

TRENDS IN MUSLIM HIJAB FASHION PURCHASES: THE IMPACT OF PRICE AND QUALITY AT E-COMMERCE

Amirila Aziza¹, Taufiq Rahmat², Ooy Siti Halimah³, Iwan Ardiansyah⁴

Universitas Al-Ghifari, Bandung, Indonesia^{1,2,3}

Email: amirila@unfari.ac.id, taufiqrahmat@unfari.ac.id, ooystitihalimah@gmail.com

Abstract

His study aims to test and analyze the impact of price and product quality on hijab purchasing decisions on e-commerce platforms, especially in Indonesia. The hijab, as part of Muslim fashion, is in high demand in the Indonesian digital market, especially in marketplaces such as Shopee. The sample used in this study was 96 respondents, and the data analysis method used was descriptive and verification with a quantitative approach. Path analysis techniques measure the direct and indirect effects between variables. The study findings revealed that (1) price significantly impacts purchasing decisions, accounting for 13.78%, and (2) product quality significantly impacts purchasing decisions, accounting for 31.43%. The model demonstrates a moderate level of influence with a coefficient of determination (R^2) of 45.3%. In comparison, 54.7% of the other effects came from external variables that were not studied, such as promotions, reviews, and customer service. These findings provide insight for hijab business actors in Indonesia to pay more attention to price and product quality to improve consumer purchasing decisions.

Keyword: *Purchasing Decision, E-Commerce, Product Quality, Hijab*

A. INTRODUCTION

Indonesia, with a population of 282,477,584 in the first semester of 2024, has a substantial hijab market share. Based on data from the Directorate General of Dukcapil of the Ministry of Home Affairs (Kemendagri), the majority of Indonesia's population, around 87.2%, is Muslim. It makes Indonesia the country with the largest Muslim population in the world [1]. In this context, the hijab is a religious symbol and an essential part of Muslim women's fashion trends, which evolve with innovative designs, colours, and materials [2].

The advancement of information technology has accelerated shifts in consumer behaviour. Online shopping has emerged as the primary method for purchasing products, including hijabs. Based on Similarweb data, Shopee is the largest marketplace in Indonesia, with 237 million visits in September 2023 [3]. On Shopee, the Muslim fashion category, including hijabs, is one of the most popular products, indicating the high demand for fashionable, quality, and affordable hijabs.

However, behind the high demand, hijab sellers face significant challenges. Consumers are critical of product quality, price, and customer reviews before purchasing [4]. Competition on e-commerce platforms is getting tighter, and sales instability is a significant problem for hijab sellers. To understand the dynamics of this market, research on factors that influence purchasing decisions, especially price and product quality, is very relevant.

Table 1. Characteristics of the Hijab Fashion Market in Indonesia

Indicator	Data
Total population	282,477,584 people (2024)
Muslim Population	±246 million people (87.2% of the population)
Online market share	65% of hijab purchases are made online
Key decision factors	Price, product quality, customer reviews

Source: Processed data, 2024

Although previous studies have shown that price and product quality significantly influence purchasing decisions [5]–[8], most focus on general fashion products or offline categories. Specific research on the Hijab Muslim fashion in Indonesia, especially in e-commerce, is still minimal. The hijab has unique characteristics as a product that combines religious, functional and aesthetic aspects.

In addition, consumer behaviour in e-commerce differs from that in traditional markets. Consumers on digital platforms rely more on customer reviews, discount promotions, and product visualization before making a purchase decision [9], [10]. It suggests that more in-depth research is needed to understand how price and product quality influence online hijab purchasing decisions, especially in Indonesia.

This study explores the impact of price and product quality on purchasing decisions in the hijab fashion sector of Indonesia's e-commerce market. Specifically, it examines (1) the effect of price on purchasing decisions, (2) how product quality—encompassing design, material, and durability—affects consumer choices, and (3) the combined influence of both price and product quality on purchasing behaviour. Furthermore, the study offers strategic recommendations for hijab business owners to enhance their competitiveness in the digital marketplace.

B. LITERATURE REVIEW

Purchasing decisions are a crucial process that consumers undergo when selecting products to buy. In purchasing a hijab through an e-commerce platform like Shopee, these decisions are influenced by several factors, with price and product quality being two of the most significant. Both factors are crucial in how consumers evaluate and ultimately purchase a product. As a result, it is essential to understand the impact of price and product quality on hijab purchasing decisions on Shopee, a platform that consumers widely use for online shopping.

