

ABSTRACT

The rapid development of the Muslim fashion industry has driven changes in consumption behavior among Muslim Generation Z, particularly in choosing attire that complies with Islamic sharia. On one hand, awareness of the obligation to cover the aurat is increasing; on the other hand, a tendency toward FOMO (fear of missing out) regarding Muslim fashion trends on social media often becomes an obstacle to consistency in wearing sharia-compliant attire. This phenomenon of the gap between knowledge of sharia and actual dressing practices is what underlies this research. This study aims to analyze the influence of Muslim fashion trends, price perception, sharia compliance, and income on the consumption decision of sharia-compliant hijab among Muslim Generation Z in the City of Semarang.

This study uses primary data with a population of Muslim Generation Z in the City of Semarang. The sampling technique used is non-probability sampling with a purposive sampling method. Data were collected through questionnaires distributed to 100 Muslim Generation Z respondents in the City of Semarang. The theoretical foundation is based on consumer behavior theory. The analytical method used is binary logistic regression, processed with SPSS 29 software.

The results show that Muslim fashion trends, price perception, sharia compliance, and income each have a significant influence on the consumption decision of sharia-compliant hijab among Muslim Generation Z in the City of Semarang. Sharia compliance was found to be the most dominant factor in shaping this decision, reflecting that religious values remain the primary consideration amid the onslaught of digital fashion trends. This study concludes that the consumption decision of sharia-compliant hijab among Generation Z is shaped simultaneously by religious values, economic considerations, and sociocultural influences.

Keywords: Sharia-Compliant Hijab, Consumption Decision, Generation Z, Muslim Fashion, Islamic Economics.