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FACTORS INFLUENCING CONSUMER PURCHASING DECISIONS ON MUSLIM CLOTHING

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ARTICLE INFO	ABSTRACT
  E-mail: joko.mulyono@pelitabangsa.ac.id helenparkhurst@unja.ac.id agustini.tanjung@pelitabangsa.ac.id primaragasumantri@pelitabangsa.ac.id	The rapid growth in the Fashion industry, along with the emergence of various brand image brand products circulating throughout Indonesia has caused increasingly fierce competition among producers. This study aims to determine whether product quality, promotion and brand image influence purchasing decisions on consumers in Cikarang Clean Market Zoya, partially or simultaneously. In research using quantitative methods and samples used as many as 96 respondents with incidental sampling technique which is a sampling technique based on chance. T test results From the results of data processing it appears that the value of Sig. for the Product Quality variable is 0.026 <0.05, Sig. for the Promotion variable is 0,000 <0.05, and the Sig. for Brand Image variable is 0.003 <0.05. Thus H0 is rejected. In conclusion: There is a partially significant effect on product quality, promotion and brand image on purchasing decisions. While the results of the F Test test From the results of data processing shows that the probability value that is Sig is equal to 0,000 <0.05. Thus H0 is rejected. In conclusion: There is a significant simultaneous effect between Product Quality, Promotion and Brand Image on Purchasing Decisions. The output data shows the R-Squere score of 0.448, this means that 44.8% of the variation in the purchase decision value is determined by the role of the variation in the product quality, promotion and brand image values. And the rest that is 55.2% variation in the value of the Purchase Decision is determined by the role of the variation in the value of other independent variables.

1. INTRODUCTION

Indonesia is a democratic country where the majority of followers are Muslims. The Indonesian constitution guarantees freedom of religion to all people, each according to his own religion or belief. This constitution also stipulates that the Indonesian state must be based on belief in the One and Only God (this condition is also the first principle of Pancasila, namely the philosophy of the Indonesian state which was explained by President Soekarno in 1945). These two conditions seem to be somewhat contradictory, but Soekarno solved this problem with the hypothesis that every religion (including Hinduism) basically has one supreme God. Although Indonesia is not an Islamic state, Islamic principles do influence political policy. In addition, it is proven that certain radical Muslim groups sometimes influence political and judicial policies with threats of violence.

A peculiarity of the attitude of the Indonesian government towards religious freedom within the country is that it recognizes only six religions (namely Islam, Protestantism, Catholicism, Hinduism, Buddhism and Confucianism). Every Indonesian is obliged to embrace one of these religions which is personal data stated in official documents such as passports and other identity cards. Atheism is not an option. Even atheism is a philosophy that is generally not accepted by society. In recent years there have been cases of Indonesians announcing their atheistic views on social media which then resulted in threats from the local community and arrests by the police on grounds of insulting God.

Indonesia's population is mostly Muslim, so Muslim clothes are not something that is hard to find. Even today, along with the development of fashion, various types and models of Muslim clothes are very

much on the market, especially for Muslim women. In fact, reportedly, this very great industrial development has also begun to be glimpsed by several outside producers.

The development of the era of the robe is also very developed according to market tastes. Apart from batik robes, there are also casual robes that can be worn on non-formal occasions. Manufacturers and designers of Muslim clothing are now more creative in creating new models, for example by designing a robe wrapped in a blazer or pashmina which is part of the robe. Moreover, combined with fresh motifs so that a Muslim woman will look more attractive and fashionable without having to leave religious orders in dress.

Many designers from Indonesia have introduced the hijab throughout the world, therefore even people in other parts of the country who are non-Muslims are now also interested in this type of fashionable Muslim clothing. Various types of Muslim clothing have sprung up according to market tastes and the ability of each designer to create an attractive Muslim clothing. The hijab, which is the essence of Muslim clothing, is made flexibly so that it allows women to wear the hijab in various styles so that the shape of the hijab becomes very cute and not monotonous. With the existence of such a hijab, it provides opportunities for Muslim women to appear more creative by using their hijab according to their wishes but still respecting Islamic religious rules in dress. Likewise with the existing clothing models for Muslim women, made so creatively by these designers ranging from casual to formal. With so many choices of Muslim clothing that can be used in everyday life.

