

Analisis Dampak Religiositas Terhadap Intensi Pembelian Barang Fashion Mewah: Studi Kasus Konsumen Muslim Generasi Z Indonesia = Analysis the Impact of Religiosity on Purchase Intention of Luxury Fashion Items: A Case Study of Indonesian Generation Z Muslim Consumers

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Abstrak

Nilai pasar barang mewah baik di level global maupun nasional terus meningkat dari tahun ke tahun. Pertumbuhan penjualan pasar barang mewah Indonesia saat ini menyentuh angka 6,6% per tahun. Sektor penjualan terbesar dalam pasar tersebut merupakan sektor fashion, dengan nilai sebesar lebih dari USD 700 juta per tahun. Beberapa kota besar di Asia, salah satunya Jakarta, mengalami pergeseran kelompok usia pembeli barang mewah ke yang lebih muda dimana kalangan Generasi Z menjadi kalangan yang sangat memedulikan fashion saat ini. Mengingat Indonesia merupakan negara dengan populasi muslim terbesar di dunia, keadaan pasar barang mewah tersebut bertolak belakang dengan nilai Islam yang mengajarkan hidup sederhana dan tidak materialistis. Dengan latar belakang tersebut, penelitian ini bertujuan untuk menganalisis faktor yang memengaruhi intensi konsumen Generasi Z muslim untuk membeli produk fashion mewah. Metode purposive sampling pada penelitian ini melibatkan 240 responden yang pernah membeli produk fashion mewah pada kategori masstige dua tahun terakhir. Dengan mengadopsi model Theory of Reasoned Action dan pendekatan kuantitatif melalui metode Structural Equation Modelling, hasil penelitian ini menunjukkan bahwa attitude towards behavior, subjective norms, self-esteem, dan materialism memiliki pengaruh positif signifikan terhadap intensi konsumsi fashion mewah, sementara pengaruh religiosity ditemukan tidak signifikan. Religiosity memiliki pengaruh negatif signifikan terhadap attitude towards behavior dan subjective norms.

.....The market value of luxury goods both at the global and national levels continues to increase from year to year. Sales growth of the Indonesian luxury goods market is currently at 6.6% per year. The largest sales sector in the market is the fashion sector, with a value of more than USD 700 million per year. Several big cities in Asia, one of which is Jakarta, is experiencing a shift in the age group of luxury goods buyers to a younger one, where Generation Z is the one who really cares about fashion today. Considering that Indonesia is a country with the largest Muslim population in the world, the state of the luxury goods market is contrary to Islamic values â€”which teach a simple and not materialistic life. With this background, this study aims to analyze the factors that influence the intention of Muslim Generation Z consumers to buy luxury fashion products. The purposive sampling method in this study involved 240 respondents who had bought luxury fashion products in the masstige category in the last two years. By adopting the Theory of Reasoned Action model and a quantitative approach through the Structural Equation Modeling method, the results of this study indicate that attitude towards behavior, subjective norms, self-esteem, and materialism have a significant positive effect on the intention to consume luxury fashion, while the effect of religiosity is found to be insignificant. Religiosity has a significant negative effect on attitude towards behavior and subjective norms.