

THE INFLUENCE OF NEED FOR UNIQUENESS, BANDWAGON EFFECT AND REFERENCE GROUP ON PURCHASE INTENTION THROUGH VALUE-EXPRESSIVE FUNCTION OF ATTITUDE AS AN INTERVENING VARIABLE (EMPIRICAL STUDY ON HIJAB BUTTONSCARVES)

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Abstract: *This research aims to analyze the influence of need for uniqueness, bandwagon effect, and reference group on purchase intention through the value-expressive function of attitude as an intervening variable on Buttonscarves hijab in Pontianak. The research approach is quantitative, using an associative causal method. The research is conducted on respondents who are familiar with Buttonscarves hijab products in Pontianak. Sampling in this research used non-probability sampling method, specifically purposive sampling. The collected data were then analyzed using Structural Equation Model with the assistance of the SmartPLS version 4 statistical application. The results of the data analysis indicate a direct and significant influence between the need for uniqueness and the bandwagon effect on the value-expressive function of attitude. The need for uniqueness, bandwagon effect, and reference group significantly influence purchase intention. The value-expressive function of attitude significantly influences purchase intention. The value-expressive function of attitude mediates the indirect influence of the need for uniqueness and the bandwagon effect on purchase intention. All hypothesis testing results show a strong level of significance and reliability. The implications of these findings underscore the importance for Buttonscarves to design marketing strategies that not only emphasize the exclusivity of the product but also capitalize on consumers' desire to express their personal values through the products they purchase.*

Keywords: *Need For Uniqueness, Bandwagon Effect, Reference Group, Value-Expressive Function Of Attitude, Purchase Intention.*

1. Introduction

With The dynamic development of social life, individual appearance, especially related to *fashion*, not only serves as body protection but also has an important role in defining itself. Currently there are many products *brand fashion* which is growing rapidly, especially in Indonesia. One of them is marked by the emergence of the popular hijab phenomenon and has become *trend hijab models* for middle and upper class Muslim women.

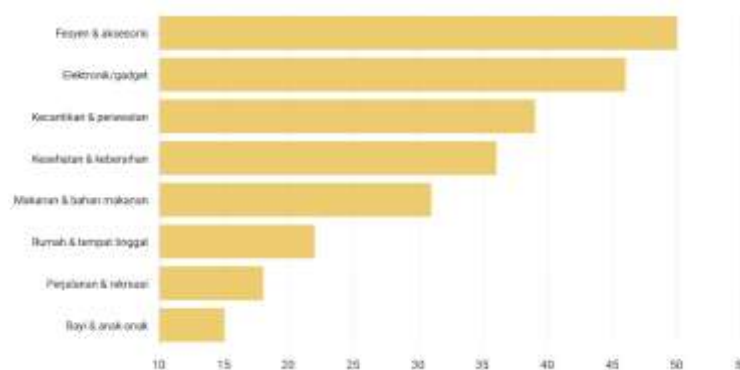


Figure 1

Most Popular Products

Source: Databoks, 2022

Figure 1 shows that the most popular products or those most purchased by consumers in 2022 are products *fashion* and accessories. Based on the Opinion Poll (Jakpat) survey, 50% of consumers bought the product *fashion* and accessories. Talk about *fashion* it will never end. *Trend fashion* is something that will continue to develop in a society in terms of clothing style. Presence *fashion* Which *up-to-date* keep up with developments in the world *fashion* Muslims continue to transform from a conservative style to a more contemporary and youthful spirit (Saviq, 2018).

The hijab among Indonesian people, especially West Kalimantan, is no longer a strange thing. When you hear the word hijab, what comes to mind is the cloth that covers a woman's head. In the Islamic view, the hijab is a Muslim woman's obligation to cover her private parts. But nowadays the hijab has become *trend fashion* for Muslim women to look fashionable and *trends* but still in accordance with Islamic sharia. Considering the increasing number of Indonesian women who wear the hijab, then *trend* can also go fast. At first, young people thought that wearing the hijab made their appearance old-fashioned, but as time progressed and the introduction of Muslim culture in Indonesia, the hijab became an obligation for Muslim women and could even make their appearance fashionable. Clothing at this time does not just cover the private parts, it even acts as *fashion style* which has become common to infect Muslims including aspects of clothes, pants, and hijab facing innovations that can attract attention (Mustami, 2015). Because of *trend fashion* that makes a lot of *designer* Muslim fashion in Indonesia emerged and released hijab products with varying brands and prices. *Paradesigner* This produces various works that are ready for consumption by middle class people.

Middle class people use branded hijabs as a challenge to show themselves and are seen by others as recognition that their social status is higher than others, even though what is shown is not necessarily in accordance with their actual social status. Efforts to improve social status by middle class people can be done by using *brand – brand* hijabs are usually only owned by the upper middle class, apart from that, middle class people feel challenged to wear branded hijabs to gain subjective social status.

One of *brand fashion* The most popular hijab at the moment is Buttons scarves. Buttons scarves is one of them *brand fashion* local in Indonesia which carries it *luxurious lifestyle product* with the main product *scarf* (hijab), which focuses on middle and upper class Muslim women in Indonesia as the main target, and has succeeded in penetrating to the international level. Buttons scarves have distinctive characteristics and good quality so that they are able to attract the interest of consumers both domestic and overseas such as Malaysia, Singapore and Brunei Darussalam. Buttons scarves focuses on serving *market* premium in the Indonesian market

and also in several neighboring countries. Apart from that, Buttons~~craves~~ also focuses on providing quality products in order to compete in the world~~local market norglobal~~. Existence~~brand~~ considered as a pillar that supports the success of a business (Ranto, 2013). Therefore, we can look at the list~~offline store~~ Buttons~~craves~~ like the following:

Table 1
List~~Offline Store~~ Buttons~~craves~~

International		Indonesia		
Country/Ci ty	Amount St ore	Country/City		Amount St ore
1. Malaysia	2 store	Java Island	● Jakarta	10 store
			● West Java	8
			● Yogyakarta	1
			● Semarang	1
			● Surabaya	1
			● Lombok	1
		Sumatera island	● Aceh	1
			● While	2
			● Pekanbaru	1
			● Field	2
			● Jambi	2
			● Palembang	1
			● Lampung	1
		Kalimantan island	● Banjarmasin	2
			● Balikpapan	2
● Samarinda	2			
Sulawesi island	● Macassar	2		
Total	2			41

Source: Buttons~~craves~~.com, 2023 (Author's Process).

Buttons~~craves~~ products are not only welcomed by Indonesian hijabers, but also several neighboring countries such as Malaysia and Singapore. Based on the table above, total~~store~~ Buttons~~craves~~ as many as 43~~store~~. 41 ~~store~~ in Indonesia and 2~~store~~ in Malaysia. With this, Buttons~~craves~~ has succeeded in penetrating the international market. It is certain that the products offered by Buttons~~craves~~ have very good quality, premium materials and quite expensive prices.

