Analysis Of Interest of Gen Z in Bridal Clothes: A Comparison Study Between Surabaya Veiled Wedding Dress with and Veiled Long Wedding Dress

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Abstract: This research aimed to find out the interest of Gen Z in the city of Surabaya for wedding clothing, especially for hijabers, it is reviewed from the interest variables of Gen Z, the uniqueness of the Surabaya veiled wedding dress and the veiled long wedding dress. Using a quantitative approach with a correlational design, the data were analyzed by regression analysis and exploratory factor analysis to prove that the Gen Z of Surabaya is a determining factor in the development of traditional veiled wedding dresses. The research findings are (1) Age, family and environmental factors of Gen Z influence the interest in wearing a Surabaya veiled wedding dress and the veiled long wedding dress. (2) The Surabaya veiled wedding dress, the long kebaya indicator is more interesting than the crowned hijab and local fabrics. (3) The veiled long wedding dress, on the indicator of a crowned hijab, is more interesting than a long dress. (4) Long kebaya and crowned hijab have a higher chance to enter the fashion entrepreneurship industry.

Keywords: Gen Z, veiled surabaya bride, long veiled wedding dress

1 Introduction

According to the Central Statistics Agency (BPS) in 2020 released data that in Indonesia there are more than 300 technical groups and 1340 ethnic groups, each of which has its own characteristics[1], especially in the field of fashion or style of dress. Fashion is an expression or personal expression that is not always the same for everyone. Fashion is not only needed to meet basic needs, but fashion is a part of a lifestyle that can influence a person to look according to character. The benefits of a fashion include as a means of communication. The means of communication in question is that it can be used as a communicative medium, besides that fashion also contains several non-verbal messages that are conveyed to the viewer. Fashion can also be used to infer and judge about social class according to what people wear. Another benefit of fashion is as a self-identity that is able to show a person's identity and personality [2].

The development of local-based products and modern technology in Surabaya wedding dresses must continue to be considered. This is because bridal clothing, especially in the Surabaya area, has not lost its characteristics and features due to the growing trend of fashion in modern bridal clothing [1] . The selection of traditional Surabaya wedding dresses and modifications can also affect consumer interest in the current generation, especially Generation Z in creativity. This is one of the most important components and is the main asset of the next generation to develop sustainably in the face of an unexpected future [3].

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The generation that appears in a social environment becomes a group that can be used as the development of human resource management. The concept of generational development according to Mannheim [4] shows that the younger generation is not able to fully socialize because there is a gap between the ideal values taught by the old generation and the reality of today's young generation. This generation has characteristics and characteristics that are different from the previous generation. But in recent years, the definition of generation according to Kupperschmidt is a group of individuals grouped by year of birth, age, place and similarity of events. Some opinions related to generational differences can be summarized in the following table:

Table 1. Generation Grouping

Source		**Label**			
Tapscott (1998)	-	Baby boom Generation (1946-1964)	Generation X (1965-1975)	Digital generation (1976-2000)	-
How & Stauss (20000	Silent generation (1925-1943)	Boom Generation (1943-1960)	13th Generation (1961-1981)	Millennials Generation 91982-2000)	-
Zemke et al (2000)	Veterans (1922-1943)	Baby Boomers (1943-1960)	Gen-Xers (1960-1980)	Neuters (1980-1999)	-
Lancaster & Stillman (2002)	Traditionalist (1900-1945)	Baby Boomers (1946-1964)	Generation Xers (1965-1980)	Generation Y (1981-1999)	-
Martin & Tulgan (2002)	Silent Generation (1925-19420	Baby Boomers (1946-1964)	Generation X (1965-1977)	Millennials (1978-2000)	-
Oblinger & Oblinger (2005)	Matures (<1946)	Baby Boomers (1947-1964)	Generation Xers (1965-1980)	Gen Y/ Net Gen (981-1995)	Post Millennials (1995-Present

The development of the times in each generation that changes from time to time with the Baby Boomers generation begins to decline. According to the results of research from Bencsik, Csikos and Juhez, the decline is related to the working age and workforce as well as the increasing number of X and Y generation groups and the generation that has begun to advance and develop in the community, namely Generation Z [5]. Generation Z is a sustainable group that grows according to technological developments. Generation Z cannot be separated from the internet. It is proven that Generation Z uses the internet as entertainment, study and work. Generation Z has the ability to think globally because they often use social media to communicate with people around the world.

