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Customer Loyalty in Halal Fashion Brand: The Role of Social Information Processing and Brand Personality

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ABSTRACT

This study aims to analyse customer loyalty towards halal fashion brands through the social information processing (SIP) theory and halal brand personality. An online survey was used to collect data among a total of 447 respondents. The hypothesis was tested empirically using a variance-based structural equation model. This study proves that SIP is a "process" from information capture to information use experienced by social media users which then influences halal brand personality and customer loyalty. This is supported by the significant results of hypothesis testing between information capture and information use; and between information use and halal brand personality and customer loyalty. Finally, this study proves the important roles of social media content information processing and halal brand personality play in influencing customer loyalty to halal fashion brands. For creating customer loyalty halal fashion brands must utilise social media platforms to effectively communicate their values and commitment to halal principles. Brands must actively engage with customers on social media by responding to questions, addressing concerns, and seeking feedback. Halal fashion brands can collaborate with influencers who align with their values and target audience. Additionally, brands should focus on providing high-quality products and services that meet the expectations of halal-conscious customers. Lastly, brands must continually monitor and analyse social media data and information to gain insight into customer preferences and behaviour. This study is initial empirical research that explains SIP as a "process" that influences halal brand personality and customer loyalty in the context of halal fashion brands.

Keywords: *Social information processing, halal brand personality, customer loyalty, halal fashion, social media content.*

INTRODUCTION

The halal fashion industry is a rapidly growing sector within the broader halal industry. The halal industry market is witnessing expansion not only in the halal food and beverage domain (Thimm, 2021) but also encompassing the halal fashion sector (Zainudin et al., 2020), which is essentially a fundamental human requirement. Indonesia, with its large Muslim population in the world, with the number of Muslims reaching 236.53 million people (86.88%) out of the total population of Indonesia, which is 272.23 million people (Hakim et al., 2021). It has great potential for the development of the halal fashion industry. It has been revealed that the expenditure of the global Muslim community worldwide reached USD 295 billion (Suradin, 2018). The projection for the year 2025 indicates a higher figure, approximately USD 375 billion (Listyadewi, 2023). This development positions the halal fashion industry as the second-highest economic sector after the halal food and beverage industry. Interestingly, Indonesia also holds a significant position in the halal fashion industry, ranking third globally.

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This has made Indonesia rank third in the top 10 modest fashion in the world and enter the top 10 fashion Muslim consumer markets with a total consumer expenditure of USD 21 billion (Ministry of Industry Indonesia, 2021). Furthermore, the consumption of Muslim fashion products in the domestic market has reached USD 20 billion with an average growth rate of 18.2% (GBG Indonesia, 2020). This shows great opportunities for halal fashion marketers to market their products in the country. Thus, it is important to comprehend consumers' behaviour within the halal fashion market and offer guidance to Indonesian halal fashion brands in cultivating consumer loyalty. Moreover, unlike the mainstream fashion market, deciphering the preferences of halal fashion customers can prove intricate due to the incorporation of Shariah principles even in the formulation of marketing strategies.

The marketing strategy of the fashion industry is greatly supported by social media platforms (Marchand et al., 2021). Social media has emerged as a powerful tool in product marketing strategies, particularly in building customer loyalty (Li et al., 2021). Numerous studies have highlighted the importance of social media in fostering loyalty among customers (Balakrishnan et al., 2014; Santos et al., 2022; Sashi et al., 2019). One study conducted by Ismail et al. (2018) investigates the influence of perceived social media marketing activities on brand loyalty. This study confirms the growing importance of social media marketing in building customer loyalty. Through social media, fashion products can build customer loyalty, which can highlight the unique features and qualities of their products. They can showcase the use of ethically sourced materials, sustainable production practices, and designs that cater to the needs and preferences of customers. Furthermore, Ibrahim (2022) suggests that engaging customers through social media platforms can contribute to building strong customer loyalty. Moreover, Khoa (2020) indicates that social media platforms provide an opportunity for fashion products to establish credibility and trust, which can ultimately lead to increased customer loyalty. This highlights the need for a deeper understanding of how to effectively utilise social media to cultivate customer loyalty. By using social media marketing activities and fostering meaningful interactions with customers halal fashion brands can enhance customer loyalty. Therefore, this study analyses the important role of information from social media in influencing customer loyalty, especially towards halal fashion brands.

