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The Influence of Sharia Marketing Strategies, Product Quality, and Digital Promotion on Purchase Decisions for Wardah Sunscreen Products: A Case Study of Gen Z in Yogyakarta

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ABSTRACT

This study focuses on how sharia marketing strategies, product quality, and digital promotion influence the purchase of Wardah sunscreen products, especially among the Gen-Z population in Yogyakarta. This study uses quantitative methods in addition to an associative approach involving 200 participants. The tools used in this study have undergone validity and reliability testing, as well as classical assumption assessment, including normality, multicollinearity, and heteroscedasticity tests. Furthermore, the data were examined using multiple linear regression correlation coefficients, specifically the T-test, F-test, and coefficient of determination test. The results of the study indicate that sharia marketing strategies do not have a significant impact on purchasing decisions, while product quality and digital promotion positively and significantly influence purchasing decisions. This study shows that product quality and Wardah's digital promotion efforts are more effective in influencing purchasing choices than sharia marketing strategies.

INTRODUCTION

In today's modern era, it is important to examine consumer behavior patterns that are constantly changing in line with the times and technological advancements. With factors such as marketing strategies, product quality, and digital promotions, consumers' access to virtually unlimited information has made them increasingly selective in their purchasing decisions. This trend is evident in the growing number of consumers who make purchases based solely on digital information, particularly Gen-Z, who are highly responsive to technological changes. This presents both opportunities and challenges for many companies to continue producing products that are highly competitive compared to their competitors.

The halal cosmetics industry has experienced rapid growth in recent years, driven by increasing consumer awareness of the importance of products that comply with Sharia principles. Indonesia, as the country with the world's largest Muslim population, has great potential in the halal cosmetics market (Huwaida et al., 2025). The importance of marketing strategies aligned with Islamic values is increasingly recognized in today's global market, particularly due to the growing Muslim consumer base (Irmawati & Luayyin 2025). In this regard, Sharia marketing strategies represent a significant approach because they are oriented toward the principles of honesty, transparency, halal compliance, and social responsibility in every marketing effort undertaken.

According to (Ernawati et al., 2025), a Sharia marketing strategy is a marketing approach based on the principles of Islamic Sharia. This concept aims to create added value through fairness, transparency, and blessings in the marketing process. Furthermore, according to (Muali & Nisa, 2019, as cited in Wulandari et al., 2021), a sharia marketing strategy refers to a business approach based on Islamic principles that focuses on the offering process. Stakeholder development is rooted in the principles established in the Quran and Hadith. Marketing strategies serve as business methods aimed at enhancing the value creation process, transforming value for stakeholders, and making offers while adhering to Sharia principles of consumer satisfaction.

Another factor that can influence purchasing decisions is product quality. Product quality is defined by a product's ability to meet or exceed consumer expectations. Creating superior products leaves a positive impression on consumers and increases their likelihood of purchasing. Digital marketing plays a crucial role in influencing purchasing decisions, as it serves as a method for advertising products through online channels. Many online platforms, including social media and e-commerce sites, enable businesses to connect with consumers more effectively and efficiently.

Creating superior products will leave a positive impression on consumers and influence their purchasing decisions. According to Puspita & Rahmawan (2021), a product's quality is related to its functions and benefits; that is, high-quality products are able to meet the needs of their users.

Digital marketing plays a crucial role in influencing purchasing decisions, as it serves as a method for advertising products through online channels. Many online platforms, including social media and e-commerce sites, enable businesses to connect with consumers more effectively and efficiently. Various promotions conducted through digital media often take place on social media, networks of websites, online platforms, and other channels.

Tech-savvy individuals will choose to advertise their businesses using digital marketing platforms. In addition to being more cost-effective and capable of reaching a larger audience, digital promotional media are considered more convenient and efficient (Oribel et al., 2022). It can therefore be concluded that digital promotion represents a transformation of marketing methods from conventional to more innovative approaches, specifically by leveraging technology-based media and online networks as effective means of reaching target audiences or consumers.

According to (Tjiptono, 2014:21, as cited in Gunarsih et al., 2021), the purchase decision-making process consists of several steps. This process begins with consumers identifying their needs, then seeking information about specific products or brands, and evaluating those products or brands to determine which option best suits their needs, ultimately leading to a decision to make a purchase.

