The Influence of Fashion Trend and Socialization on Consumptive Lifestyle

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ABSTRACT

This study aims to determine: 1) The influence of fashion trends on consumptive lifestyles for female students, 2) The influence of associations on consumptive lifestyles for female students, 3) The influence of fashion trends and associations on consumptive lifestyles for female students. This study focuses on the consumptive lifestyle of female students at Darul Ulum Lamongan Islamic University. The population in this study was 46 female students in the 2022/2023 school year. The sampling technique in this study is a nonprobability sample using saturated sampling due to the relatively small population. The data collection technique used a questionnaire which contained 19 statement items which were measured using a Likert scale of 1 to 5 and tested by validity and reliability. Data analysis techniques to answer the hypothesis using multiple linear regression analysis. Research results: From the partial test it was found that the fashion trend variable (X1) has a significant effect on consumptive lifestyle (Y) because T count > T table or 5.062 > 2.017. If the fashion trend increases the level of consumptive lifestyle, it can be concluded that H1 is accepted or in other words that the fashion trend variable has a significant influence on the consumptive lifestyle. Then from the social variable (X2) it has a significant effect on the consumptive lifestyle (Y) because T count > T table or 4.519 > 2.107, if the association makes the consumptive lifestyle increase, it can be concluded that H2 is accepted or in other words that the social variable has a significant influence significantly to the consumptive lifestyle of female students at Darul Ulum Lamongan Islamic University. The R square value indicates that 78.1% of the consumptive lifestyle variables can be explained by all the variables used in this study, namely fashion trends and association. Meanwhile, 21.9% of the consumptive lifestyle variables are explained by other variables not observed in this study.

Introduction

The development of this era or era that is accelerating, also accelerates the development of information in this era of globalization. The lifestyle of today's society has undergone changes and developments along with the times. (Pulungan & Febriaty, 2018). Today, markets in Indonesia are growing and developing very rapidly, but the development of modern markets is much faster than traditional markets. (Hamid, 2022). Everything that happens in this world can be easily accessed in seconds, including the development of fashion trends that are packaged through attractive advertising. The influence of globalization has an impact on meeting the lifestyle needs of today's millennial children, the unlimited sophistication of information technology, namely by broadcasting various kinds of fashion trends, which present offers of luxury and tempting goods. If the needs of life are met in an excessive way, it will certainly have a bad effect on the human being. (Anggraini et al., 2020). This can lead to a consumptive lifestyle.

Consumptive behavior as the act of buying goods not to meet needs but to fulfill desires, which is done in excess, causing cost inefficiency. The word consumptive means wasteful, which consumes goods and services excessively. (Lestarina et al., 2017). In this case, consumptive behavior occurs a lot in female students who like luxury life. Consumptive behavior that appears among female students today, in addition to changes from the life of modern society, is also believed to be a change in the process of individual development. College students who want to be recognized for their existence and recognized by the environment will try to be the same as the environment. The need to be accepted and be the same as others can be expressed through the clothes and goods they wear. (Kurniawan, 2017).

Consumptive behavior carried out by female students in this study leads to consumptive behavior of fashion trends. Students present themselves through their appearance, therefore fashion trend products are the most important thing for them. Students who are in their teens want to be considered their existence and recognized by the environment by trying to be accepted in that environment. (Lestarina et al., 2017). This is supported by previous research, that adolescents consume fashion products based on feelings and emotions of wanting to be accepted by the group through appearance. Fashion products are modes of clothing, including all accessories such as flat shoes, sneakers, bags, watches and cellphones can also be products that have their own modes so that some people consider them as fashion products. (Mahdiatari, 2014). The advantages of the product can be known by consumers and can attract consumers to try and then make a decision to buy the product. (Dwiningwarni et al., 2018).

Consumptive behavior of female students is inseparable from the influence of friends. Friends who become secondary socialization places have a great influence on the lifestyle of individuals who are in the group. (Hidayatun, 2015). Friends are part of the reference group, where every individual's behavior and habits will not be separated from the habits of their peer group. Among female students, this consumptive behavior can occur due to the influence of their friends, this is how students adapt and get along in their group of friends which then becomes a habit.

