THE MUSLIM HIPSTER AND CONSUMPTION BEHAVIOR PHENOMENA IN THE SHOPEE MARKETPLACE OF MAKASSAR

Abstract

The research implemented a descriptive quantitative method, aimed to investigate (1) the influence of Muslim hipsters on the buying decisions of Muslim fashion products in the Shopee marketplace, (2) the effect of online customer reviews on the purchasing decisions of Muslim fashion products in the Shopee marketplace, and (3) the influences of Muslims hipster and online customer reviews on the purchasing decisions of Muslim fashion products in the Shopee marketplace. The data used in this study comprised primary data collected through questionnaires. The method used to analyze the data was the multiple linear regression analysis method. The population in this study consisted of students of the Islamic Religious Education and English Language Education Departments, Faculty of Tarbiyah and Teacher Training, UIN Alauddin Makassar, who were users of the Shopee Apps. The sample used in this study was 60 respondents. The results of this study indicate that (1) Muslim hipsters have a positive and significant effect on the users' purchasing decisions, (2)online customer reviews have a positive and significant effect on the purchasing decisions of the Shopee users in Makassar, and(3) simultaneously the two variables have a positive and significant effect on the purchasing decisions.

Introduction

Economic needs are basically human needs of goods or services required for their survival. Every individual fulfills their different needs both primary and secondary in life, as well as needs from inner desires. One of the human needs in economic activities is primary needs. As stated by Imansari (2020), primary needs are the most important basic needs for survival. The primary needs consisting of clothing, food, and shelter are absolute by all individuals. This type of need uses up the value of goods and services but they provide benefits for people. The main basic need is food. Food is the first primary need because people need food to continue their survival. One that underlies these primary needs is the development of the increasingly sophisticated technology.

In relation to the development of Science and Technology (IPTEK) that is continuously changing, Astuti (2021) explained that now life is adjusted according to the digital world and knowledge of technology. Development can be such a significance influence in the life of everyone in the world. Every individual who wants to develop will also adopt a technological literacy style. Thus, current development can have a positive impact and bring easiness in human activities. This activity indicates that the development of technology and science gives a beneficial impact, but it cannot be denied that technology and science also have a negative influence. Therefore, when developing technology and science, people need to consider and make adjustment to the ideological values of the nation for better development.

The emergence of the development of science and technology can alter points of view, values, beliefs, and culture which should reflect the noble values of the nation that do not burden humans. The ancestral values that emphasize trust as the nation's protective shield should play a greater role in dealing with the advances in technology and science. Developments in technology and science can improve easiness of the people to fulfill their desires. For example, when buying and selling goods and services online, people can use technology. People can also change lifestyle based on the currently developing science and technology, and thus, consumers can buy goods or services through the online media (Astuti, 2021).

Halal lifestyle currently exists in various countries, specifically in Indonesia. Indonesia is currently one of the countries with the fastest development on halal industry. However, this potential has not been balanced with good achievements at the global level. The industry is currently experiencing growth not only in the field of halal products but also in the halal lifestyle. A halal product is an obligation for Muslim consumers. Halal products that are currently developing include food, medicines, and other goods (Astuti, 2021).

According to Adinugraha (2019), population in Muslim communities continues to increase. This is shown in the number of the largest Muslim population in various countries. Approximately 56 Muslim-majority countries are with a Learning Resource Center (PSB) of $ 6.7 trillion. Overall, the perspective of Muslim fashion growth has the potentials for Muslim customers. There are several areas that are the causes of this increase, such as lifestyle and food, which were estimated to reach $ 3.7 trillion in 2019. This quantity proves a potential core market in the food sector. In line with this, in recent years the halal industry has been considered as a source of economic growth engine. Similarly, Muslims in Indonesia are now experiencing an increase in the halal industry. Indonesia is a net exporter for halal food and fashion products with a total export value of $22.5 billion each (State of the Global Islamic Economy Report, 2020/2021). Thus, lifestyle changes in Indonesia occur through halal lifestyle that incorporates halal food, halal travel, halal clothes or clothing, halal medicine, Islamic finance, halal cosmetics, halal media, halal tourism, and halal medical care. This phenomenon has become the center which leads to a potential that can encourage the national economic growth of Indonesia, where the majority of the population is Muslims. One of the new phenomena in the change of halal lifestyle is Muslims hipsters.

