



The Influence of Gender Bias and Religius on Consumtive Behavior of Apparel Consumers in The Aur Kuning Market, Bukittinggi City



Fifa Alfiona^{1*} , Iiz Izmuddin² , Amsah Hendri Doni³ , Yefri Joni⁴ , Rahmi⁵

^{1,2,3,4,5} UIN Sejch M. Djamil Djambek, Bukittinggi, 26138, Indonesia

**Corresponding Author : fifaalfiona723@gmail.com*

Abstract. This research examines the problem of gender bias and religiosity on consumptive behavior among apparel consumers in the urban market of Bukittinggi. The problem formulation in this research is: (1) How big is the influence of Gender Bias on Consumptive Behavior among Apparel Consumers in the Aur Kuning Market, Bukittinggi City? (2) How big is the influence of religiosity on consumptive behavior among apparel consumers in the Aur Kuning Market, Bukittinggi City? (3) How big is the simultaneous influence of Gender Bias and Religiosity on Consumptive Behavior among Apparel Consumers in the Aur Kuning Market, Bukittinggi City? The purpose of this writing is: (1) to measure the magnitude of the spatial influence between the independent variables (gender bias and religiosity) on the dependent variable (consumptive behavior) on apparel consumers in the Aur Kuning Market, Bukittinggi City. (2) to measure the magnitude of the simultaneous influence between the independent variables (gender bias and religiosity) on the dependent variable (consumptive behavior) on Apparel Consumers in the Aur Kuning Market, Bukittinggi City. (3) to analyze each independent variable (gender bias and religiosity) on the dependent variable (consumptive behavior) among Apparel Consumers in the Aur Kuning Market, Bukittinggi City?. The research method used is a descriptive quantitative approach, using multiple linear regression analysis tools, using research instrument tests, classical assumption tests and hypothesis testing. The results of this research discuss the negative influence of gender bias on consumer behavior, this is because female consumers in Minangkabau cannot be separated from the decision taken by a man (partner, relative) in choosing and purchasing a product. This shows that decisions about consumer behavior are still not entirely in the hands of female consumers, while women have a tendency to like to buy products according to their desires and not according to their needs. Meanwhile, the higher a consumer's religiosity, the more they will shop appropriately because in religion it is not permissible to consume wastefully.

Keywords: Gender Bias, Religiosity, Consumptive Behavior

1. Introduction

Human needs in life are very diverse, both primary and secondary needs. In the daily life of every individual, society as a whole must carry out consumption activities. Consumption activities are carried out because of the desire to obtain goods and services (Basyirah et al., 2023). Consumption activities are carried out with the ultimate aim of achieving a level of individual satisfaction. People generally consume various kinds of goods according to their purposes and benefits. Starting from basic goods such as food, clothes, houses, to luxury goods such as jewelry and cars. In general, a person will never be satisfied



with the goods or services he has obtained, there are always other things that make people add to their living needs.

The higher a particular need, the less important the need to simply survive¹. With the development of the times, a person engages in consumption activities not out of necessity but for his own pleasure, thus causing a person to be wasteful, which is known as consumptive behavior or consumerism. Consumptive behavior shows self-identity. This can be seen from the way you buy expensive branded goods (Jamaludin et al., 2023).

Consumptive behavior tends to be carried out by teenagers and adults, starting from the age of 17 years to 21 years.² Because this period is a time when you are looking for your own identity by showing qualities that must be shown to other people. During adolescence, they begin to look for their own identity, so that someone who is in adolescence will be very easily influenced by various things around them, both positive and negative.³ In adulthood, consumer behavior occurs due to a person's social environment, or because self-esteem and job demands. This tends to happen because emotions are less stable, so that consumption behavior is formed which can develop into consumptive behavior. If individuals do not have self-strength, then these individuals will be trapped in consumer behavior which fulfills all desires in the hope of getting satisfaction. Thus, religious values in the aspect of religiosity become the final filter that will protect an individual from being trapped in consumer behavior that deviates from religion.

