

Factors Influencing Gamis Purchase Decisions Ahead of Eid on Shopee Marketplace

Grecia Adis Vanessa¹, Sabila Rizqiyani², Very Alfi Farchina³

¹²³ UIN KH. Abdurrahman Wahid Pekalongan

greciaadisvanessa@mhs.uingusdur.ac.id¹, sabilarizqiyani@mhs.uingusdur.ac.id²,
veryalfifarchina@mhs.uingusdur.ac.id³

ABSTRAK: Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis faktor-faktor yang mempengaruhi minat pembelian konsumen Muslim di Indonesia selama bulan Ramadan, khususnya dalam konteks pembelian secara online di Shopee. Dengan menggunakan pendekatan deskriptif kualitatif, data dikumpulkan melalui wawancara mendalam dan observasi partisipatif. Hasilnya menunjukkan bahwa faktor-faktor pribadi, sosial, dan budaya memainkan peran penting dalam mempengaruhi keputusan pembelian konsumen, dengan pekerjaan, gaya hidup, norma sosial, dan nilai budaya menjadi faktor dominan. Penelitian ini memberikan pemahaman yang lebih jelas tentang perilaku konsumsi Muslim selama bulan Ramadan di Indonesia dan memberikan wawasan yang berharga bagi penjual dan pemasar dalam merancang strategi pemasaran yang efektif.

Kata kunci: Pembelian, Lebaran, Faktor.

ABSTRACT: This research aims to identify and analyze the factors that influence the purchasing interest of Muslim consumers in Indonesia during the month of Ramadan, especially in the context of online purchases on Shopee. Using a qualitative descriptive approach, data was collected through in-depth interviews and participant observation. The results show that personal, social, and cultural factors play an important role in influencing consumers' purchasing decisions, with occupation, lifestyle, social norms, and cultural values being the dominant factors. This research provides a clearer understanding of Muslim consumption behavior during the month of Ramadan in Indonesia and provides valuable insights for sellers and marketers in designing effective marketing strategies.

Keywords: Purchase, Eid, Factor

1. INTRODUCTION

Indonesia is a country where most of the population adheres to Islam. Islamic values and teachings also influence social and cultural life in Indonesia. The celebration of Eid al-Fitr, or Eid al-Fitr, is a momentum reflecting the strong influence of religious values in the social and cultural of Indonesian society. This holiday falls on the 1st of Shawwal according to the Hijri calendar and is celebrated by Muslims around the world, including in Indonesia. Muslims celebrate Eid al-Fitr as a form of gratitude for the ability to resist lust for one month through Ramadan fasting. (Mardiah, 2019) Eid al-Fitr is also used as an opportunity to apologize to each other between family, friends, relatives, and relatives, as a way to restore self-purity.

During the month of Ramadan until approaching Eid al-Fitr, there is an increase in consumptive behavior among Indonesians, especially in terms of purchasing new clothes. In the cultural context of Eid clothing consumption, social, religious, and economic values play a significant role in the habit of buying and wearing new clothes to celebrate holidays. This phenomenon indicates a consumptive lifestyle, where individuals feel the need to have new clothes as part of social traditions and also as a way to show their identity and social status (Azarah et al., 2024). The increasing trend of

Muslim clothing during Ramadan especially strengthens the buying interest of the Muslim community, especially for women. Therefore, many physical stores and online shopping offer various products to meet consumer needs during Ramadan (Suharman & Sari, 2022).

The rapid development and use of the internet has changed people's lifestyles. The use of the internet directly or indirectly affects consumer behavior in the process of buying and consuming goods and services through cyberspace (Waluyo, 2022). This lifestyle change is marked by changes in people's shopping patterns from shopping directly (offline) to shopping through E-Commerce (online). The existence of E-Commerce facilitates the fulfillment of human needs and desires by providing easy access, a variety of choices, and time efficiency. Based on SimilarWeb data, shopee is the e-commerce marketplace category with the most site visits in Indonesia throughout 2023 with a cumulative number of around 2.3 billion visits for one year.

E-commerce has changed the paradigm of shopping, not only for the fulfillment of daily needs, but also for the preparation of big days, one of which is in welcoming Eid al-Fitr. Community enthusiasm in welcoming Eid often causes an increase in online sales, especially in the sale of Muslim clothing such as sarongs, cocoa, veils, gamis and so on. This phenomenon occurs because of the strong desire of Muslims to perform in their best appearance during the holidays. This reflects the importance of the moment in tradition and culture. Online shopping trends in the Muslim fashion category have increased by 37%, especially in mukena, gamis, koko and sarong products. The shopee platform is one of the e-commerce choices for people in purchasing Eid clothes online.

Based on research (Ridhwan et al., 2019) entitled "Analysis of Factors Affecting Muslim Consumption Behavior in Ramadan" shows that Culture and Religiosity are the main factors that influence the formation of consumption patterns in Ramadan. In a study (Mardiah, 2019) entitled "Analysis of Consumptive Behavior of Muslim Community Ahead of Eid Al-Fitr in Pekanbaru City" shows that internal factors consisting of psychological factors and personal factors predominantly have a significant influence on the consumptive behavior of Muslim communities in Pekanbaru City. Based on this study, there are differences in factors that influence consumptive behavior.

Previous research has extensively discussed various factors influencing consumer purchasing behavior ahead of Eid. However, there are still limitations in the study that specifically examines the factors that make religious purchase decisions ahead of Eid on the Shopee platform. Therefore, the purpose of this study is to identify and analyze the factors that influence the purchasing decisions of Muslim consumers in Indonesia during Ramadan, especially in the context of online purchases at Shopee. This study aims to fill this gap by exploring these as-yet-unrevealed aspects of consumption behavior, thus providing a clearer understanding of the factors influencing purchasing decisions.

