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THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR ELZATTA HIJAB

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Abstract *- This research aims to examine the influence of price and product quality on purchasing decisions for the Elzatta brand hijab. Through a quantitative approach with descriptive methods, data was collected from 100 respondents in the city of Surabaya using a questionnaire. Multiple linear regression analysis is used to analyze the relationship between price variables, product quality and purchasing decisions. The research results show that both price and product quality have a significant influence on the decision to purchase Elzatta hijabs. These findings provide valuable insights for companies in developing more effective marketing strategies and better meeting consumer needs and expectations. These findings provide valuable insights for companies in designing more effective marketing strategies and better meeting consumer needs and expectations. By understanding the importance of price and product quality in purchasing decisions, companies can direct their marketing efforts to increase consumer satisfaction and strengthen the Elzatta brand position in the Surabaya hijab market.*

Keywords: product quality, purchasing decisions, hijab, elzatta, linear regression analysis.

INTRODUCTION

Lifestyle changes have become the main factor influencing people's consumption patterns in recent years. With these changes, people tend to have different shopping preferences and habits than before. This is reflected in their purchasing behavior, which is not only influenced by functional needs, but also by psychological, social and cultural aspects. Each individual has unique preferences and attitudes toward different products, which may be influenced by the individual's lifestyle, personal values, and experiences.

In the market, producers are required to understand consumer behavior in depth in order to create effective marketing strategies. By understanding what makes consumers tick and how they interact with products, manufacturers can identify new opportunities and develop products that better meet market needs and wants. This includes understanding emerging trends and preferences, knowing the factors that influence purchasing decisions, and identifying potential market segments (Mardikaningsih, 2018).

In the process of understanding consumer behavior, manufacturers need to use various approaches, from in-depth market research to consumer data analysis. By having a deep understanding of consumer preferences, needs and motivations, manufacturers can direct their innovation and product development efforts in the right direction. Additionally, by understanding the factors that influence purchasing decisions, manufacturers can adjust their marketing strategies to be more effective in attracting consumers and expanding their market share.

To make consumers interested in the products they produce, manufacturers need to continue to innovate and pay attention to developing trends in the market (Granato et al., 2010). This can be done through developing new products, improving existing product features, or increasing product quality and added value. Apart from that, effective communication and appropriate marketing strategies are also important to attract consumer attention and build a positive brand image (Mardikaningsih & Sinambela, 2016).

In the face of an ever-changing market and increasingly fierce competition, manufacturers need to adapt quickly to remain relevant and attractive to consumers. Innovation plays a key role in differentiating ourselves from competitors and meeting the ever-evolving needs and desires of consumers. Additionally, through effective communication and the right marketing strategies, manufacturers can strengthen their brand image and build strong relationships with consumers. This allows manufacturers to expand their market share and increase consumer loyalty. Thus, the combination of product innovation, superior quality and effective marketing strategies is the key to success for manufacturers in attracting consumer interest and building a positive brand image.

According to Zykun et al. (2020); Retnowati and Mardikaningsih (2021), in the current digital era, technology also plays an important role in influencing consumer behavior. The internet and social media have become primary channels for consumers to search for information about products and make purchasing decisions. Therefore, a strong online presence and effective digital marketing strategies are also key in reaching and influencing consumers directly.

Overall, understanding consumer behavior and adapting to changes in lifestyle and market preferences is the key for manufacturers to remain relevant and competitive in an increasingly dynamic and competitive market (Darmawan & Putra, 2022; Gabellini & Scaramuzzi, 2022). Thus, manufacturers need to continue to monitor market developments, identify developing trends, and respond quickly to meet consumer needs and expectations (Darmawan & Grenier, 2021).

The hijab market in Indonesia currently represents a dynamic and rapidly growing scene. Overshadowed by religious fervor and fashion trends, the hijab has become a symbol of elegance and identity for millions of women in this country. In the midst of the glitter of big cities, there are rows of hijab boutiques that showcase a variety of colors, motifs and textures. There are also traditional markets selling simple headscarves to fashionable hijabs inspired by famous designers. The hijab fashion trend not only creates charm in the real world, but also dominates the virtual world through a series of influencers and celebrities who show off their hijab styles on social media. The support of these figures has provided a significant boost to the popularity of the hijab and has turned it into more than just a piece of clothing, but a trendy and desirable part of a lifestyle. As the Muslim fashion industry continues to grow, designers continue to innovate by creating attractive designs, which not only meet the need for head coverings, but also blend with today's fashionable aesthetics. In an increasingly diverse market, there is room for individuals to express themselves through choices that suit their personal tastes and values.