Consumptive behavior is also influenced by gender bias variables. Gender bias is an inequality or gap that occurs between male and female consumers. Women are the target market share in consumption activities because women have a tendency to shop. Compared to male consumers, women carry out more consumption activities in purchasing various types of products (Agit et al., 2024).

Gender bias in consumer behavior in society in West Sumatra or more precisely in the Minangkabau society is a problem related to a woman's decision to buy a product. The nature of a woman tends to really like and enjoy shopping, whether according to her needs or according to her wishes, but the decision to buy products for women includes the choices of men, meaning that gender bias occurs in the consumptive behavior of female consumers who do not have full rights in make product purchasing decisions. Even though Minangkabau women can make their own decisions when shopping (carrying out consumptive activities), they still ask permission, appreciate and respect purchasing decisions made by male consumers, in this case male consumers as life partners and family or friends of female consumers (Husna et al., 2019; Putri, 2020) .

Bukittinggi City is one of the shopping center cities in West Sumatra province, where for apparel products the number of product sales to female consumers and male consumers can be seen in the data development in the table below:

ICIEF PROCEEDING

<http://proceedings.uinbukittinggi.ac.id/iciefs/>

Table 1. Development Of The Number Of Consumers And Types Of Apparel In The Aur Kuning Market Bukittinggi City In 2021

No.	Period (Per Quarter)	Number of Consumers (person)	Types of Apparel
1	April	102.950	Cottong Long Shirts,
2	August	103.320	Men's Collar T-Shirts,
3	December	105.300	Women's Blouses and
	Total	311.570	Women's Skirt Suits

Source: BPS Bukittinggi City In Figures (2022)

Based on the data in table 1 above, it can be explained the development of consumer behavior which every period increases in buying ready-made clothes at the aur kuning market in bukittinggi city. Where the total number of consumers who buy ready-made clothing at the yellow aur market in bukittinggi city in 2021 is 311,570 people. The type of clothing in question is not only women's clothing such as women's blouses and women's skirts, but also male consumers have a consumptive nature in buying ready-made clothing such as long cotton shirts and men's collared t-shirts (Rosihana et al., 2024).

Apart from data on the development of the number of apparel consumers in the market in bukittinggi city, the problem of gender bias in consumer behavior, the author conducted interviews with traders and obtained information from traders that some consumers who shop actually have gender bias in making decisions to buy apparel products. The consumer behavior of female consumers is also more likely to emphasize their desires rather than based on needs, for this reason male consumers have a role in deciding the needs of female consumers (Shonia Az Zahra et al., 2023).

Research on consumer behavior which is linked to religiosity and gender bias where the two in a society have a strong relationship, cannot be separated from one another and become an inherent part of their lives. The community in question is the minangkabau community in west Sumatra (Basri et al., 2022).

The reason the minangkabau people were chosen was because of the characteristics of the minang people who are well known and familiar with economic activities and have a reputation as traders (Widianita et al., 2023). Apart from trading, minangkabau people also like to shop (consumptive behavior). Minangkabau are known as an ethnic group that adheres to islamic teachings and strongly adheres to customs. In the minangkabau ethnicity there are expressions, *adat basandi syara'*, *syara' basandi kitabullah*, *syara' mangato adat mamakai*. This expression implies that islamic teachings are the basis for every behavior of the minangkabau people in the social, political and economic fields (Widianita et al., 2024).

Based on the phenomena and facts above, to measure and analyze the extent to which each independent variable (gender bias and religiosity) influences the dependent variable (consumption behavior) in west sumatra, the author is interested in studying it more deeply with the title "analysis of the influence of gender bias and religiosity on the consumptive behavior of apparel consumers in the aur kuning market, bukittinggi city".

