



The Influence Of Brand Image And Perceived Quality On Muslim Millennials' Purchase Interest In Local Fashion Brand Products

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Article Info

Article History

Submitted 28-05-2024

Revised 27-07-2024

Accepted 27-08-2025

Published 02-09-2025

Keywords:

Brand Image;

Perceived Quality;

Purchase Interest of

Muslim Millennials

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Abstract

Around 60% of consumers dominated by Muslim millennials still pursue imported fashion brands because they are recognized as having better quality and prestige, even though they know that the price of local fashion products is more affordable. The purpose of this study is to determine the influence of brand image and perceived quality on the purchase interest of Muslim millennials in Islamic economics study program students at State Universities in Bandung City. The method used in this study is the causality method with a quantitative approach and hypothesis testing design. The study was conducted on students of Islamic economics study programs at State Universities in Bandung City including UPI, UIN, and UNPAD. The results of the study showed that brand image and perceived quality influenced the purchase interest of Islamic economics students in fashion products in Bandung City. The researcher hopes that the results of this study can provide benefits for various parties, especially local business actors, so that they can pay more attention to brand image and perceived quality to increase purchase interest in local fashion products in Bandung City.

Sekitar 60% konsumen yang didominasi oleh milenial Muslim masih memilih merek fashion impor karena dianggap memiliki kualitas dan prestise yang lebih baik, meskipun mereka tahu bahwa harga produk fashion lokal lebih terjangkau. Tujuan penelitian ini adalah untuk menentukan pengaruh citra merek dan kualitas yang dirasakan terhadap minat pembelian mahasiswa program studi ekonomi Islam di perguruan tinggi negeri di Kota Bandung. Metode yang digunakan dalam penelitian ini adalah metode kausalitas dengan pendekatan kuantitatif dan desain pengujian hipotesis. Penelitian ini dilakukan pada mahasiswa program studi ekonomi Islam di perguruan tinggi negeri di Kota Bandung, termasuk UPI, UIN, dan UNPAD. Hasil penelitian menunjukkan bahwa citra merek dan kualitas yang dirasakan mempengaruhi minat pembelian mahasiswa program studi ekonomi Islam terhadap produk fashion di Kota Bandung. Peneliti berharap hasil penelitian ini dapat memberikan manfaat bagi berbagai pihak, terutama pelaku usaha lokal, agar mereka dapat lebih memperhatikan citra merek dan kualitas yang dirasakan untuk meningkatkan minat pembelian terhadap produk fashion lokal di Kota Bandung.

A. INTRODUCTION

Indonesia's domestic market is a very large market with a population in September 2020 reaching approximately 270.2 million people (Badan Pusat Statistik, 2020). The Millennial generation accounts for 27% of the world's population, or 2 billion people, with around 58% living in Asia. These figures highlight the current and future impact of Millennials on the world economy, concluding that they will be the most powerful consumer group. Millennials are people born between the early 1980s and early 2000s (Pew Research Center, 2016). Indonesia's condition with the largest Muslim population in the world contributes to quite rapid progress in the world of fashion, especially Muslim fashion (Juliana, 2023), at least 10.6% of the total number of Muslims in the world, making Indonesia have the potential to implement behavioral patterns that are in accordance with sharia norms. So that in 2019, Indonesia became the second largest producer of Muslim clothing after the United Arab Emirates (Kontan, 2019).

On the other hand, the rapid development of fashion in Indonesia has succeeded in gaining recognition from major countries (Juliana, 2023a). The phenomenon of fashion marketing in Indonesia shows that foreign fashion products still dominate the Indonesian market. This is also supported research which revealed that student respondents admitted to being impressed by the development of local fashion models so that respondents often visited local fashion product outlets. However, in reality they tend to prefer to buy imported fashion products because they feel that imported fashion products are of better quality and more prestigious, even though they know that the price of local fashion products is more affordable (Moslem et al., 2018).

The development of fashion in Indonesia is inseparable from the development of communication and information technology in the form of social media, which has had a major impact on social life and lifestyle for the millennial generation (Juliana et al., 2024a; Kurniasih et al., 2021). Always appearing to follow trends and existing, both in the real world and social media, is one example of behavioral changes that occur due to the development of communication and information technology. The millennial generation is identical to urban people who are hedonistic and increasingly consumptive, especially with technological advances and business developments that make it easier for them to indulge their hedonistic nature (Frahana et al., 2025).