2. METHOD

This study uses a literature review method to identify factors that influence the decision to buy clothes ahead of Eid on the Shopee Marketplace. Through this method, this research collects and analyzes various literature sources, including articles, journals, and other online publications relevant to the research topic. This process involves identifying key themes, content analysis, and interpretation of results. The main themes that emerge from the literature are then used to form the conceptual framework of the study. The results of this literature review are then presented in the form of a descriptive narrative, providing a deeper understanding of the factors that influence the decision to buy clothes ahead of Eid on the Shopee Marketplace. Provide enough detail to allow the work to be reproduced. Already published methods should be indicated by reference:

only relevant modifications should be described. Do not repeat the details of existing methods.

3. RESULT AND DISCUSSION

In this case, there are several factors that influence the interest in buying gamis ahead of Eid at *Shopee marketplace*. Because researchers have limited time, researchers only three relevant factors to be studied. The same is suggested by (Kotler, 2015), namely personal, social, and cultural factors.

3.1 Personal Factors

Is an internal factor derived from oneself that can influence perception in making product purchase decisions such as influenced by:

- a) Work is an inseparable part of human life. With work, humans can make money to make ends meet. Work becomes a livelihood that can be done individually or in groups.
- b) Lifestyle is an expression of activities, interests and opinions in one's life pattern. Lifestyle describes the interaction of the self with the environment. Each individual has a different lifestyle because the higher the level of lifestyle will affect the level of need.
- c) Psychology plays an important role in the purchase decision process. It involves understanding how psychological factors, such as perception, motivation, emotions, and attitudes, can influence a person's buying behavior. Psychology also affects understanding of how life experiences, environment, and other factors can affect an individual's thoughts, emotions, and behavior.

3.2 Social Factors

One important aspect that influences consumer behavior in buying gamis ahead of Eid on the *Shopee marketplace* is social factors. In this study using social factor indicators based on the views of Kotler and Keller (2009), which include: reference groups, family structure, and status and roles in society (Linda, 2022). In this context, social factors can also include prevailing fashion trends, social norms regarding appropriate clothing for Eid, and the influence of recommendations from others. In this discussion, researchers will explore how these social factors affect the interest in buying gamis ahead of Eid on the *Shopee marketplace*.

Prevailing fashion trends greatly influence consumer purchasing decisions. For example, if the current trend is gamis with batik motifs, then consumers tend to look for and buy gamis with these motifs. In addition, fashion trends can also be influenced by celebrities or fashion influencers who are often role models in fashion. Then social norms regarding appropriate clothing for Eid also play an important role. For example, in some communities, there is a norm or habit to wear new clothes or clothes with certain colors during Eid. These norms can influence consumers in choosing the type, color, and model of gamis to be purchased. Lastly, recommendations from others, be it from family, friends, or even recommendations from influencers on social media, greatly influence purchasing decisions. For example, if an influencer recommends a brand on their social media accounts, followers who see the recommendation may be interested in buying a brand from the same brand.

3.3 Cultural Factors

Kotler (2008) said that culture is the most fundamental cause of one's desires and behaviors, one's behavior is learned and grows in a society, where one learns the basic values of perceptions, desires, and behaviors from family and other important institutions (Suharto, 2016). In the context of understanding culture and its influence on consumer behavior, culture is defined as the entirety of beliefs, values and habits learned by a particular group of people that help direct consumer behavior.

According to Abdullah & Tantri (2012), cultural factors have the greatest and significant impact on consumer behavior. A person's desires and behavior are strongly influenced by the prevailing culture or culture. Each culture consists of smaller subcultures that provide more specific identities and socializations for their members. These subcultures include religion, nationality, racial group, and geographic location. One of the additional roles is social class. A social class is a nearly identical group or division that lives in a hierarchically arranged society with members who share similar values, interests, and behaviors (Hudani, 2020).

In the context of Eid, the strong Islamic culture in Indonesia influences consumer behavior significantly. The celebration of Eid is not only about religious rituals, but also about social traditions that involve new appearances, including new clothes such as gamis. These cultural values and norms encourage consumers to buy new clothes as part of preparations for celebrating the holiday. In Indonesia, the dominant Muslim subculture makes the purchase of gamis part of religious identity and expression during Eid. This habit is strengthened by family and social environment that instills values about the importance of looking neat and new during Eid.

Platforms like Shopee make it easy for all social classes to buy gamis at various price options, thus allowing for widespread increase in sales. PlatformShopee plays an important role in accommodating these cultural needs. Shopee provides a wide selection of gamis at competitive prices, often accompanied by special Eid discounts, which encourage consumers to shop more. In addition, the ease of online shopping, flexible payment methods, and fast delivery services make consumers more interested in buying Eid clothes through this platform.

4. CONCLUSION

The conclusion from the description above is that the purchase of gamis before Eid on the Shopee platform is influenced by several factors, including personal, social, and cultural factors. These factors interact with each other and influence the purchasing decisions of Muslim consumers in Indonesia during Ramadan.

Personal factors include work, lifestyle, and psychological factors of the individual. Work can affect a person's financial ability to make purchases, whereas lifestyle and psychological factors affect a person's purchasing preferences and needs.

Social factors include reference groups, family structure, and status and roles in society. Fashion trends, social norms, and recommendations from others can influence consumer purchase interest, especially in the context of Eid celebrations.

Cultural factors have a significant impact on consumer behavior. Culture, subcultures, and social classes play an important role in shaping consumer values, habits, and preferences. Identification and in-depth understanding of these factors is important to design effective marketing strategies to reach the Muslim consumer market in Indonesia during Ramadan.

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