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Fashion Trends and Hedonic Lifestyle on Decisions Purchase of Hijab Dresses in Bima

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Keywords: Fashion Trend, Hedonic lifestyle, Purchasing Decision DOI: http://dx.doi.org/10.31332/lifalah.v4i2.1649	The phenomenon occureds in Bima, one of the cities in Indonesia, today is the excessive purchase of goods with no benefit. Most of the people decide to buy thingd only to satisfy themselves. Bima people choose to purchase clothes toput them on their social media account and get recognition from others because of trends. This research is considered a new study on fashion trends that are always changing every year. The similar research is still limited. Therefore, the researchers also explain hedonic lifestyle of Bima people. This research uses a quantitative approach with 96 respondents. The contradiction coefficient results show a strong relationship between fashion trend and hedonic lifestyle and purchase decisions. Hedonist lifestyle partially effect the purchase decision, while the fashion trend has a positive and significant effect on the purchase decision

1. Introduction

Provocative and showing skin kind of clothes cannot define the beauty of people. Wearing hijab can make people beautiful, fashionable, and keep up with the latest fashion developments. In the past only adult women who wear headscarves and even that were often said to be old school because the hijab is not newfangled and oversized. However, due to modern developments and advanced technology, the hijab trend has also changed very rapidly, and it is also happening in Bima. These changes have a big impact on the culture, religion, economy and growth of the city. Recently, the hijab is not only an obligation for Muslim women, but it is also a trend favored by Bima teenagers, and even with the oversized hijab model, as is currently the trend. Previously the hijab was only limited to a head covering but now various types of hijab are ubiquitous, ranging from *pashmina*, box headscarves, long headscarves, short headscarves, and many other models. This shows that hijab is gaining ground recently. Also, nowdays people have many choices of hijab to choose that suits their personal style. This of course will impact on consumer decisions to purchase.

Shopping is also a lifestyle of someone in their daily lives, to fulfill their daily needs (Kotler and Keller, 2007). How to spend money and time by shopping is a reason for women to make excessive purchases, The recent phenomenon happened in Bima is most of people buying things they do not need, but for their satisfaction. Their purpose is to buy only to fulfill their satisfaction. Bima people tend to buy clothes just for the sake of their social media account and getting recognition from others because the item is in trend. Things like this often make someone tend to hedonism, where consumers tend to buy things without making priorities as needed. Hedonism arises from the desire to shop for someone affected by the latest model or trend to fulfill satisfaction from within (Irani, et al. (2011) and Tifferet and Herstein. (2012)).

The purpose of this study is to find out and analyze the Fashion Trend and Hedonic Lifestyle towards Purchasing Decisions of those wearing Hijab in Bima City, and give input to consumers, especially veil users to be more observant in choosing products and right in making goods purchase decisions in accordance with needs and benefits. The researcher also hopes that this research will be taken into consideration by the regional government of the city of Bima to make regulations regarding the procedures for wearing veil in accordance with Islamic Shari'a.

2. Literature Review

2.1 Fashion Trend

We often hear the word trends in the world of fashion, other than in the world of fashion. Trend or fashion or fashion is a style of dress that is popular in a culture. According to *kamus besar bahasa Indonesia* trends or fashions are forms of nouns meaning various ways or the latest form at a certain time (clothing, haircuts, decoration patterns and the use of the hijab and so on) (https://www.scribd.com).

Fashion has become an important part of our daily style, trends and appearance. According to Soekanto, fashion means a mode of life that is not long, which may involve language style, behavior, hobbies for certain clothing models (Soerjono Sukant, 2004). So the fashion trend is something that is developing in a society in terms of fashion styles. , the word "trend" can either be found in the fashion world or in everyday life. The reason consumers follow trends in veiling is quite diverse, one of which is not outdated. Other reason are self-actualization, fulfilling inner needs, self-confidence and getting recognition from others. This not only has an impact on the society's buying culture, but also forms a new culture in the community.

Sari, DN, et al. (2018), in his research on the Influence of Fashion Trends on Purchasing Decisions (Survey of Malang Female Ria Miranda Boutique Consumers) reveal that Trend fashions provide a timetable about models and colors that will be made for apparel products in the future.

According to him, the fashion is that the opinion of the group is accepted by the group, which has a certain cycle of existence and is needed by the opinion leaders to provide references for the people to be adopted and accepted by consumers. This is supported by the results of his research which shows that the Fashion Trend both has a significant and simultaneous influence on the significant product decisions of the Purchaser. So it can be concluded that consumers can be affected by the Trend when deciding to purchase clothing products.

