

The Influence of Product Quality, Price, Brand Image, and Lifestyle on the Purchase Decision of Rabbani Hijabs (A Study of Junior High School Students in Purbalingga)

Maila Zuraida¹, Dian Widyaningtyas^{2*}

Faculty of Economics and Business, Universitas Muhammadiyah Purwokerto

Corresponding Author: Dian Widyaningtyas dianoer@gmail.com

ARTICLE INFO

Keywords: Quality, Price, Brand Image, Lifestyle, Purchase Decision

Received : 8, June

Revised : 24, June

Accepted: 26, July

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ABSTRACT

The study aims to analyze the influence of product quality, price, brand image, and lifestyle on the decision to purchase Rabbani hijabs among students at junior high school in Purbalingga, Indonesia. This study employs a purposive sampling technique involving 122 respondents. Data are analyzed using the Structural Equation Modeling - Partial Least Squares (SEM PLS) method to test the relationships between observed variables. The results of this study indicate that Product Quality, Brand Image, and Lifestyle have a positive and significant influence on Purchase Decisions. These findings provide insights into understanding the behavior of Muslim teenage girls as consumers, as well as practical benefits for producers and marketers in developing more effective strategies based on the factors influencing purchase decisions. This study can also serve as a reference for further research in the fields of marketing and consumer behavior.

INTRODUCTION

The hijab is one of the most evolved fashion items of today. Muslim pupils are encouraged to wear the hijab at certain schools. However, the modern consumer's lifestyle places a greater emphasis on comfort, usefulness, and appearance, which influences their choice of hijab. Thus, it is highly advantageous for hijab producers to offer their products from a business standpoint. The Rabbani brand is one of Indonesia's hijab manufacturers. Rabbani, the first instant veil firm in Indonesia, is a clothing company (Hijab.id, 2021).

In Indonesia, Rabbani has close to 200 locations. Customers generally have faith in Rabbani's quality as one of the Muslim fashion businesses. Many kids, particularly junior high school students, use Rabbani hijab items, despite their prices being relatively high compared to other hijabs worn by schoolchildren (Hijab.id, 2021). This is due to the hijab's high level of comfort, ease of use, and simplicity, which increases its purchasing power. Schoolgirls who use this product will feel more confident because Rabbani is a well-known brand.

Rabbani hijab sales are comparatively high. Additionally, customers use quality as their primary criterion when making purchases, as they favor goods that can fulfill their expectations, offer advantages, and last (Kotler & Keller, 2016). However, some hijab models, like the Innova hijab model, will leave hair on the fabric after prolonged wear (Dalamislam.com, 2017). Rabbani places a high value on high-quality materials. Nevertheless, many female students continue to purchase and collect the different hijab types and colors offered by the Rabbani firm. The students who buy them are usually elementary and junior high school students aged 10-15 years old. Rabbani goods come in a variety of hijab models. The Rabbani quick veil, which female students frequently wear, is the subject of this investigation. Rabbani's best-selling product is the Innova Instant Model, according to the available data. These are some attachments to Table 1's results of the top-selling Rabbani brand immediate hijab sales on the Shoppe platform under the business name (Rabbani Official Shop).

Table 1. Total Sales of the Latest Best-Selling Instant Hijabs

Name of Hijab	Total Sales/Month (Pcs)
Instan Innova	4.300
Instan Innova LX	3.000
Neo Karimun	1.700
Instan Hemy	1.600
Morgan Exclusive	487

Source: <https://id.shp.ee/BA6X77q>

According to Kotler and Armstrong (2018), purchases represent the last phase of the decision-making process for customers, at which point they choose to purchase a specific brand. Brands, therefore, typically have a significant impact on consumers' purchasing decisions. Customers also choose which

products to purchase based on their needs. Alternatively, Aghitsni & Busyra (2022) research indicates that companies need to have a competitive edge.

This study examines the factors that influence purchasing decisions. Kotler and Armstrong (2008) define product quality as the attributes of a product that demonstrate its ability to satisfy the needs of the client. This study aims to provide new insights into the purchasing behavior of junior high school students. Furthermore, this study seeks to address the gap in the literature regarding product quality and buying decisions for local market Rabbani hijab items. Prior studies by Afriyani *et al.*, (2023), Tasia *et al.*, (2022), and Putra & Abiyoga (2023) suggest that product quality has a significant and favorable influence on consumer choices. According to a study by Saputra and Putri (2022), Putra & Talumantak (2022) and Nasution *et al.*, (2020), however, product quality has little influence on consumers' decisions to buy.