Online customer reviews indicated that electronic word of mouth (E-WOM) is a person's precise thinking and not in the form of promotion. Review is a factor that proves someone's purchase decision (Arbaini et al, 2020). However, an online customer review is the analysis of a consumer given based on various component accentuations, different technical solution backgrounds, different use conditions, and different levels of product knowledge. This is in line with Dzulqarnain (2019) who stated that online customer reviews are various facts of the information shared by customers to be able to be meaningful to other consumers.

According to Opiida (2014) in her statement developed by Assadurachman (2017), *Marketplace* is one of the online media which is used as a place to carry out activities in the form of businesses and transactions between sellers and buyers. The internet-based marketplace is used as a trade market to make people be able to shop easily without having to meet in person. The presence of the marketplace makes people more easily look for goods or services of their desires without having to spend a lot of time, and they are able to get them according to market prices.

The Muslim hipster phenomenon can be found in economic activities around the world. Therefore, the presence of Muslim *hipsters* affects the economic growth and other activities. This growth does not only happen in foreign countries, but also takes place in Indonesia which is also one of the countries experiencing development with the presence of Muslim hipsters around the world. Muslim fashion has now reached $238 billion and it is estimated that this number will continue to grow to $402 billion by 2024.

The development of the Muslim fashion is supported by the production of goods on a national and local scale. In line with the phenomenon concerning halal cosmetics, according to Balques (2017), the growth of the cosmetics business market in Indonesia is developing positively every year. It makes the development of the halal cosmetics industry in accordance with an average development of 10% in the 2015-2020 period. This uniqueness makes companies compete to give halal themed names to their products, except for global cosmetic companies. Companies need to be aware of factors that influence expectations to buy halal cosmetic products in order to win the competition. Companies do not only rely

on the halal products to face competition but do what they must to survive in the halal cosmetics industry.

Marketplace in Indonesia is the means used to help the national economy to face globalization. Hence, the marketplace must be more reasonable, efficient, and orderly in Indonesia. Along with time, marketplace will continue to grow. As referred by Puranidhi (2019), several marketplaces in Indonesia were able to compete and had the highest number of visitors in 2018.

Table 1.1 The Number of Marketplace Visitors in 2008

No.	Marketplace	Number of visitors	Percentage of visitor growth	Year of establishment
1.	Shopee	28. 000.000	+130%	2015
2.	Bukalapak	26.000.000	+89%	2010
3.	Tokopedia	32.000.000	+70%	2009
4.	Elevenia	1.700.000	+8%	2014

* comScore data: retrieved in February 2019
*taken from each of the above marketplace websites

Based on the table above, it is known that the three components that have significant effects on the highest visitor progress of the marketplace in Indonesia are the number of visitors, the percentage of visitor progress, and the year the marketplace was founded. The four marketplaces were ranked as the four highest marketplaces in 2017. However, after a year has passed, it is evident that marketplaces have experienced little to no change at all. Therefore, the table above reveals that Shopee and Bukalapak were able to maintain their ranks and able to draw a considerable number of users while Tokopedia and Elevania experienced the highest shift in the number of visitors (Puranidhi, 2018).

Shopee which was founded in 2015 is the youngest marketplace in Indonesia. Nevertheless, it shows the highest percentage of visitor development with a value of 130 %, totaling 28,000,000 visitors. The increase in Shopee was also followed by Bukalapak, which had a visitor growth percentage of 89 %, totaling 26,000,000 visitors. Meanwhile, Tokopedia, despite only having 70 % of visitor development, had 32,000,000 visitors. Lastly, Elevenia had the lowest number of visitors (1,700,000), which indicates the smallest percentage (8%) of visitor development of all marketplaces. The data above show that Shopee was the biggest marketplace and had experienced an increase from 2017 to 2018 (Puranidhi, 2018).

According to Krisnadi (2017), Shopee is one of the online shopping websites used to promote and trade various kinds of goods or services. Shopee is a part of the marketplace used as social media-based shops that connect buyers and consumers through electronic devices where they do not meet directly. It is one of the factors for someone to carry out online shopping. Shopee is one of the marketplaces that is still considerably new but has the highest number of visitors.