Price is a critical component of the marketing mix that directly affects consumer purchasing behaviour [11]. The price set by a company must reflect the product's perceived value and align with the consumer's purchasing power. If a product is priced too high, consumers may consider it unaffordable, whereas a price that is too low may lead consumers to question the product's quality [12]. Therefore, setting the right price, which reflects the value and benefits of the product, is very important in influencing purchasing decisions [4]. In addition, price also functions as an indicator of product quality in the eyes of consumers, who often assume that higher prices correlate with better [8]. Thus, competitive and market-appropriate prices can increase the likelihood of consumers buying the product.

In addition to price, product quality is another crucial factor in purchasing decisions. Product quality encompasses more than just a product's functional features; it also includes how well it meets or exceeds consumer expectations. According to Kotler and Armstrong [13], product quality is a characteristic of a product that satisfies or surpasses consumer expectations.

Good-quality products will provide higher satisfaction to consumers, increasing loyalty and strengthening brand image. Tjiptono (2012) states that product quality includes dimensions such as performance, features, reliability, and product durability, which are very important in determining whether the product can meet consumer needs [6]. Good product quality, such as comfortable materials and attractive designs on the hijab, will tend to encourage consumers to make purchases.

The relationship between price and product quality shapes purchasing decisions is strongly interconnected [14], [15]. Consumers tend to assess the relationship between the price paid and the quality received from the product. Products considered expensive but low quality will often not attract consumer interest, and vice versa; products whose low prices do not match quality expectations can reduce purchasing interest [11]. Therefore, balancing reasonable prices and sound quality is crucial in attracting consumer attention and encouraging purchasing decisions [9], [16], [17]. In this context, companies must ensure that price and product quality complement each other to foster a positive consumer perception. Previous research by Anggara Tritama et al. (2020) demonstrated that price and product quality significantly impact purchasing decisions [6], particularly for fashion products like hijabs.

Consumer purchasing decisions result from a series of considerations involving various internal and external factors. According to Kotler & Armstrong (2008), a purchasing decision is a consumer's final decision to buy a product or service after evaluating the available options. [18]. In this case, price and product quality are the main factors influencing the evaluation process. Other factors influencing purchasing decisions include brand, payment method, and distribution channel [19]. For example, consumers who shop at Shopee may be more interested in hijab products that offer competitive prices, high quality, and convenience regarding payment methods and shipping of goods. Therefore, companies need to understand how these two main factors, namely price and product quality, can directly influence consumer purchasing decisions.

Price and product quality are essential when purchasing the hijab through the Shopee platform. Setting a price based on product quality and consumer purchasing power can influence consumer decisions to purchase the product. Product quality that meets or exceeds consumer expectations will also increase satisfaction and strengthen brand loyalty. Therefore, companies must ensure that the price is comparable to the quality provided to increase consumer purchasing interest and positively influence purchasing decisions. Thus, this study seeks to analyze how price and product quality influence hijab purchasing decisions on Shopee to offer valuable insights to help develop more effective marketing strategies in e-commerce.

C. METHOD

This research is descriptive and verification research. Descriptive research aims to provide an overview of the current phenomenon, namely the influence of price and product quality on hijab purchasing decisions on Shopee. This description is based on data collected through surveys, analyzed regularly, and factually to describe the relationship between the variables studied [20]–[23]. Turyandi (2019) states that the descriptive method describes in detail and factually existing phenomena or problems based on the evidence found. Meanwhile, verification research aims to test the relationship between variables and the hypothesis that has been proposed. Sugiyono explains that the verification method determines the relationship between two or more variables and tests the hypothesis's truth [24]. In this study, the hypothesis tested is the influence of price and product quality on hijab purchasing decisions on Shopee.

The population in this study was all consumers who had ever purchased a hijab from the Agry Hijab store on Shopee. This population could not be determined with certainty because there was no specific data regarding the number of consumers who purchased Agry Hijab products. Therefore, the researcher combined purposive and random sampling methods into Purposive Random Sampling. According to Sugiyono, purposive sampling is a sample selection technique that considers specific criteria determined by the researcher. In this case, the criteria determined were consumers who had purchased Agry Hijab products at least once on Shopee. After determining these criteria, the researcher used random sampling, where each member of the target population had an equal opportunity to be selected as a sample.

