

ANALYSIS OF CONSUMER MOTIVATION IN THE DECISION PROCESS OF PURCHASE OF SHAR'I CLOTHES FOR CUSTOMERS OF KHAMOS SHOP PANGKALAN KERINCI, PELALAWAN REGENCY, RIAU

Satriadi¹, Riza Riwahyuni², Syahdanur^{3*}, Mai Yuliza⁴

¹Faculty of Management, Universiti Teknologi Malaysia

^{2,3}FEB Universitas Islam Riau – Pekanbaru, Indonesia

⁴Institut Teknologi dan Ilmu Sosial Khatulistiwa – Indonesia

Email : ¹satriadi2@live.utm.my, ⁴mai.yuliza@gmail.com

Correspondent Author: syahdanur@eco.uir.ac.id

Abstract

This study aims to determine and analyze the motivation of consumers in the process of shariah clothing purchase decision at the Khamos store, Pangkalan Kerinci, Pelalawan Regency, Riau. Researchers use qualitative types of research. Data collection was carried out using in-depth interview techniques to customers who bought syar'i clothing at the Khamos store, observations about purchasing decisions made by Khamos store customers and documentation. The results of this study show that the motivation of customers in deciding to buy syar'i clothing at khamos stores is because of its excellent service, there are discounts on every purchase, and complete and quality products.

Keywords: *Consumer Motivation, Customers, Purchasing Decisions.*

1. INTRODUCTION

Islam has regulated all aspects of life, one of which regulates how to dress Muslim women in covering their genitals which must be in accordance with Islamic law, namely covering all members of the body except the face and palms, while for Muslims the parts of the body that must be covered are from the navel to the knees (Aisyah, 2023). The characteristics of Muslim clothing are regulated in such a way by Islamic religious shari'ah such as, the clothing used is not tight, not transparent, and does not resemble the opposite sex (Apriani, 2023). The command to cover the genitals is contained in the verse of the Al-Quran sura Al-Ahzab, the translation: "O Prophet, tell your wives, your daughters and the wives of the believers. Let them extend their headscarves all over their bodies like that so that they are easier to recognize, therefore they are not disturbed and Allah is Most Forgiving, Most Merciful." [Al-Qur'an Surah Al-Ahzab 33: 59].

Analysis of Consumer Motivation in the Decision Process of Purchase of Shar'i Clothes for Customers of Khamos Shop Pangkalan Kerinci, Pelalawan Regency, Riau

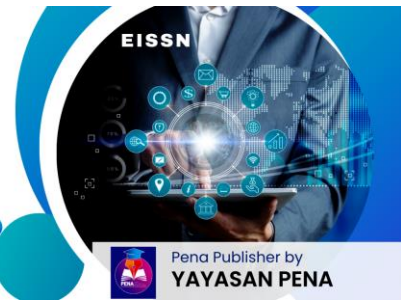
Satriadi, Riza Wahyuni, Syahdanur, Mai Yuliza

From the verse above, we can understand that the headscarf or syar'i dress is worn to protect Muslim women from things that can harm them, besides that, syar'i dress can be used as self-identity to distinguish Muslim women from non-Muslim women (Andrini, 2023). Syar'i clothing is clothing that is used by Muslim women to cover their genitals, especially for women. The command to cover the genitals is contained in the Al-Quran Surah Nur Verse 31, the translation: "Say to women who believe: "Let them restrain their gaze, and their genitals, and do not reveal their jewelry, except what (ordinary) appears from it. And let them cover their breasts with a veil, and do not show their ornaments except to their husbands, or their fathers, or their husbands' fathers, or their sons, or their husbands' sons, or their brothers or their brothers' sons, or their sisters' sons, or Muslim women, or their slaves, or male servants - men who have no desire (for women) or children who do not understand about women's nakedness. And let them not stamp their feet so that the ornaments they hide will be known (Alamsyah, 2023). And repent to Allah all of you, O you who believe that you may be successful." or male servants who have no desire (towards women) or children who do not understand about women's nakedness. And let them not stamp their feet so that the ornaments they hide will be known. And repent to Allah all of you, O you who believe that you may be successful." or male servants who have no desire (towards women) or children who do not understand about women's nakedness. And let them not stamp their feet so that the ornaments they hide will be known. And repent to Allah all of you, O you who believe that you may be successful."

