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Model of Customer Knowledge Level of Moslem Women and Its Impact on Hijab Purchase Decisions in Surabaya Indonesia

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Abstract

The purpose of this study is to prevent further misunderstanding regarding hijab for Moslems in Surabaya, understanding the correct knowledge of hijab will affect hijab manufacturers to produce hijab in accordance with Islamic Shari'a. This research is causal conclusive type with quantitative approach, since it aims to test specific relations. Analytical technique used in this research is logistic regression analysis to reveal the strength of prediction on knowledge level towards hijab purchasing decision. The results that the level of customer knowledge in hijab purchase is still at the level of know-how, which is not yet at the know-why level. Customer's buying decision of hijab is based on the quality and color of the fabric, then whether the brand is famous or not. Afterwards, customer generally gains more knowledge regarding hijab and prefer hijab that is complying Islamic Shari'a.

Keywords

Hijab, Moslem Women, Level of Customer Knowledge, Hijab Purchase Decisions.

1 INTRODUCTION

The trending hijab model nowadays for Moslem women is a square hijab, since it is more practical, which unfortunately makes the essence of wearing hijab blurry in terms of customer's comprehension and knowledge. A hijab which complies to the Holy Quran and the Hadith of the prophet is the one that covers the whole body except, face and palms, thick, loose, does not look like men's clothing, does not resemble infidel women's clothing, not for the purpose of beautifying oneself and fame (Al-Albani, 2002).

The use of improper hijab will give a negative impact to the users themselves. Applying hijab requires knowledge because failure to comply to Islamic Shari'a makes the use of hijab to be invalid or simply regarded as wearing a general women's clothing and therefore cannot be considered employing Shari'a attire principle. This is in line with the results of Institute for Assessment of Food, Drugs and Cosmetics of Indonesian Council of Theologian (LP POM MUI) which stated that customer's knowledge regarding what are haram items is very low. Hijab attributes that have been put into customer's consideration are the model, types, and fabric, besides brand, price, and other elements. While customer take these attributes into account, they will utilize their knowledge about hijab, infact in choosing a product, consumers will experience several processes that hierarchically occur step by step, from the cognitive, affection, to the decision-making process and finally conduct purchase action (Feinberg, F. M., et al., 2012). In the cognitive stage, the role of consumer knowledge plays a vital role to influence the processes on the next phase, until the selection of the right product to meet consumer needs. Previous studies showed that product selection is influenced by the level of customer's knowledge (Kolyesnikova, N., et al., 2008; Devi, V. C., et al., 2013; Husaini Usman, 2013; Utami, D., & Suherni, 2015). Moslem population in East Java on 2016 reached 39,657,788 inhabitants with a percentage of females amounted to 50.6%, thus number of Moslem women in East Java is estimated at 20.082.062 people which is a large market for hijab (BAPPEDA JATIM, 2017). Surabaya as the capital of East Java province becomes the main target for manufacturers of hijab, based on economic census in 2013 that

exhibited an increase on public spending in Surabaya especially for apparels, footwear, and headgear reaching to 105.7%(Tri-Rismaharini, 2017). Similarly, data on Trade Department of Surabaya showed that the number Trading Business License (SIUP) in 2015 is 13.333 Licenses with small Licences dominating the portion(Pemkot Surabaya, 2017). This phenomenon indicates the development of business in Surabaya . Initial survey result towards some buyers of hijab in one of the store located at Darmo Trade Center (DTC), Surabaya, explained that the majority of consumers choose hijab that is cheaper, but with trending model. Thus, consumers are not making Shari'a principle as the most important thing and guidelines in choosing hijab, they may also do not fully understand the requirements of a proper hijab in Islamic rules.

