

# ***Determinants of Hijab Purchase Decisions in E-Commerce on DKI Jakarta Society***

**By Fayza Nadhira Raihanisa**

## ***Abstract***

*The increasing use of the hijab among Muslim women has made business people, especially the halal fashion industry sector, compete in producing hijabs, resulting in competitive competition among business people. Business people are required to be able to understand consumer needs, including maintaining the quality of their products, as well as understanding people's lifestyles. Apart from that, the era of digitalization makes information easier to obtain, including product reviews. The aim of this research is to analyze how product quality, halal lifestyle, and electronic word of mouth influence hijab purchasing decisions in e-commerce. The sample used was the people of DKI Jakarta totaling 130 respondents, using multiple linear regression analysis techniques. The results of the research show that product quality, halal lifestyle and electronic word of mouth have a significant effect on decisions to purchase hijabs in e-commerce partially and simultaneously. It is hoped that this research can contribute to business actors, especially the hijab industry in e-commerce, to improve the quality of their products which are of course in accordance with the halal lifestyle, and can manage two-way interactions with consumers.*

**Keywords:** *electronic word of mouth, halal lifestyle, hijab, purchase decision, product quality*

# **Determinan Keputusan Pembelian Hijab di *E-Commerce* pada Masyarakat DKI Jakarta**

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## **Abstrak**

Semakin meningkatnya penggunaan hijab di kalangan wanita muslim membuat pelaku bisnis khususnya sektor industri fesyen halal berlomba – lomba dalam memproduksi hijab, sehingga terjadi persaingan kompetitif diantara para pelaku usaha. Pelaku usaha dituntut untuk dapat memahami kebutuhan konsumen, antara lain menjaga kualitas produknya, serta memahami gaya hidup masyarakat. Selain itu, era digitalisasi membuat informasi semakin mudah diperoleh, tidak terkecuali mengenai ulasan produk. Tujuan dari penelitian ini adalah untuk menganalisis bagaimana kualitas produk, gaya hidup halal, dan *electronic word of mouth* mempengaruhi keputusan pembelian hijab di *e-commerce*. Sampel yang digunakan yaitu masyarakat DKI Jakarta berjumlah 130 responden, dengan menggunakan teknik analisis regresi linear berganda. Hasil dari penelitian diperoleh bahwa kualitas produk, gaya hidup halal, dan *electronic word of mouth* berpengaruh signifikan terhadap keputusan pembelian hijab di *e-commerce* secara parsial dan simultan. Penelitian ini diharapkan dapat memberikan kontribusi bagi pelaku usaha khususnya industri hijab di *e-commerce* untuk meningkatkan kualitas produknya yang tentunya sesuai dengan gaya hidup halal, serta dapat mengelola interaksi dua arah dengan para konsumen.

**Kata Kunci:** *electronic word of mouth*, gaya hidup halal, hijab, keputusan pembelian, kualitas produk