However, it states that as many as 60% of consumers still pursue foreign fashion brands because they admit that the quality is better and currently Indonesian

people have not shown their bias and support for local fashion. Indonesian people tend to be followers so they tend to like to follow fashion from abroad, and indirectly support foreign products themselves (Juliana, 2023). Even Indonesian people tend to prefer using foreign fashion products rather than local fashion products.

Research by Provetic on 4,670 millennial respondents showed that the majority of respondents made shopping one of their priorities. The millennial generation also has great potential in the consumer industry. According to the Central Bureau of Statistics, 35% of the 254.9 million Indonesian population are productive-age millennials, so many fashion industries are starting to focus on the millennial generation. So it can be concluded that the highest purchasing interest in the fashion sector is mostly classified in the millennial group.

On the other hand, the Indonesian fashion industry shows growth as per data from the Central Statistics Agency (BPS). Until the end of 2016, the fashion industry included in the scope of the creative industry has become one of the three dominant contributors to national growth. Its figure reached 7.66% in the period 2010-2015. Meanwhile, records from the Central Statistics Agency show that the export value of fashion products in 2015 reached 12.11 billion US dollars with the main markets being the United States, Europe and Japan.

Table 1 Contribution Creative Economy Sector Against GDP 2016

1	Culinary	41.69%
2	Fashion	18.15%
3	Craft	15.70%
4	TV & Radio	7.78%
5	Publishing	6.29%

Source: Bekraf & BPS 2016 (processed data)

Based on Table 1.1, it can be seen that the fashion sub-sector has contributed 18.15% or IDR 166 trillion to Indonesia's Creative Economy GDP in 2016. It is ranked second after the culinary sub-sector by contributing 41.69% or IDR 382 trillion to Indonesia's Creative Economy GDP in 2016. Every year, the fashion industry contributes 15 billion dollars to the Indonesian economy and provides jobs for 4 million people. The fashion industry is currently experiencing very rapid development. For the creative economy, fashion is the second largest contributor to gross domestic product (GDP) after culinary.

Based on data obtained from bekraf.go.id fashion products are in second place after culinary in the contribution of the 2016 EKRAF sub-sector GDP (Towards EKRAF GDP). It is also explained that the first position is from the culinary sector occupying 41.40% with a total revenue of IDR 328 trillion, then in third place from the craft sector 15.40% with a total revenue of IDR 142 trillion (bekraf.go.id).

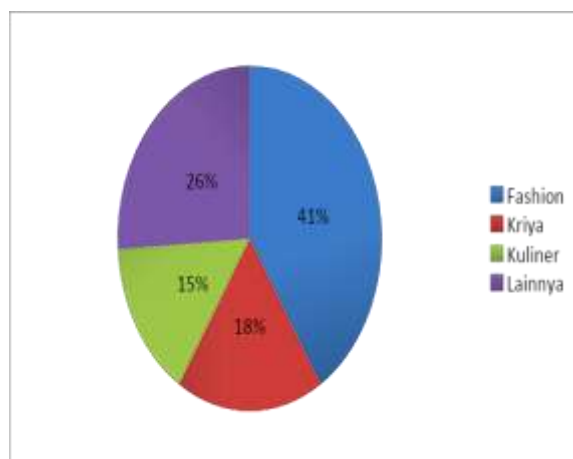


Figure 1. Contribution of Creative Economy Exports by Subsector in 2016

Source: bekraf.go.id

Based on Figure 1, it can be seen that the highest contribution of creative economy exports in Indonesia is the fashion sub-sector, with a percentage of 41% of the total export contribution to the creative economy, followed by the craft sector at 18% and then culinary at 15%. This shows that the fashion industry sector is still a high foreign exchange earner. Even the export value of the fashion industry until July 2018 reached US \$ 8.2 billion (IDR 122 trillion). This means that export growth is 8.7%. This is inseparable from the large number of Indonesian people and also the Muslim population in Indonesia. Based on data from the Global Islamic Economy Report 2018-2019, Indonesia has a Muslim population of 215 million. The Global Islamic Economy Report also shows that Muslim fashion shopping transactions in the Indonesian market reached USD 20 billion (Fathoni & Syahputri, 2020).