Based on the description above, customer's knowledge of hijab is crucial, since improper use of hijab could lead to an impact on their confidence and failure in understanding the guidance of the Islamic religion, not to mention the fact that more and more manufacturers are offering variety of hijab, however, those orienting to the Shari'a principles are not many. Based on the description above, customer's knowledge of hijab is crucial, since improper use of hijab could lead to an impact on their confidence and failure in understanding the guidance of the Islamic religion, not to mention the fact that more and more manufacturers are offering variety of hijab, however, those orienting to the Shari'a principles are not many. Knowledge will provide information for individuals in every decision making process, selecting the right product, for that reason, it is necessary to conduct an empirical study related to the level of customer knowledge about hijab and its influence on hijab selection to prevent further mistake in understanding hijab to Moslem women consumers in Surabaya. Comprehending the true knowledge of the hijab will indirectly force the manufacturers to produce hijab that is in accordance with Islamic Shari'a. In this study, the research object is customer of hijab store in DTC Surabaya.

Decision-making is the process of determining the choice of alternatives to establish a decision that meets desired goals(Beach, 2005; Jaakkola, 2007; Chikweche, et al., 2012). Decision is a choice between two or more options or alternatives, in which the preference in decision-making depends on how the individual processes the available information. This process is influenced by aspects of the situation and individual characteristics(Ellen Peters et al., 2011). Purchase decision is the process of selecting two or more alternatives that result in a decision to buy or not to buy.

Alternative options should be available when the consumer will take a decision. The process of purchasing decision making, requires the search or receive different information(Schiffman, Leon G. & Kanuk, 2008; Rickwood and White, 2009; Kusá et al., 2014). Consumer purchasing decisions may be influenced by two factors that lie between purchase intention and purchasing decision, that are the attitude of people and unexpected situation. Preferences and buying intention do not always result in an actual purchase(Kotler and Armstrong, 2004). Purchase decisions made by consumers is structured as: Decisions about the type of product; decision about product form; decision on the seller; decision on the number of products; decision about the time of purchase(Zhou, et al., 2005; Mehta, 2007; Sunyoto, 2013; Kumar and Ghodeswar, 2015). Individual behavioural responses do not just happen. Once there is a stimulus from outside, the customer will go through the cognitive, affective, and behavioural processes. Prior to the affective and behavioural components, is the tendency to choose and finally decided to single out a product, next, the customer will pass the cognitive processes, in which there will be awareness (consciousness) of product's existence and knowledge about the product. Consumer knowledge about the product will ultimately affect their preference in choosing a product(Feinberg, et al., 2012).

Knowledge is the result of aknowledge which implemented through a sensory process towards a particular object, especially the eyes and ears which are the objective reality, that is able to be determined systematically or through scientific research by observation and analysis of the subject(Campbell, 2003; Gebert et al., 2003). Moreover, knowledge is something that can be learned through formal learning or one's own efforts, such as reading and observing to understand the circumstances of the specific object(Maier, 2007; McLeod, R., & Schell, 2008; Efendi, F., 2009). Factors that may affect the knowledge are as follows; Level Education; Social Economics; Work; Experience; Age(Ningsih, F. G., 2014). The level of knowledge is grouped into three levels, namely the level of knowledge know-what, know-how and know-why(Koohang, et al., 2008; King, 2009). The level of know-what is the initial level of knowledge in which knowledge is based on an accepted fact, afterwards action is determined when there is a stimulus or a trigger received. The level of know-how is the level which action taken in response to the triggers received has been through the process of analysis and consideration, so as to produce the most appropriate response actions. The level of know-why is highest level, customer has a deep understanding of the causal relationship, interactive effects and other factors that influence the onset of the stimulus or trigger and its relation with the appropriate action to be performed, and produced via a process of interaction with others in a certain social relationships.

2 METHODOLOGY

This research is conclusive, causal type with quantitative approach because this research aims to test a specific relation, so that in this kind of research it is necessary that the specified information is clearly targeted to obtain evidence related to causation (Rangkuti, 1997).