There are two economic sectors that are the choice of every resident in Indonesia, namely the formal economic sector and the creative economic sector. The formal economic sector is dominated by agencies and institutions that are directly under the government or the private sector, while the creative economy sector is driven by human resources who are rich in ideas and dare to try new things to fight the existing stagnation. If we try our luck in the creative economy sector, we will be faced with 2 possible endings, namely failure due to a lack of creativity or great success which is priceless because its reach is quite broad.

In the development of fashion, the role of brands in marketing is very large. A well-built brand will be able to have the strength to compete with similar products but different brands. So do not be surprised if in determining the purchase of a product, one of the factors that influence consumer purchasing decisions is usually based on brand considerations. The basis for measuring Top brand is customer behavior. This can be seen from the four dimensions of Top Brand, customers know, customers use, and become the customer's choice in the future.

A product that has strong brand equity has its own advantages that will provide benefits for the company. To find out how strong the influence of brand equity is in influencing the purchase of a product (Jilbab Zoya), a study must be conducted to analyze the influence of the dimensions of brand equity on consumer purchasing decisions.

Consumers in making decisions to buy a product offered are heavily influenced by their perceptions. Studying and analyzing consumer behavior in purchasing decisions is important, because a good basic knowledge of consumer behavior will be able to provide meaningful input for corporate strategic planning. For consumers, the purchasing decision process is an important activity because the process contains various steps that occur sequentially before the consumer makes a decision.

2. METHOD

This study uses a case study research design conducted on consumers at the Zoya store located in Pasar Bersih, Cikarang. The data obtained will be further analyzed in data analysis. This research consists of three independent variables, namely product quality, promotion and brand image and one dependent variable, namely purchasing decisions. This study uses a quantitative method where data is taken using observation steps and questionnaires to consumers at the Zoya store located in Pasar Bersih, Cikarang. Quantitative research is research that is used to answer problems through careful measurement techniques of certain variables, resulting in conclusions- conclusions that can be generalized, regardless of the context of time and situation and the type of data collected, especially quantitative data. In this study using the method of sampling using incidental sampling, which is a sampling technique based on chance, that is, anyone who happens to meet the researcher can be used as a sample if it is deemed that the person who happened to be met is suitable as a data source. The specified criteria is someone who has bought at the Zoya Pasar Bersih Cikarang store.

3. RESULT AND DISCUSSION

Multiple Linear Regression Analysis Test Result

Multiple linear regression analysis is used to measure the effect of more than one independent variable on the dependent variable.

Table 1. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.369	3.762		-.364	.717
	Product_Quality	.202	.089	.175	2.270	.026
	Promotion	.422	.106	.042	3.970	.000
	Brand_Image	.474	.154	.323	3.079	.003

a. Dependent Variable: Purchase_Decision

The multiple linear regression equation model of the analysis results can be interpreted that the constant value is -1.369, meaning that if the product quality, promotion and brand image variables are zero, then the purchasing decision is -1.369. The beta coefficient value on the product quality variable is 0.202, which means that any change in the product quality variable (X1) of one unit will result in a change in purchasing decision (Y) of 0.202 units. Conversely, a one-unit decrease in customer decision (Y) will reduce product quality by 0.202 assuming other assumptions are constant. The beta coefficient value on the Promotion variable is 0.422 which means that any change in the Promotion variable (X2) by one unit will result in a change in the purchase decision (Y) by 0.422 units. On the other hand, a one-unit decrease in purchasing decisions (Y) will reduce product quality by 0.422 assuming other assumptions are constant. The beta coefficient value on the brand image variable is 0.474 which means that any change in the brand image variable (X3) of one unit will result in a change in purchasing decision (Y) of 0.474 units. On the other hand, a one-unit decrease in purchasing decisions (Y) will reduce the brand image by 0.474 with other assumptions being the same.