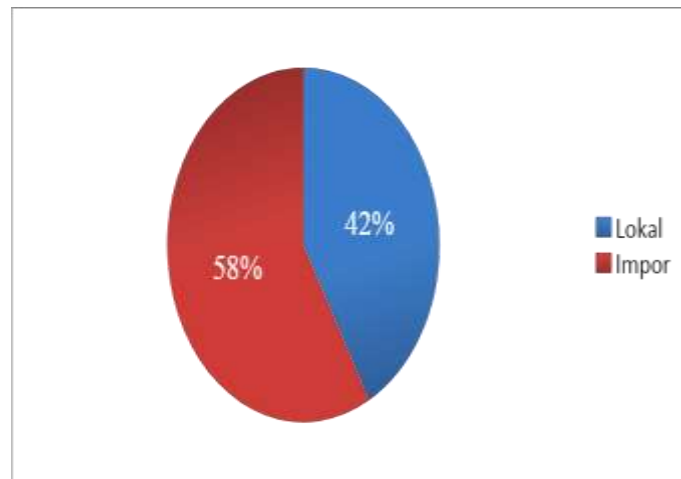


Figure 2. Student Responses to Favorite Fashion Products

Source: Evelyn Setiawan, 2014

The results of a study conducted by Evelyn (2014) stated that 58% of student respondents preferred imported fashion products. This is because according to them the quality of imported fashion products is more guaranteed, the design is more attractive, the brand looks more prestigious when used, and the price they think is appropriate to pay. While the remaining 42% of respondents prefer local fashion products to imported fashion. However, the majority of respondents 67% realize that by buying local fashion products, they can contribute to the Indonesian economy. The remaining 33% of respondents think that imported fashion products can make a large contribution in the form of taxes.

One of the reasons why many respondents tend to choose imported fashion products rather than local products is because the perception of the quality of imported fashion products is more guaranteed than local products so that many consumers tend to choose foreign products. In fact, local fashion products are also no less competitive than imported products, this can be proven by several achievements shown by local fashion brands that have won awards in the international arena, for more details can be seen in the following table:

Table 2 Achievements of Indonesian Local Fashion Brands on the International Stage

No	Local Fashion Brand Names	Product Type	Collaboration and Event Participation
1	NIION	<i>Streetwear, accessories</i>	- <i>Pop up Display, Agendashow in Las Vegas 2019</i> - <i>Trade Show, Agenda, USA 2019</i>

2	OAKSVA	<i>Handmade Craft, Jewelry accessories</i>	- <i>Rising Fashion, Singapore 2018</i> - <i>International Jewellery, Kobe 2018</i> - <i>Public Garden, Singapore 2018</i> - <i>Indigo Culture, New York 2018.</i>
3	ORBIT Gear	<i>Techwear, Bags, Accessories, Clothing.</i>	- <i>Pop up store at Goopi.co in Taiwan</i> - <i>Highsnobiety Netherlands event.</i>
4	PATENT GOODS	Socks and accessories	- Collaboration with The Parks Apparel (USA). - Collaboration with Japanese Videographer

Based on table 1.2, it is known that the list of local fashion brand names above is a series of local fashion brands selected by the Creative Economy Agency to represent Indonesia in prestigious international fashion events such as Libertyfairs and Trade Show Agenda in the United States and many other countries. Based on the table, it is known that there are many local fashion brands with achievements whose products have penetrated the international market which of course can be a good value for potential domestic consumers. Local fashion brands that have successfully penetrated the international market consist of several types of fashion products, namely clothing, jewelry, watches, socks, bags, accessories, and Muslim clothing.

It is known that local Indonesian fashion brands can no longer be underestimated by the Indonesian people, considering the fact that there are so many local fashion brands that proudly represent Indonesia in the international fashion scene. The results of research by Kussudyarsana (2016) stated that local brands are perceived to have a quality that is not much different from foreign brands.

The results of Ervina, Rahmawati's (2014) research stated that there were differences in the level of Perceived Quality of consumers towards local brands and global brands among adult consumers, groups of students and groups of consumers who were already working, but no differences in perceived quality were found among teenage consumers.

It is also mentioned in Kussudyarsana's research (2016) that there is no difference in quality perception between foreign brands and local brands in the utilitarian product category. But there is a difference in quality perception between foreign brands and local brands in the hedonic product category. This problem is also discussed in research conducted stating the same results, namely that there is indeed a significant relationship between Perceived quality and purchasing decisions made by consumers, where consumers by seeing the product and having a good perception of the quality of the product, consumers can immediately decide to buy the product.

Brand image is a representation of the overall perception of a brand and is formed from information and past experiences with the brand. (Pradipta, 2015). In a study it was shown that brand image has a significant influence on consumer purchasing interest. Also supported by a study which stated that Brand Image has a significant relationship to Purchase Intention for a brand.

