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RELIGIOSITY AS A MEDIATOR IN THE INFLUENCE OF ISLAMIC DIGITAL ECOSYSTEM ON CONSUMER PURCHASE DECISIONS AT CULINARY SMES IN MAKASSAR

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ABSTRACT

This study analyzes the influence of the Islamic Digital Ecosystem on consumer purchase decisions at culinary SMEs in Makassar, while examining the role of religiosity as a mediating variable. As the digital economy expands, the integration of Islamic values into technology has become a critical factor for Muslim consumers. Utilizing the Stimulus-Organism-Response (S-O-R) framework, this research posits that digital features stimulate internal religious awareness. A quantitative approach was employed, with data collected from consumers of culinary SMEs in Makassar selected via purposive sampling. The analysis was conducted using Structural Equation Modeling based on Partial Least Squares (PLS-SEM). The bootstrapping analysis reveals that the Islamic Digital Ecosystem exerts a positive and significant direct influence on purchase decisions. Furthermore, the results demonstrate that the sharia-based digital environment strongly shapes and strengthens consumers' religious orientation. Religiosity itself is proven to be a significant driver of purchase decisions, as higher religious awareness leads consumers to favor products aligned with their spiritual values. Most importantly, religiosity functions as a partial mediator, indicating that the impact of digital ecosystems is significantly amplified when they successfully trigger the internal religious consciousness of consumers. These findings imply that SMEs should prioritize the integration of clear halal assurance and sharia ethics into their digital platforms to build deeper trust and maximize sales performance.

Keywords: Islamic digital ecosystem; Religiosity; Purchase decision; Culinary SMEs; Mediation; PLS-SEM

1. INTRODUCTION

The fundamental shifts in the global economic landscape driven by the Fourth Industrial Revolution have transformed the way businesses and consumers interact (Sima et al., 2020). The integration of internet-based technologies into commercial activities has evolved from a complementary option to a crucial requirement for business sustainability. Digital platforms have removed geographical barriers, enabling real-time and highly efficient transactions (Rathore et

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al., 2018). These developments compel the real sector to undergo rapid transformation, creating a new business ecosystem that heavily relies on digital connectivity.

The Small and Medium Enterprises (SMEs) sector, particularly in the culinary industry, is among the most affected by this digitalization wave (Galib et al., 2022). Consumer behavior in food purchasing has shifted significantly from physical visits to online ordering through delivery applications. Ease of access, variety of choices, and convenience have become key value propositions offered by digital ecosystems. For culinary SMEs, maintaining a presence on digital platforms is essential for sustaining market share and increasing sales volume amid intensifying competition.

For the predominantly Muslim consumer segment in Indonesia, technology adoption also involves considerations of religious adherence. The rising global trend of the halal lifestyle reflects growing awareness of the obligation to ensure that consumed products are halalan thayyiban. The State of the Global Islamic Economy Report (2022) highlights that Muslim spending on halal food continues to increase, driven by heightened religious consciousness in consumption patterns (DinarStandard, 2022).

Responding to these developments, the concept of the Islamic Digital Ecosystem has emerged as an integration of marketing technology with syariah principles. This ecosystem not only offers digital product displays but also incorporates features supporting halal-oriented lifestyles—such as transparency of ingredient composition, verified halal certifications, and syariah-compliant payment options. These features aim to eliminate gharar (uncertainty) commonly associated with online transactions due to the absence of physical interaction (Imani et al., 2022).

Although digital infrastructures are widely available, trust issues and information asymmetry remain key challenges in online halal product marketing. Consumers often feel uncertain because they cannot directly observe the production process within SMEs' kitchens (Saima & Firdaus, 2024). Under such uncertainty, digital elements that reflect Islamic identity function as important signals. However, the effectiveness of these signals in stimulating purchase decisions continues to be debated, as technological features alone may not be sufficient without consumers' emotional or spiritual engagement.

This phenomenon highlights the existence of a research gap that requires further investigation. Several previous studies have explored the direct influence of technology on purchase decisions but often overlook the psychological processes underlying consumer behavior. Inconsistent empirical results across prior studies suggest the presence of an intermediary mechanism that remains insufficiently explained. A mediating variable is therefore needed to clarify how digital stimuli translate into actual purchasing behavior.

To address this gap, the present study adopts the Stimulus–Organism–Response (S-O-R) theory introduced by Mehrabian and Russell (1974) (as cited in Ortiz-Ramirez et al., 2021). Within this framework, the Islamic Digital Ecosystem is positioned as the external Stimulus (S). This stimulus is assumed to influence the consumer's internal Organism (O), represented by religiosity or spiritual awareness, which subsequently shapes the behavioral Response (R), namely the purchase decision (Najib et al., 2024).