H1: Fashion **Trend has a positive and significant effect on the decision to purchase hijab in Bima**

2.2 Hedonic lifestyle

Every individual has the potential to be hedonic (Mufidah E.F., & Wulansari P.S.D. (2018)). The hedonic style is the condition of consumers to shop because shopping is a pleasure so they do not pay attention to the benefits of the products purchased. Most consumers who have emotional passion often experience a hedonic shopping experience (Tifferet, S., and R Herstein. (2012)). Hedonic motives also will be created by the shopping passion of someone who is easily influenced by the latest models and shopping becomes a person's lifestyle to meet daily needs (Schiffman, Leon. G; Leslie Lazar Kanuk, 2004). According to him the hedonic motives will be created by shopping while going around choosing

items according to taste. When shopping someone will have positive emotions to buy the product without prior planning in the form of a shopping list note.

The hedonic motive is defined as an overall assessment of the benefits of experience and sacrifice, to obtain an entertainment and escape (Holbrook and Hirschman, (1982)). This behavioral aspect connects multisensory, fantasy, and emotional aspects in using a product ((Tifferet, S., and R Herstein. (2012). Hedonic values involve emotional arousal and that includes feelings such as joy, jealousy, fear, and anger. The hedonic shopping motive is the need of each individual for an atmosphere where someone feels happy (Subagio, H, 2011.) The need for a happy atmosphere creates arousal (generating), referring to the level where someone feels alert, aroused, or active situation. Many studies use consumers' shopping styles or motives to understand their trends during shopping..The classifications of dimensions forming hedonic motives that have been developed include adventure, gratification, roles, values, social, and ideas (Arnold, et al., 2003 and Gultekin, et al., 2012)

Gultekin, B, Ozer, L (2012) reveal that consumers with hedonic motives have the potential to make impulsive purchases because the hedonic motive is based on adventure, satisfaction and emphasizes elements such as "fun" and "pleasure". Fitriana (2015) in her research on the influence of shopping motives on

purchasing decisions on used clothing in Parepare, reveales that hedonic lifestyles are psychological needs such as satisfaction, prestige, emotions and other subjective feelings. These needs often appear to meet social and aesthetic demands and are also called emotional motives. The results of his research suggest that the hedonic shopping motives have the most dominant influence on the decision to purchase clothing in Parepare. This is in line with the hypothesis that the hedonic shopping motive is not only to buy goods but also to socialize with friends to find entertainment, after shopping, they will feel happy and relieved that consumers feel when they get good, branded and relatively inexpensive goods.

H2: Hedonic **Lifestyle has a positive and significant effect on purchasing decisions on hijab in Bima**

2.3 Purchase Decision

There are six decisions made by the buyer, namely: choice of product, choice of brand, choice of dealer, number of purchases, when the right to make purchases and payment methods (Kosyu, et al, 2014). A purchasing decision is the choice of an action from two or more alternative choices (Overby, J. W. and Lee, E-J. (2006)). From the definition above, it can be concluded that the purchase decision is an act of the customer in determining the choice of the various alternatives available and deciding to buy.

Junita, NDS (2018), in his research on the influence of hedonic lifestyles, fashions and in-store environment on impulsive purchases (studies on colorbox store consumers at the Boaton Kedaton Mall Mall) revealed that, hedonic lifestyles, had an influence on consumers to make purchases within the store. In addition, the involvement of fashion and the environment in the store also has a significant influence on consumers in making purchases at the COLORBOX Mall Boemi Kedaton Bandar Lampung store. Other findings are that fashion is the variable that contributes high or is the most dominant, while hedonic lifestyle is the variable that contributes moderately and the store environment is the variable that contributes the least.

H3: Fashion Trend **and hedonic motives have a positive and significant effect on the decision to purchase hijab in Bima**

3. Research Method, Data and Analysis

This research involves associative research, which is a study that aims to study whether it also studies the relationship between two or more variables. This study provides the highest assessment of descriptive and comparative because with this research a theory can be built that can be used to explain, predict and control a topic (Sugiyono, 2012).

This research is a quantitative research. Data collection was carried out using a questionnaire instrument. The target population is the Bima City community which consists of 5 districts, namely Raba District, East Rasanae District, Mpunda District, West Rasanae District, and Asakota District. Considering that the population is Bima City society and the number of researchers is limited, the number of samples used is 96 respondents while the sampling is done by means of incidental sampling namely the sampling technique uses conversion.

Sugiyono (2015) revealed to measure the attitudes, opinions, and perceptions of people or groups of people about social phenomena can use a Likert scale. As for the analysis technique using SPSS version 22.

3.1 Validity test

Validity test is used to measure the validity of a questionnaire (Sugiyono, 2015). A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something measured by the questionnaire. Validity test is done by one-shot method, where the measurement using this method is enough to be done once. "If the validity of each statement is> 0.30 then the question item is considered valid".