Students who have consumptive behavior experience changes in lifestyle. The changing lifestyle of female students has resulted in students not being so careful in managing finances, which is not based on a priority scale, but because they are influenced by their friends and environment. These conditions bring habits and lifestyles also change in a relatively short time towards more luxury and excess. (Fitriyani et al., 2013). In previous research conducted by Suci Wulandari who conducted research on fashion trends at the Faculty of Economics and Islamic Business, Sulthan Thaha State Islamic University, but the scope of the hijab fashion trend, which obtained research results on the influence of fashion trends. And also got the coefficient of determination shows that the effect of hijab fashion on the consumptive behavior of female students is 26% while the remaining 73.6% is influenced by other factors. However, the scope is only in hijab fashion.

The word trend may have often been heard or even spoken, especially for people who often work in the fashion world, the word trend is not limited to the world of models, but can occur in all aspects of life and everyone can be a trendsetter or can even create new trends. A trend is anything that becomes the center of attention and is followed by many people. Trendsetters are created through a process, the following process of the occurrence of trends is the existence of creative and innovative ideas from a person or group of people, this idea must be completely new, or not imitate existing ones (Inayati, 2019).

Fashion is a form of change characterized by a short span of time, so fashion is a force in the rise of individuality by allowing a person to express themselves in appearance. A person who follows fashion is not necessarily able to apply the trend to himself, so his style can be unsuitable. However, people who understand their own style are able to adjust fashion according to their needs and comfort. (Alfedha, 2018).

So fashion trends are fashion that tends to be chosen, accepted, favored and used so that it will often be seen and heard by the majority of people who can provide comfort and make it better at a certain time. If we look at the definition of trend and fashion trend above, at first glance it will look almost the same. But if you look closely, you will see a very clear difference. Where the trend leads to a more general or broad object, while the fashion trend leads to a specific object, namely fashion. So based on the explanation above related to the influence of fashion trends on consumptive lifestyles in students of Darul 'Ulum Lamongan Islamic University, the following hypothesis can be formulated:

Association is a social relationship between a person and another person that lasts for a relatively long period of time so that there is mutual influence on one another. Socialization is a continuation of the process of social interaction between individuals in their social environment. The strength and weakness of social interactions affect the closeness of the intertwined associations. A child who always meets and interacts with other people over a relatively long period of time will form more associations. Different from people who only occasionally meet or only have direct social interactions. (Tenerman, 2021).

Association itself is also very influential on consumptive lifestyle behavior. In addition to students who have the ability in financial terms to be easily influenced to fulfill the consumptive lifestyle. Students will be considered to be following the times if they have bought and used goods with well-known brands, no longer through achievement. Some other students who are in the middle economic level also follow a consumptive lifestyle due to social demands. So that some students are now only concerned with appearance, prestige and following the surrounding environment. Students' pocket money is more concerned with buying something that they want than with buying campus equipment that is more important as a support for college.

Related to the lifestyle of female students as economic actors, the right thing is to prioritize priority needs rather than existence in the lecture environment. In social life there are various forms of association, some are healthy and some are categorized as unhealthy associations. Healthy association is an association that has a positive influence on the development of one's personality. Conversely, unhealthy association leads to patterns of behavior that are detrimental to one's own development and the impact on others. Healthy association is an association that leads to the formation of a personality that is in accordance with social values and norms, decency and politeness that apply.

Consumptive lifestyle is an act of using a product and not complete. This means that a product has not been used up, a person has used another product with the same function (Aini & Andjarwati, 2020). Most people who behave or have a consumptive nature because buyers want to look different from others, pride because of their appearance, pride because of their appearance, following the crowd, attracting attention from others (Kurniawan, 2017). Most consumptive behavior arises because buyers want to have items that no one else has, as a result buyers will look for rare or limited edition items, of course the price is also certainly very expensive. Consumptive nature is also common because of excessive pride in appearance. Usually many of them have people who will be confident if they have luxury goods and are always updated. There is also the nature of people who follow others so that whatever it is will always be bought and want to always have items that are popular with the times.

