

ABSTRACT

The halal industry is considered to have promising opportunities as the halal lifestyle increases among the community. In the past, the halal industry was only identical to the food and beverage industry, but now the halal industry has covered all aspects such as the pharmaceutical, fashion, cosmetic, and various other personal needs sectors. The use of halal products is universal for both Muslims and non-Muslims who care about a healthy lifestyle, because halal includes elements of cleanliness, safety, and security. This has an impact on the level of consumer demand for halal products, be it goods or services, as well as can be a business opportunity that affects many manufacturers starting to concentrate on making halal products to meet market demand.

One of the halal products that has a high enough demand is Muslim fashion which is influenced by the increasing awareness of the Muslim community about the importance of dressing in accordance with Islamic Shari'a. The purpose of this study is to find out what factors influence the decision of entrepreneurs in choosing their business. The method used in this study is the Analytical Hierarchy Process (AHP) using Expert Choice 11 analysis tool. This analytical method was chosen to determine the strongest factors that influence the decisions of Muslim fashion business entrepreneurs in the city of Semarang. Qualitative data were obtained through interviews with the help of questionnaires submitted to 5 Muslim fashion entrepreneurs in the city of Semarang. The results of this study indicate that the factors that influence the decision to do business in Muslim fashion after being sorted are Religiosity (51.4%), Self-Efficacy (22.0%), Halal Lifestyle (15.5%), Economic Motives of Self-Efficacy (11, 1%).

Keywords: Muslim Entrepreneurs, Muslim Fashion, Religiosity, Economic Motives, Halal Lifestyle, Self Efficacy