

Electronic Word of Mouth and Brand Integrity as Determinants of Muslim Consumer Attitudes in the Digital Era: A Study of the Indonesian Modest Fashion Industry

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Abstract

This study aims to analyze the variables of Electronic Word of Mouth and Brand Integrity on Brand Attitude using a case study of the Zoya brand. Theoretically, this study contributes to broadening the understanding of brand attitude formation through two main pathways: digital information and brand moral/ethical perception. This study provides strategic recommendations for Zoya to manage consumer reviews more systematically, strengthen product information transparency, and maintain consistency between communication and implementation of brand values. A descriptive quantitative approach was used in this study. The sampling technique used was purposive sampling. A total of 100 respondents domiciled in Depok were involved in this study, aged 17-60 years. The data source used primary data by distributing questionnaires through Google Forms. The data analysis technique used Partial Least Squares with the data processing tool SmartPLS version 4.1.0.0. The results showed a positive but insignificant effect between Electronic Word of Mouth on Brand Attitude. Furthermore, Brand Integrity had a positive and significant effect on Brand Attitude. This research strengthens the theoretical understanding that brand attitudes are formed through a combination of cognitive factors (information evaluation) and value factors (perceived integrity), thereby enriching the contextualization model of consumer behavior in value-based markets. Managerially, the findings of this study provide strategic direction for brand management, particularly for Zoya and other Muslimah fashion brands, to prioritize proactive eWOM management and ensure brand integrity is maintained at every point of contact with consumers. Brand managers need to strengthen digital strategies that enable consumers to share positive experiences, provide quick responses to negative reviews, and encourage the creation of credible dialogue spaces on online platforms.

Keywords: Electronic Word of Mouth, Brand Attitude, Brand Integrity

INTRODUCTION

Indonesia, as one of the largest Muslim women's fashion markets in the world, has become a competitive arena for various local Muslim women's fashion brands, including Zoya as one of the brands that has strong penetration in the national market. The dynamics of consumer behavior in this industry according to [13] are increasingly influenced by digital interactions, especially through the process of searching for information, evaluating products, and forming attitudes towards brands. In this context, Electronic Word of Mouth (eWOM) is the main element that influences consumer perceptions and decisions. Table 1 shows the market share of Muslim women's fashion brands in Indonesia in 2025.

Table 1. Market Share of Muslimah Fashion Brands in Indonesia in 2025

Data Indonesia in 2025	
Brand	Market Share
Almadani	3,5
Arafah	8,5
Azka	8,1
Rabbani	27,1
Zoya	19,4

Source: Top Brand Award (2025)

In line with the development of digital consumption patterns, consumers no longer rely on one-way corporate promotions, but instead prioritize reviews and recommendations from fellow users on online platforms. [19] show that eWOM contributes greatly to the process of forming brand attitudes, especially when consumers face product choices that cannot be evaluated directly, such as fabric quality, comfort of use, and design suitability for Muslim fashion products. This provides great relevance for Zoya, whose position as a Muslim fashion brand relies on perceived quality, religious image and continued trust from customers. Considering the characteristics of Muslim female fashion consumers who tend to be sensitive to religious values and identity symbols, consumer reviews circulating online have the potential to form collective perceptions that greatly determine consumer attitudes towards brands [3] [11].

Apart from eWOM, another variable that is very important in forming brand attitudes is brand integrity, namely the extent to which consumers perceive that the brand acts consistently with the values, promises and image it communicates [1]. Contemporary studies emphasize that brand integrity is an important component in building brand trust while strengthening brand legitimacy in the eyes of consumers [15]. In an industry that is strongly influenced by religious and ethical values such as Muslim fashion, brand integrity is the dominant determinant in assessing whether a brand truly represents the promised Islamic values or simply uses them as a marketing strategy [10]. In the Zoya context, the aspect of brand integrity becomes increasingly crucial considering the history of public perception of halal brands, the use of religious symbols, and the brand's consistency in maintaining quality and sharia conformity standards. The misalignment between message and practice was noted by [24] can raise consumer doubts, which ultimately influence the formation of their attitudes towards products and brands. Even though a number of studies have examined the relationship between eWOM and brand attitude, as well as between brand integrity and brand attitude, there is still a gap in research into integrated conceptual models and partial testing of brand integrity and brand attitude, especially in the context of the Muslim fashion industry in Indonesia. [18] suggest that eWOM directly influences brand attitudes through perceptions of the quality and credibility of information. On the other hand, brand integrity has been proven to influence brand legitimacy, brand trust, and ultimately brand attitude [15]. However, until now there has been no research that examines the combination of these two variables in the context of Muslim women's fashion brands that not only sell products but also market religious values and identity. This shows that a comprehensive study is still needed to understand how these two factors influence each other in shaping consumer attitudes towards Zoya as a Muslim fashion brand that emphasizes Islamic values.