Coefficient Of Determination

The coefficient of determination (R Square) or often symbolized by R2 is interpreted as the influence contribution given by the independent variable (X) to the dependent variable (Y). The coefficient of determination (R Square) can be used to predict how much the independent variable (X) contributes to the dependent variable (Y) provided that the results of the F test in the regression analysis are significant. Conversely, if the results in the F test are not significant, the value of the coefficient of determination (R Square) cannot be used to predict the contribution of the influence of variable X to variable Y.

Table 2. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683[a]	.466	.448	1.943

a. Predictors: (Constant), Brand_Image, Promotion, Product_Quality

F Test Result (Simultaneous)

The F test is a test to determine the effect of the independent variables namely price, product quality, and service quality simultaneously on the dependent variable, namely customer satisfaction. The criteria for testing the hypothesis are, hypothesis testing to find out the truth of the hypothesis in this study by comparing f count with f table.

Table 3. F Test

Anova[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	302.788	3	100.929	26.746	.000[b]
	Residual	347171	92	3.774		
	Total	649.958	95			

a. Predictors: (Constant), Price, Product Quality, Service Quality

T Test (Partial)

If the significance value is <0.05, then the independent variables together have a significant effect on the dependent variable. If the significance value is > 0.05, the independent variables together have no significant effect on the dependent variable. From the results of data processing, it can be seen that the value of Sig. for the Product Quality variable is 0.026 < 0.05, the value of Sig. for the Promotion variable is 0.000 < 0.05 and the value of Sig. for the Brand Image variable is 0.003 < 0.05.

DISCUSSION

Measurement of research variables was carried out using a questionnaire developed from indicators on each research variable. From the results of the validity test for each research variable, it was found that all statement items for each variable were valid. Through the reliability test it was found that all statement items that were valid for each research variable could be proven reliable. Because the questionnaire is valid and reliable, the research questionnaire is a reliable tool for measuring each research variable. The results of data processing explained that product quality has both a simultaneous and partial influence on purchasing decisions. Product quality has a significant influence in a positive direction, meaning that the higher the product quality provided to consumers, the higher the product purchase decision. Because the regression coefficient is positive, it can be said that product quality has a positive effect on purchasing decisions. Promotion has an influence both simultaneously and partially on purchasing decisions. Promotion has a significant influence in a positive direction, meaning that any change in the Promotion variable will result in a change in Purchase Decision. Brand Image has both simultaneous and partial influence on purchasing decisions. Brand image has a significant influence in a positive direction, meaning that the higher the promotion given to consumers, the higher the purchase decision. Product Quality, Promotion and Brand Image have both simultaneous and partial influence on purchasing decisions. These three variables have a significant influence in a positive direction, meaning that the higher the three variables are applied to consumers, the higher the Purchase Decision.

4. CONCLUSION

The results of this study were to find out how the influence of Product Quality, Promotion and Brand Image on the Purchasing Decisions of Zoya's Muslim Clothing Consumers. Based on the results of the analysis performed, it can be concluded that product quality (X1) has a positive and significant effect on purchasing decisions that is acceptable. These results also prove the first hypothesis that product quality has an effect on purchasing decisions on Zoya, Promotion (X2) has a positive and significant effect on purchasing decisions is acceptable. These results also prove the second hypothesis that promotion has an effect on purchasing decisions on Zoya and Brand Image (X3) has a positive and significant effect on purchasing decisions is acceptable. These results also prove the third hypothesis that brand image has an effect on Zoya's purchasing decisions. Product quality, promotion and brand image (X1,X2,X3) have a simultaneous influence on purchasing decisions. The output data shows the R-Square value (seen from the Adjusted R Square) of 0.448, this means that 44.8% of the variation in the value of the Purchase decision is determined by the role of the variation in the value of Product Quality, Promotion and Brand Image. And the rest, namely 55.2%, the variation in the value of the Purchase Decision is determined by the role of the variation in the value of other independent variables, which has a weak relationship strength because it is below 0.6. For research on Zoya's products at the Pasar Bersih Jababeka.

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