When purchasing a product, buyers also consider the price. Some people's purchasing power makes price comparisons more sensitive to changes in prices. To ensure that customers make the best purchasing decisions, price is crucial. Roh *et al.*, (2022) assert that a product's pricing is one of the variables impacted by several elements and is closely related to the product's quality. A product's price increases with its level of quality. Most students continue to wear the Rabbani brand hijab, despite its reputation for high quality and perceived high price. This indicates that the pricing component, which should be taken into account while making decisions, is out of sync. According to research by Pranata *et al.*, (2022), Afriyani *et al.*, (2023) and Romadhoni *et al.*, (2024), pricing has a significant and favorable influence on consumers' purchasing decisions. Price has no discernible impact on decisions to buy, according to research by (Melpiana & Sudarajat, 2022, Fatimah & Nurtantiono, 2022 and Ernawati, 2021).

The reputation a business seeks to establish, demonstrating that its goods have a strong brand, is known as its brand image. As a result, many buyers focus more on brands than on the caliber of products. To increase the demand for goods with a well-known brand image. Prior studies by Liyono (2022), Na'im & Wiyadi (2024) and Afriyani *et al.*, (2023) attest to the favorable and noteworthy impact of brand image on purchasing decisions. According to research, brand image does not influence decisions to buy (Alpionita & Nuraeni, 2023; Wowor *et al.*, 2021; Putra & Talumantak, 2022). However, lifestyle is also frequently employed as a criterion when making selections about what community products to buy. Numerous factors, including personality, family history, social status, and marketing stimuli, contribute to this syndrome (Horley, 1992). Lifestyle has a significant and positive impact, according to research by oleh (Mutadun & Tjahjaningsih, 2022, Putra & Surjana, 2022 and Luh & Rastiti, 2024). Contrary to studies by Ressa Artanovelia *et al.*, (2024), Fauziyah *et al.*, (2023), and Duwila *et al.*, (2022), the study's findings indicate that lifestyle has no discernible impact on purchasing decisions.

The Top Brand Award branded hoods are arranged as follows:

Table 2. TOP Brand Award for Branded Hijabs

Name Brand	TBI
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Rabbani	25.00 %
Zoya	24.30 %
Elzatta	21.90 %

Sources: https://www.topbrandaward.com/topbrandindex/?tbi_year=2024&type=brand&tbi_find=rabbani

This study builds upon a prior investigation by Febrianty *et al.*, (2023), which examined the impact of lifestyle, brand image, and product quality on buying decisions. Additionally, by including the price variable as a determinant of purchase decisions, this study also references the research of Diandini & Wiyadi (2024). Thus, the purpose of this study is to investigate how Rabbani consumers' purchase decisions are influenced by factors such as price, lifestyle, brand image, and product quality. It is believed that this study will provide a more comprehensive understanding of the factors influencing decisions to purchase, particularly regarding Rabbani items.

LITERATURE REVIEW

The Theory of Consumer Behavior

According to Kotler and Keller (2021), consumer behavior encompasses the actual behaviors and mental processes that customers undergo while selecting, purchasing, and evaluating a good or service in an attempt to satisfy their needs and wants. Problem identification, information gathering, decision-making, and post-purchase behavior are all steps in this process. Both internal and external elements help consumers evaluate, acquire, and use the goods and services they desire. Several key factors, including lifestyle, brand image, price, and product quality, have a significant influence on consumer purchasing behavior and decisions. Businesses can better influence consumer decisions and enhance customer satisfaction, loyalty, and product competitiveness in the market by understanding these factors.

The Stimulus-Organism-Response (SOR) model

In consumer behavior research, the Stimulus-Organism-Response (S-O-R) model, developed by Mehrabian and Russell in 1974, is frequently used to describe how external stimuli affect consumers' internal states, which in turn influence their behavioral responses. This model is commonly used in the marketing environment to explain how different elements, such as product specifics, prices, labeling, and lifestyle choices, affect consumer purchasing decisions. This model illustrates how a consumer's internal psychological state and the external stimuli they receive interact to determine their behavioral reactions, including their purchasing decisions. To accurately forecast and affect consumer behavior, it is crucial to comprehend external elements such as product quality, pricing, brand image, and lifestyle.

