

THE INFLUENCE OF PRODUCT QUALITY PRICE AND PROMOTION ON PURCHASE DECISIONS OF HIJAB RABBANI SYAR'I MODEL AT THE RABBANI VILLA MUTIARA CIKARANG SELATAN STORE

¹Yuniwinarti, ²Etty Zuliawati Zed

^{1,2} Management Study Program, Faculty of Economics and Business, Pelita Bangsa University

ARTICLEINFO

Keywords:

Product Quality,
Price,
Promotion

E-mail:

yuniwinarti00@mhs.pelitabangsa.ac.id
ettyzuliawatized@pelitabangsa.ac.id

ABSTRACT

The development of fashion in Indonesia is currently growing rapidly. Public interest in the hijab, which is part of Muslim fashion, is increasing day by day. Rabbani is one of the first and largest fashion brand product companies in Indonesia by releasing flagship products in the form of instant headscarves and other products. Many factors are done by consumers before deciding to buy a product. Purchasing decisions by consumers are decisions that involve perceptions of product quality, price and promotion. The formulation of the problem in this study is to find out whether product quality, price and promotion can influence purchasing decisions. As well as the objectives of each variable Product Quality, Price and Promotion can influence Purchase Decisions on Hijab Rabbani Syar'i Models at the Rabbani Villa Mutiara Store, Cikarang Selatan. This study uses quantitative methods in data collection and data analysis. The population used in this research is Rabbani hijab users at the Rabbani Villa Mutiara Cikarang Store with a sample size of 120 people. The data analysis techniques used are validity and reliability tests, classic assumption tests, and multiple regression analysis using SPSS Ver. 29. Based on the analysis of this research, the results show that 1) product quality has a positive and significant effect on purchasing decisions for the Rabbani hijab syar'i model at the Rabbani Villa Mutiara Cikarang store, 2) price has a positive and significant effect on purchasing decisions for the Rabbani hijab syar'i model at the Rabbani Villa Mutiara Cikarang store, 3) promotion has a positive and significant effect on purchasing decisions for the Rabbani hijab syar'i model at the Rabbani Villa Mutiara Cikarang store, 4) product quality, price and promotion have a positive and significant effect on purchasing decisions for the Rabbani hijab syar'i model at the Rabbani Villa Mutiara Cikarang store.

Copyright © 2023 Economic Journal. All rights reserved.
 is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Islam basically has advised its people to guard, maintain and cover their genitals, especially for women. Usually covering the genitals is done by wearing clothes that are polite and appropriate and can cover all parts of the body from head to toe. Hijab or what is known today as the hijab is one of the characteristics of Islamic religious teachings which is used only for Muslims. The development of fashion in Indonesia is currently growing rapidly. Public interest in the hijab, which is part of Muslim fashion, is increasing day by day. Hijab is basically a Muslim dress whose orders come from Allah swt. so that its use is expected to be based on religion or in accordance with guidance in Islam. In this modern era, the hijab has developed, both in terms of the model and shape, to its meaning. Hijab is basically a Muslim dress whose orders come from Allah swt. so that its use is expected to be based on religion or in accordance with guidance in Islam. In this modern era, the hijab has developed, both in terms of the model and shape, to its meaning. The development of fashion has now reached an impressive point, with the support of advances in information technology that broadens knowledge about various kinds of fashion. Especially the Muslim fashion trend which is marked by the development of Muslim clothing stores such as Rabbani, Shafira, Zoya and the types of fashion in Indonesia, there are kaftans, abayas, tunics and robes.

Table 1 Top Brand Veil in Indonesia

No	Merek	TBI
1.	Elzatta	32,10 %

2.	Rabbani	21,90 %
3.	Zoya	21,80 %
4.	Azzura	4,2 %

Source: www.topbrand-award.com

Based on table it is known from the Top Brand Award research, the position of the scarf that has the highest level of brand awareness is the Elzatta brand with a percentage of 32.10% with the top title. The second veil position is the Rabbani brand with a percentage value of 21.90%, the third veil position is the Zoya brand with a percentage value of 21.80% and the last position is the Azzura brand with a percentage value of 4.2%.

Rabbani is one of the first and largest fashion brand product companies in Indonesia by issuing flagship products in the form of instant veils and other products that have also been developed, namely Muslim clothing including kemko, tunics, kastun and other equipment such as ciput/inner and headscarves. Rabbani has experienced an increase in the number of purchases because Rabbani always prioritizes good quality, affordable prices and carries out good promotions for each new product introduction, Rabbani has a fairly strong brand image in the world of Hijab Fashion and clothing.

Table 2 Percentage of consumer development on the Rabbani veil

Tahun	Presentase perkembangan konsumen pada Kerudung Rabbani
2018	24,50%
2019	22,30%
2020	22,50%
2021	22,60%
2022	21,90%

Source: www.topbrand-index.com

From the table above, it can be seen that there was an increase in 2018, then in 2019 there was a decrease. But in 2020 to 2021 it will increase again. In 2022 it will decline again due to the lack of public interest in the Rabbani product and also the many competitors from other products, such as Zoya, Elzatta, Nibras, Azila and others.