One of the groups using Shopee is students. These students are active, so they become the marketplace target. The marketplace is most viewed by a significant number of people, especially by students, because students think that the marketplace is safe considering the rampant fraud in online shopping. The phenomenon in the millennial era has changed people's behavior, especially in the economic aspect where electronic devices are used as a tool for exchanging information and social media as a place to do online buying and selling (Permatasari, 2019).

Several factors can influence a person in carrying out online shopping transactions. One of them is trust. Trust means a fundamental aspect possessed by a buyer before making an online transaction. Trust of a consumer is all the knowledge that must be possessed by consumers concerning products on the online shopping webs (Mulyani, 2018). One factor that is more fundamental to trust is the existence of consumers who will carry out buying and selling transactions.

Consumers have various considerations before choosing and buying a product of their interest. Consumer satisfaction, as defined by Sumartini (2019), becomes the basis of service and evaluation to ensure quality for consumer satisfaction. Quality has a close relationship with consumer satisfaction, thus becoming a driving factor for companies in order to be able to establish close relationships with consumers for a long period of time. Therefore, customer satisfaction must lead to good service so that the company has a more positive impact and provides a close relationship to customers so that it will benefit both parties. Based on the explanation above, the researcher concludes that 'Muslim hipsters' is currently one of the centers in halal life development, such as halal tourism, halal food, fashion, cosmetics, and others. The emergence of Muslim hipsters is influenced by the development of era that keeps changing. The researcher can see from the data above that the development remarkably affects people's shopping using sophisticated technology, such as websites or marketplaces.

The previous related research plays a significant role as it serves as a source of information and at the same time basic material to be used as a reference for further research. There are several studies that are in line with this research and they are:

1. The first research discussed is by Eni Nur Aini and Andjarwati Lestari (2020) who conducted research on the influence of consumptive lifestyles and product quality on purchase decisions for hijab Zoya. This quantitative research provides clarity that the hijab model in Indonesia continues to grow from year to year following the development of the trend. The hijab style has always been a major trend due to the creations and innovations of hijab designers. Lifestyle and consumptive quality goods can be used as independent variables and purchase decisions as a dependent variable. The sample used by the researchers was 60 respondents.

2. Mila Sartika and Hendri Hermawan Adinugraha (2019) conducted research focusing on halal lifestyles in Indonesia. The type of research used was quantitative and the techniques used in the approach were obtained from journals and *definitive* news. The results of this study indicated that the population has experienced an increase by strengthening the halal lifestyle trend. It causes the purchasing power of Muslims in the world to continue to increase, especially in the Muslim community in Indonesia. The number of samples used by researchers was 60 respondents.

3. The third research discussed was developed by Mujahidin (2020). The research focused on the potential influence of the halal industry in Indonesia to support economic growth. This research utilizing a library approach explains that Indonesia is a country that has the largest Muslim population in the world and thus, leads the potential to develop the halal industry. However, Indonesia is now falling behind other countries such as Malaysia in the development of halal. Indonesia was ranked 11th in 2017 and later was able to strengthen its position and ranked 10th in 2018. This continued to increase until 2019 and from hereafter, the researchers saw that Indonesia has great potential and is capable of becoming the center of the world's halal industry. Indonesia has even formed the National Sharia Board (DSN), which will focus on increasing the halal industry in Indonesia. The sample used in this research consisted of 60 respondents.

4. The following research is by Budi Sudaryanto (2021) with a focus on the influence of online customer reviews and service quality on purchasing decisions with trust as the intervening variable. This research utilized a quantitative method. The research explains that online customer reviews are one of the phenomena where reviews are a form of consumer assessment when making purchase transactions at shops. Online customer reviews continue to grow due to the rapid development of technology. As a consequence, the internet is a place for transactions of purchasing goods or services. The number of samples used by researchers was 60 respondents.

5. The last previous related research discussed is by Sulton Ali Al Aradatin (2021). The research investigated the influence of online customer reviews and online customer ratings on purchase decisions through Shopee. The research method was quantitative. Based on the research, online customer reviews are one of the facilities that allows consumers to easily and freely write

evaluations, opinions, or comments of customers who have done online shopping of various products or services. These reviews can significantly influence purchase decision of a visitor and is a part of Electronic Word Of Mouth (EWOM). The rating is a pure assessment containing opinions and reviews directly from a person and not an advertisement. The population of the research was 60 respondents.