Besides *offline store*, Buttonsscarves also has *online store* which makes it easier for consumers to buy Buttonsscarves hijabs or other products. Buttonsscarves has a website and collaborates with several *Marketplace* such as: Shopee, Tokopedia, Blibli, Zalora, and Hijup. The website for Buttonsscarves is www.buttonsscarves.com.



Figure 2
 Top Best Selling Products on Shopee
 Source: Shopee (2023)

Figure 2 shows Buttonsscarves occupying the first to fourth positions in the Top Best Selling Products on Shopee. With a square voile monogram motif for Rp. 425,000, on average sold 20 pcs/month. It's not just an attractive appearance, but also comfort that comes first. The soft and light material makes the Buttonsscarves hijab comfortable to wear all day without feeling hot. It's not surprising that the Buttonsscarves hijab is the main choice of modern hijabers.

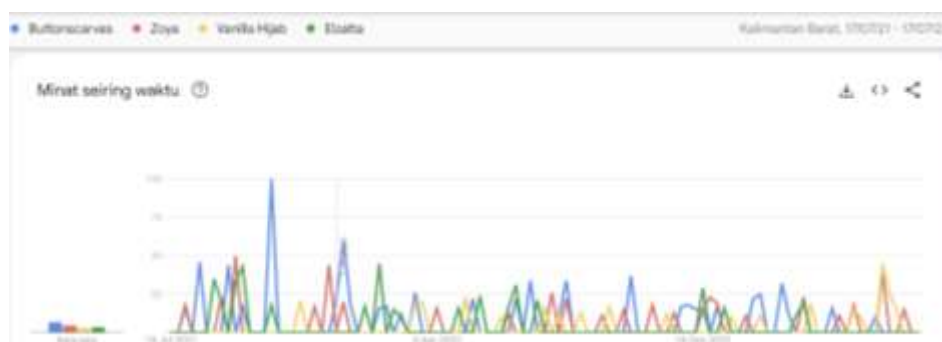


Figure 3
 Popularity Graph *Brand* Hijab (Buttonsscarves, Zoya, Vanilla Hijab, and Elzatta) in West Kalimantan
 Source: Google Trends (July, 2023)

Figure 1.3 is a graph regarding the popularity of Buttonsscarves and several *local brand* other hijabs such as Zoya, Vanilla Hijab, and Elzatta. In the past 2 years, to be precise, July 2021 to July 2023 which is presented on Google Trends. Buttonsscarves holds market dominance in West Kalimantan. The graph shows that Buttonsscarves has a much larger market share compared to *local brand* another *Brand*. It has succeeded in building a strong reputation and has high popularity in West Kalimantan. Buttonsscarves' success in controlling this market share can be

caused by several factors. First, the quality of Buttons scarves products is probably highly recognized by consumers in West Kalimantan. Second, an effective marketing strategy can also be a key factor in the success of Buttons scarves. Third, support from the local community may also have contributed to Buttons scarves' success.

Nowadays, psychological aspects have quite a big influence on behavior and interests and are also a source of motivation that will direct someone in doing what they do (Linget *al*, 2010). *Purchase intention* is part of the behavioral component of consumption attitudes (Broutson & Fitsilis, 2012). Interest is described as an individual's situation before taking action which can be used as a basis for predicting behavior or actions. In this case, companies are required to have a differentiating strategy from other companies with the aim of ensuring that consumers continue to use or continue to buy products in which there is interest in purchasing (*purchase intention*) by consumers. To obtain good purchasing interest there are several factors such as the perception of quality or superiority of a product or service in relation to the expected intent (Durianto & Sugiarto, 2004).

Purchase intention is an important aspect of *abrand* because it shows the activity to make a purchase, purchase intention is a form of decision making that examines the reasons for purchasing a particular brand by consumers (Shahet *al*, 2012). Decision making made by consumers regarding *brand* certain factors are influenced by the level of purchase intention. There are four consumer behaviors related to purchasing intentions, such as: hesitant plans to buy a product, being firm about buying a product, thinking about buying a product in the future and buying a particular product in the future, so that you may not be in a rush to decide to shop over a long period of time (Tarif & Iqbal, 2015). This means that a consumer who has a high level of purchase intention will buy products more often when they go to the market or shop. *Purchase intention* has been widely researched in various industries to date, such as the healthy food industry (Siaputra & Isaac, 2020), *e-commerce* (Nursyirwan & Ardaninggar, 2020), *smartphone* (Iswara & Jatra, 2017), and the cosmetics industry (Purwianti, 2021). Looking at several studies regarding *purchase intention* conducted in several industries by researchers shows that *purchase intention* It is still something that companies need to pay attention to and is quite interesting to research. Schiffman & Kanuk (2009) revealed that after perceived value has been created by consumers, consumers' buying interest often depends on the benefits and value they get.

Previous research regarding *purchase intention* of *fashion* Muslims are influenced by several variables such as *celebrity endorser*, *trustworthiness*, *expertise*, and *attractiveness* (Najibet *al*, 2019); *attitude*, *subjective norms*, *perceived behavioral control*, *perceived consumer effectiveness*, and *environmental knowledge* (Hamdiah, 2022); *celebrity endorser* (Noviyanti & Khaliq, 2020). However, there is still minimal research found regarding *need for uniqueness* to *purchase intention*. The need for uniqueness is a psychological concept that refers to the human tendency to desire and seek individuality and difference from others. The drive to be unique is a fundamental aspect of human nature and plays an important role in shaping individual behavior and identity. According to Tian & Bearden (2022), the need for uniqueness is the nature of pursuing differentiation relative to others which is achieved through the acquisition, utilization and disposition of consumer goods to develop and improve one's self-image and one's social image.

The need for uniqueness is an individual's need to be unique and different from other people. The uniqueness of a product can influence consumer purchasing intentions, some individuals are reported to throw away goods once they become common goods and so look for more innovative and less common alternatives (Bhaduri & Stanforth, 2016). This means that an

individual is more interested in having items that are unique and rarely owned by other people. Individuals with a high level of unique needs may be interested in *scarf* that is unique and uncommon, allowing them to express their personality and personal style in a unique way. Providing encouragement that consumers who have a great need to express their personality often buy clothes *fashion* luxury to get the value of rarity, uniqueness and avoid similarities with other people in terms of clothing (Knight & Kim, 2007).

Buttonscarves create motifs *scarf* various, starting from *simple* to ones full of interesting accents. In January 2022 Buttonscarves collaborated with Disney (*The Little Mermaid Series*). With this, it might make consumers feel enthusiastic about this collaboration because they like Disney characters and want to have a product that combines them *design* unique from Buttonscarves with Disney. Not only collaborating with Disney, Buttonscarves also collaborated with Garuda Indonesia with a theme *The Journey Series*. This collaboration is inspired by the beauty of world-famous cities which are Garuda Indonesia's favorite destinations such as Jakarta, Singapore, Amsterdam, Bangkok, Jeddah and others. Apart from that, Buttonscarves also makes *scarf* Ginkgo themed *series* which was inspired by the view of Ginkgo leaves in autumn in Japan. Apart from selling *scarf*, Buttonscarves also sells *bags, footwear, accessories, prayer set, home, apparel, essentials, sport* and other decorations that can be used to beautify the appearance.

