The antecedents of purchase decision for hijab fashion products

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Abstract

The aim of this research is examining the effect of product quality, competitive price, brand image and brand consciousness on purchase decisions either partially or simultaneously. The population in this study were all women living in Jakarta, Bandung, and Surabaya who had purchased hijab products from various product lines. While the samples in this study were some women who lived in 3 metropolitan cities who had purchased hijab products from various product lines. The number of samples in this study consisted of 230 respondents. Purposive sampling technique were employed and the results of this study indicate that product quality, competitive price, brand image, and brand consciousness have a positive and significant effect on the purchase decision both partially and simultaneously. The implication of this study is recommend that marketers must be able to improve product quality because it has the biggest influence on purchasing decisions.

Keywords: Purchase decision; product quality; competitive price; brand image; brand consciousness

INTRODUCTION

The increasingly rapid market competition today encourages companies to be able to carry out various strategies to win market competition (Darley *et al.*, 2010; Bernstein *et al.*, 2008; Petre *et al.*, 2006; Huang and Lu, 2016). Companies must be able to identify factors that can influence purchasing decisions from consumers (Kumar and Anand, 2016; Vemula *et al.*, 2014; Gong and Li, 2017). The effort was made so that the strategies formulated and carried out by the company can run effectively (Djekic and Smigic, 2016; Ho and Lee, 2007; Jih, 2007). Companies that can survive in market competition are companies that are able to influence consumers in determining purchasing decisions (Christodoulides and Michaelidou, 2011; Bernstein *et al.*, 2008; Ferchaud *et al.*, 2018).

This opinion is evident in the fashion industry in Indonesia, especially the competition for Muslim women's clothing business. At present, many people are flocking to create their own brand considering the wide opportunities for women moslem outfit business (Latiff *et al.*, 2016; Kumar and Kapoor, 2015; Kassim and Abdullah, 2010). The demand of the women's moslem outfit business cannot indeed be fulfilled by existed brands and it creates a lot of new opportunities (Van Boxsteal *et al.*, 2014; Jerslev, 2016; Tsiotsou, 2015). By the big number of women outfit business brand, the competition in the business lines is becoming increasingly competitive (Latiff *et al.*, 2016; Kassim and Abdullah, 2010). This encourages each brand to be able to identify the factors that influence purchasing decisions (Kumar and Kapoor, 2015; Kassim and Abdullah, 2010).

Purchasing decisions can be influenced by several factors including product quality, competitive prices, brand image and brand consciousness (Darley *et al.*, 2010; Ding *et al.*, 2010; Tsiotsou, 2015). Product quality is the ability of a product to prove its functions such as reliability, durability, accuracy, and ease of use (Christodoulides and Michaelidou, 2011; Ding *et al.*, 2010). The quality of this product plays an important role for consumers because it is a benchmark in determining purchases seen from the quality and quality of these products (Bernstein *et al.*, 2008; Jih, 2007). Products that have good and even high quality will certainly make consumers decide on purchases (Ding *et al.*, 2010; Ho and Lee, 2007). And conversely, products that have low quality even below consumer expectations, will certainly make consumers not to decide on purchases (Christodoulides and Michaelidou, 2011; Chao *et al.*, 2014; Bernstein *et al.*, 2008).

In addition to product quality, purchasing decisions are also influenced by competitive price factors (Collier and Bienstock, 2006; Madlberger, 2006; Huang and Lu, 2016; Djekic and Smigic, 2016; Niraj and Sanjeev, 2017; Cyr *et al.*, 2006; Petre *et al.*, 2006). Competitive prices are consumer perceptions of the prices of products offered, whether prices are expensive, cheap or standard which are then adjusted for product quality (Niraj and Sanjeev, 2017; Cyr *et al.*, 2006). Companies must be able to determine the price of the product being offered appropriately so that the products obtained by consumers are in accordance with the sacrifices made (Madlberger, 2006; Cyr *et al.*, 2006; Huang and Lu, 2016). This is because price is one of the benchmarks for consumers to decide on purchases which are then compared to the benefits obtained (Collier and Bienstock, 2006; Petre *et al.*, 2006; Niraj and Sanjeev, 2017). Products with prices that match the benefits provided can certainly make consumers decide on purchases (Madlberger, 2006). And conversely products with prices that are inconsistent with the benefits received by consumers and different from competitors' prices are even higher, certainly making consumers not to decide on purchases (Petre *et al.*, 2006; Collier and Bienstock, 2006).