The number of samples in this study was calculated using the Cochran formula, often used for large populations, and the exact number is still being determined. Based on the calculation, the number of samples needed is 96, which is then rounded up to 100 respondents. Therefore, the sample used in this study was 100 Agry Hijab consumers who met these criteria. The main instrument used for data collection in this study was a **questionnaire**. This questionnaire consists of questions that focus on three main variables: price (X1), product quality (X2), and purchasing decisions (Y). Each question in this questionnaire uses a Likert scale, where respondents are asked to assess each indicator on a scale of 1 to 5 (1 = strongly disagree, 5 = strongly agree). This study measures three main variables, namely:

- 1) **Price (X1)** – This variable includes four dimensions: price affordability, price suitability with product quality, price suitability with benefits, and price competitiveness with similar products. Indicators for the price variable include questions about price affordability, attractive discounts, and price suitability with the quality and benefits of the hijab.
- 2) **Product Quality (X2)** – This variable includes dimensions such as product performance (comfortable to wear, absorbs sweat), product features (design and colour variations), reliability (stitching quality, product durability), and aesthetics and service. Each of these dimensions is measured based on consumer perceptions of hijab products.
- 3) **Purchase Decision (Y)** – The variables influencing purchase decisions include product choice, brand choice, distributor choice (Shopee), purchase timing, purchase quantity, and payment method. The indicators for these variables include product variety, consumer awareness of brands, and factors related to timing and promotions.

In this study, data analysis was conducted using path analysis to assess the impact of price and product quality on hijab purchasing decisions. The T-test is used to evaluate the partial effects of the independent variables on the dependent variable. [25]. In contrast, the F-test is used to assess the combined effect of the independent variables. The coefficient of determination (R^2) also measures how well the independent variables (price and product quality) explain the variation in purchasing decisions. All analyses were conducted using the SPSS 23 for Windows software.

D. Results

This study aims to examine the impact of the Price (X1) and Product Quality (X2) variables on Purchase Decisions (Y) at the Agry Hijab Online Shop on Shopee. Based on the results of the path analysis, the key findings of this study are as follows:

4.1 Coefficient of Determination

The coefficient of determination (R^2) is used to assess the extent to which the independent variables (Price and Product Quality) affect the dependent variable (Purchase Decision). An R^2 value of 0.453, or 45.3%, indicates that Price and Product Quality significantly impact Purchase Decisions. The remaining 54.7%—represented by the path coefficient of other variables—is influenced by factors not accounted for in the model.

Table 2 Determination Test

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	0.673	0.453	0.441	4,050
Predictors	(Constant), Product Quality, Price			

4.2 The Influence of Price and Product Quality on Purchasing Decisions (Structural Model)

The structural model shows a positive relationship between Price (X1) and Product Quality (X2) on Purchase Decisions (Y) with the respective path coefficients:

$$\begin{aligned} \rho_{y \in} &= \sqrt{1 - r^2} y(x_1 x_2) \\ &= \sqrt{1 - 0.453} \\ &= 0.547. \end{aligned}$$

So, the path coefficient of the other variables is 0.547.

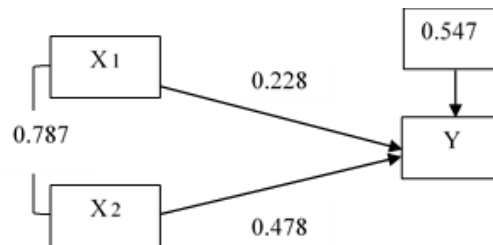


Figure 1. Path Coefficient of Price and Product Quality

The Path Coefficient of Price (X1) to Y = 0.228, and the Path Coefficient of Product Quality (X2) to Y = 0.478. Price contributes 0.228 to the Purchasing Decision, meaning that if the Price increases by 1 unit, the Purchasing Decision will increase by 0.228 units, with a direct effect of 5.20%. Product Quality contributes more, namely 0.478, to the Purchasing Decision, which shows that an increase in Product Quality by 1 unit will increase the Purchasing Decision by 0.478 units, with a direct effect of 22.85%.