Creating superior products will leave a positive impression on consumers and influence their purchasing decisions. Digital marketing plays a crucial role in influencing purchasing decisions, as it serves as a method for advertising products through online channels. Many online platforms, including social media and e-commerce sites, enable businesses to connect with consumers more effectively and efficiently.

Wardah has successfully established itself as one of the most recognized and popular skincare brands among young consumers, particularly Muslim women in Indonesia. According to findings (Geraldine YM & Susanti A., 2021), Wardah is recognized as one of the most sought-after local cosmetic brands in Indonesia. Many articles indicate that Wardah has more fans than other brands and ranks among the most sought-after local makeup brands. Another study (Anggraini et al., 2024) notes that Wardah has won the hearts of Indonesian consumers with its diverse range of halal-certified products and innovations, particularly in the market segments of young and adult women who increasingly prioritize high-quality halal beauty products.

Wardah has been named the “Top Muslim-Friendly Cosmetic Brand in the World.” Data from KOMPAS.com (2025) shows that this title, awarded to the cosmetics brand under the Paragon Corp umbrella, is based on the 2024/2025 Halal Cosmetics Sector Report released by Salaam Gateway, a global news and analysis portal focused on the Islamic economy and the halal market. According to the report, halal cosmetics have now become a global phenomenon with a market value projected to reach 117.8 billion U.S. dollars (approximately 1,956 trillion) by 2028.

As public awareness of skin care has grown, Wardah has launched a skin care product—a sunscreen—to prevent skin damage caused by exposure to Indonesia's tropical sun and high levels of ultraviolet radiation. Functionally, sunscreen works by blocking UV rays before they reach the skin's surface. This mechanism occurs through the formation of a protective layer that reflects the ultraviolet radiation (Nafiah et al., 2024).

The above findings are consistent with previous research (Montolalu et al., 2021), which confirms that product quality has a positive and significant effect on purchasing decisions, and with a study (Sari et al., 2025), which explains that digital promotion has a positive and significant effect on purchasing decisions.

Although numerous studies have been conducted on Wardah sunscreen, there remains a gap in the form of inconsistent findings regarding the impact of Sharia Marketing Strategies, Product Quality, and Digital Promotions on decision-making among Gen Z. First, the findings (Walyoto & Sujarwati, 2022) indicate a significant impact of Sharia marketing on Erigo consumers via Shopee, whereas (Khoirondi & Sa'diyah, 2025) found no such effect among Gen Z consumers on TikTok. These conflicting results underscore the need for further research on Gen Z consumers in various regions, including Yogyakarta. Second, regarding the product quality variable, the findings (Martini et al., 2021) indicate a positive and significant influence on purchasing decisions, in contrast to (Hananto, 2021), which found that the product quality variable did not have a significant effect on purchasing decisions. This discrepancy opens the door to re-examining the role of product quality with a new focus on Wardah sunscreen, where product quality holds greater relevance for consumers. Finally, regarding the digital promotion variable, inconsistent findings were also observed. (Martini et al., 2021) demonstrated a positive and significant influence on purchase decisions, in contrast to (Hananto, 2021), who found that the product quality variable did not have a significant effect on purchase decisions. This discrepancy opens the door to re-examining the role of product quality with a new focus on Wardah sunscreen, where product quality holds greater relevance for consumers. Finally, regarding the digital promotion variable, inconsistent findings were also observed. A study by (Mahmud, 2023) confirmed a positive and significant impact on purchasing decisions via the GoFood app, whereas the findings of (Sulistyowati et al., 2024) indicated no significant influence from social media promotions. This discrepancy in results indicates that the effectiveness of digital promotions depends on the platform and the characteristics of the audience, thus warranting further exploration among Gen-Z sunscreen consumers on social media.

The novelty of this study explicitly lies in its effort to integrate the variables of Sharia Marketing Strategy, Product Quality, and Digital Promotion into a single research model focused on Wardah sunscreen products. Unlike previous studies, which tended to examine these variables separately in the apparel or food service industries, this study fills a gap in the literature by paying special attention to the halal cosmetics industry, where Sharia values and product quality are closely intertwined. Furthermore, the novelty of this study lies in its emphasis on the psychographic characteristics of Generation Z in Yogyakarta—a hub of education and

culture—to verify whether the effectiveness of digital promotion and Sharia labels remain the primary determinants in purchasing decisions for skin protection products amid the massive flow of information on social media.