Product quality has important meaning for the company because without a product, the company will not be able to do anything from its business. Buyers will buy a product if it feels right, therefore the product at Rabbani must be adjusted to the wishes or needs of the buyer so that the marketing of Rabbani's products is successful. Rabbani has experienced an increase in the number of purchases because Rabbani always prioritizes good quality, affordable prices and carries out good promotions every time he introduces a new product.

In addition to product quality, consumers before making a purchase usually have several considerations in terms of price. The prices given by the Rabbani company to consumers have different policies so that they can experience increases or decreases. When Rabbani consumers are in the decision-making process, price is the product attribute that is most often taken into consideration when evaluating Rabbani products.

The research conducted at the Rabbani Store, Villa Mutiara Branch, researchers took the product quality, price and promotion variables from the Rabbani Hijab used. Even though the price is expensive, many consumers buy Hijab Rabbani at the Rabbani Store, Villa Mutiara Branch. The following is a list of hijab prices as follows:

Table 3 Price list for Rabbani, Elzatta, Mezora and Zoya Products

Nama Produk	Harga
Elzatta	Rp. 57.900 – Rp. 89.900
Mezora	Rp. 57.000 – Rp. 89.500
Rabbani	Rp. 29.500 – Rp. 120.500
Zoya	Rp. 53.000 – Rp. 107.000

Source: catalogs from Rabbani, Elzatta, Mezora and Zoya

Of the price lists shown in the table, the prices for Rabbani and Zoya veils fall into a price category that is suitable for all groups. You can compare it to the Elzatta and Mezora brands, they charge almost the same price, the minimum price offered is higher than Rabbani and Zoya.

Promotion on Rabbani is a means by which Rabbani companies seek to inform, persuade and remind consumers either directly or indirectly about a product and brand they sell. The promotion carried out by Rabbani's company is using an advertising endorsement that is known and considered influential in society, namely Fatin Shidqia Lubis in the hope of strengthening its brand association. This endorse selection is one of the strategies used by marketers so that their products can get attention in the community.

Consumer purchasing decisions in choosing a product do not just happen. Many factors are done by consumers before deciding to buy a product. Purchasing decisions by consumers are decisions that involve perceptions of product quality, price and promotion.

2. LITERATURE REVIEW

Buying Decision

Purchasing decision is a process where consumers know a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision. [1] The purchase decision is the selection of two or more alternative purchase decision choices, meaning that a person can make a decision, several alternative choices must be available. Consumer purchasing decisions are influenced by consumer behavior.[2]

Purchasing decision is a reason for how consumers make choices about purchasing a product that is in accordance with their needs, desires and expectations, so that it can lead to satisfaction or dissatisfaction with the product which is influenced by several factors including family, price, experience, and product quality.[3]

According to Kotler, P. & Keller[4], the indicators used to measure purchasing decisions are as follows:

1. Problem recognition: The stage where consumers recognize a brand that is right to meet their needs
2. Information search: Information about brands through various media supports consumers to find out the advantages of a brand.
3. Alternative evaluation: Is the most appropriate brand compared to other alternative brands.
4. Purchase decision: Consumer confidence in brand decision making.
5. Behavior after purchase: There is a positive perception of consumers after using the product with the brand that was purchased.

As for the dimensions of the purchase decision, according to Kotler & Armstrong [5] these include product choice, dealer choice, time of purchase and number of purchases.

Product Quality

According to Kotler and Armstrong [6] in product quality is how the product has a value that can satisfy consumers both physically and psychologically which shows the attributes or properties contained in an item or product. According to Assauri in [8] says that product quality is the factors contained in an item or result that causes the item or result to be in accordance with the purpose for which the item or result is intended.

According to Machfoedz [9] in Product quality is the product's ability to perform its functions including durability, reliability, ease of use and improvements, and other properties

According to Tjiptono in [10] there are several indicators of product quality, including:

1. Performance : Related to the basic operating characteristics of the performance of a product.
2. Durability : Related to how long or the age of the product in question lasts before the product must be replaced. The greater the frequency of consumer use of the product, the greater the power of the product.
3. Conformance to specification : The basic operating characteristics of a product meet certain specifications of the consumer or no defects are found in the product.
4. Features : Product characteristics designed to improve product functionality or increase consumer interest in the product.
5. Reliability : The probability that a product will perform satisfactorily or not within a specified time period. The less the possibility of damage, the more reliable the product is.
6. Aesthetics : Related to how the product looks.
7. Perceived quality : Is the result of the use of measurements that are carried out indirectly because

there is a possibility that consumers do not understand or lack information about the product in question.

As for the dimensions of product quality, according to Kotler [7] the dimensions of product quality are: Product features, product durability, product reliability, compliance with product aesthetic specifications.

Price

According to [8] Price is a crucial component of the product because it has an impact on the profits that will be obtained by producers. Consumers also have a tendency to consider the price to buy, therefore special considerations are needed to determine the price. The definition of price is also very diverse, there are many views that explain the meaning of price in a market.