Purchase Decision

According to Kotler and Keller (2021: 110), consumer purchase decisions are influenced by social, cultural, and individual factors. When a person recognizes the need for a thing, they must make a purchase. Customers will

decide to purchase a product if they are aware that it is a necessity or a desire. This technique is complex and time-consuming. After weighing the advantages and disadvantages of each option, consumers decide what to buy.

Product Quality

Kotler and Keller (2021: 92) state that all the qualities and attributes of the product that satisfy the intended needs comprise the product's quality. One of the elements that influences or motivates customers to purchase a product is its quality. When deciding whether to buy a product, consumers typically consider its quality. In contrast, if a product is deemed to be of low quality, buyers may become unsatisfied and decide not to purchase it (Harjadi and Arraniri, 2021: 11). Purchase decisions are positively and significantly impacted by product quality, according to studies by Putra and Abiyoga (2023) and Afriyani *et al.*, (2023). In the meantime, studies on Wardah cosmetics in Pekanbaru have shown a favorable and noteworthy impact on purchasing decisions (Tasia *et al.*, 2022).

H1: Product quality has a positive and significant effect on purchasing decisions.

Price

Price is a component of the marketing mix that both creates costs and offers benefits, according to (Kotler and Keller, 2021: 278). For customers considering a purchase, price is a crucial criterion. Price is another standard metric used by consumers to evaluate a brand's reputation and quality. Although this isn't always the case, consumers typically believe that products with strong selling qualities are also of excellent quality. Studies by Pranata *et al.*, (2022), Afriyani *et al.*, (2023) and Romadhoni *et al.*, (2024) suggest that pricing has a favorable and notable impact on purchasing decisions.

H2: Price has a positive and significant effect on purchasing decisions.

Brand Image

Because a powerful brand image can offer unique qualities, it helps set items apart from those of rivals. A brand is an identity that includes a name, symbol, design, or a combination of specific components on a product, which sets it apart from those of its competitors, as claimed by (Kotler and Keller, 2021: 194). Maintaining a strong brand image is crucial for businesses seeking to maintain their competitive edge. Additionally, this brand image can offer symbolic and emotional value in addition to a utilitarian benefit. Customers are given a favorable impression of the product by these qualities, which makes it simpler for them to identify, trust, and recall. According to research by Afriyani *et al.*, (2023), Na'im dan Wiyadi (2024) brand image has a significant and favorable influence on consumer choices. Additionally, Liyono (2022), which examined crystalline gallon drinking water products, shows that brand image has a favorable and noteworthy impact on purchasing decisions.

H3: Brand image has a positive and significant influence on purchasing decisions.

Lifestyle

Lifestyle, according to Kotler and Keller (2021:114), refers to a person's way of living, as demonstrated by their interests, hobbies, and viewpoints. Lifestyle encompasses a person's entire way of living, including their occupation, interests, and personal style. Understanding how customers live is crucial for marketers because it enables them to develop more targeted advertising campaigns. Previous studies have demonstrated that lifestyle has a good and significant impact (Luh & Rastiti, 2024 and Putra & Surjana, 2022). Mutadun & Tjahjaningsih (2022) elucidated that lifestyle has a favorable and significant impact on the decisions made while shopping at marketplaces.

H4: Lifestyle has a positive and significant influence on purchasing decisions.

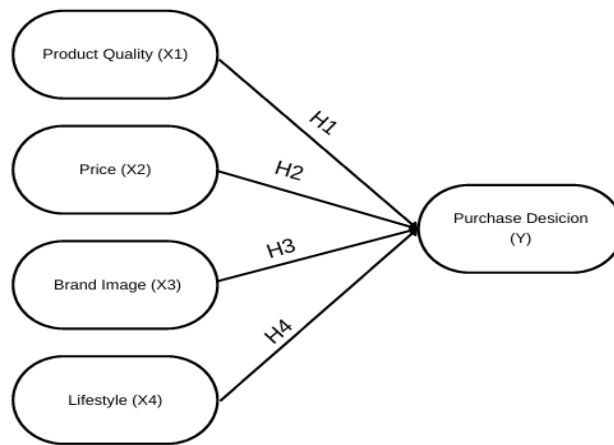


Figure 1. Conceptual Framework

METHODOLOGY

This study employs a quantitative methodology. Hair *et al.*, (2017) demonstrate that causal and descriptive research designs, which employ empirical computations through analytical methods and numerical measurements, are typically used in quantitative-based research methodologies. The study's sample consisted of female students who wore the Rabbani hijab and attended SMP N 2 Purbalingga and SMP N 3 Purbalingga.