In this study, the research framework is illustrated in Figure 1.

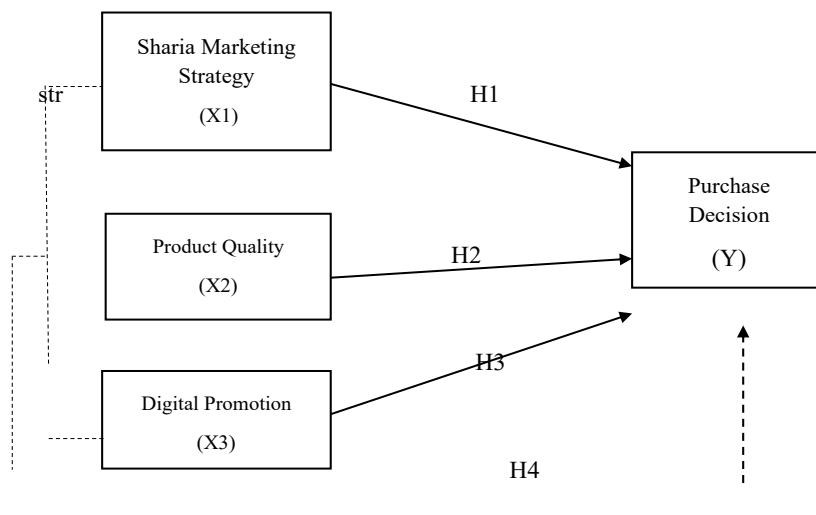


Figure 1 Research Framework

In line with Figure 1, the researcher proposes the following hypotheses: H1: It is hypothesized that there is a significant influence of Sharia marketing strategies on the decision to purchase Wardah sunscreen products. H2: It is hypothesized that there is a significant influence of product quality on the decision to purchase Wardah sunscreen products. H3: It is hypothesized that there is a significant influence of digital promotion on the decision to purchase Wardah sunscreen products. H4: It is hypothesized that there is a significant influence of sharia marketing strategies, product quality, and digital promotion on the decision to purchase Wardah sunscreen products.

Based on the above, the researcher aims to conduct further research on how Sharia marketing strategies, product quality, and digital promotions influence Gen-Z's purchasing decisions regarding Wardah sunscreen products in Yogyakarta.

RESEARCH METHODS

This study is quantitative in nature and employs an associative research method. As stated by Sugiyono (2015:11, as cited in Aulia & Furyanah 2022), associative research aims to understand the impact or relationship between two or more variables. This study aims to examine the impact of various independent variables—including sharia marketing strategies (X1), product quality (X2), and digital promotion (X3)—on the dependent variable, namely

purchase decisions (Y). The participants in this study consist of all individuals from Generation Z (aged 18–27) residing in Yogyakarta who actively engage with digital media, meet specific criteria as potential consumers or users of Wardah products, and possess at least a basic understanding of the Wardah brand. Because the population size is not precisely known, this study can be classified as a study involving an indefinite population. From this unlimited population, 200 people were selected as the sample for this study. The basis for determining this number refers to the guidelines (Hair et al., 2014), which state that the ratio of the number of observations to the number of indicators should be at least 5:1; however, a more acceptable sample size is a 10:1 ratio. Given that this study uses a total of 20 indicators, a sample of 200 respondents yields a 10:1 ratio. This ratio exceeds the required minimum threshold and is considered sufficient to produce stable statistical estimates and minimize the standard error in the analysis.

The researchers then used a 1–5 Likert scale in designing the questionnaire: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. The questionnaire was then distributed to 200 respondents who met the selected criteria using a non-probability sampling technique with a purposive sampling method. According to Sugiyono (2019:133), as cited in Walangitan et al. (2022), purposive sampling is a technique for selecting a sample based on specific criteria. This method was chosen because the selected respondents needed to have direct experience with—or at least be familiar with—the Wardah products under study to ensure the data collected was more accurate. According to Sugiyono (2015), as cited in Saputri et al. (2021), research data sources are divided into two categories: primary data sources and secondary data sources.