In growing business competition, there will be more and more *brand* who tries to imitate our business. Especially when the product has successfully penetrated the international market. This is also experienced by Buttonscarves, of which there are many *brand* new ones that appear with almost the same design and marketing strategy. However, this competition can be overcome by Buttonscarves by strengthening *brand* DNA. *Brand* DNA is the essence of *brand* that alone differentiates it from *brand* another. *Brand* Buttonscarves' DNA is authentic in its design and colors. Buttonscarves production always focuses on strong motif designs and has its own color characteristics. So that *loyal customer* will immediately recognize Buttonscarves products even though they have a logo or name *brand* not visible.

In carrying out sales strategies, Buttonscarves provides services *free shipping* or free shipping overseas. This strategy opens up opportunities for interested target markets to try and buy the product. With this free delivery service, Buttonscarves' target market abroad is interested in buying.



Figure 4

BSLady Club appearance

Source: Buttonscarves.com,2023 (Author Documentation)

A term for lovers *scarf* Buttonscarves is BSLady Club (Figure 1.4). The advantage of consumers joining BSLady is that they can collect points and can be exchanged for a certain nominal amount. Apart from that, BSLady also created an Instagram account, which is used as a tool *owner* to greet the BSLady. This community is a medium for BSLady to discuss, sell or buy all products from Buttonscarves. The BSLady community has also had a major influence on success and has always supported Buttonscarves.

Snyder & Fromkin (1977) stated that the need for uniqueness is a theory that revolves around an individual's desire to be different from others specifically in a way that the individual is considered to have a higher level of social status. Research conducted by Putri & Utama (2021) on consumers *luxury brand* Gen Y found that the need for uniqueness has a significant influence on purchasing interest. Departing from previous researchers, researchers have not found research that shows influence *need for uniqueness* Buttons scarves terhadap *purchase intention*. However, research conducted by Sapitri & Saptono (2023) regarding Buttons scarves shows that brand image, price and *social influence* have a positive effect on *purchase intention*. According to Irvanto & Sujana (2020) *purchase intention* is a consumer's planning action to choose a product to purchase according to his wishes. Consumers have several reasons to have a product they want when there is competition *trend* headscarf. Buttons scarves has succeeded in showing an attractive brand identity for consumers who own it *need for uniqueness* high, then their attitude towards Buttons scarves can function as a means of expressing their values and self-identity. Buttons scarves feature unique, different styles and unusual designs, such as creating design *scarf* with a Disney theme where Disney characters are cartoon characters that are loved by consumers, thus creating a special attraction for consumers who want to express themselves as unique and creative individuals. Departing from this, existence *need for uniqueness* Buttons scarves are interesting for fastidious writers. So in this research, the author will examine the influence *need for uniqueness* to *purchase intention* mediated by *value-expressive function of attitude* to Buttons scarves consumers in Pontianak.

Each person has different motivations when dressing to fit in and be unique in the social environment (Horn, 1965). Individuals' desire for uniqueness makes them show self-expression by trying to differentiate themselves from others (Damhorst *et al*, 2006). But on the contrary, the desire to adapt to other people in the social environment results *bandwagon effect* (Lennon *et al*, 2017). Linda & Bloom (2017) suggest that *Bandwagon Effect* is a psychological phenomenon when someone does something because other people do it without considering their own beliefs.

Bandwagon effect is the tendency of individuals to adopt the same behavior and attitudes of the group with which they wish to identify (Shaykhet *et al*, 2017; Tynan *et al* 2010). Those who place a greater focus on interdependent self-concepts may be more externally motivated to seek social approval and conformity with mirrored groups *bandwagon effect* (Wiedmann *et al*, 2009). In other words, *bandwagon effect* is the extent to which demand for the same commodity (Leibenstein, 1950). This occurs when individuals follow mainstream fads and fads and attempt to imitate the actions of others in an attempt to display social status (Kang & Ma, 2020). Tsai *et al* (2013) found that consumers tend to buy popular luxury brands to gain recognition from their group or gain social approval by displaying the product. *Bandwagon effect* affects individual consumers when they focus more on values such as social approval and a sense of belonging (Uzgoren & Guney, 2012). *Bandwagon effect* is a phenomenon in which individuals tend to follow the actions or preferences of the majority. This bandwagon effect can occur when individuals see others (either in their social circle or on social media) wearing or complimenting them *scarf* Buttons scarves. This can trigger a desire for other individuals to purchase the product so they don't miss out *trend* or look like they are following the majority.

Previous research was conducted by Thapa *et al* (2022) shows that *bandwagon effect* significantly influence *purchase intention* luxury brands. Other research by Cho *et al* (2021) proves that *bandwagon effect* positively influence *purchase intention* Gen Z consumers towards brands *fashion* luxurious. According to Chaudhuri & Majumdar (2006) *bandwagon effect* recognized as one of the most salient personal characteristics, important for the rise and fall of luxury consumption. Consuming luxury goods provides the wearer with pleasure, satisfaction,

enhanced self-image and functionality from expertise (Chevalier & Mazzalovo, 2021). It is increasingly important for consumers to adapt to mainstream popularity (*bandwagon effect*) when selecting, purchasing and consuming luxury goods, the greater the likelihood that consumers will display positive multifaceted attitudes towards luxury brands.

Reference group is an individual or group of people who significantly influences someone's behavior. *Reference group* used by someone as a basis for comparison there is a reference in forming affective, cognitive and behavioral responses. Dharmmesta & Handoko (2008) stated that *reference group* is a social group that is used as a measure for a person to shape his personality and behavior. *Reference group* will provide standards and values that will influence a person's behavior.

Reference group is a group that functions as a frame of reference for individuals in making decisions to consume a product (Lin & Chen, 2009). *Reference group* refers to individuals or groups that realistically influence purchasing decisions (Schiffman & Kanuk, 2007). Consumers who have limited knowledge about a product or have no buying experience will use recommendations from reference groups such as family, co-workers, friends who they consider knowledgeable and trusted as a source of information and basis for consideration for choosing a product. In the process of searching for information, this will indirectly influence consumer interest in purchasing a product (Gillani, 2012). If someone in their social circle has a positive experience with Buttons scarves, this can serve as a powerful reference and motivate other individuals to try the product.

Previous research was conducted by Apupiantiet al (2019) shows that *reference group* has a directional and significant influence on *purchase intention*. Other research by Mranani & Lastianti (2022) shows that *reference group* positive influence on *purchase intention*. Buttons scarves as a company or brand who moves in the industry fashion, offers a variety of hijab styles, colors and materials to suit a variety of tastes fashion the consumer. As is *reference group* can have a significant role in shaping the popularity and success of the Buttons scarves business.

