thing. In addition, HTMT is also useful for detecting symptoms of overly strong relationships between constructs (multicollinearity), which can affect the accuracy of parameter estimates and complicate the interpretation of SEM results. Based on the test results in Table 3, all HTMT values between constructs are below the critical limit of 0.90, with most even far below the conservative criterion of 0.85, so it can be concluded that discriminant validity has been met. The highest HTMT value was found in the relationship between promotion and purchase decision at 0.484, followed by the relationship between product availability and purchase decision at 0.439 and service quality and purchase decision at 0.391, which indicates a theoretically reasonable relationship without indicating construct overlap. Meanwhile, the relationship between Islamic lifestyle and other variables shows relatively low HTMT values, namely 0.327 with purchase decisions, 0.072 with promotions, 0.009 with service quality, and 0.188 with product availability, confirming that the Islamic lifestyle variable is an empirically distinct construct and is suitable for use as a moderating variable. In addition, the HTMT values between independent variables are also relatively low, indicating no multicollinearity in the model. Thus, the HTMT test results show that all constructs in this study are clearly separated and the measurement instruments used meet the discriminant validity requirements for further analysis in the structural model.

Table. 3 Discriminant Validity: The HTMT

Y. Purchase Decisions					
Z. Islamic Lifestyle	0.327				
X ₃ . Service Quality	0.484	0.072			
X ₂ . Product Availability	0.391	0.009.	0.090		
X ₁ . Product Availability	0.439	0.188.	0.067	0.049	

Source: Data processed in 2026

PLS-SEM Analysis: Evaluation of Structural Model (Inner Model)

Structural evaluation in PLS-SEM basically focuses on assessing the model's ability to make accurate predictions. This process involves testing the extent to which variations in empirical data can be explained by the model and the accuracy of the model in predicting endogenous variables. More broadly, this stage aims to enrich understanding of the phenomena being studied in a piece of research. By analyzing the relationships between variables, researchers can identify the factors that influence these phenomena and build a deeper understanding of the processes involved.

Table. 4 Measurement of Structural Model: R2, f2, Q2

Variable	Coefficient Determination		Effect Size (f^2)		Construct Cross-Validated (Q^2)		
	R ²	Decision	Value	Decision	Redundancy	Communality	Predictive
Y	0.780	Strong			0.593	0.716	Strong
X1			0.515	Big		0.776	Strong
X2			0.383	Big		0.730	Strong
X3			0.445	Big		0.704	Strong
Z			0.420	Big		0.727	Strong

Source: Data processed in 2026

The R² value in Table 4 for the Purchase Decision variable of 0.780 indicates that Product Availability, Service Quality, Promotion, and Islamic Lifestyle are able to explain 78.0% of the variation in purchase decisions, while the remaining 22.0% is influenced by other factors outside the research model. Based on PLS-SEM criteria, this value falls into the strong category, so it can be concluded that the structural model has good explanatory power.

Next, the effect size f^2 is used to see how much each exogenous variable contributes to the purchase decision. The test results show that product availability ($f^2 = 0.515$) is the most dominant variable with a large category, followed by promotion ($f^2 = 0.445$), Islamic lifestyle ($f^2 = 0.420$), and service quality ($f^2 = 0.383$), all of which are also in the large effect category. This indicates that the four variables play an important role in influencing purchasing decisions.

The next stage is to test predictive relevance (Q^2) to assess the model's ability to predict phenomena in the field. The Q^2 redundancy value of 0.593 and the Q^2 communality value in the range of 0.704–0.776, all of which are greater than zero, indicate that the model has strong predictive power. Thus, it can be concluded that this research model is not only able to explain purchasing decisions well, but also has high predictive ability.

Path Analysis and Hypothesis Testing

One of the main objectives of hypothesis testing is to analyze the relationship between variables in the proposed model. This is done by analyzing the strength and significance of the relationship between the variables identified in the model. Evaluating direct effects allows researchers to test the consistency between empirical findings and the theory underlying the model. In addition, this test analyzes the significance of moderating effects in the research model. This is important for understanding the mechanisms underlying the relationship between variables and how certain variables can moderate or alter the relationship between other variables.

