

ANALYSIS OF THE INFLUENCE OF HIJAB STYLE FASHION TRENDS ON THE DECISION TO PURCHASE SYAR'I HIJAB (CASE STUDY ON STUDENTS OF THE FACULTY OF ECONOMICS AND ISLAMIC BUSINESS, UIN SUMATERA UTARA)

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ABSTRACT

This research aims to determine the influence of hijab style fashion trends on purchasing decisions for Islamic hijabs among female students at the Faculty of Economics and Islamic Business, UIN North Sumatra. This research was conducted using a quantitative approach. The data collection technique in this research used the technique of distributing questionnaires to 97 samples. The types of data used are primary and secondary data as research data sources. Based on the analysis test, the research results show that in the hypothesis test table, the T Test shows that the results of the fashion trend analysis (X) have a coefficient (β_1) = 0.563 > 0 with t count (12,143) > t table (1,665) and if seen from the Sig value . 0.000 < α (0.05). The test results state that the hijab style fashion trend has a positive and significant influence on purchasing decisions. So H_0 is rejected and H_1 is accepted.

Key Words: Fashion Trends, Hijab Style, Purchase Decisions.

INTRODUCTION

Basically, in the Islamic religion, wearing the hijab is mandatory. The following are the arguments regarding the obligation of Muslims to wear the hijab contained in the QS. Al Ahzab verse 59 is as follows:

يَا أَيُّهَا النَّبِيُّ قُلْ لَأَرْوِّجُكَ وَبَنَاتِكَ وَنِسَاءَ الْمُؤْمِنِينَ يُدْنِينَ عَلَيْهِنَّ مِنْ جَلْبَابِهِنَّ ذَلِكَ أَدْنَىٰ أَنْ يُعْرَفْنَ فَلَا يُؤْذَيْنَ ۗ وَكَانَ اللَّهُ غَفُورًا رَحِيمًا

"O Prophet, say to the wives, daughters and wives of the Believers, 'Let them stretch their headscarves over their whole bodies.' And Allah is Most Forgiving, Most Merciful." (QS Al Ahzab: 59).

Based on the content of the verse above, women must stretch the hijab over their entire body. This means that they are obliged to use cloth that covers their body and private parts so that they are not visible. As Muslim women, of course, they must pay attention to how to dress in accordance with religious values. One thing that is often the center of attention is how to wear the hijab. The hijab that is in accordance with Islamic teachings is the hijab that covers the shape of the body, especially the chest, so that it is in accordance with the provisions of Islamic law or is called the syar'i hijab (Indrawati, 2019). Along with the times, now the hijab style is increasingly attracting the interest of Muslim women in the fashion world with various types of hijab styles. The hijab style is currently quite popular and has made new Muslim fashion businesses emerge by releasing products that continue to innovate. So that it gives rise to competition in hijab companies to come up with various ideas. Consumers will also be more careful in determining what style of hijab is chosen to be worn in various circles (Rachel, 2020). The diverse circles of Muslim women make hijab production

increasingly develop and give rise to various variations. The community includes the elderly and the young. The group that provides hijab innovation is none other than young Muslim women with various creativity. This young group includes students and even female students who are accustomed to wearing the hijab.

One of the female students who wear the most hijab in Indonesia is the female students who study at the State Islamic University (UIN). In addition to the demands of sharia, the university also requires all people (women) on campus to wear the hijab as a condition for being allowed to be around the campus. Likewise with the Province of North Sumatra which is one of the provinces with the largest percentage of Muslims in Indonesia so that the State Islamic University was established in the province, namely the State Islamic University (UIN) which was previously called IAIN SU.

The change from IAIN SU to UIN SU made the Faculty of Islamic Economics and Business able to explore with the issuance of permits to add new study programs, namely sharia accounting, sharia banking, and sharia insurance. Prospective students are very enthusiastic about registering themselves at FEBI because they want to study, as evidenced by the large number of new students at FEBI. The Faculty of Islamic Economics and Business UIN-SU is one of the most favorite faculties at UIN-SU which was established in 2013. In addition to being the most favorite faculty, FEBI also plays a role in developing sharia compliance, through discussions and no less importantly, socializing sharia compliance to villages through community service carried out in the villages. Likewise, FEBI UINSU students are accustomed to wearing the hijab. For FEBI UINSU female students, it has become a habit and obligation to wear the hijab and is a mandatory rule at UIN North Sumatra to uphold Islamic law.