Price is the bill of the amount of an item, namely a product or service. Surplus the consumer is defined by economists as the difference between the price that the consumer pays and the benefits that the product will provide. In other words, if the perceived benefits of the product are more high, it has a beneficial impact. Consumers will be happy if the company determines affordable prices and provide the best product excellence. The amount of sales is affected by price level given by the company [10]

According to Kotler and Armstrong in [11] there are four dimensions that characterize price, namely: price affordability, price compatibility with quality, price compatibility with benefits, and price according to ability or purchasing power. Below is an explanation of the four price measures, namely:

1. **Affordability** : Consumers can reach the price set by the company. There are usually several types of products in one brand and the prices also differ from the cheapest to the most expensive. With the price set, many consumers buy the product.
2. **Price according to ability or price competitiveness** : Consumers often compare the price of a product with other products. In this case, the high and low price of a product is considered by the consumer when buying the product.
3. **Conformity of price with product quality**
Price is often used as an indicator. quality for consumers people often choose the higher price between two goods because they see a difference in quality. If the price is higher, people tend to assume that the quality is also better.
4. **Price suitability with benefits** : Consumers decide to buy a product if the perceived benefits are greater or equal to what has been spent to get them. If consumers feel the benefits of the product are smaller than the money spent, consumers will think that the product is expensive and consumers will think twice about making a repeat purchase.

As for the price dimensions, according to Kotler and Armstrong [12] the price dimensions are: list price, discount, payment period and discount.

Promotion

According to Setyaningrum in [13] promotion in any form is an attempt to influence other parties. More specifically, promotion is one of the elements of the marketing mix in a company. Kinnear and Kenneth in [14] define promotion as a marketing communication mechanism, exchanging information between buyers and sellers. Promotion plays the role of informing (to inform), persuading (to persuade), and reminding (to remind) consumers so that the company gets feedback about the products or services offered.

According to Putra Setiawan & Frianto [15] promotion is a way to inform and offer a product or service to customers with the aim of being interested in the product or service that has been promoted.

Promotion in a product. according to Kotler and Armstrong in [16] explaining that there are 5 types of promotion namely advertising, direct marketing, sales promotion, personal selling, and public relations. Below is an explanation of the five types of promotions, namely:

1. **Advertising**, is a promotion in the form of developing ideas for a product or service by a company with the aim of making potential customers familiar with their product.
2. **Direct marketing**, which is a way for companies to get a good relationship with customers by trying to establish communication or talk directly through a medium.
3. **Sales promotion**, which is the implementation of price cuts to carry out promotional activities with the aim of increasing sales figures.
4. **Personal selling**, namely the method used by a company to share its products with company agents.
5. **Public Relations**, namely the method used by the company in introducing the products offered

by creating a bridge of relations with the community around the company.

According to Kotler and Armstrong[17] in are as follows: Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling and Direct Marketing

Conceptual framework

Based on the description above, it can be built research framework as follows:

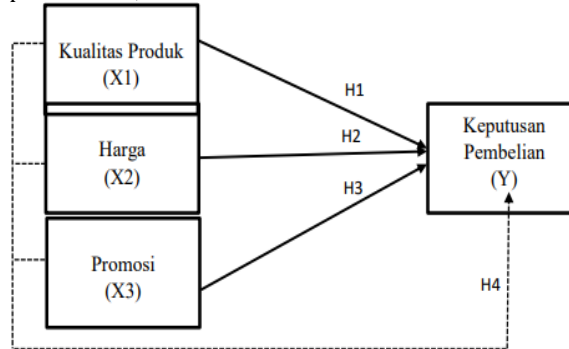


Figure 1. Conceptual framework

Research Hypothesis

Based on the description above, the hypothesis of this study is:

1. The first hypothesis: It is suspected that there is an influence on product quality (X1) on the decision to purchase Rabbani hijab (Y) at the Rabbani Villa Mutiara Store, Cikarang Selatan.
2. Second hypothesis: It is suspected that there is a price effect (X2) on the purchase decision of Rabbani hijab (Y) at the Rabbani Villa Mutiara Store, South Cikarang.
3. Third hypothesis: It is suspected that there is a promotion effect (X3) on the purchase decision of Rabbani hijab (Y) at the Rabbani Villa Mutiara Store, South Cikarang.
4. Fourth hypothesis: It is suspected that there is an influence on product quality (X1), price (X2) and promotion (X) on the purchase decision of Rabbani hijab (Y) at the Rabbani Villa Mutiara Store, Cikarang Selatan.

3. METHOD

This type of research uses quantitative methods, researchers also conduct surveys to collect data and information through distributing questionnaires to respondents.

This research was conducted at the Rabbani Store Villa Mutiara Cikarang Selatan which is located at block F1, Jl Villa Mutiara Cikarang Selatan No. 29 RT 17/7 , Ciantra, South Cikarang, Bekasi. The location was chosen by the researcher because the location has supporting aspects in the variables raised. researchers conducted this study from November 2022 to May 2023.