Besides product quality and competitive prices, purchasing decisions can also be influenced by brand image (Kumar and Anand, 2016; Ferchaud *et al.*, 2018; Latiff *et al.*, 2016; Van Boxsteal *et al.*, 2014; Vemula *et al.*, 2014; Kumar and Kapoor, 2015; Kathuria and Singh, 2015). Brand image is the result of the overall consumer perception of the product that comes from past experience in using the product (Kumar and Kapoor, 2015; Vemula *et al.*, 2014). Products that are able to meet consumer needs even exceed what is expected by consumers, will have an impact on consumer satisfaction which will then lead to a positive image for consumers of both products and companies (Van Boxsteal *et al.*, 2014; Latiff *et al.*, 2016). And conversely, products that are less able to provide consumer satisfaction, will certainly cause negative images for consumers both for products and companies (Vemula *et al.*, 2014;). Brand consciousness also plays an important role in influencing customers to make purchasing decisions

(Berryman and Kavka, 2017; Chen and Li, 2017; Gong and Li, 2017; Jerslev, 2016; Jung and Kim, 2016; Kim and Johns, 2016; Lee and Watkins, 2016; Tsiotsou, 2015).

Brand consciousness is the ability of customers to recognize and remember a brand in different situations (Jung and Kim, 2016; Gong and Li, 2017). Brand consciousness is an important component in the marketing communication process because it precedes other steps in the communication process (Gong and Li, 2017; Tsiotsou, 2015). Companies that want consumers to decide to buy products offered, consumers must be made aware of the existence of brands of products offered (Jerslev, 2016; Chen and Li, 2017; Kim and Johns, 2016).

This study has several empirical contributions as follows (1) emphasizing the observation of external causes that influence purchasing decisions; (2) expanding the results of research specifically observing the effect of product quality, competitive prices, brand image and brand consciousness; (3) the findings of the results of this study can be the basis for the formulation of marketing strategies; and (4) increasing the ability to generalize research determinants of purchasing decisions, especially in the fashion industry.

Literature review

Purchase decision

Consumer purchasing decisions are a series of processes that integrate knowledge and selection within consumers to evaluate products to be used (Chao *et al*., 2014; Ding *et al*., 2010; Jih, 2007; Collier and Bienstock, 2006; Petre *et al*., 2006; Huang and Lu, 2016; Kumar and Anand, 2016; Ferchaud *et al*., 2018; Jerslev, 2016). The results of this integration process are choices that are presented cognitively as consumer behavior (Jih, 2007; Cyr *et al*., 2006; Latiff *et al*., 2016; Tsiotsou, 2015). The purchasing decision process consists of five stages (Jih, 2007; Cyr *et al*., 2006; Latiff *et al*., 2016; Jerslev, 2016; Ferchaud *et al*., 2018).

First, problem recognition is the stage when consumers recognize a problem or its needs both caused by internal and external stimuli (Jih, 2007). Second, information retrieval is the stage when consumers have begun to be aroused by their needs which then seek information through several sources, including personal sources that include family, friends, neighbors, and acquaintances, commercial sources such as advertisements, salespeople, suppliers, packaging, and displays in store; public sources such as mass media and consumer ranking organizations; and sources of experience such as handling, assessment and use of products (Cyr *et al*., 2006). Third, evaluation of alternatives, namely the stage when consumers make several assessments of each brand to choose from (Latiff *et al*., 2016). Fourth, the purchasing decision is the stage where consumer intention is formed to make a purchase (Jerslev, 2016). Fifth, post-purchase evaluation is the consumer stage after making a purchase, which will lead to a sense of satisfaction and dissatisfaction (Ferchaud *et al*., 2018).

The indicator commonly used to measure consumer purchasing decisions are 4 which includes 1) stability in a product, is the match between consumer needs and the quality of a product (Chao *et al*., 2014); 2) habits in buying products, are factors that encourage consumers to make product purchases (Collier and Bienstock, 2006); 3) give recommendations to others, is to inform others about the products they need (Kumar and Anand, 2016) and 4) repeat purchase, is a purchase decision made by consumers repeatedly on certain products (Berryman and Kavka, 2017).

Product quality

Product quality is the ability of a product to prove its functions such as reliability, durability, accuracy, and ease of use (Kassim and Abdullah, 2010; Collier and Bienstock, 2006; Latiff *et al*., 2016; Kumar and Anand, 2016; Berryman and Kavka , 2017). There are several kinds of approaches in defining product quality, as follows (a) Transcedent, which is to distinguish good and bad quality; (b) Product-based, namely assessing the specific appearance and nature of the product; (c) User-based, namely assessing the user satisfaction of the product; (d) Manufacturing-based, namely assessing the suitability of product manufacturing with design specifications and (e) Value-based, is to assess the willingness of buyers to buy these products. Product quality is a characteristic and characteristic of goods or services that function to meet existing needs (Collier and Bienstock, 2006; Niraj and Sanjeev, 2017). The quality of this product can directly impact on the performance of the product or service so that it is closely related to purchasing decisions (Petre *et al*., 2006; Djekic and Smigic, 2016).

