

# FROM QUALITY TO CLICKS: ANALYZING THE INFLUENCE OF SERVICE, PROMOTION, AND PRODUCT QUALITY ON SHOPEE CONSUMERS PURCHASING DECISIONS TOWARD RABBANI MUSLIM FASHION

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## Article history:

Received  
7 May 2025

Revised  
27 October 2025

Accepted  
22 December 2025

Available online  
31 January 2026

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## Abstract:

**Background:** Indonesia, with its Muslim-majority population, has witnessed rapid growth in the Muslim fashion industry. According to the National Committee for Islamic Economics and Finance (KNEKS), Indonesia aims to be the world's halal producer. The expansion of the halal industry in several fields, including the Muslim fashion industry, is necessary. This study aims to analyze the influence of service quality, promotion, and product quality on the purchasing decisions of Rabbani products via Shopee.

**Purpose:** This study aimed to determine the effects of service quality, promotion, and product quality on purchasing decisions for Rabbani products through Shopee e-commerce.

**Design/Methodology/Approach:** This research was conducted in the Sidorejo-comal Village environment, and data were obtained from 74 respondents who use the Shopee application, especially women. The number of respondents helps researchers in quantitative research conducted to determine developments in the Shopee application. Data analysis used validity, reliability, normality, and hypothesis tests.

**Findings/Results:** The results of this study are based on the t-test, which obtained 1.994. The variables that have a significant effect on purchasing decisions are promotion with tcount (5.043) and product quality with tcount (3.206). The variable that does not have a significant effect on purchasing decisions is service quality with a tcount value (-0.423). The F test shows that simultaneously, the three variables have a significant effect on purchasing decisions with fcount (12.569) > ftable (2.74).

**Conclusion:** Based on the research findings, it can be concluded that purchasing decisions for Rabbani Muslim clothing through the Shopee platform in Sidorejo Village, Comal District, are more strongly influenced by promotion and product quality than by service quality. Although service quality does not show a significant effect when examined individually, it contributes significantly when combined with promotion and product quality. This indicates that marketing strategies focusing on improving product quality and effective promotional activities, supported by adequate service quality, are essential in encouraging consumers' purchasing decisions.

**Keywords:** service quality, promotion, product quality, purchase decision, muslim clothing

## How to Cite:

Asytuti, R., Aniroh, & Devy, H. S. (2026). From Quality to Clicks: Analyzing the Influence of Service, Promotion, and Product Quality on Shopee Consumers Purchasing Decisions Toward Rabbani Muslim Fashion. *Indonesian Journal of Business and Entrepreneurship*, 12(1), 218. <https://doi.org/10.17358/ijbe.12.1.218>

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## INTRODUCTION

The majority of Indonesian people are Muslim, which is one of the reasons Muslim fashion is developing in the country. This provides many opportunities for Muslim fashion entrepreneurs to develop their businesses in the Muslim fashion industry. The development and trends of Muslim fashion in the future will also be influenced by the rapid growth of the youth population in the Muslim community.

According to the National Committee for Islamic Economics and Finance (KNEKS), Indonesia aims to be the world's largest halal producer. The expansion of the halal industry in several fields, including the Muslim fashion industry, is necessary. According to the 2019-2020 State of the Global Islamic Economy Report, Muslim fashion consumption worldwide reached 283 billion US dollars and is expected to continue growing at an average rate of 6% annually. Thus, global Muslim fashion consumption is expected to reach 402 billion US dollars by 2024.

The establishment of the Islamic Fashion Institute (IFI) in Bandung is one of the first Muslim fashion education institutions in the world and deserves appreciation. The existence of a Muslim fashion education institution produces quality Muslim fashion designers, thus further encouraging Indonesia's role in the global Muslim fashion industry.

In Indonesia, Muslim fashion outlets have famous brands such as Rabbani, Elzatta, Zoya, Al-Madani, and Attena. The existence of these Muslim fashion brands intensifies competition among companies in the Muslim fashion industry. One of them is the Rabbani brand, which has survived and competed with other brands because it has good quality and is comfortable to wear. Rabbani now has outlets throughout Indonesia. The emergence of other Muslim fashion brands has caused the market share of Muslim fashion brands to decline. For a product to be successful in the market and accepted by consumers, every producer must innovate and understand the target market's needs.

