Effect of Advertising, Price, and Trend in Fashion Product on the Consumerism Level of Overseas Students in the Management Study Program, Faculty of Economics, Universitas Prima Indonesia

Christian Victorius Prasetyo Widodo[1], Rosinta Romauli Situmeang[2], Dwi Rinanda Chairani[3], Indry Prastika Sabana[4], Afriya Muharani Nainggolan[5]

[1,2,3,4,5]Universitas Prima Indonesia, Indonesia.

Corresponding Author: Rosinta Romauli Situmeang

ABSTRACT

The purpose of this research is to find out and analyze effect of advertising, price, and trend in fashion product on the consumerism level of overseas students in the Management Study Program, Faculty of Economics, Universitas Prima Indonesia. This research uses descriptive quantitative. The population in this study was 2,489. In this research, sampling is using simple random sampling. Based on the slovin formula, the sample is 344. Due to the large number of samples, we will conduct a random sample test of 100 overseas students against the existing population. This study uses multiple linear regression analysis. The results show that advertising has a positive and significant effect on consumerism level. Price has a positive and significant effect on consumerism level. Trend has a positive and significant effect on consumerism level.

Keywords: Advertising, Price, Trend, Consumerism Level

INTRODUCTION

The era of globalization is the most suitable nickname in describing the modern and all-digital era as it is now. In the increasingly advanced development of the internet, many people use and use it effectively and efficiently to develop a business easily. Fashion or clothing products are one of the basic needs, but in today's world, fashion products are no longer just a basic need, but for a lifestyle that leads to consumerism. Many people, both adults and teenagers, are competing to be fashionable or dress styles that follow and adapt to the times and trends in society.

Indonesia is a country that has a very high level of consumerism. Indonesia is recorded as being the second most optimistic consumer in the world with a score of 125, where the world average only has 98. This shows that the consumerism index exceeds the average consumption level of which India ranks first at 126, followed by the Philippines in third place.

Consumerism is an act as a customer in obtaining, using, and making choices in choosing something that has not been a major concern in excess. Consumptive behavior does not only occur in adults and the pattern of consumptive behavior does not only occur in those who have made their own money, but also occurs in those who migrate and are far from their parents or groups who do not have income or depend on their parents or other people. Consumerism cannot be separated from following fashion trends originating from the internet and the surrounding environment. A data from the Ministry of Tourism and Creative Economy, shows that during the pandemic, the clothing or fashion

sector contributed the highest number to the creative industry sector, which was 54.54% in 2020 from several years starting from 2015-2016.

Advertising, as its main purpose is promotion, popular advertising media used to advertise fashion products from the internet or social media, pamphlets, brochures and news and newspapers are also used as a means of delivering advertisements to attract these customers. The more advertisements circulating about a product, the more curious people will be about the products in the advertisements offered. Likewise with the price, which is one of the main indicators when someone wants to shop. The cheaper the price and the better the quality you get, the higher the purchase rate will be. The race for price competition is not limited to here, there are many pricing strategies ranging from discounts, beautiful numbers, buy 2 free 1. Many strategies are used on price, making consumers interested in a product and then buying the product. Even for consumers who need or are simply interested because of the price.

Trends are also one of the most underlying factors for most people to shop for fashion. Of course, as the era progresses, it finds patterns of characteristics that are in accordance with current developments, both those that have an impact on patterns of society abroad and new trends that are developing within Indonesia itself. Most of the people said that the trend was influential enough for them to follow, but some said that the trend did not impact them enough on this phenomenon to buy fashion products.

But behind all the factors that can lead to the consumerism of society or consumers, there are many negative sides that arise from the nature of consumerism towards fashion products. The consumptive culture that infects consumers on fashion products causes over-consumption of waste. In addition, the biological impact is the remnants of chemical dyes on clothes forming waste in the soil and causing damage to existing ecosystems. Even when producing one piece of clothing, approximately 1200 L of clean water is needed. You can imagine how much clean water must be spent when producing more clothes.

A news we quoted from TribunNews.com, said that there had been many cases of theft, robbery, or criminal acts that forced them to try to get what they wanted by force to fulfill their consumptive desires and get social recognition that should not have happened.

The purpose of this research is to find out and analyze effect of advertising, price, and trend in fashion product on the consumerism level of overseas students in the Management Study Program, Faculty of Economics, Universitas Prima Indonesia.

LITERATURE REVIEW
Advertising

Advertising is one way to develop and a business in marketing a product. Advertising can use the media to inform consumers about a product and attract consumers to have the product. According to Wibowo and Kharimah in Murty and Khasanah (2015), "advertising is an element in marketing communication that is persuasive, non-personal, financed by sponsors and disseminated through mass communication to use goods and services".

According to Wibisono in Sinollah et al. (2020), 4 advertising indicators are as follows:
a. Can get attention.
b. Interesting.
c. Can give rise to desires.
d. Produce an action.