Attracting attention from others is one of the factors that has the most influence on a person's consumptive behavior, usually people who always want to attract the attention of others must have a way, one of which is to have up to date or latest items. The tendency for people to maximize their shopping activities is no longer according to their daily primary needs but according to their respective tastes. Based on the factors that shape consumptive behavior, finally shopping is also considered as a job, a social activity and one day it will become a competition for oneself (deciding to buy or not) as well as for competition with friends and other members of society (as a symbol of status, prestige, and the image of a modern and not outdated human being). (Triyaningsih, 2011).

Method

This research is descriptive research in which this research is intended to describe events that exist and are still happening today or in the past. Descriptive research is research conducted to determine the value of each variable, either one or more independent variables without making relationships or comparisons with other variables. (Sujarweni, 2019).

The approach used in this research is a quantitative approach that analyzes data with the help of statistical tools in the form of numbers. Quantitative research is a type of research that produces findings that can be achieved (obtained) using statistical procedures or other ways of quantification (measurement). This study aims to determine the effect of independent variables, namely Fashion Trend (X1) and Association (X2), on Consumptive Lifestyle.

H1: It is suspected that there is a significant influence between fashion trends on consumptive lifestyles.

H2 : It is suspected that there is a significant influence between socialization on consumptive lifestyle.

Results and Discussion
Validity Test

The validity test is carried out to determine the extent to which the question items can measure each variable under study. To measure the validity of the questionnaire, Pearson's product moment correlation was used. If the Pearson product moment correlation value between each question item and the total variable score produces a positive r count and r count> r table or a significant value <0.05 (α = 5%), then the question item is declared valid. From Appendix 9, it is known that the value of r table for the number of respondents (n) 46 people is 0.291.

1. Fashion Trend Variable Validity Test

   The results of the validity test of the question items on the fashion trend variable can be seen in table 1 below:

Tabel 1. Uji Validitas Variabel *Fashion Trend*

Item	r calculate	r table	Sig.	Description
X1.1	0,697	0,291	0,000	Valid
X1.2	0,710	0,291	0,000	Valid
X1.3	0,690	0,291	0,000	Valid
X1.4	0,766	0,291	0,000	Valid
X1.5	0,770	0,291	0,000	Valid
X1.6	0,778	0,291	0,000	Valid
X1.7	0,535	0,291	0,000	Valid
X1.8	0,654	0,291	0,000	Valid

Source: Processed primary data (2023)

Table 1 shows that the r count for each question item on the fashion trend variable is positive and r count> r table 0.291, with a significant value for all question items <0.05, so it can be concluded that the eight question items that measure the fashion trend variable are valid and can be used for further analysis.

2. Validity Test of Sociability Variables

The results of the validity test of question items on socialization variables can be seen in the following table:

Tabel 2 Uji Validitas Variabel Pergaulan

Item	r calculate	r table	Sig.	Description
X2.1	0,733	0,291	0,000	Valid
X2.2	0,899	0,291	0,000	Valid
X2.3	0,738	0,291	0,000	Valid
X2.4	0,935	0,291	0,000	Valid
X2.5	0,890	0,291	0,000	Valid

Source: Processed primary data (2023)

Table 2 shows that the r count of each question item on the association variable is positive and r count> r table 0.291, with a significant value for all question items <0.05, so it can be concluded that the five question items that measure the association variable are valid and can be used for further analysis.