Accordingly, religiosity is positioned as a mediating variable in this research. Islamic digital features are assumed to stimulate consumers' religious consciousness, where exposure to Islamic elements within applications strengthens religious beliefs, creating a sense of trust and comfort that forms the foundation for purchasing decisions. Based on the S-O-R framework, this study argues that the Islamic Digital Ecosystem acts as a significant environmental stimulus that can

directly trigger consumer responses. However, this process is also expected to involve an internal psychological shift, where the digital environment first reinforces the consumer's spiritual values or religiosity, which then ultimately drives the final purchase decision.

Makassar City is selected as the research site due to its unique sociological characteristics. As a major culinary hub in Eastern Indonesia with a predominantly Muslim population, Makassar exhibits a high level of religiosity while also demonstrating strong adaptability to digital platforms. Field observations indicate that culinary SMEs integrating advanced digital services with a strong halal identity tend to build more loyal customer bases.

Based on the urgency of these phenomena and the theoretical foundations, This study aims to empirically examine the interplay between Islamic digital stimuli, consumer religiosity, and purchase decisions within culinary SMEs.

2. METHODS

This study employs a quantitative causal-associative approach to examine the mediating relationships among the variables (Hair et al., 2019). Grounded in the Stimulus–Organism–Response (S-O-R) theoretical framework, the research was conducted in Makassar City, South Sulawesi (Mehrabian & Russell, 1974). The study focuses on culinary SMEs that utilize digital platforms, considering the rapid expansion of the digital industry and the demographic characteristics of Makassar, where the majority of the population is Muslim (Najib et al., 2024). Within this framework, the Islamic Digital Ecosystem is conceptualized as an external stimulus that is assumed to shape consumers' internal religious awareness, which subsequently influences their purchasing behavior in digital culinary markets.

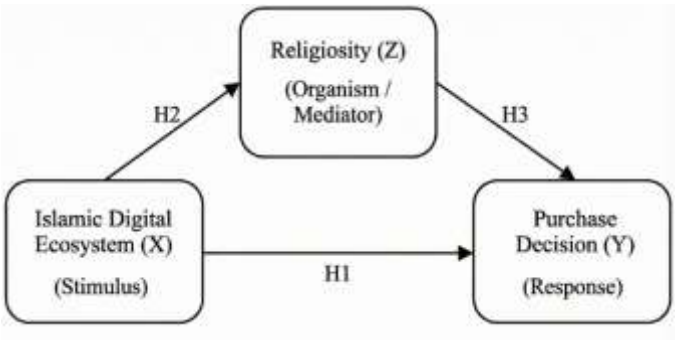


Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework of the study based on the Stimulus–Organism–Response (S-O-R) theory, where the Islamic Digital Ecosystem is positioned as an external stimulus, religiosity represents the internal organismic state, and purchase decision constitutes the behavioral response examined in this research.

Data analysis was performed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique via SmartPLS, which is appropriate for the sample size of 140 respondents and does not require strict normality assumptions (Hair et al., 2021). The analytical procedure began with the evaluation of the measurement model (outer model) to ensure instrument validity and reliability. The criteria applied included convergent validity, indicated by

loading factors greater than 0.70 and Average Variance Extracted values exceeding 0.50, discriminant validity assessed using the Fornell–Larcker criterion, and composite reliability values above 0.70 to confirm internal consistency (Fornell & Larcker, 1981).

The next stage involved assessing the structural model (inner model) to examine the relationships proposed within the S-O-R framework. This assessment included evaluating the coefficient of determination (R^2) and predictive relevance (Q^2) to determine the model's explanatory and predictive power. The significance of the structural relationships was tested using a bootstrapping procedure with 5,000 subsamples, where T-statistics above 1.96 were considered indicative of statistically significant effects (Hair et al., 2019). Through this procedure, the analysis evaluates both direct and indirect relationships among the constructs, allowing for an empirical examination of the mediating role of religiosity in translating digital Islamic stimuli into consumer purchase decisions.

3. RESULTS AND DISCUSSION

Measurement Model Evaluation (Outer Model)

The evaluation of the measurement model was conducted to ensure that the research instruments met the required validity and reliability criteria. The results indicate that all indicators of the Islamic Digital Ecosystem, Religiosity, and Purchase Decision constructs have Loading Factors above 0.70 and Average Variance Extracted (AVE) values exceeding the recommended threshold of 0.50. In addition, the Composite Reliability (CR) and Cronbach's Alpha values for all variables were above 0.70, confirming adequate reliability and convergent validity. The discriminant validity assessment using the Fornell–Larcker criterion also met the required standards.