The research problem becomes increasingly relevant when considering that Muslim fashion consumers tend to have preferences that involve emotional aspects, religious values, and moral perceptions. [17] stated that when brands build religious identity narratives, consumers more critically assess whether brand communications are consistent with actions and product quality. In this context, brand integrity is not only a functional attribute, but also a symbolic and moral attribute [28]. Meanwhile, eWOM can function as a social verification tool for the legitimacy of brand claims. Positive reviews according to [22] can strengthen the perception that a brand has high integrity, while negative reviews can significantly damage that perception. This relationship indicates the possibility of complex psychological interactions and dynamics that have not been explored deeply enough in the context of local modest fashion.

The urgency of this research is increasingly stronger due to the intense competition in the Muslim fashion industry involving national and international brands. Local Muslim women's fashion brands like Zoya must be able to maintain brand image and integrity amidst fragments of public opinion that can easily change and go viral. Small changes in public perception, especially regarding integrity and religious values, can have a big impact on consumer attitudes and loyalty. In addition, recent research in digital marketing emphasizes the need to combine technological factors (eWOM) with ethical factors (brand integrity) in explaining consumer behavior in the digital era [19]. Thus, this research is not only relevant for theory development, but also provides practical contributions in the formulation of more effective and value-based brand communication strategies.

Electronic Word of Mouth (eWOM) has become one of the main determinants in the formation of brand attitudes in the digital era because consumers increasingly rely on information between users to evaluate the quality, credibility and reputation of a brand [5]. According to [35], the credibility of the information contained in eWOM, whether in the form of reviews, comments or recommendations, provides the basis for initial assessments

that shape consumer perceptions of a brand. Information that is considered credible tends to strengthen consumers' positive evaluations, whereas information that is not trustworthy will reduce perceptions and lead to negative attitudes towards the brand. Review valence (positive or negative) also plays a crucial role because consumers tend to be more responsive to positive reviews that strengthen the brand image or to negative reviews that weaken that perception [26]. [33] Research shows that consumers process eWOM as a signal that influences the formation of initial attitudes and meanings towards brand images in various product categories. Apart from credibility and valence, the perceived objectivity of the eWOM source also influences the extent to which consumers trust the information and use it as a basis for forming brand attitudes [14]. When the information source is perceived as objective, neutral, and has no personal interest, consumers are more motivated to trust the reviews, thereby strengthening positive attitudes towards the brand [16]. On the other hand, if the review source is perceived as not neutral or has a certain bias, consumers will ignore the information and rely on personal assessments or other more trusted sources. Research by Lisnawati & Setyawan (2024) proves that the perception of review objectivity significantly increases the influence of eWOM on the formation of brand attitudes towards various consumer products. Based on these theoretical foundations and empirical findings, it can be formulated that the more credible, positive and objective the eWOM received by consumers, the more positive their attitudes towards the brand will be.

H1: There is an influence between Electronic Word of Mouth on Brand Attitude

Brand integrity according to [9] is seen as a fundamental component in shaping consumer perceptions and attitudes towards a brand, especially in industries that are sensitive to moral, ethical and religious values, such as Muslim fashion. Brand integrity refers to the extent to which a brand acts consistently with the promises, values and messages it communicates to consumers [2]. When consumers assess that a brand shows high integrity, for example in terms of product quality consistency, information transparency, and alignment between brand identity and business practices, they will be more likely to develop a positive attitude towards the brand [8]. This consistency creates a perception of brand reliability and commitment which then strengthens consumer trust, which is an important determinant of brand attitude. [15] research shows that brand integrity has a strong influence on the formation of brand legitimacy and positive consumer evaluations in the context of value-based products.