With business competition like today, companies are required to be able to produce quality products and have added value, so that they appear to be superior to competitors (Collier and Bienstock, 2006; Madlberger, 2006). The quality of this product is also seen as the overall characteristics of an item or service and consumers can decide to buy products offered when consumers perceive that there is a match between product quality, needs and sacrifices issued by consumers (Djekic and Smigic, 2016; Niraj and Sanjeev, 2017). Product quality can be measured using 4 indicators which include 1) performance, which is the main feature of product use; 2) reliability, reliability, namely the consistency of product performance whether it is not damaged or not functioning; 3) durability, which is the range of products used whether they last long or not and and 4) security, is the product used does not endanger the user (Collier and Bienstock, 2006; Cyr et al., 2006; Madlberger, 2006; Petre et al., 2006).

Competitive price

Competitive prices are a price policy for consumers because they can be reached, according to benefits, and are able to compete with the prices of other companies' products (Kumar and Kapoor, 2015). Price is one of the important elements in the marketing mix that must be precisely determined by the company because it has an impact on sales revenue (Van Boxsteal et al., 2014). The method of determining prices must be adjusted to internal factors and external factors (Vemula et al., 2014; Kathuria and Singh, 2015). Internal factors, including marketing objectives consisting of costs, market share, and business; marketing mix strategy consisting of price and non-price aspects; and organization consisting of structure, scale, and type (Niraj and Sanjeev, 2017). While external factors, including demand elasticity and market competition conditions; competitor prices and competitors' reactions to price changes; and other external environments, including the micro environment, namely suppliers, suppliers, associations, and communities and the macro environment, namely government, resource reserves, and social conditions (Niraj and Sanjeev, 2017; Huang and Lu, 2016; Madlberger, 2006). Competitive prices can be measured using 3 indicators that include: 1) consumer 'purchase power, is the ability of consumers to pay for an item or service; 2) product competitiveness, is the ability of the company's products to be superior to the products of other companies; and 3) compatibility between price and quality, is proof of the quality possessed by a product or service according to the price set (Huang and Lu, 2016; Madlberger, 2006).

Brand image

Brand image is the result of the overall perception of consumers on products derived from past experience in using these products (Kathuria and Singh, 2015). Brand image is a concept that is formed from subjective and emotional in consumers (Vemula et al., 2014). Consumers who have a positive image of the brand will certainly decide to buy the brand, and vice versa (Ferchaud et al., 2018). Marketers must be able to put the brand well in the minds of their consumers (Kathuria and Singh, 2015). Developing a strong brand image is one way to get consumers to know the product (Van Boxsteal et al., 2014). This can affect consumer behavior in making choices (Vemula et al., 2014). Brand image is a person's perception of a brand which is a reflection of someone's memory of their association with that brand (Ferchaud et al., 2018). Positive brand image has a positive influence on purchasing decisions, the better the brand image created by the company, the higher the level of decision making to buy (Kumar and Kapoor, 2015). Brand image can be measured using 3 indicators which include 1) brand, is a symbol, sign, or identity of a product; 2) packaging, is an activity that covers the production to the packaging design of a product; and 3) quality, is the ability possessed by a product, including durability, reliability, accuracy, ease of use and so on (Kumar and Anand, 2016; Kathuria and Singh, 2015; Van Boxsteal et al., 2014; Ferchaud et al., 2018 ; Vemula et al., 2014; Kumar and Kapoor, 2015; Latiff et al., 2016).

Brand consciousness

Brand consciousness is a description of the existence of a brand that is in the minds of consumers (Gong and Li, 2017). Brand consciousness has an important role in creating brand consciousness (Chen and Li, 2017). This is because brand consciousness is the main key related to the product that covers everything, one of them is the brand image (Lee and Watkins, 2016). The company must be able to increase brand consciousness to consumers in order to expand the brand market (Lee and Watkins, 2016).