The previous studies stated above reveal similarities of independent and dependent variables. Also, all of the studies discuss Muslim hipsters and online customer reviews and their relation to customers' purchasing decisions of Muslim fashion at Shopee. In comparison, the studies above also reveal differences such as research site and object. These aspects led the researchers to focus on Muslim hipsters and online customer reviews on the decisions to buy Muslim fashion products at Shopee.

From the previous research, the researchers found that there was no combination of Muslim hipsters and online customer reviews as variables of the research, so it can be seen that the number of samples did not vary as previously described.

Research Method

The type of research used was a descriptive approach, which aims to provide an overview or describe the research subject based on data or samples collected. The approach used in this research is a quantitative approach. The quantitative approach is research that basically uses a general to specific approach. This approach starts from a theory, an expert's idea, or a description of research experience in the field, after which it is raised into problems that will be analyzed in order to obtain truth (verification) or rejection in the form of empirical field information documents (Carsel, 2018).

As for the population of the study, all users of the Shopee application who were also students of the Islamic Education and English Language Education Departments, Faculty of Tarbiyah and Teacher Training, UIN Alauddin Makassar, Class 2018, are the participants of the study. The sample in this study was taken by using the nonprobability sampling technique, specifically the saturated (census) sampling technique. Saturated sampling is a technique used to determine the sample if all members of the population are used as samples (Sugiyono, 2018). The analysis was conducted by administering the SPSS (Statistical Product and Service Solutions) program with classical assumption testing and multiple linear regression analysis methods.

Result and Discussion

RESULTS OF THE CLASSIC ASSUMPTION TEST
1. **Normality test**
   A normality test serves as a test tool to determine whether the residual value of the standardized regression model which is normally distributed or not. In this study, the researchers used a normality test with the Kolmogorov-Smirnov test, p-plot of regression standardized residual, and histogram. As for the truth of decision-making in testing, it if it shows that the value of Sig. > 0.05, it means that the residual value is normally distributed.

Table 4.8 The Normality Test Results
**The One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		60
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1.25463626
	Absolute	.107
Most Extreme Differences	Positive	.107
	Negative	-.102
Kolmogorov-Smirnov Z		.827
Asymp. Sig. (2-tailed)		.500

a. Test distribution is Normal.
b. Calculated from data.
*Source from 2022 primary data*

The results of the table above reveal the results of the values of the Kolmogorov-Smirnov test of 0.827 with a significance level of 0.500. It can be seen that the acquisition value is greater than 0.05. Thus, it can be stated that the research data are normally distributed. The p-plot regression standardized residual and the histogram are shown in the following figure:
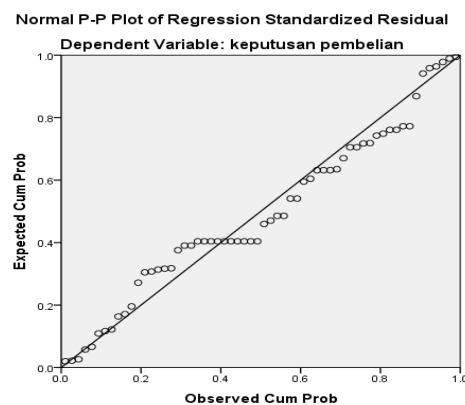
Primary data sources processed by SPSS, 2021
Figure 4.1 p-plot regression standardized residual

Based on Figure 4.1, the SPSS analysis results show that the normal plot graph has many points located around the diagonal line and across the scatter plot after the diagonal line indicating that the assumption of normality makes the regression model feasible.
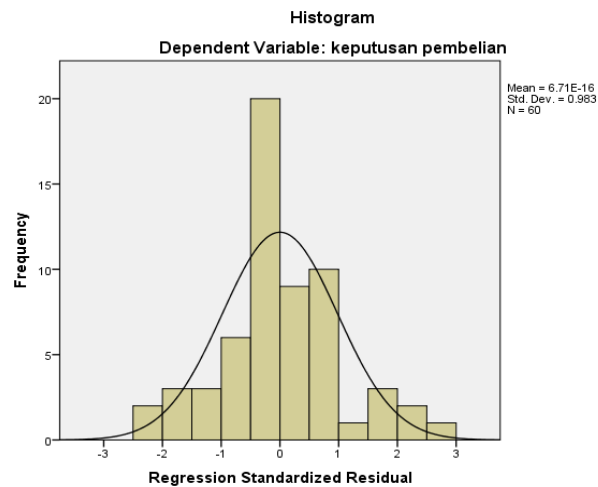
Primary data sources processed by SPSS, 2021

Figure 4.2 histogram

From the figure, it can be seen that the histogram figure above is not skewed to the left or right and appears normal, so it can be concluded that the result of the normality assumption test was normal.

