

The Influence of Hijab Fashion Trends on Consumptive Behavior of Students of the Faculty of Islamic Economics and Business UIN K. H. Abdurrahman Wahid Pekalongan

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ABSTRACT

The hijab is not a piece of jewelry and is not worn to gain popularity. Therefore, some women who wear the hijab here choose to wear it in different styles. If there is a new hijab style, some women will follow it and wear the hijab to study or work. There is nothing wrong with wearing the hijab according to fashion, but if you force it too much (when buying), it is not recommended in Islam. The hijab fashion trend followed by FEBI UIN KH students. Based on interviews, Abdurrahman Wahid Pekalongan greatly influenced his consumer behavior because he could express himself. This research aims to investigate and analyze how hijab fashion influences the consumption behavior of UIN KH Abdurrahman Wahid Pekalongan students. Data collection methods in this research are observation and interviews. The data sources used are primary data sources and secondary data sources. Data analysis uses a quantitative descriptive approach. The results of this study indicate that the use of fashionable hijab among female students of the Faculty of Economics and Islamic Business has become a trend and influences their consumptive behavior, as evidenced by the comfort they feel when using fashionable hijab and adding to their self-confidence.

Keywords: Trend, Hijab Fashion, Consumptive Behavior.

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INTRODUCTION

Muslim women are synonymous with sharia fashion and various hijab styles, especially students at the Faculty of Economics and Islamic Business, UIN KH. Abdurrahman Wahid Pekalongan (AlMaazmi, 2021; Barron, 2020; Grose, 2020; Kanitz, 2021; Sumarliah et al., 2021). Due to the increasing number of Muslim women, the use of the hijab, which was previously used as a means of covering the private parts, has now become a fashion trend. This is proven by the development of increasingly diverse hijab

styles and increasingly diverse hijab models. This phenomenon is a new business opportunity in Indonesia. So, the hijab business is now growing and new brands are emerging. Hijab is now a trend among teenagers, including students at the economics and business faculty of UIN KH. Abdurrahman Wahid, the hijab is one way a person expresses the dual values of religion and modern fashion trends.

The group of teenagers is one of those who stick to consumer attitudes (Placeholder1) because teenagers are considered to still need a sense of self-confidence and are not yet stable and are not yet qualified to determine the conditions and invitations that need to be used (Sethi & Shen, 2021; Soltani et al., 2022; Sumarlia et al., 2021; Weedon & Hallak, 2021). Nowadays, the hijab fashion trend, for example the pashmina hijab, uses some hijab models that are easy to use and some that are difficult to use, so that students become less confident in wearing the hijab when going to college. The current hijab fashion trend such as the pashmina hijab has hijab models that are easy to use and hijab models that are difficult to use, making students feel hesitant about wearing the hijab while studying (Alanadoly & Salem, 2022; Beta, 2021; HASSAN & ARA, 2021; Pahwa, 2021; Rahim, 2022). Teenagers also tend to spend money to get what they want, such as the latest hijab models made from comfortable materials, even though they are expensive. The influence of hijab fashion trends also influences the increase in hijab purchases. The influence of the hijab fashion trend also influences the increasing purchase of hijabs (Rudi, 2021).

This hijab fashion trend has a gap in the literature, namely the use of the hijab with what is exemplified has different results, this theory is a consideration for teenagers who want to buy the latest hijab models. The use of the hijab is increasing rapidly and is closely related to fashion elements. The use of the hijab, which previously only served as a religious identity for Muslim women, has now become integrated into the lifestyle of modern Muslim women. Therefore, the hijab has become part of the expression of identity, self-image and inner style in social life.

In my opinion, this hijab fashion trend provides business opportunities for today's teenagers by selling online (Ajala, 2022; Arab, 2022; Athira & Balyan, 2023; Karakavak & Özbölük, 2023; Wheeler, 2022). Fashion is closely related to popular style, a person's personality, and the times. Apart from that, the fashion worn can be a reflection of a person's socio-economic status and popularity in their environment. Certain fashion trends were previously considered just a style of clothing, but now they have developed over time and fashion has become an integrated lifestyle. This is facilitated by the easy exchange of external references and information, thereby enabling the exchange of global fashion trends (Khoerunnisa, 2023). Hijab fashion trends currently used by FEBI UIN KH students. Abdurrahman Wahid Pekalongan aroused research interest with the various hijab models used. The young generation living today is exposed to products provided through the media (Santrock, 2018). Consumer behavior is defined as excessive behavior related to the use of a product. Apart from that, consumer behavior also includes the use of imperfect products. This means they buy a product because they were given a gift or

because the product is trending, not because they have run out of the product they are using.