Table 5. Results of Path Coefficient: Direct Effects

Hyp.	Path Analysis	Original Sample (O)	STDEV	T-Statistics (>1,96)	p-Values (<0,05)	Decision
H-DIR ₁	PA → PD	0.515	0.044	11.741	0.000	Accepted
H-DIR ₂	SQ → PD	0.383	0.048	8.005	0.000	Accepted
H-DIR ₃	P → PD	0.445	0.051	8.684	0.000	Accepted
H-DIR ₄	IL → PD	0.420	0.046	9.207	0.000	Accepted
H-DIR ₅	IL x PA → PD	0.138	0.031	4.441	0.000	Accepted
H-DIR ₆	IL x SQ → PD	0.083	0.035	2.401	0.016	Accepted
H-DIR ₇	IL x P → PD	0.100	0.035	2.878	0.004	Accepted

Source: Data processed in 2026

DISCUSSION

From the results of the analysis test conducted in Table 5, a direct effect was obtained in this study, where Islamic lifestyle as a variable (Z) moderated the effect between each variable, as follows:

The Effect of Product Availability on Housewives' Purchasing Decisions

The results of the first hypothesis test show that product availability has a positive and significant effect on housewives' purchasing decisions, with a coefficient value of 0.515 and a T-statistic value of 11.741 ($p < 0.05$). This finding indicates that the easier it is for consumers to find the products they need, the more likely they are to make a purchase. This result is in line with the Theory of Planned Behavior proposed by (Ajzen, 1991), which states that product availability and ease of access are important factors in shaping consumers' intentions and actual behavior. In addition, (Keller, 2016) emphasizes that consistent product availability can reduce consumer perception risk and increase confidence in purchasing decisions. Thus, product availability plays a strategic role in encouraging rational purchasing decisions that are oriented towards satisfying needs.

The Effect of Service Quality on Housewives' Purchasing Decisions

The results of the second hypothesis test show that service quality has a positive and significant effect on housewives' purchasing decisions, with a coefficient value of 0.383 and a T-statistic value of 8.005 ($p < 0.05$). This indicates that responsive, reliable, and empathetic service can increase consumer confidence in making purchasing decisions. This finding supports the Service Quality Theory (SERVQUAL) developed by (Parasuraman, 1988), which states that service quality is a major determinant in shaping consumer value perception and satisfaction. In the context of modern consumer behavior, service quality also functions as a quality signal that influences cognitive evaluation before purchase, thereby strengthening purchasing decisions in a sustainable manner.

The Effect of Promotion on Housewives' Purchasing Decisions

The results of the third hypothesis test show that promotion has a positive and significant effect on housewives' purchasing decisions, with a coefficient value of 0.445 and a T-statistic value of 8.684 ($p < 0.05$). These findings indicate that informative and persuasive promotions can increase consumer awareness, interest, and motivation to make purchases. These results are in line with the Hierarchy of Effects Theory, which explains that promotions play a role in shaping the cognitive, affective, and conative stages of consumers (Lavidge, 1961). In addition, the marketing mix theory (Kotler, 2016) emphasizes that promotions are an effective communication tool in influencing value perceptions and accelerating the purchasing decision-making process.

The Influence of Islamic Lifestyle on Housewives' Purchasing Decisions

The results of the fourth hypothesis test show that Islamic lifestyle has a positive and significant influence on housewives' purchasing decisions, with a coefficient value of 0.420 and a T-statistic value of 9.207 ($p < 0.05$). This means that the higher the internalization of Islamic values in consumers' lives, the stronger their tendency to make purchasing decisions that are in line with the principles of halal, ethics, and public interest. This finding supports the Islamic Consumer

Behavior Theory, which states that consumption decisions are not only based on economic utility, but also on moral and religious values. According to (Kahf, 2003), consumption behavior in Islam is directed towards achieving a balance between material satisfaction and spiritual responsibility, so that Islamic lifestyle becomes an important determinant in purchasing decisions.

