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The Product Diversification and Purchase Intention of Evidence from Kamiidea and Buttonscarves Muslim Fashion Consumers in Indonesia Mediated by Brand Trust, Perceived Value, and Customer Satisfaction

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Abstract

This study examines how product diversification shapes purchase intention among consumers of premium local Muslim fashion brands in Indonesia through brand trust, perceived value, and customer satisfaction. 250 DKI Jakarta who had purchased Kamiidea or Buttonscarves products through online or physical stores, analysis (PLS-SEM) with SmartPLS 3. Product diversification strengthens brand trust, perceived value, and customer satisfaction. However, its direct effect on purchase intention is negligible, indicating that diversification becomes behaviorally meaningful primarily when consumers translate a broader product portfolio into value and satisfaction. Customer satisfaction provides the strongest direct and mediating mechanism, followed by perceived value, whereas brand trust does not directly predict purchase intention and its simple mediation pathway is not significant. 48.9% of impact purchase intention. Refine understanding of product diversification in premium Muslim fashion by showing that expanding an assortment is not sufficient by itself; diversification must create relevant value and a satisfying shopping experience to stimulate purchase intention. Managerially, the results emphasize disciplined assortment innovation, consistent quality, value communication, and omnichannel service rather than reliance on brand trust alone.

Keywords:
Product Diversification; Brand Trust; Perceived Value; Purcahse Intention; Kamiidea; Buttonscarves.

1. INTRODUCTION

Growth in Indonesia's Muslim fashion market has intensified competition among local brands across physical and digital channels. Evidence from Indonesian modest-wear and fashion e-commerce settings shows that purchase decisions are shaped by product-related evaluations, trust, perceived value, and the quality of the consumption experience rather than by market expansion alone (Sumarliah et al., 2021; Sanny et al., 2022; Nofrizal et al., 2023). For premium local brands, introducing more categories, designs, colors, or complementary products is strategically useful only when consumers interpret the enlarged assortment as relevant, credible, and worth purchasing.

Product diversification can improve preference matching by increasing the probability that consumers find alternatives that fit their functional, aesthetic, and lifestyle needs. Research on fashion assortment shows that assortment configuration influences purchase intention through quality (Donnelly et al., 2020). In Indonesian modest-wear e-commerce, perceived value and trust are also important determinants of purchase intention, and trust contributes to perceived value (Sumarliah et al., 2021). These findings imply that diversification may operate through psychological evaluations rather than as a purely direct purchasing stimulus.

Nevertheless, empirical findings are not uniform. (Sumarliah et al., 2021) reported a positive role of trust in online modest-wear purchase intention, whereas (Nofrizal et al., 2023) found that trust did not directly explain Muslimah Indonesian social media. More recent fashion evidence likewise shows that PV, BT and CS can differ relative influence on shopping intention across contexts (Ngo et al., 2025). These inconsistencies suggest that trust should not automatically be treated as a sufficient mechanism through which a product strategy is converted into behavioral intention.

A further gap concerns the simultaneous role of BT, PV, and CS. Prior studies often examine one or two of these mechanisms, while less attention has been given to how they operate together between a strategic assortment decision and PI premium local Muslim fashion. This setting is theoretically relevant because Muslim fashion combines functional evaluations with aesthetics, lifestyle, cultural identity, and expectations regarding brand authenticity (Sumarliah et al., 2021; Nofrizal et al., 2023; Farhan et al., 2026). A multi-mediator model can therefore distinguish whether diversification works because consumers trust the brand, perceive greater value, feel more satisfied, or experience a combination of these responses.

Accordingly, this study examines the direct effects of product diversification BT, PV, CS, and PI; the effects of BT on PV and PI; and the effects of perceived value and customer satisfaction on purchase intention. It also mediating roles of BT, PV, and CS between PD and PI. Contributes by identifying which psychological mechanisms actually convert a broader product portfolio into PI among Kamiidea and Buttonscarves consumers and by clarifying why a significant total effect of diversification can coexist with a negligible direct effect.