In this study, purposive sampling is combined with non-probability sampling. Purposive sampling is a technique for gathering data that is used to achieve the study's goals while taking into account predefined criteria (Suharto, 2022: 63). The study's criteria include students from SMP N 2 Purbalingga and SMP N 3 Purbalingga who have worn the Rabbani hijab. The Slovin Formula is used to determine the number of samples. Based on the computation, there are 94 samples. The sample size is 122 after the author adds 30% to account for potential harm.

$$n = \frac{N}{1 + N(e)^2}$$

Description:

n = Number of respondents/sample size

N = The size of the population.

e = Percentage of accuracy allowance

The following formula can then be used to calculate the number of samples:

$$n = 1554 (0.01) + 1554/1$$

$$n = 94$$

Primary data is gathered for this study through the distribution of questionnaires. A Likert scale, with one denoting “strongly disagree” and five denoting “strongly agree,” is used to assess each respondent’s value. According to Kotler and Armstrong (2001), the indicators of the brand image variable are as follows: the brand’s emblem or symbol is simple to remember, it is easily recognized (well-known), and it is a reputable, well-liked, and contemporary brand. The data was further analyzed using structural equation modeling, or SEM.

RESEARCH RESULT

To test our research hypotheses, structural equation modelling (SEM) was employed. Before applying the model, we assessed the reliability and validity of each measurement.

Measurement Model

This model serves to evaluate the validity and reliability of latent constructs in research. Convergent validity is demonstrated through Average Variance Extracted (AVE) values, Composite Reliability, Cronbach’s Alpha and Discriminant Validity.

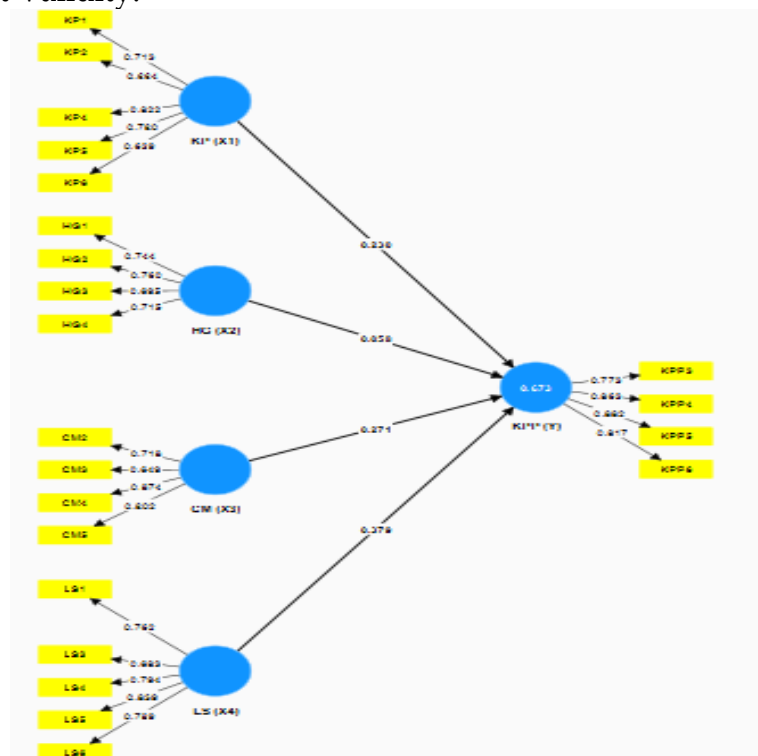


Figure 2. Output Outer Loadings

Every variable in this study had indicators with factor loading values greater than 0.60, demonstrating the strong and reliable representation of each construct by its indicators. Ghozali (2008) states that in the early phases of creating a measuring device, a value between 0.50 and 0.60 is still acceptable. This study establishes a more stringent limit, 0.60, to guarantee the quality of a more valid and dependable instrument.