The rapidly growing Muslim fashion world also requires upgrading in terms of models and product-marketing strategies. The existence of applications used to promote Muslim fashion product brands is very useful and helpful in terms of selling Muslim fashion products; in this case, customer satisfaction

is the priority. Likewise, consumers can also have the items they want to buy without having to visit the store. By examining some of the variables that influence customers' decisions to purchase. According to Schiffman (2000), the purchasing decision itself is when a promotion is chosen from two or more alternatives. Awareness of a problem with their needs is the first step in deciding whether to buy an item. Brands must also introduce their merchandise to buyers accurately and precisely to increase their interest in and attraction to advertised products.

Sidorejo Village has two hamlets: Kendalduwur and Kedawung. Each hamlet has three RW, and each RW has five RT. Therefore, Sidorejo Village has 6 RW and 30 RT. Sidorejo Village has a strategic position because it is located on a national road. Sidorejo Village has been known for its convection business since the early 2000s. The young generation in Sidorejo Village automatically plunges into the convection world, with some even coming from surrounding villages to work in convection in the village. In addition to convection, there are residents who work as farmers and traders in the area.

The majority of Sidorejo Village residents are very active in religious matters, such as having daily religious studies attended by many children and adults. Sidorejo Village has several Islamic boarding schools, including the Salafiyah Putra-Putri Mahadul-Muta'allimin Mbah Dimiyati Islamic Boarding School and the Al-Anwar Islamic Boarding School, which is specifically for those who memorize the Qur'an. In terms of dressing, it is required to wear clothes that are polite and cover the genitals. Because the environment is close to the area of the boarding school, it also affects the daily life and habits of the Sidorejo Village community in terms of clothing.

This habit also affects the people of Sidorejo Village, especially women, who wear Muslim clothing in their daily lives. In this case, the people of Sidorejo Village are also said to have experienced an increase in buying Muslim clothing and wearing it every day. From year to year, with the existence of various Muslim clothing trends, it has also become an attraction for people to have a collection and wear it for everyday life, and brands that are currently often heard and have good quality are widely sought after by the public, such as the brands Rabbani, Zoya, Almadani, Attena, and so on.

Purchasing decisions are dynamic processes experienced by buyers when they make purchases. Several factors influence consumer choices regarding products and services. Price, quality, and when making a purchase, consumers usually consider products that are already known to the general public to buy a product. According to Alia and Uus (2023), purchasing decisions are an attitude, activity, and behavior that consumers can consider when making decisions between various choices to obtain goods and services tailored to their desires and needs. Brands must introduce their products to consumers in detail to increase the credibility and curiosity of consumers about a product offered by a Muslim fashion brand. This can be achieved by improving the quality of its services, which are important activities or parts to attract and introduce products to consumers.

Service quality is the expertise of a business in meeting the requirements and preferences of its customers. Service quality is the most important factor for every company. According to Krisnawati (2016), service quality refers to a company's ability to meet customer expectations and whether the services provided meet those expectations. The results of research by Carmelia Cesariana and Fitriyani (2022) state that service quality is a factor that needs to be considered by every company; by providing better service quality, buyer satisfaction can be increased. When the service provided satisfies consumer expectations, it will affect the products sold to consumers, and they will return to purchase products if the quality of service is good.

Consumers can also be more selective in choosing a marketplace in terms of fast and responsive service, which will make them more interested in buying through a marketplace that has good service. If you provide services that do not respond quickly and responsively, consumers will not feel satisfied with the service provided. Companies must provide high-quality services to survive and satisfy their customers. Promotion is an activity that introduces a product or service to attract the interest of the general public (buyers). Promotion is a marketing activity that aims to disseminate information and influence consumers to accept a product. E-commerce promotions can be used to attract customers and potential consumers because many options are offered through promotions.

Angela Mari Ci and Reymond (2021) Promotion is an important part of marketing outreach because it involves providing important information to customers and convincing them to obtain products and services or both. Based on the research conducted, the number of Golden City Residence housing advertisements in Batam City is fairly good because the average customer believes that Golden City Residence housing will provide compensation in case of dissatisfaction. Therefore, it can be concluded that promotion plays a major role in the decision to purchase housing at the Golden City Residence.