Price and product quality factors are the two main considerations in purchasing decisions for hijab products in the current market. First, the price factor plays an important role in influencing consumer purchasing decisions (Irfan, 2021). Most consumers, especially those on a limited budget, tend to consider the product price before making a purchasing decision (Mardikaningsih, 2019). They look for products that provide the best value for their money. In the context of the hijab, consumers are looking for affordable but still quality products, which can meet their daily needs without breaking their shopping budget.

On the other hand, product quality is also a crucial factor in the decision to purchase a hijab (Darmawan, 2017). Consumers want to ensure that the hijab they buy is not only durable and comfortable to wear, but also has good quality materials and stitching. Good quality guarantees that the hijab will last a long time, is not easily damaged, and still looks good even after frequent use and washing. Consumers are often willing to pay slightly higher prices for quality products that can provide long-term satisfaction (Diallo et al., 2021).

When considering hijab purchasing decisions, consumers often look for a balance between price and quality. They want to get products that are the best value for their money, at a reasonable price but still quality. Therefore, hijab manufacturers need to pay attention to this balance in offering their products on the market. By providing hijabs at affordable prices but still paying attention to quality, manufacturers can attract more consumers and win their trust in the long term.

This study will observe the role of price and product quality on purchasing decisions for the Elzatta brand hijab. The study will focus on consumer preferences and behavior in choosing hijab products on the market. We will investigate how the price and quality factors of Elzatta brand hijab products influence consumers' perceptions of product value, as well as how these perceptions impact their purchasing decisions. This research will investigate whether consumers tend to choose Elzatta hijabs because of their affordable price, perceived good product quality, or a balance between the two. In addition, we will also analyze whether consumer preferences and purchasing behavior are influenced by other factors such as brand, design style, fashion trends, and previous shopping experiences. By understanding these dynamics, it is hoped that this research can provide valuable insight for the Elzatta company in developing more effective marketing strategies and better meeting consumer needs and expectations.

RESEARCH METHODS

This research adopts a Descriptive Research approach with a Quantitative methodology. Its primary objective is to describe and analyze the impact of price and product quality on purchasing decisions concerning Elzatta hijabs. The research location is set in the city of Surabaya, Indonesia. The population under study comprises all hijab users residing in Surabaya. The sample size is determined to be 100 respondents, selected through accidental sampling method. Data collection is executed through the distribution of questionnaires designed to capture various indicators related to the research variables, including price, product quality, and purchasing decisions. This structured approach allows for a systematic examination of the relationships between the variables of interest, providing valuable insights into consumer behavior within the context of hijab purchasing in Surabaya. Here is the explanation:

a. Price independent variable. According to Stanton (1987), product prices can be measured using the following indicators: 1) Affordability of product prices; 2) Price compliance with product quality; 3) Product price competitiveness; 4) Conformity with product benefits.
b. Independent variable product quality. Product Quality Measurement Indicators Referring to David Garvin's (1987) theory, in this research the product quality adapted to Elzatta Hijab products is measured using the following indicators: 1) Performance; 2) Additional Privileges; 3) Reliability; 4) Models; 5) Conformity; 6) Service Ability; 7) Aesthetics; 8) Perceived Quality.
c. Dependent variable purchasing decision. Indicators for measuring purchasing decisions refer to Khasanah et al. (2010) so that in this research purchasing decisions tailored to Elzatta Hijab products are measured using the following indicators: 1) purchasing the product; 2) choose a product; 3) stability in a product, 4) intention to make a repeat purchase.

The research will employ a multivariate analysis, specifically multiple regression, to investigate the relationships between the independent variables and the dependent variable. In this analysis, the t test will be utilized to assess whether each independent variable individually exerts a statistically significant effect on the dependent variable. Meanwhile, the F test will be employed to ascertain whether the independent variables as a whole collectively yield a significant impact on the dependent variable. The chosen level of confidence for the statistical tests is set at 0.05, implying that results will be deemed statistically significant if the probability of obtaining them by chance is less than 5%. This rigorous statistical approach ensures a thorough examination of the relationships between variables, allowing for robust conclusions to be drawn regarding the factors influencing the dependent variable.

