

## The Effect of Bandwagon Effect on Clothing Consumption Patterns (Study on Muslim Community in Tanete Riattang Sub-District)

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**ABSTRACT.** Humans carry out consumption activities to meet their needs. There are two types of behavior in consumers, namely rational and irrational consumer behavior. This research aims to determine the effect of bandwagon effect on clothing consumption patterns in Muslim communities in Tanete Riattang District. The research method used is quantitative. The data collection technique was carried out by giving questionnaires to 100 respondents. The analysis technique carried out is a statistical test through a simple linear regression test, *t* test, and coefficient of determination ( $R^2$ ). Before statistical tests are carried out, research instrument tests are carried out, namely validity tests, reliability tests, and classical assumption tests consisting of normality tests and linearity tests. Data management in this study used SPSS 29 software. The results showed that the bandwagon effect had a positive and significant effect on clothing consumption patterns in the Muslim community in Tanete Riattang sub-district. Based on the results of the *t* test, it is known that  $t\_value (8.275) > t\_table (1.984)$  and the significance value of 0.000 is smaller than the established probability  $\alpha$  which is 0.05 which means that a person's clothing consumption pattern is based on a tendency to buy or recognize trends because many other people also do it.

**Keywords:** Bandwagon Effect; Consumption Pattern; Islamic Consumption

## INTRODUCTION

Consumption in economic activity is one of the main activities. Consumption is the process of using or using goods and services by individuals, households, or society in general. Fulfilling daily needs is the purpose of consumption. In Islam it has been regulated how to behave in consumption in accordance with the sharia or the provisions of Allah swt (Abu 2022).

Imansari (2020) stated human needs themselves have levels, the first level is primary needs, which are the main needs of humans in maintaining their lives such as clothing, food, and shelter. After primary needs are met, then humans

need secondary needs, including education, work, and health. After primary and secondary needs are met, tertiary needs arise where these needs are related to luxuries such as the desire to have luxury goods, holidays or tours.

Clothing is a primary need in human life. Clothing is a thing that distinguishes humans from other humans, not only as a differentiator for someone in social life, more importantly clothing is used as a protector. Clothing for a Muslim is a reflection of personality, status in social strata, beauty, desires, and other needs of a human nature (Fauzi 2016).

The development of the times at this time, there are various types of clothing with various models, colors, and motifs. With the rapid development of technology, it makes it easier for someone to reach something easily. Social media also has an impact on a person's interest in buying clothes. Someone easily sees clothes that are trending on social media and social media can be references in choosing clothes.

With the ease of technology that exists to date, there are also negative sides. Based on the observations of researchers in Bone district, there is a phenomenon where individuals or people tend to follow every trend that is happening just because most people do it. Starting from lifestyle, clothing, food, shopping, and entertainment trends.

Based on the observations of researchers, this bandwagon effect also occurs among Muslim communities in Bone district. For example, in terms of dressing, the mass use of sage color clothes has occurred during Eid al-Fitr this year, this social fact is supported by the latest Bone Instagram account post which shows the phenomenon of sage color clothing during Eid al-Fitr.

This sage color clothing trend had gone viral on TikTok and Instagram social media a few days before Eid al-Fitr, so researchers assume that this is what causes people in Bone district to follow something that is trending. Islam has taught that humans should not fall into modern consumption patterns that only satisfy desires without regard to the purpose of consumption. This phenomenon can have a negative effect if someone does not think about their consumption patterns which can cause someone to behave consumptively that is not in accordance with their needs.

Several previous studies conducted research relevant to this study related to the bandwagon effect as a factor that influences purchasing decisions. The results of research conducted by (Yudistira, 2021) show that the bandwagon effect has a significant effect on purchasing bicycles during the Covid-19 pandemic. In the next study conducted by (Maulana, 2023), the bandwagon effect variable has a significant positive effect on consumption behavior. Then in research conducted by (Ningsih, 2023), the results showed that the bandwagon effect variable had a significant positive effect on purchasing decisions.

Based on the research gap above, it was found that the purpose of the previous study with the research that will be carried out by the researcher is that in the previous study the research was conducted to determine the relationship between the bandwagon effect on purchasing decisions while the research that will be carried out by the researcher is to determine the influence of the bandwagon effect on clothing consumption patterns which this study has not done before. Therefore, researchers are interested in conducting this research.

