

ABSTRAK

Luluwatun Nazla (2025), Pengaruh Citra Merek, Kualitas Produk, dan Stok Produk Terhadap Minat Beli Produk Fashion Muslim Zoya Kota Banjar: Program Studi Ekonomi Syariah , Fakultas Agama Islam, Universitas Siliwangi.

Zoya dikenal dengan inovasi dalam desain dan kualitas produknya yang konsisten. Perusahaan ini salah satu pelaku utama dalam industri muslim di Indonesia, yang memiliki reputasi baik dan jangkauan pasar yang luas. Berdasarkan hasil survey Top Brand Indonesia, Zoya dalam berada pada posisi kedua, namun presentasinya mengalami penurunan. Sejak tahun 2022 terus mengalami penurunan jika dibandingkan dengan tahun 2021. Pimpinan toko Zoya mengatakan bahwa produk Zoya di Kota Banjar ini mengalami penurunan penjualan pada 2023 hingga 35%. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, kualitas produk, dan stok produk terhadap minat beli produk Zoya di Kota Banjar.

Penelitian ini menggunakan pendekatan kuantitatif. Metode yang digunakan dalam penelitian ini adalah metode analisis *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Teknik pengumpulan data menggunakan kuesioner. Sampel dalam penelitian ini adalah Masyarakat Kota Banjar yang minat membeli produk Zoya sebanyak 190 responden. Analisis data dan uji hipotesis yang digunakan yaitu *outer model* dan *inner model*.

Berdasarkan hasil penelitian diperoleh variabel citra merek berpengaruh negatif tidak signifikan terhadap minat beli. Kualitas produk berpengaruh positif signifikan terhadap minat beli. Stok prooduk berpengaruh positif tidak signifikan terhadap minat beli.

Kesimpulannya bahwa variabel citra merek berpengaruh negatif tidak signifikan terhadap minat beli. Kualitas produk berpengaruh positif signifikan terhadap minat beli. Stok prooduk berpengaruh positif tidak signifikan terhadap minat beli. Hasil *R-Square* menunjukkan terdapat pengaruh citra merek, kualitas produk, dan stok produk terhadap minat beli produk fashion muslim Zoya Kota Banjar sebesar 0.718 atau 71,8%.

Kata kunci: Citra Merek, Kualitas Produk, Stok Produk, dan Minat Beli

ABSTRACT

Luluwatun Nazla (2025), *The Influence of Brand Image, Product Quality, and Product Stock on the Purchase Intent of Zoya Muslim Fashion Products in Banjar City: Islamic Economics Study Program, Faculty of Islamic Studies, Siliwangi University.*

Zoya is known for its innovation in design and consistent product quality. The company is one of the main players in the Muslim fashion industry in Indonesia, with a strong reputation and a wide market reach. According to the results of the Top Brand Indonesia survey, Zoya is in second place, though its market share has decreased. Since 2022, the brand has seen a decline compared to 2021. The head of Zoya's store in Banjar City stated that sales of Zoya products in the city declined by up to 35% in 2023. This study aims to determine the influence of brand image, product quality, and product stock on purchasing interest in Zoya products in Banjar City.

This research uses a quantitative approach. The method used in this study is the Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis technique. Data collection was done using questionnaires. The sample for this study consisted of 190 respondents from the people of Banjar City who were interested in purchasing Zoya products. The data analysis and hypothesis testing used outer model and inner model analysis.

Based on the research results, the brand image variable has a negative, insignificant effect on purchase intent. Product quality has a positive and significant effect on purchase intent. Product stock has a positive but insignificant effect on purchase intent.

In conclusion, the brand image variable has a negative, insignificant effect on purchase intent. Product quality has a positive and significant effect on purchase intent. Product stock has a positive but insignificant effect on purchase intent. The R-Square result shows that the influence of brand image, product quality, and product stock on the purchase intent of Zoya Muslim fashion products in Banjar City is 0.718 or 71.8%.

Keywords: Brand Image, Product Quality, Product Stock, and Purchase Intent