

## Materialisme dan perilaku pembelian fashion clothing konsumen muslim di Indonesia = Materialism and fashion clothing purchase behaviour of muslim consumers in Indonesia

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### Abstrak

Muslim telah dikonsiderasikan sebagai segmen konsumen yang penting di industri fashion karena karakteristiknya yang unik dan pertumbuhan yang pesat dalam pengeluaran dan konsumsinya. Namun, tingkat konsumsi produk fashion tersebut dianggap dipengaruhi oleh materialisme yang merupakan karakteristik yang secara konsep tidak sesuai dengan ajaran Islam. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi perilaku pembelian fashion clothing konsumen muslim dan hubungannya dengan materialisme. Sampel pada penelitian ini adalah konsumen Muslim di Indonesia yang sebagian besar merupakan mahasiswa. Data diolah dengan menggunakan Partial Least Square Structural Equation Modelling PLS SEM. Hasil penelitian menunjukkan bahwa perilaku pembelian fashion clothing dipengaruhi oleh materialisme yang dimediasi oleh consumer lifestyle, status consumption dan fashion involvement. Selain itu, ditemukan bahwa fashion consciousness yang dipengaruhi oleh susceptibility to interpersonal influence, media exposure dan self-concept, memengaruhi materialisme. Self-monitoring dan personal values terbukti tidak memiliki dampak yang signifikan terhadap fashion consciousness. Hasil penelitian ini juga menunjukkan bahwa religiositas tidak memiliki peranan yang signifikan dalam mengurangi kecenderungan konsumen untuk bersifat materialisme dan mengonsumsi produk karena statusnya.

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Muslim has been identified as an essential consumer segment in fashion industry because of their unique characteristics and significant expenditure and consumption growth in the industry. However, their fashion product consumption is considered to be affected by materialism which is perceived to be not in line with Islam beliefs. This study aims to analyse factors affecting fashion clothing purchase behaviour and their association with materialism. Data for this research were collected from Muslim consumers in Indonesia, most of which are students from universities. They were then analysed using Partial Least Square Structural Equation Modelling Method PLS SEM. This study found that materialism significantly affect fashion clothing purchase behaviour which is mediated by consumer lifestyle, status consumption dan fashion involvement. In addition, fashion consciousness which has been identified to be affected by susceptibility to interpersonal influence, media exposure and self concept was found to have positive effect on materialism. Self monitoring and personal values were found to have insignificant influence on fashion consciousness. The results of this study also showed that religiosity has no significant role on reducing the Muslim rsquo s materialism level and tendency to consume status products.