The Influence of Islamic Lifestyle and Product Availability on Housewives' Purchasing Decisions

Furthermore, the results of the fifth hypothesis test show that Islamic lifestyle moderates the influence of product availability on purchasing decisions positively and significantly, with an interaction coefficient value of 0.138 and a T-statistic value of 4.441 ($p < 0.05$). This finding indicates that consumers with a high level of Islamic lifestyle tend to be more sensitive to the availability of products that comply with sharia principles. This is in line with the concept of value-based consumption, which asserts that personal and religious values can strengthen the influence of situational factors on purchasing behavior (Holbrook, 2005). Thus, Islamic lifestyle serves as a value framework that strengthens the influence of product availability on purchasing decisions.

The Influence of Islamic Lifestyle and Service Quality on Housewives' Purchasing Decisions

The results of the sixth hypothesis test show that Islamic lifestyle moderates the influence of service quality on purchasing decisions positively and significantly, with a coefficient value of 0.083 and a T-statistic value of 2.401 ($p < 0.05$). This means that consumers with a strong Islamic lifestyle orientation will appreciate service quality that reflects the values of honesty, trustworthiness, and care. This finding supports Islamic Service Ethics, which emphasizes that services based on Islamic ethical values can increase consumer trust and loyalty (Alserhan, 2020). Therefore, Islamic lifestyle strengthens the relationship between service quality and purchasing decisions.

The Influence of Islamic Lifestyle and Promotion on Housewives' Purchasing Decisions

The results of the seventh hypothesis test show that Islamic lifestyle moderates the influence of promotion on purchasing decisions positively and significantly, with a coefficient value of 0.100 and a T-statistic value of 2.878 ($p < 0.05$). This finding indicates that promotions that are in line with the values of honesty, transparency, and do not contain manipulative elements will be more effective for consumers with a high Islamic lifestyle. This is in line with the concept of Ethical Marketing in marketing ethics literature, which emphasizes that the effectiveness of promotions is greatly influenced by the suitability of the message to the moral values of consumers (Vitell, 2015). This concept is also supported by (Brenkert, 2008), who emphasizes the importance of moral principles such as honesty and consumer welfare in every marketing activity, including promotional communication. Thus, Islamic lifestyle acts as a moderating variable that strengthens the influence of promotion on purchasing decisions.

CONCLUSION

This study focuses on analyzing the marketing mix factors that influence consumer purchasing decisions, namely product availability, service quality, and promotion, with Islamic lifestyle positioned as a variable that influences the strength of this relationship. Empirical testing results show that these three marketing mix variables have a positive and significant effect on

purchasing decisions. These findings indicate that the better the level of product availability, service quality, and promotional effectiveness, the higher the tendency for consumers to make purchasing decisions. This confirms that functional and communicative aspects of marketing remain the main determinants of consumer behavior, especially in the context of digital retail.

The results of this study indicate that Islamic lifestyle not only directly influences purchasing decisions, but also acts as a moderating variable that strengthens the influence of product availability, service quality, and promotion on purchasing decisions. These findings indicate that consumers with a high level of Islamic lifestyle adoption tend to respond to marketing mix factors more selectively and rationally, taking moral, ethical, and religious values into account in the decision-making process. Thus, Islamic lifestyle functions as a value framework that guides and reinforces purchasing decisions to be in line with the principles of responsible and welfare-oriented consumption.

Theoretically, this study enriches consumer behavior research by integrating modern marketing perspectives and Islamic values, particularly in explaining the role of Islamic lifestyle as a value mechanism that strengthens the influence of situational factors on purchasing decisions. In practical terms, the findings of this study have implications for businesses and digital retail managers to not only focus on optimizing marketing mix strategies, but also to consider consumers' religious values in designing products, services, and marketing communications. The core of this research emphasizes that consumer purchasing decisions are not solely driven by economic utility considerations but are also influenced by religious value systems that guide consumers to behave in a rational, ethical, and sustainable manner.

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