The development of promotional time is not only applied directly but can also be applied with online media through e-commerce or social media. With the promotion carried out in e-commerce, buyers will find it easier to find out the available products offered to consumers and can choose which products they want. Product quality is a major factor influencing manufacturing companies and is number one in the marketing mix, especially for products. Customers are willing to pay more for high-quality goods; therefore, products with high and reliable quality will always be embedded in their minds. In addition, consumers always remember the ease of use of a product.

Maryati and Khoiri (2022) stated that the characteristics of a product or service can provide an accurate indication of the level of buyer trust in the goods or services used. The duration of trust is called "product quality." The results of this study indicate that product quality can significantly affect purchasing decisions at the Time Universe Studio Online Store. The existence of this technology makes it easier for consumers in Sidorejo Village to know more about the quality of the product, because the Shopee listing states what materials are used to make the Rabbani Muslim fashion products, so buyers can choose which products are needed. Therefore, consumers will be satisfied with the quality of the product.

Based on the explanation of the problem, the researcher will analyze the influence of Service Quality, Promotion, and Product Quality on Purchasing Decisions for Rabbani Muslim Clothing Through Shopee in Sidorejo Village, Comal District.

## METHODS

Survey research was used for this type of research, with questionnaires as the main data collection tool or basic data, and samples were taken from the population (Singarimbun & Efendi, 1998). This study employs a quantitative research method, as the data are numerical in form and involve primary data analysis, where the researcher obtains data directly from the primary source. Therefore, this study aims to compare consumer purchasing decisions regarding service quality, promotions, and the quality of Muslim Rabbani fashion products through the Shopee e-commerce platform.

The research location targeted female consumers in Sidorejo Village, Comal, through the Shopee e-commerce platform. The research period will last approximately six months in 2024. The sampling technique or sampling strategy in this research used the Non-Probability Sampling method, employing purposive sampling with the following criteria: Women in Sidorejo Village; Aged 18–40 years; Possess the Shopee app and have shopped on Shopee; Have purchased Muslim clothing of the Rabbani brand. Before discussing how data analysis was conducted, the operational definitions and indicators of the variables used are presented (Table 1).

After conducting a survey in the Sidorejo Village environment, data were obtained that those who use the Shopee application, especially women, are approximately 74 respondents. This number of respondents helps researchers in research conducted to determine the developments in the Shopee application. Data collection procedures using online questionnaires (G-Form). Data analysis was performed using quantitative data processing applications or tools such as Statistical Package for the Social Sciences (SPSS). The analysis techniques used included validity testing, reliability testing, normality testing, multicollinearity testing, heteroscedasticity testing, t-testing, and ANOVA testing. Based on the background and framework, the hypotheses of this study are as follows: H01 : Service quality has no positive and significant effect on purchasing decisions for Rabbani Muslim clothing through shopee  
Ha1: Service quality has a positive and significant effect on purchasing decisions for Rabbani Muslim clothing through shopee

H02 : Promotion has no positive and significant effect on purchasing decisions for Rabbani Muslimah clothing through shopee

Ha2: Promotion has a positive and significant effect on purchasing decisions for Rabbani Muslimah clothing through shopee

H03 : Product quality has no positive and significant effect on purchasing decisions for Rabbani Muslimah clothing through shopee

Ha3: Product quality has a positive and significant effect on purchasing decisions for Rabbani Muslimah clothing through shopee

H04 : Service quality, promotion, and product quality simultaneously have no effect on purchasing decisions for Rabbani Muslimah clothing through shopee

Ha4 : Service quality, Promotion, and Product quality simultaneously affect the decision to purchase Rabbani Muslimah clothing through shopee

## RESULTS

### Instrument Test

#### Validity Test

The results of the validity test on each variable, namely the variables of service quality, promotion, and product quality as variable X and purchasing decisions as variable Y, were declared valid. This is the same as the previous research conducted by Amanda Sukma Wardhani, which has valid data, but what distinguishes this study is that it has a different rtable because the number of respondents or samples taken is also different.

