

The Effect of Life Style and Islamic Branding on Consumer Decisions in Buying Muslim Gamis Fashion Products in Bandar Lampung

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Abstract

Fashion is considered not only as clothing industry but also shows a person's lifestyle in appearance and becomes part of the identity of a group of people. "Gamis" is the trend among Indonesian women especially in Bandar Lampung, in recent years, is an encouraging phenomenon. The fashion industry is supported by various technological advances and the development of sophisticated civilization then it produces several products for its users. This is supported by several sides, both in terms of local designers who are increasingly capable of improving economic levels to the retail sector which is growing significantly. Indonesia has the potential to develop and even become a center for Muslim fashion in the world. This study aims to examine whether Life Style and Islamic Branding can influence purchasing decisions in Muslim fashion. The type of research is field research, and the nature of the research is quantitative descriptive analysis. The sample is consumers who use Muslim clothing products using the Solvin formula totalling 100 people. The data is analyzed using the SPSS version 21 application. The results, variable X1 or Life Style have a significant number below 0.05, which is equal to 0.000, so the hypothesis is accepted. The conclusion is the independent variable, namely Life Style, has a positive effect on the dependent variable, namely Purchase Decision (Y). This is in line with previous research and also the study of the theory of lifestyle on consumer decisions. The results of the research Variable X2 or Islamic Branding has a significant number below 0.05, which is equal to 0.003, so the hypothesis is accepted with the conclusion that the independent variable, namely Islamic branding (X2) has a positive effect on the dependent variable, namely, Purchase Decision (Y). The result is in line with previous research and also with the study of Islamic Branding theory.

Keywords: *Life style, Islamic Branding, Purchase Decision*

INTRODUCTION

The majority of Indonesia's population is Muslim. Indonesia is not a country which is based on Islam even though Muslims are the majority. As a Muslim, especially Muslim women, it is necessary to pay attention on how to dress related to religious values. One of the things that is often the center of attention is how to wear the hijab. More and more Muslim women wear Muslim clothing not only to cover their genitals but also to become a fashion tren for Muslim women to look trendy and fashionable but still in accordance with Islamic law.

Economic growth is the most important indicator in measuring the development of a country. The power that drives economic growth and development in a country can be seen from the level of productivity and level of creativity. (Anggraini, 2008) This is because creative people will utilize their skills, through the creation and utilization of creative power and

creativity that will ultimately be productive in creating prosperity and employment through individual activities. (Widiyawati, 2016).

Table 1. World Muslim Fashion Consumption 2018

| Rating | Country | Amount |
|--------|--------------|-----------------|
| 1 | Turkey | US\$ 28 Billion |
| 2 | UAE | US\$ 22 Billion |
| 3 | Indonesia | US\$ 20 Billion |
| 4 | Nigeria | US\$ 18 Billion |
| 5 | Saudi Arabia | US\$ 17 Billion |

Source: Global Islamic Report 2018 (Salaam Gateway, 2021)

Based on Table 1, it can be seen that Indonesia ranks third in the consumption of Muslim fashion in 2018, namely Indonesia's spending on Muslim fashion of US\$20 billion for a year, beating Nigeria which spent US\$18 billion in a year, and Saudi Arabia which spent US\$17 billion in a year. This proves that the demand and need for Muslim clothing in Indonesia is getting higher. The development of Muslim fashion trends in Indonesia which was analyzed through Muslim fashion magazines in 2017 included several types of styling such as robes, khimar, blouses, tunics, culottes, pants, skirts, long vests, cardigans, blazers, jumpsuits and pashminas.

Based on the analysis of the 2017 Muslim fashion magazine above, the calculation results for the category of Muslim fashion styling trends that appear the most are robes with a percentage of 42.6% and blouses with a percentage of 32.6%; Likewise, the use of Muslim college clothing styles analyzed by students of the Department of Management FE UNY includes several types of styling such as robes, khimar, blouses, tunics, culottes, pants, skirts, long vests, cardigans, blazers, jumpsuits and pashminas. Based on the analysis of the students of the Department of Management, Faculty of Economics, UNY, it was found that the calculation results for the fashion style category for Muslim college students who appeared the most were robes with a percentage of 34.9% and blouses with a percentage of 30.2%. (Rania, 2018) One of the results of this study shows that the Muslim fashion industry which is included in the creative industry requires input in the form of creative resources and cultural values where both of these inputs are widely available in Indonesia. Indonesian people have great ideas, arts, cultural values, innovations, and other intellectual property and this is one of the main drivers of this industry. (Sholeh Soeaidy & Siliwangi, 2018).

THEORETICAL ANALYSIS

There are two main factors that can influence consumers to buy a product, namely external and internal factors. External factors that can influence consumer behavior are (1) culture, namely the consumer's decision to make a purchase is influenced by habits, mindsets, beliefs and values prevailing in the society the consumer lives in; (2) social class, it is common knowledge that in society there is often a classification of social class, seen from power, wealth, knowledge and others where it will also affect

on goods to be consumed; (3) family, family can also influence consumer decisions to buy a product because there are fathers, mothers, uncles, aunts, grandfathers, grandmothers, who can contribute to product purchasing decisions (Hurriyati, 2010).