Data collection techniques in this study used a questionnaire technique, namely by distributing/giving questionnaires to users of the Syar'i Rabbani hijab model to obtain the necessary data. The sampling technique used in this study is the non-probability sampling method and the sampling technique is purposive sampling, which is a sampling technique based on certain considerations and criteria. This study uses respondents who have criteria, namely customers who use the Rabbani hijab product, the syar'i model in South Cikarang and the age of the respondent > 18 years because it is assumed to be able to answer questions and information provided. The population in this study were all users of the Hijab Rabbani syar'i model as many as 170 respondent data in the South Cikarang region for research sampling and sampling in this study as many as 120 people.

The primary data collection method used by researchers is through distributing questionnaires by measuring the Likert scale model filled in by respondents in the questionnaires distributed.

Table 1. Operational Definition of Research Variables

Variable	Definition	Indicator	Size
		1. Performance	
	According to Tjiptono in (Tua, Andri, and	2. Durability	Likert
	Andariyani 2022) Product quality is the	3. Conformance to specification	

The Influence Of Product Quality Price And Promotion OnPurchase Decisions Of Hijab Rabbani Syar'i Model At The Rabbani Villa Mutiara Cikarang Selatan Store. Yuniwinarti, et.al

Kualitas Produk (X1)	product's ability to perform its functions including durability, reliability, ease of use and repair, and other properties.	4. Features 5. Reliability 6. Aesthetics 7. Perceived quality	
Price (X2)	According to Kotler and Armstrong in (Sukmawati, Mathori, and Marzuki 2022) defines price as the amount of money requested to obtain a product or a service.	1. Price affordability 2. Prices according to ability or price competitiveness 3. Compatibility of price with product quality 4. Price compatibility with benefits	Likert
Promotion (X3)	According to Kotler & Keller in (Rukmayanti and Fitriana 2022) promotion is a way of communication from producers with the aim of conveying information about their products so that consumers want to buy.	1. Advertising 2. direct marketing 3. sales promotion 4. personal selling 5. public relation	Likert
Decision Buying (Y)	According to Schiffman & Kanuk in (Mega Selvia 2022), a purchasing decision is the selection of two or more alternative purchase decision choices, meaning that a person can make a decision, several alternative choices must be available.	1. Problem recognition 2. Information search 3. Alternative evaluation 4. Purchase decision 5. Behavior after purchase	Likert

Measurement Scale

The scale used in this measurement is the Likert scale. To reduce the impact of bias and the occurrence of concentration of data during analysis, the scale used can be seen in the following table.

Table 2. Likert Scale Category Score

No	Pertanyaan/Pernyataan	Skor
1	Sangat Setuju (SS)	5
2	Setuju (S)	4
3	Cukup Setuju (CS)	3
4	Tidak Setuju (TS)	2
5	Sangat Tidak Setuju (STS)	1

Data Analysis Techniques

The data analysis technique used is using multiple linear regression analysis for hypotheses 1, 2, 3 and 4. To facilitate data analysis in this study, the SPSS version 29 program was used.

Hypothesis test

Hypothesis testing using the SPSS application program version 29. The hypothesis is said to be accepted if the significance value is < 0.05 (α 5%) and the hypothesis is rejected if the significance value is > 0.05 (α 5%)

4. RESULT AND DISCUSSION

The value of testing the research hypothesis can be described as shown below:

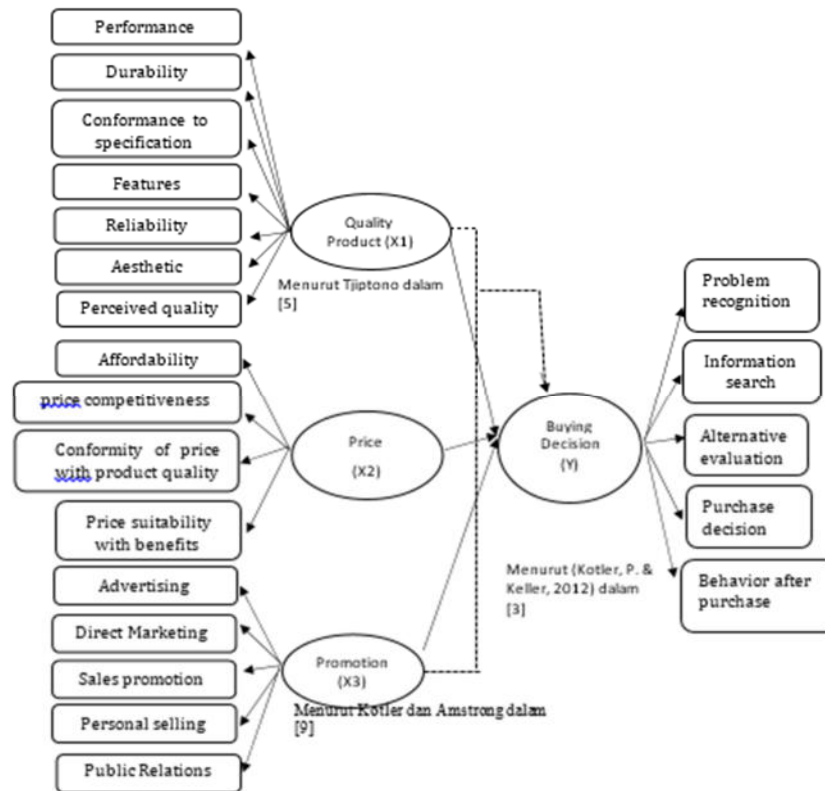


Figure 2. The value of testing the research hypothesis

Respondents in this study were consumers who use the Rabbani hijab syar'i model at the Rabbani Villa Mutiara Store, South Cikarang. This information was obtained through a questionnaire distributed by researchers. Data regarding the identity of respondents will be presented in the form of tables and graphs regarding the identity of respondents in general

a) Respondent characteristics

Table 3. Description of Respondents Based on Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	27	22,5	22,5	22,5
Perempuan	93	77,5	77,5	100,0
Total	120	100,0	100,0	

Based on the results of the data on the characteristics of the respondents according to gender in the table above, it can be seen that there were 27 male respondents or the equivalent of 22.5% while the female respondents totaled 93 people or the equivalent of 77.5%. So it can be concluded that respondents were dominated by female consumers.

Table 4. Description of Respondents by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20 tahun	15	12,5	12,5	12,5
20-25 tahun	93	77,5	77,5	90,0
25-30 tahun	9	7,5	7,5	97,5
>30 tahun	3	2,5	2,5	100,0
Total	120	100,0	100,0	

Based on the table above shows a sample based on the age of the respondent from 120 answers. 12.5% or equivalent to 15 respondents aged 17-20 years, then 77.5% or equivalent to 93 respondents aged 20-25 years, and 7.5% aged 25-30 years equivalent to 9 respondents and 2.5 % aged >30 years equivalent to 3 respondents. So it can be concluded that the respondents in this study had an average age of 20-25 years as much as 77.5%.

Table 5. Characteristics of Respondents Based on Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA/SMK	96	80,0	80,0	80,0
D3/S1	24	20,0	20,0	100,0
Total	120	100,0	100,0	

Based on the table, it shows that 80% or the equivalent of 96 respondents had a SMA/SMK education and 20% or the equivalent of 24 respondents had a D3/S1 education.

Table 6. Characteristics of Respondents Based on Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	53	44,2	44,2	44,2
Karyawan	58	48,3	48,3	92,5
Pegawai Negeri Sipil	1	,8	,8	93,3
Wirausaha	2	1,7	1,7	95,0
Ibu Rumah Tangga	6	5,0	5,0	100,0
Total	120	100,0	100,0	

Based on the table above, the results show that the most numerous and dominant respondents are those who work as employees with 48.3% or the equivalent of 58 respondents, in the next order, namely those who work as students with 44.2% or the equivalent of 53 respondents. Those who work as housewives are 5% or the equivalent of 6 respondents, while those who work as entrepreneurs are as much as 1.7% or the equivalent of 2 respondents and the last sequence is those who work as civil servants as much as 0.8% or the equivalent of 1 respondent.

Table 7 Characteristics of Respondents Based on Income Per Month

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <Rp. 3.000.000	52	43,3	43,3	43,3
Rp. 3.000.000 - Rp.5.000.000	32	26,7	26,7	70,0
>Rp. 5.000.000	36	30,0	30,0	100,0
Total	120	100,0	100,0	

Based on the table above, it can be seen that the most and most dominant respondents are those who have income <Rp. 3,000,000 as much as 43.3% or the equivalent of 52 respondents, in the next order, those who have an income of Rp. 3,000,000 – Rp. 5,000,000 as much as 26.7% or the equivalent of 32 respondents and last in line, namely those who have income > Rp.5,000,000 as much as 30% or the equivalent of 36 respondents.

Validity Test

Validity test can be done by comparing the value of r count (Corrected Item-Total Correlation) with r table where statement items are valid if they have r count > r table. $df = n - 2 = 120 - 2 = 118$. With a significance of 5%, the r table we get is 0.179. Then the indicator is declared valid if r count > r table or r count > 0.179.