The population in this study is the consumer of hijab in Darmo Trade Center Surabaya, which exact numbers is cannot be certainly mentioned, therefore purposive random sampling is being mobilized in this research. The sample size specified in this study is the minimum sample size, with tolerance of acceptable sampling error rate is 10%, the number of samples is 96 which in this study is rounded to 104 respondents (Joseph F. and Hair, JR., 2004). The instrument used in this study is a questionnaire by spreading or by giving a set of questions or a written statement to the respondent to answer (Sugiyono, 2011). Analytical technique used in this research is logistic regression analysis to explore the strength of prediction of knowledge level to hijab purchasing decision. Logistic regression analysis is mainly used to analyze the qualitative data that reflect two choices between two alternatives, each alternative has different characteristics (Kuncoro, 2001). Respondents in this study are divided into four classifications of Moslem women, aged 17 to 25 years as many as 29%, Moslem women aged 26 years up to 34 years as many as 42%, Moslem women aged 35 years to 40 years as many as 18% and Moslem women aged over 40 years by 11%. Seen from the marriage status as much as 43% are married and the unmarried are as much as 57%, from the level of education; under high school 7%, 60% high school and the remaining 33% are in higher education. While regarding respondents work are students as much as 28%, employees 40%, entrepreneurs 10%, and housewives 22%. Length of period of wearing hijab is less than 1 year as much as 13%, 1-2 years as much as 24%, 3-4 years 30% and the remaining 33% wear hijab more than 4 years.

3 RESULT AND DISCUSSION

Table 1 could be described from results of Pearson product moment correlation, known that all items of indicator know-what level (X1), know-how level (X2), know-why level (X3) and Hijab purchasing decision (Y) on the questionnaire have a significant correlation at an error rate of 10% where $r_{count} > r_{table}$ 0.1654, thus it can be said that all the question items in the instruments used in the study is valid.

Table 1: Validity test

Variable	Corrected Item -Total Correlation
X _{1.1}	0.642
X _{1.2}	0.686
X _{1.3}	0.597
X _{1.4}	0.819
X _{1.5}	0.687
X _{2.1}	0.660
X _{2.2}	0.630
X _{2.3}	0.758
X _{2.4}	0.747
X _{2.5}	0.774
X _{3.1}	0.795
X _{3.2}	0.784
X _{3.3}	0.494
X _{3.4}	0.768
X _{3.5}	0.748
X _{3.6}	0.838
Y _{1.1}	0.249
Y _{1.2}	0.746
Y _{1.3}	0.730
Y _{1.4}	0.770
Y _{1.5}	0.462

* Significance level 90%

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Table 2: Reliability Test

Variable	Cronbach's Alpha if Item Deleted
know-what level (X ₁)	0.955
know-how level (X ₂)	0.681
know-why level (X ₃)	0.603
Hijab purchasing decision (Y)	0.614

Table 2 explain that the measurement of reliability is using coefficient Cronbach's alpha (α) to indicate how well the item of question positively related to other question with the minimum amount of Alpha is 0.6 , and test results showed that the coefficient Cronbach's alpha (α) of the statement of the variables studied were > 0.6 thus it is concluded that the instruments used are reliable(Priyatno, 2010).

3.1 The level of consumer knowledge of “know-what” towards hijab purchase decision.

The consumer knowledge on the level of 'know-what' depicts hijab customer's knowledge on the obligations of Moslem women to wear hijab along with attributes of a Moslem woman. Based on the survey to 100 Moslem women who purchase hijab at Darmo Trade Center Surabaya, the majority of respondents' knowledge level at the 'know-what' level are as follows; most respondents knowing that hijab is obligatory for Moslem women as much as 95%, knowing that the hijab Moslem women's clothing 90%, knowing that hijab is Moslem women's identity 93% , knowing that hijab glorifies Moslem women 88%, and knows that hijab protects Moslem women as much as 77%. Overall consumer knowledge on know-what level is at 88% The discussion is only focused on indicators of consumer knowledge on know-what level that has an influence on hijab purchasing decisions which consists of:

- The influence of consumer knowledge of know-what level towards the purchase of hijab with trending model, the multivariate logistic regression analysis showed a significant results Indicators X1.1, X1.2, X1.3, X1.4, x1.5> of 0.1 therefore it is not included into the model.
- The influence of consumer knowledge of know-what level towards the purchase of hijab with cheap price, multivariate logistic regression analysis indicated a significant results Indicators X1.1, X1.2, X1.3, X1.4, x1.5> of 0.1 thus it is not incorporated into the model.
- The explained multivariate analysis result that after indicator X1.1, X1.2, X1.4, x1.5 being put out, changes obtained OR $< 10\%$ on the indicator X1.3 (Knowing that the hijab is a Moslem woman's identity) by 1% so that the model is said to be final. Based on the results of multiple logistic regression analysis a conclusion could be drawn, that the overall indicator variable of know-what level of knowledge that is alleged to influence the purchase decision of hijab with good fabric and color, there is one indicator X1.3 (knowing that the hijab is the identity of Moslem women) were influential with p value $0.001 < 0, 1$. The biggest OR value obtained by 1,769 means knowing that hijab is a Moslem woman's identity perceived by the respondents, possess opportunities 31.769 times led to their product purchasing decisions upon hijab with good fabric and color.
- The influence of consumer knowledge of know-what level towards the purchase of hijab with famous brand that knowing that the hijab is a Moslem women's clothing) and knowing that the hijab protects Moslem women) that have a significance value < 0.1 thus incorporated into the model while other variables has a significance of > 0.1 so it is removed from the model Based on the results of multiple logistic regression analysis a conclusion could is clear, that the overall indicator variable of know-what level of knowledge that is alleged to influence the purchase decision of hijab with famous brand, there are two indicators; X1.2 (Knowing that the hijab is a Moslem woman's identity) influential with p value $0,01 < 0,1$. The biggest OR value obtained by 6.794 means knowing that the hijab is a Moslem woman's identity yang felt by the respondents has opportunities 6.794 times led to their product purchasing decisions upon hijab with famous brand. While X1.5 (knowing that hijab protects Moslem women) influential with p value $0,002 < 0,1$. biggest OR value obtained by 26.944 means knowing that hijab protects Moslem women perceived by the respondents, possess opportunities 26.944 times led to their product purchasing decision upon hijab with famous brand.
- Based on the results of multiple logistic regression analysis , that the overall indicator variable of know-what level of knowledge that is alleged to influence the purchase decision of hijab that complys to Islamic Shari'a, there is one indicator knowing that hijab protects Moslem women influential with p value $0,03 < 0,1$. biggest OR value obtained by 3.037 means knowing that hijab protects Moslem women felt by the respondents possess opportunities by 3.037 timed led to the purchase of hijab which complys the Islamic Shari'a.

3.2 The level of consumer knowledge of “know-how” towards hijab purchase decision.

The influence of consumer knowledge at know-how level towards the purchase decision of hijab with trending model. The only understand the criteria of hijab in accordance with Islamic Shari'a which has a significance value $0.023 < 0.1$ thus incorporated into the model, while other variables has significance > 0.1 thus excluded from the model but result multivariate analysis changes obtained $OR > 10\%$ therefore the model is said to be fit and not being used.

The Influence of consumer knowledge on know-how level towards the purchase of cheap hijab ,multivariate logistic regression analysis showed significant results. Indicators > 0.1 thus it is not incorporated into the model.

The Influence of consumer knowledge on know-how level towards the purchase of hijab with good fabric and color, multivariate logistic regression analysis displayed a significant result > 0.1 thus not incorporated into the model.

The Influence of consumer knowledge on know-how level towards the purchase of hijab with famous brand, just understand how to close the aurat properly which has a significant value $0.00 < 0.1$ and the changes obtained $OR < 10\%$, is the indicator understand how to close aurat properly of 1% so that the model is said to be final. Based on the results of the analysis of multiple logistic regression on Table 16 it is affirmed that the overall variable indicators of knowledge level of know-how that is thought to affect purchasing decisions of hijab with famous brand, there is one indicator (understand how to close aurat properly) influential with the p value of $0.01 < 0.1$. The biggest OR value obtained by 33.353 means to understand how to close aurat properly perceived by the respondents creates opportunities 33.353 times that led to purchasing decisions of hijab with a famous brand.