From the description of the explanation of the phenomenon above, it is

necessary to conduct this study to find out whether there is an influence of bandwagon effect on clothing consumption patterns in Muslim communities in Tanete Riattang sub-district.

## **LITERATUR RIVIEW**

### **Bandwagon Effect**

Schmitt-beck, (2015) argues that the Bandwagon effect refers to political actions that occurred at the end of the 19th century in America, where the wagon was a cart containing music. The bandwagon effect is shown during parades where carts carrying bands and attracting large crowds of followers enjoying the music behind them. This means, the bandwagon effect is considered as a society in coalition with what they consider dominant in society. This means that someone with more popularity will get younger support. The term bandwagon effect is also called an event in which people's views affect themselves or commonly referred to as the contagion effect.

Furthermore, (C.Kelly, 2023) explained that the bandwagon effect is a situation where people do something based on someone else doing it, regardless of their beliefs, which they may ignore. According to Hong and Konrad quoted by (Viya, 2021), the Bandwagon effect is a phenomenon of a person's decision-making that is influenced by the decision of the majority.

According to Bartles cited by (Lammers et al., 2022) the Bandwagon Effect is a picture of someone tending to change their choice to the most popular parties that are predicted to win and have good quality work. It is also related to the classical psychological theory of social conformity, in which a person tends to change his views to fit the views of most circles. According to (Andini et al., 2021) The term bandwagon effect or bandwagon effect is a situation where consumers want to own goods because a person or group has these goods.

The indicators of the bandwagon effect according to (Evelina & Pebrianti, 2021) consist of (1) comforty, according to (Suminar & Meiyuntari, 2015) the tendency of a person to change views, opinions, and opinions to match what happens in society; (2) interpersonal influence, according to Ajzen quoted by (Hendrata et al., 2021) is a condition of perceived social pressure in which individuals try to equate themselves with others by observing products or digging information from others; (3) status seeing, according to (Paskov et al., 2017) recognition or status seeking to obtain a high position at the social level in the form of respect.

### **Consumption Patterns**

According to Samuelson and quoted by (Astuti, 2018) explains the regularity of consumption patterns in general carried out by households or families. Poor families spend their income primarily on food and housing. After income increases, food expenditure increases so that food becomes varied.

(Bone, 2021) explains that consumption patterns observed in a country can reflect the social and economic situation of the region or country. Information on how households allocate their expenditures can be used as an indicator to evaluate the level of well-being of the population. If the percentage of expenditure on food to total expenditure is getting lower, this indicates that the economic level of the population in the region is getting better.

According to Mowen and Minor cited by (Mulyani, 2016) Consumption

patterns are simply defined as "how a person lives". Consumption patterns show how a person lives as well as how they spend their money and allocate their time. Consumption patterns may change, but these changes are not caused by changing needs. Needs in general remain for life, having previously been formed since childhood.Changes in consumption patterns occur because the values adopted by consumers change due to environmental influences.

Based on these opinions, consumption patterns refer to patterns or forms of individual or group spending in using goods and services to meet their needs. Consumption patterns can change along with income levels and environmental influences. Families with low incomes tend to spend most of their expenses on meeting basic needs such as food and housing. However, as incomes increase, the proportion of spending on food may decrease and shift to non-food necessities such as clothing, recreation, luxury goods, and savings. Consumption patterns involve the process by which individuals seek, buy, and consume products to satisfy their needs and wants.

**S-O-R Theory (Stimulus-Organism-Respon)**

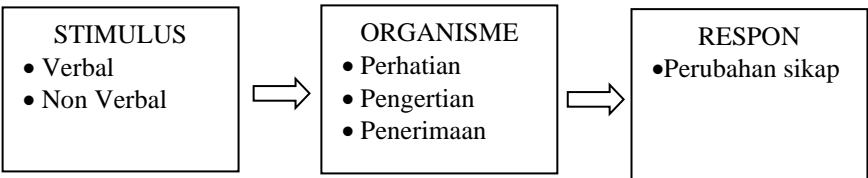
This research uses the basis of Stimulus-Organism-Response theory or often referred to as S-O-R theory. The S-O-R (Stimulus Organism Response) theory was first put forward by Houland in 1953.

Type Stimulus Organism Response indicates that communication is an action-reaction process. That is, this theory assumes that verbal words, non-verbal cues, certain symbols will stimulate others to respond in a certain way. This S-O-R model can take place positively or negatively. For example, if a smiling person will be reciprocated, smiling means this shows a positive reaction, but if smiling is reciprocated with a face then this indicates a negative reaction (Yasir 2009).

