

ABSTRACT

The hijab fashion industry in Indonesia continues to experience rapid development along with the increasing need for products that follow fashion trends but still meet Shar'i standards. Raqumi Hijab Fashion, one of the local brands located in the Beteng Trade Centre Building in Surakarta. This study aims to analyse the effect of brand, price, and product quality on consumer purchasing decisions at Raqumi Hijab Fashion in the Beteng Trade Center Building in Surakarta. This study uses a quantitative method approach with survey techniques through distributing questionnaires to 100 respondents who have purchased Raqumi Hijab Fashion products. The independent variables in this study are brand, price, and product quality, while the dependent variable is consumer purchasing decisions. Data processing is carried out using the Structural Equation Modeling (SEM) model assisted by AMOS software.

The test results show that all independent variables, namely brand, price, and product quality, have a positive and significant influence on consumer purchasing decisions. Of the three variables, product quality has the strongest influence with the highest estimated coefficient, followed by brand and price.

The results of this study imply that Raqumi Hijab Fashion needs to improve the quality of its products because good quality can increase consumer loyalty and encourage purchasing decisions. In addition, a good brand and competitive prices also play an important role in maintaining competitiveness in the market. By increasing focus on these three aspects, Raqumi Hijab Fashion can strengthen its position in the market and encourage consumers to make repeat purchases. This research is expected to make theoretical and practical contributions in the field of marketing, especially related to strategies to increase purchasing decisions through brand, price, and product quality.

keywords : merek, price, product quality, purchasing decisions, Ravumi hijab fashion