

The Influence of Social Media Advertising and Electronic Word of Mouth (E-WOM) towards Buying Interest of Millennial Muslim Fashion in Bandung

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Abstract

Technological advances that occur in the current era have made social media develop rapidly and then not only as a communication platform but can be used as electronic advertising, particularly for the advancement of the Muslim fashion sector in Bandung. The researchers prove that Social Media Advertising and Electronic word of mouth (E-WOM) have a positive influence on Muslim fashion buying interest in the millennial generation of Bandung citizen. The reseachers used a purposive sampling method by giving electronic questionnaires to 110 millennials of Bandung citizen as the respondents to prove the results of this reseach. This research shows that Social Media Advertising and Electronic word of mouth (E-WOM) have a significant level of buying interest in Muslim fashion in the millennial generation of Bandung City. This research investigates the activities on the Social Media Advertising platform and the influence of the Electronic word of mouth (E-WOM) for Muslim fashion in the millennial generation in Bandung. This research announces owners of Muslim fashion advertised through a platform or social media to continue to use social media advertising and electronic word of mouth (E-WOM) because they have been shown to have a major influence on consumer buying interest in this era. This reseach contributes to providing positive rating and and impact for business owners, especially in the Muslim fashion sector, in order to increase income by utilizing advertisements on social media.

Keywords: Social Media Advertising, Electronic word of mouth (E-WOM), Buying Interest.

1. Introduction

The fashion industry in Indonesia is experiencing a rapid growth and is affecting the creative economy. This makes entrepreneur in the fashion industry assured about their businesses. Then fashion trends are largely driven by fashion designers who make and produce clothes, and it is believed that fashion designers have a large contribution to the garment industry, since the garment industry obviously requires attractive fashion designs and up to date to follow the current fashion trends. Indonesia is famous in the world for its Muslim style. According to Indonesian Ministry of Industry on CNBC news in 2019, Indonesian fashion trends evolve rapidly at a rate of 18.2 percent a year. In addition, The State of Global Islamic affirm that

Indonesia has the second-best growth of the Muslim fashion industry in the world after the United Arab Emirates. Here is related data about the islamic clothing alignment in Indonesia.



Female
 Male

Figure 1. Data from Indonesian Muslim Fashion sales in 2019

Source: <https://www.kompasiana.com/klikpintar31/5caf2b39cc52831abc60e232/data-penjualan-busana-muslim-indonesia>

According to data above, the number of Muslim fashion sales in Indonesia continues to increase every year because there is an interest in buying someone out of something. The interest in buying something that has to do with the consumer plan to purchase certain products, as well as many of the units of products that are required at a certain period (Durianto 2003:104). An interest in the buying of an item or service is seen in consumer behavior regarding needs and desires, so each individual behavior is influenced by the interest he or she has. It may be concluded that an interest in buying is influenced by individual behavior and is affected by the increasing rates of Muslim fashion in Indonesia each year. Indonesian Muslim fashion centered in Bandung, Bandung was known as the Muslim fashion center. So it's no wonder people from out of Bandung even abroad came to Bandung to look for the latest Muslim fashion. As exemplified by Pasar Baru Bandung, it is a Muslim retail trade center with buyers mostly from Malaysia and even other countries. What doesn't really matter here is that when people in Bandung, especially those of millennial generations, most of whom don't use the brand of Bandung local production for Muslim fashion, this can be seen from a survey which was asked of 10 random respondents:

Table 1. Presurvey Interest in Buying Muslim Fashion

Questions	Yes	No
Do you follow the Muslim fashion trends?	100%	0
Are you Bandung citizen who interested in buying Muslim fashion from Bandung?	45%	55%

According to the survey's question we know that the interest in buying Bandung customers was actually less than what it was producing. Which they were more interested in products outside of Bandung. It's an interesting phenomenon, why are outsiders to Bandung interested in Muslim

fashion but probably most of its people are interested in outside products. The citizens of Bandung were dominated by the youth, which made Bandung a city of flowers. Given how many young people are here, surely we understand that technological progress is also rapid. This affected the social relationships of Bandung residents with being aided by technology.

In this case certainly social media played a major role in Bandung millennial relationship. Not even just Bandung (Helal, Ozuem, & Lancaster, 2018) stated that today's millennial generations use social media to interact and have a special purpose of knowing new things that are needed. Whereas if we expect the fashion world of course people want it to be the latest and different then social media becomes the single tool used. Social media advertising today is one of the ways marketer builds interest in buying consumers. The social media advertising that we are familiar with is instagram ads, facebook ads, twitter ads, etc.

