

ABSTRACT

Trend of muslim fashion in Indonesia is growing rapidly every year. Emerging models are modern, stylish and fashionable. This makes muslim fashion manufacturers run into fierce competition. This study aims to determine the effect of independent variables which are product quality, service quality, perception of price, brand image and halal label on Zoya hijab purchasing decisions as a dependent variables.

The population on this research is muslimah consumers who have bought and used Zoya hijab in the city of Semarang. Samples were taken as many as 100 respondents using purposive sampling techniques. Data collection method in this study uses questionnaire and data testing uses SPSS Statistics 24. Analysis of data that used is descriptive analysis and multiple linear regression analysis.

The results of this study shows that product quality, service quality, perception of price, brand image and halal label have a positive and significant effect on Zoya hijab purchasing decisions either partially or simultaneously. R square score is 0,702 shows that 70% of purchasing decisions can be explained by independent variables and the rest 30% explained by another factors outside this study.

Keywords: product quality, service quality, perception of price, brand image, halal label, purchasing decisions, Zoya hijab