

ABSTRACT

THE INFLUENCE OF LIFESTYLE, RELIGIOSITY, FAMILY ENVIRONMENT, AND FRIENDS ENVIRONMENT ON CONSUMPTIVE BEHAVIOR OF MUSLIMAH CLOTHES

(Survey of Siliwangi University Tasikmalaya Student Class of 2017-2020)

by:

Yanti Hartiyanti

NPM. 173401158

Guided by:

Ade Komaludin

Fatimah Zahra Nasution

The purpose of this research was to know: (a) the condition of lifestyle, religiosity, family environment, friends environment and consumptive behavior. (b) The influence of lifestyle, religiosity, family environment, and friends environment partially on consumptive behavior in Muslimah clothing. (c) The influence of lifestyle, religiosity, family environment, and friends environment together on consumptive behavior in Muslimah clothing. The research method used is quantitative method. The data used in this study are primary data. The analysis used in this study is multiple regression analysis and by testing the hypothesis using the t test and F test. The results of this study indicate that: (a) the conditions of lifestyle, religiosity, and family environment, are categorized as good. While the friends environment and consumptive behavior are categorized as less good. (b) Partially, lifestyle, family environment and friends environment have a significant positive effect on consumptive behavior in Muslim clothing, while religiosity has an insignificant negative effect on consumptive behavior in Muslimah clothing. (c) Taken together, lifestyle, religiosity, family environment, and friends environment have a significant effect on consumptive behavior in Musliah clothing.

Keywords: *lifestyle, religiosity, family environment, friends environment and consumptive behavior.*