Referring to the phenomenon described above, the author can formulate the problem in this paper, namely: (1) how big is the influence of gender bias on consumptive behavior among apparel consumers in the aur kuning market, bukittinggi city? (2) how big is the influence of religiosity on consumptive behavior among apparel consumers in the aur kuning market, bukittinggi city? (3) how big is the simultaneous influence of gender bias and religiosity on consumptive behavior among apparel consumers in the aur kuning market, bukittinggi city?

Based on the problem formulation in this paper, the objectives of this paper are: (1) to measure the magnitude of the spatial influence between the independent variables (gender bias and religiosity) on the dependent variable (consumptive behavior) among apparel consumers in the aur kuning market, bukittinggi city. (2) to measure the magnitude of the simultaneous influence between the independent variables (gender bias and religiosity) on the dependent variable (consumptive behavior) on apparel consumers in the aur kuning market, bukittinggi city. (3) to analyze each independent variable (gender bias and religiosity) on the dependent variable (consumptive behavior) among apparel consumers in the aur kuning market, bukittinggi city?

2. Methods

a. Types of Research and Data Sources

In accordance with the problem formulation and objectives of this research, this research is classified as descriptive quantitative research. Descriptive research is research that aims to describe or explain something as it is. In this research, we see how much influence the causal variable has on the effect variable (Sugiyono, 2014).

Meanwhile, the data sources in this research use primary data and secondary data. Where Primary Data is data obtained directly from respondents by distributing questionnaires to the field. Then, secondary data is research data that is not obtained directly but through intermediary media (obtained and recorded by other parties), or through reports to related agencies and agencies (Armstrong et al., 2014).

The population in this research is 311,570 consumers of apparel at the Aur Kuning market in 2021. The sample for this study was 100 people, using the Slovin Formula calculation.

b. Data analysis technique

In carrying out analysis related to what influences consumer behavior, in accordance with the research objectives and hypotheses proposed by the author, the author uses the following analysis techniques:

1. Test the Research Instrument

a. Validity test

The validity test in this research was used to test the validity of the questionnaire. Validity shows the extent of accuracy and accuracy of a measuring instrument in carrying out the accurate function of the measuring instrument. The test uses 2 sides with a significance level of 0.05 $t_{hit} > r_{table}$, then the instrument or statement items have a significant correlation with the total score (declared valid), and vice versa if $r_{hit} < r_{table}$ it is declared invalid.

b. Reliability Test

Reliability test is a test that can show the extent to which a measuring instrument can be trusted or reliable. The measuring tool that will be used is Cronbach Alpha via software. The reliability of a variable construct is said to be good if it has a Cronbach Alpha value > 0.60 .

2. Classic Assumption Test

a. Autocorrelation Test

Autocorrelation means that there is a correlation between data members and observations based on time, so that data is influenced by previous data. Autocorrelation

appears in regressions that use periodic data (time series). This test uses the Durbin Watson formula, namely:

$$d = \frac{\sum (U_n - U_{n-1})^2}{\sum U_n^2}$$

Where :

d = Durbin Watson statistics

U_n = Residual Value (residual)

The results of this formula (d value) are then compared with the Durbin Watson value, the d value can be seen in table 3 below:

Table 2. Durbin Watson Value

No	Value d	Information
1	< 1,10	There is auto correlation
2	1,10 – 1,54	No conclusion
3	1,55 – 2,46	There is no outo correlation
4	2,46 – 2,90	No conclusion
5	>2,91	There is auto correlation

Source: Damodar Gujarati, *Econometrica*, 1997

b. Multicollinearity Test

Another requirement in using multiple regression analysis is that the independent variables must not have a significant relationship. This test of the relationship between independent variables is called the multicollinearity test. This analysis aims to see the correlation between independent variables. If there is a high correlation between variables, then one of them is eliminated (excluded from the multiple regression). To determine whether or not multicollinearity exists, use the VIF (Variance Inflation Factor) method, namely:

$$VIF = \frac{1}{(1 - r_{ij}^2)}$$

If the VIF value is ≥ 5 , it means that there is a high correlation between the independent variables, then there is a case of multicollinearity, otherwise the VIF value is < 5 , then there is no case of multicollinearity at α 5%.