Islamic identity has become the DNA of students on this campus so that the rules used are based on the Qur'an and Hadith or called sharia law. Likewise, this obligation makes the existence of the Hijab increasingly increase since there have been many changes in style and use which have made it increasingly attractive for hijab sellers around them to continue to produce attractive hijabs.

Based on the explanation above, the researcher conducted a pre-survey around the UIN-North Sumatra area and found hijab sales data at one of the hijab shops. The following is hijab sales data at the Muslimah Pondok Wholesale at Pasar Raya MMTc Jl. William Iskandar, Kec. Medan Tembung:

Table 1.1
Data on the Number of Hijab Sales

No.	Types of Hijab	Years			Total
		2020	2021	2022	
1	Wolfis 4-sided hijab (syar'i)	1.921	1.517	1.102	4.540
2	Malaysian hijab	217	310	345	872
3	Pashmina hijab	902	1.130	2.213	4.245
4	Satin hijab	210	351	891	308
	Total	3.250	3.308	4.551	9.865

Source: Grosir Pondok Muslimah Pasar Raya MMTc

Based on the data above, it can be seen that the increase in hijab purchases is increasing every year. Sales of pashmina style hijabs, satin hijabs, and Malaysian hijabs are increasing every year. While sales of sharia hijabs have decreased every year. So we can see that there is a shift in consumer interest in purchasing sharia hijabs that have shifted to hijab styles.

This phenomenon is in line with the Theory of planned behavior which is a theory used to predict a person's behavior, where this theory has two main assumptions to assess a person's intentions in behaving. In the business world, a shift in consumer interest is a consumer behavior that will influence a person's decisions including purchasing decisions (Wikamorys, 2017).

Purchasing decision making is a process consisting of several stages, namely, recognizing needs, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behavior. This shows that the decision-making process refers to actions of belief and confidence to meet needs because there are many alternative choices that buyers can consider. Likewise with the phenomenon of hijab sales where consumer behavior will influence how decisions are made in purchasing the hijab (Fitaloka, 2019).

The consumer purchasing decision-making process is influenced by various things. The following factors influence the decision-making process, including cultural factors, social factors, psychological factors and personal factors. Personal factors quite influence a person's behavior, each person has their own personality characteristics which will then influence what is needed and what will be purchased. Things related to personal factors include age, occupation, economic conditions, lifestyle, and a person's personality. A person's lifestyle greatly influences a person's needs in accordance with the times. Therefore, changes in fashion trends also have an impact on a person's purchasing decisions (Wahyuni, 2019).

Changes in hijab style fashion trends will also influence impulsive purchases in line with the theory of impulsive buying, namely unplanned purchases occur when consumers are not used to or are not familiar with the layout of the store or have little time constraints. According to Thomson, when an impulsive purchase occurs, it will provide a more emotional experience than a rational one, so it is not seen as a suggestion, on this basis, impulsive purchases are seen as more rational decisions than irrational ones (Yulianda, 2022).

The same study was conducted by Hasri Yolanda (2020) entitled "The Influence of Fashion Trends and Promotions on Muslim Clothing Purchase Decisions in the Perspective of Islamic Economics (Case Study at Khayla Boutique in Duri City)" in the results of his research stated that fashion trends have a positive and significant effect on Muslim clothing purchase decisions. In line with the research conducted by Iis Ariska and Budi Trianto (2019) entitled "Analysis of Muslim Clothing Fashion Trends on Product Purchase Decisions at the Zoya Pekanbaru store" in the results of his research stated that purchasing decisions are influenced by various factors, one of which is the product quality factor that continues to follow fashion trends. Based on the description of the background above, the researcher conducted observations on one of the Islamic female students in the city of Medan, namely the Faculty of Islamic Economics and Business UIN-North Sumatra regarding the use of hijab styles and the choice of materials worn when carrying out lecture activities. In the results of the observations made, the researcher observed that there were various hijab materials used by female students such as hijabs with square wolffis material or called syar'i hijabs, Malaysian hijabs, pashmina hijabs and satin hijabs. The researcher also found a phenomenon that almost all female students had used hijab styles and the use of syar'i hijabs was less for female students of the Faculty of Islamic Economics and Business, UIN-North Sumatra. So based on the description of the background above, the researcher is interested in conducting research with the title "Analysis of the Influence of Hijab Style Fashion Trends on Purchasing Decisions for Syar'i Hijabs (Case Study on Female Students of the Faculty of Islamic Economics and Business, Islamic Economics Study Program, UIN North Sumatra)".