1.1. The Product Diversification and Brand Trust

Product diversification broadens the set of solutions offered under a brand. When new categories and variants remain coherent with the brand's positioning and quality standards, they can signal competence, responsiveness, and consistency. Fashion research indicates that assortment and brand-fit evaluations (Donnelly et al., 2020), while studies of Indonesian Muslim fashion show that trust remains important (Sumarliah et al., 2021; Nofrizal et al., 2023). A coherent diversification strategy should therefore strengthen consumers' confidence that the brand can reliably meet different needs.

H1: Product diversification positively influences brand trust.

1.2. Product Diversification and Perceived Value

Product Diversification and Perceived Value reflects sacrifice. A broader but well-curated assortment can increase value by improving the fit between available alternatives and individual preferences, reducing search failure, and increasing functional and symbolic benefits. Fashion assortment research shows that portfolio configuration can shape quality and fit perceptions (Donnelly et al., 2020), while perceived value central determinant of modest-wear purchase intention in Indonesia (Sumarliah et al., 2021).

H2: Product diversification positively influences perceived value.

1.3. Product Diversification and Customer Satisfaction

Customer satisfaction is strengthened when the shopping outcome matches or exceeds consumers' expectations. Product diversification can support satisfaction by giving consumers more relevant choices across styles, colors, functions, and usage occasions, provided that assortment expansion does not compromise consistency. In contemporary fashion retail, assortment breadth and product-related shopping attributes are closely linked to consumers' evaluations of their shopping experience. Because premium Muslim fashion consumers evaluate both product relevance and experiential quality, a coherent diversified portfolio is expected to improve satisfaction.

H3: Product diversification positively influences customer satisfaction.

1.4. Product Diversification and Purchase Intention

A broader assortment can increase purchase intention because it raises the probability that consumers find an option matching their preferences. (Donnelly et al., 2020), showed that fashion assortment configuration influences purchase intention, and Indonesian fashion e-commerce research confirms that product-related evaluations are important for purchase intention (Sanny et al., 2022). At the same time, assortment may affect intention indirectly when consumers first evaluate the value, trustworthiness, and satisfaction generated by the offer.

H4: Product diversification positively influences purchase intention.

1.5. Brand Trust and Perceived Value

Brand trust reduces uncertainty about whether a product will deliver the promised benefits. Lower perceived risk reduces the psychological cost of purchasing and can make the exchange appear more worthwhile. In Indonesian modest-wear e-commerce, trust has been identified as a predictor of perceived value (Sumarliah et al., 2021). Mechanism fashion, consumers assess not only functional quality but also symbolic consistency and brand authenticity.

H5: Brand trust positively influences perceived value.

1.6. Brand Trust and Purchase Intention

BT commonly encourage PI because it reduces uncertainty and increases confidence in brand performance. (Sumarliah et al., 2021) found trust to be relevant to online modestwear purchase intention, and recent fashion research also identifies trust as an important antecedent of shopping intention (Ngo et al., 2025). However, evidence from Indonesian Muslimah e-commerce shows that trust does not always translate directly into purchasing decisions (Nofrizal et al., 2023). The mixed evidence makes this relationship particularly important to retest in premium local Muslim fashion.

H6: Brand trust positively influences purchase intention.

1.7. Perceived Value and Purchase Intention

Consumers form purchase intention perceived benefits exceed. PV increase PI (Gan & Wang, 2017), modest-wear e-commerce (Sumarliah et al., 2021), and contemporary fashion settings (Ngo et al., 2025). In premium Muslim fashion, value can include quality, design versatility, exclusivity, symbolic meaning, and convenience in addition to price.

H7: Perceived value positively influences purchase intention.

1.8. Customer Satisfaction and Purchase Intention

Customer satisfaction represents a favorable evaluation of prior or current consumption experiences and provides an important basis for subsequent behavioral intention. Recent evidence shows that satisfaction is associated with purchase intention in digital consumption contexts (Duong et al., 2025) and remains important in fashion e-commerce (Ngo et al., 2025). In Muslim fashion retail, perceived value and satisfaction also contribute to patronage intention (Farhan et al., 2026).