The aim and objective of research on hijab fashion trends on consumer behavior is to find out why many FEBI UIN KH students. Abdurrahman Wahid uses various hijab models with different hijab names, and there are several hijab models that are not in accordance with Islamic law but are widely used, this shows that their consumer behavior really follows what is currently trending. Another aim and objective of this research is to find out the reasons why there are several hijab models that are good when seen on social media but when used, most female students feel uncomfortable and become less confident.

Benefits of research on hijab fashion trends on consumer behavior of FEBI UIN KH students. Abdurrahman Wahid, we know that in one faculty the hijab model they use actually comes from following hijab trends on social media, this theory shows that the lifestyle of today's teenagers mostly follows trends (Azizah, 2021). However, the current hijab fashion trend has its own appeal so that Islamic women who do not yet wear the hijab become interested in wearing the hijab because the hijab style adapts to the times. The benefit of this research is also to increase insight into the problems faced by the hijab and how the Al-Qur'an addresses them and to become an additional reference for future researchers who research hijab fashion trends.

RESEARCH METHODOLOGY

This research uses qualitative and exploratory descriptive methods. This method describes or explains the hijab fashion trend in the study of popular culture among FEBI UIN KH students. Abdurrahman Wahid. Qualitative research method is a content research method that describes, describes and reveals the impact of surrounding social problems that may not yet be explained or described in qualitative research (Saryono, 2010). The author chose a descriptive qualitative research method to describe the conditions studied and facilitate understanding of the research limitations.

Data source

There are two categories of research data sources used in libraries, namely primary sources and secondary sources. The main sources of information for this research are magazines, articles and books related to hijab fashion trends and consumer behavior of FEBI UIN KH students. Abdurrahman Wahid (Hermawan, 2023). Meanwhile, secondary sources are used in this research to complement and support primary sources by providing documents and news regarding research problems.

Method of collecting data

Data Collection Method The data collection method used in this research is library research or library research using journal materials, books, articles, magazines, social media and other sources related to the problem being discussed. This research investigates the problem through literature study which then produces relevant and theoretical results. Library research or what is usually called library research is a method of collecting data or information related to a problem from books, documents, historical stories, and so on (Mardalis: 1999).

Data Analysis Techniques

Data Analysis Techniques In this research, several data results obtained were combined and classified. Analysis is a collection of direct actions that describe how research data is created and processed within a direct framework. Once the data is collected, meaningful evaluation is performed, but only after the data is selected based on its reliability. Content analysis in this research scientifically analyzes the information contained in news data and provides a descriptive picture and is used so that the interpretation can be understood, complete and intact.

RESULT AND DISCUSSION

So far, the hijab phenomenon has increasingly colored the world of universities and urban communities, becoming a trend in wider society. This is definitely an unusual scene and not the same as what has happened in the last 10 years (Mayasari et al., 2025; Mostafa & Alanadoly, 2024; Poulis et al., 2024; Sari et al., 2025; Setiawan & Jatmikowati, 2021; Shin et al., 2025). Hijab is a religious obligation, similar to the obligation to pray in Islam. In the past, school regulations required the use of certain uniforms, and Islamic teachings also had rules on how to wear uniforms, as stated in the Hadith of Abu Daud. That means: Khalid said: Yaqub bin Duraiq told Aisha Radilav Anha that Asma bint Abu Bakr came to see Rasulullah SAW wearing a thin cloth, and Rasulullah SAW turned away from him, I said. He said, "O Asma, truly when a woman enters puberty, she cannot see anything except this and what points to her face and palms." (H.R. Abu Dawud) This proportion proves that the hijab is highly sought after by women in the month of Ramadan before Eid al-Fitr, for example, you can see it on the Google site. Searching for the keyword "hijab" displays approximately 86,800,000 results every 0.5 seconds, and the keyword "hijab trends" displays 496,000 results every 0.5 second (Daniati, 2018). Looking at the percentage of search queries, you can see that people want to know everything related to hijab.

The UIN Pekalongan campus which has an Islamic nuance also ensures the implementation of Islamic concepts which are regulated regarding student clothing, campus environment and good social practices, especially in the Department of Islamic Business and Economics (Isfianadewi et al., 2018; Mahfud, 2018; Mirza, 2024; Purwaningwulan et al., 2019; Shirazi, 2017). The Faculty of Islamic Economics is famous for its fashionable clothing compared to other faculties. There are many female students in the faculty who are sensitive to trends, so they don't want to be left behind by trends such as the hijab. At UIN Pekalongan, especially the Faculty of Islamic Economics and Business, students not only wear the hijab to cover their private parts, but the shape and model of the hijab they wear can also be designed according to the wearer's preferences. The hijab that is commonly used is a hijab that is easy to make according to taste and needs.