Table 3. Cronbach’s Alpha and Composite Reability

	Cronbach’s Alpha	Composite Reliability
Product Quality	0,773	0,847
Price	0,712	0,819
Brand Image	0,763	0,848
Lifestyle	0,834	0,882
Purchase decision	0,854	0,902

Cronbach’s Alpha is calculated to assess construct reliability and assess the appropriateness and dependability of each study variable’s components. With a value of ≥ 0.70 , as shown in Table 3, Cronbach’s Alpha is considered credible (Ghozali, 2021). To evaluate the internal consistency of indicators in a single latent variable, composite reliability testing is used. Table 3 demonstrates that the reliability of the research variables is satisfied. If the value is more than 0.70, this complies with the standards proposed by Ghozali (2021).

Tabel 4. Average Variance Extracted (AVE)

Variable	AVE
Product Quality	0,528
Price	0,532
Brand Image	0,586
Lifestyle	0,601
Purchase Decision	0,697

Each construct satisfies the requirements, as Table 2 demonstrates, the Average Variance Extracted (AVE) value of each variable is more than 0.5 (Hair *et al.*, 2017). The AVE test results for every variable indicate a value of 0.5 or greater.

Tabel 4. Discriminant Validity Test (Fornell-Larcker Criterion)

	Brand Image	Price	Product Quality	Purchase Decision	Lifestyle
Brand Image	0,766				
Price	0,535	0,729			
Product Quality	0,608	0,688	0,727		
Purchase Decision	0,723	0,562	0,680	0,835	
Lifestyle	0,741	0,531	0,647	0,759	0,775

Product quality (X1) is 0.727, pricing (X2) is 0.729, brand image (X3) is 0.766, lifestyle (X4) is 0.775, and purchase decisions (Y) are 0.835, according to

Table 2's discriminant validity test results. According to Hair et al. (2017), all factors exhibit strong discriminant validity.

Structural Model Assessment

This model is an evaluation stage of the relationship between latent constructs in the model.

Table 5. R. Square

	R.Square	R Square Adjusted
Purchase decision	0,673	0,661

This study uses 5 independent variables and 1 dependent variable. The adjusted R-squared value of 0.661 is displayed in Table 4. This figure indicates that the factors of product quality, price, brand image, and lifestyle account for 66.1% of the purchasing decision variable. Meanwhile, 33.9% of purchasing decisions are influenced by factors outside the scope of this study. Furthermore, the research results can be seen from the path coefficient value which shows the influence between variables. The test results of hypothesis 1 to hypothesis 4 are presented in table 6.

Table 6. Path Coefficients (Mean, STDEV, T-Values)

	Original Sample (O)	Simple Mean (M)	Standart Deviation (STDEV)	T-Statistics (IO/STDEV I)	P Values
Product Quality -> Purchase Decision	0,230	0,243	0,092	2,506	0,006
Price -> Purchase Decision	0,058	0,065	0,066	0,878	0,190
Brand Image -> Purchase Decision	0,271	0,268	0,091	2,973	0,001
Lifestyle -> Purchasing Decisions	0,379	0,368	0,093	4,091	0,000

According to the first hypothesis test results, the P-value is $0.006 < 0.05$ and the T-statistic is $1.66 < 2.506$. This demonstrates how the quality of the goods influences decisions to buy, and it is said that H_a is accepted. However, the original sample's value of 0.230 indicates a positive result. The table above indicates that hypothesis 2, variable the price has a P-value of $0.190 > 0.05$ and a T-statistic of $1.66 > 0.878$. As a result, H_a is rejected, suggesting that price has no impact on decisions to buy.

Brand image as hypothesis 3 has an impact on buying decisions, as indicated by Table 5 P value of $0.001 < 0.05$ and T-Statistic value of 2.973, which is greater than 1.66. A positive association direction is indicated by the calculation coefficient's value of 0.271. In the meantime, fourth hypothesis test results

indicate Lifestyle has T-statistic ($4.091 > 1.66$) with a P-value of 0.000 demonstrates that lifestyle influences buying choices and explains why H_a is accepted. The calculation coefficient displays a positive value of 0.379.

DISCUSSION

The Influence of Product Quality on Purchasing Decisions

According to the data analysis results, the product quality variable has a favorable and significant impact on Rabbani hijab purchasing decisions, thus it is acceptable. According to Errlangga *et al.*, (2021), one of the most crucial factors that businesses need to focus on is product quality. Customers who are comfortable with the quality of the product are more likely to use and purchase Rabbani hijabs. According to the idea put forth by Kotler and Keller (2021: 92), the study's findings are corroborated by the fact that all of the qualities and attributes of a product must be able to satisfy the intended needs. The quality of the product significantly influences consumers' decisions to make a purchase. It may be concluded that the Rabbani hijab's attributes meet the needs of its customers. Research by Putra & Abiyoga (2023), Afriyani *et al.*, (2023), Tasia *et al.*, (2022), indicated that product quality has a favorable and significant effect on purchase decisions, which supports these findings.