H8: Customer satisfaction positively influences purchase intention.

1.9. Mediating Roles of Brand Trust, Perceived Value, and Customer Satisfaction

Product diversification may not automatically create purchase intention. Its behavioral effect can depend on whether consumers interpret the broader portfolio as credible, valuable, and satisfying. Trust can reduce uncertainty, perceived value can translate variety into worthwhile benefits, and satisfaction can convert favorable experience into future purchasing intention (Sumarliah et al., 2021; Duong et al., 2o25; Ngo et al., 2025). Accordingly, this study proposes three simple mediation paths. H9: BT mediates the relationship between PD and PI. H10: PV mediates the relationship between PD and PI. H11: CS mediates the relationship between PD and PI.

2. RESEARCH METHOD

The population of this study consisted of fashion customers in Indonesian, totaling 250 respondents. Data analysis was conducted using SmartPLS 3.0 with the SEM-PLS approach. The testing included an evaluation of the outer model to assess the validity and reliability of the constructs, as well as the inner model to examine the relationships among variables and test the research hypotheses. This method was chosen because it is capable of testing complex models involving multiple latent constructs and mediating relationships simultaneously (Hair et al., 2021).

3. RESULTS AND DISCUSSION

3.1. Evaluation of the Measurement Model (Outer Model)

All indicators have outer loading values above the minimum threshold of 0.60 as recommended by (Hair et al., 2022). Therefore, all indicators are deemed capable of reflecting the latent constructs being measured, and no indicators were eliminated from the research model. Overall, the measurement model evaluation results that all indicators have factor loading's above 0.60, thus meeting the criteria for convergent validity. This is supported by the reliability test results, which indicate that the Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) values for all constructs exceed the recommended minimum threshold.

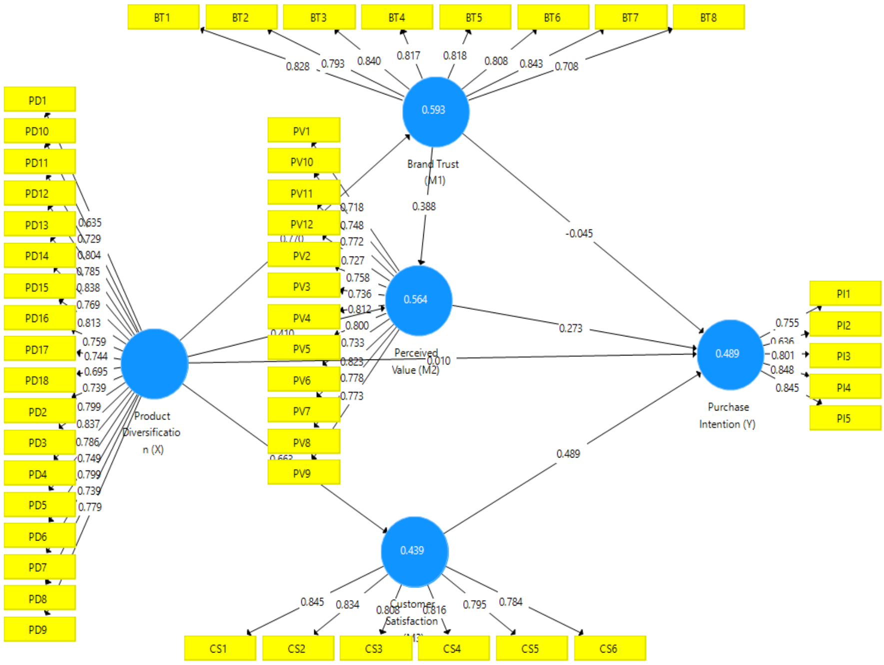

Figure 1. Full Outer Model Assessment: PLS-SEM Diagram

3.2. Structural Model Test Results (Inner Model)

The evaluation of the structural model (inner model) begins with a coefficient of determination test using the R-square (R2) value. This test measures the extent to which exogenous variables explain and predict the variability of endogenous variables.

