HUBUNGAN ANTARA VALS (*VALUE AND LIFESTYLE*) DENGAN *STYLE FASHION* MUSLIM KONTEMPORER TIPE *CLASSIC ELEGANT* PADA KONSUMEN MEREK X

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ABSTRAK

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Penelitian ini didasari oleh berkembang pesatnya industri *fashion* muslim di Indonesia yang juga diiringi dengan meningkatnya persaingan antara para pelaku industri *fashion* muslim tersebut. Tujuan yang ingin dicapai dalam penelitian ini adalah untuk mengetahui seberapa besar hubungan antara VALS (*value and lifestyle*) dengan *style fashion* muslim kontemporer tipe *classic elegant* pada konsumen merek X. Penelitian ini menggunakan pendekatan kuantitatif dengan metode korelasional. Pengambilan sampel dalam penelitian ini menggunakan teknik *simple random sampling*. Subjek pada penelitian ini adalah 147 konsumen merek X. Instrumen yang digunakan yaitu instrumen VALS dan *style fashion* muslim kontemporer tipe *classic elegant*. Instrumen VALS diadaptasi dari *The US VALS*[TM] *Survey* milik *Strategic Business Insights* (SBI), sedangkan instrumen *style fashion* muslim kontemporer tipe *classic elegant* disusun sendiri oleh peneliti. Analisis data dilakukan dengan menggunakan korelasi *Rank Spearman*. Hasil penelitian menunjukkan (1) tipe VALS pada konsumen merek X didominasi oleh tipe *believers* (2) tidak terdapat hubungan yang signifikan antara tipe VALS *thinkers, experiencers, achievers, believers, makers, strivers, survivors,* dan *innovators* dengan tipe *style fashion* muslim kontemporer tipe *classic elegant* pada konsumen merek X.

Kata kunci: VALS, *value, lifestyle, style fashion* muslim kontemporer, *classic elegant,* konsumen.

THE RELATIONSHIP BETWEEN VALS (VALUE AND LIFESTYLE) WITH MOESLIM'S CONTEMPORARY FASHION STYLE CLASSIC ELEGANT TYPE ON BRAND X CONSUMERS

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ABSTRACT

Saraswati Ratna Pandini (1005894). *The Relationship Between VALS (Value And Lifestyle) with Contemporary Moeslim's Fashion Style Classic Elegant Type on Brand X Consumers. Unpublished Research Paper. Department of Psychology, Faculty of Education Science, Indonesia University of Education, Bandung (2015).*

This research is based on the rapid growth of moeslim's industrial fashion in Indonesia which is also accompanied by the increase of competition between the moeslim's fashion industries themselves. The purpose in this research is to perceive how many the relation between VALS (value and lifestyle) with moeslim's contemporary fashion style on brand X consumers. This research uses quantitative approach with correlation method. The sampling in this research uses simple random sampling technique. The subjects in this research are 147 brand X consumers. The instruments that are used are VALS instruments and contemporary moeslim's fashion style classic elegant type. VALS instruments are adapted from The US VALS^{TM} Survey by Strategic Business Insights (SBI), while the instruments of moeslim's contemporary fashion style classic elegant type's instruments are composed by the researcher. The data analysis is done by Rank Spearman's correlation. The result of this research shows that (1) VALS types on brand X consumers is dominated by believer types (2) there are no significant relationship between VALS thinkers, experiencers, achievers, believers, makers, strivers, survivors, and innovators with moeslim's contemporary fashion style classic elegant types on brand X consumers.

Keywords: VALS, value, lifestyle, moeslim's contemporary fashion style, *classic elegant,* consumers.