According to communication expert Morisson who was led by Marcello, mentioned that the S-O-R theory is a psychological theory that can also be used in communication science, this theory emphasizes the role of mass media in influencing message recipients. Initially, this theory was also known as the S-R theory which mentioned the process of communication easily and only involved two components, namely mass media and recipients of message recipients, namely audiences (Farida et al 2022).

The elements in this theory consist of stimulus, organism and response described in the figure below:

**Figure 1. S-O-R Theory**



According to (Fisher, 2002), in S-O-R theory, there are elements that cannot be separated. These three elements include:

1. The stimulus (stimulus) exerted on the organism can be accepted or

rejected. If the stimulus is received by the organism, it means that there is attention from the individual and the stimulus is effective, but if the stimulus is rejected, it means that the stimulus is ineffective affect the attention of the individual and stop here.

2. When the stimulus has received attention from the organism (received) then it understands this stimulus and proceeds to the next process. After that the organism processes the stimulus so that there is a willingness to act for the stimulus it has received (behave).
3. Finally, with the support of facilities and encouragement from the environment, the stimulus has the effect of action from the individual (change).

Based on some descriptions in above, it can be understood that the Stimulus Organism Response (S-O-R) model is communication that causes the action-reaction process so that the cause of behavior change depends on the quality of the stimuli (stimulus) that communicate with the organism (communicant). For this reason, the communication flow of the Stimulus Organism Response (S-O-R) model is when the communicant pays attention to the stimulus or message he receives, this means that the communication process is taking place. If the communicant is able to understand the stimulus or message and then receive and process it, then there will be a willingness to change attitudes.

## **HYPOTHESES**

Hypothesis comes from the word hypo which means below and thesa means truth. A hypothesis can be defined as a provisional answer that has not been tested for truth (Martono, 2014). In a study conducted by LidyaWati Evelina and Dania Elisyia Pebrianti in 2021, the results of the study concluded that the bandwagon effect affects consumptive behavior. And research conducted by Fahmi Maulana in 2019, from the results of the study concluded that the bandwagon effect has a significant positive effect on consumption behavior. From various studies conducted by previous researchers, that the bandwagon effect variable affects consumption behavior, the following hypotheses can be raised: 1)  $H_0$  = Bandwagon Effect (X) has no effect on Clothing Consumption Patterns (Y); 2)  $H_1$  = Bandwagon Effect (X) Affects Clothing Consumption Patterns (Y).

## **RESEARCH METHOD**

The type of research in this study is a type of field research, namely research whose data collection is carried out by being directly involved in the field, such as in the community, institutions and community organizations and government institutions (Hasan, 2022). Field research was chosen in this study because it provides an opportunity to collect data directly from field respondents and provide a more in-depth analysis of the influence of the bandwagon effect on clothing consumption patterns of the people of Tanete Riattang sub-district.

The research approach used is a quantitative approach, which is research conducted by involving the collection and analysis of data in the form of numerical or numbers processed by statistical methods to measure and explain the relationship or influence between one variable and another (Azwar, 2004).

Quantitative research was chosen so that measurement and statistical analysis are more systematic on the effect of bandwagon effect on clothing consumption patterns. By using questionnaires so that this study can collect data on a wider scale. The data used in this study is primary data, data obtained directly from respondents through measurement tools in the form of questionnaires. The respondents in this study were Muslim communities in Tanete Riattang District, Bone Regency.Data in this study was obtained from 100 respondents of the Muslim community in TaneteRiattang sub-district. To obtain the data needed to support this research, the data collection technique was carried out using questionnaires. A questionnaire consisting of a list of statements given to 100 respondent.

Table 1. Research Instrument

No	Variables	Indicators	Questions/statements	References
1	Bandwagon Effect (X)	1.1 Comforty	a. I buy clothes according to the times. b. I tend to follow the opinions and advice of friends and the environment in the use of clothing. c. I follow trends because i feel afraid of falling behind others.	Adaptation from Evelina & Pebrianti (2021)
		1.2 Interpersonal Influence	a. I trend to rely on others when i have to make decisions. b. I have to use aproduct that many others like. c. I often collect information from friends, social media and the surrounding environment about clothes before i buy them.	Adaptation from Viya (2021)
		1.3 Status Seeking	a. I tend to rely on others when i haveto make decisions. b. Ihave to use a product that many others like. c. I often collect information from friends, social media, and the surrounding	Adaptation from Maulana (2023)

			environment about clthes before I buy them.	
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Source: Data processed by the author, 2023

Data Analysis

In quantitative research, the data analysis used aims to answer the problem formulation and test the hypotheses that have been formulated in the research. The data analysis technique used is simple linear regression. The statistical calculation tool used in this study is called Statistical Package for Social Science (SPSS) Version 29.