To understand the information processing from social media, the Social Information Processing (SIP) theory provides valuable insight (Harrigan et al., 2020). SIP is a framework that explains how individuals process and interpret social information, including their perceptions of brands (Kang & Namkung, 2019). In the context of branding, SIP suggests that customers rely on social cues and information to form impressions of brands (Watanuki & Moraes, 2019), which in turn influence their brand personality perceptions and brand loyalty (Garanti & Kissi, 2019). The influence of SIP on brand personality is further linked to brand loyalty. Brand loyalty refers to the extent to which customers repeatedly choose and remain committed to a particular brand over time (Arslan, 2020). SIP suggests that customers develop relationships with brands based on their perceptions of the brand's personality (Eyada, 2020). From a theoretical perspective, SIP provides insights into the cognitive processes and mechanisms through which customers form perceptions of brands and develop brand loyalty (Harrigan et al., 2020). Only a few research done on the relationship between Halal brand personality and brand loyalty have been identified (Zainudin et al., 2020), however, none has focused on the relationship between SIP and Halal brand personality and brand loyalty. Thus, this study addresses this gap to identify constructs that are closely related to SIP and halal brand personality and brand loyalty in the halal fashion industry.

This study seeks to assess the impact of SIP on halal brand personality and brand loyalty among halal fashion customers in Indonesia to provide new insight to halal fashion marketers to create customer loyalty. To further understand the relationship between the variables, the research objectives driving this study are to examine the influence of SIP on halal brand personality dimensions on brand loyalty among halal fashion customers in Indonesia.

LITERATURE REVIEW

Halal Fashion

The Muslim fashion industry has experienced substantial growth and diversification over the past three decades, largely fueled by the increasing demand among Muslims to follow religious dress codes (Zainudin et al., 2020). From a customer behaviour perspective, there's been a notable rise in demand for Muslim fashion products that align with the principles of a halal lifestyle (Sayogo, 2018). Particularly, younger Muslim customers are showing a growing interest in staying fashionable while adhering to Islamic principles (Zain et al., 2021). Halal fashion is characterised by clothing that complies with Islamic law (Saidun et al., 2018). This entails garments that cover the head and body in accordance with Sharia principles. The first key principle is that clothing should be loose-fitting to avoid revealing the shape of the body. The second principle requires the use of thick materials that conceal the body shape and skin tone. The Muslim fashion value chain typically comprises four main components: raw materials, designers, manufacturers, and retailers. To maintain a halal supply chain, each stage must adhere to Islamic rules derived from the Al-Quran and Hadis (Sumarliah et al., 2021). This includes the selection and sourcing of raw materials, the design process, manufacturing procedures, and the distribution of fashion products to retailers.

Furthermore, halal clothing products adhere to the Sharia criteria for dressing and represent a halal lifestyle (Putri, 2019). To ensure the halal of fashion products, it is essential that the raw materials used are halal, the production and storage processes avoid forbidden or unclean materials, and the distribution process aligns with the principles of benefit and justice (Rubawati et al., 2018). The production process of halal fashion products follows the certification standards set by LPOM MUI/BPJPH (Assessment Institute for Foods, Drugs, and Cosmetics of the Indonesian Ulema Council/National Halal Certification Agency) (Astuti et al., 2023). From the explanation above, it shows that halal fashion has different characteristics compared to conventional fashion. This is related to the Islamic Sharia that is inherent in its users.

Social Information Processing Theory

The SIP theory is a psychological theory that focuses on how individuals perceive and interpret social information to form impressions and make decisions in social interactions (McEwan, 2021). It explores how people process and use social cues to understand others and make judgments about their behaviour and intentions. According to SIP, individuals engage in a series of cognitive processes to interpret social information. SIP has been applied to various domains, including online dating (Hammond & Kehbuma, 2020), nurse-patient communication (Sheldon & Ellington, 2008), and power dynamics in social interactions (Mast et al., 2020). It provides insights into how individuals perceive and interpret social cues in these contexts and how these processes can impact their behaviour and decision-making. According to (Westerman et al., 2020), in terms of practical applications, SIP can inform the

design of communication and interaction systems to enhance social information processing. Thus, SIP provides a framework for understanding how individuals perceive, interpret, and respond to social information. By examining the cognitive processes involved in social information processing, the theory offers insights into how individuals form impressions, make decisions, and interact with others in various social contexts.