Generation Z is a continuation of Generation Y which is one of the groups that was born and developed along with technological developments. Generation Z is different from other generations. The most visible difference is that this generation is included in the up to date generation that cannot be separated from the internet [6]. The most distinguishing characteristic is that Gen Z is more sensitive to technology and the virtual world, flexible and open minded. Gen Z has the ability to think broadly. Based on the explanation above, the next

step will be a comparative study on how much interest Generation Z has in the uniqueness of the veiled Surabaya wedding dress and the long-veiled wedding dress [7].

2 Method

This research uses quantitative methods .There have been quantitative research designs starting from research phenomena, research problems to research instruments, populations and samples, as well as the analytical techniques used. Everything is clearly and structured according to the provisions [8]. Quantitative approach with correlational design, the data were analyzed by regression analysis and exploratory factor analysis to prove that the Gen Z of Surabaya is a determining factor in the development of traditional veiled wedding dresses. Multiple regression analysis is used to describe the form of the relationship between the independent variable (free) to the dependent variable (bound). Important things in regression analysis include: regression equation, coefficient of determination (R2), F-test results and t-test [9].

While factor analysis is used with the aim of identifying the data structure of 4 indicators of the Surabaya veiled wedding dress and the long veiled wedding dress, both women's and men's clothing. Indicators have the potential to be interrelated, so a number of indicators will group together because they have a higher correlation coefficient [10].

The study population included 106 mosque youth groups in the city of Surabaya and the sampling technique used proportional stratified random sampling. The sample size was determined by the Slovin Equation at an inaccuracy rate of 20%, and the result was 20 groups. One group was chosen at random from each group. Sixteen people were drawn from each group, therefore, the total sample was obtained to be 320 people.

3 Results And Discussion

3.1 Regression Analysis Results

3.1.1 Veiled Surabaya Bridal Regression Model

Table 2. Multicollinear Examination Results

Variable	Tolerance	VIF	Conclusion
Age	0.939	1.065	There is no multicollinearity
Lifestyle	0.932	1.073	There is no multicollinearity
Family	0.947	1.056	There is no multicollinearity
Environment	0.834	1,199	There is no multicollinearity
Economy	0.805	1,243	There is no multicollinearity

The results of the examination of the assumption that there is no multicollinearity are carried out by calculating the value of Variance Inflation Factor (VIF) on the independent variable. Proof that the residual value (error) is normally distributed is one of the indications that the regression equation obtained is good. Proof of normality of residual values is done by using the Kolmogorov-Smirnov test. From the calculation results, the Z value is 0.752 and p-value = 0.623 which is greater than = 0.05, has provided evidence that the residual distribution follows a normal distribution.

