

ABSTRACT

Currently, the development of Muslim fashion is very fast. This makes Muslim fashion manufacturers experience tough competition. The efforts made to win market competition are always following the times, meeting market needs, having high creativity and innovation and being able to identify factors that are considered by consumers. This study aims to analyze the effect of the independent variables namely product quality, brand image, price and promotion on the purchase decision of Rabbani hijab as the dependent variable.

The population in this study were Students of the Islamic Economics Study Program, Diponegoro University Class of 2019-2022 who had bought and used the Rabbani hijab. A sample of 100 respondents with a purposive sampling approach. The data collection method used in this study was through questionnaires and data testing using multiple linear regression analysis techniques with the SPSS Statistics 25 program.

The results show that partially the product quality variable has no effect on the purchase decision of the Rabbani hijab. Meanwhile, brand image, price and promotion variables influence the purchasing decision of Rabbani hijab. Simultaneously the variables of product quality, brand image, price and promotion have a positive and significant effect on the purchase decision of Rabbani hijab. The R square value of 0.668 indicates that 67 percent of purchasing decisions can be explained by independent variables and the remaining 33 percent is explained by other factors outside the research.

Keywords: product quality, brand image, price, promotion, purchase decision.