The Effect of Price on Purchasing Decisions

The findings of this study suggest that Rabbani hijab purchases are not influenced by price. For brand-loyal customers in particular, price may not be the most decisive consideration (Schiffman, L. G., & Kanuk, L. L., 2008). This demonstrates that while customers may perceive the price as advantageous, this element does not always directly influence their decision to make a purchase. Price is one of the components of the marketing mix that both creates costs and offers benefits, according to (Kotler and Keller, 2021: 278). Price is not the only consideration for some buyers; they also consider other advantages, including product quality, brand reputation, and ease of use, which are perceived as more valuable (Schiffman & Kanuk, 2008). The findings of the supporting study by Wolff *et al.*, (2021) and Longdong *et al.*, (2024) demonstrate that price has little influence on decisions to buy.

The Influence of Brand Image on Purchasing Decisions

When the third hypothesis is tested, it becomes clear that brand perception has a significant and favorable influence on Rabbani hijab purchases. Pupils at SMP N 2 and N 3 Purbalingga are accustomed to the Rabbani brand. The Rabbani brand is well-known and has a significant influence on consumers, encouraging them to purchase products with straightforward designs. According to Kotler and Keller (2021: 194), a brand can be a name, symbol, design, or a combination of characteristics in a product that gives it identity. These findings are consistent with the findings of this study. Additionally, consistent with the Stimulus-Organism-Response (SOR) model, brand image can encourage people to make a purchase. One could argue that the Rabbani hijab's name and logo have the power to persuade female students to purchase it. The findings of this investigation align with earlier studies by Liyono (2022) and Afriyani *et al.*,

(2023), which suggest that brand image has a significant and favorable influence on consumer choices.

The Influence of Lifestyle on Purchasing Decisions

The fourth hypothesis being tested claims that lifestyle has a significant and favorable influence on Rabbani hijab purchases. This demonstrates that the test findings support the hypothesis that was put forth. Because they can support other school-related initiatives, students purchase Rabbani hijab products. Because they are happy with Rabbani hijab products, some clients even choose to purchase them. As a result, several schoolgirls desire to buy or wear Rabbani hijab items. A person's lifestyle is their pattern of living as demonstrated by their interests, hobbies, and viewpoints. The Rabbani hijab's existence suggests that it aligns with the buyer's lifestyle, which encourages curiosity and purchases. According to the same research, lifestyle has a good and significant impact (Luh & Rastiti, 2024; Putra & Surjana, 2022; Mutadun & Tjahjaningsih, 2022).

This study involved participants from junior high school students, who are classified as minors. Therefore, before collecting data, the researchers obtained official permission from the schools, namely SMP N 2 and SMP N 3 Purbalingga. All participants were also given information about the purpose of the study and assured that their participation was voluntary. The data obtained was kept confidential and used solely for academic purposes.

CONCLUSIONS AND RECOMMENDATIONS

Research and discussion findings indicate that while price has no bearing on Rabbani hijab purchases by students at SMP N 2 Purbalingga and SMP N 3 Purbalingga, lifestyle, brand image, and product quality have a favorable and significant impact on these purchases. Rabbani is recommended to continue enhancing the caliber of its goods, bolster its reputation in the media, and modify product designs to better suit the tastes of students. Although product pricing has little bearing on the decision, it is still advisable to keep costs down by offering student discounts or promotions.

ADVANCED RESEARCH

Future studies can include more schools in various regions to improve the generalizability of the research findings. Further investigation of the study's findings is also necessary to demonstrate that the price variable does not significantly impact respondents' purchase decisions. Price and purchase decisions may be influenced by several factors, including respondents' perceived value, brand loyalty, and income level.

ACKNOWLEDGMENT

The authors are grateful to the principal, instructors, and personnel of SMP N 2 Purbalingga and SMP N 3 Purbalingga for granting permission to conduct the study. The researcher also acknowledges the students who participated in this study as respondents. The supervisors who assisted and

guided the study process, as well as Universitas Muhammadiyah Purwokerto, are acknowledged by the author.

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