

ABSTRACT

Islam as a way of life is a teaching that regulates the lives of its followers in various aspects of life, one of which is the rule of wearing the hijab to cover the private parts for Muslim women. Hijab is one of the basic daily needs for a Muslim woman. However, it does not rule out the possibility that the hijab can be used as a lifestyle. As hijab fashion develops, people's desire for fashion products is also increasingly diverse, this is significant with the emergence of various hijab brands. One of the local brands that people are interested in is Umama Scarf, which is a company that carries a fashion theme for today's modern Muslim women so they can look fashionable.

The population in this research is Umama Scarf consumers in Semarang City. In this research, non-probability sampling with a purposive sampling approach was used as a sampling technique. The data analysis method in this research uses multiple linear regression analysis using the SPSS Statistics 26 program.

The results of this research can be explained that partially and simultaneously the variables of Islamic business ethics, price perception and product quality have a positive and significant effect on consumer satisfaction for Umama Scarf in Semarang City. Based on the R Square value of 0.810, which means the dependent variable is 81% and the remaining 19% is influenced by independent variables outside the regression model used in this research.

Keywords: *Islamic Business Ethics, Price Perception, Product Quality, Consumer Satisfaction, Umama Scarf*