In addition, it is also to strengthen competition with competitors especially if the products offered are similar (Jerslev, 2016; Lee and Watkins, 2016). Brand consciousness can be measured using 3

indicators consisting of 1) brand recognition, is a minimum level of brand consciousness that is done when consumers make choices in making a purchase; 2) brand recall, is to recollect the brand to consumers that is adjusted to the level of consumer demand to mention certain brands in several product categories; 3) peak of mind, is the highest level in the brand consciousness pyramid (Jung and Kim, 2016; Gong and Li, 2017; Kim and Johns, 2016; Tsiotsou, 2015; Lee and Watkins, 2016; Jerslev, 2016; Chen and Li, 2017; Berryman and Kavka, 2017).

Product quality towards purchase decisions

Product quality is the ability of a product to prove its functions such as reliability, durability, accuracy and ease of use (Gong and Li, 2017). This is because consumers certainly expect products that fit their needs and desires (Jung and Kim, 2016). In addition, product quality is also a consideration for consumers in deciding the purchase of quality products that are products that fit the needs and desires of consumers, so that it will encourage consumers to decide to make a purchase (Jerslev, 2016; Kim and Johns, 2016). Products that have high quality, of course, will make consumers decide on purchases, and vice versa (Lee and Watkins, 2016; Tsiotsou, 2015; Jerslev, 2016). Therefore, the company must be able to offer quality products in order to make consumers decide to make a purchase (Lee and Watkins, 2016; Tsiotsou, 2015; Jerslev, 2016). This is in accordance with the research conducted by Chao *et al*. (2014); Christodoulides and Michaelidou (2011); Darley *et al*. (2010); Ding *et al*. (2010); Kassim and Abdullah (2010); Bernstein *et al*. (2008); Ho and Lee (2007); and Jih (2007) that product quality influences purchasing decisions. Thus the hypothesis can be drawn as follows:

H1: Product quality influences purchase decisions

Competitive prices towards against purchase decisions

Competitive prices are a price feasibility for consumers because they can be reached, according to benefits, and are able to compete with the prices of other companies' products (Collier and Bienstock, 2006). Price as a determining factor for consumers when making a brand selection to decide on purchases (Niraj and Sanjeev, 2017). Consumers will choose a product at an appropriate price and more affordable compared to the prices of competing products (Huang and Lu, 2016). Therefore, companies must be able to determine prices appropriately (Djekic and Smigic, 2016). This is because to make consumers decide on purchases of products offered (Madlberger, 2006; Petre *et al*., 2006). This is in accordance with the research conducted by Djekic and Smigic (2016); Petre *et al*. (2006); Cyr *et al*. (2006); Niraj and Sanjeev (2017); Madlberger (2006); Collier and Bienstock (2006) and Huang and Lu (2016) that product quality influences purchasing decisions. Thus the hypothesis can be drawn as follows:

H2: Competitive prices affect against purchase decisions

Brand image towards purchase decision

Brand image is the result of representation (overall perception) of consumers of products derived from past experience in using these products (Latiff *et al*., 2016). Brands have a very important role for consumers in deciding purchases (Van Boxsteal *et al*., 2014). Products that are able to provide satisfaction for consumers will certainly create a positive image for consumers (Ferchaud *et al*., 2018). In addition, brand image is one of the choices for consumers to use products (Kumar and Kapoor, 2015). Therefore, the company must be able to maintain the superiority of its brand image in order to know the attitude of consumers who are loyal to the brand so that it will lead to satisfaction with the brand and must be committed to the brand (Kathuria and Singh, 2015). This is in accordance with the research conducted by Latiff *et al*. (2016) Van Boxsteal *et al*. (2014); Kathuria and Singh (2015); Vemula *et al*. (2014); Kumar and Kapoor (2015); Kumar and Anand (2016) and Ferchaud *et al*. (2018) that brand image influences purchasing decisions. Thus the hypothesis can be drawn as follows:

H3: Brand image influences the purchase decision

Brand consciousness towards the purchase decision

Brand consciousness is a description of the brand's presence in the minds of consumers (Tsiotsou, 2015). This is in accordance with the ability of each consumer in recognizing or recalling a particular brand (Jerslev, 2016). A brand that has a very strong presence in the minds of consumers, especially if the brand has given very high satisfaction to consumers, will certainly be very well known and remembered by consumers that will make consumers to decide on purchases (Tsiotsou, 2015). And vice versa, if a brand that is not yet known by consumers has even made consumers disappointed, of course

the level of brand consciousness is very low in consumers so that consumers will not decide to buy (Lee and Watkins, 2016). This is in accordance with the research conducted by Berryman and Kavka (2017); Lee and Watkins (2016); Tsiotsou (2015); Jung and Kim (2016) and Jerslev (2016) that brand consciousness influences purchasing decisions. Thus the hypothesis can be drawn as follows:

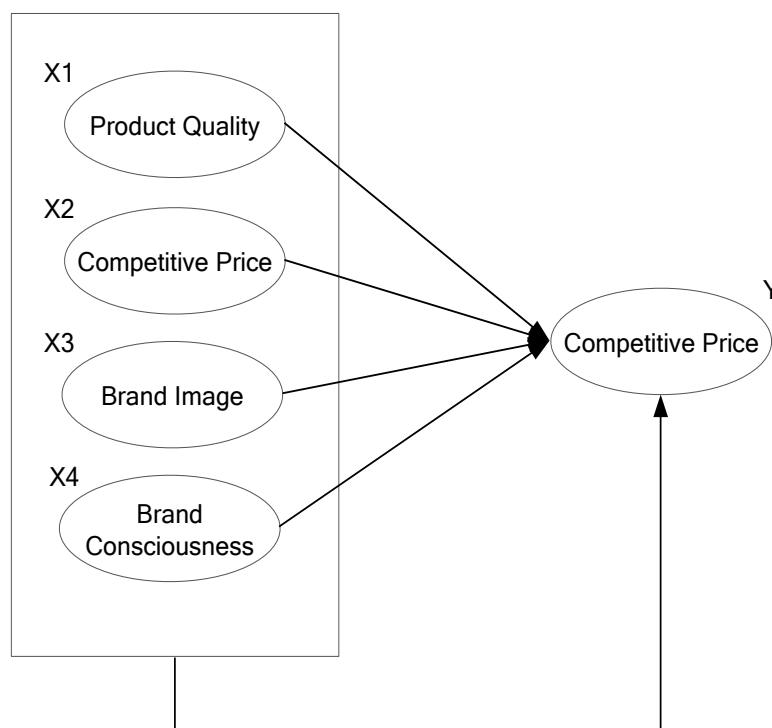H4: Brand Consciousness Influences the Purchase Decision

Figure 1. Conceptual framework

METHODS

This research can be classified into associative causal research methods because it uses a quantitative approach. Causal associative research is a research activity that tests the relationship or influence of causality. This research is also designed as an inductive research which is looking for and collecting data in the field with the aim of testing the factors, forms and characteristics of existing phenomena. This research was conducted with the aim of examining the effect of product quality, competitive prices, brand image and brand consciousness on purchasing decisions.

This research was carried out for all women living in Jakarta, Bandung and Surabaya and had purchased hijab products from various product lines. With a population like that, the sampling technique used is purposive sampling. Specifically, the purposive sampling technique used is judgment sampling, a method used to obtain certain information from sources selected based on certain criteria, namely women who truly understand the hijab products purchased. The number of samples studied was 100 to 200 respondents as suggested by Hair *et al*. (2010).

Data collection used in this study using an online questionnaire. In this study, the questionnaire was created using closed questions. Measurement of variables using interval scale, which is a measuring device that can produce data that has a range of values that have meaning and is able to produce measurements that allow calculation of averages, standard deviations, test parameters statistics, correlation and so on. The instruments in this study were also conducted trials to measure the goodness of the instruments used in determining the results of the study. The instrument trials carried out in this study include (a) validity test using Kaiser Meyer-Oklin Measure of Sampling Adequacy (KMO MSA) test with factor loading requirements> 0.50 and (b) reliability test using Cronbach Alpha > 0.70.

In analyzing the data in this study several analytical techniques were used which included (a) descriptive statistical analysis to describe the state of the data when collecting respondents' answers; (b) classic assumption test which includes normality test, multicollinearity test, heteroscedasticity test and linearity test; and (c) multiple regression analysis used to measure the strength of relationships between variables while showing the direction of variable relations. As for proving the correctness of the hypothesis in this study, it is necessary to test the hypothesis by means of (a) partial significance test by conducting t test which is used to test the effect of partial independent variables on the dependent variable with confidence level 95%; (b) simultaneous significance test by conducting F test to simultaneously determine the effect of all independent variables on the dependent variable with confidence level 95%; and (c) determination coefficient test to measure the ability of the model in explaining the variation of the dependent variable.

RESULTS AND DISCUSSION

This study uses a survey method to test the effect of product quality, competitive prices, brand image and brand consciousness both partially and simultaneously on respondents who have done hijab online on various marketplaces. The analysis used in this study includes descriptive statistical analysis, classic assumption test, regression analysis, and hypothesis testing. This analysis is used in accordance with the formulation of the model and existing problems. In addition to the analysis, in this chapter we will present the characteristics of the respondents, categorize the research variables, test the prerequisites for analysis, and discuss.