Today, syar'i clothing is experiencing very rapid development following the demands and phenomena that occur in society. As time goes by, the competition between the clothing industry markets is increasingly competitive (Aslamiah, 2023). This requires business people to be more careful in looking at their target market, as evidenced by the many diverse designs of syar'i clothing, varying prices, types of fabrics used and various sizes for their customers, ranging from the smallest to the largest to meet the needs of customers. consumer needs. Syar'i clothing has become commonplace for people in Indonesia because the majority of the population is Muslim, so people no longer feel foreign to wearing syar'i clothing, this can be proven when traveling, during Eid al-Fitr, and Eid al-Adha,

Residents in the city of Pangkalan Kerinci in particular, it can be said that some local Muslim women and men are accustomed to wearing syar'i clothes and there are even Muslim women who use the veil, we can find this from the many girls and boys who attending Islamic schools, mothers attending recitations and so on where they wear syar'i clothes. However, there are some Muslim women in Pangkalan Kerinci who wear clothes that are not in accordance with Islamic Shari'a where they cover their private parts by wearing tight clothes, fashionable clothes or modern Muslim clothes so that their body curves are exposed and some of them wear the modern hijab where hair is still visible. ,

Syar'i fashion stores in the Pangkalan Kerinci area are growing, one of which is the Khamos Shop. Toko Khamos is a Muslim fashion store that was first established in the Pangkalan Kerinci area. Toko Khamos is located in a strategic place and has quite a lot of customers. Due to the conditions of the Covid-19 pandemic, Toko Khamos customers experienced a significant



decrease in the buying and selling process of shar'i clothing. However, this does not rule out the possibility that the motivation of each customer can be the cause for customers to keep buying products at the Khamos Store. In the month of Ramadan 2022 sales of syar'i clothing at the store have increased compared to before due to the need for consumers to wear syar'i clothing on Eid al-Fitr,

Table Sales Data in units from January-October Year 2022

Month	Sales of Muslimah Clothing	Sales of Muslim Clothing	Veil	Total Units
January	7	8	8	23
February	7	11	8	26
March	22	31	11	64
April	24	166	7	197
May	7	29	4	40
June	3	23	6	32
July	6	32	13	51
August	5	16	4	25
September	8	13	11	32
October	6	25	8	39

Source: Khamos store sales records for 2022

From the data above, we can see that in 2022 there will be more sales of Muslim clothing than sales of Muslim women's clothing, this is because shop owners choose to increase the number of models of Muslim clothing rather than Muslim women, but this does not rule out the possibility for Muslim women to buy syar'i clothing at the store with the motivation that drives consumers in making purchasing decisions. Products are very difficult to know with certainty, because motivation is something that is inside the consumer and cannot be seen from the outside. "Motivation will be seen through observable consumer behavior. Actually, motivation is not something that can be observed, but can be inferred by the existence of visible behavior" (Basu Swastha and Hani H. 1987). "Motivation is not something that stands alone, but the existence of motivation refers to the existence of needs so that without needs there will be no motivation" (Bayton, 1982). It is these motivations and needs that make customers make decisions in making decisions to purchase syar'i clothing.

2. LITERATURE REVIEW

Consumer Motivation

Consumer Motivation According to Schiffman and Kanuk (2000) "Motivation can be described as the driving force within individuals that impels them to action". This means that motivation is the driving force within a person that forces him to take an action.

Buying decision

According to Kotler and Armstrong (2001) purchasing decision is the stage in the purchasing decision-making process where consumers actually buy.

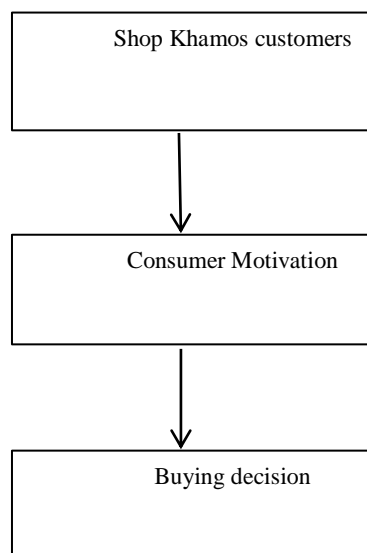
Customer

According to Greenberg (2010), a customer is an individual or group who buys a physical product or service by considering various factors such as price, quality, place, service and so on based on their own decisions.

