

Analisis pengaruh fashion consciousness terhadap hijab fashion consumption: perbandingan hijabers generasi x dan generasi generasi y
= Analysis of the influence of fashion consciousness on hijab fashion consumption: comparison of generation x hijabers and generation generation y

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Abstrak

Saat ini wanita muslim telah melakukan revolusi gaya berpakaian dengan mengikuti tren fashion namun tetap sesuai aturan agama Islam. Penelitian ini bertujuan untuk menganalisis pengaruh fashion consciousness terhadap hijab fashion consumption pada hijabers Generasi X dan Y. Penelitian ini melibatkan 430 hijabers dari seluruh Indonesia. Hasil penelitian ini menunjukkan bahwa fashion consciousness secara signifikan berpengaruh terhadap hijab fashion consumption. Fashion consciousness pada Generasi X dipengaruhi oleh source of fashion knowledge dan fashion uniqueness. Fashion consciousness pada Generasi Y dipengaruhi oleh source of fashion knowledge, dressing style dan fashion uniqueness. Pada kedua generasi, fashion consciousness tidak dipengaruhi oleh fashion motivation.Muslim women have transformed themselves in the way they dress to follow fashion trends while complying Islamic rules. This study aims to analyze the effect of fashion consciousness towards hijab fashion consumption on hijabers Generation X and Y. Data for this research were 430 hijabers from around Indonesia. The result of this research shows that fashion consciousness has significant effect on hijab fashion consumption. Fashion consciousness on Generation X is significantly affected by source of fashion knowledge and fashion uniqueness. Meanwhile fashion consciousness on Generation Y is significantly affected by source of fashion knowledge, dressing style and fashion uniqueness. On both generations, fashion consciousness is not affected by fashion motivation.