#### Reliability Test

Based on the reliability test, it can be concluded that the 39 statement items from the four research variables are reliable because Cronbach's alpha is greater than 0.60. The results of the analysis are the same as the results of previous research conducted by Aladin, which produced a Cronbach's alpha value > 0.60, indicating that the data produced are reliable. What distinguishes it from previous research is that there are several different variables and a different number of respondents.

Table 1. Operational definitions and indicators

Variable Name	Variable Definition	Indicator	Source
Quality of service	Service quality is a factor that needs to be considered by every company, by providing better service quality it will provide satisfaction to buyers.	Reliability Responsiveness Assurances Empathy Tangible products	Cesariana et al. (2022)
Promotion	Promotion is an important part of marketing outreach because it involves providing important information to customers and convincing them to acquire products and services or both.	Personal selling Advertising Sales promotion Publicity Public relations	Mari & Reymond (2021); Sunyoto (2019)
Product quality	Product quality is a product's ability to meet customer needs. These needs include product durability, reliability, ease of use, and other valuable attributes.	Performance Features Reliability Conformance Durability Serviceability Aesthetics Perceived quality	Gunawan (2022)
Buying decision	Purchasing decisions are attitudes, activities and behaviors that consumers can consider when making decisions among various options to obtain goods and services that suit their needs and desires.	Determination to buy after reading product information Deciding to buy because of a popular brand Buying based on needs and desires Buying based on feedback from others	Alia & Uus (2023)

### Classical Assumption Test

#### Normality Test

Based on the One-Sample Kolmogorov-Smirnov Test, the following output was obtained. Based on the Table 2 of results of the One-Sample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) value was 0.200. Because the value of  $0.200 > 0.05$ , it can be concluded that the data are normally distributed. The results of the One-Sample Kolmogorov-Smirnov Test were consistent with the results of the previous Normal P-Plot graph test. The results of the analysis above use the normal probability plot graph test, but are not sufficient with the test results, so to further strengthen it with the One-Sample Kolmogorov-Smirnov test.

#### Multicollinearity and Heteroscedasticity Test

The multicollinearity test aims to determine whether a regression model finds a correlation between independent variables. The following are the results of the multicollinearity test. Based on the multicollinearity test, the three independent variables in this study were free from multicollinearity, which was indicated by

no VIF value  $\leq 10$ . Likewise, the tolerance value was  $\geq 0.10$ , indicating that there was no multicollinearity. The results of this analysis are the same as those of the research conducted by Indah Nur Azizah and Lilis Sugi Rahayu Ningsih, which produced a VIF value of  $1.959 \leq 10$  and a tolerance value of  $0.510 \geq 0.10$ ; thus, it can be said that there is no multicollinearity in the study. The difference between this study and the previous one is the difference in the variables used.

From the results of research conducted by Falian Daniel Sandala, Altje L. Tumbel, and Jeffry L. A. Tampenawas tested the heteroscedasticity test using the scatterplot test to determine whether or not the heteroscedasticity test occurred in the study. After the test was carried out on the research conducted by previous researchers, it was identified that there was no heteroscedasticity in the regression model.

The heteroscedasticity test aims to test whether there is inequality in variation and residuals from one observation to another in the regression model. The following are the results of the heteroscedasticity test. Based on the scatterplot graph, it can be seen that the points are spread above, below, or around the number

0 on the Y-axis, and the distribution of the points does not form a wave pattern that widens, then narrows, or is irregular. Therefore, it can be concluded that there is no heteroscedasticity problem in this regression model, and the regression model is suitable for predicting purchasing decisions based on the independent variables of service quality, promotion, and product quality.

**Hypothesis**

**T-Test (Partial Test)**

The T-test aims to show how far the influence of each variable individually explains the variation of the dependent variable. Based on Table 3 it can be seen that the t-count on the service quality variable is - 0.423 and the significant level of the service quality variable (X1) is 0.674. Because the t-count is smaller than the t-table, namely (- 0.423) < (1.994) and the significant level of 0.674 > 0.05, it can be said that H01 is accepted and Ha1 is rejected. Conclusion: Service quality does not

significantly affect the decision to purchase Rabbani Muslim clothing through Shopee in Sidorejo Village, Comal District.