Research descriptive analysis and simple linear regression entitled "The Effect of Product Quality and Brand Image on Purchase Interest" obtained the hypothesis that Brand Image has a significant partial effect on purchase interest. There is also a study who conducted a study with multiple linear regression analysis entitled "The Effect of Brand Image on the Consumer Purchasing Decision Process of Heyhacker Company in Bandung City" stating that Brand Image has a positive effect on the purchasing decision process.

Another study explains that the quality of a product is currently one of the most important things for consumers as a consideration for a product brand. Not a few consumers assume that if the quality is good, the brand will continue to be desired and even recommended to other consumers (Mahri et al., 2024). Therefore, consumer Perceived Quality will greatly influence a consumer's purchasing interest in determining a purchasing decision for a product.

That Muslims specifically observe dress codes and avoid free mixing, so the core statement here is whether Muslim customers' perceptions of Islamic attributes such as these lead to direct satisfaction. This was also studied who explained that the results of identifying Islamic attributes can attract Muslim customers such as prayer facilities, halal food, Islamic entertainment, Islamic dress codes, general Islamic morals, and the call to prayer. Several of these factors can certainly be one of the factors that can influence consumer perceptions of a product quality which ultimately determines consumer interest in making a purchasing decision or not.

B. RESEARCH METHODOLOGY

The method used in this study is a quantitative method. The research design used in this study is a hypothesis testing design. So this research design will be more appropriate using causality. The population in this study were students of the Islamic economics study program at PTN Bandung City including UPI, UIN Bandung, and UNPAD totaling 677 people from 3 classes. Based on the Slovin formula, a sample of 251 people was obtained. The sampling technique used was Convenience Sampling which is a sampling procedure that selects samples from people or units that are easiest to find or access. Then the data collection method used was a questionnaire. The instrument used in this study used an assessment in the form of a semantic scale. With a score range of 1-7. Where respondents indicate the extent to which each adjective describes the object. Furthermore, the sampling time was carried out from May 2021 to June 2021. Furthermore, the category measurement is as follows.

Table 3. Category Measurement Scale

Scale	Category
$X > (\mu + 1.0\sigma)$	Tall
$(\mu - 1.0\sigma) \leq$	Currently
$X < (\mu - 1.0\sigma)$	Low

Source: (Azwar, 2006)

The data analysis technique used is multiple linear regression analysis and assisted with data processing tools through the SPSS Statistics 23 program.

C. RESULTS AND DISCUSSION

Results

The Concept of Fashion in Islam

Fashion has different definitions, but the concept of fashion in principle remains inseparable from changes in people's tastes in their time which are influenced by certain socio-cultural developments and within a certain time span.

In Islam, fashion rules are already contained in the text that cannot be separated from the rules of sharia. Almost all sharia built in the text contains a political mission

of Identity law so that it leads to a goal of forming an integrated legal structure, also has a strong identity, the concept of fashion has a high value in forming legal ethics in dressing not just using and covering body parts but Islam has instilled very high philosophical values reflected in the concept of fashion. Even fashion has become an identity for every Muslim in the world without realizing it becoming a bargaining position for Muslims (Ilyas, 2016).

Muslim Millennials

According to the Pew Research Center, (2016) millennials are people born between the early 1980s and early 2000s. This is also supported which explains that the millennial generation are people born in the period 1982 to 2000.

Millennials make up 27% of the world's population (that's 2 billion people), with around 58% living in Asia. These figures highlight the current and future impact of millennials on the global economy, and it can be concluded that they will be the most powerful consumer group.

The millennial generation represents the young generation born in a global world that has global interdependence and involvement. Indonesia with the largest Muslim population in the world, contributing at least 10.6% of the total number of Muslims in the world, makes Indonesia have the potential to implement behavioral patterns that are in accordance with sharia norms. The rapid development of fashion in Indonesia has succeeded in gaining recognition from major countries.

Local Brand

According to Kotler in Kussudyarsana (2016) explains that in marketing, the role of brand is very important. By definition, a brand is a name, term, sign, symbol or combination of these that becomes the identity of a product.

Tjiptono (2010) classifies local brands into four categories, based on two main dimensions: origin and ownership. The categorization is as follows:

1. *Original local brand*

This category includes brands that originate from the local country and are owned by local people or companies. Examples include Jarum Kudus cigarettes, Jamu Nyonya Meneer, Kopi Kapal Api, Kompas, KR etc.