SIP encompasses the dimensions that are crucial in understanding social interactions and their impact on various aspects of life. Harrigan et al. (2020) delineated four dimensions within their relational information processes construct: information capture, integration, access, and use. In line with that study, according to Mast et al. (2020) SIP dimensions include information capture, information integration, information access, and information use. By using the dimensions of SIP, customers and marketers can gain valuable insights into preferences, behaviours, and perceptions of what they need (Jayachandran et al., 2005). This understanding allows them to build strong brand-customer relationships. Ultimately, the effective use of SIP can contribute to enhancing brand loyalty and customer loyalty. For further explanation of the five dimensions will be explained below.

Hypothesis Development

a) Information Capture and Information Integration

One of the elements of SIP is information capture. According to Ziyadin et al. (2019) information capture and integration are crucial processes that have a significant impact on customer behaviour and decision-making. The relationship between information capture and integration is crucial because the quality and effectiveness of integrated information depend on the accuracy and completeness of the captured data (Stephen, 2016). In other words, the success of information integration relies on the reliability and relevance of the captured information. Sun et al. (2020) explained by integrating information from various sources, customers can consider multiple perspectives and factors, leading to more well-rounded and informed choices. Furthermore, information integration enables customers to make connections and draw conclusions from diverse sources of information (Tiago & Veríssimo, 2014). By integrating information from different channels, such as online reviews, social media, and expert opinions, customers can gain a comprehensive understanding of products or services (Kalkova et al., 2020). Therefore, this shows that information capture influences information integration. Thus, the hypothesis for this influence:

H1. Information capture significantly influences information integration.

b) Information Integration and Information Access

Information integration influences information access in the context of customer behaviour. According to Zeng and Tse (2006) information integration refers to the process of combining and assimilating various information sources to form a coherent understanding. On the other hand, information access refers to the ability of customers to obtain and retrieve relevant information when needed (Savolainen, 2019). When customers can integrate information effectively, it enhances their access to relevant and reliable information (Huang et al., 2021). This, in turn, enables them to make more informed choices and decisions. Apart from that, Zeng and Tse (2006) argued that effective integration enhances the accessibility and usability of information for customers. When information is integrated, it becomes more organised, structured, and interconnected, making it easier for customers to access and navigate. Integrated information provides a holistic view of a product and what it needs, allowing

customers to gain a deeper understanding and make more informed decisions. Thus, this research hypothesised information integration significantly influences information access.
H2. Information integration significantly influences information access

c) Information Access and Information Use

The relationship between information access and information use among customers is complex and multifaceted. This is supported by research in the field. A study by Swanson and Kelley (2001) found that the accessibility of information plays a crucial role in its utilisation by customers. Furthermore, the accessibility of information can influence customers' trust and reliance on that information. Customers are more likely to trust and use this information in their decision-making processes when information is easily accessible (Swanson & Kelley, 2001). Customers' reliance on one information source is related to their use of other sources. Positive interactions between different information sources indicate that the use of one source increases the use of another (Lee & Cho, 2005; Suryanto et al., 2024). Customers rely on information intermediaries that provide relevant and valuable information, reducing the need to access alternative sources (Otero et al., 2014). Furthermore, information access plays a significant role in information use among customers. Customers are more likely to utilise it in their decision-making processes when information is readily available and accessible (Zhao & Zhang, 2017). This highlights the importance of information access in influencing information use. Therefore, this study hypothesised information access significantly influences information use as follows:
H3. Information access significantly influences information use.

d) Information Use and Halal Brand Personality

Information use relates to halal brand personality among customers. According to (Ali et al. (2018) when customers actively engage with and utilise information about halal brands, it shapes their perception of the brand's personality. Furthermore, by actively engaging with information about halal brands, customers can develop perceptions of the brand's personality (Ali et al., 2018). According to Farah (2021) the utilisation of information about halal brands significantly influences customers' perception of the brand's personality. Factors such as brand image, brand satisfaction, brand trust, brand loyalty, and perceived brand quality play crucial roles in shaping customers' perceptions (Farah, 2021). Understanding the impact of information use on halal brand personality is essential for target customers of halal products (Fadahunsi & Kargwell, 2015). The information customers received about the brand's religious values and practices played a crucial role in shaping their perception of the brand's personality (Wahyuni & Fitriani, 2017). Apart from that, the study highlighted the importance of brand management in effectively communicating the brand's personality to customers. By providing relevant and accurate information about the brand's values, beliefs, and practices, customers can develop a stronger connection with the brand and perceive it as having a distinct personality (Wahyuni & Fitriani, 2017). Thus, this study hypothesised information use significantly influences halal brand personality as follows:
H4. Information use significantly influences halal brand personality.