c. Normality test

The normality test is a test of whether the data distribution is normal or not. This test is carried out using the Kolmogorov-Smirnov test with the following equation:

$$D = \sup_x \left| F_n(x) - F_0(x) \right|$$

Where:

D = Maximum absolute deviation value between $F_n(x)$ and $F_0(x)$

ICIEF PROCEEDING

<http://proceedings.uinbukittinggi.ac.id/iciefs/>

Test criteria are as follows:

If the sig value $< \alpha$ then the data distribution is not distributed normally.

If sig α then the data distribution is spread normally.

3. Multiple Linear Regression Analysis

This analysis is intended to determine the influence of each independent variable on the dependent variable. Analysis of the Y data used is a multiple linear regression mathematical equation. This model can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where :

Y = Consumer Behavior (Dependent Variable)

X1, X2, = Gender Bias and Religiosity (Independent Variables)

β_1, β_2 = Regression Coefficient Values

e = Error Term

4. Coefficient of Determination (R)

To calculate the closeness of the relationship between the independent variable and the dependent variable, you can do it by looking at R square (R). According to Supranto, the greater the value of the coefficient of determination, the greater the influence of the dependent variable on the independent variable using the following formula:

$$R^2 = \frac{b_1 \sum x_1 y + b_2 \sum x_2 y + b_3 \sum x_3 y}{\sum y^2}$$

Where:

$\sum x_i y$ = In deviation number

or

$$R^2 = \frac{ESS}{TSS}$$

Where :

ESS = Explained Sum Squares (explained sum of squares)

TSS = Total Squares (Total number of squares)

Where the R value ranges between 0 and 1. If the R value is equal to 1 or close to 1, it means that the influence of X1, X2, X3 the variation or change in Y is 100%, which means the relationship between the independent variable and the dependent variable is strong.

5. Hypothesis Testing

a. T test

The t test is used to determine the significance level of each independent variable on the dependent variable. According to Supranto the formula is:

$$t_{hit} = \frac{\beta_i}{S(\beta_i)}$$

Where :

t = Calculated t value

β_i = Variable Regression Coefficient Xi

$S(\beta_i)$ = Standard error of the coefficient

For this test, the following hypothesis is used:

$H_o : \beta_1 = \beta_2 = 0$ (no influence)

$H_a : \beta_1 \neq \beta_2 \neq 0$ (there is influence)

ICIEF PROCEEDING

<http://proceedings.uinbukittinggi.ac.id/iciefs/>

The null hypothesis (H) is a hypothesis which states that there is no influence between the independent variable and the dependent variable. Meanwhile, the alternative hypothesis (Ha) is a hypothesis which states that there is an influence of the independent variable on the dependent variable.

The test is carried out to compare the t_{hitung} value obtained with the t_{tabel} value whose conditions are as follows:

If, $t_{hitung} < t_{tab}$ or $-t_{hitung} \geq -t_{tab}$ H is accepted and Ha is rejected.

If, $t_{hitung} \geq t_{tab}$ or $-t_{hitung} < -t_{tab}$ H is rejected and Ha is accepted.

b. F test

To test the level of significance of the relationship between all independent variables together with the dependent variable, the F test is used with the following formula:

$$F = \frac{R^2 / k - 1}{1 - R^2 / n - k}$$

Where :

F = Calculated F value

k = Number of influencing variables and affected variables

n = number of years of observation

R = Coefficient of Determination

This test is also carried out by comparing F_{hitung} with F_{tabel} with the following conditions:

If $F_{hitung} < F_{tabel}$ then H_o is accepted and Ha is rejected, meaning the independent variable has no influence on the dependent variable.