3. Consumptive Lifestyle Variable Validity Test

The results of the validity test of the question items on the consumptive lifestyle variable can be seen in the following table:

Table 3 Consumptive Lifestyle Variable Validity Test

Item	r calculate	r table	Sig.	Description
Y.1	0,603	0,291	0,000	Valid
Y.2	0,902	0,291	0,000	Valid
Y.3	0,811	0,291	0,000	Valid
Y.4	0,794	0,291	0,000	Valid
Y.5	0,411	0,291	0,005	Valid
Y.6	0,761	0,291	0,000	Valid

Source: Processed primary data (2023)

Table 3 shows that the r count for each question item on the consumptive lifestyle variable is positive and r count> r table 0.291, with a significant value for all question items <0.05, so it can be concluded that the six question items that measure the consumptive lifestyle variable are valid and can be used for further analysis.

Reliability Test

The reliability test is used to determine the reliability (consistency) of the instrument (measuring instrument) in the form of a questionnaire. Reliability testing was carried out using Cronbach's alpha technique. The questionnaire is declared reliable if it has a Cronbach's alpha value> 0.60. The results of the reliability test on the research variables can be seen in the following table:

Table 4. Reliability Test

| Variabel	*Cronbach's Alpha*	Description
Fashion Trend (X1)	0,853	Reliabel
Pergaulan (X2)	0,898	Reliabel
Gaya Hidup Konsumtif (Y)	0,826	Reliabel

Source: Processed primary data (2023)

Based on Table 4, it is known that the Cronbach's alpha value for all research variables is> 0.60, so it can be concluded that the preparation of questionnaire items on the variables of fashion trends, relationships and consumptive lifestyles can be trusted as a measuring tool that produces consistent answers.

Classical Assumption Test

1. Normality Test

The main assumption that must be met in linear regression analysis is residual normality. Detection of residual normality is done with a normal probability plot. If the points on the normal probability plot are collected around a straight line, it is concluded that the residuals of the regression model are normally distributed. The following are the results of the residual normality test with a normal probability plot:
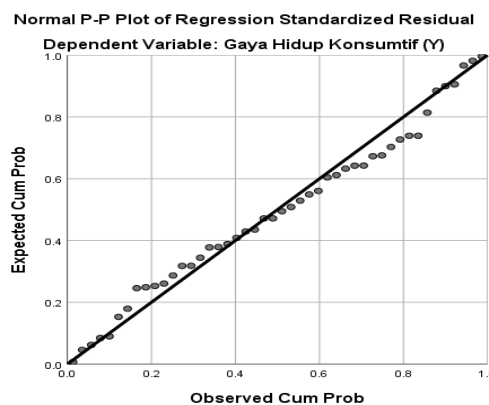
Picture 1 Residual Normality Test with Normal Probability Plot

From Figure 1, it is known that the points follow the direction of the diagonal line, so it is concluded that the residuals of the regression model are normally distributed. The results of the normal probability plot are further strengthened by the Kolmogorov Smirnov test. If the Kolmogorov Smirnov test produces a significant value> 0.05 (α = 5%), it is concluded that the residuals are normally distributed. The following are the results of the residual normality test with the Kolmogorov Smirnov test:

**Tabel 5.** Uji Normalitas Residual Dengan Uji *Kolmogorov Smirnov*

	Kolmogorov-Smirnov[a]		
	Statistic	df	Sig.
Unstandardized Residual	.104	46	.200[*]
*. This is a lower bound of the true significance.			
a. Lilliefors Significance Correction			

Source: Processed primary data (2023)

From Table 5, it is known that the significant value of the Kolmogorov Smirnov test is 0.200> 0.05 so it is concluded that the residuals of the regression model are normally distributed.

