

ABSTRAK

Adinda Tegar Fachriana, 2026, Pengaruh *Perceived Value*, *Experiential Marketing*, dan *Halal Lifestyle* Terhadap Minat Pembelian Produk *Fashion* Muslim Lokal (Studi Kasus Konsumen Generasi Z Kota Tasikmalaya). Program Studi Ekonomi Syariah. Fakultas Agama Islam. Universitas Siliwangi.

Meningkatnya perkembangan industri *fashion* Muslim lokal yang diiringi perubahan perilaku konsumsi pada Generasi Z yang semakin mempertimbangkan nilai fungsional, pengalaman konsumsi, serta kesesuaian dengan prinsip halal dalam menentukan keputusan pembelian. Dalam konteks ekonomi syariah, perilaku konsumsi tidak hanya berorientasi pada pemenuhan kebutuhan dan kepuasan semata, tetapi juga harus memperhatikan nilai-nilai kehalalan (*halal*) dan kebaikan (*thayyib*). Penelitian ini bertujuan untuk mengetahui apakah masing-masing variabel independen yaitu *Perceived Value*, *Experiential Marketing*, dan *Halal Lifestyle* berpengaruh terhadap Minat Pembelian pada konsumen Generasi Z kota Tasikmalaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan bantuan aplikasi SmartPLS 4.1.1.8. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada konsumen Generasi Z pengguna produk *fashion* Muslim lokal di Kota Tasikmalaya. Jumlah sampel yang digunakan sebanyak 233 responden. Analisis data dilakukan menggunakan metode *Structural Equation Modeling-Partial Least Square* (SEM-PLS) yang meliputi pengujian *outer model*, *inner model*, serta pengujian hipotesis.

Hasil penelitian menunjukkan bahwa *Perceived Value* berpengaruh signifikan terhadap Minat Pembelian produk *fashion* Muslim lokal. Selain itu, *Experiential Marketing* juga terbukti berpengaruh signifikan terhadap Minat Pembelian, begitu pula dengan *Halal Lifestyle* yang memberikan pengaruh signifikan terhadap Minat Pembelian produk *fashion* Muslim lokal. Temuan ini mengindikasikan bahwa semakin tinggi nilai yang dirasakan konsumen, semakin baik pengalaman yang diperoleh saat berinteraksi dengan produk, serta semakin kuat penerapan gaya hidup halal dalam kehidupan sehari-hari, maka semakin tinggi pula minat konsumen untuk membeli produk *fashion* Muslim lokal.

Berdasarkan hasil pengujian koefisien determinasi (*R-square*), variabel *Perceived Value*, *Experiential Marketing*, dan *Halal Lifestyle* secara bersama-sama mampu menjelaskan pengaruh terhadap Minat Pembelian sebesar 0,523 atau 52,3%, sedangkan sisanya sebesar 47,7% dipengaruhi oleh variabel lain di luar model penelitian yang diteliti dalam penelitian ini.

Kata Kunci: Persepsi Nilai, Pemasaran Berdasarkan Pengalaman, Gaya Hidup Halal, Minat Pembelian

ABSTRACT

Adinda Tegar Fachriana, 2026, The Influence of Perceived Value, Experiential Marketing, and Halal Lifestyle on Purchase Intention of Local Muslim Fashion Products (Case Study of Generation Z Consumers in Tasikmalaya City). Sharia Economics Study Program. Faculty of Islamic Studies. Siliwangi University.

The increasing development of the local Muslim fashion industry is accompanied by changes in consumption behavior among Generation Z, who increasingly consider functional value, consumption experience, and compliance with halal principles in determining purchasing decisions. In the context of sharia economics, consumption behavior is not only oriented towards fulfilling needs and satisfaction but must also consider the values of halal (lawful) and goodness (thayyib). This study aims to determine whether each independent variable, namely Perceived Value, Experiential Marketing, and Halal Lifestyle, influences Purchase Intention among Generation Z consumers in Tasikmalaya City.

This study employed a quantitative approach using the SmartPLS 4.1.1.8 software. Data were collected by distributing questionnaires to Generation Z consumers who use local Muslim fashion products in Tasikmalaya City. The sample size consisted of 233 respondents. Data analysis was conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method, which included testing the outer model, the inner model, and hypothesis testing.

The results of study show that Perceived Value has a significant effect on the Purchase Intention for local Muslim fashion products. In addition, Experiential Marketing was also found to have a significant effect on Purchase Intention, as was the Halal Lifestyle, which had a significant effect on the Purchase Intention for local Muslim fashion products. These finding indicate that the higher the value perceived by consumer, the better the experience they have when interacting with the product, and the stronger the practice of a halal lifestyle in their daily lives, the higher consumers' interest in purchasing local Muslim fashion products.

Based on the results of the coefficient of determination (R-squared) test, the variables Perceived Value, Experiential Marketing, and Halal Lifestyle collectively account for 0.523, or 52,3%, of the variation in Purchase Intention, while the remaining 47.7% is influenced by other variables outside the research model examined in this study.

Keywords: Perceived Value, Experiential Marketing, Halal Lifestyle, Purchase Intention