Table 1. Validity and Reliability Test Results

Variable	Item	Loading	Cronbach's Alpha	rho_A	Composite Reliability	AVE
ISLAMIC DIGITAL ECOSYSTEM	IDE.1	0,868	0,881	0,897	0,914	0,684
	IDE.2	0,841				
	IDE.3	0,668				
	IDE.4	0,801				
	IDE.5	0,933				
PURCHASE DECISOIN	PD.1	0,878	0,901	0,913	0,929	0,728
	PD.2	0,921				
	PD.3	0,906				
	PD.4	0,904				
	PD.5	0,617				
RELIGIOSITY	REL.1	0,875	0,915	0,920	0,937	0,748
	REL.2	0,889				
	REL.3	0,877				
	REL.4	0,882				
	REL.5	0,799				

(Source: SmartPLS 4 Output (2025))

The measurement model results indicate that all constructs in the study—Islamic Digital Ecosystem, Purchase Decision, and Religiosity—meet the required thresholds for validity and reliability. All item loadings exceed the recommended minimum value of 0.60, with most indicators loading above 0.80, demonstrating strong convergent validity. The Islamic Digital Ecosystem construct shows loadings ranging from 0.668 to 0.933, while Purchase Decision and

Religiosity exhibit similarly strong values, confirming that each item adequately reflects its underlying latent variable.

Internal consistency reliability is also well established across all constructs. Cronbach's Alpha values range from 0.881 to 0.915, exceeding the acceptable threshold of 0.70. The rho_A and Composite Reliability (CR) values are consistently above 0.90, indicating stable and reliable measurement. Furthermore, all constructs demonstrate Average Variance Extracted (AVE) values above 0.50—0.684 for Islamic Digital Ecosystem, 0.728 for Purchase Decision, and 0.748 for Religiosity—confirming adequate convergent validity. These results collectively show that the measurement model is robust and suitable for further structural analysis within the SEM-PLS framework.

The visualization of the measurement and structural models generated using the PLS algorithm is presented in Figure 2.

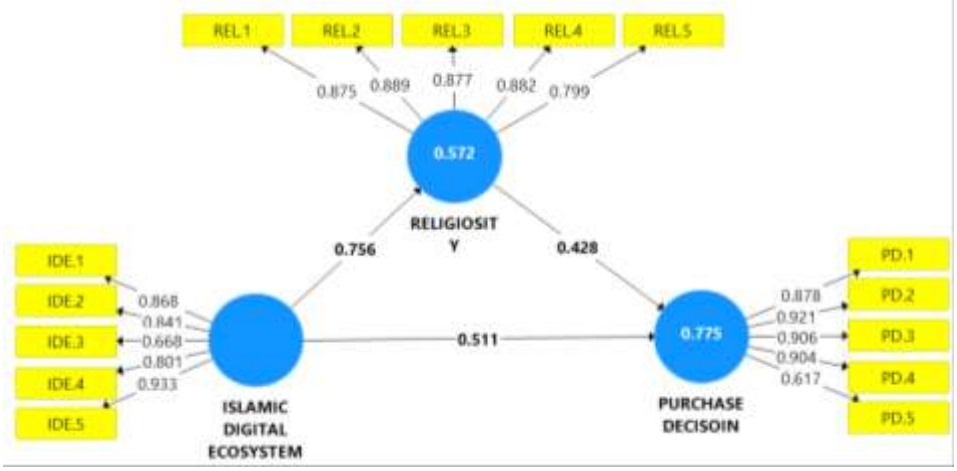


Figure 2. Outer Model Presentation
(Source: SmartPLS 4 Output (2025))

Structural Model Evaluation (Inner Model and Hypothesis Testing)

The structural model was evaluated by examining the coefficient of determination (R^2) and the significance of the structural paths using the Bootstrapping procedure. The R^2 value indicates the proportion of variance in the dependent variable that is explained by the independent variables. In addition, the Q^2 (Predictive Relevance) value was calculated, demonstrating that the model possesses strong predictive relevance ($Q^2 > 0$).