Nowadays, expressing the identity function of a brand depends on the level of importance to identity. Consumers develop sincere and strong attitudes towards brands that integrate with and express their identity (Chernevet al, 2011). The functional theory of attitudes shows that the attitudes held by individuals influence psychological functions, including *value-expressive function* (Grewal et al, 2004). Bian & Forsythe (2012) define *value-expressive function of attitude* refers to the tendency to use or purchase brands to express an individual's self-identity, central values, and beliefs to others. Wilcox et al (2009) explained that when consumers want to display personality traits such as success or competence, they are motivated to use luxury brands as a form of self-expression. *Value-expressive* leads to a focus on the intrinsic value of the product (Grewal et al, 2004).

Value-expressive function of attitude is a concept that explains that an individual's attitude towards a product or brand can be used to express personal values or self-identity. Individuals can assume that buy and use scarf of Buttons scarves is a way to express their values such as uniqueness, beauty, creativity, or awareness mode. Buttons scarves makes scarf Ginkgo themed series which was inspired by the view of Ginkgo leaves in autumn in Japan. Buttons scarves tries to attract customers who have values related to natural beauty, cultural appreciation, and enjoyment of unique art and design. With this, Buttons scarves creates products that are more than just physical products, but also provide an emotional experience and deeper connection with its customers. Research conducted by Choet al (2021) states that *value-expressive function of attitude* significantly influence *purchase intention* towards luxury brands. Other research conducted by Bian & Forsythe (2012) revealed this *value-expressive* influencing

consumer purchasing intentions for luxury brands. Consumers tend to buy luxury brands that model their own identity on characteristics such as success and sophistication (Chevalier & Mazzalovo, 2021).

Previous research on *value-expressive function of attitude* has been carried out on brand consumers *fashion* luxurious (choet *al*, 2021); Muslim products (Cavusoglu *et al*, 2021); bubble tea consumers (Ariffinet *al*, 2021); and others, but there is still minimal research found regarding *value-expressive function of attitude* to *purchase intention* on Buttons scarves, so researchers are interested in conducting research on these variables among Buttons scarves consumers in Pontianak.

Based on the description above, if the company succeeds in launching a product with attractive value and impression on Buttons scarves consumers, it can produce results *purchase intention*, so that research can be carried out on how *purchase intention* Buttons scarves consumers in Pontianak with variables *need for uniqueness*, *bandwagon effect* and *Reference Group* through *value-expressive function of attitude* with the title "Influence *Need for Uniqueness*, *Bandwagon Effect* and *Reference Group* To *Purchase Intention* Through *Value-expressive Function of Attitude* As an Intervening Variable (Empirical Study on Hijab Buttons scarves)".

2. Research Method

Sampling uses Purposive Sampling, a technique for determining samples with certain considerations (Sugiyono, 2018). The number of samples in this study was 150 respondents. The data analysis technique in this research uses a Structural Equation Model (SEM) approach based on Partial Least Square (PLS).

3. Results and Discussion

3.1. Results

Validity

Convergent validity checks are carried out by looking at the factor loading values, while discriminant validity checks are carried out by looking at the values *average variance extracted* (AVE) and *value cross-loading*. Factor loading value (*outer loading*) and *value average variance extracted* (AVE). The results of the convergent validity examination can be seen in Table 4.15. The results in Table 4.15 show that all indicators have factor loading values > 0.70 so that all indicators meet convergent validity. Likewise, all research variables have an AVE value > 0.50 so that all research variables meet discriminant validity.

Table 2
Mark *Outer Loading* and AVE

Variables and Indicators	Mark <i>Outer Loading</i>	AVE value	Information
<i>Need for Uniqueness</i> (X ₁)		0,859	Valid
X _{1.1}	0,922		Valid
X _{1.2}	0,929		Valid
X _{1.3}	0,923		Valid
X _{1.4}	0,933		Valid
<i>Bandwagon Effect</i> (X ₂)		0,911	Valid
X _{2.1}	0,967		Valid
X _{2.2}	0,962		Valid
X _{2.3}	0,934		Valid

Reference Group (X3)		0,900	Valid
X _{3,1}	0,957		Valid
X _{3,2}	0,955		Valid
X _{3,3}	0,934		Valid
Value-expressive Function of Attitude (AND)		0,948	Valid
AND ₁	0,976		Valid
AND ₂	0,971		Valid
AND ₃	0,974		Valid
Purchase Intention (WITH)		0,948	Valid
WITH ₁	0,969		Valid
WITH ₂	0,975		Valid
WITH ₃	0,978		Valid
WITH ₄	0,973		Valid

Source: SmartPLS 4, Processed Data 2023

The following are the results of data processing that has been processed using SmartPLS 4 with value display *outer loading* and AVE.

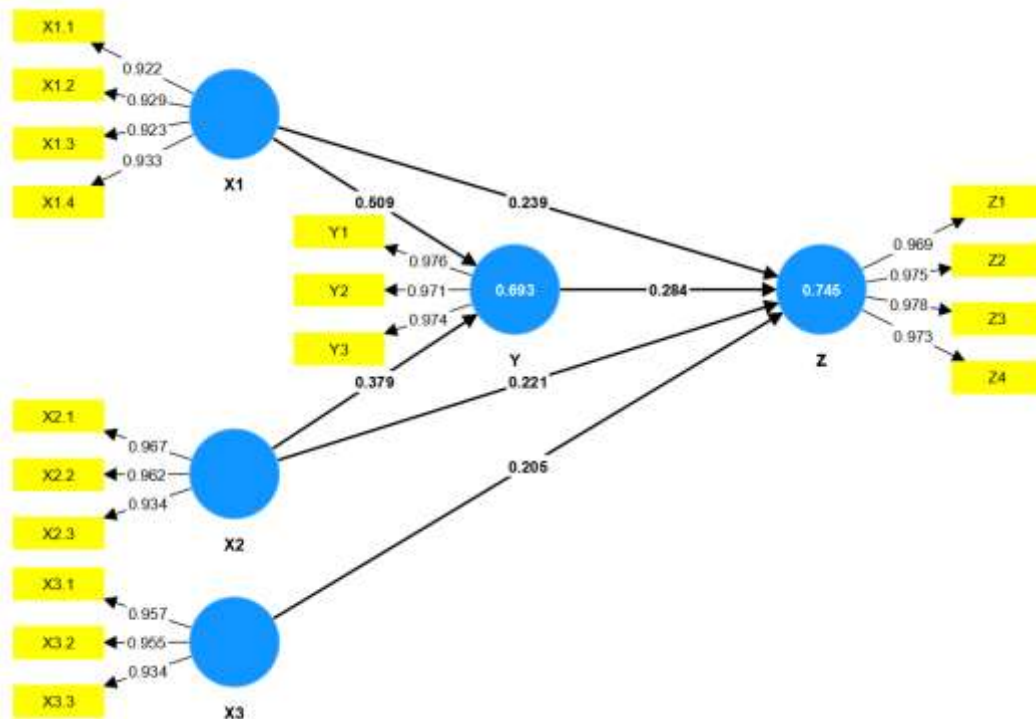


Figure 4

Evaluation of the Structural Model of the PLS Algorithm Procedure

Source: Output SmartPLS 4, Processed Data 2023

Discriminant validity of the reflective indicators of the measurement model (*outer model*) is assessed based on *valuecross loading factor* with a construct that is useful for knowing whether the construct has adequate discriminant. *Markcross loading* on the targeted construct must be greater than the value of the latent construct. If the correlation of a construct with a measurement item is greater than that of other construct measures, then it indicates that the latent

constructs predict their block measures better than other block measures. The results of discriminant validity testing can be seen in Table 4.16.