2. Heteroscedasticity Test

The heteroscedasticity test is carried out to determine the inequality or inhomogeneity of residuals from one observation to another in the regression model. A good regression has homogeneous residuals, in other words, there is no heteroscedasticity. Detection of the presence or absence of heteroscedasticity is done with a scatterplot between the ZPRED value on the X axis and SRESID on the Y axis. If the scatterplot produces points that do not form a certain pattern and the points spread above and below zero on the Y axis, it is concluded that there is no heteroscedasticity in the regression model. The following are the results of the heteroscedasticity test with a scatter plot:
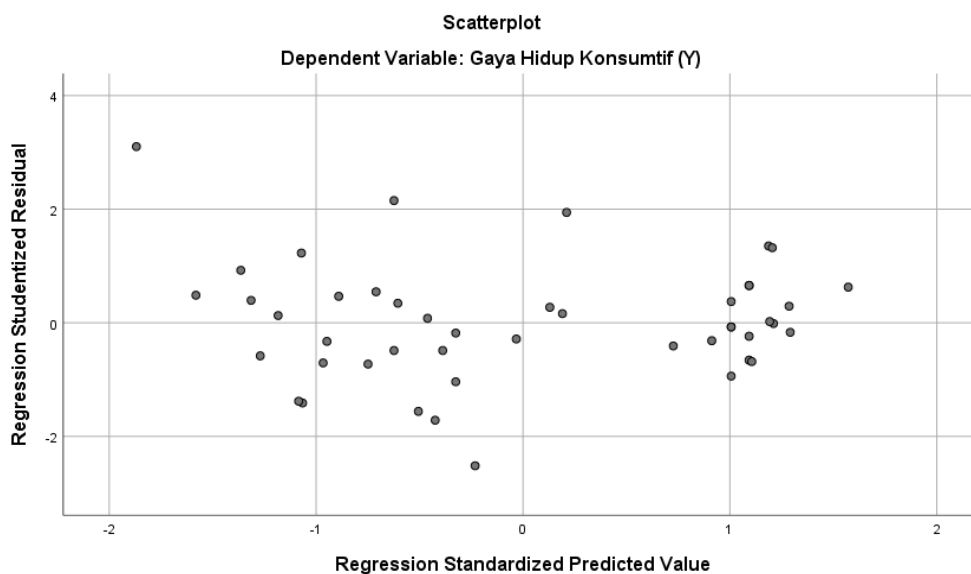
Picture 2 Heteroscedasticity Test with Scatter Plot

From Figure 2, it can be seen that the dots do not form a certain pattern and the dots spread above and below the zero of the Y axis, so it can be concluded that there is no heteroscedasticity in the regression model. The results of the scatterplot are further strengthened by the Glejser test, which regresses the independent variables on the absolute residual value. If the glejser test produces a significant value of t> 0.05, it is concluded that heteroscedasticity does not occur. The following are the results of the heteroscedasticity test with the glejser test:

Table 6. Heteroscedasticity Test with Glejser Test

Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.620	.174		3.573	.001
	Fashion Trend (X1)	-.057	.065	-.178	-.873	.388
	Socializing (X2)	-.038	.050	-.155	-.764	.449
a. Dependent Variable: Absolut Residual						

Source: Processed primary data (2023)

Table 6 shows that the two independent variables have significant values of Glejser test of 0.388 and 0.449 respectively, both > 0.05. These results conclude that there is no heteroscedasticity in the regression model.

3. Multicollinearity Test

The multicollinearity test is carried out to determine whether there is a strong relationship between the independent variables in the regression model. Good regression is free from multicollinearity. Detection of the presence or absence of multicollinearity is done by looking at the tolerance value and variance inflation factor (VIF). If the tolerance value> 0.1 and VIF < 10, then the regression model is free from multicollinearity. The following are the results of the multicollinearity test:

Table 7. Multicollinearity Test

Coefficients^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Fashion Trend (X1)	.509	1.965
	Socializing (X2)	.509	1.965
a. Dependent Variable: Consumptive Lifestyle (Y)			

Source: Processed primary data (2023)

Based on Table 7, it is known that the tolerance value of the two independent variables is 0.509> 0.1 with a VIF value of 1.965 < 10, so it can be concluded that the regression model is free from multicollinearity.