Respondents who contributed in this study amounted to 230 respondents from Jakarta, Bandung and Surabaya as a metropolitan city which was the center of the fashion business organization developing in Indonesia. Only the hijab user was targeted in this study. All respondents consisted of women (100%) because hijab users were definitely women. Of the 230 respondents, 98 respondents (43%) came from Surabaya and 176 respondents (77%) were aged between 18-20 years. About 182 respondents (79%) earn under IDR 3,200,000 and 153 respondents (67%) become students in various universities. A total of 189 respondents (82%) had a hijab expenditure per month under IDR 100,000 with a hijab shopping frequency per month under 5 times as many as 187 respondents (81%). As many as 80 respondents (35%) bought hijab in traditional markets with a payment method using a Debit Card of 86 respondents (27%). Those information can be seen in table 1.

The instrument testing was carried out using the Kaiser Meyer-Oklin Measure of Sampling Adequacy (KMO MSA) test on the condition that the loading factor was worth more than 0.50 and did not measure other constructs. Based on the results of data processing, it is known that the KMO value of MSA is 0.587 and is greater than the threshold value of 0.50. Thus, this study found that the data obtained was indeed worth analyzing. Furthermore, the results of Bartlett's Test of Sphericity identified that the significance level is 0.000, which means that there is a correlation between variables with a significance level lower than 0.05. Thus, it can be concluded that all variables in this study can be analyzed further because they meet the validity test requirements. Furthermore, to test the reliability of the research variables, the value of Cronbach Alpha is used with the requirement that it has a value more than 0.70. From the results of the reliability test, it can be identified that all statement items and variables studied are reliable because they have the value of Cronbach Alpha > 0.70. Those information can be seen in table 2.

On the other hand, in an effort to examine the relationship between variables and the effect of independent variables on the dependent variable, hypothesis testing was conducted. The hypothesis proposed in this study includes partial effects of independent variables including product quality, price competitiveness, brand image and brand consciousness of the purchase decision and the simultaneous effect of all the independent variables on the purchase decision. Multiple regression analysis was chosen to analyze the submission of hypotheses in this study. Information about multiple regression analysis can be seen in table 3. Next to identify the hypothesis proposed in this study, a t test and an F test are carried out.

CITY OF ORIGIN		
Cities	Frequency	Percentage
Jakarta	68	30%
Bandung	64	28%
Surabaya	98	43%
TOTAL	230	100%
AGE		
Ages (Years Old)	Frequency	Percentage
18-20	176	77%
21-30	30	13%
> 30	24	10%
TOTAL	230	100%
WAGES		
Wages Estimation (IDR)	Frequency	Percentage
> 6,000,000	11	5%
3,200,000 - 6,0000,000	37	16%
< 3,200,000	182	79%
TOTAL	230	100%
OCCUPATION		
Occupation Type	Frequency	Percentage
Public Service	27	12%
Private Sector	23	10%
Entrepeneur	20	9%
Students	153	67%
Others	7	3%
TOTAL	230	78%
LATEST EDUCATION		
Education	Frequency	Percentage
University Graduate	44	19%
Senior High School	145	63%
Vocational High School	21	9%
Others	20	9%
TOTAL	230	81%

HIJAB EXPENDITURE PER MONTH		
Hijab Expenditure (IDR)	Frequency	Percentage
> 1,000,000	11	5%
100,000 - 1,000,000	30	13%
< 100,000	189	82%
TOTAL	230	100%
HIJAB SHOPPING FREQUENCY PER MONTH		
Hijab Shopping	Frequency	Percentage
> 10 times	13	6%
5 - 10 times	30	13%
< 5 times	187	81%
TOTAL	230	100%
HIJAB SHOPPING MARKETS		
Market Places	Frequency	Percentage
Mall	46	20%
Traditional Market	80	35%
Salesperson	32	14%
Bazaar	12	5%
Online Shopping	60	26%
TOTAL	230	45%
PAYMENT METHODS		
Payment Methods	Frequency	Percentage
Cash on Delivery	58	18%
ATM Transfer	68	22%
SMS Banking	40	13%
Debit Card	86	27%
Other Methods	63	20%
TOTAL	315	60%

Picture 2. Descriptive statistics

In the t test, the product quality variable has a significance level of 0.000 with a regression coefficient of positive value of 0.525 and t_{count} of 6.450 so that the hypothesis that product quality has a positive significant effect on the purchase decision is acceptable. On the other hand, competitive price variable also has a significance level of 0.000 with a regression coefficient of positive value of 0.235 and t_{count} of 5.725 so that this study proves the hypothesis that competitive price has a significant effect on the purchase decision. While the brand image variable is also proven to affect the purchase decision with a significance level of 0.000 and a regression coefficient of positive value of 0.430 and t_{count} of 4.775. Furthermore, the brand consciousness variable is also proven to positively and significantly affect the purchase decision with the significance level of 0.000 and the regression coefficient of positive value of 0.335 and the t_{count} of 3.890.