Framework

This study aims to determine consumer motivation in the decision process to purchase syar'i clothing. Based on these objectives, the research conceptual framework is described as follows:

Thinking Framework Picture



3. RESEARCH METHODS

The variables in this study consist of 3 variables, namely Consumer Motivation, Purchasing Decisions, and Customers. Respondents in this study were Khamos shop customers who bought syar'i clothing as many as 50 customers, taken by purposive sampling method. The purposive sampling method according to Sugiono (2015) is a sampling technique with certain considerations. This research design uses a qualitative approach which aims to explain an in-depth phenomenon by collecting data from various data sources. Data obtained through direct observation with informants (key informants), namely Muslim and Muslim women customers who buy syar'i clothing at Khamos Stores. Data obtained directly from research by interviewing customers who shop at Khamos Stores. The observation in this study is by making direct observations through research sites to find out the actual conditions of Khamos Shop customers who buy syar'i clothing. According to Sugiyono (2013: 240) documentation is a record of past events. Documentation can be in the form of writing, pictures, or monumental works of a person. Document study is a complement to the use of observation and interview methods in qualitative research.

4. RESULTS AND DISCUSSION

Research Results and Discussion

Table of List of Names of Customers who Become Research Respondents

NO	RESPONDENT NAME	AGE	O	RESPONDENT NAME	AGE
1	Beautiful Rabiatul	23 years	6	Rukiani	49 years
2	Ramadan Destiny	22 years	7	Eddie Suyono	54 Years
3	Eflinawati Ningsih	48 years	8	Novitasari's daughter	28 years
4	Dea Wiranda January	23 years	9	Eliza Rangkuti	51 years
5	Meri	53 years	0	Mariam	47 years
6	Tati Husniawati	55 years	1	Yusniar	45 years
7	Eli Azmiwati	52 years	2	Empress Wulandari	20 years
8	Princess Rahayu	22 years	3	Sister Chaniago	22 years

Analysis of Consumer Motivation in the Decision Process of Purchase of Shar'i Clothes for Customers of Khamos Shop Pangkalan Kerinci, Pelalawan Regency, Riau

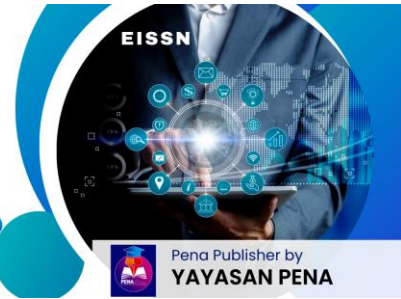
Satriadi, Riza Wahyuni, Syahdanur, Mai Yuliza

9	Firyafat Al-Kausar	18 years	4	Kania Gusripani	22 years
10	Tuti Hefriyanti	47 years	5	Risti Rintani	22 years
11	Hasni	50 years	6	Jenari Hidayat	21 years
12	padila	40 years	7	M. Fahri	22 years
13	Irwan Syahputra	43 years	8	Raisa	40 years
14	Umm Habib	40 years	9	Liberty	35 years
15	Mama Bella	47 years	0	Kamsia	50 years
16	Suryani Lilies	41 years	1	Siska Ratna Sari	26 years
17	Umm Furqan	48 years	2	M. Ibn	29 years
18	Hafiz	36 years	3	Widya	35 years
19	Kholifatul Umam	29 years	4	Niken	27 years
20	Dedi Ferdiansyah	32 years	5	Indra Agustia	26 years
21	Mr. Ajirun	67 years	6	Musona	47 years
22	Maisaroh	50 years	7	Willa Alfionita	32 years
23	Ratna Sri Ningsih	49 years	8	Beni Gustian	34 years
24	Zulkamanto	48 years	9	Eti Puspida	49 years
25	Joni Naidi	58 years	0	Tengku Nasrun	40 years

Source: Shop Khamos customers

Consumer motivation is based on several supporting reasons that encourage customers to make purchasing decisions. The interview process was carried out during the month of Ramadan, so the results of the interviews can be grouped as follows:

- Motivation Based on Lifestyle



This motivation occurs when there are certain moments, one of which is Eid al-Fitr, as sister Indah Rabiyyatul would say, "I bought shar'i clothing at a khamos shop to welcome Eid al-Fitr and there are indeed products that have been around for a long time. I'm looking for it but only now can I buy the clothes so that the color of the clothes will match with my husband."