e) Information Use and Customer Loyalty

The use of information communication technology has an impact on customer loyalty (Daulay, 2021). According to (Yusmardi et al., 2019; Yogesh, 2022) customer satisfaction by

information use is considered a key driver of customer loyalty. For example in the context of e-commerce, the factors of information use such as websites or other applications which are reliable, trust, information safety, and price advantage also play a role in influencing customer loyalty (Mahsyar & Surapati, 2020). They are more likely to develop loyalty towards the brand when customers use information about the product and are satisfied with the information products or services they receive and believe high quality in those products, (Kandampully & Suhartanto, 2000; Kelvin Hendrata et al., 2021). Additionally, factors such as the information about the firm's image and reputation which are used by customers play a role in influencing their loyalty (Kandampully & Suhartanto, 2000). Thus, information use influences in forming customer loyalty. Therefore, the hypothesis in this study is as follows:
H5. Information use significantly influences customer loyalty.

f) Halal brand personality significantly influences customer loyalty

Halal brand personality influences customer loyalty. Ali et al. (2018) argued that halal brand image influences customer loyalty because it depends on customers' identities. Furthermore, Sobari et al. (2022) explored the influence of Islamic attributes and religious commitments on customer satisfaction and loyalty in halal wellness services. The study found that several dimensions of Islamic attributes can build the brand personality among customers and also significantly influence customer satisfaction and loyalty (Sobari et al., 2022). Additionally, Mursid and Wu (2022) found that halal brand personality significantly affects customer trust and that customer satisfaction and trust positively impact customer loyalty. Thus, this study hypothesised the effect of halal brand personality on customer loyalty.
H6. Halal brand personality significantly influences customer loyalty

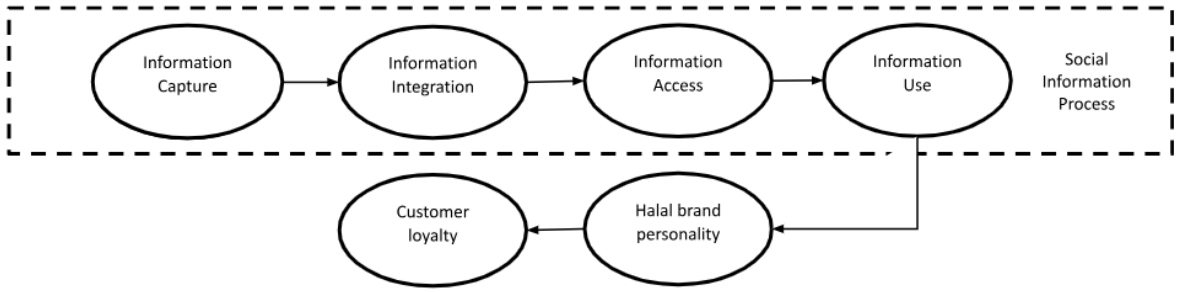


Figure 1. Research framework

METHODOLOGY

Instrument and Measurement

The items for the research constructs in this study were modified and adapted from previous studies. SIP is measured with four dimensions, namely information capture with four items, information integration with three items, information access with four items, and information use with four items adopted from previous studies (Harrigan et al., 2020; Jayachandran et al., 2005). Halal brand personality is measured with thirteen items from four dimensions, namely purity, righteousness, safety, and sophistication which explain customers' personality preferences for fashion brands (Aaker, 1997; Anselmsson & Tunca, 2019). Finally, customer loyalty is measured with three items that explain the intention to continue purchasing, be loyal to a particular brand, and recommend to others (Aji & Muslichah, 2023; Ebrahim, 2020). Overall, the indicators in this study are shown in Table 1. A five-point Likert scale was used for all items from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consists of 3

parts. The first part is related to explaining the respondent's agreement to provide data correctly. The second part contains questions about the respondent's data such as gender, age, occupation, income, halal brand products owned, when was the last time they bought halal clothing and frequently used social media. The third part is questions related to the research constructs.