Table 3
MarkCross Loading

Indicator	X ₁	X ₂	X ₃	AND	WITH
X _{1,1}	0,922	0,704	0,718	0,743	0,735
X _{1,2}	0,929	0,690	0,723	0,730	0,715
X _{1,3}	0,923	0,729	0,716	0,741	0,760
X _{1,4}	0,933	0,662	0,682	0,728	0,708
X _{2,1}	0,713	0,967	0,755	0,736	0,741
X _{2,2}	0,739	0,962	0,761	0,738	0,760
X _{2,3}	0,699	0,934	0,754	0,706	0,731
X _{3,1}	0,729	0,733	0,957	0,719	0,742
X _{3,2}	0,730	0,761	0,955	0,687	0,737
X _{3,3}	0,722	0,763	0,934	0,709	0,724
AND ₁	0,772	0,749	0,730	0,976	0,780
AND ₂	0,773	0,734	0,717	0,971	0,770
AND ₃	0,774	0,742	0,722	0,974	0,770
WITH ₁	0,773	0,755	0,760	0,769	0,969
WITH ₂	0,762	0,766	0,756	0,780	0,975
WITH ₃	0,760	0,756	0,761	0,779	0,978
WITH ₄	0,772	0,758	0,740	0,765	0,973

Source: SmartPLS 4, Processed Data 2023.

Data in Table 4.16 shows that all indicators *oritem* The statement meets discriminant validity because the correlation value of the indicator to its own construct is higher than the correlation value of the indicator to other constructs. Thus, it can be concluded that the research instrument has met convergent validity and discriminant validity.

Reliability

Reliability checks are carried out by looking at the composite reliability values of all variables and the consistent internal reliability reflected in the values *Cronbach's Alpha*. Composite reliability value and *Cronbach's Alpha* which reflects the reliability of a questionnaire is one that has a value > 0.6 (Ghozali, 2015).

Table 4
MarkComposite Reliability and *Cronbach's Alpha*

Variable	Composite Reliability	Cronbach's Alpha	Information
<i>Need for Uniqueness (X₁)</i>	0,961	0,945	Reliable
<i>Bandwagon Effect (X₂)</i>	0,968	0,951	Reliable
<i>Reference Group (X₃)</i>	0,964	0,944	Reliable
<i>Value-expressive Function of Attitude (AND)</i>	0,982	0,973	Reliable
<i>Purchase Intention</i>	0,987	0,982	Reliable

(WITH)			
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Source: SmartPLS 4, Processed Data 2023.

Data from Table 4.17 shows that the composite reliability value of all variables is > 0.6 and the internal consistency reliability is reflected in the value *Cronbach's Alpha* all variables > 0.6 . Thus, it can be concluded that the research instrument meets composite reliability and internal consistency reliability.

Structural Model Evaluation (*Inner Model*)

Coefficient of Determination (*R-Square*)

Evaluation of the structural model is carried out by looking at the value of the coefficient of determination (*R-Square*) each dependent variable and using the PLS Algorithm procedure to obtain stability of estimates from the model. A variable has good explanatory power if the coefficient of determination value is > 0.5 or close to 1. Results *R-Square* in this research is shown in Table 4.18.

Table 5
Coefficient of Determination (*R-Square*)

Variable	<i>R-Square</i>
<i>Value-expressive Function of Attitude</i> (AND)	0,693
<i>Purchase Intention</i> (WITH)	0,745

Source: Processed Data, 2023.

Based on Table 4.18, the coefficient of determination can be interpreted as follows:

1. Mark *R-Square* variable *value-expressive function of attitude* (Y) of 0.693 means variation *value-expressive function of attitude* can be explained by variables *need for uniqueness* (X_1) and *bandwagon effect* (X_2) amounted to 69.3% while the remaining 30.7% was explained by other variables not included in this study.
2. Mark *R-Square* variable *purchase intention* (Z) of 0.745 means variation *purchase intention* (Z) can be explained by variables *need for uniqueness* (X_1), *bandwagon effect* (X_2) and *reference group* (X_3) amounted to 74.5% while the remaining 25.5% was explained by other variables not included in this study.

Research Hypothesis Testing

Hypothesis testing in SEM-PLS analysis uses the t-test assisted by software *SmartPLS 4*, the decision rule for hypothesis testing is carried out using *t-test*. The results of hypothesis testing can be seen in Figure 4.2 and Table 4.19 below:

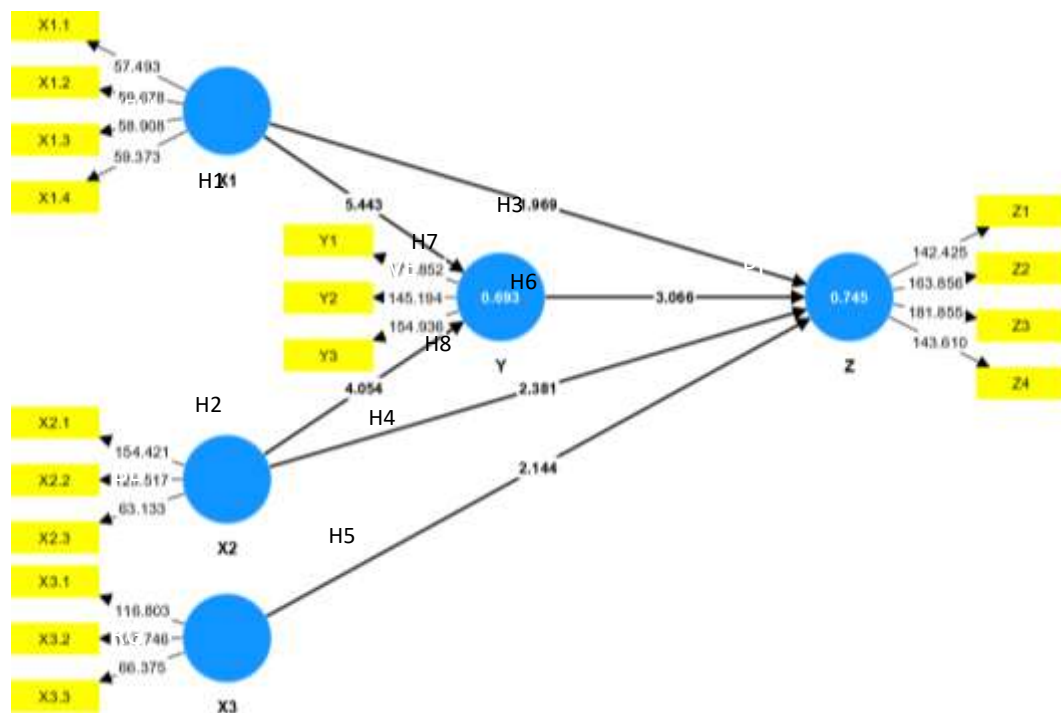


Figure 5

Evaluation of the Procedural Structural Model *bootstrapping*

Source: Output SmartPLS 4, Processed Data 2023

Model evaluation is carried out by looking at the significance value to determine the influence between variables through procedures *bootstrapping* (Ghozali, 2015). Approach *bootstrap* non-parametric presentation for precision of estimation. The significance value used (*two-tailed*), *t-value* 1.96. If in testing it is obtained *p-value* < 0.05 means the test is significant and vice versa if *p-value* > 0.05 means not significant. The decision rule for making a hypothesis is carried out after calculations are carried out *bootstrapping* Of SmartPLS until you get the result *path coefficient* which shows value *mean*, *STDEV*, *t-values* and *p-values* which is simplified in Table 4.19 below:

Table 6

Hypothesis Testing Results Using SmartPLS 4

Hypothesis	Relationship between Variables	Original Sample (O)	T Statistics (O/STDEV)	P-value	Information
H1	X ₁ -> And	0.509	5.443	0.000	Significant
H2	X ₂ -> And	0,379	4.054	0.000	Significant
H3	X ₁ -> Z	0.239	1.969	0.049	Significant
H4	X ₂ -> Z	0.221	2.381	0.017	Significant
H5	X ₃ -> Z	0.205	2.144	0.032	Significant
H6	Y -> Z	0.284	3.066	0.002	Significant
H7	X ₁ -> Y -> Z	0.144	2.405	0.016	Significant
H8	X ₂ -> Y -> Z	0.108	2.451	0.014	Significant

Source: Processed Data, 2023.

As can be seen from Table 4.19, the relationship variable X_1 and Y *hast-statistic* greater than 1.96 which is 5,443 with *valuep* less than 0.05 makes the relationship between variables X_1 and Y is significant. X variable relationship₂ and Y is significant with *valuet-statistic* amounting to 4,054 and *valuep* less than 0.05. Apart from that, the X relationship₁ and Z is significant with *witht-statistic* amounting to 1,969 and *valuep* less than 0.05. X variable relationship₂ and Z is significant with *valuet-statistic* amounting to 2,381 and *valuep* less than 0.05. X variable relationship₃ and Z is significant with *valuet-statistic* amounting to 2,144 and *valuep* less than 0.05. Furthermore, the relationship between Y and Z is also significant with *valuet-statistic* amounting to 3,066 and *valuep* less than 0.05. For mediation relationships *value-expressive function of attitude from need for uniqueness to purchase intention* own *t-statistic* 2.405 is greater than 1.96 and *valuep* less than 0.05, which means the mediation relationship is significant, while the mediation relationship *value-expressive function of attitude from bandwagon effect to purchase intention* own *t-statistic* 2,451 is greater than 1.96 and *valuep* less than 0.05, which means the mediation relationship is significant. For a more detailed explanation of the hypothesis, it will be explained as follows:

1. Hypothesis 1

Variable relationships *need for uniqueness* (X_1) to *value-expressive function of attitude* (Y) is significant with *valuet-statistic* $5.443 > 1.96$, *valuep-value* $0.000 < 0.05$ and the original value of the sample has a positive notation of 0.509, then the hypothesis *need for uniqueness to value-expressive function of attitude* accepted.

2. Hypothesis 2

Variable relationships *bandwagon effect* (X_2) to *value-expressive function of attitude* (Y) is significant with *valuet-statistic* $4,054 > 1.96$, *valuep-value* $0.000 < 0.05$ and the original value of the sample has a positive notation of 0.379, then the hypothesis *bandwagon effect to value-expressive function of attitude* accepted.

3. Hypothesis 3

Variable relationships *need for uniqueness* (X_1) to *purchase intention* (Z) is significant with *valuet-statistic* $1.969 > 1.96$, *valuep-value* $0.049 < 0.05$ and the original value of the sample has a positive notation of 0.239, then the hypothesis *need for uniqueness to purchase intention* accepted.

4. Hypothesis 4

Variable relationships *bandwagon effect* (X_2) to *purchase intention* (Z) is significant with *valuet-statistic* $2.381 > 1.96$, *valuep-value* $0.017 < 0.05$ and the original value of the sample has a positive notation of 0.221, then the hypothesis *bandwagon effect to purchase intention* accepted.

5. Hypothesis 5

Variable relationships *reference group* (X_3) to *purchase intention* (Z) is significant with *valuet-statistic* $2.144 > 1.96$, *valuep-value* $0.032 < 0.05$ and the original value of the sample has a positive notation of 0.205, then the hypothesis *reference group to purchase intention* accepted.

6. Hypothesis 6

Variable relationships *value-expressive function of attitude* (Y) against *purchase intention* (Z) is significant with *valuet-statistic* $3.066 > 1.96$, *valuep-value* $0.002 < 0.05$ and the original sample value has a positive notation of 0.284, so it is hypothesis *value-expressive function of attitude to purchase intention* accepted.

7. Hypothesis 7

Connection *need for uniqueness* (X_1) to *purchase intention* (Z) which is mediated by *value-expressive function of attitude* (Y) is significant with *value-t-statistic* $2,405 > 1.96$, *value-p-value* $0.016 < 0.05$ and the original value of the sample has a positive notation of 0.144, then the hypothesis *value-expressive function of attitude* mediating positive influence *need for uniqueness* to *purchase intention* accepted.

8. Hypothesis 8

Connection *bandwagon effect* (X_2) to *purchase intention* (Z) which is mediated by *value-expressive function of attitude* (Y) is significant with *value-t-statistic* $2,451 > 1.96$, *value-p-value* $0.014 < 0.05$ and the original value of the sample has a positive notation of 0.108, then the hypothesis *value-expressive function of attitude* mediating positive influence *bandwagon effect* to *purchase intention* accepted.