From the results of the F test, the calculated F value is 44,250 with a significance value of 0,000. Because the significance value is below 0.05 and the calculated F value is greater than the F_{table} value, the hypothesis that product quality, competitive price, brand image and brand consciousness simultaneously influence the purchase decision is accepted. Adjusted R^2 test results in this study obtained an adjusted R^2 value of 0.425 which means that the size of product quality, competitive price, brand image and brand consciousness variables have an influence of 42.5% while the rest is 57.5% while the remaining 63.6% is influenced by other factors that are not included in this study.

Variables	Treshold	Cronbach Alpha	Information
Product Quality	>0,70	0.895	Reliable
Competitive Price	>0,70	0.885	Reliable
Brand Image	>0,70	0.854	Reliable
Brand Awareness	>0,70	0.890	Reliable
Buying Decision	>0,70	0.900	Reliable
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			0.587
Bartlet's Test of Sphericity		Approx. Chi-Square	1770.265
		df	580
		Sig.	0

Picture 3. Reliability and validity indices

Variables	Regression Coefficient	t-count	Sig.	Information
Product Quality	0.525	6.450	0.000	Significant
Competitive Price	0.235	5.725	0.000	Significant
Brand Image	0.430	4.775	0.000	Significant
Brand Awareness	0.335	3.458	0.000	Significant
Purchase Decision	0.355	3.890	0.000	Significant
Constant = 8.355				
Adjusted R2 = 0.425				
F-count = 44.250				
Sig. = 0.000				

Picture 4. Multiple regression analysis

This research was conducted to identify factors that influence purchasing decisions with research objects to the Moslem fashion product buyers, especially hijab. These factors are limited to factors that include product quality, competitive price, brand image and brand consciousness. From the results of this study it was found that product quality, competitive price, brand image and brand consciousness had a positive and significant influence either partially or simultaneously on the purchase decision.

From the results of this study, it can be proven that the product quality variable has a positive and significant influence on the purchase decision. This finding supports the results of research conducted by Christodoulides and Michaelidou (2011); Jih (2007); Bernstein *et al.* (2008); Ho and Lee (2007); Ding *et al.* (2010); Kassim and Abdullah (2010); Darley *et al.* (2010) and Chao *et al.*, (2014). Product quality is a condition that is related to products, services, people, processes and environment that can be fulfilled or beyond expectations (Bernstein *et al.*, 2008; Ding *et al.*, 2010). Product quality is the conformity of product specifications produced with the needs and desires of consumers (Bernstein *et al.*, 2008; Ding *et al.*, 2010; Kassim and Abdullah, 2010). From this view, it can be seen that product quality is the product's ability to satisfy customer needs or desires (Ho and Lee, 2007; Darley *et al.*, 2010). Of course, companies are required to be able to offer quality products that have excess value so that they appear superior to competing products (Ding *et al.*, 2010; Christodoulides and Michaelidou, 2011).

The quality of each product produced is one element that must get serious attention from the company, if the company wants to win market competition (Bernstein *et al.*, 2008). The demand for the quality of a product has become a requirement that must be fulfilled by the company, if it does not want the consumers it has to switch to other competing products that are considered to have better product quality (Ding *et al.*, 2010). The findings in this study also prove that competitive price variables have a positive and significant influence on the purchase decision.

This finding supports the results of research conducted by Madlberger (2006); Niraj and Sanjeev (2017); Huang and Lu (2016); Petre *et al.* (2006); Cyr *et al.* (2006); Collier and Bienstock (2006) and Djekic and Smigic (2016). Competitive prices are related to overall consumer understanding of prices and meanings perceived by consumers (Djekic and Smigic, 2016). When consumers do an evaluation of the suitability of prices with the products obtained, consumers can judge the product as expensive, cheap

or ordinary (Madlberger, 2006). Competitive prices are an important consideration in purchasing decisions (Niraj and Sanjeev, 2017). Prices that are too high can cause declining competitiveness while low prices can cause losses, especially the costs borne by the company increase (Petre *et al.*, 2006). Therefore, companies must have the ability to formulate prices precisely between products offered with sacrifices given by consumers as well as perceptions formed in the minds of consumers (Djekic and Smigic, 2016).