Method

In this study, the method used is the quantitative method. Quantitative research is a type of research that works with numbers, namely scores, values, rankings, or frequencies, which are analyzed using statistics to answer certain research questions or hypotheses and to predict how one variable affects another variable. The quantitative model is a more structured method (Siregar and Kusmilawaty 2022).

RESULTS

Based on the hypothesis test table, the T-test shows that the results of the fashion trend analysis (X) have a coefficient (β_1) = 0.563 > 0 with t count (12,143) > t table (1,665) and when viewed from the Sig. value. 0.000 < α (0.05). With these test results, it states that the hijab style fashion trend has a positive and significant effect on purchasing decisions. So H_0 is rejected and H_1 is accepted. So it can be concluded that the existence of a hijab style fashion trend in the community environment can influence student purchasing decisions, especially students of the Faculty of Islamic Economics and Business, UIN-North Sumatra. In addition, based on the results of the determination coefficient test, it can also explain that the Determination coefficient (R^2) shows that the R Square value is 0.903. This means that 90.3% of the purchasing decision

level can be explained by the hijab fashion trend variable (x). While the remaining 9.7% is influenced by other variables outside the model that are not discussed in this study. When viewed from the characteristics of the respondents, almost most of the female students of the Faculty of Islamic Economics and Business UIN-North Sumatra buy hijab more than 3 times a month, which shows that the needs of a Muslim in the world of fashion, especially hijab style. Then the higher the pocket money earned by students will be an important factor in students' purchasing decisions to buy hijabs and the more students follow the developments of the times and trends in society, one of which is the hijab trend, this becomes a factor in students' purchasing decisions to buy hijabs.

The results of this study are in line with the existing theory which states that if the needs and desires of consumers are in line with the product offerings from marketers, there will be a meeting point in the form of a buying and selling transaction or a purchasing decision will be made by the consumer. So that the purchasing decision becomes a problem-solving process where someone chooses the most appropriate behavioral alternative from two or more behavioral alternatives and is considered the most appropriate action to buy before continuing through the stages of the decision-making process (Arianty, 2021). Likewise with the theory of fashion trends where fashion trends are the application of clothing or accessories worn according to the times so that fashion trends can always change over time and always bring up the latest innovative models. Fashion trends can spread rapidly through various media, one of which is social media as a supporter where it can display a lot of inspiration related to contemporary fashion so that it certainly allows a consumer to have a purchasing decision to always look fashionable (Arsita, 2021). Based on the discussion above, it can be concluded that the existence of a hijab style fashion trend in the community can influence the purchasing decisions of students, especially students of the Faculty of Islamic Economics and Business, UIN-North Sumatra. The same study was conducted by Nurul Arsita (2021) with the title "The Influence of Lifestyle and Fashion Trends on Online Purchase Decisions for Fashion Products on Instagram Social Media" which states that Lifestyle and Fashion Trends have a positive and significant effect on Online Purchase Decisions for Fashion Products on Instagram Social Media.

CONCLUSION

Based on the results of the research conducted, the conclusion obtained in this study is in the T-test hypothesis test table showing that the results of the fashion trend analysis (X) have a coefficient (β_1) = 0.563 > 0 with t count (12.143) > t table (1.665) and when viewed from the Sig. value. 0.000 < α (0.05). With these test results, it states that the hijab style fashion trend has a positive and significant effect on purchasing decisions. So H_0 is rejected and H_a is accepted. So it can be concluded that the existence of a hijab style fashion trend in the community environment can influence the purchasing decisions of students, especially students of the Faculty of Islamic Economics and Business, UIN-North Sumatra.

SUGGESTIONS

Based on the existing conclusions, the researcher adds the following suggestions:

1. For hijab MSME actors, the researcher suggests that MSME actors should be more concerned with fashion trends in society so that they can advance their businesses optimally.
2. For students of the Faculty of Islamic Economics and Business, UIN-North Sumatra, especially for Muslim women, the researcher's suggestion is not to lose the obligation of Muslim women to wear the hijab in accordance with Islamic law that has been set by the faculty outside of existing fashion trends.
3. For further researchers, this study can be used as material or reference for further research by adding other variables and can be input and the researcher suggests including fashion trend variables.

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