Table 8. Product quality variable

Item Pernyataan	Nilai r	R tabel	Keterangan
X1.1	0,466	0,179	Valid
X1.2	0,520	0,179	Valid
X1.3	0,691	0,179	Valid
X1.4	0,528	0,179	Valid

X1.5	0,390	0,179	Valid
X1.6	0,571	0,179	Valid
X1.7	0,610	0,179	Valid
X1.8	0,388	0,179	Valid

Table 9. Variable Price

Item Pernyataan	Nilai r	R tabel	Keterangan
X2.1	0,511	0,179	Valid
X2.2	0,525	0,179	Valid
X2.3	0,628	0,179	Valid
X2.4	0,445	0,179	Valid
X2.5	0,647	0,179	Valid
X2.6	0,631	0,179	Valid
X2.7	0,589	0,179	Valid
X2.8	0,614	0,179	Valid

Table 10. Variable Promotion

Item Pernyataan	Nilai r	R tabel	Keterangan
X3.1	0,488	0,179	Valid
X3.2	0,459	0,179	Valid
X3.3	0,608	0,179	Valid
X3.4	0,413	0,179	Valid
X3.5	0,621	0,179	Valid
X3.6	0,524	0,179	Valid
X3.7	0,599	0,179	Valid
X3.8	0,447	0,179	Valid

Table 11. Variable Buy Decision

Item Pernyataan	Nilai r	R tabel	Keterangan
Y.1	0,372	0,179	Valid
Y.2	0,410	0,179	Valid
Y.3	0,608	0,179	Valid
Y.4	0,671	0,179	Valid
Y.5	0,564	0,179	Valid
Y.6	0,609	0,179	Valid
Y.7	0,674	0,179	Valid
Y.8	0,581	0,179	Valid

Based on the table above, it shows that the questionnaire to measure product quality, price, promotion and purchasing decisions are all valid items. This is evidenced by comparing r count > r table with a significance of 0.05% or 5%.

Table 12. Table Reliability Test

Variabel	Cronbach's Alpha	Batas Cronbach's Alpha	Keterangan
Kualitas Produk (X1)	0,614	0,60	Reliabel
Harga (X2)	0,709	0,60	Reliabel
Promosi (X3)	0,602	0,60	Reliabel
Keputusan Pembelian (Y)	0,683	0,60	Reliabel

From the table data above, it can be obtained that the Cronbach's Alpha value for all variables is > 0.6. The conclusion is that all variables are reliable or consistent.

Normality test results

Table 13 One Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N			120
Normal Parameters ^{a,b}	Mean		,0000000
	Std. Deviation		2,38688997
Most Extreme Differences	Absolute		,065
	Positive		,065
	Negative		-,055
Test Statistic			,065
Asymp. Sig. (2-tailed) ^c			,200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		,239
	99% Confidence	Lower Bound	,228
	Interval	Upper Bound	,250

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 334431365

Based on the results of the normality test it is known that the significance value is $0.2 > 0.05$, it can be concluded that the residual values are normally distributed

Histogram Normality Test Results

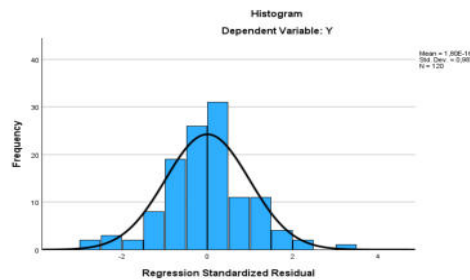


Figure 3. Histogram Normality Test Results

P-P Plot Normality Test Results

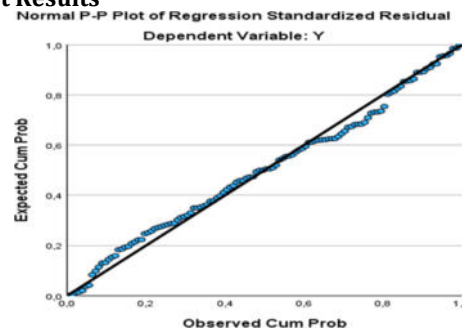


Figure 4. P-P Plot Normality Test Results

Based on the picture above, it can be seen that the points spread around the line and follow the diagonal line, so the residual value is normal

Multicollinearity Test

Table 14 Multicollinearity Test results

No	Variabel Bebas	Collinearity Statistic's Tolerance	VIF	Keterangan
1	Kualitas Produk	0,581	1,721	Tidak Multikoinearitas
2	Harga	0,448	2,234	Tidak Multikoinearitas
3	Promosi	0,466	2,147	Tidak Multikoinearitas

Based on the table from the test results above, it can be concluded that all variables in this study did not show any multicollinearity as indicated by a tolerance value of > 0.1 and VIF < 10.

Heteroscedasticity Test

The heteroscedasticity test uses the graph plot regression method standardized predicted value with studentised regression. Results heteroscedasticity testing of the research data can be seen in the following figure this:

Table 15 Heteroscedasticity test result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	-2,582	1,574		-1,640	,104
X1	,025	,059	,050	,424	,672
X2	,007	,062	,016	,118	,906
X3	,107	,063	,221	1,681	,095

a. Dependent Variable: abs_res

It can be seen in the table that all variables have a significance greater than a significance of 0.05, then the data regression model does not occur heteroscedasticity.

