

Analisis Kesiediaan Konsumen Muslim Menerima Harga Premium untuk Produk Busana Modest Lokal = An Analysis of Moslem Consumers Willingness to Accept Premium Pricing for Local Modest Fashion Products

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Abstrak

Industri busana modest merupakan salah satu segmen paling berpengaruh untuk pasar Indonesia, yakni menjadi bisnis multi-miliar dolar yang menyumbang 1,25% dari total PDB Indonesia, sehingga perusahaan dan stakeholders di sektor ini perlu memahami apa yang sedang berkembang di kalangan konsumennya. Komunitas muslim semakin dapat menerima cara mengkomunikasikan kepribadian individu dengan memanipulasi tren mode terbaru ke dalam berbagai gaya busana yang membuka ruang untuk menunaikan kewajiban agama sekaligus mengekspresikan diri. Hal tersebut membuka peluang bagi para merek, pelaku usaha, dan desainer busana modest untuk terus berinovasi yang dapat menghasilkan nilai jual tinggi pada produk hingga dapat menetapkan harga premium. Penelitian ini bertujuan menganalisis faktor pendorong kesiediaan konsumen muslim untuk menerima harga premium terhadap produk busana modest premium dari merek lokal. Metode purposive sampling pada penelitian ini melibatkan 219 responden dari kalangan Generasi Y dan Z di Indonesia yang pernah membeli produk busana modest premium selama 6 bulan terakhir. Dengan mengadopsi Social Identity Theory dan Self-Identity Theory melalui metode Structural Equation Modeling dengan pendekatan Partial Least Square, hasil penelitian menunjukkan bahwa brand satisfaction yang dipengaruhi product satisfaction berpengaruh positif signifikan terhadap premium price. Kemudian, yang berpengaruh positif signifikan terhadap product satisfaction, ialah product quality, product design, dan self-identity.

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The modest fashion industry is one of the most influential segments for the Indonesian market, being a multi-billion dollar business that accounts for 1.25% of Indonesia's total GDP. Companies and stakeholders in this sector need to understand what is developing among their consumers. The Muslim community is increasingly receptive to ways of communicating individual personalities by manipulating the latest fashion trends into various fashion styles that open up space to fulfill religious obligations as well as to express themselves. This opens up opportunities for brands, business actors, and modest fashion designers to continue to innovate that can generate high selling value in products so that they can set premium prices. This study aims to analyze the driving forces behind the willingness of Muslim consumers to accept premium prices for premium modest clothing products from local brands. The purposive sampling method in this study involved 219 respondents from Generations Y and Z in Indonesia who had purchased premium modest clothing products for the last 6 months. By adopting Social Identity Theory and Self-Identity Theory through the Structural Equation Modeling method with the Partial Least Square approach, the results show that brand satisfaction, which is influenced by product satisfaction, has a significant positive effect on the premium price. Then, variables that have a significant positive effect on product satisfaction are product quality, product design, and self-identity.