RESULTS AND DISCUSSIONS

Based on the results of the questionnaire filled out by 100 respondents, a clear demographic profile emerges. The majority of respondents, comprising 46% of the total, fall within the 20-29 year age range, indicating a significant representation of young adults in the sample. This is followed by the 30-39 year age group, which constitutes 37% of the total respondents, while individuals aged 40 years and above contribute 17% of the total. In terms of occupation, a significant portion of respondents, accounting for 49%, are employed in office-related roles, highlighting the prevalence of office workers in the sample. Housewives represent the second-largest occupational group, comprising 40% of the respondents, while students make up the remaining 11%. Regarding income levels, a majority of respondents, totaling 63%, report incomes exceeding 4 million, while the remaining 37% indicate incomes below this threshold. These findings provide valuable insights into the demographic characteristics of the respondents, which can help contextualize further analysis of their purchasing behaviors and preferences.

The results of statistical analysis which show that all statements in the questionnaire have a total corrected item correlation of more than 0.3 confirm the validity of the data obtained from this research. This validity shows that each item in the questionnaire has a significant relationship with the concept being measured, so it can be considered an accurate representation of the variables studied. Furthermore, the reliability test carried out to test the reliability of the research variables showed satisfactory results, with Cronbach's alpha values exceeding the generally accepted threshold value, namely more than 0.6. These results indicate a high level of consistency in the measurement of the variables studied. High reliability values such as 0.787 for the price variable, 0.887 for the product quality variable, and 0.776 for the purchasing decision variable provide strong confidence that the data obtained from this research is reliable and trustworthy to support the analysis and research findings produced.

Table 1
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.971[a]	.942	.941	.765	.971[a]

Source: SPSS Output

The analysis reveals a robust relationship between the variables under scrutiny, as evidenced by the substantial R square value of 0.942. This value suggests that a significant proportion, approximately 94.2%, of the variance observed in purchasing decisions can be accounted for by the variables of price and product quality. Such a high R square value implies that the majority of factors impacting purchasing decisions are intricately tied to the prices and quality levels of the products offered. Nevertheless, it is noteworthy that a residual 5.8% of the variance in purchasing decisions remains unexplained by the price and product quality variables incorporated in the analysis. This residual variance underscores the possibility of other influential factors beyond price and quality, warranting further exploration to gain a comprehensive understanding of consumer behavior and decision-making processes.

Table 2
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	924.046	2	462.023	790.348	.000[b]
	Residual	56.704	97	.585		
	Total	980.750	99			

Source: SPSS Output

The results of the F test indicate that when considered together, both price and product quality exert a statistically significant influence on purchasing decisions. The extremely low significance value of 0.000 suggests a high level of confidence in this conclusion. This implies that variations in both price and product quality contribute significantly to the variations observed in purchasing decisions among consumers. Such findings underscore the importance of considering both price and product quality simultaneously in marketing strategies and product development efforts, as they are key determinants influencing consumer behavior and decision-making processes.

Table 3
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.042	.451		13.389	.000
	X1	.006	.001	.408	9.247	.000
	X2	1.526	.111	.604	13.689	.000

Source: SPSS Output

Analysis using the t test shows that the price and product quality variables have a significant influence on purchasing decisions, with a significance value of 0.000. These results confirm that both price and product quality play an important role in forming purchasing decisions. This finding is consistent with previous research which shows a strong relationship between these two variables and purchasing decisions. Thus, it can be concluded that marketing and product development strategies that pay attention to these two factors can increase product attractiveness and influence consumer behavior in purchasing products, especially in the context of purchasing Elzatta hijabs.

Next, multiple linear regression has been carried out with the regression equation Y = 6.042 + 0.006X1 + 1.526X2. This equation shows that when the price (X1) and product quality (X2) variable scores are zero, the purchasing decision variable (Y) score is 6.042. This indicates that there is a positive contribution from the two independent variables (price and product quality) to the dependent variable (purchasing decision). This means that a one unit increase in the price score will contribute 0.006 in increasing the purchasing decision score, while a one unit increase in the product quality score will contribute 1.526 in increasing the purchasing decision score. This emphasizes the importance of price and product quality in shaping customer purchasing decisions.