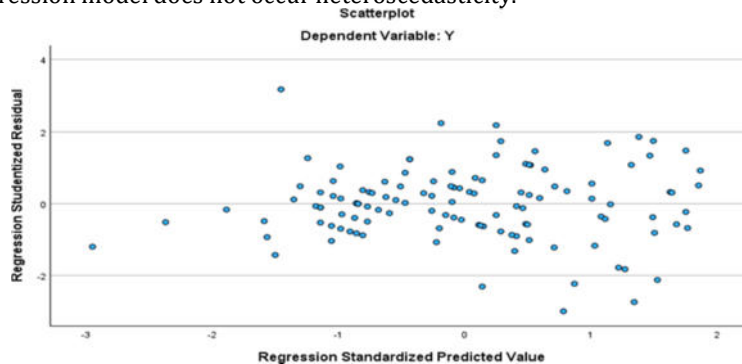


Figure 5. Scatterplot Heteroscedasticity Test Results

Based on the picture above, it can be seen that the data spread above and below the number 0 (zero), which means there is no heteroscedasticity.

Multiple linear regression test

Multiple linear regression testing aims to measure how much influence product quality (X1), price (X2), promotion (X3) have on purchasing decisions (Y).

Table 16 multiple linear regression test results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	4,817	2,480		1,943	,054
X1	,093	,094	,083	,989	,325
X2	,440	,097	,431	4,513	<,001
X3	,312	,100	,293	3,127	,002

a. Dependent Variable: Y

Based on the multiple linear analysis table above, it can be seen that the coefficient value of each product quality variable (X1) is 0.093, price (X2) is 0.440, and promotion is 0.312 and a constant value is 4.817. From the results of the multiple linear regression analysis, it can be seen that the multiple linear regression equation is as follows:

$$Y = 4.817 + 0.093 (X1) + 0.589 (X2) + 0.312 (X3)$$

Information:

- A constant value of a = 4.817 means that if X1, X2 and X3 exist then Y will be positive.
- The value of the regression coefficient X1 is b1 = 0.093 indicating that X1 has an effect on Y in a positive direction.
- The value of the regression coefficient X2 is b1 = 0.440 indicating that X2 has an effect on Y in a positive direction.
- The value of the regression coefficient X3 is b1 = 0.312 indicating that X3 has an effect on Y in a positive direction.

Test the coefficient of determination (R²)

The coefficient of determination (R²) is used to measure how far the model's ability to explain dependent variations. The value of the coefficient of determination is between 0 - 1. And the value (R²) which means the ability of the independent variables to explain the dependent variation is limited and vice versa if it is close to 1 it means that the independent variables provide almost all the information needed to predict the dependent variables.

Table 17. Test Results Of The Coefficient Of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,726 ^a	,527	,515	2,418

a. Predictors: (Constant), X3, X1, X2

Based on the table, it can be seen that the value of Adjusted R Square (coefficient of determination) is 0.515, which means that the effect of the variables Product Quality (X1), Price (X2), and Promotion (X3) on the dependent variable Purchase Decision (Y) is 51.5%.

T test

T test aims to determine the independent variable to the dependent variable. This test can be done by comparing the t count with the table or by looking at the significant value of the variable. To find out the t table, the degree of freedom formula (df) = n-k-1 is used. (df) = 120-3-1 = 116, then the t table of 116 is 1.98063.

Conclusion:

- If t count < t table and sig > 0.05, then H_a is accepted.
- If t count > t table and sig < 0.05, then H_a is rejected

Table 18. T Test Result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,817	2,480		1,943	,054
X1	,093	,094	,083	,989	,325
X2	,440	,097	,431	4,513	<,001
X3	,312	,100	,293	3,127	,002

a. Dependent Variable: Y

Based on the table above it can be seen that:

- The t count value of the product quality variable (X1) is smaller than the t table value (0.989 < 1.980) with a significance value above 0.05, namely (0.325 > 0.05). Thus the hypothesis is accepted.
- The t count value of the price variable (X2) is greater than the t table value (4.513 > 1.980) with a significance value below 0.05, namely (0.001 < 0.05). Thus the hypothesis is accepted.
- The t count value of the promotion variable (X3) is greater than the t table value (3.127 > 1.980) with a significance value below 0.05, namely (0.002 < 0.05).

Thus the hypothesis is accepted.

Based on the partial test decision-making method in the regression analysis, it can be concluded as follows:

- Product quality (X1) partially has a positive and significant effect on the purchasing decision of the syar'i Rabbani hijab model.
- Price (X2) partially has a positive and significant effect on the purchasing decision of the syar'i Rabbani hijab model.
- Promotion (X3) partially has a positive and significant effect on the purchasing decision of the syar'i Rabbani hijab model.

F Test

The F test is used to determine whether the dependent variable jointly or simultaneously affects the independent variable.

Conclusion:

- If $F_{count} < F_{table}$ and $sig > 0.05$, then H_a is accepted.
- If $F_{count} > F_{table}$ and $sig < 0.05$, then H_a is rejected

Table 19 F Test Result
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	755,153	3	251,718	43,069	<,001 ^b
Residual	677,972	116	5,845		
Total	1433,125	119			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Based on table 19, the simultaneous F test obtained F_{count} of 43.069. With a total of 120 respondents, where F_{table} at $\alpha = 5\%$ with degrees of freedom ($df = K; n-k-1 = 116$), then $F_{table} = 2.68$ is obtained. The value of F_{count} is greater than F_{table} ($43.069 > 2.68$) and the sig value of 0.001 is less than 0.05 ($0.001 < 0.05$). It means that in this study the variables of product quality, price and promotion have a positive and significant impact on purchasing decisions together.