2. Multicollinearity Test

The purpose of the multicollinearity test is to find out the model of a regression to determine the correlation between independent variables which will produce a good and free regression model. The value can be determined by looking at the tolerance value > 0.10 or VIF value < 10. The obtained value can be used to see if there is multicollinearity.

Table 4.9 The Multicollinearity Test Results

| Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Muslim hipsters	.274	3.654
	Online customer reviews	.274	3.654

Source: Processed from the 2022 primary data

This table shows that the independent and dependent variables have acceptable values greater than 0.10 and VIF values less than 10. It indicates that if there is no problem with the form of the regression equation, multicollinearity will be used.

3. Heteroscedasticity Test

Heteroscedasticity test aims to decide whether there is an imbalance of changes between the residuals of one perception in other regression models. One of the conditions that must be met for a good regression model is the absence of signs of heteroscedasticity. The basis of the analysis is when

there are certain patterns, such as dots that form a regular (wavy, widened, or narrowed) pattern, it indicates heteroscedasticity. However, if there is no clear pattern and the data points spread above and below or around the y-axis number 0, it indicates that heteroscedasticity does not occur.
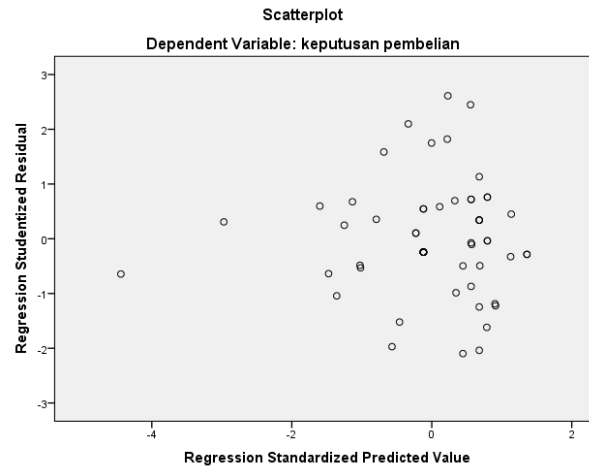
Source: Processed from 2022 primary data
Dependent Variable: purchase decision
Figure 4.3 The Scatterplot of Heteroscedasticity Test Results

Based on the picture above, the scatter plot shows that the data points are distributed above and below the number 0 on the Y axis, indicating that there is no clear pattern in the distribution of the data. It indicates that there is no heteroscedasticity in the regression model. The regression model is used to predict the purchasing decisions based on the influencing variables, namely Muslim hipsters and online customer reviews.

MULTIPLE LINEAR REGRESSION TEST RESULTS
Hypothesis testing is employed to determine multiple linear regression analysis. All data processing is done by utilizing the SPSS program.

Table 4.10 The Test Results of Multiple Linear Regression
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Say.
		B	Std. Error	Beta		
1	(Constant)	.132	1.068		.124	.902
	Muslim hipsters	.476	.096	.367	4.937	.000
	Online customer reviews	.917	.109	.624	8.391	.000

Source: Processed from the 2022 primary data

Based on the table above, the multiple linear regression model obtained is as follows:

$$Y = 0.132+0.476X1+0.917X2+e$$

Information:

Y   = Purchase decisions (Y)

a = Constant

β = Regression coefficient

X1   = Muslim hipsters (X1)

X2   = Online customer reviews (X2)

  e   = Critical value (Standard error)

1. From the results of the multiple linear regression testing, it shows that the positive constant value is 0.132, which means that this value indicates a positive influence of the independent variables (Muslim hipsters and online customer reviews). If the independent variables increase or have a positive and significant effect in one unit, then the dependent variable (purchasing decisions) will increase or be fulfilled. It means that Muslim hipsters, online customer reviews, and purchase decisions have a positive relationship.