Table 1. R-Square Test Results

	R Square	R Square Adjusted
Brand Trust (M1)	0.593	0.592
Customer Satisfaction (M3)	0.439	0.437
Perceived Value (M2)	0.564	0.561
Purchase Intention (Y)	0.489	0.481

Source: SmartPLS Output 3 (2026).

The R^2 values are 0.593 for Brand Trust, 0.564 for Perceived Value, 0.439 for Customer Satisfaction, and 0.489 for Purchase Intention. Thus, the model explains 59.3% of the variance in Brand Trust, 56.4% in Perceived Value, 43.9% in Customer Satisfaction, and 48.9% Purchase Intention. The Purchase Intention result indicates moderate explanatory power while also showing that 51.1% of its variance is associated with factors outside the present model. This remaining variance is important when interpreting the scope of the findings and motivates the inclusion of additional determinants in future research.

The structural coefficients indicate that product diversification strongly shapes Brand Trust, Perceived Value, and Customer Satisfaction, whereas its direct coefficient on Purchase Intention is close to zero. This pattern suggests that diversification functions primarily as an upstream strategic stimulus whose behavioral effect is transmitted through consumer evaluations rather than through an immediate direct response.

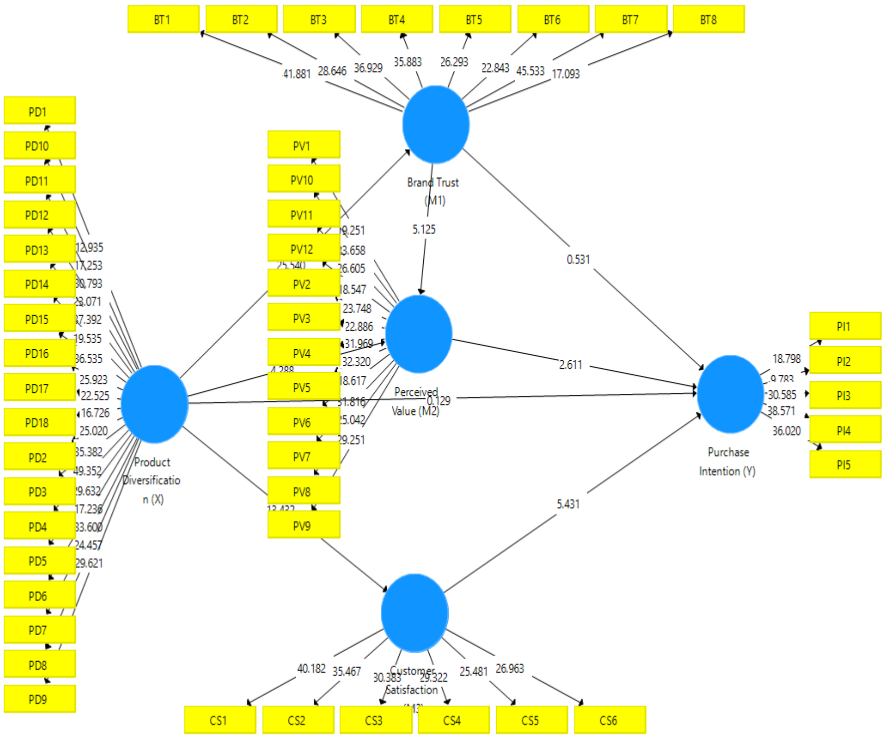

Figure 2. Bootstrapping Method

To test the structural relationships, bootstrapping was applied in SmartPLS 3. Bootstrapping is a nonparametric resampling procedure used in PLS-SEM to estimate standard errors and t-statistics without requiring multivariate normality (Hair et al., 2022). Direct paths were evaluated using a two-tailed 5% significance criterion, with t > 1.96 indicating statistical significance. Figure 2 displays the bootstrapped t-statistics for the measurement and structural models.