The results of multiple linear regression analysis show that price has a significant positive influence on purchasing decisions. This is in line with other findings which state that price determines purchasing decisions (Hidayat et al., 2015; Darmawan, 2017; Jahroni et al., 2021; Sinambela, 2017; Sinambela et al., 2020). Apart from that, having the right pricing policy can trigger buyer satisfaction (Darmawan, 2019; Mardikaningsih, 2021; Retnowati et al., 2021), repeat purchases (Darmawan, 2020; Darmawan & Arifin, 2021); and brand loyalty (Khayru et al., 2021). Thus, the higher the price set by the Hijab Elzatta Company, the higher the possibility for consumers to purchase Hijab Elzatta products. Price factors taken into account by the company include affordability, conformity with quality, competitiveness, and conformity with product benefits. Of the four price sub-variables, consumers tend to be more influenced by price competitiveness factors, such as special offers for member card holders that provide discounts, so consumers prefer to shop using member cards to get these benefits. Apart from that, the price affordability factor also plays an important role in making purchasing decisions, as reflected in the respondents who ranked second in this research. By considering these factors, the Elzatta Hijab Company can improve consumer purchasing decisions to choose their products.

Product quality is a determining factor in purchasing decisions (Darmawan, 2011; Wang et al., 2020; Arifin et al., 2021; Irfan & Hariani, 2022; Jahroni & Putra, 2022; Djazilan & Darmawan, 2023; Kridaningsih, 2023). The results of multiple linear regression analysis show that product quality has a significant positive influence on purchasing decisions. Thus, the higher the level of product quality offered by the Elzatta Hijab Company, the greater the likelihood that consumers will choose to buy that product (Djaelani & Darmawan, 2021). The quality of the products offered by this company covers several aspects, including, making women who wear the Elzatta Hijab look more beautiful, elegant and charming with various models, colors, patterns and shapes. Apart from that, the quality of the Elzatta Hijab fabric is also maintained, with fabric that is not easily damaged, faded or torn, and provides comfort and ease of arrangement when used. The level of durability of the fabric also ensures that this product can be used for a long period of time. Of the various aspects of product quality, the one that most influences consumer purchasing decisions is the satisfaction provided by Hijab Elzatta (Zhao & Yao, 2021). This is reflected in the responses of the majority of respondents who showed consumer satisfaction with the various qualities of the product. Apart from that, the good quality of the fabric, which makes the Elzatta Hijab durable and not easily damaged or faded, is also a main concern for consumers when choosing Elzatta Hijab products. Thus, improving the quality of Hijab Elzatta products can improve consumer purchasing decisions.

CONCLUSIONS

Based on the results of the analysis carried out, it can be concluded that both price and product quality factors have a significant influence on the decision to purchase Elzatta Hijab. In particular, the price level set by the company plays an important role in attracting consumers' interest in purchasing Elzatta Hijab products. Factors taken into account in price, such as affordability and competitiveness, positively influence consumer purchasing decisions. Apart from that, product quality is also a determining factor in purchasing decisions. Consumers tend to choose Hijab Elzatta because of the good quality of its products, including attractive models, durable fabric quality, and the level of satisfaction provided by the product.

Based on these findings, several suggestions can be submitted to the Elzatta Hijab Company. First, companies need to continue to maintain and improve the quality of their products so that they continue to meet consumer expectations and needs. This can be done by continuing to innovate in design, materials and production techniques to ensure that the Elzatta Hijab remains the first choice for consumers. Apart from that, companies also need to pay attention to price factors to remain competitive in the market. A wise pricing strategy, including special offers and discounts for loyal customers, can help increase the attractiveness of Hijab Elzatta products in the eyes of consumers.

Additionally, companies can also leverage the power of social media and digital marketing to increase brand visibility and awareness. By actively interacting with consumers through online platforms, companies can expand market reach and build stronger relationships with customers. Providing informative, inspiring and relevant content can also help build a positive brand image and attract the interest of potential consumers.

Lastly, companies need to continuously monitor market trends and preferences and identify changes in consumer behavior. By understanding market dynamics and responding quickly to these changes, Elzatta Hijab Company can remain relevant and competitive in an increasingly competitive market. In this way, the company can ensure the growth and sustainability of its business in the long term.

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