Table 2. R Square, Adjusted R Square, and f^2 Effect Size

Dependent / Independent Variables	R Square	Adjusted R Square	F^2 IDE	F^2 PD	F^2 Reli
Purchase Decision	0.775	0.772	0.498	—	0.349
Religiosity	0.572	0.569	1.336	—	—

(Source: SmartPLS 4 Output (2025)

The R^2 value for Purchase Decision, which reached 0.775 with an Adjusted R^2 of 0.772, indicates that the Islamic Digital Ecosystem and Religiosity collectively explain a substantial portion of the variance in consumers' purchasing decisions. The Religiosity variable recorded an R^2 of 0.572 and an Adjusted R^2 of 0.569, demonstrating that the Islamic Digital Ecosystem provides a strong explanatory contribution to variations in consumer religiosity. All Q^2 values were above zero, confirming that the model possesses adequate predictive relevance. The combined strength of the R^2 and Q^2 values affirms that the structural relationships among the constructs exhibit solid explanatory and predictive capabilities within the context of this study.

Table 3. Hypothesis Testing Results

Hypothesis Path	Original Sample	T-Statistic	P-Values	Conclusion
H1: Islamic Digital Ecosystem → Purchase Decision	0.511	6.147	0.000	Accepted
H2: Islamic Digital Ecosystem → Religiosity	0.756	20.778	0.000	Accepted
H3: Religiosity → Purchase Decision	0.428	5.668	0.000	Accepted
H4: Islamic Digital Ecosystem→ Religiosity → Purchase Decisoin	0,324	5,197	0.000	Accepted

(Source: SmartPLS 4 Output (2025)

The results of the structural model testing demonstrate that all hypotheses were accepted with a high level of significance. The Islamic Digital Ecosystem positively influences Purchase Decisions ($\beta = 0.511$; $t = 6.147$; $p < 0.001$), indicating that the stronger the available Islamic-themed digital elements, the greater the consumer's propensity to make a purchase decision. Furthermore, the Islamic Digital Ecosystem also has a very strong influence on Religiosity ($\beta = 0.756$; $t = 20.778$; $p < 0.001$), which suggests that the sharia digital ecosystem is capable of shaping and strengthening consumers' religious orientation when interacting in the digital environment.

The next finding shows that Religiosity significantly influences Purchase Decisions ($\beta = 0.428$; $t = 5.668$; $p < 0.001$), thus, the higher the consumer's religiosity, the stronger their propensity to purchase products that align with their religious values. In addition, the mediation path shows a significant result, where the Islamic Digital Ecosystem indirectly influences Purchase Decisions through Religiosity ($\beta = 0.324$; $t = 5.197$; $p < 0.001$). This affirms that religiosity functions as a psychological mechanism that strengthens the influence of the Islamic digital ecosystem on purchase decisions.

Influence of the Islamic Digital Ecosystem on Purchase Decision

The findings indicate that the Islamic Digital Ecosystem plays an important role in shaping consumers' purchase decisions within the culinary SMEs sector. Digital attributes embedded with Islamic values, such as halal labels, transparent product information, and sharia-compliant payment mechanisms, function as trust-enhancing cues that reduce uncertainty in online transactions and strengthen consumer confidence during the decision-making process (Wilson, 2014). These features help consumers feel more secure and comfortable when making purchasing decisions in digital environments, particularly in contexts where ethical and religious considerations are highly salient.

From the perspective of the Stimulus–Organism–Response framework, Islamic digital features operate as environmental stimuli that influence consumer behavior by signaling ethical compliance and product credibility. This interpretation aligns with previous studies on halal-oriented digital marketing, which emphasize that Islamic-themed digital cues improve consumer perceptions and encourage purchasing behavior (Ali et al., 2021). Similar patterns have been observed in the halal cosmetics industry, where Islamic digital signals were found to strengthen consumer trust in both products and delivery processes, ultimately increasing purchase intention (Rahman et al., 2015). S-O-R–based Islamic marketing research further supports this explanation by demonstrating that digital stimuli containing Islamic elements evoke positive internal responses that drive consumer purchasing behavior (Najib et al., 2024).

Islamic Digital Ecosystem Enhances Religiosity

The findings suggest that the Islamic Digital Ecosystem contributes meaningfully to the enhancement of consumer religiosity within digital culinary markets. Islamic elements embedded in digital environments, such as halal information, Islamic symbols, and sharia-oriented features, appear to function as stimuli that increase religious awareness and reinforce spiritual values during the consumption process (Hasibuan et al., 2025). Within the Stimulus–Organism–Response framework, this indicates that external digital cues are not merely informational but are internalized as psychological and spiritual states that shape how consumers interpret and evaluate consumption-related experiences (Saputro & Setyaningrum, 2025).

This interpretation is consistent with a growing body of literature emphasizing the role of Islamic features in digital marketing as mechanisms that activate halal perceptions and strengthen consumers' religious orientation (Ali et al., 2021). Studies on Islamic branding further explain that repeated exposure to Islamic messages and symbols reinforces religious memory and increases preferences for halal products by embedding spiritual meaning into brand-related experiences (Wilson, 2014; Batubara et al., 2025). From a practical perspective, this suggests that the integration of Islamic messaging within digital platforms not only enhances syariah-oriented brand image but also enriches the affective and spiritual dimensions of consumer experiences, thereby deepening engagement with Islamic-oriented digital services (Koc et al., 2024).