3.2. Discussion

The Influence *Need for Uniqueness* To *Value-expressive Function of Attitude*

Hypothesis 1 states that *need for uniqueness* have a positive influence on *value-expressive function of attitude* Buttons scarves hijab in Pontianak. Application calculation results *SmartPLS 4* indicates *value-t-statistic* $5.443 > 1.96$, *value-p-value* $0.000 < 0.05$ and the original sample value has a positive notation of 0.509, meaning that hypothesis 1 is accepted that *need for uniqueness* positive influence on *value-expressive function of attitude* Buttons scarves hijab in Pontianak.

Indicator variable *need for uniqueness* the most influential *value-expressive function of attitude* is *need for uniqueness* which is indicated by the statement "when the hijab that I had became popular among the general public, I began to wear it less often" because it has *value outer loading* 0.922, followed by *need for uniqueness* which is indicated by the statement "I often try to avoid products or brands that I know are purchased by the general public" because they have *value outer loading* 0.929, *need for uniqueness* which is indicated by the statement "generally, I don't like products or brands that everyone buys" because they have *value outer loading* 0.923, and the last is *need for uniqueness* which is indicated by the statement "the more common a product or brand is among the general public, the less interested I am in buying it" because the *value outer loading* 0.933.

This is in contrast to respondents' responses to variable indicators *need for uniqueness*, where respondents actually gave the highest response to the indicator of buying unique brands, followed by the expression of individuality, then the importance of distinctive/unique foreign brands, and the lowest was caring about unusual/unique brands. Buttons scarves owners need to consider how to increase understanding and emphasis of certain elements in their products.

Need for uniqueness The high value possessed by respondents can be utilized as best as possible by Buttons scarves hijab owners to be able to continue to improve the quality that is desired by respondents. The results of this research are in line with the results of Putri & Utama's (2021) research on consumers *luxury brand* Gen Y found that the need for uniqueness has a significant influence on purchasing interest. *Need for uniqueness* is a strategy that someone uses to fulfill their desire to be unique and different from others. When individuals who distinguish themselves as unique and different from others tend to look for products that reflect values that match their unique personality.

Influence *Bandwagon Effect* To *Value-expressive Function of Attitude*

Hypothesis 2 states that *bandwagon effect* have a positive influence on *value-expressive function of attitude* Buttons scarves hijab in Pontianak. Application calculation results *SmartPLS 4* indicates *value-t-statistic* $4,054 > 1.96$, *value-p-value* $0.000 < 0.05$ and the original sample value

has a positive notation of 0.379, meaning that hypothesis 2 is accepted that *bandwagon effect* positive influence on *value-expressive function of attitude* Buttonsscarves hijab in Pontianak.

Indicator variable *bandwagon effect* the most influential *value-expressive function of attitude* *attitude* is *bandwagon effect* which is indicated by the statement "many people wear the Buttonsscarves hijab making me feel as if I should also wear it" because it has *value outer loading* the highest is 0.967, followed by *bandwagon effect* which is indicated by the statement "I tend to choose the Buttonsscarves hijab recommended by the people closest to me rather than doing my own research" with a value of *outer loading* of 0.962, and the last is *bandwagon effect* which is indicated by the statement "I feel that wearing the Buttonsscarves hijab is a way to improve my social status/image in the eyes of other people" with the *value outer loading* the lowest is 0.934.

This is also in contrast to respondents' responses to variable indicators *bandwagon effect*, where respondents actually gave the highest response to the indicator *status seeking*, continued by *interpersonal influence*, and the lowest is *conformity*. Buttonsscarves hijab owners should be able to take strategic steps to increase their understanding of consumer preferences and adjust their marketing strategies to be more in line with market expectations and needs.

The results of this study confirm several previous empirical evidence in research conducted by Choet *al* (2021) found that *bandwagon effect* showed a significant impact on *value-expressive function of attitude* goods *fashion* luxurious. *Bandwagon effect* is a phenomenon where a person tends to follow opinions, beliefs, or behavior that are popular or that are widely followed by other people. In marketing and advertising, understanding influence *bandwagon effect* to *value-expressive function of attitude* can help Buttonsscarves design campaigns that appeal to consumers' desire to be part of a group or *trend* the greater one.

Influence Need for Uniqueness To Purchase Intention

Hypothesis 3 states that *need for uniqueness* have a positive influence on *purchase intention* Buttonsscarves hijab in Pontianak. Application calculation results *SmartPLS 4* indicates *value-t-statistic* $1,969 > 1,96$, *value p-value* $0,049 < 0,05$ and the original sample value has a positive notation of 0.239, meaning that hypothesis 3 is accepted that *need for uniqueness* positive influence on *purchase intention* Buttonsscarves hijab in Pontianak.

Need for uniqueness driving purchase intent based on exclusivity and rarity. Individuals may be more willing to pay premium prices for products that are limited or difficult to obtain in order to maintain their exclusive status. Therefore, it is critical for Buttonsscarves to understand and target consumers' unique needs to create an effective strategy. In this way, Buttonsscarves will be able to attract and retain customers who are looking for exclusivity and uniqueness, thereby increasing purchase intent and supporting business success.

The results of this research are in line with the results of Putri & Utama's (2021) research on consumers *luxury brand* Gen Y found that the need for uniqueness has a significant influence on purchasing interest. Likewise, Ahmad *et al* (2013) *need for uniqueness* has a significant effect on *purchase intention*, both agreed that *need for uniqueness* has a positive and significant influence on *purchase intention*.

Influence Bandwagon Effect To Purchase Intention

Hypothesis 4 states that *bandwagon effect* have a positive influence on *purchase intention* Buttonsscarves hijab in Pontianak. Application calculation results *SmartPLS 4* indicates *value-t-statistic* $2,381 > 1,96$, *value p-value* $0,017 < 0,05$ and the original sample value has a positive notation of 0.221, meaning that hypothesis 4 is accepted that *bandwagon effect* positive influence on *purchase intention* Buttonsscarves hijab in Pontianak.

Bandwagon effect has a significant impact on the intention to purchase the Buttonsscarves hijab in Pontianak. Thus, Buttonsscarves must pay attention to how *bandwagon effect* this can be leveraged to create and increase brand awareness and ultimately lead to higher sales.

The results of this research are in line with research conducted by Thapaet *al*(2022) shows that *bandwagon effect* significantly influence *purchase intention* luxury brands. Other research by Choet *al*(2021) proves that *bandwagon effect* positively influence *purchase intention* Gen Z consumers towards brands *fashion* luxurious. both agreed that *bandwagon effect* has a positive and significant influence on *purchase intention*.

Influence Reference Group To Purchase Intention

Hypothesis 5 states that *reference group* have a positive influence on *purchase intention* Buttonsscarves hijab in Pontianak. Application calculation results *SmartPLS 4* indicates value *t-statistic* 2,144 > 1.96, value *p-value* 0.032 < 0.05 and the original sample value has a positive notation of 0.205, meaning that hypothesis 5 is accepted that *reference group* positive influence on *purchase intention* Buttonsscarves hijab in Pontianak.