If $F_{hitung} \geq F_{tabel}$ then H_o is rejected and Ha is accepted, meaning the independent variable has an influence on the dependent variable.

Results and Discussion

Validity and Reliability Test.

The following is a test of the validity and reliability of the research instrument items. In this research, the validity test can be seen in table 5 below:

Table 3. Calculation Results of Gender Bias Validity Test

Item Question	R Count	Decision
X1	0,672	Valid
X2	0.764	Valid
X3	0.758	Valid
X4	0.854	Valid
X5	0.822	Valid
X6	0.866	Valid
X7	0.837	Valid
X8	0.880	Valid
X9	0.876	Valid
X10	0.862	Valid
X11	0.826	Valid
X12	0.829	Valid

Source: Processed Primary Data, 2022

ICIEF PROCEEDING

<http://proceedings.uinbukittinggi.ac.id/iciefs/>

Based on the table data above, it can be explained that all question items on the Gender Bias variable are said to be valid because the calculated R value is above the critical value, namely above 0.3.

Table 4. Calculation Results of the Religiosity Validity Test

Item Question	R Count	Decision
X13	0.825	Valid
X14	0.868	Valid
X15	0.847	Valid
X16	0.820	Valid
X17	0.873	Valid
X18	0.724	Valid
X19	0.562	Valid
X20	0.717	Valid
X21	0.687	Valid
X22	0.631	Valid
X23	0.806	Valid
X24	0.788	Valid

Source: Processed Primary Data, 2022

Based on the table data above, it can be explained that all question items on the Religiosity variable are said to be valid because the calculated R value is above the critical value, namely above 0.3.

Table 5. Calculation Results of Consumptive Behavior Validity Test

Item Question	R Count	Decision
Y1	0.868	Valid
Y2	0.894	Valid
Y3	0.823	Valid
Y4	0.859	Valid
Y5	0.865	Valid
Y6	0.891	Valid
Y7	0.869	Valid
Y8	0.871	Valid
Y9	0.854	Valid
Y10	0.840	Valid
Y11	0.916	Valid
Y12	0.839	Valid

Source: Processed Primary Data, 2022

Based on the table data above, it can be explained that all question items on the Consumer Behavior variable are said to be valid because the calculated R value is above the critical value, namely above 0.3.

Table 6. Reliability Test Results

No	Variable	Cronbach alpha	Critical value	Decision
1	Gender Bias	0,783	0,6	Reliabel
2	Religiosity	0,795	0,6	Reliabel
3	Consumer Behavior	0,728	0,6	Reliabel

Source: Processed Primary Data, 2022

Based on the data in the table above, it can be explained that for the three variables studied, the cronbachalpha value is above the critical value (greater than 0.6), meaning that both the independent variables (gender bias and religiosity) and the dependent variable (consumptive behavior) are reliable.

Multiple Regression Analysis

Multiple linear regression analysis aims to determine the influence of independent variables, namely gender bias and religiosity on consumer behavior. The analysis results are shown in the following table:

Table 7. Multiple Linear Regression Results

Variable	Coefficient regression	T Count	Significant
Constant	35,017		
Gender Bias	- 0,676	-16,675	0,000
Religiosity	0,381	6,191	0,000
F count	326,738		
R ²	0,645		

Source: Processed Primary Data, 2022

Based on table 9 above, the regression equation is obtained, namely:

$$y = a + b_1x_1 + b_2x_2 + e$$

$$y = 35,017 - 0,676X_1 + 0,381X_2$$

$$F \text{ test} = 326,738$$

$$R^2 = 0,645$$

An explanation of the analysis of the influence of each independent variable used in this research is as follows:

1. Constant. The constant value of this regression equation is 35.017, indicating that if there were no gender bias and religiosity variables, then consumer behavior would be 35.017
2. The X1 variable coefficient of -0.676 indicates that the variable is gender biased If one unit increases, consumptive behavior will decrease by -0.676 units, in this case other factors that influence consumptive behavior are considered constant.
3. The X2 variable coefficient of 0.381 states that if the religiosity variable increases by one unit, consumer behavior will increase by 0.381.