4.3 Simultaneous Testing (F Test)

The F test reveals that Price and Product Quality significantly influence Purchasing Decisions. With an F count of 38.481 and an F table value of 2.36, the condition F count > F table is met. Therefore, H_0 is rejected, and H_1 is accepted, indicating that Price and Product Quality significantly influence Purchasing Decisions.

F Test (ANOVA)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1,262,680	2	631,340	38,481	0.000
Residual	1,525,809	93	16,407		
Total	2,788,490	95			

4.4 Test Each Path Coefficient Partially (t-Test)

The following is a **t-test** table for the variables Price (X1) and Product Quality (X2) on Purchase Decisions (Y), which includes path coefficients, calculated t values, t tables, and conclusions from hypothesis testing for each variable:

T-test						
Variables	B	Std. Error	Beta	t Count	t Table	Sig.
Price (X1)	0.418	0.228	0.228	1,835	1,661	0.070
Product Quality (X2)	0.418	0.109	0.478	3,845	1,661	0.000

For Price (X1), the t count of 1.835 exceeds the t table value of 1.661, leading to the rejection of H_0 , which indicates that price significantly influences Purchasing Decisions. For Product Quality (X2), the t count of 3.845 is greater than the t table value of 1.661, resulting in the rejection of H_0 , meaning Product Quality impacts significantly Purchasing Decisions. Both variables, Price (X1) and Product Quality (X2), have a significant positive effect on Purchasing Decisions (Y), with significance values of 0.070 and 0.000, respectively, indicating that both factors influence Purchasing Decisions positively at a 90% confidence level.

4.5 Total Influence of Price (X1) and Product Quality (X2) on Purchasing Decisions (Y)

Below is a table that calculates the total impact of the variables Price (X1) and Product Quality (X2) on Purchasing Decisions (Y), which includes the direct influence, indirect influence, and overall influence of each variable:

Table 5 Total Influence of Variables

Variables	Direct Influence	Indirect Influence	Total Influence
Price (X1)	$0.228^2 = 5.20\%$	$0.228 \times 0.478 \times 0.787 = 8.58\%$	13.78%
Product Quality (X2)	$0.478^2 = 22.85\%$	$0.478 \times 0.787 \times 0.228 = 8.58\%$	31.43%

Using the path coefficient of 0.228, the direct effect of price on purchasing decisions is 5.20%. Price also indirectly influences Product Quality (X2) by 8.58%. Therefore, the total impact of price on purchasing decisions is 13.78%. With a path coefficient of 0.478, Product Quality directly affects 22.85% of purchasing decisions. Additionally, Product Quality directly influences purchasing decisions through Price (X1) by 8.58%. The total effect of Product Quality on purchasing decisions is 31.43%. Consequently, Product Quality (X2) exerts a more substantial influence on purchasing decisions than Price (X1).

E. DISCUSSION

5.1 The Influence of Price on Purchasing Decisions

The findings of this study show that price significantly influences Purchasing Decisions at the Agry Hijab Online Shop. It supports the theory that competitive pricing and product quality can enhance consumer purchasing behaviour. According to the t-test results, the significance value for the Price variable is 0.000, which is lower than the 10% significance level (0.10). It indicates that price has a significant effect on purchasing decisions, leading to the rejection of H_0 and acceptance of H_1 . Thus, price is crucial in purchasing decisions at the Agry Hijab Online Shop. These results are consistent with the study by Rachmawati et al. (2020) [8], which also found that price positively and significantly impacts purchasing decisions for hijab products. Therefore, price is an essential factor to consider when attracting consumers.

5.2 The Influence of Product Quality on Purchasing Decisions

The impact of Product Quality on purchasing decisions was also significant in this study. The Product Quality variable encompasses several dimensions: Performance, Features, Reliability and Durability, performance, Serviceability, Aesthetics, and Perceived Quality. According to the t-test, the significance value for Product Quality is 0.000, less than the 10% significance level (0.10), indicating that Product Quality significantly influences purchasing decisions. As a result, H_0 is rejected, and H_2 is accepted, confirming that product quality is a crucial factor influencing consumer purchasing decisions. These findings align with those of Tritama, Nobelson Syarief, and Pusporini (2021), who also concluded that product quality positively influences purchasing decisions [8].