The Influence of consumer knowledge on know-how level towards the purchase of hijab which complys to Islamic Shari'a, multivariate logistic regression results points out a significant results Indicators > 0.1 thus it is not incorporated into the model.

3.3 The level of consumer knowledge of “know-why” towards hijab purchase decision.

The Influence of consumer knowledge on know-why level towards the purchase of hijab with Trending Model only indicator I choose hijab with thick fabric and not transparent that has a significant value $0.031 < 0.1$ but value changes obtained $OR > 10\%$ that is the indicators so that the model is said to be fit and not being used.

The Influence of consumer knowledge on know-how level towards the purchase of hijab with cheap price, multivariate logistic regression results points out a significant results Indicators > 0.1 therefore it is not incorporated into the model.

The Influence of consumer knowledge on know-how level towards the purchase of hijab with good fabric and color, multivariate logistic regression results points out a significant results Indicators > 0.1 thus it is not incorporated into the model.

The Influence of consumer knowledge on know-how level towards the purchase of hijab with famous brand, multivariate logistic regression results points out a significant results Indicators > 0.1 consequently it is not incorporated into the model.

The Influence of consumer knowledge on know-how level towards the purchase of hijab with Shari'a guidelines, multivariate logistic regression results points out a significant results Indicators > 0.1 therefore it is not incorporated into the model.

Figure 1 breaks down that the Model of the Levels of Consumer Knowledge Affecting Hijab Purchasing Decision in Surabaya, in fact that the level of consumer knowledge is still on “know-what” level. Indicators that influence hijab purchase decision are whether the material and color is good, knowing that hijab is the identity of moslem women, while the indicator that influence purchasing decisions of hijab with famous brand is to know that the hijab is a moslem women's clothing.

Furthermore, indicators that influence the purchase of hijab in accordance with Shari'a guidelines is to know that hijab protects Moslem women. For “know-how” knowledge level, indicators that impact the purchase of hijab with famous brand is to understand how to close aurat properly. As for the level of “know-why”, no indicators found to influence consumer decision making in choosing hijab. The stage of decision making related to hijab purchase is selecting the good fabric and color, followed by whether the brand is famous or not.

Afterwards, customer generally gains more knowledge regarding hijab and prefer hijab that is complying Islamic Shari'a based on the view that hijab protects Moslem women, understand how to close aurat properly and builds the awareness to wear hijab fabric that is thick and not opaque, only so the customer will prefer hijab in accordance with the guidance of Islamic Shari'a .

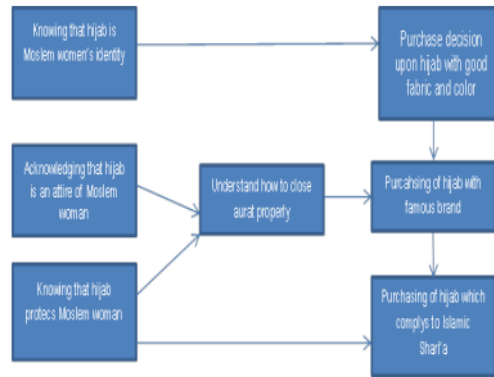


Figure 1: Model of the Levels of Consumer Knowledge Affecting Hijab Purchasing Decision

4 CONCLUSIONS

We Model of consumers knowledge level in the purchase of hijab is still in the “know –what” level and “know-how”, but has not arrived at the level of “know-why”. The stages of hijab purchase decision is selecting a good fabric and color, whether the brand is famous or not, until the time when consumers have an increased knowledge about hijab and understanding to cover the aurat correctly and being aware to wear hijab fabric that is thick and opaque, consumers could then be regarded have been properly following Islamic Shari’a.

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