Role of Religiosity in Purchase Decision (H3)

The findings indicate that religiosity plays a central role in shaping consumers' purchase decisions in Islamic-oriented digital markets. Consumers with higher levels of religiosity tend to demonstrate stronger preferences for products that align with their spiritual beliefs and ethical values. In this context, religiosity functions as an internal psychological mechanism that strengthens the influence of Islamic digital cues by guiding how consumers interpret product credibility and moral suitability during the decision-making process (Junaidi et al., 2022). This reinforces the view that religious orientation reduces perceived uncertainty and increases confidence when consumers evaluate halal-oriented offerings.

This interpretation is consistent with previous studies reporting similar patterns across various halal consumption contexts. Research in the halal cosmetics sector has shown that religiosity enhances trust in product authenticity and positively influences purchase intention by reinforcing ethical alignment between consumers and brands (Souiden & Rani, 2015). Likewise, studies on halal food consumption emphasize that religiosity serves as an ethical reference that directs consumers toward halal-compliant choices in their daily consumption behavior (Alam & Sayuti, 2011). More broadly, religiosity operates not only as a psychological factor but also as a moral compass that consistently shapes consumer preferences and purchasing behavior across different cultural and market settings (Delener, 1994).

Religiosity as a Partial Mediator

The mediation analysis demonstrates that religiosity plays a meaningful role in explaining how the Islamic Digital Ecosystem influences purchase decisions. Islamic digital features do not operate solely through technical or informational functions but also stimulate internal religious awareness. This heightened religiosity strengthens consumers' spiritual confidence, reduces perceived uncertainty, and reinforces ethical considerations, which together guide decision making in digital culinary consumption.

This finding is consistent with earlier studies highlighting religiosity as a critical mediating mechanism between halal-related attributes and consumer behavior. Previous research shows that religiosity amplifies the influence of Islamic branding and halal certification by enhancing trust, perceived authenticity, and emotional attachment to halal products (Souiden & Rani, 2015; Alam & Sayuti, 2011). These results further confirm the applicability of the S-O-R framework in explaining Islamic digital marketing dynamics.

Synthesis of Contributions and Directions for Future Research

Theoretically, these findings strengthen the applicability of the S-O-R model in explaining consumer behavior within Islamic value–based digital marketing. The interaction between the Islamic Digital Ecosystem, religiosity, and purchase decision reflects a coherent stimulus–organism–response mechanism, where digital Islamic cues function as stimuli that shape internal spiritual states before influencing behavior. This confirms that religiosity operates as a meaningful psychological process within digital consumption contexts (Hasibuan et al., 2025).

From a practical standpoint, the results emphasize the strategic importance of optimizing Islamic digital content. Clear halal assurances, transparent information, and syariah-compliant communication are not merely symbolic attributes but function as trust-building mechanisms that strengthen purchasing decisions. Integrating Islamic values into digital platforms allows culinary SMEs to align technological innovation with consumers' ethical and spiritual expectations (Aini et al., 2024).

Future research may benefit from incorporating additional control variables, such as perceived quality, price sensitivity, or trust, to further explain variations in consumer responses. Expanding empirical settings across different regions or adopting mixed-methods designs could provide richer insights into how religiosity interacts with local cultural contexts. Qualitative approaches may also capture emotional and spiritual dimensions not fully revealed through quantitative analysis (Koc et al., 2024; Batubara et al., 2025).

4. CONCLUSION

Based on the analysis and discussion, this study concludes three key findings. First, the Islamic Digital Ecosystem is a significant determinant influencing the Purchase Decision of culinary SMES consumers in Makassar. Consumers respond positively to the integration of digital features embedded with Islamic values, including halal information transparency and Sharia-compliant payment methods. Second, the Islamic Digital Ecosystem exerts a substantial impact in stimulating consumer Religiosity. This confirms that digital platforms function not merely as neutral transactional tools but as environmental stimuli capable of activating users' spiritual awareness within the consumption process.

Third, Religiosity plays a significant role as a partial mediating variable. This indicates that the purchase decisions of Muslim consumers are not solely driven by the technical sophistication of digital applications, but are further strengthened by the religious convictions triggered through their interaction with the Islamic digital ecosystem. Collectively, these findings underscore the importance of integrating Islamic value–based digital features in shaping consumer behavior, particularly within markets dominated by Muslim populations.

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