On marketplace and also the social media entrepreneur may measure interactions of various features available in their applications, such as comments, customer reviews, likes, and share numbers. In (Ananda, Hernández-García, Acquila-Natale, & Lamberti, 2019) the understanding of e-WOM from various sources is stated as a transmission from WOM (Word of Mouth), the name is an important part of the agreement between brands and consumers through mouth to mouth. Whereas in an EWOM understanding it is added electronically, it means the whole whether it is a positive or negative comment made by a consumer about a brand or product which it is expressed on the Internet. According to Goldsmith (2008) E-WOM was a social communication on the Internet in which web explorers sent and received information about products online.

Based on the background description already noted, researchers are interested in conducting a study on "The Influence of Social Media Advertising and Electronic Word of Mouth Towards the Buying Interest of Millennial Muslim Fashion in Bandung." The study is inquiry because of considerable social media impact on today's Muslim fashion shopping interests. The interest in buying itself is growing helped by the content factor and The Word-of-Mouth marketing and has made it easier for this millennial generation to decide on interest in buying. Based on the problem, then the purpose of this study is to recognize the impact of social media advertising and E-WOM on the interest in buying Muslim fashion of millennial in Bandung.

2. Literature Review

Social Media Advertising (Hamouda, 2018)

Informativeness: The information presented the influence rating of costumer on social media.

Entertainment: Refers to the passion of the advertisement, also the pleasure and enjoyment of consumers obtained from the advertisement.

Credibility: Refers to the honesty, trustworthiness and truthfulness of certain advertising content as perceived by consumers

E-WOM

According to Arbaniah (2010), WOM occurs when the customer talks to others about his opinion about a particular brand, product, service or company to others.

According to Henning Thurau et al. (2004), e-WOM is positive or negative communication between potential or former customers about a product or company that is available for public on the internet.

According to Ananda et al. (2019), there are three goals of E-WOM on social network that is opinion seeking, opinion giving, and opinion passing. The costumer with opinion seeking behavior tend to seek information and opinions or advice from others, whereas consumers with opinion giving tend to lead opinions and also influence others.

According to Anggitasari et al. (2017), E-WOM divided into three dimension, that is:

1. Intensity is the amount of input or opinion from consumer on social networking sites (Goyette et al., 2010). There are several parts of intensity as follows:

- a. Frequency of accessing information from social networking sites
- b. Frequency of interaction with users of social networking sites
- c. The number of reviews written by users of social networking sites

2. Valence of Opinion is costumer opinion both positively and negatively about a product and service of brand. Valence Of Opinion has two characteristics that are negative and negative, including:

- a. Positive and negative commentar from user of sosial networking site.
- b. Recommendation from user of sosial networking site.

3. Content is the information from social networking site relating to product and service. Indicators of content include:

- a. Information of product and sevice variations
- b. Information of product and service quality
- c. Regarding the price offered

Buying Interest

According to Karim, et al., at Soesatyo dan Rumambi (2013), defines that buying interest is the tendency of consumers to buy a brand or take actions related to purchasing behavior as measured by the level of consumers making purchases.

According to Satidchoke Phosaard, et al. 2013 in Lusua, 2014, the dimensions of online buying interest are:

1. Product Charateristics Where the products offered through e-commerce / web sites are available complete and clear for consumers.
2. Trust in Seller, the marketer through e-commerce / website that trusted by consumers who access it.
3. Previous e-commerce Shopping Experience Including consumer experiences who have accessed the website from the company.

Theoretical Framework and Hypothesis Development (If Applicable)

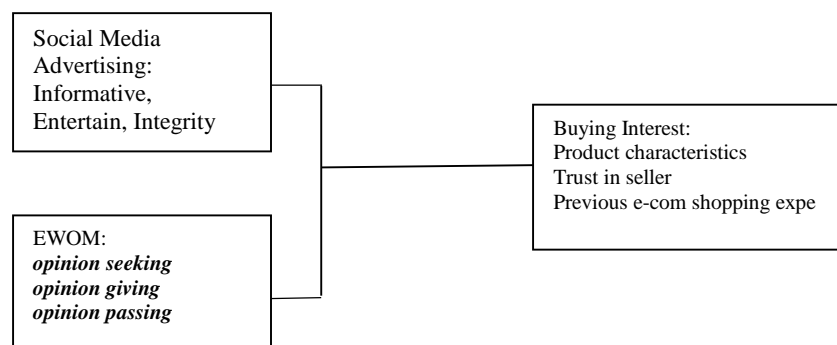


Figure 1: Theoretical Framework

Hypotheses:

One of factor of buying interest is social media advertising. In previous research which is according to (Raji et al., 2019) advertising on social media has an important influence in attracting the consumers, the importance of promotion through social media or the internet such as discounts and gifts to make consumers are interested in making purchases. The following hypotheses can be generated:

H1: The influence of social media advertising towards buying interest millennial muslim fashion in Bandung. There are also other factors, that is, seen from the present era that is the word of mouth role can be trusted for consumers. Consumers prefer the references or suggestions from other consumers, the development of the digital era also makes word of mouth develop into E-WOM. According to (Anggitasari et al., 2017) in the previous reseach stated that E-WOM has an effect on buying interest in Muslim fashion. Therefore, based on previous research, the following hypotheses can be obtained:

H2: The influence of E-WOM towards purchasing interest millennial muslim fashion in Bandung.

3. Research Methodology

The research method that used is verification. The population of this research is the millennial generation of Bandung citizen which is the data can not be obtained. Thus the sample that used in this research is purposive sampling method with the criteria as follows:

- (1) The age group ranges between 18 and 35 years;
- (2) Active user on social media;
- (3) Regarding user muslim fashion product

Because the population in this research can not be determined accurately. According to Wibisono in Riduwan and Akdon (2013), the formula for calculating samples in the population size that unknown as follows:

$$N = \frac{\left(\left(\frac{Z_a}{2}\right) \cdot \sigma\right)^2}{e^2}$$
$$N = \frac{(1,96 \cdot 0,25)^2}{(5\%)^2}$$
$$N = 96,04 \text{ rounded into } 100$$

Information:

N = Number of sample

Za/2 = The value from the normal distribution table for the certain level of 95% = 1.96.

σ = Standard Deviation 25%

e = Error (limit error= 5%)

The data analysis technique used in this research was multiple regression analysis.

4. Results and Discussion
a. Demographic

Table I

Criteria	Category	Quantity	Percentage
Gender	Male	11	10%
	Female	99	90%
Last Education	Elementary School	0	0%
	Junior High School	1	1%
	Senior High School	77	70%
	Associate Degree (D-3)	20	18%
	Undergraduate (S-1)	12	11%
Occupation	Civil Servant	0	0%
	Entrepreneur	3	3%
	Private Employee	4	3%
	Laborer	0	0%
	Etc.	103	94%

From the data of these respondents, more respondents filled the questionnaire were female, in the last education section more respondents were high school graduates, and in the occupation section they filled up more miscellaneous categories. In the miscellaneous categories, some fill-in not yet working and also college students, but the percentage of college student respondents dominates in this category.

b. Pearson Correlation

Correlations

		SM_1	SM_2	SM_3	SM_4	SM_5	SM_6	TOTAL_SM
SM_1	Pearson Correlation	1	.466**	.406**	.328**	.368**	.364**	.679**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110
SM_2	Pearson Correlation	.466**	1	.329**	.306**	.425**	.537**	.725**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.000
	N	110	110	110	110	110	110	110
SM_3	Pearson Correlation	.406**	.329**	1	.474**	.362**	.309**	.692**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.000
	N	110	110	110	110	110	110	110
SM_4	Pearson Correlation	.328**	.306**	.474**	1	.343**	.200*	.627**
	Sig. (2-tailed)	.000	.001	.000		.000	.036	.000
	N	110	110	110	110	110	110	110
SM_5	Pearson Correlation	.368**	.425**	.362**	.343**	1	.547**	.741**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000