From the Table 3, it can be seen that the t-count on the promotion variable is 5.043, and the significant level of the promotion variable (X2) is 0.000. Because tcount is greater than ttable, namely (5.043) > (1.994), and the level of significance is 0.000 < 0.05, it can be concluded that H02 is rejected and Ha2 is accepted. Conclusion: Promotion significantly affects the decision to purchase Rabbani Muslim clothing through Shopee in Sidorejo Village, Comal District. Regarding the quality variable based on the table, it can be seen that tcount on the product quality variable is 3.206 and the level of significance of the product quality variable (X3) is 0.002. Because tcount is greater than ttable, namely (3.206) > (1.994), and the level of significance is 0.002 < 0.05, H03 is rejected and Ha3 is accepted. Conclusion: Product quality significantly affects the decision to purchase Rabbani Muslim clothing through Shopee in Sidorejo Village, Comal District.

Table 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		74
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.71586346
Most Extreme Differences	Absolute	.055
	Positive	.051
	Negative	-.055
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200

a. Test distribution is Normal; b. Calculated from data

Table 3. T-Test Results

Model		Coefficients <sup>a</sup>			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-7.223	7.738		-.933	.354
	Service quality	-.050	.118	-.043	-.423	.674
	Promotion	.535	.106	.513	5.043	.000
	Product quality	.435	.136	.309	3.206	.002

a. Test distribution is Normal;

### F Test (Simultaneous Test)

The F test aims to determine whether all independent variable factors contained in the model have a simultaneous influence on the dependent variable. Based on the Table 4 in the ANOVA test or F test, it can be seen that the f count is 12.569 and the significance value is 0.000. The f count value of 12.569 will be compared with the f table value of  $df_1 = k-1$  and  $df_2 = n-k$ , which is 2.74. Therefore, the f count is greater than the f table ( $12.569 > 2.74$ ) and the significance value of 0.000 is less than 0.05, so it can be said that  $H_0$  is rejected and  $H_a$  is accepted. Therefore, it can be concluded that the variables of service quality (X1), promotion (X2), and product quality (X3) simultaneously have a significant effect on purchasing decisions.

### The Influence of Service Quality on Purchasing Decisions

The results of the hypothesis test (H1) prove that service quality does not significantly affect the decision to purchase Rabbani Muslim clothing through Shopee in Sidorejo-Comal Village. From the results of the calculations that have been carried out, the t count is obtained at -0.423, with a significance level of 0.674. These results indicate that the t count is smaller than the t table of 1.994 and the significance level of 0.674 is greater than 0.05.

The results of this study are also related to the theory put forward by Lovelock (in Tjiptono, 2001) that service quality is the level of good or bad conditions of the presentation provided by a service company that exceeds consumer expectations. Therefore, consumer assessment of service quality reflects the evaluative perceptions of the service they receive at a certain time. The results of this study support previous research conducted by Khurotul Aini and Penny Rahmawati, who studied that there was a positive influence of service quality on purchasing decisions for Alfamidi Super customers, Jalan Kaliurang, Yogyakarta. The first factor influencing purchasing decisions is service quality. Good service is also a key to the success of a business or company. This results in the conclusion that the service quality variable influences purchasing decisions with a t-value of 5.132 and a significance value of 0.000 ( $0.000 < 0.05$ ), and the regression coefficient has a positive value of 0.336.

### The Influence of Promotion on Purchasing Decisions

The results of the hypothesis test (H2) prove that promotion significantly affects the decision to purchase Rabbani Muslim clothing through Shopee in Sidorejo-Comal Village. The calculation results obtained a t-count of 5.043 with a significance level of 0.000. Therefore, it can be said that the t count (5.043) is greater than the t table (1.994), and the significance level value of 0.000 is less than 0.05.

The results of this study are in line with the theory of Kotler and Keller (2007), which states that promotion is a collection of incentive tools that are mostly short-term and designed to stimulate the purchase of certain products or services faster and larger by consumers and traders. According to Swastha and Irawan, promotion is defined as a one-way flow of information or persuasion created to direct someone to the action of creating exchange in marketing.