Based on table 1. The results of testing Fashion Trend variables, Hedonic Lifestyle on Purchasing Decisions can be said to be valid because Corrected item-total correlation> 0.300, so that the overall results of testing the validity of the questionnaire statement in this study are declared valid.

3.2 Reliability Test

Reliability testing is determined by the Cronbach's Alpha coefficient by requiring a reliable instrument if it has a Cronbach's Alpha coefficient above 0.60 or (Ghozali, 2009).

The test results show that the instrument measurement results are valid. The calculation results show that the Cronbach's Alpha coefficient of the fashion trend (T) Hedonic Lifestyle (H) and the Purchase Decision (KP)› 0.60, so that the entire instrument of the three variables is reliable

3.3 Classic assumption test

3.3.1 Normality Test Results

Normality test aims to test whether the dependent variable and independent variables have a normal data distribution or not. Testing the normality of data in this study using the graphical method and the Kolmogorof-Smirnov test

Based on Figure 2, this study uses two independent variables, then the normality test of the data is divided into data from a regression plot that can be used for normality testing. significance value α = 0.200› 0.05 (based on the regression model) means the normality test is fulfilled.

3.3.2 b. Multicollinearity Test

To detect the presence or absence of multicollinearity it can be seen from the Variance Inflation Factor (VIF). If the VIF value is› 10, it indicates multicollinearity. If the opposite is VIF ‹10 then multicollinearity does not occur. Testing of

multicollinearity assumptions can be seen in Tabele 4.6 as follows. Based on the calculation results in Table 3 Tolerance values there are no independent variables that have a Tolerance value of less than 0.10 with the Tolerance value of each independent variable worth 0.836 so that it can be concluded that there is no multicollinearity between the independent variables in the regression model.

3.3.3 Heteroscedasticity Test

Testing the assumption of heteroscedasticity is done by looking at plot graphs. Indications of the occurrence of heteroscedasticity appear in certain patterns formed in the plot. If there is no pattern and the spread points above and below the Y axis (KP) = 0, there is no indication of heteroscedasticity. Based on Fig. 3 the above plot the plot points do not form a certain pattern and tend to spread around the Y axis (KP) = 0. Therefore it can be concluded that heteroscedasticity does not occur.

3.3.4 d. Autocorrelation

Testing the presence or absence of autocorrelation in the dependent variable regression is done by checking the Durbin-Watson (DW) statistics. Based on the criteria, if dU ‹D-W ‹4 - dU, then the data is not autocorrelated.

Based on Table 4, the D-W test value is in the area of no autocorrelation because the Durbin-Watson test results show that 1.7642 ‹1.386 ‹2, 2358. So it can be concluded that the resulting regression

equation does not have autocorrelation symptoms.

4. Descriptive Data of the Research Variables

Based on the data variables obtained, the authors explain the descriptive statistics to provide an initial overview of the variables studied. The following is a descriptive analysis of research variables processed with SPSS 22 and their explanations.

Based on table 5 above, it can be seen that the lowest value for the Purchase Decision (KP) is 25. The highest value is 41. The average KP is 35.85. That is, data from the KP variable is centered or generally located at 35.85. A standard deviation of 3.251 means that if there is an average deviation, the deviation does not exceed 3.251 or -3.251.

The lowest value for the Hedonic Lifestyle (H) is 27. The highest value is 45. The average H is 39.36. That is, data from the H variable is centered or generally located at 39.36. A standard deviation of 4.278 means that if there is an average deviation, the deviation does not exceed 4.278 or -4.278.

The lowest value for Fashion Trend (T) is 34. The highest value is 60. The average T is 50.61. That is, data from the T variable is centered or generally located at 50.61. A standard deviation of 5.770 means that if there is an average deviation, the deviation does not exceed 5.770 or -5.770.

4.1 Hypothesis testing

The analysis used to test the hypotheses in this study uses multiple linear regression analysis. Multiple linear regression is used to determine the effect of independent variables on the dependent variable.

Based on table 6, the multiple linear regression equation in this study is as follows:

$$(KP) = 9,374 + 0,192\ T + 0,426\ H$$

The regression equation above can be explained as follows:

a. A Constant of 9,374, meaning that if there is no influence of the Fashion Trend and Hedonic Lifestyle on Purchase Decisions, the Purchase Decision value is 9,374.

b. The Fashion Trend variable has a value of 0.192, meaning that every time a Fashion Trend increases by 1%, the Purchase Decision will experience an increase of 19.2%. Assuming other variables remain.

c. Hedonic Lifestyle Variable has a value of 0.426, meaning that every time there is an increase in the Hedonic Lifestyle by 1%, the Purchasing Decision will experience an increase of 42.6%. Assuming other variables remain.