2. Muslim hipsters' value of 0.476 means that the variable X_1 has an increase of 1 unit, so that the purchasing decision variable is able to find an increase of 0.476 or 47.6%. The coefficient has a positive percentage, meaning that Muslim hipsters and purchasing decisions have a positive and significant relationship. The increase in the Muslim hipsters will result in an increase in the purchase decisions.

3. Muslim hipsters' values equal 0.476 which means that when the X1 variable increases by 1 unit, then the purchasing decisiosn variable increases by 0.476 or 47.6%, thus, the coefficient is positive. This means that there is a positive and significant relationship between Muslim hipsters and purchasing decisions. Muslim hipsters' increase results in the increased purchase decisions.

RESULTS OF HYPOTHESIS TEST

1. Partial Test

The t test aims to determine whether or not there is a partial effect given by the independent variable (X) on the dependent variable (Y). In this study, it is known that the value of t table is 1.67203, obtained from the formula t table = n-k. The number of respondents is subtracted by the number of variables, so 60-3 = 57 with a percentage point of 0.05, thus, the t table value is 1.672. The basis for making decisions to test this hypothesis on the partial test (t test) is if the Sig. < 0.05 or the calculated t value > the t table value, then there is an influence of the X variable on the Y variable. On the other hand, if the Sig. > 0.05 or t count value < t table value, there is no effect of variable X on variable Y. The research hypothesis in Muslim hipsters and online customer reviews on purchasing decisions of Muslim fashion products in the marketplace Shopee can be classified into two categories: the first is hypothesis H_1 which states that there is a relationship between the independent variable (X) and the dependent variable (Y). Meanwhile, H0 is a hypothesis which states that there is no relationship between the independent variable (X) and the dependent variable (Y). The hypotheses have been explained in Chapter 2 and will be developed based the SPSS analysis results.

Table 4.11 The Partial Test Results (t)

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		

(Constant)	.132	1.068			124	902
Muslim hipsters	.476	.096		.367	4.937	.000
Online customer reviews	.917	.109		.624	8.391	.000
a. Dependent Variable: purchase decision						
Source: Processed from the 2022 primary data						

2. Simultaneous Test (F)

The F-test is used to decide if there is a simultaneous impact given by the independent factor (X) on the dependent variable (Y). The F-table value in this study is 3.15 which is obtained from the percentage point of the F distribution with a probability of 0.05 in the df number for the denominator of 57 and the df number for the numerator in column number 2. The formula f table = n-k-1 can be read as the number of respondents minus the number of variables, which is 60-2-1=57. The basis for decision making in testing this hypothesis (F test) is if the value of Sig. < 0.05 or the calculated F value > the F table value, then there is a simultaneous influence of the X variable on the Y variable. On the other hand, if the value of Sig. > 0.05 or calculated F value < F table value, it means that variable X simultaneously has no effect on variable Y. The following is the result of the F-test.

Table 4.12 The Simultaneous Test Results (f)

ANOVAa					
Model		Sum of Squares	Df	Mean Square	F	Say.
1	Regression	984.727	2	492.364	302.185	000b
	Residual	92.873	57	1.629		
	Total	1077.600	59			

Dependent Variable: purchase decision
Predictors: (Constant), online customer reviews, Muslim hipsters
Data Source: SPSS 2021 results

Based on the table above, it is known that the value of Sig. for Muslim hipsters and purchase decisions on Muslim fashion products at Shopee (the effect of X1 and X2 simultaneously on Y) is 0.000 <0.05 and the calculated F-value is 302,185 > F table 3.159. Thus, it can be concluded that H_3 is accepted and H0 is rejected which indicates Muslim hipsters and purchasing decisions have effects on Muslim fashion products at Shopee.

3. Determination Coefficient Test

The coefficient of determination is to determine the percentage given by variable X simultaneously on variable Y. The research used the adjusted coefficient of determination (adjusted R-squared). The coefficient of determination can be calculated with the following formula = R^2 x100%.

Table 4.13 Test Results for the Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.956[a]	.914	.911	1.27646

Source: Processed from primary data for 2022

Based on the results above, it is known that the value of the *Adjusted R Square* is 0.911, which shows that the influence of Muslim hipsters and online customer reviews on purchasing decisions amounted to 91.1%. Meanwhile, the remaining 0.89 (8.9%) was influenced by other variables or the variables such as knowledge, socialization, and reputation owned by the company were not examined by the researchers.