According to Sugiyono, primary data is a data source that directly provides data to the data collector. Researchers use this data source, which can be obtained through questionnaires with questions scored on a 1–5 scale; meanwhile, secondary data, according to Sugiyono, is a data source that does not directly provide data to the data collector—for example, through other people or documents. In this study, primary data was obtained from a questionnaire survey distributed via Google Forms, while secondary data came from indirect sources such as data from the Wardah brand as well as reliable articles relevant to the research variables.

In this study, the operationalization of variables aims to clearly define the indicators used to measure each variable. Table 1 below presents details of these indicators along with the theoretical framework underlying the study

Table 1. Operationalization of Variables

Variable	Indicator	References
Sharia Marketing Strategy	1. Theological (Rabbaniyah) 2. Ethical (akhlaqiyyah) 3. Realistic (alwaqiyyah) 4. Social responsibility 5. Humanistic (insaniyyah)	(Dharman, 2024), Ernawati et al. (2024)
Product Quality	1. Performance 2. Durability 3. Conformity 4. Aesthetics 5. Aroma, color, appearance, texture, shape	Dharman (2024), Ristanto et al., (2021)
Digital Promotion	1. Promotional Message 2. Promotional Media, 3. Promotion Timing 4. Promotion Frequency 5. Selection of hashtags, trends, influencer collaborations, and informative descriptions	Annisa et al. (2025), Kotler and Keller (2016:272) as cited in Gautama et al. (2022) Kotler and Keller (2016:272) as cited in Gautama et al., (2022)
Purchase Decisions	1. Purchase Intention 2. Purchase Considerations 3. Attribute Fit with Wants and Needs 4. Recommending the Product to Others 5. Purchase Habits	Annisa et al (2025), Larika & Ekowati (2020)

Source: Data compiled from various literature (2020–2025)

All of the indicators mentioned above were then converted into questionnaire items based on a Likert scale, thereby enabling the accurate measurement of respondents' perceptions.

To determine the effect of the independent variables—Sharia marketing strategy, product quality, and digital promotion—on the dependent variable, the decision to purchase Wardah sunscreen products, both partially and simultaneously. The research procedure began with problem identification and literature review to establish a theoretical foundation regarding the independent and dependent variables from various reliable sources. In this study, validity and reliability were tested using Pearson's Product-Moment correlation for validity and Cronbach's Alpha for reliability. Furthermore, before conducting multiple linear regression analysis, classical assumption tests were first performed, including a normality test by analyzing the Normal P-P Plot, a multicollinearity test by examining the Tolerance and VIF values, and a heteroscedasticity test by examining the Scatterplot.

The collected data was then analyzed using multiple linear regression with the aid of SPSS version 27 statistical software to determine the effects of sharia marketing strategies, product quality, and digital promotion on purchasing decisions. The t-test was used to analyze the partial effects of the independent variables—Sharia marketing strategies (X1), product quality (X2), and digital promotion (X3)—on the dependent variable, purchasing decisions (Y).

Subsequently, the F-test was used to assess the combined (simultaneous) effect of the three independent variables on the dependent variable, purchasing decisions. Meanwhile, the coefficient of determination (R^2) was calculated to measure the extent to which variability in purchasing decisions can be explained by these three independent variables. The findings of this study are expected to provide empirical evidence and insights into the factors influencing Gen-Z purchasing decisions in Yogyakarta, which can subsequently serve as a reference for developing more targeted and impactful marketing strategies.

RESULTS & DISCUSSION

This study involved 200 Gen-Z respondents from various areas in the city of Yogyakarta who were active users of digital media and active users of Wardah products—that is, they had either purchased Wardah products or were at least familiar with them. The respondents' characteristics can be classified as follows:

The majority of participants in this study were women, totaling 132 (66%), while men numbered 68 (34%). This indicates that among Generation Z in Yogyakarta, the use of Wardah sunscreen is more common among women. Furthermore, all respondents in this study were members of Generation Z aged 18–27 years. All respondents in this study resided in the city of Yogyakarta. In this study, 138 people (69%) frequently used digital media to search for product information, while 57 people (28.5%) occasionally used digital media for the same purpose, and 5 people (2.5%) used digital media to gather product information. Furthermore, in this study, 171 people (85.5%) were very familiar with the Wardah brand, and 29 people (14.5%) were somewhat familiar with it. A total of 103 people (51.5%) were active users of Wardah products, 86 people (43%) had purchased or used Wardah products, and the remaining 11 people (5.5%) were only familiar with the brand but had never purchased Wardah products.

