

## ABSTRACT

In the millennial era, a lot of fashion was created, one of which was the fashion trend using the hijab. There are many unique and contemporary hijab models, for women, the hijab is not only used to cover the genitals but also as fashion or also used as a blend of contemporary dress styles. Marked by the number of hijab manufacturers that have sprung up, from the many manufacturers there is still one hijab manufacturer that is able to survive in the midst of very tight market competition, namely "Rabbani" with good quality products and affordable prices.

This research was conducted at Store Rabbani Bandung. Researchers have a goal to determine the effect of price, brand, and product quality on hijab purchasing decisions, the method used in this study is quantitative. The sampling used is *non-probability sampling technique with purposive sampling method* to 300 respondents through online questionnaire distribution using *google form*. While the data analysis technique used is descriptive analysis of multiple linear regression analysis with SPSS 25 program tools.

Descriptive analysis states that the price gets a percentage of 86.4% in the very good category, while the brand gets a percentage of 76.03% in the good category and product quality gets a percentage of 79.15% in the good category.

The results of this study simultaneously price, brand, and product quality affect purchasing decisions. Partially, each variable of price, brand, and product quality has a positive and significant effect on purchasing decisions.

**Keywords:** *Price, Brand, Product Quality and Purchase Decision*