

## Analisis segmentasi hijabers muda berdasarkan shopping orientation, brand preference, dan product preference pada busana muslim wanita = Segmentation analysis of young hijabers based on shopping orientation brand preference and product preference on women muslim wear

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### Abstrak

Penelitian ini bertujuan untuk mengetahui kluster hijabers muda yang terbentuk berdasarkan shopping orientation, brand preference, dan product preference dengan menggunakan objek penelitian busana muslim wanita yang meliputi beberapa objektif: mengetahui dimensi-dimensi baru dari shopping orientation; mengidentifikasi kluster-kluster berdasarkan shopping orientation; mengetahui profil kluster berdasarkan shopping orientation, brand preference, dan product preference pada busana muslim wanita dan variabel demografis-psikografis; dan membedakan kluster-kluster dan tiga kategori merek busana muslim wanita berdasarkan shopping orientation dan pengeluaran per bulan untuk membeli busana muslim wanita. Data diperoleh dari penyebaran kuesioner kepada 308 responden wanita Muslim berhijab, berusia 20 s.d. 35 tahun, berdomisili di Jabodetabek, dan pernah membeli kerudung, atasan berlengan panjang, terusan, celana panjang, atau rok panjang dalam satu tahun terakhir untuk dipakai saat bepergian santai. Analisis data dilakukan dengan menggunakan analisis deskriptif, hierarchical cluster, K-means cluster, one-way ANOVA, crosstab, dan diskriminan dengan SPSS 22. Hasil penelitian ini menunjukkan bahwa terdapat tiga kluster hijabers muda yang terbentuk (trendy hijab shoppers, picky hijab shoppers, apathetic and simple hijab shoppers). Shopping orientation dan pengeluaran per bulan untuk membeli busana muslim wanita dapat membedakan ketiga kluster secara signifikan, tetapi tidak dapat membedakan tiga kategori merek busana muslim wanita.

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This study aims to explore clusters of young 'hijabers' based on shopping orientation, brand preference, and product preference by using women Muslim wear as the object with the following objectives: to understand new dimensions of shopping orientation; to identify clusters based on shopping orientation; to profile clusters based on shopping orientation, brand preference, and product preference on women Muslim wear and demographic-psychographic variables; and to differentiate clusters and three categories of women Muslim wear brand based on shopping orientation and monthly spending for women Muslim wear. The data were collected using questionnaire distributed to 308 respondents of 20 to 35 year-old Muslim women who wear hijab, domiciled in Jabodetabek region, and have ever bought veil, long sleeve tops, dress, long pants, or long skirt within the past one year that were worn for casual hangouts. Descriptive, hierarchical cluster, K-means cluster, one-way ANOVA, crosstab, and discriminant analysis with SPSS 22 were employed for data analysis. Results showed that three clusters of young hijabers were identified (i.e. trendy hijab shoppers, picky hijab shoppers, apathetic and simple hijab shoppers). Shopping orientation and monthly spending for women Muslim wear differentiated three clusters significantly, but did not differentiate three categories of women Muslim wear brand.