Validity Test. In this study, a validity test was used to ensure that all items in the study were valid and suitable for use in the research.

Table 2. Validity Test Results

No	Variable		Calculated R	Sign	Table R	Description
1	Sharia Marketing Strategy (X1)	Theistic (Rabbaniyah)	0, 895	>	0, 3610	Valid
		Ethical (akhlaqiyyah)	0, 847	>	0, 3610	Valid
		Realistic (alwaqiyyah)	0, 838	>	0, 3610	Valid
		Social Responsibility	0, 829	>	0, 3610	Valid
		Honesty in conveying information	0, 920	>	0, 3610	Valid
2	Product Quality (X2)	Performance	0, 708	>	0, 3610	Valid
		Durability	0, 530	>	0, 3610	Valid
		Suitability	0, 832	>	0, 3610	Valid

No	Variable		Calculated R	Sign	Table R	Description
3	Digital Promotion (X3)	Aesthetics	0, 585	>	0, 3610	Valid
		Aroma, color, appearance, texture, shape	0, 729	>	0, 3610	Valid
		Promotional Message	0, 622	>	0, 3610	Valid
		Promotional Media	0, 560	>	0, 3610	Valid
		Promotion Perio	0, 712	>	0, 3610	Valid
		Frekuensi Promosi	0, 373	>	0, 3610	Valid
4	Purchase Decision (Y)	Selection of hashtags, trends, influencer collaborations, and informative descriptions	0, 586	>	0, 3610	Valid
		Purchase Confidence	0, 849	>	0, 3610	Valid
		Considerations in purchasing	0, 406	>	0, 3610	Valid
		Considerations in purchasing	0, 814	>	0, 3610	Valid
		Alignment of attributes with wants and needs	0,677	>	0, 3610	Valid
		Recommending the product to others				
		Speed of decision-making	0, 847	>	0, 3610	Valid

Source: Research Data (Processed), 2026

Based on the table of validity test results, all items in variables X1, X2, X3, and Y have values greater than the table r value of 0.361, indicating that these items are valid and can be used in this study.

Reliability Test. In this study, a reliability test was conducted to ensure that the items in this study are reliable and can be used in the research.

Table 3. Reliability Test Results

No	Variable	Cronbach's Alpha	Description
1	Sharia Marketing Strategy	0,913 > 0,60	Reliable
2	Product Quality	0,713 > 0,60	Reliable
3	Digital Promotion	0,503 > 0,60	Reliable
4	Purchase Decision	0,786 > 0,60	Reliable

Source: Research Data (Processed), 2026

Based on the reliability test table, all variables have a Cronbach's alpha value greater than 0.60; therefore, it can be concluded that all questions are reliable and can be used in this study.

Normality Test. In this study, a normality test was conducted to determine whether the data are normally distributed or not. The test was performed using a probability plot and a histogram.

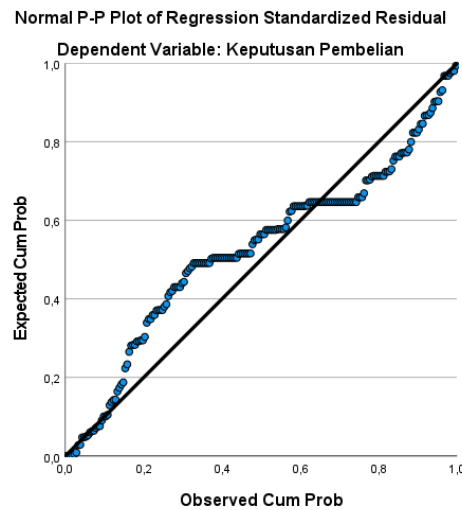


Figure 2 Normality Test of the Probability Plot

Source: Research Data (Processed), 2026

In the probability plot above, the residual points are very close together and follow the diagonal line, indicating that the data are normally distributed.