Apart from acting as a reliability indicator, brand integrity also provides a reputational signal that helps consumers minimize uncertainty and risk in the decision-making process [32]. In the context of a Muslim women's fashion brand like Zoya, consumers not only assess functional aspects such as fabric quality or comfort, but also the symbolic values attached to the brand, such as compliance with Islamic principles and ethical commitments. When a brand shows integrity in fulfilling its claims, for example regarding halalness, production quality, or commitment to moral values, consumers interpret this as a form of brand honesty [4]. Perceptions of honesty and conformity of brand actions with promised values will increase consumers' positive attitudes because they feel the brand has a trustworthy character [23]. Empirical findings from various value-based marketing studies show that brand integrity contributes significantly to consumers' emotional and cognitive evaluations which then influence overall brand attitude [2] [7] [20]. Based on this conceptual basis, it can be formulated that the higher the brand integrity perceived by consumers, the more positive their attitude towards the brand.

H2: There is an influence between Brand Integrity and Brand Attitude

Theoretically, this research contributes to broadening the understanding of brand attitude formation through two main channels: the digital information pathway (eWOM) and the brand moral/ethical perception pathway (brand integrity). This conceptual model enriches the digital marketing literature which has so far focused more on the technical aspects of eWOM, by including the brand integrity variable as a value-laden psychological construct. Thus, this research has the potential to expand consumer attribution theory, signaling theory, and brand relationship theory in a market context with high religious value sensitivity. Practically, this research provides strategic recommendations for Zoya to manage consumer reviews more systematically, strengthen transparency of product information, and maintain consistency between communication and implementation of brand values. So Zoya can utilize these findings to increase consumers' positive attitudes, which ultimately influences purchasing intentions and brand loyalty. Managing brand integrity and strengthening credible eWOM can be a competitive advantage that is difficult for competitors to imitate.

Based on the background above, this research aims to analyze the Electronic Word of Mouth and Brand Integrity variables on Brand Attitude with a case study of the Zoya brand. Partial research regarding Brand Integrity towards Brand Attitude was not found in previous research, so this is new in research.

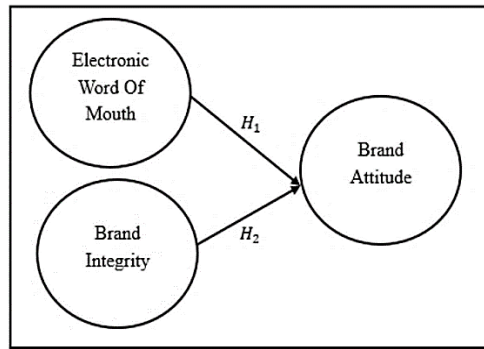


Figure 1. Conceptual Research

METHOD

The research method used is quantitative descriptive. The sampling technique uses purposive sampling. A total of 100 respondents domiciled in Depok were involved in this research with an age range of 17-60 years. The sample size criteria use the theory proposed by [12]. The research was conducted in November 2025. Respondents were women who were users of Zoya products, purchasing the product at least once at the Zoya store in Depok. The selection of demographics takes into account the researcher's accessibility to respondents. This criterion was determined to avoid bias factors in respondents who do not know and do not use Zoya products. The data source uses primary data by distributing questionnaires via Google Form as an intermediary. The data analysis technique uses Partial Least Square using the SmartPLS data processing tool version 4.1.0.0. The research construct is presented in table 1 below:

Table 1. Research Constructs

Variables	Indicator	Reference
Electronic Word of Mouth	EWOM1=I want to help other people with the positive experience of purchasing products that I have had	Suprpto et al. (2020)
	EWOM2=I want other people to buy Zoya products	
	EWOM3=I feel happy when I tell other people about the advantages of Zoya products	Yuliana et al. (2025)
	EWOM5=I am satisfied with Zoya products	
	EWOM6=In my opinion, good Zoya products should be supported	
	BA1= Zoya products are very famous on the market	
Brand Attitude	BA2=As a customer, I am proud to use Zoya products	Mustikasari et al. (2022)
	BA3=As a customer, I easily remember the Zoya brand	
	BA4=As a customer, I believe that the Zoya brand I use has good service	
	BA5=As a customer, I enjoy using the Zoya brand	
	BA6=As a customer, I trust the Zoya brand	
	BA7=Zoya products are very interesting to look at	
Brand Integrity	B11=The Zoya brand keeps up with the times	Razak et al. (2020)
	B12=The Zoya brand takes customer privacy seriously	
	B13=Zoya brand switches to using quality raw materials	
	B14=Zoya Brand carries out quality tests before products are sold to the market	
	B15=The Zoya brand is oriented towards excellent service and after sales that does not make things difficult for consumers	
	B16=Zoya Brand does not commit ethical violations	
	B17=The Zoya brand has an original side that differentiates it from competitors	
	B18=Zoya brand does not carry out black campaigns	
	B19=Zoya brand maintains environmental sustainability	
	B110=The Zoya brand creates consistent products that display unique characteristics that differentiate them from competitors	
	B111=The Zoya brand is very consistent between what it creates and what it advertises	

Source: Data processed (2025)

Based on the table of variables and indicators, this study employs three main variables: Electronic Word of Mouth

(E-WOM), Brand Attitude, and Brand Integrity. The E-WOM variable reflects consumers' willingness to share positive experiences, recommend, and express satisfaction with Zoya products. Brand Attitude represents consumers' perceptions and feelings toward the Zoya brand, including pride in using the products, trust in the brand, and interest in its products. Meanwhile, Brand Integrity describes the brand's consistency, quality, ethical values, and commitment to providing reliable products and services to consumers. These variables are measured using indicators adapted from previous studies, enabling a comprehensive assessment of consumer perceptions of the Zoya brand.

RESULTS AND DISCUSSION

Respondents domiciled in Depok and are consumers of Zoya products. Based on age demographics, respondents aged 17-29 years have the largest proportion. Based on job demographics, employees and students have the largest proportion of 40 each. In one year, the frequency of purchasing Zoya products is dominated by one-time purchases. Respondent demographics are presented in table 3 below:

Table 3. Respondent Demographics

Respondent Criteria	Number of Respondents	Percentage
By Age		
17 – 29	79	31,6%
30 – 39	13	55,2%
40 – 49	2	10,8%
Work		
Businessman	9	19,8%
Professional	5	10,4%
Employee	40	43,9%
Teacher/Lecturer	3	3,3%
Student	40	6,1%
Doesn't work	3	2,8%
Frequency of Purchasing Zoya Products Years		
1 time	67	50,9%
2 – 3 time	24	41,5%
4 – 5 time	2	
More than 5 times	7	7,5%

Source: Data processed (2025)

Overall, the respondent profile indicates that young and working consumers dominate the market segment of Zoya products, with purchasing behavior that is generally occasional but shows potential for increased repeat purchases.

1. Validity Test Results

[6] Stated that in quantitative research it is very important to test convergent validity when reviewing measures that have a positive relationship and the same construct using alternative stages. Thus, the value of the Average Variance Extracted (AVE) as well as the loading factor which is a condition for fulfilling the value has been obtained. The values that have been obtained based on the results of the validity tests that have been processed are presented in table 4:

Table 4 Validity, Reliability and AVE Tests

Variabel	Indikator	Outer Loading	AVE	Reliabilitas
<i>Electronic Word of Mouth</i>	EWOM1	0.877	0.693	0.931
	EWOM2	0.835		
	EWOM3	0.872		
	EWOM4	0.888		
	EWOM5	0.770		
	EWOM6	0.743		
<i>Brand Integrity</i>	BI1	0.860	0.783	0.975

	BI2	0.902		
	BI3	0.910		
	BI4	0.924		
	BI5	0.914		
	BI6	0.881		
	BI7	0.847		
	BI8	0.870		
	BI9	0.906		
	BI10	0.863		
	BI11	0.854		
<i>Brand Attitude</i>	BA1	0.909	0.796	0.965
	BA2	0.879		
	BA3	0.922		
	BA4	0.886		
	BA5	0.850		
	BA6	0.876		
	BA7	0.920		

Source: Data processed (2025)