This study also found that brand image also has a positive and significant influence on the purchase decision. This finding supports the results of a study conducted by Vemula *et al.* (2014); Kathuria and Singh (2015); Van Boxsteal *et al.* (2014); Latiff *et al.* (2016); Kumar and Kapoor (2015); Ferchaud *et al.* (2018); and Kumar and Anand (2016). The brand image is all perceptions of the product or brand that are derived from information and past experience of the product or brand (Ferchaud *et al.*, 2018). Strong brand image can provide opportunities for companies to have competitive advantage (Van Boxsteal *et al.*, 2014; Kathuria and Singh, 2015). Products with a good brand image can be more easily accepted by consumers (Kathuria and Singh, 2015). This can be interpreted that marketers must be able to place a good impression on the minds of consumers (Vemula *et al.*, 2014). Developing a strong brand image is one way to make consumers know the product so that consumer behavior can be influenced in determining choice (Van Boxsteal *et al.*, 2014). Positive brand image has a positive influence on purchasing decisions (Kumar and Kapoor, 2015).

Consumers who have a good impression on the brand image of a product will find it easier to determine the decision to make a purchase (Latiff *et al.*, 2016). Another benefit of positive brand image is that it makes it easier for companies to offer new products to consumers (Van Boxsteal *et al.*, 2014). Consumers can more easily accept these new products because they have good experience with old products (Kathuria and Singh, 2015). With this view, the company has an important interest in creating a good impression in the products offered (Latiff *et al.*, 2016). Not only that, the results of this study indicate that brand consciousness has a positive and significant influence on the purchase decision. This finding supports the results of a study conducted by Berryman and Kavka (2017); Lee and Watkins (2016); Tsiotsou (2015); Jung and Kim (2016); Jerslev (2016).

Brand consciousness is the ability of consumers to remember or recognize a brand that is part of a particular product category or a product with a certain impression (Tsiotsou, 2015). Brand consciousness is also seen as the ability of a customer to spontaneously remember a particular brand or product (Lee and Watkins, 2016). This consciousness brand is a very important aspect in creating a marketing communication process because it precedes various other steps (Jerslev, 2016). This opinion is relevant because to make consumers decide on a product or brand, they must first be aware of the existence of a product or brand and have a good impression on the product or brand offered (Lee and Watkins, 2016).

This study not only partially tests the effect of independent variables on the dependent variable but also examines these effects simultaneously. This study found that product quality, competitive price, brand image and brand consciousness simultaneously had a significant positive effect on the purchase decision. The findings of this study are relevant to the theory presented by Darley *et al.* (2010); Bernstein *et al.*, (2008); Madlberger (2006); Djekic and Smigic (2016); Latiff *et al.* (2016); Van Boxsteal *et al.* (2014); Lee and Watkins (2016); Jerslev (2016); Ferchaud *et al.* (2018); Niraj and Sanjeev (2017); Kassim and Abdullah (2010); Chao *et al.* (2014); Christodoulides and Michaelidou (2011); Kumar and Kapoor (2015) that purchasing decisions are activities of individuals who are directly involved in acquiring and using the products consumed.

Purchasing decisions can indeed be influenced by product quality, competitive price, brand image and brand consciousness (Kumar and Kapoor, 2015; Christodoulides and Michaelidou, 2011; Chao *et al.*, 2014; Kassim and Abdullah, 2010; Niraj and Sanjeev, 2017; Ferchaud *et al.*, 2018; Jerslev, 2016; Lee and Watkins, 2016; Van Boxsteal *et al.*, 2014; Latiff *et al.*, 2016; Djekic and Smigic, 2016; Madlberger, 2006; Bernstein *et al.*, 2008; Darley *et al.*, 2010) as indicated by the results of this study. Therefore, companies, especially the object of this research, namely the hijab fashion business, must be able to formulate marketing strategies to shape brand consciousness from consumers, while maintaining product quality, reducing prices and forming a positive brand image.

CONCLUSION

This research contributes to clarifying the purchase decision concept and testing the factors that influence purchase decision. This research also contributes to the theoretical foundation in the field of marketing, especially consumer behavior. This research proves that there are four factors that can influence purchase decisions which include product quality, competitive prices, brand image and brand consciousness. It is evident that these factors have a significant positive effect on the purchase decision. The findings in this study support a variety of research in the past that specifically examines the factors that influence purchase decisions so that it can be interpreted that the ability to generalize the results of these factors can be increased.

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