5 CONCLUSION

This research was conducted using SPSS version 29. Based on the results of data analysis and verification of the four hypotheses proposed in the study entitled "The Influence of Product Quality, Price and Promotion on Purchase Decisions of the Rabbani Hijab Syar'i Model at the Rabbani Villa Mutiara Store, South Cikarang. So this study concluded that the four hypotheses proposed in this study are as follows: Product Quality (X1) Price (X2) Promotion (X3) has a positive and significant effect on purchasing decisions (Y).

REFERENCES

- G. V. M. Tua, Andri, and I. M. Andariyani, "Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Mesin Pompa Air Submersible Dab Decker Di Cv. Citranauli Electricindo Pekanbaru," J. Ilm. Multidisiplin, vol. 1, no. 4, p. 145, 2022.
- Mega Selvia, "Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Scarlett Whitening Pada Mahasiswi Fakultas Ekonomi Dan Bisnis," EMBA, vol. 10, no. 04, p. 323, 2022.
- M. Reza and I. Khasanah, "PENGARUH PERSEPSI HARGA, PERSEPSI KUALITAS DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KAWASAKI NINJA 250," J. Econ. Bussiness, vol. 3, no. 2, 2021.
- C. Cesariana, F. Juliansyah, and R. Fitriyani, "Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk Dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran)," J. Manaj. Pendidik. dan Ilmu Sos., vol. 3, no. 1, p. 213, 2022.
- J. Handayani, "Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Konsumen Di Samakoi Farm, Purbalingga," Econ. Soc. Humanit. J., vol. 1, no. 2, pp. 95–110, 2022.
- G. V. M. Tua, Andri, and I. Andariyani Meike, "Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Mesin Pompa Air Submersible Dab Decker Di Cv. Citra Nauli Electricindo Pekanbaru," J. Ilm. Multidisiplin, vol. 4, no. 4, pp. 140–154, 2022.

The Influence Of Product Quality Price And Promotion OnPurchase Decisions Of Hijab Rabbani Syar'i Model At The Rabbani Villa Mutiara Cikarang Selatan Store. Yuniwinarti, et.al

- [7] N. B. Shalihah, O. I. MK, T. Wulandari, and Rizki Hidayat, "Pengaruh kualitas produk, harga, dan promosi terhadap keputusan pembelian mie instan merek Indomie (Studi kasus pada mahasiswa di Lampung)," vol. 3, no. 2, pp. 85–93.
- [8] Watriningsi and A. S. Carlos, "PENGARUH KUALITAS PRODUK, HARGA, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KENDARAAN BERMOTOR," J. Manaj. DAN BISNIS, vol. 1, no. 1, pp. 14–26, 2021.
- [9] N. Lestari and F. D. Patrikha, "Pengaruh Harga Dan Customer Review terhadap Keputusan Pembelian Produk Fashion Wanita di Online Marketplace (Studi Kasus Pada Konsumen Di Surabaya)," J. Pendidik. Tata Niaga, vol. 10, no. 1, p. 1637, 2022.
- [10] R. R. Hidayat and Rayuwanto, "The Influence of Price and Product Quality on The Purchase Decision," vol. 3, no. 2, pp. 105–116.
- [11] W. Wahab, "PENGARUH KUALITAS PRODUK, PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN BUBURBOOTH DI RUMAH SAKIT AWAL BROS SUDIRMAN PEKANBARU," Ekon. dan bisnis, vol. 13, no. 4, 2022.
- [12] E. Permatasari, H. Luthfiana, N. Aulia Pratama, and H. Ali, "Faktor-Faktor Yang Mempengaruhi Pembelian Ulang: Promosi, Harga Dan Produk (Literature Review Perilaku Konsumen)," J. Ilmu Manaj. Terap., vol. 3, no. 5, pp. 2686–5246, 2022.
- [13] D. A. R. Sukmawati, M. Mathori, and A. Marzuki, "Pengaruh Promosi, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Somethinc," J. Ris. Akunt. dan Bisnis Indones., vol. 2, no. 2, p. 582, 2022.
- [14] R. M. Richo, S. N. Wahyu, H. Rohaeni, and D. S. Woelandari, "Pengaruh Harga, Promosi dan Inovasi Terhadap Kepuasan Pelanggan Provider Telkomsel Pada Generasi Milenial Muslim di Kota Bekasi," J. Ilm. Ekon. Islam, vol. 8, no. 02, p. 2161, 2022.
- [15] S. Fernando and R. Simbolon, "Pengaruh Promosi Terhadap Keputusan Pembelian Produkunilever pengaruh Promosi Terhadap Keputusan Pembelian Produkunilever," J. Ekon. dan Bisnis, vol. 15, no. 1, p. 144, 2022.