1. **The Influence of Muslim Hipsters on Purchase Decisions for Muslim Fashion Products in the Marketplace Shopee.**

    Based on the results of the hypothesis testing of the partial test (t test), it can be seen that there is an influence of Muslim hipsters on the Muslim fashion product purchasing decisions in Shopee. Thus, the proposed hypothesis is proven or accepted. 'Muslim hipsters' is a choice of lifestyle that is friendly and optimal. The lifestyle of Muslim hipsters has been integrated into everyday life so that ones can see how different principles, values, and standards of living can be carried out/practiced. As proven by realities in life, culture, circumstances, and life situations often determine the lifestyle of Muslim hipsters in their daily life behavior. Ones' habits in life when consuming, utilizing, and using goods or services that do not conflict with Islamic values and principles reflect this lifestyle.

    Muslim hipsters have been widely applied to the halal lifestyle industry, especially in Muslim communities. The goal is to be able to distinguish goods or services that are indeed halal or not. Living a halal lifestyle means that people are able to practice halal in any way, such as practicing halal when consuming, using, and obtaining goods or services. Based on the results of the research that has been carried out, it can be seen that Muslim hipsters are very influential in the development of the millennium. Wardha (2018) proposes the characteristics that influence Muslim hipsters:

    a. Religion, religion's relationship with Muslim hipsters is seen in the first statement which says, "Because there is a trust in Muslim hipsters, it is easier for me to provide information on Muslim fashion products". With a percentage of 68.4%, it indicates that religion has an effect on Muslim hipsters before making a purchase decision.

    b. Kindness, kindness connection to Muslim hipsters is shown in the second statement, "I believe in the response of employees before purchasing a product" with a percentage of 60%. Thus, kindness is revealed to affect a purchase decision.

    c. Modernness, moderness relation to Muslim hipsters can be seen in the third statement of the Muslim hipsters variable with a percentage of 56.6%. This percentage reveals that modernness has an effect when making a purchase decision.

    One that is related to the Muslim hipsters' theory is a theory which is based on internal research conducted by Wardha (2018). According to her, the Muslim hipster phenomenon began to

emerge from Europe and the United States. The presence of Muslim hipsters in these two countries has resulted in the younger generation of Muslims being classified as the millennial generation. Muslim hipsters have changed people's lifestyles in these modern times. The characteristics that influence Muslim hipsters are religion, kindness, and modernity. This finding is in line with previous research conducted by Sartika and Adinugraha (2019) "Halal Lifestyle in Indonesia". The results of their study indicate that the population has improved by strengthening the halal lifestyle trend. This causes the purchasing power of Muslims in the world to continue to increase, especially in the Muslim community in Indonesia.

2. **The Influence of Online Customer Reviews on Purchase Decisions for Muslim Fashion Products in the Marketplace Shopee.**

Based on the hypothesis testing results with the partial test (t-test), it can be seen that online customer reviews influence purchasing decisions for Muslim fashion products at Shopee. The results of this test agree to or accept the proposed hypothesis.

Positive consumer reviews are proven to increase customers' trust which will result in the increased sales. However, online customer reviews also have a negative effect as they are able to lower the existing trust, which may happen because the consumers see that the products have not received any reviews at all. The products that have been reviewed have a great opportunity to be seen by consumers and thus, can be used as a comparison when reviewing products to buy.

The results of this study reveal that consumers are more focused on product quality. This is because there are many online stores that do not ship their products carefully or do not ship based on the existing schedule. Consumers can do reviews on these aspects. Consumers have the right to review the store so that others can see the integrity of the owner and employees of the online store by providing comments or ratings. Service quality can affect consumer trust by referring to the online marketplace environment because consumers use certain signals to other consumers regarding the stores' ability to provide services. The theory of consumer satisfaction proposed by Susi (2020) explains that there are factors that influence consumer satisfaction. They are as follows:

a. Product quality is the development of a product in carrying out its purpose, including durability, ease of use, and other valuable attributes.
b. Price is a value that relates to desire, product, quality, and image that is built by promoting a product through distribution sites.
c. A strategic sales location is a significantly strategic location so that the product is easily accessible to consumers and does not take a long time to distribute.