Estimation of Regression Coefficient

The regression between the variables of fashion trends and socialization on the consumptive lifestyle variable in female research respondents resulted in the following regression coefficient estimates:

Table 8. Estimated Value of Regression Coefficient

Coefficients^a		
	Unstandardized Coefficients	
Model	B	Std. Error
1 (Constant)	.507	.274
Fashion Trend (X1)	.520	.103
Socializing (X2)	.358	.079
a. Dependent Variable: Consumptive Lifestyle (Y)		

Source: Processed primary data (2023)

Based on the unstandardized coefficient (B) value in the table above, the regression equation can be made is Y = 0.507 + 0.520 X1 + 0.358 X2. The explanation of the regression equation above is that the constant value of 0.507 shows the amount of consumptive lifestyle of female students of the Islamic University Darul Ulum Lamongan research respondents who are not influenced by Fashion Trend and association.

The coefficient value of Fashion Trend (X1) is 0.520, meaning that if Fashion Trend increases by one unit, it will increase the amount of consumptive lifestyle of female students at the Islamic University Darul Ulum Lamongan research respondents by 0.520, assuming the socialization variable is constant. This result shows that there is a positive or unidirectional direction of influence of Fashion Trend on the consumptive lifestyle of female students of the Islamic University of Darul Ulum Lamongan research respondents. The better female students of Darul Ulum Lamongan Islamic University follow Fashion Trend, the higher their consumptive lifestyle will be. Conversely, the worse the female students of Darul Ulum Lamongan Islamic University follow Fashion Trend, the lower their consumptive lifestyle will be.

The coefficient value of association (X2) is 0.358, meaning that if the association increases by one unit, it will increase the amount of consumptive lifestyle of female students at Darul Ulum Lamongan Islamic University research respondents by 0.358, assuming the Fashion Trend variable is constant. These results indicate the direction of a positive or unidirectional influence of association on the consumptive lifestyle of female students at the Islamic University Darul Ulum Lamongan research respondents. The better female students at Darul Ulum Lamongan Islamic University have associations that can influence their feelings, behavior, and identity, the higher their consumptive lifestyle will be. Conversely, the worse female students at Darul Ulum Lamongan Islamic University have associations that can influence their feelings, behavior, and identity, the lower their consumptive lifestyle will be.

Research Hypothesis Test

1. Partial Effect Hypothesis Test (t Test)

To test the hypothesis of partial influence of the independent variable on the dependent variable, the t test is used. If the t test produces t count> t table (df residual, α/2 = 0.025) or a significant value <0.05 (α = 5%), it is concluded that the independent variable partially has a significant effect on the dependent variable. The following are the results of the partial effect hypothesis test with the t test:

Table 9. Partial Influence Hypothesis Test (t Test)

Coefficients^a					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	.507	.274		1.851	.071
Fashion Trend (X1)	.520	.103	.506	5.062	.000
Socializing (X2)	.358	.079	.452	4.519	.000
a. Dependent Variable: Consumptive Lifestyle (Y)					

Source: Processed primary data (2023)

Based on Table 9, we can get an explanation of H1 The Influence of Fashion Trends (X1) on Consumptive Lifestyles (Y), meaning that the t test of the influence of Fashion Trends on consumptive lifestyles produces a calculated t of 5.062 > t table 2.017 (Appendix 10, df=43, α/2 = 0.025), with a t test significance value of 0.000 < 0.05, it is concluded that Fashion Trend partially has a significant effect on the consumptive lifestyle of Darul Ulum Lamongan Islamic University students as research respondents. Based on these results, the first research hypothesis which suspects that there is a significant influence between Fashion Trends on the consumer lifestyle of female students can be accepted (H1 is accepted).

Explanation regarding H2 The Influence of Relationships (X2) on Consumptive Lifestyles (Y) it can be seen that the t test of the influence of relationships on consumptive lifestyles produces a calculated t of 4.519 > t table 2.017 (Appendix 10, df=43, α/2=0.025), with a significant value of the t test of 0.000 < 0.05, it is concluded that social interaction partially has a significant effect on the consumptive lifestyle of students at the Darul Ulum Lamongan Islamic University of research respondents. Based on these results, the second research hypothesis which suspects that there is a significant influence between social interactions on the consumer lifestyle of female students can be accepted (H2 is accepted).