4.2 Correlation coefficient test and Determination coefficient test

Correlation Coefficient Test (R) aims to determine the direction of the relationship between the independent variables to the Dependent variable. While the Determination test (R2) aims to measure how much the model's ability to

explain the dependent variable variations. If the value of R2 is small, it means that the ability of the independent variables in explaining the variation of the dependent variable is very limited.

Based on table 7. above shows that the correlation coefficient (R) of 0.765.

By referring to the guidance table 8 on the correlation coefficient interpretation, it can be concluded that between the Fashion Trend and the Hedonic Lifestyle of Purchasing Decisions there is a strong relationship level. While the R square coefficient is 0.585, this means that 58.5% of the purchase decision variable can be explained by the variable Fashion Trend and Hedonic Lifestyle. While the rest (100% - 32.8% = 67.2%) is influenced by other variables not included in this study.

Furthermore, to find out whether the hypothesis proposed in this study is accepted or rejected, the hypothesis test will be carried out using the t test. The results of testing the hypothesis are explained as follows:

1. The results of the t test statistic for Trend Fashion (T) obtained tcount value of 4.652 with a ttable value of 1.985 (4.652 >1.666) with a significance value of 0.000 less than 0.05 (0.000 <0.05), then the first hypothesis (H1) which states that Fashion Trend has a positive and significant effect on the decision to purchase hijab in Bima " is accepted ".

2. While the results of the t test statistics for the Hedonic Lifestyle variable (H) obtained a tcount of 7.679 with a ttable of 1.985 (7.679 ‹1.985) with a significance value of 0,000 less than 0.05 (0,000 > 0.05), the hypothesis that states that "The hedonic motif has a positive and significant effect on the decision to purchase hijab in Bima" is accepted ".

4.3 F Test

This research shows that the Fashion Trend (T), and the Hedonic lifestyle (H) has been influenced by a number of tests (simulants) on the decision to purchase hijab (KP). = 0.05), and the F value of 65.516 is greater than the F table, that means H0 is rejected in H1 which reads the Fashion Trend and Hedonic Lifestyle has a modest influence in the form of (simulates) on the decision to purchase Hijab in Bima is accepted ".

5. Result

The first finding of this research is that fashion trends significantly influence the decision to purchase hijab clothes in Bima. These findings support the research of Sari, DN, et al. (2018), on the Influence of Fashion Trend on Purchasing Decisions (Survey on Consumer Consumers of Boutique Ria Miranda, Malang Branch) that Fashion Trend is both good and simultaneous and has a significant influence on product purchasing decisions. Sari, DN, et al. (2018) explains the formation of a fashion that is only received

by the customer and is used as a strategy to influence consumers in order to influence the buyers of fashion products. Besides that, the acceptance by many societal groups is one of the factors that significantly influences the decisions of consumer buyers.

The next finding was that the hedonic motive had a positive and significant effect on the decision to purchase hijab in Bima. This finding is in line with Gultekin, and Ozer (2012) Fitriana's findings (2015) in his research on the influence of Hedonist shopping motives on purchasing decisions which found that hedonic shopping motives had the most dominant influence on clothing purchase decisions. Gultekin (2012) revealed that consumers who go shopping without the intention to buy can be affected to buy when they browse the aisles and when they see a product they like, resulting in an impulsive purchase.

The latest findings from this study are the Fashion Trend and Hedonist lifestyle that has a simultaneous influence on simulations of the purchase of hijab clothing in Bima. This study supports the research of Junita, NDS (2018) who examines the influence of hedonic lifestyles, fashion involvement and in-store environment on impulsive purchases (studies on colorbox store consumers at the Boaton Kedaton Mall) which revealed his findings that hedonic lifestyles, involvement fashion and the environment

in stores, have an influence that increases consumers to make impulsive purchases COLORBOX stores at Mall Boemi Kedaton Bandar Lampung.

6. Conclusion

The results of hypothesis testing indicate that Hedonin's fashion and lifestyle trends have a positive and significant influence on purchasing decisions in Bima both partially and simultaneously. researchers can also conclude that the hedonic lifestyle, a dominant factor for the people of Bima in deciding to buy hijab clothing. that is, the decision to buy hijab clothes is not because the clothes are needed for benefits, but are bought only to please oneself and inner satisfaction.

7. Managerial Implication, Research Limitation, And Future Research

The limitation of this study lies in the use of variables that only use two independent variables, namely fashion trends and hedonic lifestyle. then the number of samples used is too small when compared to the large number of population in the City of Bima. The next limitation of the analysis technique used, it is only focused on SPSS, should be able to use path analysis or SEM analysis with the help of AMOS or PLS. Suggestions for future research in order to be able to add other variables that theoretically influence purchasing decisions, for example, price, product quality, or other factors that are currently phenomenal. The researcher also hopes that the Bima regional government

can make rules to establish good Muslim dress code, so that the culture of dress in the Bima community can also be maintained

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