The results of structural testing show that three (3) indicators *reference group* the most influential *purchase intention* successively starting from the one that has the greatest influence is the indicator of normative influence which is indicated by the statement "I try to follow *trend* which is embraced by the people closest to me who wear the Buttonsscarves hijab" because it has value *outer loading* the highest is 0.957, then the indicator of the influence of value expression is shown by the statement "I feel that the Buttonsscarves hijab that I wear reflects certain values that are appreciated by my social group" with a value of *outer loading* of 0.955, and the last is an indicator of the influence of information which is shown by the statement "I tend to seek advice or recommendations from friends or family before buying a Buttonsscarves hijab" with a value of *outer loading* of 0.934.

These results indicate that the Buttonsscarves condition is one of the *local brand* Indonesia, which is well known abroad, demands Buttonsscarves to design a holistic and sustainable strategy that includes innovation, market expansion, digital marketing and sustainability. With this, Buttonsscarves can strengthen their position as *local brand* the best in Indonesia, especially Pontianak and achieved success in the international market.

The results of this research further confirm the empirical evidence that *reference group* significant positive effect on *purchase intention*, as has been shown in the results of research by Apupiantiet *al* (2019) proves that *reference group* has a directional and significant influence on *purchase intention*. Other research conducted by Mranani & Lastianti (2022) proves that *reference group* positive influence on *purchase intention*.

Influence Value-expressive Function of Attitude To Purchase Intention

Hypothesis 6 states that *value-expressive function of attitude* have a positive influence on *purchase intention* Buttonsscarves hijab in Pontianak. Application calculation results *SmartPLS 4* indicates value *t-statistic* 3.066 > 1.96, value *p-value* 0.002 < 0.05 and the original sample value has a positive notation of 0.284, meaning that hypothesis 6 is accepted that *value-expressive function of attitude* positive influence on *purchase intention* Buttonsscarves hijab in Pontianak.

The results of structural testing show that three (3) indicators *value-expressive function of attitude* the most influential *purchase intention* successively starting from the one that has the greatest influence is the indicator that luxury brands reflect the type of people I see which is indicated by the statement "luxury hijab brands reflect the type of people who buy the goods" because they have value *outer loading* the highest is 0.976, then the luxury brands indicator plays an important role in defining my self-concept as indicated by the statement "luxury brands play an important role in defining the wearer's self-concept" with the value *outer loading* of 0.974 and

the last is an indicator of luxury brands ensuring my personal identity which is shown by the statement "luxury hijab brands ensure the wearer's self-identity" with a *valueouter loading* of 0.971.

The results of this research further confirm the empirical evidence that *value-expressive function of attitude* positive and significant effect on *purchase intention*, as has been shown in research results by Choet *al*(2021) proves that *value-expressive function of attitude* significantly influence *purchase intention* towards luxury brands.

The Role of Mediation *Value-expressive Function of Attitude* in Influence *Need for Uniqueness to Purchase Intention*

Hypothesis 7 states that ability *value-expressive function of attitude* mediating influence *need for uniqueness to purchase intention* Buttonsscarves hijab in Pontianak. Application calculation results *SmartPLS 4* indicates *value-t-statistic* $2.405 > 1.96$, *value-p-value* $0.016 < 0.05$ and the original sample value has a positive notation of 0.144, meaning that hypothesis 7 is accepted. This shows that ability *value-expressive function of attitude* mediating influence *need for uniqueness to purchase intention* Buttonsscarves hijab in Pontianak.

Ability indicators *value-expressive function of attitude* which is proven to play an important role in influencing *purchase intention* In this research, luxury hijab brands ensure the identity of the wearer. This ability requires Buttonsscarves to indicate that consumers see the brand as a tool to express their values and identity. Therefore, *value-expressive function of attitude* can mediate a significant influence *need for uniqueness to purchase intention*.

The results of this research are in line with previous studies which revealed that *value-expressive function of attitude* does act as a mediating or indirect influence on influence *need for uniqueness to purchase intention* brand Gen Z consumers *fashion* luxurious (choet *al*, 2021).

The Role of Mediation *Value-expressive Function of Attitude* in Influence *Bandwagon Effect to Purchase Intention*

Hypothesis 8 states that ability *value-expressive function of attitude* mediating influence *bandwagon effect to purchase intention* Buttonsscarves hijab in Pontianak. Application calculation results *SmartPLS 4* indicates *value-t-statistic* $2.451 > 1.96$, *value-p-value* $0.014 < 0.05$ and the original sample value has a positive notation of 0.108, meaning that hypothesis 8 is accepted. This shows that ability *value-expressive function of attitude* mediating influence *bandwagon effect to purchase intention* Buttonsscarves hijab in Pontianak.

Ability indicators *value-expressive function of attitude* which is proven to play an important role in influencing *purchase intention* In this research, luxury hijab brands reflect the type of people who buy these items. This capability encourages Buttonsscarves to create an exclusive and premium shopping experience where consumers can buy Buttonsscarves hijabs not only as goods, but also as part of a special shopping experience.

The results of this study confirm empirical evidence that ability *value-expressive function of attitude* significant positive effect on *purchase intention*, as has been shown in research results by Choet *al*(2021) Gen Z consumer brands *fashion* luxurious.

4. Conclusion

Based on the results of the research and discussion described in the previous chapter, the following conclusions can be drawn:

1. *Need for uniqueness* positive and significant effect on *value-expressive function of attitude*, so it is known that *need for uniqueness* can affect *value-expressive function of attitude* Buttonsscarves hijab in Pontianak.

2. *Bandwagon effect* positive and significant effect on *value-expressive function of attitude*, so it is known that *bandwagon effect* can affect *value-expressive function of attitude* Buttonsscarves hijab in Pontianak.
3. *Need for uniqueness* positive and significant effect on *purchase intention*, so it is known that *need for uniqueness* can improve *purchase intention* Buttonsscarves hijab in Pontianak.
4. *Bandwagon effect* positive and significant effect on *purchase intention*, so it is known that *bandwagon effect* can improve *purchase intention* Buttonsscarves hijab in Pontianak.
5. *Reference group* positive and significant effect on *purchase intention*, so it is known that *reference group* can improve *purchase intention* Buttonsscarves hijab in Pontianak.
6. *Value-expressive function of attitude* positive and significant effect on *purchase intention*, so it is known that *value-expressive function of attitude* can improve *purchase intention* Buttonsscarves hijab in Pontianak.
7. *Value-expressive function of attitude* mediating influence *need for uniqueness* to *purchase intention*, so it is known that *need for uniqueness* can improve *purchase intention*, and will eventually also improve *purchase intention* Buttonsscarves hijab in Pontianak.
8. *Value-expressive function of attitude* mediating influence *bandwagon effect* to *purchase intention*, so it is known that *bandwagon effect* can improve *purchase intention*, and will eventually also improve *purchase intention* Buttonsscarves hijab in Pontianak

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