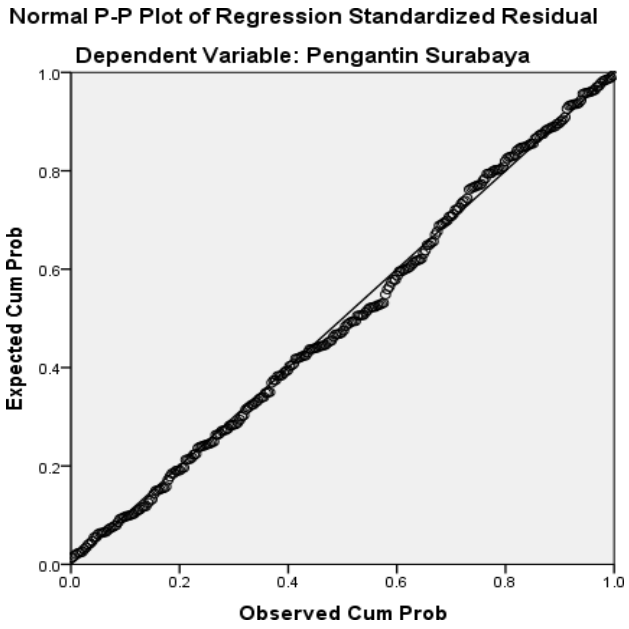

Figure 1. PP Plot of Residual Data Normality Test

The normality test was carried out by observing the PP plot scatter diagram. If the distribution of residual data is normal, then the line that describes the actual data will follow the diagonal line. In the picture above, it can be seen that the scattering of the data has approached a straight line.

The next assumption is an examination of the absence of heteroscedasticity. The results shown in Table 3, it can be concluded that the assumption of no heteroscedasticity can be fulfilled.

Table 3. Heteroscedasticity Examination Results

Variable	Regression coefficient	*p-value*	Conclusion
Age	-0.073	0.673	There is no heteroscedasticity
Lifestyle	-0.135	0.366	There is no heteroscedasticity
Family	-0.050	0.717	There is no heteroscedasticity
Environment	0.436	0.076	There is no heteroscedasticity
Economy	0.230	0.310	There is no heteroscedasticity

Multiple regression analysis is used to describe the form of the relationship between the independent variable (free) to the dependent variable (bound). Important things in

regression analysis include: regression equation, coefficient of determination (R2), F-test results and t-test. And then the results of the regression coefficient test are described in Table 4.

Table 4. Regression Calculation Results

Variable	Coef. Regression	Std. Error	Beta	T	P	Information
(Constant)	48,657	4.420	0.200	11.009	0.000	Significant
Age	1.075	0.301		3.576	0.000	Significant
Lifestyle	0.040	0.258	0.009	0.154	0.878	Not significant
Family	0.544	0.238	0.127	2,283	0.023	Significant
Environment	1900	0.423	0.267	4.497	0.000	Significant
Economy	0.898	0.392	0.139	2.291	0.023	Significant
R = 0.466						F = 14.766
R2 = 0.217						P < 0.001

Based on the results of the regression analysis calculations in the table above, the following regression equation can be obtained:

$$Y = 48.657 + 1.075X1 + 0.040X2 + 0.544X3 + 1.900X4 + 0.898X5; R2 = 21.7\%$$

The results of the regression equation test that explain the influence of a number of determining variables on the decision to choose a Surabaya Veiled bride. In the F test section, the F value = 14.766 ($p<0.001$) and the coefficient of determination is 21.7%. The results of this test explain that the contribution of age, lifestyle, family, environment and economic variables in explaining the decision to choose a Surabaya Veiled bride is 21.7%, while the remaining 78.3% is explained by other variables that are not included in the regression equation model.

The effect of age with a coefficient of 1.075 ($p=0.000$) was tested significantly. These results explain that Gen Z who want marriage at the end of 20-30 years are stronger in choosing the Surabaya Veiled wedding dress. The effect of lifestyle with a coefficient of 0.040 ($p=0.878$) was tested not significant. These results explain that Gen Z, who rarely or often follows the times, have almost the same interest in choosing the Surabaya Veiled wedding dress. The influence of family with a coefficient of 0.544 ($p = 0.023$) was tested significant. These results explain that Gen Z, who strongly prioritizes family interests, are stronger in choosing Surabaya wedding dresses. The influence of the environment with a coefficient of 1,900 ($p=0.000$) was tested significantly. These results explain that Gen Z who are very concerned about the environment where they live are stronger in choosing the Surabaya Veiled wedding dress. The economic effect with a coefficient of 0.898 ($p=0.023$) was tested significant. These results explain that Gen Z who have economic ability have a greater interest in choosing the Surabaya Veiled wedding dress. The results of this regression

analysis provide the conclusion that age, family, environment and economic factors of Gen Z affect the interest in wearing a veiled Surabaya wedding dress.

