

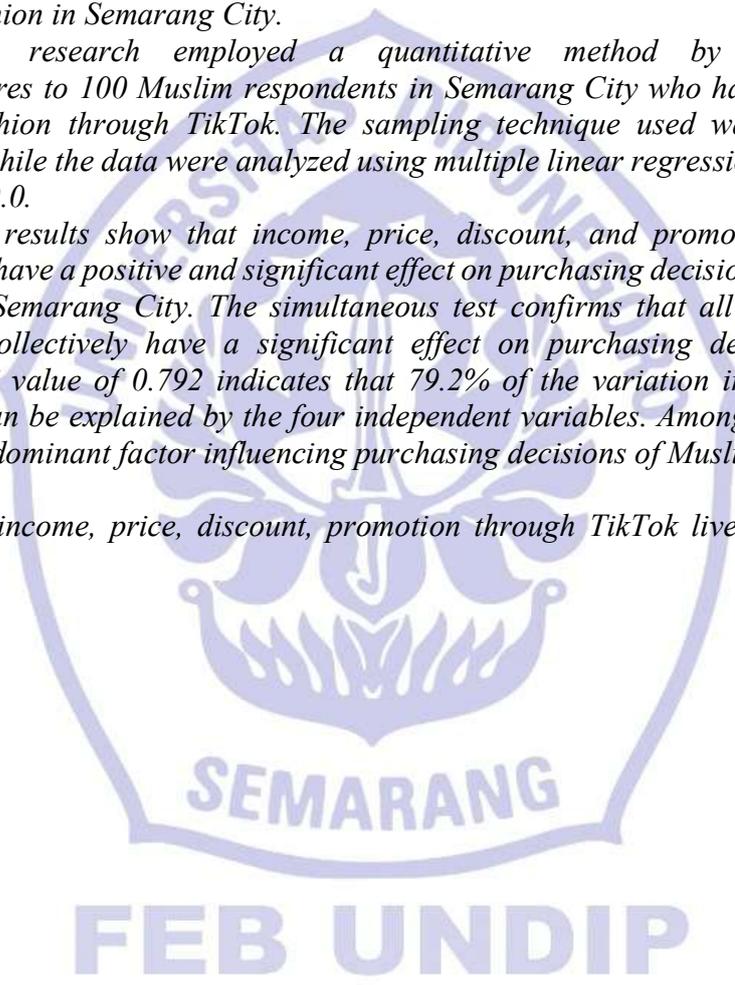
ABSTRACT

The development of Muslim fashion in Indonesia has grown rapidly along with the increasing demand for products that comply with Islamic principles and modern fashion trends. Economic factors such as income, price, discount, and promotion through TikTok live are believed to influence consumer decisions in purchasing Muslim fashion. This study aims to analyze the effect of those four economic factors, both partially and simultaneously, on purchasing decisions of Muslim fashion in Semarang City.

This research employed a quantitative method by distributing questionnaires to 100 Muslim respondents in Semarang City who had purchased Muslim fashion through TikTok. The sampling technique used was purposive sampling, while the data were analyzed using multiple linear regression with SPSS Statistics 29.0.

The results show that income, price, discount, and promotion through TikTok live have a positive and significant effect on purchasing decisions of Muslim fashion in Semarang City. The simultaneous test confirms that all independent variables collectively have a significant effect on purchasing decisions. The Adjusted R^2 value of 0.792 indicates that 79.2% of the variation in purchasing decisions can be explained by the four independent variables. Among them, price is the most dominant factor influencing purchasing decisions of Muslim fashion.

Keywords: income, price, discount, promotion through TikTok live, purchasing decision



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