Table 1: Research instrument

Constructs	Indicators	Sources
Information capture	IC1. Get continuous information about halal fashion IC2. Get halal fashion information from halal fashion companies' social media IC3. Interact directly to get information through social media IC4. The information obtained is updated in a timely fashion	(Harrigan et al., 2020; Jayachandran et al., 2005)
Information integration	II1. Integrating halal fashion information by interacting with halal fashion companies. II2. Integrating halal fashion information with information from external sources (other than halal fashion companies). II3. Integrating halal fashion information from various communication channels (social media, e-commerce).	(Harrigan et al., 2020; Jayachandran et al., 2005)
Information access	IA1. Easy to access the necessary halal fashion information. IA2. Easy to access halal fashion information even when it is hard to find. IA3. Easy to access halal fashion information to manage relationships with halal fashion companies. IA4. Easy to access halal fashion information to manage relationships with companies	(Harrigan et al., 2020; Jayachandran et al., 2005)
Information use	IU1. Using information to meet the needs of halal fashion products IU2. Using information to assess the quality of halal fashion products. IU3. Using information to identify marketing channels for halal fashion companies. IU4. Using information to customize halal fashion company offerings.	(Harrigan et al., 2020; Jayachandran et al., 2005)
Halal brand personality	*Purity* HBP1. The brand has pure characteristics HBP2. The brand has honest characteristics HBP3. The brand has friendly characteristics *Righteousness* HBP4. This brand has virtuous characteristics HBP5. This brand has sincere characteristics HBP6. This brand has scrupulous characteristics HBP7. This brand has a spiritual characteristic *Safety* HBP8. This brand is safe HBP9. This brand is dependable *Sophistication* HBP10. This brand is excellent HBP11. This brand is famous HBP12. This brand has a high-class characteristic HBP13. This brand is marvelous	(Aaker, 1997; Aji & Muslichah, 2023; Anselmsson & Tunca, 2019)
Customer loyalty	CL1. Intention to continue buying CL2. Loyal to the brand CL3. Recommend to others	(Aji & Muslichah, 2023; Ebrahim, 2020)

Sampling and Data Collection

This study implemented two steps to ensure the validity and reliability of the questionnaire. In the first step, three academics outside the research group were invited to comment on the contents of the questionnaire to ensure the wording and contents of the questionnaire were correct and free from ambiguity issues. The second step is a pilot-test which distributes the questionnaire to a minimum of 30 respondents to ensure that the revised questionnaire is clear, understandable, valid, and reliable. Respondents in this study were 447 respondents with several criteria: (1) loyal users of halal fashion brands, meaning they consistently use halal clothing in their daily activities; (2) active social media users; (3) have purchased halal clothing from a brand on social media. Data were processed using partial least squares-structural equation modeling (PLS-SEM). In PLS-SEM analysis, a minimum sample size is required. The sample size was calculated based on the statistical power used in G*Power. The statistical power value for this sample was 0.95, exceeding the minimum requirement of 0.8 (Carranza et al., 2020; Hair et al., 2019). Therefore, the sample size in this study is accepted.

Data Analysis

In analysing the results of the research questionnaire, this study used a structured educational model (SEM) and found the influence of research constructs. The SEM used is PLS SEM because this study explores or develops theory and not just confirms the theory. In addition, PLS-SEM is suitable for complex research models consisting of several constructs and indicators (Hair et al., 2019). SmartPLS 3.2.9 was used for the analysis. A two-step procedure was used, following the principles stated in the PLS-SEM analysis literature, which involved evaluating the measurement model and structural model (Hair et al., 2019). All indicators in this study are reflective indicators, which necessitates testing the measurement model's reliability and validity of the reflective construct. Meanwhile, R^2, f^2, Q^2, and path coefficients are used to evaluate the structural model (Hair et al., 2019).

RESULTS AND DISCUSSION

Measurement Model

The results of the PLS-SEM analysis are used to evaluate the outer model before analysing the inner model results (Hair et al., 2019). Because all indicators in each construct are identified as reflecting the construct, all items are measured using reflective procedures (Hair et al., 2019). In the initial stage, convergent validity and construct reliability were evaluated. In convergent validity, evaluating outer loading and average variance extracted (AVE). The results show that all outer loadings exceed 0.708 (see Table 2). The results are very satisfactory with a value of 0.772 to 0.919. Then, to test how reflective all indicators are of the construct, AVE is evaluated. The results show that all constructs exceed 0.50 (0.706 – 0.828), which means that all indicators reflect the construct by 70.6% to 82.8%, ensuring convergence validity (Fornell & Larcker, 1981). Then, internal reliability was accepted because all Cronbach's Alpha, composite reliability, and Dijkstra–Henseler's rho (ρA) values were above 0.70, which shows the reliability of all constructs in this research model (Hair et al., 2019). The next stage is to test discriminant validity with the Fornell–Larcker criterion. The results show that the square root of each AVE construct value is higher than other constructs, which shows that all constructs are not multidimensional and reflect the construct.

