

ABSTRACT

The high trend of Muslim fashion users, especially women is like a breath of fresh air for fashion entrepreneurs in this field when introducing their businesses, Moreover, its use is believed to be able to add a positive side, namely the value of religiosity for each user. Apart from this, the development of information technology and internet-based digitalization systems cannot be denied as playing a role in encouraging creative industry activists in the fashion sector to develop their businesses. This can be seen from the large number of online shops (e-commerce) to support the ease of business transactions that are currently running, and one of those who have taken this opportunity is Belyanza as an e-commerce company which is involved in the field of Muslim clothing.

This research was conducted with the aim of analyzing the influence of e-service quality and online consumer reviews on the purchasing decision process in e-commerce through several aspects such as efficiency, reliability, fulfillment, privacy, responsiveness, compensation, contact, awareness, comparison, frequency, effect, religious practice beliefs, appreciation, religious knowledge, and practice.

The method in this research is quantitative with descriptive research and causality through analysis techniques using Smart-PLS software. The sampling technique used was nonprobability sampling with a total sample of 385 who were Belyanza consumers at the Official Store.

The research results show that the E-Service Quality, Religiosity and Online Consumer Review variables have a positive effect on the Purchasing Decision Process. These findings show that in any business in the field of e-commerce, especially fashion, electronic services and customer assessments on online networks have a very important role in influencing a person's purchasing decision process.

The hope of the results on this research that have been carried out can provide input for business people in the fashion sector on online platforms, especially the Belyanza company, regarding how important it is to design and develop a business in a sustainable manner by considering electronic services, managing customer assessments as well as the aspect of religiosity that is intended to be conveyed by the products it sells. So that in this way, the company can realize the goals that have been set.

Keywords: *E-service quality, Online Consumer Review, Religiosity, Purchasing Decision Process.*