While the internal factors that can influence consumer decisions are (1) motivation, namely the encouragement and needs of individuals to obtain satisfaction; (2) observation, namely

orientative reactions to stimuli, even though the stimuli are foreign objects, they are foreign because they have never experienced them (Dharmmesta & Handoko, 2014); (3) learning, behavioral changes due to experience, such as someone will buy a product more than once if the product is satisfactory; (4) personality and self-concept, there are three personality elements that can influence consumer decisions, namely knowledge, feelings and instincts; (5) attitude, namely the tendency to react to the product in terms of good or bad consequences (Nickels, 2010)

Lifestyle is a person's lifestyle in the world which is expressed in his activities, interests and opinions so that it describes the whole person who interacts with his environment. (Kotler & Keller, 2009) Especially among teenagers, fashion is a lifestyle for them and is always up to date and changes clothes when there is a new model. They change clothes not because of need but because of their lifestyle which if they don't follow the trend, it can be said that they are not up to date and old school. In fact, in Islam, this is something that will only be redundant, because they have these goods, they will only follow the trend, but not for the reason that they do not really need it.

A brand is a name, term, sign, symbol or design or a combination of these. The purpose of branding is to identify the product or service produced so that it is different from the product or service produced by competitors. (Rangkuti, 2002)

Ogilvynoor explained that Islamic branding is a relatively new concept. The practice of Islamic Branding is a brand that is in accordance with sharia principles, with many emerging values such as honesty, respect for accountability and a core understanding of sharia principles. The purpose of Islamic branding is to apply empathy with sharia values to attract Muslim consumers, starting from the behavior and marketing communications carried out. A product can attract consumers if it has a brand.

RESEARCH METHODS

The research to be carried out is included in the type of field research or a field research carried out by going directly to the object of research through questionnaires by being distributed to a certain number of respondents (Sanusi, 2014).

The type of research used is field research, namely by looking for sources of direct data by digging data sourced from the research location or place, namely the decisions of consumers/people of Bandar Lampung (Kartono, 2006). This study uses a quantitative method, by interpreting the independent variable and the dependent variable (Moleong, 2017). The nature of this research is descriptive analysis. Descriptive analysis is research according to the solution or disclosure of existing problems based on data (Siregar, 2012) sampling is done by purposive sampling technique (Sugiono, 2016), namely the withdrawal of samples by looking at certain criteria. The criteria in this study are someone who uses Muslim fashion products. By using the solvin formula the number of samples in this study amounted to 100 people. Then the data were analyzed using the SPSS 21 application. The analysis technique in this study used multiple regression analysis techniques.

The independent variables in this study are Life Style and Islamic Branding while the dependent variable is the purchase decision. It can be presented with the following theoretical framework:

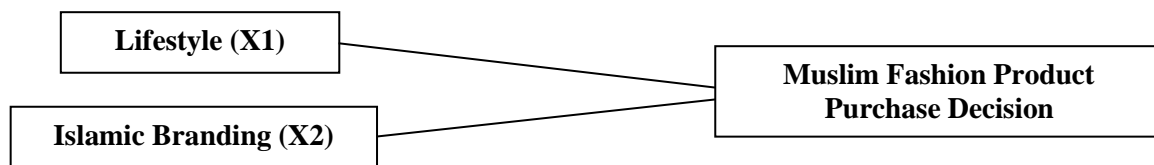


Figure 1. Variables in the study of Muslim Fashion Product Purchase Decision

In this study, the influence of Life Style as X1, and Islamic Branding as X2 will be proven and analyzed both partially and simultaneously.

RESULTS AND DISCUSSION

Percentage Analysis

Percentage Analysis based on the Gender of Bandar Lampung community respondents.

Table 2. Distribution of Respondents by Gender

| No | Gender | Number of Respondents | Percentage |
|----|---------------|-----------------------|------------|
| 1 | Man | 0 people | 0% |
| 2 | Girl | 100 people | 100% |
| | Amount | 100 people | 100% |

Based on table 2, it is obtained about the gender of the people who are respondents. Respondents in this study were female, that is 100%, while for male it was 0%. Analysis of the percentage based on the age of the respondents, researchers grouped data about respondents into 4 categories, namely 17-25 years, 25-30 years, 30-35 years and more than 35 years.

Table 3. Distribution of Respondents by Age

| No | Age | Number of Respondents | Percentage |
|----|---------------|-----------------------|------------|
| 1 | 17-25 Years | 18 People | 18% |
| 2 | 25-30 Years | 54 People | 54% |
| 3 | 30-35 Years | 22 People | 22% |
| 4 | Over 35 Years | 6 people | 6% |
| | Amount | 100 people | 100% |

Based on table 3, it is stated that some of the people who are respondents are aged 25-30 years.