Table 2: Measurement model

Construct	Indicator	Loadings	Cronbach's alpha	ρA	CR	AVE
Information capture			0.884	0.887	0.921	0.745
	IC1	0.855				
	IC2	0.910				
	IC3	0.786				
	IC4	0.895				
Information integration			0.810	0.814	0.887	0.724
	II1	0.840				
	II2	0.880				
	II3	0.833				
Information access			0.861	0.867	0.906	0.706
	IA1	0.857				
	IA2	0.848				
	IA3	0.863				
	IA4	0.791				
Information use			0.884	0.894	0.921	0.747
	IU1	0.895				
	IU2	0.919				
	IU3	0.901				
	IU4	0.729				
Halal brand personality			0.975	0.975	0.978	0.772
	HBP1	0.875				
	HBP2	0.772				
	HBP3	0.908				
	HBP4	0.898				
	HBP5	0.809				
	HBP6	0.900				
	HBP7	0.858				
	HBP8	0.903				
	HBP9	0.909				
	HBP10	0.900				
	HBP11	0.895				
	HBP12	0.908				
	HBP13	0.877				
Customer lotalty			0.896	0.901	0.935	0.828
	CL1	0.917				
	CL2	0.906				
	CL3	0.907				

Note(s): CR = composite reliability; AVE = average variance extracted; IC = information capture; II = information integration; IA = information access; IU = information use; HBP = halal brand personality; CL = customer loyalty.

Table 3: Fornell-Larcker criterion

	(1)	(2)	(3)	(4)	(5)	(6)
(1) Information capture	0.863					
(2) Information integration	0.830	0.851				
(3) Information access	0.712	0.779	0.840			
(4) Information use	0.763	0.775	0.810	0.864		
(5) Halal brand personality	0.775	0.692	0.687	0.748	0.879	
(6) Customer loyalty	0.660	0.616	0.615	0.665	0.723	0.910

Structural Model

After evaluating the outer model or measurement model, the assessment of the inner model or structure model begins. Before that, multicollinearity is important to evaluate in the assessment of the outer model. To find out whether there is a problem regarding multicollinearity, the variance inflation factor (VIF) value is tested. As shown in Table 4, there are no values that exceed 5 indicating that multicollinearity does not occur (Hair et al., 2019). The next stage, R^2 is used to evaluate the predictions of the structural model. The results show that the R^2 value for halal brand personality is 0.558 and for customer loyalty 0.556. which shows moderate criteria (Hair et al., 2019). In PLS-SEM analysis, in addition to R^2, it is necessary to evaluate Q^2. Q^2 calculation is done through blindfolding. All Q^2 values exceed 0, indicating that the model has predictive relevance. The Q^2 value for halal brand personality is 0.730 and for customer loyalty is 0.615. Based on the predictive power criteria, this value above 0.5 indicates the predictive power of the criteria is large.

As a result of calculations through bootstrapping 5000 subsamples, the significance of the path coefficient can be determined. As can be seen in Table 4 and Figure 2, information capture has a positive effect on information integration (β= 0.830), accepting H1. Information integration has a positive effect on information access (β= 0.779), accepting H2. Information access has a positive effect on information use (β= 0.810), indicating that H3 is accepted. Information use has a positive effect on halal brand personality (β= 0.748) and customer loyalty (β= 0.281), showing that H4 and H5 are accepted. Lastly, halal brand personality has a positive effect on customer loyalty (β= 0.514), indicating that H6 is accepted. These results show that SIP influences halal brand personality and customer loyalty.

Table 4: Hypotheses results

Path		β	T - Values	P - Values	VIF	Supported
H1. IC -> II		0.830	40.844	0.000	1.000	Yes
H2. II -> IA		0.779	27.947	0.000	1.000	Yes
H3. IA -> IU		0.810	35.174	0.000	1.000	Yes
H4. IU -> HBP		0.748	26.002	0.000	1.000	Yes
H5. IU -> CL		0.281	5.093	0.000	2.267	Yes
H6. HBP -> CL		0.514	9.482	0.000	2.267	Yes
R^2 Halal brand personality	= 0.558					
R^2 Customer loyalty	= 0.556					
Q^2 Halal brand personality	= 0.730					
Q^2 Customer loyalty	= 0.615					

Note (s): IC = information capture; II = information integration; IA = information access; IU = information use; HBP = halal brand personality; CL = customer loyalty.