The results of this study also support previous research conducted by Anggraini (2020), who examined the effect of promotion on purchasing decisions for Liquid Vapor Brew.Ox Juice in Surakarta, Indonesia. The study concluded that the promotion variable has a positive and significant effect on purchasing decisions for Liquid Vapor Brew. Ox Juice in Surakarta, with a t-value of 1.951 and a significance value of  $0.05 = 0.05$ . Arista (2021) examined the effect of promotion on purchasing decisions for subsidized housing at Pondok Siganjai Sari in Muara Bungo, Jambi. The study concluded that the promotion variable has a positive and significant effect on purchasing decisions for Pondok Siginjai Sari Housing in Muaro Bungo Jambi, with a t-value greater than t-table ( $13.663 > 1.664$ ) and with a significance value of 0.000 less than 0.05.

### The Influence of Product Quality on Purchasing Decisions

The results of the hypothesis test (H3) show that product quality significantly affects the decision to purchase Rabbani Muslim clothing through Shopee in Sidorejo-Comal Village. In accordance with the results of the calculations that have been carried out, the t-value is 3.206 with a significance level of 0.002. Therefore, it can be concluded that the t-value (3.206) is greater than the t-table (1.994), and the significance value of 0.002 is smaller than 0.05.

Table 4. F test results

		ANOVA <sup>a</sup>				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	290.045	3	96.682	12.569	.000 <sup>b</sup>
	Residual	538.442	70	7.692		
	Total	828.486	73			

a. Test distribution is Normal; b. Calculated from data

According to Setyani & Prabowo (2020) product quality is an interpretation of the accumulation of various information received by consumers, so the one who interprets is the consumer who is interpreted is information. Consumers who feel that a product is suitable and can meet their needs will decide to buy the product.

The results of this study also support previous research conducted by Indah Nur Azizah and Lilis Sugi Rahayu Ningsih, who studied the influence of product quality on Muslim clothing purchasing decisions for Rabbani Jombang members. They concluded that the product quality variable has a positive and significant influence on purchasing decisions, with a t-value of 5.469, which is greater than the previously determined t-table of 1.982. Therefore, the t-count is greater than the t-table ( $5.469 > 1.982$ ), with a significance value smaller than the predetermined significance value of ( $0.000 < 0.05$ ).

### Managerial Implications

The results show that service quality variables have no effect on purchasing decisions for Rabbani Muslimah clothing through Shopee. Efficient and consistent service processes reduce customer waiting times and increase satisfaction. Therefore, process redesign to minimize bottlenecks is recommended in this case. The results show that the promotion variable has a significant positive effect on purchasing decisions for Rabbani Muslimah clothing through Shopee. Promotion is used directly to build brand awareness and positive perceptions. Therefore, managers must monitor and evaluate the effectiveness of promotional campaigns. The results show that product quality has a significant positive effect on purchasing decisions for Rabbani Muslimah clothing through Shopee. Maintaining product quality according to customer expectations and conducting quality tests before shipping are crucial. Therefore, companies must improve product quality to build consumer trust.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Based on the results of data analysis and discussion that have been described by the researcher, several things can be concluded as follows: The results show that service quality does not significantly affect the decision to purchase Rabbani Muslim clothing through Shopee in Sidorejo Village, Comal District. The results indicate that promotions significantly influence the decision to purchase Rabbani Muslim clothing through Shopee in Sidorejo Village, Comal District. The results show that product quality has a significant effect on the decision to purchase Rabbani Muslim clothing through Shopee in Sidorejo Village, Comal District. The results show that service quality, promotion, and product quality simultaneously have a significant effect on the decision to purchase Rabbani Muslim clothing through Shopee in Sidorejo Village, Comal District.

### Recommendations

For consumers, it can be used as a reference in making decisions about purchasing Rabbani Muslim clothing so that they can analyze or be careful when purchasing an item so that the item purchased is in accordance with their expectations by paying attention to the factors that influence it. For future researchers, if they want to research similar topics, it is recommended to develop existing variables by adding or looking for other variables that have the potential to have a greater influence on purchasing decisions.

**FUNDING STATEMENT:** This research did not receive any specgrantsgrant from funding agencies in the public, commercial, or not-for-profit sectors.

**CONFLICTS OF INTEREST:** Tauthors declareres conflictsict of interest.

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