RESULTS AND DISCUSSION

Characteristics of the Research Location

Tanete Riattang District is one of the sub-districts in Bone regency and is a sub-district in the middle of the city. Tanete Riattang sub-district is 2 km from the city of Watampone.

The area of Tanete Riattang sub-district is 23.79 km2 consisting of eight sub-districts, namely Biru, Masumpu, Watampone, Manurungnge, Ta, Walannae, Bukaka, and Pappolo. Kelurahan Ta, is the capital of the sub-district. The largest area is in Pappolo sub-district and the smallest area is in Manurungnge sub-district.

Based on data sources obtained from the Population and Civil Registration Office of Bone Regency, it can be concluded that TaneteRiattang District is the District with the largest population in Bone Regency with a total of 52,905 people consisting of 25,061 men and 27,304 women. From this density, TaneteRiattang District is the economic center in Bone Regency. According to data from the Ministry of Religious Affairs of Bone Regency, in terms of religion, the majority of the population of TaneteRiattang sub-district is Muslim. The number of places of worship for Islam is a total of 76 mosques and 6 mosques.

Accessibility in Tanete Riattang sub-district is supported by an adequate road network. Among them, the arterial road has been paved in good and moderate condition. Most of the collector roads have also been paved in good condition. Most of the alleys or neighborhood roads in Tanete Riattang have been cemented and use adobes. In Tanete Riattang sub-district, all of its villages haveaccess public transportation.

Description of Respondent Data

The respondents in this study were the Muslim community in Tanete Riattang sub-district which amounted to 100 respondents. The characteristics of respondents in this study were divided into several groups, namely based on gender and age.

Table 2. Research Instrument

No	Gender	Total	Percentage
1	Female	69	69%

2	Male	31	31%
Total		100 people	100%

Source: Data processed using SPSS version 29, (2024)

Based on the data above, it is known that female respondents are much larger than male respondents, namely 69 people or 69% female respondents, while the remaining 31% are male respondents.

**Table 3. Research Instrument**

No	Age of Respondents	Total	Percentage
1	15-20 years	38	38%
2	21-25 years	54	54%
3	26-30 years	5	5%
4	31-35 years	3	3%
Total		100	100%

Source: Data processed using SPSS version 29, (2024)

From table 3 the above can be seen the composition of respondents based on their age, there are 38 respondents or 38% of respondents aged 17-20 years, as many as 54% of respondents aged 21-25 years, 5% respondents aged 26-30 years, and as many 3% aged 31-35%.

### Validity Test

The significance test is performed by comparing the r-count value with the r-table value. For the degree of freedom (df) = n – 2 (n is the number of samples) and the number of samples (n) in this study is 100 with a significance level of 0.5. So, the table r in this study is r (0.05; 100 – 2) = 0.195. A questionnaire is considered valid if the r count > r table shows a positive correlation (Darma, 2021). The result showed that that the calculated r-value is greater than the table r (0.194) and has a positive sign. for each item greater than r table (r count > 0.194) and significance value less than 0.05 (Sig. < 0.05). So that all variable items, bandwagon effects and consumption patterns are declared valid or can measure precisely.

### Reliability Test

The basis for making reliability test decisions according to (Ghozali, 2011) by looking at the value of Cronbach alpha. The reliability assumption of the instrument is satisfied if the cronbach alpha value listed  $\alpha > 0.60$ .

**Table 4. Reliability Test Results**

No	Variable	Item	Cronbach Alpha	Information
1	Bandwagon Effect (X)	9	0,858	Reliable
2	Consumption Patterns (Y)	10	0,718	Reliable

Source: Data processed using SPSS version 29, (2024)

From table 4. above it can be seen that the Cronbach Alpha value for the bandwagon effect variable is 0.858 and the clothing consumption pattern variable



is 0.718. Thus, it can be concluded that the items in the questionnaire are reliable because the Cronbach alpha value is more than 0.60 ( $\alpha > 0.6$ ). This indicates that each statement item used will be able to obtain consistent data.