A high construct outer loading value indicates that the interrelated indicators have significant similarities. The established rules require that each indicator variance must be substantially explained by the latent variable with a minimum of 5%. Thus, the expected standard value is 0.5 or more, with an ideal value of 0.7 or more for outer loading. Based on the results of the validity test, all indicators in this study meet the feasibility aspect, with all outer loading values exceeding 0.7. This provides a strong foundation for research information. The square of the loading whose indicators are interrelated with the construct has a large average value, which is usually called the Average Variance Extracted (AVE). The AVE value requirement is 0.5 or greater. This condition shows that on average the construct is able to explain more than half of the indicator variance it has. Based on the AVE values obtained, the Electronic Word of Mouth, Brand Integrity, and Brand Attitude variables all exceed 0.5, so their validity can be established. The highest AVE value was obtained by the Brand Attitude variable with a value of 0.796. Reliability test to test the instruments in the research, the next step is SmartPLS 4.1.0.0 used by selecting the PLS-Algorithm procedure. With the resulting values from Cronbach's Alpha and Composite Reliability, reliability tests are used on each variable as presented in Table 4. The recommended AVE value must be greater than 0.5, which indicates that more than 50% of the variance of the construct can be explained by the indicators. Based on the answers from all respondents, the reliability results obtained were above 0.7, which can be said to be consistent. So, the instruments in this research can be trusted or considered reliable.

2. Hypothesis Test Results

Hypothesis testing is carried out to determine whether there is a significant influence between the variables in the research. The decision to accept or reject a hypothesis is based on the T-Statistics and P-Values. A hypothesis is considered statistically significant if the P value < 0.05 and the T-Statistic value > 1.965 (for a significance level of 5%). The following data is attached in table 5:

Table 5. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Electronic WOM -> Brand Attitude	0.033	0.034	0.055	0.604	0.546
Brand Integrity -> Brand Attitude	0.884	0.883	0.030	29.273	0.000

Source: Data processed (2025)

The test results in table 5 for the first hypothesis show a T-Statistic value of 0.604 and a P-Value of 0.546. Because the P-Value (0.546) > 0.05 and T-Statistic (0.604) < 1.96, H1 is rejected. The test results for the second hypothesis show a T-Statistic value of 29,273 and a P-Value of 0.000. Because the P-Value (0.000) < 0.05 and T-Statistic (29,273) > 1.96, then H2 is accepted.

Show that Electronic Word of Mouth (eWOM) has a positive influence on brand attitude, but it is not significant. This research does not support the findings of Lisnawati & Setyawan (2024). The results of this research indicate that although consumer reviews, comments and discussions on online platforms have the potential to form positive perceptions about the brand, this influence is not strong enough to change or strengthen consumer attitudes towards the Zoya brand directly. In the context of the Muslim fashion industry, consumers may evaluate brands not only based on eWOM information, but also considering other factors such as material quality, Sharia compliance, previous usage experience, or personal recommendations from the immediate environment. This shows that eWOM in the Muslim women's fashion product category is not always the main determinant in forming brand attitudes, especially when consumers already have a strong preference or a stable initial image of the brand.

The high involvement and experiential nature of Muslim fashion products means that consumers tend to rely more on direct experience than online information. Products such as Muslim women's clothing involve considering the comfort of the material, suitability of size, quality of stitching, and color matching with skin or personal style. These factors are difficult to evaluate solely through online reviews, so eWOM is not always the main basis for forming attitudes towards a brand. Thus, although reviews or recommendations on social media can provide a positive initial picture, their influence on forming brand attitude is limited if they are not followed by direct physical experience.

Based on a local consumer psychology perspective, Indonesian people, especially in the context of fashion products and personal needs, tend to have a collectivistic orientation and a higher level of trust in references from the inner circle such as family, close friends or the community. Recommendations that come from people you know directly are often considered more credible than anonymous reviews on the internet. This causes general eWOM on social media or marketplaces to not always be able to form a strong brand attitude, because consumers prioritize the experiences of those closest to them or recommendations from study communities, social gatherings or social environments that are relevant to their lifestyle.

The insignificance of eWOM in this research could also be influenced by the characteristics of the respondents and the research context. Zoya consumers may already have a high degree of familiarity with the brand, so online reviews do not shift their perceptions much. In addition, the nature of eWOM in Muslim women's fashion products tends to be more descriptive and focuses on functional experiences, so it does not provide strong emotional differentiation value to significantly influence brand attitudes. These results are in line with several previous studies which found that in product categories with identity and value-driven consumer involvement, the influence of eWOM can be reduced because consumers rely more on internal judgment and personal values rather than online opinions. Thus, although eWOM shows a positive direction, its effectiveness in forming attitudes towards Zoya is not dominant enough in the context of this research.

