

## **ABSTRACT**

*Islam requires its followers to cover their genitals, one of which is by using the hijab. This study aims to analyze the effect of product quality, price, service quality, and religiosity on purchasing Elzatta hijab products in Kudus.*

*The population in this study are consumers of Elzatta Kudus. This study used non-probability sampling with a purposive sampling approach as the sampling technique. The data analysis method in this study used multiple linear regression analysis with a sample of 100.*

*The results of this study can be explained that partially and simultaneously the variables of product quality, price, service quality, and religiosity have a positive and significant effect on purchasing Elzatta hijab products in Kudus. R-square value of 0.667. That is, in this study the variation of changes in the independent variables affects the dependent variable by 66.7%. Meanwhile, the remaining 33.3% is influenced by other independent variables that are not included in this study.*

*Keywords: Product Quality, Price, Service Quality, Purchase, Elzatta*