Based on Rosita Handayani's research results, it shows that many female students follow the development of hijab trends and hijab fashion has a big influence on students' consumption behavior. (Rahmayani, 2023). This facilitates the development of consumer-

oriented behavior among female students. The hijab is one of the pillars of appearance, so there's nothing wrong if you wear a hijab that suits the current trend of young people's styles. The phenomenon of following the hijab trend even though you still have a good hijab that is worth wearing, not to mention the desire to combine the color of clothes and the color of the hijab to make it look more attractive. Serves as a collection (Eni Lestarina, 2020).

Consumer behavior of Islamic economics and management students towards fashion trends. Consumer behavior is behavior where individuals consume products in unlimited and excessive quantities rather than buying them based on rational need satisfaction (Nur Budiayati, 2023).

Purchased because of the Discounts and Bonuses Offered

I bought it because it offered discounts and bonuses. Basically, a discount is a reduction in the recorded price that a seller offers to a buyer when purchasing clothing (fashion), and this discount encourages someone to buy the item of clothing. As stated by several informants, Intan said: "There are many factors that influence the purchase of a product, such as the availability of various discounts without reducing product quality (Interview, March 8, 2024). Monica said: "Following the hijab fashion trend requires huge discounts".

Buying Products Based on Price (Not Based On Benefits or Usability)

When most students open online platforms such as Shopee, TikTok, Lazada, etc., they see good hijabs at prices that can be called cheap. easy on the wallet, so you don't need to think a thousand times before buying. Hijab fashion is so important to some people that women compete to buy the hijab they want, even though they don't actually need it. Nururu's expression: "And whether a type of product is quality or not depends on how attractive and elegant our appearance is." (Interview March 16, 2024). Qia expressed: "I think we can still postpone what we need, so it's okay to spend money on other things" (Interview, March 16, 2024).

Using the Product Because of the Element of Conformity to the Model/Ootd

Use of products according to type/element to meet standards. Individuals tend to imitate behavior seen on different types of social media, and therefore tend to use and adapt to different representations expressed by multiple informants.

Quote from Wiwi Nisa: Currently following fashion trends is very easy, especially through social media accounts. There are many things you can copy and trace. Pay attention to what items people are wearing on your social media accounts, especially Instagram and TikTok, and make sure the items you buy match the items you use (Interview, March 10, 2024).

Quote from Selvia: Apart from that, there are many references to items that you often see on social media that are currently trending, such as Instagram and TikTok, and the colors are harmonious so it would be good if combined with the product you buy (Interview 10 March 2024) Because people tend to imitate various types of social media behavior, individuals tend to use and adapt to several expressions mentioned by several informants. Expression from Fifi: Popular Ootd-Based Celebrities (everyday clothes)

Especially because I feel a special joy when I see them buy it. That's why I like to follow the style of clothes they wear (Interview 10 March 2024).

Hijab fashion, which is currently popular among students, has a big impact on students' consumption behavior. Fashion trends play an important role in developing students' consumption behavior. Currently, fashion and lifestyle trends have become the standard in meeting daily needs and are no longer needs, but only desires. (Wahyuni, 2019).

Based on the results of the discussion and analysis of the influence of the hijab fashion trend on consumer behavior of female students at the Faculty of Islamic Economics, UIN Pekalongan, the hijab fashion trend among female students was determined as follows: "Consumer behavior includes both elements. Concluded there is. positive and negative impacts. The positive impact is that students who follow the hijab fashion trend become more confident because they feel more beautiful with a more creative way of wearing the hijab. Female students buy trendy hijabs just to follow the latest trends, even though in fact they don't need them judging from their needs and only buy hijabs just to satisfy their desires. This has a negative impact, namely making you more wasteful than usual.

CONCLUSION

The behavior of hijab consumers who are aware that changes in views towards the hijab are currently influencing the growth in the number of FEBI UIN KH students. Abdurrahman Wahid Pekalongan decided to wear and buy a hijab according to current trends. FEBI UIN student KH.Abdurrahman Wahid Pekalongan is aware of the obligation to wear the hijab and that it is a religious commandment, also because the hijab is currently fashionable and very popular with all groups. She admitted that she wore the hijab because she believed it was popular. FEBI UIN Gusdur students follow fashion trends and wear the hijab because currently the hijab has developed and can no longer be called outdated. Hijabs currently have various models and colors with beautiful motifs that can make a person's appearance more attractive, trendy and fashionable, and are also available at affordable prices depending on the quality so that it remains a fashion trend to wear them with confidence. Look fashionable, trendy and stylish with a hijab.

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