

ABSTRACT

This study discusses the relationship between product quality, trust, and perceived risk variables in influencing buying interest in Muslim fashion products in e-commerce during the Covid-19 pandemic.

The population in this study were consumers who had purchased Muslim fashion products in e-commerce during the Covid-19 pandemic. The sample is 100 respondents with a purposive sampling approach. The data collection method used in this study was a questionnaire and data testing using the SPSS Statistics 24 program. The data analysis used was descriptive analysis and multiple linear regression analysis.

The results of the analysis show that product quality, trust, and perceived risk have a positive and significant effect on buying interest in Muslim fashion products in e-commerce partially or simultaneously.

Keywords: Product Quality, Trust, Perceived Risk, Buying Interest, E-Commerce, Muslim Fashion