

ABSTRACT

Contribution of the creative industries sector (fashion) to GDP increased to Rp. 524 Trillion, and the absorption of labor in this sector has a percentage of 32% of the total of 11.8 million people. While the population of Indonesia are the majority embraced the religion of Islam, which have a percentage of 87% in Indonesia. Elzatta as one of the brand product muslim fashion in Indonesia is present to meet the needs of consumers in the muslim fashion products. Be one of the brands that get the position of the TOP Brand for 3 consecutive years. With products featured Hijab Scraf, Elzatta offer lower prices compared to competitors.

The purpose of this study is To determine how much prices can affect the purchase decision, find out how much influence of product quality can affect the purchase decision, knowing the responses of respondents to the price , determine the response of respondents to the quality of the product scraf , determine the response of the respondents against the decision of the purchase of hijab scraf in Elzatta Bandung.

After conducting a descriptive analysis, the variables that most influence the purchase decision is the price variable that is equal to 83,111%. But the effect is negative significant because of the results of t-count equal to -0,955. Purchasing decisions have a positive significant influence by the variable quality of the product that generates t-count of +2,309. If the effect of price and product quality on purchase decisions then produces a calculated F of 8,288 so that H1,H2, and H3 can be accepted due to the result >3,09. Also the coefficient of determination that is produced by the R-square of 0.146, or by 14.6 percent, while the rest amounted to 85.4% influenced by other variables outside this research.

Keywords: *Price, Product Quality and Purchase Decision*