	N	110	110	110	110	110	110	110
SM_6	Pearson Correlation	.364**	.537**	.309**	.200*	.547**	1	.721**
	Sig. (2-tailed)	.000	.000	.001	.036	.000		.000
	N	110	110	110	110	110	110	110
TOTAL_SM	Pearson Correlation	.679**	.725**	.692**	.627**	.741**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		WOM_1	WOM_2	WOM_3	WOM_4	WOM_5	WOM_6	TOTAL_WOM
WOM_1	Pearson Correlation	1	.351**	.303**	.188*	.094	.318**	.658**
	Sig. (2-tailed)		.000	.001	.049	.328	.001	.000
	N	110	110	110	110	110	110	110
WOM_2	Pearson Correlation	.351**	1	.431**	.038	.130	.128	.552**
	Sig. (2-tailed)	.000		.000	.691	.176	.184	.000
	N	110	110	110	110	110	110	110
WOM_3	Pearson Correlation	.303**	.431**	1	.200*	.182	.116	.599**
	Sig. (2-tailed)	.001	.000		.036	.056	.226	.000
	N	110	110	110	110	110	110	110
WOM_4	Pearson Correlation	.188*	.038	.200*	1	.206*	.168	.570**
	Sig. (2-tailed)	.049	.691	.036		.031	.079	.000
	N	110	110	110	110	110	110	110
WOM_5	Pearson Correlation	.094	.130	.182	.206*	1	.098	.490**
	Sig. (2-tailed)	.328	.176	.056	.031		.307	.000
	N	110	110	110	110	110	110	110
WOM_6	Pearson Correlation	.318**	.128	.116	.168	.098	1	.567**
	Sig. (2-tailed)	.001	.184	.226	.079	.307		.000
	N	110	110	110	110	110	110	110
TOTAL_WOM	Pearson Correlation	.658**	.552**	.599**	.570**	.490**	.567**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		MB_1	MB_2	MB_3	MB_4	MB_5	MB_6	TOTAL_MB
MB_1	Pearson Correlation	1	.307**	.312**	.182	.375**	.393**	.595**
	Sig. (2-tailed)		.001	.001	.057	.000	.000	.000
	N	110	110	110	110	110	110	110
MB_2	Pearson Correlation	.307**	1	.422**	.368**	.445**	.325**	.695**
	Sig. (2-tailed)	.001		.000	.000	.000	.001	.000
	N	110	110	110	110	110	110	110
MB_3	Pearson Correlation	.312**	.422**	1	.405**	.475**	.365**	.746**
	Sig. (2-tailed)	.001	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110	110
MB_4	Pearson Correlation	.182	.368**	.405**	1	.326**	.187*	.589**
	Sig. (2-tailed)	.057	.000	.000		.001	.050	.000
	N	110	110	110	110	110	110	110
MB_5	Pearson Correlation	.375**	.445**	.475**	.326**	1	.535**	.771**
	Sig. (2-tailed)	.000	.000	.000	.001		.000	.000
	N	110	110	110	110	110	110	110

MB_6	Pearson Correlation	.393**	.325**	.365**	.187*	.535**	1	.702**
	Sig. (2-tailed)	.000	.001	.000	.050	.000		.000
	N	110	110	110	110	110	110	110
TOTAL_MB	Pearson Correlation	.595**	.695**	.746**	.589**	.771**	.702**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

From the results of the data processing, various values of the 3 variables were processed, but it can be concluded that all of these calculations have a bigger value than a value of $r_{table} = 0.1874$ ($r_{count} > r_{table}$). Therefore, Variable_SM, Variable_WOM, and Variable MB are valid, reliable, and worthy to continue the research.

c. Regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	3.800	1.847		2.057	.042					
	Variable_WOM	.482	.080	.451	6.048	.000	.656	.505	.390	.747	1.339
	Variable_SM	.398	.073	.407	5.453	.000	.634	.466	.352	.747	1.339

a. Dependent Variable: Variable_MB

Based on the collecting data above has obtaining value of Tolerance = 0,747 and value of VIF = 1,339 or it can be mentioned that value of Tolerance > 0,05 and value of VIF < 5,00, in line with the data that mentioned, it can be interpreted that this study does not occur multicollinearity.

The Influence between variables partially

Correlations

		Variable MB	Variable WOM	Variable SM
Pearson Correlation	Variable_MB	1.000	.656	.634
	Variable WOM	.656	1.000	.503
	Variable_SM	.634	.503	1.000
Sig. (1-tailed)	Variable MB	.	.000	.000
	Variable WOM	.000	.	.000
	Variable_SM	.000	.000	.
N	Variable_MB	110	110	110
	Variable_WOM	110	110	110
	Variable_SM	110	110	110

Based on the correlations table indicate that the partial impact of each variable, to find out how much the partial impact of each variable can be used formula below:

$$Kd = r^2 \times 100\%$$

Information:

r: variable of coefficient

Therefore, based on the level of impact according to the Sugiyono (2014), it can be concluded that:

- The impact of Variable_SM towards Variable_MB equal to 0,634 or 40,19% with a less strong interpretation of the correlation.
- The impact of Variable_WOM towards Variable_MB equal to 0,656 or 43,03% with a less strong interpretation of the correlation.
- The relation of Variable_SM and Variable_WOM equal to 0,503 or 25,3% with a less strong of the correlation.

