

## Analisis Faktor Pendorong Perilaku Pembelian Konsumen Muslim pada Produk Fashion Muslim di Bulan Ramadan = Analyzing Factors Influencing Muslim Consumers' Purchase Behavior in Muslim Fashion Products Purchase in Ramadan.

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### Abstrak

Indonesia sebagai negara dengan populasi muslim terbesar di dunia menjadikan bulan Ramadan sebagai bulan yang dinanti dan dirayakan dengan nilai dan budaya, atmosfer religius, serta perubahan pola konsumsi. Pola konsumsi yang berubah pada bulan Ramadan salah satunya adalah pembelian pada produk fashion muslim. Terdapat pola berulang setiap tahunnya bahwa bulan Ramadan ditandai dengan konsumtivitas pembelian produk fashion muslim. Hal ini menjadi kontradiktif dengan esensi bulan Ramadan yang sebenarnya yaitu ketaatan beragama, berbagi, dan menahan hawa nafsu. Penelitian ini menggunakan theory of planned behavior (TPB) untuk menganalisis faktor pendorong perilaku konsumen dalam melakukan pembelian produk fashion muslim di bulan Ramadan. Selain itu, ada sejumlah variabel penjelas lainnya untuk meninjau sejauh mana faktor pendorong dapat memengaruhi perilaku pembelian kembali produk fashion muslim di bulan Ramadan. Pemilihan sampel penelitian dilakukan dengan metode purposive sampling dan data yang diolah diperoleh dari total respons sebanyak 259. Kuesioner penelitian disebarluaskan secara online dan analisis data dilakukan dengan metode Partial Least Square-Structural Equation Modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa TPB berpengaruh pada repurchase intention. Dimana repurchase intention dan product surplus juga berimplikasi berpengaruh terhadap repurchase behavior. Fashion choice motives dan financial attitudes berpengaruh terhadap planning routines seseorang. Namun product surplus hanya berhasil dijelaskan melalui variabel social relationship.

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Indonesia as a country with the highest Muslim population makes Ramadhan as an expected and celebrated month with values and cultures, religious atmosphere, and changes on consumption pattern. One of the changes of consumption pattern during Ramadhan is purchases on Muslim fashion products. There is a repetitive pattern in every year during Ramadhan, marked by consumption purchases of Muslim fashion products. This becomes contradictory with the true essence of Ramadan, which are religious observance, sharing, and inhibit lust. This research uses theory of planned behavior (TPB) to analyze motivating factors of consumers' behavior in purchasing Muslim fashion products during Ramadan. On the other hand, there are several explanatory variables to analyze the extent to which motivating factors are able to influence repurchasing behavior on Muslim fashion products during Ramadhan. Research samples were selected by using purposive sampling method and collected data from total response were 259. Research questionnaires were distributed online and data analysis was done by using Partial Least Square-Structural Equation Modelling (PLS-SEM). Results showed that TBP has the biggest influence towards repurchase intention. Where repurchase intention and product surplus have influence toward individual's planning routines as well. However, product surplus was only explained through social relationship variables.