Simple Linear Regression Analisis

Table 5. Simple Regression Test Results

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	16,876	1,457		11,581	,001
	,420	,051	,647	8,275	,001

a. Dependent Variable: Consumption Pattern

Source: Data processed using SPSS version 29, (2024)

Based on the table above, the regression equation can be made as follows:

$Y = a + bx$

$Y = 16.876 + 0.420x$

The calculation results of the regression equation above can show the relationship between the independent variable and the dependent variable, from the following equation it can be concluded that:

- a) The constant value of 16.876 means that if the Bandwagon Effect (X) is in a constant state or 0 (X value = 0) then the Clothing Consumption Pattern (Y) value is 16.876.
- b) Badwagon Effect regression coefficient value of 0.420 means that if the bandwagon effect variable is increased by one unit, it will increase the variable clothing consumption pattern by 0.420. This shows that the bandwagon effect variable has a positive effect on clothing consumption patterns, so that the more the bandwagon effect, the higher the clothing consumption pattern.

Coefficient of Determination Test (R2)

Based on the results of data sorting, the results of the coefficient of determination can be seen in the table below:

Table 5. Coefficient of Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,647 <sup>a</sup>	,419	,413	3,367

Source: Data processed using SPSS version 29, (2024)

Table 5. above shows that the test coefficient of determination (R2) is 0.419 or 41.9%. This means that the influence of the bandwagon effect on clothing consumption patterns in the Muslim community in Tanete Riattang sub-district has a strong relationship.

It can be interpreted as the coefficient of determination (R<sup>2</sup>) of 41.9%, the results of this statistical calculation mean that the ability of the independent variable to explain the dependent variable by 41.9% or clothing consumption patterns is influenced by the bandwagon effect by 41.9%, while the remaining 58.1% is influenced by other factors that were not studied in this study.

T-Test

The partial t-test aims to determine whether the independent variable (X) has a partial effect on the dependent variable (Y). The degrees of freedom  $df = n - k$  can be found in the distribution table t (n is the number of samples and k is the number of independent variables). Thus, obtained t-table with ( $df = 100 - 2 = 98$ ) with a significance of 5% or 0.05.

Because this study used 2 sides, the significance is  $0.05/2 = 0.025$ . A t table value of 1.985 was obtained. The following are the results of the analysis using spss version 29 in table 4 below:

Table 7. Partial Test Results

Variable	t count	t table	Significance	Information
Bandwagon Effect (X)	8.275	1.984	0.001	Hypothesis accepted

Source: Data processed using SPSS version 29, (2024)

The basis for decision making in a partial test if the significance level is  $\alpha = 5\%$  and  $df$  is 98 is 1.984. Then from table 7. Above it can be concluded that the bandwagon effect variable has a positive and significant effect on clothing consumption patterns. This is seen in table 7. The calculated value is 8.275 and the significance value is  $< 0.001$ . The significance value is less than 0.05 (Sig.  $< 0.05$ ) and the tcount value is greater than 1.984 (t count  $>$  t table) then  $H_0$  is rejected and  $H_a$  is accepted. So that  $H_a$ 's hypothesis, namely the bandwagon effect, affects clothing consumption patterns, is accepted.

In this case, it can be interpreted that the decision of the Muslim community in Tanete Riattang District in using or choosing clothes is influenced by ongoing trends or popularity (bandwagon effect).

The output of this study is also in line with previous research conducted by Ananta Yudistira in 2022, which revealed that the bandwagon effect has a significant effect on purchasing decisions, which means that purchasing decisions are based on the bandwagon effect. These actions show that consumers are irrational in making purchase decisions. Furthermore, research conducted by Nikken Nur Fanydia Ningsih in 2023, the results of the study also stated that the influence of the bandwagon effect on purchasing decisions is considered valid. From the results of the analysis it can be concluded that the bandwagon effect has a direct impact on improving purchasing decisions taken by consumers.

The results of this study are in line with the theory of SOR (Stimulus-Organism-Response). This theory explains how a stimulus or stimulus gets a response. The concept of this theory shows that communication is an action and reaction, where actions are issued verbally or non-verbally, where it influences

individuals to give certain responses to existing stimuli.

The relationship of research results with concepts in the theory of Stimulus Organism Response is relevant, because trends, popularity of celebrities and the influence of social media that are rife in society are stimuli or that trigger changes in consumer behavior related to clothing. Then the organism or individual includes personal preferences and motivations that influence responses to a particular stimulus, for example comfort, interpersonal influence, and status seeking. Then the response or in this case behavior can include purchasing decisions as well as clothing styles or consumption patterns in dressing that cause individuals to respond in the form of bandwagon effects to the use of clothing.