The impact between variables simultaneously

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.745 ^a	.554	.546	1.99799	.554	66.588	2	107	.000	1.934

a. Predictors: (Constant), Variable_SM, Variable_WOM

b. Dependent Variable: Variable_MB

Based on the Model Summary table indicated that the impact simultaneously as follows:

- The impact of Variable_SM and Variable_WOM towards Variable_Y is equal to 0,745 or 55,4% with a strong interpretation of correlation. Guidelines used in the explanation above, namely the interpretation of the coefficient of determination (level of impact) according to Sugiyono (2014), scale and level of closeness as follows:

Table of Coefficient Interpretation of Determination

Value of Determination Coefficient	Level of Closeness
82% - 100%	Very strong impact
49% - 81%	Strong impact
17% - 48%	Less strong impact
5% - 16%	The impact is not strong
0% - 4%	Impact is not very strong

Standard Deviation

Descriptive Statistics

	Mean	Std. Deviation	N
Variable_MB	24.9545	2.96582	110
Variable_WOM	24.3182	2.77912	110

Variable_SM	23.6909	3.03117	110
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Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.745 ^a	.554	.546	1.99799	.554	66.588	2	107	.000	1.934

a. Predictors: (Constant), Variable_SM, Variable_WOM

b. Dependent Variable: Variable_MB

From the results of the data processing of the two tables, it can be seen that in the std. Error of the Estimate has a smaller value than the value in the Std column. Deviation, it can be said that the regression equation is accurate.

5. Conclusion

1. The Influence of Social Media Advertising on Buying Interest

Social media advertising has a significant positive effect on buying interest, so it can be said that this variable holds an important role in increasing the interest in buying products from Muslim fashion for the millennial generation in Bandung. In a partial hypothesis, social media advertising variants have a positive influence on purchase intention, advertisements that have informative, entertainment, and integrity elements can increase purchase interest, because at this time buying fashion products online does not only require information enough from advertising, but it requires entertainment and also trust from a brand. In the multicollinearity test results, it is stated that the social media advertising variable does not correlate with other independent variables. Furthermore, from the social media advertising variable regression test, this variable has a less strong interpretation of the relationship with purchase intention. The results of this data processing also have similarities with previous research by Manel Hamouda (2017), the results of this study say that advertisements that have good informative, entertaining, and credible / integrity elements will foster a positive attitude and response from consumers to an advertisement.

2. Effect of Electronic Word of Mouth on Buying Interest

In the partially hypothesis, electronic word of mouth has a significant positive effect on buying interest, therefore E-WOM which has elements of opinion seeking, opinion giving, and good opinion passing will increase interest in buying Muslim fashion products in Bandung. This E-WOM must be managed as best as possible from each company's social media, and if there is a negative E-WOM, it must be immediately followed up to maintain consumer buying interest. In the multicollinearity test results, it is stated that the electronic word of mouth variable does not correlate with other independent variables. Furthermore, from the regression test of the electronic word of mouth variable, this variable has a less strong interpretation of the relationship with purchase intention. Likewise, the effect of electronic word of mouth (E-WOM) can be proven by prior research that has been researched by Chetn and Amresh (2016), the results of this study say that electronic word of mouth (E-WOM) has a positive influence on interest buying consumers.

Based on the research results, the following conclusions can be drawn:

1. Social media advertising has a positive influence on the purchase interest of Muslim fashion consumers of the millennial generation in Bandung.
2. Electronic word of mouth (E-WOM) has a positive influence on the purchase interest of millennial generation Muslim fashion consumers in Bandung.

The advertisement that has elements of informative, entertainment, and integrity will easily be able to increase buying interest because they are fully supported by these three elements and then consumers will find it easy to find out the information contained in the Muslim fashion products offered. The existence of elements in social media advertising that fully supports buying interest will affect increasing the number of buying interest in Muslim fashion products in the millennial generation of Bandung City. Apart from social media advertising, there is also electronic word of mouth (E-WOM) which has a significant influence on the buying interest of millennial generation Muslim fashion in Bandung, which is supported by elements (E-WOM) which consist of opinion seeking, opinion giving, and opinion passing. Purchase interest is influenced by consumers who behave to seek information and provide opinions to other consumers to influence others.

Based on the results of the research, the authors provide suggestions, that is for Muslim fashion owners in the city of Bandung, we recommend improving and continuing to innovate and take advantage of features (E-WOM) because in the current millennial generation it has a major influence on the sustainability of Muslim fashion products engaged in the e-sector. E-commerce or social media. Then, business owners are required to increase their brand image by building relationships with influencers, because nowadays influencers are influencing to improve the image of a brand, then choosing the right brand ambassador for our products, by choosing the right brand ambassador can increase trust brand in society. Developing Muslim fashion brand advertisements by advertising up to date in the eyes of consumers so that consumers have a high interest in Muslim fashion in Bandung.

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