The research results show that brand integrity has a positive and significant influence on brand attitude. This research supports the theory from Amani (2024); Butt et al., (2020); X. Liu et al., (2018) confirmed that the consistency, honesty and alignment of values shown by Zoya are important factors in forming positive consumer attitudes. These findings show that Muslim fashion consumers not only see brands as product providers, but also as representations of religious values and self-identity. When Zoya is considered consistent in maintaining product quality, transparent in its communication, and in line with the moral and Islamic values it claims, consumers respond with a positive attitude which is reflected in a sense of trust, comfort, and preference for the brand. This significant influence also strengthens the view that in product categories related to religious identity, brand integrity is the most determining indicator of credibility in the consumer evaluation process.

The significant influence of brand integrity also shows that consumers place high emphasis on the conformity between brand promises and realization in the field. When consumers see that Zoya maintains ethical commitments, delivers stable product quality, and does not make excessive claims, they form a positive perception of the brand's character. This is in line with research findings based on value driven branding which state that brand integrity creates a sense of psychological security, reduces perceptions of risk, and increases consumers' sense of emotional connectedness with the brand. Thus, the findings of this research emphasize the importance of brand integrity as the main foundation for forming brand attitude in the Muslim fashion industry, considering that consumers assess brands not only from functional aspects, but also from the suitability of values and ethics which are the basis of consumer decisions.

CONCLUSION

Based on the research results and discussion above, it is concluded that the first hypothesis shows that Electronic Word of Mouth has a positive but not significant effect on Brand Attitude. This provides reinforcement for the theory of digital consumer behavior, especially within the framework of the information adoption model and brand relationship theory. These results indicate that eWOM not only functions as an

additional source of information, but also as an effective attitude-forming mechanism through message credibility and perceived source objectivity. The second hypothesis shows that there is a positive and significant influence between Brand Integrity and Brand Attitude. Brand Integrity expands the literature on ethical and moral values in brand management, confirming that the consistency of brand actions with the promise and identity communicated is a key aspect in forming consumer attitudes, especially in value-laden industries such as Muslim fashion. Thus, this research strengthens the theoretical understanding that brand attitudes are formed through a combination of cognitive factors (information evaluation) and value factors (perception of integrity), thereby enriching the contextualization model of consumer behavior in value-based markets.

Managerially, the findings of this research provide strategic direction for brand management, especially for Zoya and other Muslim women's fashion brands, to prioritize proactive eWOM management and ensure brand integrity is maintained at every point of contact with consumers. Brand managers need to strengthen digital strategies that enable consumers to share positive experiences, respond quickly to negative reviews, and encourage the creation of a credible space for dialogue on online platforms. On the other hand, maintaining brand integrity requires companies to maintain consistency between promises and realization, including transparency in product quality, conformity with religious values, and honesty in marketing communications. By ensuring both aspects run simultaneously, the company not only increases consumers' positive attitudes towards the brand, but also builds long-term trust which can strengthen loyalty and competitive differentiation in the Muslim fashion industry. This study has several limitations that need to be considered in interpreting the results. First, the research only focuses on one brand, namely Zoya. Second, variable measurement uses perception-based instruments which have the potential to contain respondent subjectivity bias, such as social desirability bias or recall bias. Finally, this research uses two independent variables, namely Electronic Word of Mouth and Brand Integrity. It is recommended that future research expand the scope of brands or carry out comparisons between brands so that understanding of the influence of eWOM and brand integrity in various industrial contexts can be more comprehensive. Future researchers could also use longitudinal designs to observe how changes in consumer reviews and brand integrity dynamics influence consumer attitudes over the long term. In addition, the use of mixed methods or qualitative approaches can provide a deeper understanding of consumer motivation, value perceptions and emotional dynamics that cannot be explained through quantitative surveys alone. Additional variables such as brand trust, customer engagement, perceived value, or religious commitment can also be integrated to develop a theoretical model that is richer and reflects the complexity of consumer behavior in the Muslim fashion industry.

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