Table 3. Direct Testing

Hypothesis	Relationship	T-Statistic	Decision
H1	Product Diversification → Brand Trust	9.251	Supported
H2	Product Diversification → Perceived Value	4.298	Supported
H3	Brand Trust → Perceived Value	5.125	Supported
H4	Brand Trust → Purchase Intention	0.531	Not Supported
H5	Perceived Value → Purchase Intention	2.611	Supported
H6	Customer Satisfaction → Purchase Intention	5.431	Supported

Source: Smart PLS Output 3 (2026)

The direct-effect results show that Product Diversification significantly increases Brand Trust, Perceived Value, and Customer Satisfaction (H1-H3 supported), but does not directly increase Purchase Intention (H4 not supported). Brand Trust significantly increases Perceived Value (H5 supported) but does not directly predict Purchase Intention (H6 not supported). Perceived Value and Customer Satisfaction both positively predict Purchase Intention (H7-H8 supported), with Customer Satisfaction producing the strongest direct effect. This pattern distinguishes the creation of favorable consumer evaluations from their conversion into purchase intention.

Table. 3. Indicator Loadings

	Brand Trust (M1)	Customer Satisfaction (M3)	Perceived Value (M2)	Product Diversification (X)	Purchase Intention (Y)
BT1	0.828				
BT2	0.793				
BT3	0.840				
BT4	0.817				
BT5	0.818				
BT6	0.808				
BT7	0.843				
BT8	0.708				

CS1	0.845			
CS2	0.834			
CS3	0.808			
CS4	0.816			
CS5	0.795			
CS6	0.784			
PD1			0.635	
PD10			0.729	
PD11			0.804	
PD12			0.785	
PD13			0.838	
PD14			0.769	
PD15			0.813	
PD16			0.759	
PD17			0.744	
PD18			0.695	
PD2			0.739	
PD3			0.799	
PD4			0.837	
PD5			0.786	
PD6			0.749	
PD7			0.799	
PD8			0.739	
PD9			0.779	
PI1				0.755
PI2				0.636
PI3				0.801
PI4				0.848
PI5				0.845
PV1		0.718		
PV10		0.748		
PV11		0.772		
PV12		0.727		
PV2		0.758		
PV3		0.736		
PV4		0.812		
PV5		0.800		
PV6		0.733		
PV7		0.823		
PV8		0.778		
PV9		0.773		

Table 3 confirms that indicator loadings range from 0.635 to 0.848. The lower-loading indicators were retained because the corresponding constructs continued to meet composite reliability and AVE requirements and because retaining them preserves the conceptual breadth of the measures (Hair et al., 2022).

Table 4. Construct Reliability and CValidity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Trust (M1)	0.924	0.925	0.938	0.653
Customer Satisfaction (M3)	0.898	0.899	0.922	0.663
Perceived Value (M2)	0.936	0.936	0.944	0.586
Product Diversification (X)	0.959	0.961	0.963	0.590
Purchase Intention (Y)	0.840	0.866	0.886	0.610

Construct reliability and convergent validity were assessed using Cronbach's alpha, rho_A, composite reliability, and AVE. All constructs have Cronbach's alpha and composite reliability values above 0.70 and AVE values above 0.50, supporting internal consistency and convergent validity (Hair et al., 2022). Product Diversification shows the highest composite reliability (0.963), while the other constructs also demonstrate strong reliability. Specifically, AVE values are 0.653 for Brand Trust, 0.663 for Customer Satisfaction, 0.586 for Perceived Value, 0.590 for Product Diversification, and 0.610 for Purchase Intention. These values indicate that each construct explains more than half of the variance in its indicators on average.