5.3 The Influence of Price and Product Quality on Purchasing Decisions

The results of the F test indicate that both Price and Product Quality have a significant simultaneous effect on Purchasing Decisions. The calculated F value of 38.481 is substantially higher than the F table value of 2.36, leading to the rejection of H_0 and the acceptance of H_1 . It confirms that both independent variables—price and Product Quality—positively and significantly influence the dependent variable, Purchasing Decisions. Competitive prices and high product quality are essential in shaping consumer purchasing behaviour.

Additionally, the R^2 value (coefficient of determination) of 0.453, or 45.3%, suggests that Price and Product Quality changes can explain 45.3% of the variance in purchasing decisions. It indicates that the model effectively captures the relationship between these independent variables and purchasing decisions.

According to the path analysis, the direct effect of Price on Purchasing Decisions is 5.20%, while Product Quality has a direct influence of 22.85%. When accounting for the indirect effect of the interaction between these two variables, the total influence of Price on Purchasing Decisions is 13.78%, and the total influence of Product Quality is 31.43%. Overall, both Price and Product Quality significantly contribute to Purchasing Decisions, with Product Quality having the more substantial effect. The total influence of these two variables, 45.3%, closely matches the R^2 value of 45.3%, further validating that Price and Product Quality account for a large portion of the variance in purchase decisions.

F. CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that both price and product quality significantly influence the purchase decision at the Agry Hijab online store on Shopee. These two variables are essential in determining consumers' purchase decisions, in which product quality has a more significant influence than price. The direct influence of product quality on purchase decisions is 22.85%, while price has a direct influence of 5.20%, with the total influence of product quality being 31.43% and price being 13.78%. Furthermore, the F-test and t-test analysis show that price and product quality significantly influence the purchase decision, with the calculated F-value being much higher than the F-table and the t-value, indicating the importance of each variable. The coefficient of determination (R^2) of 45.3% indicates that this model can explain most of the variance in purchase decisions. At the same time, the influence of other unidentified factors remains, with the path coefficient of other variables being 0.547.

This study provides practical insights for Online Shop Agry Hijab and other online stores to improve purchasing decisions by considering prices that match and improve product quality. Providing a variety of flexible payment methods has also been proven to be important in increasing transaction convenience. These findings can be used to develop more effective marketing strategies and improve customer experience.

This study is limited to two main variables, Price and Product Quality, without considering other factors such as promotion or brand image. In addition, the study focuses only on the Agry Hijab on Shopee, so the results may not apply to all online markets or other platforms. Further research with a broader sample and additional variables can provide more comprehensive results.

REFERENCES

- N. Muhamad, "Number of Indonesian Population Based on Religion (Semester I 2024)," 2024. [Online]. Available: <https://databoks.katadata.co.id/demografi/statistik/66b45dd8e5dd0/majority-of-indonesian-population-of-islam-in-semester-i-2024>.
- D. Apriliani, T. Hidayat, and A. Akim, "Indonesian Commercial Diplomacy to Japan through the Indonesian Trade Promotion Center (ITPC) in the Development of Micro, Small and Medium Enterprises (MSMEs) in Indonesia," *Int. J. Nusantara. Islam*, vol. 10, no. 1, pp. 25–33, 2022.
- Similarweb*, 2023. <https://www.similarweb.com/top-websites/indonesia/e-commerce-and-shopping/>.
- L. Rahmawati and EN Fitriani, "Purchase decisions of Muslim clothing influenced by halal lifestyle, product quality, price with religiosity as moderation," in *Annual International Conference on Islamic Economics and Business (AICIEB)*, 2021, vol. 1, pp. 269–281.
- MA Nasution, "The influence of price and quality of medical device products on consumer purchasing decisions at PT. Dyza Sejahtera Medan," *War. Dharmawangsa*, vol. 13, no. 1, 2019.
- A. Tritama, N. Syarief, and P. Pusporini, "Analysis of the Influence of Product Quality, Price and Brand Image on Purchase Decisions of Pull&Bear Products at Grand Indonesia, Jakarta," *Conf. Ris. Nas. Ekon. Manaj. dan Akunt.*, vol. 2, no. 1, pp. 447–463, 2021.
- E. Baskoro, "Analysis of Factors Influencing Purchasing Decisions at the Shopee Online Store (Case Study of the Community in Trimurjo Village, Central Lampung)," *J. Manaj. Divers.*, vol. 1, no. 4, pp. 796–808, 2021.
- A. Rachmawati, AA Kana, and Y. Anggarini, "The Influence of Price, Product Quality, and Lifestyle on the Hijab Product Purchase Decision Process at Nadiraa Hijab Yogyakarta," *Cakrawangsa Bisnis J. Ilm. Mhs.*, vol. 1, no. 2, 2021.
- AK Tarofder, US Sultana, R. Ismail, SF Salem, and AA Musah, "The anatomy of non-Muslim consumers' halal fashion buying behavior: a quantitative approach," *J. Islam. Mark.*, vol. 13, no. 8, pp. 1763–1785, 2022.