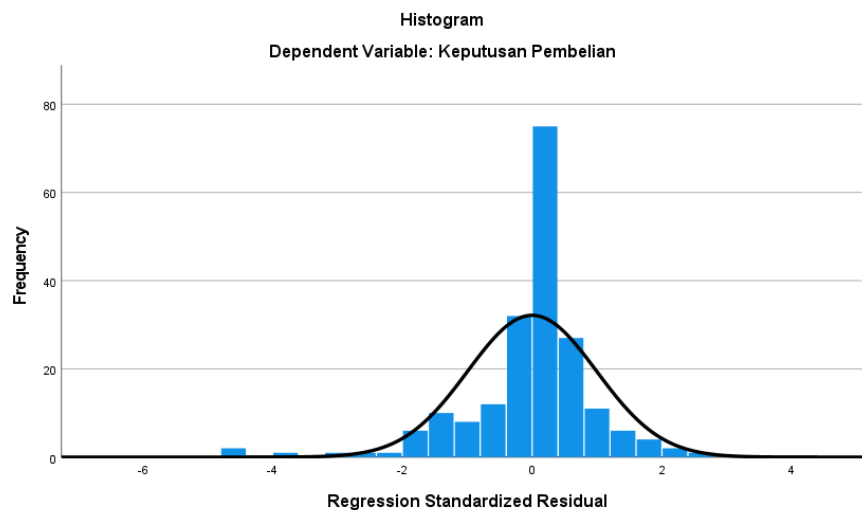


Figure 3: Normality Test Using a Histogram

Source: Research Data (Processed), 2026

The histogram above shows a symmetrical, bell-shaped pattern, which indicates that the data is normally distributed.

Multicollinearity Test. In this study, a multicollinearity test was conducted to assess the presence or absence of multicollinearity among the independent variables.

Table 4. Results of the Multicollinearity Test

Variable	Tolerance	VIF
Sharia Marketing Strategy	0,639	1,564
Product Quality	0,648	1,544
Digital Promotion	0,677	1,478

Source: Research Data (Processed), 2026

Based on the data analysis, the tolerance value for the variable related to sharia marketing strategy (X1) was found to be 0.639, while the VIF value was recorded at 1.564. The tolerance value for the product quality variable (X2) was 0.648, and the VIF value was 1.544. The tolerance value for the digital promotion variable (X3) was 0.677, and the VIF value was 1.478.

Based on the table, it is clear that there is no multicollinearity among the three independent variables, since the tolerance values for all three variables are $> 0,10$ dan $VIF < 10$.

Heteroscedasticity Test. In this study, the heteroscedasticity test was conducted using a scatterplot to determine whether heteroscedasticity or unequal variances was present.

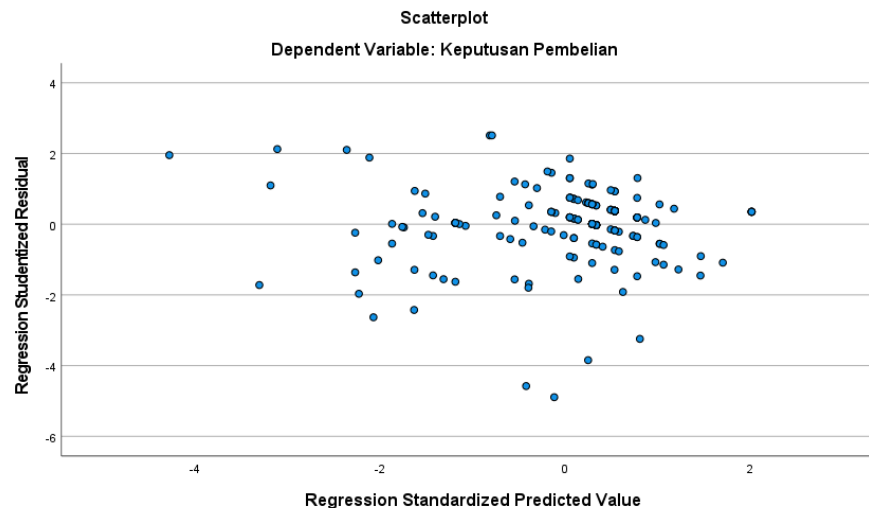


Figure 4: Normality Test: Histogram

Source: Research Data (Processed), 2026

Therefore, the scatterplot above shows that the residuals are randomly distributed and do not follow any specific pattern, indicating the absence of heteroscedasticity.