Price

Price is something that is given to consumers in order to get the quality offered in a product. Kotler and Armstrong in Murty and Khasanah (2015), argue that "price is the total value given by customers to gain from owning or using a product or service".

According to Kotler and Armstrong in Murty and Khasanah (2015), there are 4 indicators that characterize prices, namely:
a. Affordability price.
b. Price match with product quality.
c. Price competitiveness.
d. Price to benefit compatibility.

Trend

Trend is a phenomenon or season in an indefinite period of time. According to Maryatidi in Arhan (2019), stating that "a trend is a movement or tendency to rise or fall over a long period of time".

According to Maryati in Arhan (2019), indicators of trends are:
a. Population change.
b. Price changes.
c. Technology changes.
d. Increased productivity.

Consumerism

Consumerism is a behavior or trait that cannot be avoided at this time, consumerism is where consumers consume a product in excess for mere satisfaction. Wening (2014), argues that "consumerism is an understanding or an ideology which individuals consume excessively and inappropriately".

According to Apriyan in Anggrainy et al. (2017), the indicators of consumerism are:
a. Impulse buying.
b. Waste.
c. Looking for fun.
d. Status.

RESEARCH METHOD

Researchers set a quantitative approach in obtaining accurate data (Ardiansyah and Firdaus, 2020). A quantitative approach is where researchers process data in the form of statistical analysis, researchers perform calculations to produce correct data in research, the data in this study are also in the form of numbers (Harahap and Khair, 2019). According to Sugiyono (2016), namely research based on philosophy in examining a population and

the sample and take a random sample by following the instrument in statistical data analysis. This research uses descriptive quantitative. According to Sugiyono (2017), this quantitative descriptive research is a descriptive study which corresponds to the statistical translation of numbers.

In this research, sampling is using simple random sampling. Like Sugiyono (2017), the method in simple random sampling is used because the sampling from the population is carried out randomly without regard to the strata in the population. The population in this study was 2,489. Based on the Slovin formula, the sample is 344. Due to the large number of samples, we will conduct a random sample test of 100 overseas students against the existing population.

In this study the sources of data obtained are:
1. Primary data was obtained by distributing questionnaires to students of the Management Study Program, Faculty of Economics, Universitas Prima Indonesia.
2. Secondary sources of information are obtained through previous books or journals.

This study uses multiple linear regression analysis. According to Bambang and Linda (2020), multiple linear regression analysis is predicting the condition (up and down) of the dependent variable (criteria) if one or more independent variables are manipulated predator factors (increasing prices).

RESULT
Descriptive Statistical Analysis

From Table 1, the amount of data used is 100 people where students of the Management Study Program, Faculty of Economics, Universitas Prima Indonesia, show that the minimum value of advertising is 27 and a maximum of 35. Price is worth a minimum of 12 and a maximum of 36. The minimum value of trend is 11 and a maximum 38, and consumerism level with a

minimum value of 27 and a maximum value   of 38.

Table 1. Descriptive Statistical Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Advertising	100	27	35	30.93	1.971
Price	100	12	36	27.96	6.323
Trend	100	11	38	26.24	8.078
Consumerism Level	100	27	38	32.33	2.531
Valid N (listwise)	100				

Source: Research Results

Multiple Linear Regression Analysis
Partial Test (t Test)

Table 2. Partial Test (t Test) Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.633	3.526		4.434	.000
	Advertising	.332	.105	.258	3.145	.002
	Price	.157	.043	.392	3.650	.000
	Trend	.078	.033	.249	2.333	.022
a. Dependent Variable: Consumerism Level						

The results show that advertising has a positive and significant effect on consumerism level. Advertising that is carried out effectively and efficiently will be able to increase the level of consumerism in the community, the delivery of information and the needs of the community that support each other so as to increase consumerism.

Price has a positive and significant effect on consumerism level. Price is certainly a determining factor for customers in buying so that it becomes one of the important factors in increasing consumerism, therefore in increasing consumer consumerism or the producer community must adjust the price and quality of the product so as to increase customer consumerism.

Trend has a positive and significant effect on consumerism level. A product trend is one of the factors that can increase consumerism, with a product trend, producers can see what is currently becoming a prima donna in society so that they can adjust products so that customers can pay more attention to the product so that it can increase consumerism.

CONCLUSION AND SUGGESTION

The results show that advertising has a positive and significant effect on consumerism level. Price has a positive and significant effect on consumerism level. Trend has a positive and significant effect on consumerism level.

Suggestions in this research are:
1. For researchers, it is hoped that the results in the research can provide insight so as to improve and improve knowledge in the field of marketing management.
2. Future researchers are expected to conduct research on different factors to improve researchers that have an impact on buyer decisions in order to obtain accurate results in developing research.
3. For companies in Indonesia, companies are required to show adjustments in advertising, price, and trend so that many students are more interested in the products offered. According to industry estimates, companies expect to create more creative advertisements and take advantage of product trend to increase consumerism.
4. Especially at Universitas Prima Indonesia, the knowledge and education of students in the economics faculty are

expected to advance as a result of the results of this research.

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