Furthermore, if analyzed based on data on the frequency of respondents' answers from bandwagon effect variable statement items. In the first statement item in the comfort indicator, the average respondent chose a very agreeable answer to my statement of buying products because it follows the times, it means that the Muslim community in Tanete Riattang District agrees in choosing clothes following the latest fashion styles or trends.

Then in the fifth item in the interpersonal influence indicator, most respondents agreed with my statement that I chose to use a product that many others liked. This shows that the Muslim community in Tanete Riattang sub-district uses clothes that are temporarily popular because the product is much liked or in demand by most people. Furthermore, on the status seeking indicator, most voted in agreement on the eighth statement item, that is, I follow the trend of buying clothes to be appreciated and respected by others, this means that in the use of clothing they also need social recognition, in this case, appreciation and respect. With the recognition of the social also ovites someone to use or choose a garment.

It can be concluded that although it is known that the main reason an individual is interested in using clothes is because the product is popular and much in demand or liked by most people, but the Muslim community in Tanete Riattang sub-district also needs social recognition in the form of awards that encourage them to use clothes that are trending. So that these reasons can be categorized as consumptive behavior (wasteful) where someone tends to use products (clothing) not just needs but fulfillment of desires to meet certain expectations and norms in society and efforts to gain acceptance or validation from the surrounding environment.

In Islam, it teaches that people do not behave consumptively or extravagantly. In Islam the term extravagant is also called *israf*. Mashiri (1993) is of the view that, extravagant (*israf*) refers to the excessive expenditure of property for non-essential purposes or exceeding reasonable limits in terms of shopping.

From Qardhawi, (1993) point of view that extravagant (*israf*) means human attitudes that go beyond the limits of reasonableness. Extravagant has almost the same meaning as redundant (*tabdzir*), which is defined by squandering wealth with no reward. In other words, wasteful and wasteful is someone who is unable to recognize the conditions of need so that he has difficulty distinguishing goods that are really needed or not. In the Quran it has been explained about consumptive or wasteful behavior. Allah swt says, meaning: "And give to the families that are close to their rights, to the poor and those who are on the way,

and do not squander (your property) extravagantly. Behold, the wasters are the brothers of Satan, and the devil is in great disobedience to his Lord." (Qs. Al-Isra [17]: 26-27).

Sabhuni (1996) interprets the verse as prohibiting the use of property for purposes that do not strengthen obedience to Allah. Extravagance is spending wealth on things that are not right even a little. The verse ends with the prohibition against extravagant behavior and *tabdzir*, because he is a brother of Satan. This is because they use and spend wealth for evil and immoral purposes so that they behave like satanic behavior.

Rasulullah saw also said: "Eat and drink what you like, in fact what makes you wrong are two things, namely exaggeration (*israf*) and arrogance (*makhilah*)" (HR. Bukhari).

The above hadith affirms the prohibition against *israf* (extravagant) behavior, in addition, it also prohibits arrogant attitude (*makhilah*) by spending excessive wealth or squandering wealth. This is strongly discouraged because the waste of property to support a lavish lifestyle can lead to abuse of the basic rights of the majority of people, which will eventually lead to disharmony, conflict, and tension in society.

## CONCLUSION

Based on the results of data analysis and hypotheses formulated, it can be concluded that the results showed that there was a positive influence between the bandwagon effect on the clothing consumption pattern of the Muslim community in TaneteRiattang District, this was based on the results of the hypothesis test, namely the calculated value of 8.275, the *t* table value of 1.984 and the significance value of 0.000. The significance value is smaller than the established probability value  $\alpha$  which is 0.05 ( $\text{Sig} < 0.05$ ) and the calculated value is greater than 1.984 ( $t \text{ count} < t \text{ table}$ ) then  $H_0$  is rejected and  $H_a$  is accepted, namely the bandwagon effect has a significant effect on clothing consumption patterns.

The results of the study were strengthened by the calculation results obtained from the coefficient of determination test, the magnitude of *R Square* was 0.419. The results of this statistical calculation mean that the ability of the bandwagon effect variable to explain the variation in changes in clothing consumption pattern variables by 41.9%, while the remaining 58.1% is influenced by other variables that are not included in this study.

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