Multiple Linear Regression Analysis. In this study, data analysis was conducted using multiple linear regression to assess the impact of the independent variables—Sharia marketing strategies

(X1), product quality (X2), and digital promotion (X3)—on the dependent variable, purchase decision (Y).

Tabel 5. Hasil Uji Analisis Regresi Linear Berganda (Coefficients^{a)})

	Unstandardized Coefficients	Standardized Coefficients			
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	2,163	1,940		1,115	0,266
Sharia Marketing Strategy	-0,061	0,080	-0,054	-0,761	0,448
Product Quality	0,614	0,088	0,489	6,956	0,000
Digital Promotion	0,335	0,096	0,239	3,472	0,001

a. Dependent Variable: Purchase Decision

Source: Research Data (Processed), 2026

The regression equation obtained is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 2,163 + -0,061 + 0,614 + 0,335 + e$$

The results show that:

The constant term of 2.163 indicates that when the variables Sharia marketing strategy (X1), product quality (X2), and digital advertising (X3) are set to zero, the purchase decision aligns with the constant term. The regression coefficient for Sharia marketing strategy (X1) is -0.061, with a significance level of 0.448. This indicates that Sharia marketing strategy and purchase decisions are not statistically significant. The regression coefficient (X²) for product quality is 0.614, with a significance level of 0.000. This indicates that product quality has a positive and significant impact on purchase decisions. This indicates that every one-unit increase in product quality increases the likelihood of a purchase by 0.614. The regression coefficient for Sharia marketing strategy (X1) is -0.061, with a significance value of 0.448. This indicates that Sharia marketing strategy and purchase decisions are not statistically significantly correlated with one another.

T-Test. In this study, a T-test was conducted to determine whether each independent variable—Sharia marketing strategy, product quality, and digital promotion—had a significant effect on the dependent variable, purchase decision. A significance level of 5% (0.05) was used in this study with a two-tailed test.

The following is an interpretation of the T-test results in this study after data analysis using SPSS version 27:

Sharia marketing strategy (X1) has a calculated t-value of -0.761 and a significance value of 0.448. It can be concluded that the Sharia marketing strategy variable does not have a significant effect on purchase decisions, because the significance value of X1 is greater than 0.05, even though the coefficient is negative (H1 is rejected). Product quality (X2) has a calculated t-value

of 6.956 and a significance value of 0.000. It can be concluded that the product quality variable has a positive and significant impact on purchasing decisions (H2 accepted). Digital promotion (X3) has a t-value of 3.472 and a significance level of 0.001. Therefore, it can be concluded that the digital promotion variable positively and significantly influences purchasing decisions (H3 accepted).

F-Test. F-Test. In this study, an F-test was conducted to determine whether the independent variables marketing strategy (X1), product quality (X2), and digital advertising (X3 collectively influence the dependent variable, purchase decision (Y).

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	382,966	3	127,655	38,857	,000 ^b
Residual	643,909	196	3,285		
Total	1026,875	199			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Digital Promotion, Product Quality, Sharia Marketing Strategy

Source: Research Data (Processed), 2026

Based on the results of the F-test, it can be concluded that the calculated F-value is 38.857, which is significantly higher than the table F-value of 2.65. The significance level is $0.000 < 0.05$, indicating that Sharia marketing strategies, product quality, and digital promotion simultaneously influence purchasing decisions.

Test of the Coefficient of Determination (R^2). This study aims to evaluate how sharia marketing strategies, product quality, and digital promotions influence Gen Z's purchasing decisions regarding Wardah sunscreen products in Yogyakarta.

The test results show that the R^2 value is 0.363. This value explains the purchasing decisions related to digital promotions (X3), product quality (X2), and Sharia-compliant marketing strategies (X1), while 63.7% is attributed to other models or variables not considered in this analysis.

The results of the regression analysis show that not every independent variable has a significant impact on the dependent variable. The factor statistically proven to influence purchasing decisions is product quality. This is consistent with the findings of previous research (Aldini et al., 2021), which indicates that product quality is crucial in marketing and can influence consumer purchasing choices, as customers often use product quality as a benchmark when making purchasing decisions.

Furthermore, digital advertising is consistent with previous research (Putri et al.,) which found that when digital promotions are effectively executed using innovative content and simple

information, consumers are more likely to make a purchase. In contrast, marketing strategies based on Sharia principles did not show a significant impact. These results indicate that, in this study, product quality and online marketing play a greater role in consumers' purchasing decisions than Sharia-based marketing strategies.