Table 5. Fornell-Larcker Criterion

	Brand Trust (M1)	Customer Satisfaction (M3)	Perceived Value (M2)	Product Diversification (X)	Purchase Intention (Y)
Brand Trust (M1)	0.808				
Customer Satisfaction (M3)	0.610	0.814			
Perceived Value (M2)	0.704	0.775	0.765		
Product Diversification (X)	0.770	0.663	0.709	0.768	
Purchase Intention (Y)	0.454	0.680	0.628	0.494	0.781

Satisfactory for most construct pairs, although two marginal exceptions are visible: the Product Diversification diagonal value (0.768) is slightly below its correlation with Brand Trust (0.770), and the Perceived Value diagonal value (0.765) is slightly below its correlation with Customer Satisfaction (0.775). These small differences warrant confirmation using HTMT rather than an unqualified claim Fornell-Larcker criterion is fully satisfied. Because the Fornell-Larcker criterion can have limited sensitivity in detecting discriminant-validity problems, HTMT was used as the primary confirmatory assessment (Henseler et al., 2015). Marginal Fornell-Larcker exceptions therefore need to be interpreted together with the HTMT results reported in Table 6.

Table 6. Heterotrait-Monotrait Ratio (HTMT)

	Brand Trust (M1)	Customer Satisfaction (M3)	Perceived Value (M2)	Product Diversification (X)	Purchase Intention (Y)
Brand Trust (M1)					
Customer Satisfaction (M3)	0.669				
Perceived Value (M2)	0.756	0.845			
Product Diversification (X)	0.815	0.708	0.744		
Purchase Intention (Y)	0.500	0.753	0.684	0.529	

HTMT values range from 0.500 to 0.845. All values remain below the conservative threshold of 0.85, including the two construct pairs that showed marginal Fornell-Larcker overlap. On this basis, the HTMT assessment supports adequate discriminant validity among the constructs (Henseler et al., 2015). HTMT evaluates construct distinctiveness; it should not be interpreted as a test of multicollinearity.

Table 7. F-square (F2)

	Brand Trust (M1)	Customer Satisfaction (M3)	Perceived Value (M2)	Product Diversification (X)	Purchase Intention (Y)
Brand Trust (M1)			0.140		0.001
Customer Satisfaction (M3)					0.175
Perceived Value (M2)					0.044
Product Diversification (X)	1.460	0.783	0.157		0.000
Purchase Intention (Y)					

Effect on Brand Trust ($f^2 = 1.460$) and Customer Satisfaction ($f^2 = 0.783$), and a medium effect on Perceived Value ($f^2 = 0.157$). Brand Trust has a small-to-moderate effect on Perceived Value ($f^2 = 0.140$). For Purchase Intention, Customer Satisfaction has the largest effect ($f^2 = 0.175$, medium), followed by Perceived Value ($f^2 = 0.044$, small), whereas Brand Trust ($f^2 = 0.001$) and the direct effect of Product Diversification ($f^2 = 0.000$) are negligible. The effect-size pattern therefore supports the conclusion that diversification contributes to purchase intention mainly through intermediary consumer evaluations rather than through a meaningful direct path.

Table 8. Model Fit Indicators

	Saturated Model	Estimated Model
SRMR	0.064	0.082
d_ULS	4.961	8.194
d_G	2.707	2.809
Chi-Square	3368.432	3441.494
NFI	0.702	0.696

Model-fit indicators were treated as supplementary diagnostics. The saturated-model SRMR is 0.064, which is below the commonly used 0.08 benchmark, whereas the estimated-model SRMR 0.082, slightly that benchmark.0.702 for the saturated model and 0.696. These results should be interpreted cautiously and do not justify a claim of global model fit or predictive relevance by themselves; the substantive assessment of the PLS-SEM model rests primarily on (Hair et al., 2022). Fit results are reported transparently but are not used as the sole basis for accepting the structural model. The subsequent interpretation focuses on the direct, total, and specific indirect effects that address the study hypotheses.

