

## **ABSTRACT**

*This study is motivated by the increasingly competitive Muslim fashion industry, especially for hijab products in Semarang City. The growing number of local hijab brands has given consumers more choices in selecting products. This condition encourages companies to understand the factors influencing consumers in making repurchase decisions. Therefore, this study aims to analyze the influence of halal lifestyle, product quality, brand image, and influencer marketing on the repurchase decision of Rabbani hijab products in Semarang City.*

*This study uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to 100 respondents who had purchased Rabbani hijab products in Semarang City using purposive sampling techniques. The data analysis method used in this study was binary logistic regression with the assistance of IBM SPSS software to determine the effect of each independent variable on repurchase decisions.*

*The results show that product quality, brand image, and influencer marketing have a significant effect on the repurchase decision of Rabbani hijab products in Semarang City. Meanwhile, halal lifestyle does not have a significant effect on repurchase decisions. These findings indicate that consumers tend to consider product quality, trust in the brand, and promotion through social media more than halal lifestyle aspects when making repurchase decisions for Rabbani hijab products.*

**Keywords:** *halal lifestyle; product quality; brand image; influencer marketing; purchasing decision.*

