

ABSTRAK

Indonesia sebagai negara dengan mayoritas muslim memiliki potensi besar dalam pengembangan industri halal, khususnya sektor fashion yang berkembang pesat sebagai identitas budaya sekaligus gaya hidup modern. Tren halal *fashion* tidak hanya menekankan kepatuhan terhadap syariah, tetapi juga aspek etika, keberlanjutan, serta citra merek yang mampu membangun kedekatan emosional dengan konsumen, terutama generasi muda. Kota Tasikmalaya dengan dominasi muslim menunjukkan geliat industri pakaian muslim yang kuat, ditandai dengan meningkatnya minat terhadap produk lokal yang mengikuti tren global. Fenomena ini menegaskan bahwa preferensi *halal fashion* dipengaruhi oleh tren *fashion*, gaya hidup, dan *brand image*.

Metode penelitian ini menggunakan pendekatan kuantitatif dengan analisis SmartPLS 3.0 melalui teknik Structural Equation Modeling (SEM). PLS-SEM dipilih karena mampu menguji hubungan prediktif antar konstruk tanpa syarat distribusi normal dan ukuran sampel besar. Evaluasi dilakukan melalui *outer* model (validitas dan reliabilitas) serta inner model (R^2 , f^2 , dan *path coefficients*) untuk menilai kekuatan hubungan antar variabel. Populasi penelitian adalah masyarakat muslim Tasikmalaya yang pernah membeli produk pakaian muslim, dengan data dikumpulkan melalui angket *Google Form*.

Hasil penelitian menunjukkan bahwa tren *fashion* tidak berpengaruh signifikan terhadap preferensi konsumen muslim dalam memilih pakaian, karena mereka lebih dipengaruhi oleh nilai religius dan sosial. Sebaliknya, gaya hidup Islami berpengaruh positif dan signifikan, mencerminkan identitas serta nilai keislaman. Faktor dominan adalah brand image, yang mampu menciptakan kepercayaan, loyalitas, dan keterikatan emosional konsumen terhadap produk pakaian muslim.

Implikasi penelitian ini mencakup tiga aspek utama. Bagi akademisi, hasilnya dapat memperluas kajian preferensi konsumen muslim dengan pendekatan multidisipliner yang menggabungkan dimensi religius, sosial, dan psikologis. Bagi praktisi, strategi pemasaran perlu menekankan nilai keislaman, gaya hidup Islami, serta brand image yang autentik dan konsisten. Sementara itu, pemerintah, lembaga pendidikan, dan organisasi keagamaan diharapkan mendukung edukasi serta membangun ekosistem *fashion* halal melalui narasi positif dan kolaborasi dengan komunitas kreatif.

Kata Kunci: Trend Fashion, Gaya Hidup, Brand Image, Preferensi Halal Fashion

ABSTRACT

Indonesia, as a country with a Muslim majority, has great potential in the development of the halal industry, particularly in the fashion sector which is rapidly growing as both a cultural identity and a modern lifestyle. The halal fashion trend not only emphasizes compliance with sharia, but also ethical aspects, sustainability, and brand image that can build emotional closeness with consumers, especially the younger generation. Tasikmalaya City, with its Muslim-dominated population, demonstrates a strong growth of the Muslim clothing industry, marked by increasing interest in local products that follow global trends. This phenomenon confirms that halal fashion preferences are influenced by fashion trends, lifestyle, and brand image.

This study employs a quantitative approach using SmartPLS 3.0 analysis through the Structural Equation Modeling (SEM) technique. PLS-SEM was chosen because it is capable of testing predictive relationships between constructs without requiring normal distribution or large sample sizes. The evaluation was conducted through the outer model (validity and reliability) and the inner model (R^2 , f^2 , and path coefficients) to assess the strength of relationships between variables. The population of this study consists of Muslim communities in Tasikmalaya who have purchased Muslim clothing products, with data collected through questionnaires distributed via Google Form.

The findings reveal that fashion trends do not have a significant effect on Muslim consumers' preferences in choosing clothing, as they are more influenced by religious and social values. Conversely, Islamic lifestyle has a positive and significant effect, reflecting identity and Islamic values. The dominant factor is brand image, which is able to create trust, loyalty, and emotional attachment among consumers toward Muslim clothing products.

The implications of this study cover three main aspects. For academics, the results can broaden the study of Muslim consumer preferences through a multidisciplinary approach that integrates religious, social, and psychological dimensions. For practitioners, marketing strategies should emphasize Islamic values, Islamic lifestyle, and authentic, consistent brand image. Meanwhile, the government, educational institutions, and religious organizations are expected to support education and build the halal fashion ecosystem through positive narratives and collaboration with creative communities.

Keywords: Fashion Trends, Islamic Lifestyle, Brand Image, Halal Fashion Preferences