

Abstract

The Muslim fashion industry in Indonesia, particularly in West Java, has experienced rapid growth in line with the increasing awareness of modest dressing and the rise of online shopping trends. In this context, product presentation plays a strategic role in addressing the limitations of online shopping experiences, where consumers cannot physically examine products. Issues such as incomplete information and concerns about religious compatibility present unique challenges that require further investigation.

This study aims to analyze the influence of product presentation on online purchase intention of Muslim fashion, considering the mediating role of product uncertainty and lifestyle fit uncertainty. The research is driven by the consumer's need for visual and narrative information that can build confidence in the purchase decision-making process.

A quantitative method was used with the Partial Least Square - Structural Equation Modeling (PLS-SEM) approach. Data were collected from 384 respondents who had experience purchasing Muslim fashion products online. Descriptive analysis of each statement item was also conducted to support the interpretation of the results.

The findings show that product presentation significantly reduces both product uncertainty and lifestyle fit uncertainty, which in turn positively influence purchase intention. Both mediating variables were found to be crucial in building consumer trust.

The practical implication of this study suggests that Muslim fashion businesses should enhance their visual strategies by using videos, high-resolution images, and zoom features, along with clear product descriptions. These efforts are essential in creating a trustworthy and relevant online shopping experience for Muslim consumers in the digital era.

Keywords: Product Presentation, Purchase Intention, Muslim Fashion, Product Uncertainty, Lifestyle Uncertainty