2. *Quasi Local Brand*

This category consists of brands that originate from local countries, but are owned by foreign companies. This category consists of two forms. The first is original local

brands that are purchased by multinational companies. For example, Ades was purchased by Coca-Cola, and Sari Wangi by Unilever.

3. *Acquired Local Brands*

This category includes brands that originate from other countries, but are owned by local people/companies.

4. *Foreign Branding*

This category is the opposite of original local brands. Foreign brands come from abroad and are owned by foreign companies. Examples are Levi's, McDonald's, Pepsi, Adidas, Marlboro, Coca-Cola and so on. A number of empirical studies report that global brands are preferred over local brands, at least among certain consumer segments. In general, preference for global brands is due to superior actual and perceptual quality, admiration for lifestyles in developed countries, preference for symbolic status, cosmopolitanism, and worldmindedness. Manufacturers using foreign branding certainly do not only refer to the exploitation of emotional values from customers, which can be represented by the brands they use. But also the rationality aspect of consumers where consumers also need the main function, besides prestige, namely quality, namely how well a product can work according to its function (utilitarian). (Kussudyarsana, 2016).

Purchase Interest Concept

Cognitive Plan or consumer desire for a particular item or brand. Purchase Intention is the stage of respondent's tendency to act before actually making a purchase. Purchase Intention according to Ajzen and Fishbein (1980) is described as a person's situation before taking an action, which can be used as a basis for predicting the behavior or action.

Purchasing interest can be identified through the following indicators (Juliana et al., 2024b):

- a. Transactional interest is a person's tendency to buy a product. This means that consumers have an interest in making a purchase on the desired product, either a long-term purchase or a short-term purchase.
- b. Referential interest is a person's tendency to refer a product to others. This means that consumers who already have a purchase interest will suggest to others to make a purchase on the same product.

- c. Preferential interest is an interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preferred product.
- d. Explorative interest is an interest that describes the behavior of someone who always seeks information about the products they are interested in and seeks information to support the positive qualities of the product.

Durianto (2013) stated that buying interest is the desire to own a product. Buying interest will arise when a potential consumer has been influenced by the quality and quality of a product. And information about the product.

According to Juliana et al., (2024c) she explains that there are several factors that influence purchasing interest, namely:

- a. Job differences, meaning that with job differences a person's interest in the level of work he wants to achieve, the activities he does, the use of his free time, and so on can be estimated.
- b. Socio-economic differences, meaning that someone with a high socio-economic status will find it easier to achieve what they want than someone with a low socio-economic status.
- c. Differences in hobbies or interests, meaning how someone uses their free time.
- d. Gender differences, meaning that women's interests will be different from men's interests, for example in shopping patterns.
- e. Age differences, meaning that children, teenagers, adults and parents will have different interests in goods, activities, objects and people.

Brand Image Concept

According to Kotler in brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memory. Meanwhile, according to Suhud et al., (2025) Brand image is a description of consumer associations and beliefs towards a particular brand. Brand image is the observation and belief held by consumers, as reflected in associations or in consumer memory.

According to Kusnandar (2025) brand image is an association or belief that exists in the minds of consumers to differentiate from other brands such as symbols, letter designs or special colors, where the brand is used by customers in determining which products or services will be used in purchasing decisions. In purchasing goods or services, consumers often look at the image and brand first and then the quality of

the product. The image will be good when consumers have sufficient experience with the new reality, the new reality in question is that the organization actually works more effectively and has effective performance (Juliana et al., 2022).

According to Ningsih in Pratomo et al., (2025), there are several characteristics of brand image which consist of three components, namely:

a. *Brand Association*

It is an action by consumers to create associations about certain brands based on their information or knowledge, whether factual knowledge or knowledge based on experience and emotion.

b. *Brand Value*

It is a consumer action in choosing a brand, an actionThese consumers are more directed towards the reasons for their perceptions of brand characteristics by connecting them to the values they believe in.

c. *Brand Positioning*

Consumer perception of brand quality, which they will use when choosing between various alternative choices.

Perceived Quality Concept

According to Durianto in Darmawan (2023) Perceived quality can be defined as "consumer perception of the overall quality or excellence of a product or type of service related to what is expected by customers". Perceived quality determines the value of the product or service and has a direct influence on consumer purchasing decisions and consumer loyalty to the brand. Positive perceived quality will drive purchasing decisions.

According to Juliana et al., (2023b) they distinguish quality from the perspective of traders and consumers. From the perspective of traders, quality is the conformity of specifications where the manufacturer will provide certain tolerances that have been specified for critical attributes of each part produced. While from the perspective of consumers, quality is value, how well a product or service can meet consumer needs at a price level that is in accordance with the consumer will pay.