Table 9. Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Trust (M1) -> Perceived Value (M2)	0.388	0.389	0.076	5.125	0.000
Brand Trust (M1) -> Purchase Intention (Y)	0.061	0.063	0.078	0.787	0.432
Customer Satisfaction (M3) -> Purchase Intention (Y)	0.489	0.492	0.090	5.431	0.000
Perceived Value (M2) -> Purchase Intention (Y)	0.273	0.268	0.104	2.611	0.009
Product Diversification (X) -> Brand Trust (M1)	0.770	0.772	0.030	25.540	0.000
Product Diversification (X) -> Customer Satisfaction (M3)	0.663	0.664	0.049	13.432	0.000
Product Diversification (X) -> Perceived Value (M2)	0.709	0.710	0.057	12.415	0.000
Product Diversification (X) -> Purchase Intention (Y)	0.494	0.494	0.060	8.240	0.000

Total effects combine direct and all indirect pathways. Product Diversification has a significant total effect on Purchase Intention (0.494; t = 8.240; p < 0.001), even though its direct path is negligible. This difference is substantively important because it shows that the overall influence of diversification is generated through intervening consumer evaluations. Product Diversification also has substantial total effects on Brand Trust (0.770), Perceived Value (0.709), and Customer Satisfaction (0.663).

Among the immediate predictors of Purchase Intention, Customer Satisfaction has the strongest significant effect (0.489), followed by Perceived Value (0.273). The total effect Brand Trust on Purchase Intention is weak and non-significant (0.061; p = 0.432). Thus, trust appears to function more as a relational assurance mechanism and as an antecedent of value than as a direct purchasing trigger in this premium Muslim fashion context.

Table 10. Spesific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Product Diversification (X) -> Brand Trust (M1) -> Purchase Intention (Y)	-0.034	-0.033	0.065	0.527	0.598
Product Diversification (X) -> Customer Satisfaction (M3) -> Purchase Intention (Y)	0.324	0.326	0.064	5.032	0.000
Product Diversification (X) -> Perceived Value (M2) -> Purchase Intention (Y)	0.112	0.108	0.048	2.354	0.019

The specific indirect-effect analysis tests the three proposed simple mediation paths. The indirect effect through Brand Trust is not significant (β = -0.034; t = 0.527; p = 0.598), so H9 is not supported. In contrast, the indirect effect through Customer Satisfaction is positive and significant (β = 0.324; t = 5.032; p < 0.001), supporting H11, and it is the strongest of the three simple mediation paths.

The indirect effect through Perceived Value is also positive and significant (β = 0.112; t = 2.354; p = 0.019), supporting H10. The results show product diversification is converted into purchase intention primarily through customer satisfaction and perceived value. The simple Brand Trust pathway does not mediate the relationship because Brand Trust does not directly predict Purchase Intention estimated model.

3.3. Discussion of Direct Effect

The findings reposition product diversification as an upstream strategic capability rather than a direct guarantee of purchase intention. Diversification strongly increases Brand Trust, Perceived Value, and Customer Satisfaction, but Product Diversification to Purchase Intention is negligible. This result is compatible with fashion-assortment research showing that assortment matters because it changes how consumers evaluate quality, fit, and the attractiveness of a portfolio (Donnelly et al., 2020). For Kamiidea and Buttonscarves, therefore, the strategic value of expanding collections depends on whether additional products improve consumers' evaluations rather than merely increasing the number of stock-keeping units.

The non-significant Brand Trust-Purchase Intention path is especially important. In established premium local brands, trust may operate as a baseline or hygiene condition: consumers can believe that the brand is reliable without immediately deciding to purchase a specific collection. This finding contrasts with (Ngo et al., 2025; Sumarliah et al., 2021), which reported a stronger role of trust in purchase intention, but is consistent with evidence from Indonesian Muslimah e-commerce showing that trust does not always translate directly into purchase decisions (Nofrizal et al., 2023). In the present model, Brand Trust still matters because it strengthens Perceived Value; thus, trust appears to support evaluation rather than directly trigger conversion.