- AB Alanadoly and SF Salem, "Hijabista willingness to accept premium pricing: an analytical study of the effect of social and self-identity on hijab fashion brands satisfaction," *J. Islam. Mark.*, vol. 13, no. 1, pp. 227–245, 2022.
- P. Kotler, KL Keller, and SH Ang, *Marketing management: an Asian perspective*. Pearson, 2018.
- D. Sumantri and T. Rahmat, "Increasing tourist intention to visit coastal and marine tourism visits through digital marketing," *J. Managerial*, vol. 10, no. 01, pp. 81–97, 2023.
- P. Kotler and K. L. Keller, "Management," *London: Prentice*, 2012.
- A. Mardhatillah, "Model of intention to behave in online product purchase for Muslim fashion in Pekanbaru, Indonesia," *J. Islam. Mark.*, vol. 11, no. 6, pp. 1419–1441, 2020.
- RM Zaki and RI Elseidi, "Religiosity and purchase intention: an Islamic apparel brand personality perspective," *J. Islam. Mark.*, vol. 15, no. 2, pp. 361–396, 2024.
- M. Abdur Razzaque and S. Nosheen Chaudhry, "Religiosity and Muslim consumers' decision-making process in a non-Muslim society," *J. Islam. Mark.*, vol. 4, no. 2, pp. 198–217, 2013.
- [B. Osanlou and E. Rezaei, "The effect of Muslim consumers' religiosity on brand verdict," *J. Islam. Mark.*, 2024.
- G. Armstrong, S. Adam, S. Denize, and P. Kotler, "Principles of marketing Edition." Pearson Education Limited, 2018.
- P. Kotler, S. Burton, K. Deans, L. Brown, and G. Armstrong, *Marketing*. Pearson Higher Education AU, 2015.
- [T. Rahmat *et al.*, "University 4.0 Performance: Improvement of Learning Management System Using E-ServQual Post-Covid-19 Pandemic," in *4th International Conference on Innovation in Engineering and Vocational Education (ICIEVE 2021)*, 2022, pp. 261–266.
- T. Rahmat and G. Undang, "The Role of Branding Promotion Wonderful Indonesia at the ASEAN Tourism Forum (ATF) in Increasing Tourism in Indonesia," *KarismaPro*, vol. 12, no. 1, pp. 69–79, 2021.
- T. Rahmat, E. Nuryani, D. Siswanto, and G. UU, "ServQual and WebQual 4.0 for usability check academic information systems of private universities," in *Journal of Physics: Conference Series*, 2021, vol. 1869, no. 1, p. 12097.
- T. Rahmat and EN Resmiati, "ServQual and Customer Satisfaction Index (CSI): Measuring the Level of E-Learning Usability in Online Learning During the New Habit Adaptation Period (AKB) of the Covid-19 Pandemic at Al-Ghifari University," *Fair Value J. Ilm. Account. And Finance.*, vol. 4, no. 5, pp. 1904–1916, 2021.
- PD Sugiyono, "Business research methods: quantitative, qualitative, combination, and R&D approaches," *Publisher CV. Alf. Bandung*, vol. 225, no. 87, pp. 48–61, 2017.
- T. Rahmat and D. Apriliani, "Sustainability Tourism-Based Tourism Village Development Model in a Green HRM Perspective," *KarismaPro*, vol. 13, no. 2, pp. 87–98, 2022.