Thus, we can conclude that perceived quality is defined as customer perception of the overall quality or excellence possessed by a product or service that is expected. This perception is relative because it is in accordance with the views and thoughts of

each consumer. There are several concepts related to the perception of quality from the consumer's perspective namely:

- a) Quality in actual or objective terms. In this case, what is seen is the extent to which the product or service provides superior service.
- b) Based on product quality. The nature and quantity of materials, features, or services included.
- c) Manufacturing quality. The conformity of a product to its specifications.

According to Schiffman and Kanuk (2010), consumer assessment of the quality of goods or services based on information received based on associations with the product. Measurement of perceived quality refers to the dimensions of quality impressions consisting of 5 things, namely safety, functional, image, nutrition, and sensory.

Discussion

Research Overview

Respondents in this study were students of Islamic economics study program of State Universities in Bandung City with a sample of 251 people. This section will describe the characteristics of respondents based on the findings in the field conducted by the researcher.

1. Characteristics Based on University of Origin

Table 3. Respondent Characteristics Based on University of Origin

No	University of Origin	Amount	Percentage
1	Indonesian education university	85	34%
2	Padjajaran University	83	33%
3	Sunan Gunung Djati State Islamic University (UIN)	83	33%
TOTAL		251	

Respondent characteristics based on university origin are based on Table 4. It can be seen that respondents in this study are spread across 3 universities, namely the Indonesian Education University as many as 85 people or 34%, then Padjadjaran University as many as 83 people or 33% and finally UIN as many as 83 people or 33%. Based on this, it can be seen that each respondent per university has an almost even distribution of data and there are no respondents per university that are very dominant in the distribution of data.

2. Characteristics based on Force

Table 4. Characteristics Based on Force

No	Force	Amount	Percentage
1	2016	87	35%
2	2017	80	32%
3	2018	84	33%
TOTAL		251	100%

Based on Table 4 above, the respondents in this study came from the 2016, 2017, and 2018 classes. The highest number came from the 2016 class, namely 87 people or 35%, then the 2018 class, namely 84 people or 33% and finally the 2017 class, namely 80 people or 32%.

3. Characteristics Based on Gender

Table 5. Characteristics Based on Gender

No	Gender	Amount	Percentage
1	Man	103	41%
2	Woman	148	59%
TOTAL		251	

Source: Research Results (2021)

Based on Table 4.3 above, the gender of respondents in this study shows the results of male respondents, namely 103 people or 41% and women as many as 148 people or 59%. From this it can be seen that the majority of respondents based on gender are women, this is because generally in the Islamic economics department it is dominated by women.

4. Characteristics Based on Monthly Income

Overall, the characteristics of respondents based on monthly income can be seen in the following table:

Table 6. Respondent Characteristics Based on Monthly Income

No	Monthly Income	Amount
1	< Rp.1,000,000	49
2	Rp.1,000,000 – Rp.2,500,000	87
3	Rp.2,600,000 – Rp.3,500,000	57
4	Rp.3,500,000 – Rp.5,000,000	25
5	> Rp.5,000,000	33
TOTAL		251

Source: Research Results (2021)

Respondent characteristics based on monthly income show that the majority of respondents have an income of Rp.1,000,000 - Rp.2,500,000 per month, which is 87 people or 35% of all respondents. Then followed by an income of Rp.2,600,000 - Rp.3,500,000 as many as 57 people or 23%. Based on this, it can be concluded that respondents have a fairly large income each month.

5. Characteristics Based on Spending per 6 Months

Overall, the characteristics of respondents based on spending per 6 months can be seen in the following table:

Table 7. Respondent Characteristics Based on Spending per 6 Months

No	Shopping Every 6 Months	Amount
1	Rp.300,000 – Rp.500,000	93
2	Rp.6,000,000 – Rp.1,000,000	117
3	Rp.1,100,000 – Rp.2,900,000	25
4	> Rp.3,000,000	16
TOTAL		251

Source: Research Results (2021)

Respondent characteristics based on fashion spending per 6 months show that the majority of respondents have 6-month fashion spending of Rp.600,000 - Rp.1,000,000 per month, which is 117 people or 47% of all respondents. Then followed by spending of Rp.300,000 - Rp.500,000 as many as 93 people or 37%, then spending of Rp.1,100,000 - Rp.2,900,000 as many as 25 or 10% and finally spending > Rp.3,000,000 as many as 16 people or 6%. Based on this, it can be concluded that respondents have a fairly low quantity of spending on fashion every 6 months.