3.4. Mediation Effects and Integrated Discussion

Perceived Value and Customer Satisfaction are the mechanisms that most clearly convert diversification into Purchase Intention. The positive Perceived Value-Purchase Intention relationship consistent with research showing that consumers form stronger buying intentions when functional, experiential, and symbolic benefits outweigh perceived sacrifices (Gan & Wang, 2017; Sumarliah et al., 2021). In premium Muslim fashion, diversification can create value when consumers see greater versatility, design relevance, quality, exclusivity, and compatibility with their lifestyle. The significant mediation through Perceived Value therefore indicates that assortment expansion must be interpreted as worthwhile, not simply extensive.

Customer Satisfaction provides the strongest direct effect PI and strongest simple mediation pathway between PD, and PI. This finding is consistent evidence linking satisfaction to behavioral intention in digital consumption and fashion contexts (Duong et al., 2025; Ngo et al., 2025). and with Muslim fashion research in which perceived value and satisfaction contribute to patronage intention (Farhan et al., 2026). For Kamiidea and Buttonscarves, this means that diversification becomes commercially meaningful when the new assortment produces a satisfying experience through consistent materials, design relevance, product availability, service quality, and smooth online-offline interactions. The model explains 48.9% of Purchase Intention, which is meaningful but incomplete; price perceptions, brand image, social media, religiosity, and other shopping-context variables may account for additional variance.

4. CONCLUSION

This study demonstrates that product diversification is important in the Indonesian premium Muslim fashion market, but not because product variety automatically creates purchase intention. Diversification significantly strengthens Brand Trust, Perceived Value, and Customer Satisfaction, while its direct path to Purchase Intention is negligible. The significant total effect diversification and PI are therefore mainly explained by intervening consumer evaluations.

CS direct Purchase Intention the strongest simple mediator of the Product Diversification-Purchase Intention relationship. Perceived Value provides a significant mediation mechanism, whereas the simple mediation path through Brand Trust is not significant because Brand Trust does not directly predict Purchase Intention. Brand Trust nevertheless remains relevant by increasing Perceived Value. These findings distinguish relational confidence from the value and experiential mechanisms that more directly convert diversification into purchase intention.

48.9% impact Purchase Intention, indicating meaningful power while leaving room for additional determinants. Muslim fashion showing that diversified portfolio should be evaluated by the value and satisfaction it creates, not merely by the number of products offered. For premium local Muslim fashion brands, sustainable purchase intention is more likely when assortment innovation remains coherent with brand identity, delivers visible consumer value, and produces a consistently satisfying shopping experience.

For Buttonscarves and Kamiidea, the research results offer several strategic implications. First, the company needs to continue developing a product diversification strategy by introducing new, innovative collections while maintaining Kamiidea and Buttonscarves distinctive design identity. Diversification should not only focus on increasing the number of products but also ensuring product relevance to the needs and lifestyles of Muslim consumers. Second, because customer satisfaction is the mos influential factor in purchasing intention, the company needs to prioritize improving product quality, material consistency, comfort, customer service, ease o transactions, and the omni-channel shopping experience. Third, industry needs increase PV strengthening emotional and symbolic creation of the product, for example by emphasizing design exclusivity, premium quality, sustainability, and the identity of Indonesian modest fashion. Marketing communications should also emphasize the product's perceived benefits, not just its features. Fourth, BT directly influence purchase intention, brands trust remains crucial as the foundation for long term relationships with customers. Therefore, Kamiidea and Buttonscarves needs to maintain consistent product quality, information transparency, and reliable service to maintain its brand reputation. Overall, a marketing strategy that combines product diversification, high value creation, and increased customer satisfaction will be the most effective approach to strengthen consumer purchasing intentions and maintain Ria Miranda's competitiveness in the Indonesian Muslim Fashion industry.

The study involved 250 respondents and focused on consumers within the Indonesian Muslim fashion context. Therefore, the generalization of the findings to other consumer segments, geographic regions, fashion categories, or international markets should be approached with caution. The research 48.9% fluctuation purchase intention, indicating that 51.1% remains attributable to factors outside the proposed model. This suggests that relevant variables such as price perception, brand image, digital marketing activities, services standards, customer experience, social media impact and other consumer related factors should be considered in future research.

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