This was also expressed by Mr. Hafiz,

"Every year I buy robes and koko clothes at the Khamos shop to welcome Eid Al-Fitr and buy clothes for my family and relatives"

Likewise with Mrs. Eli Azmiwati who revealed

"Right now you are buying syar'i clothes so you can be in uniform with your family, so you have to look for the same model and color to welcome Eid al-Fitr"

In addition to the Eid al-Fitr moments, customers also buy syar'i clothing to wear during certain events such as taking part in taklim or recitation, this will be revealed by Ms. Bela,

"Mother always buys syar'i clothes when there are certain moments, for example, for a new recitation, wear closed clothes, if on a daily basis you don't wear syar'i clothes"

Firya's sister Iffat Al-kausar said the same thing: "Since studying at the Islamic boarding school, Firya has always bought syar'i clothes at this shop because the quality of the materials is good so that you can change clothes together when you are at the boarding school."

- Motivation Based on Shopping Experience

This motivation comes from outside the individual, namely the encouragement of the seller when offering goods, providing good service to customers and discounts or discounts of 10% on each product sold, this will be expressed by Mr. Dedi Ferdiansyah

"I like shopping at this store because there are many choices and the service provided is very good"

Arjun also conveyed the same thing

"You have been a customer at this store for a long time because the items you are looking for are here and you can always get a discount"

- Motivation Based on Religiosity.

Analysis of Consumer Motivation in the Decision Process of Purchase of Shar'i Clothes for Customers of Khamos Shop Pangkalan Kerinci, Pelalawan Regency, Riau

Satriadi, Riza Wahyuni, Syahdanur, Mai Yuliza

The motivation that arises within the individual itself due to practicing Allah's commands in Islam, as revealed by sister Desti Ramadani,

"I wear syar'i clothing because a Muslim woman should cover her private parts"

Likewise with Mrs. Eflinawati Ningsih

"The reason for wearing syar'i clothing is because it is an obligation for a Muslim woman to cover her genitals, it is a big sin not to cover her genitals, covering her genitals is also not permissible as long as it is covered it must be syar'i, you cannot wear clothes that reveal curves like children of today now, may Allah give guidance to every Muslim woman so that she can cover her private parts perfectly."

This was also conveyed by sister Kholifatul Umam

"I used syar'i clothing from when I was a teenager when I reached puberty, so I had to cover my genitals"

Those are some of the driving factors that form the basis of customer motivation in wearing syar'i clothing and the decision to purchase syar'i clothing at the Khamos store.

5. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

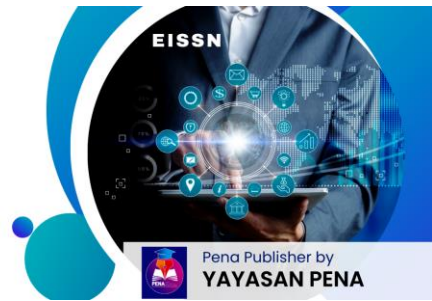
Based on the research results from the Analysis of Consumer Motivation in the Decision Process of Purchasing Syar'i Clothing for Customers of the Khamos Store in Pangkalan Kerinci, Pelalawan Regency, Riau, the following conclusions can be drawn:

1. Consumer motivation in using syar'i clothing for Khamos shop customers

As for what motivates customers to use syar'i clothing due to the religiosity factor. The drive for religiosity motivation comes from within the individual himself to apply Islamic religious teachings, a religious family environment has a large enough role and there is influence from the Islamic school environment such as Islamic boarding schools. Besides that, there are lifestyle factors that come from outside the individual which greatly influence a person to wear syar'i clothing, such as welcoming Eid Al-Fitr.

2. Consumer motivation in making purchasing decisions at the Khamos Pangkalan Kerinci store, Pelalawan Regency, Riau

This motivation is based on the existence of drivers from within the individual and from outside that make customers decide to buy at Khamos stores, such as the shopping



experience of the products purchased, good service to consumers, complete products and quality goods according to the selling price and discounts at every purchase.

Suggestion

Suggestions from the author to the owner of the Khamos shop, maintain the completeness of the products sold by adding a variety of syar'i clothing for Muslim women and children. Suggestions for future researchers who choose the same title as the researcher to add variables to be studied later.

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Analysis of Consumer Motivation in the Decision Process of Purchase of Shar'i Clothes for Customers of Khamos Shop Pangkalan Kerinci, Pelalawan Regency, Riau

Satriadi, Riza Wahyuni, Syahdanur, Mai Yuliza

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