Brand Image

Based on the calculation of field data, it can be seen that the brand image variable for each respondent tends to be in the high category with a percentage of 75% or 189 students. While in the medium category it is 20% or 51 students and in the low category it is 5% or 11 students. Thus, it can be said that the role of brand image has a fairly large proportion of students' purchasing interest in local fashion products in Bandung City.

Perceived Quality

Based on calculations of field data, it can be seen that the variable *perceived quality* each respondent tends to be in the high category with a percentage of 76% or 192 students. While in the medium category it is 17% or 42 students. And in the low category it is 7% or 17 students. Thus it can be said that the role of perceived quality has a fairly large proportion of students' purchasing interest in local fashion products in Bandung City.

Hypothesis Testing

1. Partial Testing (t-Test)

Partial testing aims to find out what and to what extent the influence of the independent variable on the dependent variable is. The t-test is carried out by comparing the results of the calculated t with the t table. Testing through this t-test is carried out with a significance level of 5% or 0.05 at a confidence level of 95% and a value of *degrees of freedom* ($df = n - k = 251 - 2 = 249$) so that the t table value is 1.969537. The following are the results of the SPSS Multiple Linear Regression output for the t test:

Table 8. Multiple Linear Regression Test Results (t-Test)

Variables	T Table	T Count	Significance
<i>Brand Image</i>	1,969537	4,449	,000
<i>Perceived Quality</i>	1,969537	5,022	,000

Based on Table 8 above, it can be seen that the results of the t-test in this study can be explained as follows :

a. Variables *Brand Image* (X1)

The hypothesis is:

H0: $\beta = 0$, the brand image variable does not have a significant partial effect on the Muslim millennial purchasing interest variable.

H1: $\beta \neq 0$, the brand image variable has a significant partial effect on the Muslim millennial purchasing interest variable.

On the brand image variable with a significance level of 95% ($\alpha = 0.05$). The significance number on the brand image variable is $0.000 < 0.05$. Based on this comparison, H0 is rejected or means that the brand image variable has a significant influence on the Muslim millennial buying interest variable.

b. Variables *Perceived Quality* (X2)

The hypothesis is:

H0: $\beta = 0$, the perceived quality variable does not have a significant partial effect on the Muslim millennial purchasing interest variable.

H1: $\beta \neq 0$, the perceived quality variable has a significant partial effect on the Muslim millennial purchasing interest variable.

On the perceived quality variable with a significance level of 95% ($\alpha = 0.05$). The significance number on the perceived quality variable is $0.000 < 0.05$. Based on this comparison, H0 is rejected or means that the perceived quality variable has a significant influence on the Muslim millennial buying interest variable.

2. Simultaneous Testing (f-Test)

Simultaneous testing (F test) aims to determine the effect of independent variables on dependent variables simultaneously. Testing is done by comparing the results of the calculated F with the F table. Testing through this F test is done with a significance level of 5% or 0.05 at a confidence level of 95% and the degree of freedom value ($df_1 = k - 1 = 2 - 1 = 1$) and ($df_2 = nk = 251 - 2 = 249$) so that the F table value is 3.879075.

The following are the results of the SPSS Multiple Linear Regression output for the f test:

Table 9. Multiple Linear Regression Test Results (f Test)

<i>Dependent Variable</i>	<i>Predictors</i>	F Table	F Count	Significance
Muslim Millennials' Buying Interest	<i>Brand Image, Perceived Quality</i>	3.879075	34,750	,000

The hypothesis for the f-test is as follows:

H0: $\beta = 0$, the brand image and perceived quality variables do not have a significant simultaneous effect on the Muslim millennial purchasing interest variable.

H1: $\beta \neq 0$, brand image and perceived quality variables have a significant simultaneous effect on the interest variable of Muslim millennials.

Based on Table 9 above, it shows a significance value of 0.000. By using a significance level of 5%, H0 is rejected and H1 is accepted. The rejection of H0 is proven by the calculation results that the significance value of 0.000 is smaller than 0.05. This means that brand image and perceived quality simultaneously have a significant influence on Purchase Interest.

Interpretation of Test Result Model

Multiple Linear Regression is performed using the SPSS application and has output in the form of an equation or research model that can then be interpreted in the research conducted. The results can be seen as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

So the results are as follows:

$$Y = 11,365.766 + 0.166X_1 + 0.277X_2 + e$$

It means:

11,365,766 : As a constant, if all independent variables (X_1 , X_2) are considered zero, then the purchasing interest of Muslim millennials is 11,365.766 units.