This is related to the theory of s consumer satisfaction by Sumartini (2019) which states that consumer satisfaction is the basis of service and evaluation to create quality in reference to consumer satisfaction. In other words, quality has a close relationship with consumer satisfaction. This is a driving factor for the consumer to be able to establish close relationships with companies for a long period of time. Therefore, customer satisfaction needs to be met with good service so that the company gives a more positive impact and provides a close relationship with its customers, which leads to benefits for both parties.

This research is in line with previous research conducted by Sudaryanto (2021) with a focus on the effect of online customer reviews and service quality on purchasing decisions with trust as an intervening variable. Online customer reviews continue to grow with the rapid advance of technology. Therefore, the internet becomes a place for transactions in purchasing goods or services.

3. **The Influence of Muslim Hipsters and Online Customer Review on Purchase Decisions on Muslim Fashion Products in the Marketplace Shopee.**

Based on the results of hypothesis testing in the simultaneous test (f test) it can be seen that there are influences of both Muslim hipsters and online customer reviews on purchasing decisions of Muslim fashion products in the marketplace Shopee. This indicates that the hypothesis proposed is proven or accepted, meaning that Muslim hipsters and online customer reviews have effects on purchasing decisions of Muslim fashion products in the marketplace Shopee. Therefore, 'Muslim hipsters' has merged into everyday life so that ones can see how different principles, values, and lifestyles can be related to online customer reviews. Therefore, consumer behavior is part of the purchase decisions.

Additionally, consumer behavior is one of the activities that are directly related to obtaining products through good interactions to make decisions that precede and follow current activities. Purchasing decisions can be interpreted as significant because it is the buyer who will make the decisions and maintain the suitability of the business. Siregar (2020) classifies consumer decisions into five dimensions, namely:

a. Product choice, consumers can make decisions to purchase products or use money for different purposes.
b. Brand choice, consumers initially make decisions regarding the brand name for each purchase so that this brand has a certain aspect compared to other brands.
c. Time of purchase, the consumer decide when to purchase products, such as a purchase can be done daily, weekly, or whenever the customers desire.
d. Number of purchases, consumers are able to take action regarding how many products they will buy, so the consumers can make purchases more than once as the companies will prepare stocks of products needed.
e. Payment method, consumers need to make decisions on the method of payment used when paying goods or services they want.

In connection to this, Rezkiyani (2019) states that consumer decisions are one of the consumer processes in selecting and evaluating goods or services. Being a consumer means that they can consider various needs. It is the consumer's decision to find the product of their choice to meet their needs. This research is in line with previous research compiled by Sulton Ali Al Aradatin (2021) which focused on the effect of online customer reviews and online customer ratings on purchasing decisions through the Shopee marketplace.

Online customer reviews is one of the facilities that allows consumers to easily and freely write an online evaluation, comment, or opinion of products or services they have purchased. These reviews can have a major influence on the purchase decisions of a visitor and are also part of the Electronic Word Of Mouth (EWOM). This evaluation is a pure assessment of the opinions and direct reviews of customers and not an advertisement.

Conclusion

1. The result of the partial test (t-test) shows that Muslim hipsters have a positive and significant effect on purchasing decisions on Muslim fashion products at Shopee. As for the conclusion, the Muslim hipsters influence lifestyle which has developed over time, as evidenced by the facts of life that have occurred, such as cultures, circumstances, and life situations that have integrated the halal lifestyle into the behavior of everyone's life. This results in a relationship between purchasing decisions and behaviors of purchasing goods or services through the marketplace Shopee.
2. Based on the result of the partial test (t-test), it is revealed that online customer reviews have a positive and significant effect on purchasing decisions of Muslim fashion products at Shopee. Thus, it can be concluded that online customer reviews are closely related to consumers. The results of this study explain that consumers pay more attention to product quality. Consumers choose product quality because when purchasing online, many consumers see goods or services they have received

are not what they have expected. Therefore, consumers feel the need to do a review or leave a comment on the online stores where they have bought the products.
3. Based on the result of the simultaneous test (F-test), it shows that Muslim hipsters and online customer review are proven to have an effect. From the results of this study, it can be concluded that both variables, Muslim hipsters and online customer reviews, have a unidirectional relationship to the purchasing decisions of Muslim fashion products in the marketplace Shopee.

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