Respondent's occupation Researchers grouped the respondent's occupation into 5 categories, namely civil servants, private employees, workers, entrepreneurs, students.

Table 4. Distribution of Respondents by Occupation

| No | Type of work | Number of Respondents | Percentage |
|----|---------------|-----------------------|------------|
| 1 | Civil servant | 10 People | 10% |
| 2 | Labor | 0 people | 0% |
| 3 | Entrepreneur | 28 people | 28% |
| 4 | Employees | 44 People | 44% |

| | | | |
|---|---------------|------------|------|
| 5 | Student | 17 people | 17% |
| | Amount | 100 people | 100% |

Source: Primary Data processed in 2021

Based on the data from table 4, it is known that the people of Bandar Lampung who were taken as respondents in this study were the majority are employees with 44%, then 28% self-employed, 17% students, 10% civil servants.

Monthly income Researchers classify data on respondents' income into 4 categories, namely < 2,000,000, 2,000,000-4,000,000, 4,000,000-6,000,000, > 6,000,000.

Table 5. Distribution of Respondents by Income

| No | Type of work | Number of Respondents | Percentage |
|----|---------------|-----------------------|------------|
| 1 | Civil servant | 10 People | 10% |
| 2 | Labor | 0 people | 0% |
| 3 | Entrepreneur | 28 people | 28% |
| 4 | Employees | 44 People | 44% |
| 5 | Student | 17 people | 17% |
| | Amount | 100 people | 100% |

Source: Primary Data processed in 2021

Based on table 5 about the monthly income of the people of Bandar Lampung City, 60% of the respondents have an income of 2,000,000-4,000,000 per month.

Table 6. Multiple Linear Regression Analysis Results

Coefficientsa

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 2,098 | .401 | | 5.232 | .000 |
| Lifestyle | .404 | .092 | .423 | 4.386 | .000 |
| Islamic Branding | .003 | .104 | .003 | 1.028 | .003 |

Based on the output of SPSS analysis, the constant value is 2.098, the coefficient X1 is 0.404 and the coefficient X2 is 003 so that the model $Y = 2.098 + 0.404X1 + 0.003X2$ is obtained.

- a. From the regression results stated that the Life Style variable (X1), has a positive regression coefficient direction with a decision to buy Muslim fashion products, namely $b = 0.404$ which means that if Life Style has an increase of 1% interest in buying Muslim fashion products will increase to 40.4 % assuming the other independent variables are constant.
- b. From the results of the regression test, it is stated that the Islamic Branding variable (X2) has a positive regression coefficient direction with a decision to buy Muslim fashion

products, namely $b = 0.003$ which means that if Islamic Branding increases by 1%, the interest in buying Muslim fashion products will increase to 0, 03% with the other independent variables constant.

Analysis

Based on the results of the study that life style has a significant influence in making decisions in purchasing Muslim fashion products. The results of the regression equation state that (X1) has a positive regression coefficient in making decisions in buying Muslim fashion products. This is in line with research conducted by (Faizah & Masreviatuti, 2018) with the findings that lifestyle influences can affect the purchasing decision of a wardah product. The findings are the same as the research conducted by (Liza & S. Minarti, 2016), with 291 students from Muhammadiyah University in Jakarta, with the finding that lifestyle has indirectly been shown to affect purchase intention with attitude as a mediation.

As for the results of research with the variable Islamic branding has a significant influence. This is in line with previous research that was researched by (Trishananto, 2019) with the title Islamic Branding, Religiosity and Consumer Decision on Product which resulted in the answer that Islamic branding had a strength of 9.4%.in influencing consumer decisions while 90.6% is influenced by other factors and is continued by other researchers by (Nasrullah, 2015) with the title Islamic Branding, Religiosity and consumer decisions on products with research results that Islamic branding has a contribution to consumers in determining a product.

CONCLUSION

The development of the fashion industry has succeeded in changing people's perceptions of the primary function of clothing into a tool for expressing identity, coupled with the development of an increasingly rapid era so that people care about an appearance. Consumption of Muslim fashion in Indonesia has always increased, such as data obtained from the state of the global Islamic economics which has increased by 18% per year from 2014 to 2017. As for the city of Bandar Lampung, the development of the Muslim fashion industry is increasingly rapid with many business actors which opens shops by selling various series of Muslim clothing such as the Zoya brand, Rabbani, Nibras House, Elzata and many other Muslim fashion brands. Lifestyle is how a person manages his life to have an identity and Islamic branding is a name or logo that has elements of Islamic values. Life style and Islamic branding partially or simultaneously influence consumer decisions in buying Muslim gamis fashion products in Bandar Lampung.

SUGGESTION

Considering that Islamic branding has an effect on purchasing decisions, it is better to continue to improve and maintain the given Islamic branding and it is better to create more high-quality and more up-to-date products.

For further researchers, the results of this study are expected to be a reference in the preparation of further research or the development of research with the same title for the sake of perfection of research, so that the results obtained will be better and become the basis for further research.

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