0.166 X_1 : The regression coefficient value on the brand image variable is 0.166 and has a positive sign. This indicates a unidirectional relationship between

brand image and purchase interest, which indicates that the better the brand image, the more purchase interest will increase.

0.277X2: Mark The regression coefficient on the perceived quality variable is 0.277 and has a positive sign. This indicates a unidirectional relationship between perceived quality and purchase interest, indicating that the better the perceived quality, the higher the purchase interest.

e : Error value.

Discussion of Research Results

The Influence of Brand Image on Purchase Intention

Based on the findings through the provision of questionnaires to 251 respondents in this study which are associated with theoretical concepts and supported by empirical facts explaining that the brand image variable has an effect on purchasing interest, this is illustrated by the results of multiple linear regression testing where the calculated t of 4.499 is greater than the t-table of 1.969537 and the level of significance of the influence of brand image on purchasing interest is $0.000 < 0.05$ which means significant, so it can be concluded that brand image has a significant effect on purchasing interest.

The results of the study show that the brand image of a product in the eyes of consumers will be able to determine consumer purchasing interest in a product. A positive brand image of a product regarding several factors such as quality, price, variants, and so on can be a benchmark for consumers to have an interest in purchasing a product which ultimately the consumer will make a purchase of the product.

The results of this study are in line with the research conducted by Further research conducted by Wijayasari & Mahfudz (2018) and Sanad (2018) the results of the study showed that brand image, advertising appeal and price have a positive effect on purchase interest. the image of a brand which is considered as a group of associations that connect consumer thoughts to a brand. Other research conducted by Latte (2018) also shows the influence of a store's brand image on consumer purchase interest, brand image will shape a person's perception to have an interest in buying a product.

The Influence of Perceived Quality on Purchase Intention

Based on the findings through the provision of questionnaires to 251 respondents in this study which are associated with theoretical concepts and supported by empirical facts explaining that the perceived quality variable has an effect on purchasing interest, this is illustrated by the results of multiple linear regression testing where the calculated t of 5.022 is greater than the t -table of 1.969537 and the level of significance of the influence of perceived quality on purchasing interest is $0.000 < 0.05$ which means significant, so it can be concluded that perceived quality has a significant effect on purchasing interest.

The results of this study indicate that consumer perceptions of the quality of a product, especially fashion products. Consumers will tend to pay attention to the quality of a product at a price, consumer perceptions of quality of a product will affect consumer interest in buying a product. Perception of quality will affect consumer perceptions to tend to have an interest in buying the product. A consumer's high perception of product quality towards a product and then the quality of the fashion is in accordance with the perception of its quality, it will increase a person's interest in buying to be able to get the product and vice versa if consumers have a high perception of a product but the quality of the product produced does not match the high consumer perception, it will reduce consumer interest in buying and tend to discourage consumers from buying the product.

The results of this study are in line with research conducted by Ningsih (2017) and also Kusuma, et al. (2018) which found that the perceived quality variable has a significant influence on consumer repurchase interest, so it can be understood that the results of this study can strengthen the results of previous studies.

D. CONCLUSION

Brand Image and Perceived Quality of Islamic economics students towards fashion products in Bandung are in the high category. This means that the assessment of brand image and perceived quality owned by respondents will affect purchasing interest. The better the brand image of a brand, the more it will form the perception of potential consumers so that interest arises to buy the product. Likewise, if the brand has a bad reputation, it will reduce a consumer's trust so that it does not generate purchasing interest. Likewise with perceived quality, if the consumer's perception of quality towards a product is high and the quality of the product offered is also in

accordance with consumer perception. Then it will increase the interest in buying the product.

Brand Image is proven to have a positive and significant influence on the interest in buying local brand fashion products for students of Islamic economics study programs at PTN Bandung City. Thus, the higher the influence of brand image, the higher the interest of students of Islamic economics study programs at PTN Bandung City to buy local brand fashion products.

Perceived Quality is proven to have a positive and significant influence on the interest in buying local brand fashion products for students of Islamic economics study program at PTN Bandung City. Thus, the higher the influence of perceived quality, the higher the interest of students of Islamic economics study program at PTN Bandung City to buy local brand fashion products.

Simultaneously, brand image and perceived quality have a positive and significant influence on the purchasing interest variable of students of the Islamic economics study program at PTN in Bandung City.

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