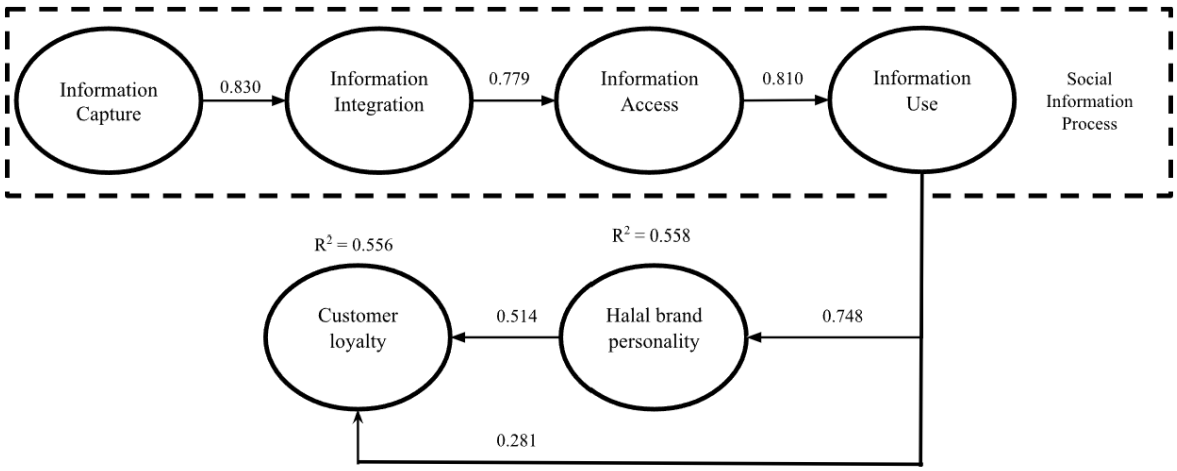


Figure 2: Research result

Discussion and Theoretical Implication

This study proves that customer loyalty to halal fashion brands can be influenced by SIP and halal brand personality. This SIP–loyalty model is strengthened by previous research (Abedin & Chew, 2016; Garanti & Kissi, 2019; Harrigan et al., 2020). SIP explains the cognitive and emotional processes involved in how individuals perceive, interpret, and respond to social cues and information in their environment (Walther, 2016). When someone gets information via social media about halal fashion brands that are in line with their personality, they will feel close to the brand and build a good relationship with the brand, which then leads them to be loyal. This theoretical framework explains how individuals gather, interpret, and use social information to make sense of social situations and guide their loyalties. Previous studies explain that SIP from both the company and customer side will influence loyalty and relationships with customers (Abedin & Chew, 2016; Garanti & Kissi, 2019; Harrigan et al., 2020). Although these studies do not explain customer loyalty with the same model as this study, the SIP – loyalty model in this study has been tested and confirmed to explain customer loyalty to halal fashion brands which contributes to a deeper understanding of customer loyalty behaviour in halal fashion brand context.

In SIP, the results of this study prove that the four variables in SIP are the process of forming a halal brand personality. The influence of SIP on brand personality has been proven by previous studies (Garanti & Kissi, 2019), but studies on this influence are still limited and there are no studies that explain SIP as a process, only explaining it as one variable (Chuang, 2020; Garanti & Kissi, 2019; Harrigan et al., 2020; Le et al., 2018). This study successfully proves that SIP is a social information "process" that influences halal brand personality. The SIP encompasses the flow of data originating from social media platforms and comprises four key stages: information capture, information integration, information access, and information use (Harrigan et al., 2020; Jayachandran et al., 2005). This multifaceted process has a profound impact on the development and perception of a halal brand's personality. Through information capture, and explaining information obtained by customers from various social media sources; Information integration involves synthesising this information into coherent insights. Information access enables customers to retrieve this information, and finally, information use entails the application of these insights. This SIP will ultimately influence the brand personality of a halal brand (Garanti & Kissi, 2019). This study provides knowledge that information obtained through social media is a process that starts from

information capture to information use, and the suitability of this information received will influence the halal brand personality of customers in halal fashion brands.