4. Conclusions

The conclusion in this paper explains that there is a significant negative influence between gender bias and consumptive behavior, meaning that the higher the level of gender bias, the consumptive behavior will decrease, conversely, the lower the gender bias, the higher the consumptive behavior. And there is a significant positive influence between religiosity and consumptive behavior, meaning that the higher the religiosity, the higher the consumptive behavior, and conversely, the lower the religiosity, the lower the consumptive behavior. Gender bias and religiosity together (simultaneously) influence consumer behavior which can be seen from the calculated F value of 326.738 which is greater than the F table of 3.020 and the Sig value of 0.000 < 0.05. So it can be concluded that the factors of genetic bias and religiosity jointly influence the consumptive behavior of apparel consumers in the Aur Kuning market, Bukittinggi City.

References

- Agit, A., Putra, I., Putra, G. K., Prameswari, F. D., Hani, U., Pudjiastuti, A., Nugroho, M., Astuti, F. Y., Pratiwi, N. A., & Nuryakin, R. A. (2024). *Pengantar Manajemen Usaha*. PT Penamuda Media.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
- Basri, H., Ritonga, M., & Mursal, M. (2022). The Role of Tungku Tigo Sajarangan in Educating Adolescent Morality through the Indigenous Values of Sumbang Duo Baleh. *Al-Ishlah: Jurnal Pendidikan*, 14(2), 2225–2238.
- Basyirah, L., Hapsara, O., & Hamidah, S. (2023). *KONSEP BISNIS ISLAM*. Mafy Media Literasi Indonesia.
- Husna, M., Puteri, H. E., & Winarno, W. (2019). Determinan Sustainability Lembaga Keuangan Mikro Syari'ah dan Upaya Penanggulangan Kemiskinan di Kabupaten Agam. *EKONOMIKA SYARIAH: Journal of Economic Studies*, 3(2), 61–74.
- Jamaludin, N., Miftahurrahmah, M., & Muizzudin, M. (2023). Islamic Micro Finance Institutions' Existence, Role, and Challenges in Developing the Indonesian Micro Business Sector Post Covid 19 Pandemic. *EKONOMIKA SYARIAH: Journal of Economic Studies*, 7(2), 155–165.
- Putri, S. (2020). Kontribusi UMKM terhadap Pendapatan Masyarakat Ponorogo: Analisis Ekonomi Islam tentang Strategi Bertahan di Masa Pandemi Covid-19. *EKONOMIKA SYARIAH: Journal of Economic Studies*, 4(2), 147–162.
- Rosihana, R. E., Simanjuntak, M., Wahyuni, S., Hidayat, F., Hastalona, D., Nainggolan, E., Januarty, W., Elmizan, G. H., Salmiah, S., & Mistriani, N. (2024). *Pengantar Ekonomi*. Yayasan Kita Menulis.
- Shonia Az Zahra, Q., Ika Putri, S., Anis Bena Kinanti, L., Tiorina Manurung, M., Kharisma Putra, G., Cassa Augustinus, D., Ajie Aryandika, A., Prabowo, B., Widiastuti, W., & Purnomo Saputro, B. (2023). *Digital Marketing*. Penamuda Media.
- Sugiyono. (2014). *Metode Penelitian kuantitatif, kualitatif dan R & D*.
- Widianita, R., Hidayat, F., & Hidayatullah, A. K. (2024). Money Supply and Inflation in Indonesia: An Analysis of al-Maqrizi's Thought. *JURNAL EKONOMI SYARIAH*, 9(1), 82–89.
- Widianita, R., Ilhamiwati, M., & Hidayat, F. (2023). Analisis Permintaan Uang Perspektif Islam di Indonesia. *AT-TAWASSUTH: Jurnal Ekonomi Islam*, 8(1), 1–18.