2. Simultaneous Effect Hypothesis Test (F Test)

To test the hypothesis of the simultaneous influence of the independent variables on the dependent variable, the F test is used. If the F test produces F count> F table (df1 =df regression, df2 =df residual, α = 0.05) or a significant value <0.05 (α = 5%), it is concluded that the independent variables simultaneously have a significant effect on the dependent variable. The following are the results of the simultaneous influence hypothesis test with the F test:

Table 10. Hypothesis Test for Simultaneous Effect (F Test)

	Model	Sum of Squares	df	Mean Square	F	Sig.
	ANOVA[a]					
1	Regression	23.313	2	11.656	76.718	.000[b]
	Residual	6.533	43	.152		
	Total	29.846	45			
	a. Dependent Variable: Consumptive Lifestyle (Y)					
	b. Predictors: (Constant), Socializing (X2), Fashion Trend (X1)					

Source: Processed primary data (2023)

From Table 10, it is known that the F test produces an F count of 76.718> F table 3.214 (Appendix 11, df1 = 2, df2 = 43, α = 0.05), with an F test significance value of 0.000 <0.05, it is concluded that Fashion Trend and association simultaneously have a significant effect on the consumptive lifestyle of female students at Darul Ulum Lamongan Islamic University research respondents. Based on these results, the third hypothesis of the study which suspects that there is a significant influence between Fashion Trend and association simultaneously on the consumptive lifestyle of female students can be accepted (H3 accepted).

Determination Coefficient

The following is the coefficient of determination (R Square) produced by the regression between the Fashion Trend and socialization variables on the consumptive lifestyle variable in female research respondents:

Tabel 11. Koefisien Determinasi

Model	R	R Square	Adjusted R Square
Model Summary			
1	.884[a]	.781	.771
a. Predictors: (Constant), Socializing (X2), Fashion Trend (X1)			

Source: Processed primary data (2023)

The coefficient of determination (R Square) generated by the regression of 0.781 shows that the ability of Fashion Trend and socializing in explaining variations in changes in the consumptive lifestyle of female students at Darul Ulum Lamongan Islamic University research respondents is 78.1% and the remaining 21.9% is explained by other factors. In other words, the consumptive lifestyle of female students of the Islamic University Darul Ulum Lamongan research respondents is influenced by Fashion Trend and socialization by 78.1%, while the remaining 21.9% is influenced by other factors.

Table 12. Beta Value and Partial Determination Coefficient

Coefficients[a]			
		Correlations	
Model		Partial	r^2
1	(Constant)		
	Fashion Trend (X1)	.611	.373
	Socializing (X2)	.567	.321
a. Dependent Variable: Consumptive Lifestyle (Y)			

Source: Processed primary data (2023)

Between Fashion Trend and association, the variable that has a dominant influence on the consumptive lifestyle of female students at Darul Ulum Lamongan Islamic University research respondents is Fashion Trend, indicated by a greater Beta value of 0.506 and a greater partial determination coefficient ($r2$) of 0.373 or 37.3%.

Conclusion

Based on the data obtained from the research and analysis that has been carried out, the conclusion that can be put forward by researchers in this study is the test results on the Fashion Trend variable and association show a positive influence on consumptive lifestyles. This can be seen from the results of the t test on the Fashion Trend variable which produces a t count of 5.062> t table 2.017 with a t test significance value of 0.000 <0.05, and from the results of the t test on the association variable produces a t count of 4.519> t table 2.017 with a significant value of the t test of 0.000 <0.05, it is concluded that Fashion Trend and association partially have a significant effect on the consumptive lifestyle of students of Darul 'Ulum Lamongan Islamic University research respondents.

Based on the test results, it shows that together or simultaneously the Fashion Trend variable and the socialization variable have a significant effect on the consumptive lifestyle. This can be seen from the results of the F test which produces F count of 76.718> F table 3.214 with a significance value of the F test of 0.000 <0.05, so it is concluded that Fashion Trend and socialization simultaneously have a significant effect on the consumptive lifestyle of female students of the Islamic University Darul Ulum Lamongan research respondents.

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