This study is based on SIP theory (Walther, 2016), which explains how relationships are formed in computer-mediated environments that lack personal, face-to-face contact but are as effective as they can be in face-to-face situations. The majority of studies on SIP apply this theory in a company-customer environment (Chuang, 2020; Harrigan et al., 2020; Jayachandran et al., 2005), but they assess SIP from the company's internal perspective and how to use the information. SIP assessed from the customer's perspective has also been implemented (Garanti & Kissi, 2019; Le et al., 2018), but does not assess SIP based on a "process" experienced by customers. Thus, the findings of this study contribute to a deeper understanding of the processes underlying the application of SIP theory in a company-customer computer-mediated environment, especially social media in halal fashion brands. The findings of this study show that customer loyalty is formed based on the SIP process starting from information capture to information use. This study also highlights the importance of creating a personality that matches the company with its customers, which enables the development of customer loyalty over time.

CONCLUSION

The results show the importance of information from social media which will influence customer loyalty. Effective use of social media has become important for companies to interact with their target audiences, build brands, and influence customer loyalty (Aji & Muslichah, 2023). In the context of halal fashion brands, the importance of social media can be seen in several practical implications. Customers can use social media platforms to discover new products, read reviews, and stay up to date on the latest halal fashion trends. Halal fashion brands can educate their target audience about their values, product quality, and unique offerings by continuously producing accurate and interesting contents. This steady flow of information promotes trust and trustworthiness, increasing customer loyalty. Furthermore, by monitoring and responding to their comments on social media, brands can demonstrate that they appreciate their feedback and are committed to continual improvement, which strengthens customer loyalty.

In creating a brand personality, the SIP for halal fashion brands has many aspects. First, halal fashion brands must actively utilise social media platforms to create and communicate their brand personality traits (Garanti & Kissi, 2019). By continuously interacting with their target customers on social media, brands can create a brand personality that suits their halal target audience. Second, brands must focus on building a strong and consistent halal brand image on social media, aligning it with halal values and principles (Harun et al., 2023). This includes emphasising religious values, prioritising modesty, and displaying ethical and sustainable practices (Zainudin et al., 2020). To effectively manage their brand personality in this context, managers must consistently communicate and demonstrate their commitment to halal principles and halal practices through their content, and engagement strategies on social media. By actively participating in online conversations, responding to customer feedback, and showcasing their brand's halal personality traits, marketers can create a halal brand identity that resonates with their target audience and cultivates a strong emotional connection. Overall, utilising the SIP on social media can help halal fashion brands build a strong and authentic brand personality.

In creating customer loyalty through social media, halal fashion marketers need to understand how customers interact with company social media to obtain and use information. The importance of SIP for consumers of halal fashion brands has several implications for creating customer loyalty. First, halal fashion brands must utilise social media platforms to effectively communicate their values and commitment to halal principles. By sharing authentic and engaging content, brands can build strong relationships with their target audiences and build trust, which is critical to growing customer loyalty. Second, brands must actively engage with customers on social media by responding to questions, addressing concerns, and seeking feedback. This direct interaction will increase their loyalty to the brand. Third, halal fashion brands can collaborate with influencers who align with their values and target audience. Influencer marketing on social media can help strengthen brand messages, reach a wider audience, and influence customer loyalty (Aji & Muslichah, 2023). Additionally, brands should focus on providing high-quality products and services that meet the expectations of halal-conscious customers. Perceived brand quality plays an important role in building loyalty (Zainudin et al., 2020). Lastly, brands must continually monitor and analyse social media data and information to gain insight into customer preferences and behaviour. This data can inform strategic decision-making, allowing brands to adjust their marketing efforts and increase customer loyalty. Overall, effective use of social media in the context of SIP can contribute significantly to creating customer loyalty towards halal fashion brands.

Limitations and Future Research

There is no study without limitations, this study acknowledges several limitations for improvement in future studies. First, the respondents in this study are users of halal fashion brands in Indonesia, which is a country with a Muslim majority. Countries with different Muslim demographics will show different results. Future studies can analyse and differentiate based on Muslim populations in various countries. Second, the social media used in this study are from various platforms, namely Instagram, TikTok, and Facebook. Each platform has different characteristics that will influence the information delivery process. Future studies are expected to analyse the differences between several social media platforms. Third, this study uses a survey to collect data. Each respondent has a different perception of halal fashion brand social media. Future research can add other data collection methods such as experiments, interviews, and focus groups which will provide better implications.

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