The t-test results show that product quality has a positive and significant impact on purchasing decisions ($t = 6.956$, Sig. 0.000), and digital promotions have a positive and significant impact, as indicated by a t-value of 3.472 and a significance level of 0.001. The R^2 value of 0.363, or 36.3%, indicates that these two factors influence purchasing choices. Conversely, sharia marketing strategies do not have a significant effect on consumer purchasing choices ($t = -0.761$, Sig. 0.448). This finding also contradicts a previous study (Ernawati et al., 2025), which highlighted the fact that adopting enhanced sharia marketing strategies would significantly improve purchasing decisions. This variation in results can be attributed to several factors. First, the sample consisted solely of Generation Z individuals (ages 18 to 27), who are quite familiar with purchasing products promoted through traditional marketing techniques without regard to Sharia principles. Second, consumers prioritize superior product quality over Sharia or halal certification. As emphasized in the study by Hermawan et al. (2025), halal labels do not significantly influence purchasing decisions. Although they hold normative value, consumers tend to disregard them. Generation Z is more influenced by social pressure and the assumption that products already on the market comply with halal standards.

Therefore, these findings contribute to the existing literature by demonstrating that the significance of Sharia-compliant marketing strategies may vary depending on consumer characteristics and geographic region. This study has several limitations. The small sample size, which was limited to a single area and consisted primarily of young participants, reduces the ability to generalize the results more broadly. It is recommended that future research replicate this study using a more diverse sample, taking into account different consumer characteristics and locations.

Comparison Test of Male and Female Consumers' Purchase Decisions (Independent Samples t-Test). In this study, an independent samples t-test was conducted to determine whether there was a significant difference in purchase decisions regarding Wardah sunscreen products between male and female consumer groups.

Tabel 7. Hasil Uji Independent Sample T-Test

Variabel	Jenis kelamin	N	Mean	t-hitung	Sig. (2-tailed)
Keputusan Pembelian (Y)	Laki-laki	68	21, 9118	1,701	0,091
	Perempuan	132	21, 3409		

Source: Research Data (Processed), 2026

Based on the results in the table above, the t-value is 1.701, with a significance level (2-tailed) of 0.091. Since this significance level (0.091) is greater than 0.05, it can be concluded that there is no significant difference in the decision to purchase Wardah sunscreen between male and

female Gen-Z consumers in Yogyakarta. Although the mean for males (21.918) is slightly higher than that for females (21.3409), this difference is not statistically significant in terms of purchasing decisions. This indicates an equal level of awareness regarding sunscreen use among Gen Z males and females in the city of Yogyakarta.

CONCLUSION & SUGGESTION

Based on the results of a study conducted on the Influence of Sharia Marketing Strategies, Product Quality, and Digital Promotions on the Purchase Decision for Wardah Sunscreen Products, using Gen-Z in Yogyakarta as a case study, it was concluded that Sharia marketing strategies do not have a significant effect on purchase decisions. However, product quality and digital promotions have both simultaneous and partial effects on purchase decisions. This indicates that Gen-Z in Yogyakarta tends to prioritize product quality and digital promotions over Sharia marketing strategies when making purchasing decisions. Thus, when the product quality and digital promotions offered align with their needs, they are more likely to make a purchase, whereas Sharia marketing strategies are not heavily considered in their decision-making—although there may be other factors not examined in this study that could also influence purchasing decisions.

These findings suggest that the variables of product quality and digital promotion should be optimized to enhance purchasing decisions, while further research on Sharia marketing strategies is needed—using different research designs—to determine the conditions under which these variables can have a significant impact. For future studies, researchers should delve deeper by breaking down sharia marketing strategy variables into more detailed dimensions, such as Halal Awareness or Islamic Brand Image, to identify which factors are most relevant to Generation Z. Given the study's limitation to Yogyakarta, future research could include comparative analyses across different regions with varying demographics or qualitative methods, such as in-depth interviews, to uncover why Sharia elements are often prioritized less than product functionality. Finally, incorporating mediating variables such as purchase intent or moderating variables such as religiosity is highly recommended to determine the specific conditions under which sharia marketing strategies significantly influence purchasing decisions.

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