3.1.2 Long Veiled Wedding Dress Regression Model

Table 5. Multicollinear Examination Results

Variable	Toleranc e	VIF	Conclusion
Age	0.939	1.065	There is no multicollinearity
Lifestyle	0.932	1.073	There is no multicollinearity
Family	0.947	1.056	There is no multicollinearity
Environment	0.834	1,199	There is no multicollinearity
Economy	0.805	1.243	There is no multicollinearity

The results of the examination of the assumption that there is no multicollinearity is carried out by calculating the value of Variance Inflation Factor (VIF) on the independent variable. From the calculation results, it can be concluded that the data does not occur multicollinearity because all the VIF values obtained are less than 10.

From the calculation results obtained Z value of 0.949 p-value = 0.328 which is greater than $\alpha = 0.05$, has provided evidence that the residual distribution follows a normal distribution.

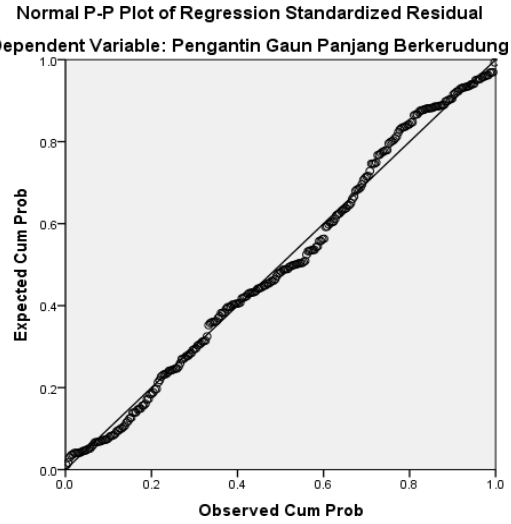

Figure 2. PP Plot of Residual Data Normality Test

The normality test was carried out by observing the PP plot scatter diagram. Examination of the normal distribution of residual data using the PP plot is indicated by the results of the scattering of data which will form a straight diagonal line, and plotting the residual data will be compared with the diagonal line. If the distribution of residual data is normal, then the line that describes the actual data will follow the diagonal line. In the picture

above, it can be seen that the scattering of the data has approached a straight line.

The results shown in Table 5, it can be concluded that the assumption of no heteroscedasticity can be fulfilled.

Table 6. Heteroscedasticity Examination Results

Variable	Regression coefficient	*p-value*	Conclusion
Age	-0.189	0.851	There is no heteroscedasticity
Lifestyle	0.265	0.791	There is no heteroscedasticity
Family	0.081	0.935	There is no heteroscedasticity
Environment	1,911	0.057	There is no heteroscedasticity
Economy	-1,500	0.135	There is no heteroscedasticity

Table 7. Regression Calculation Results

Variable	Coef. Regression	Std. Error	Beta	T	P	Information
(Constant)	50,958	4.159		12,252	0.000	Significant
Age	1.062	0.283	0.208	3,751	0.000	Significant
Lifestyle	0.004	0.243	0.001	0.017	0.986	Not significant
Family	1,259	0.224	0.311	5.617	0.000	Significant
Environment	1.209	0.398	0.179	3.042	0.003	Significant
Economy	0.171	0.369	0.028	0.463	0.643	Not significant
R = 0.479						F = 15,830
R2 = 0.229						P < 0.001

Based on the results of the regression analysis calculations in the table above, the following regression equation can be obtained:

Y = 50.958 + 1.062X1 + 0.004X2 + 1.259X3 + 1.209X4 + 0.171X5; R2 = 22.9%

The results of the regression equation test that explain the influence of a number of determining variables on the decision to choose a long veiled wedding dress. In the F test section, the F value = 15.830 (p <0.001) and the coefficient of determination is 22.9%. The results of this test explain that the contribution of the variables of age, lifestyle, family, environment and economy in explaining the decision to choose a long veiled wedding dress is 22.9%, while the remaining 77.1% is explained by other variables that are not included in the regression equation model.

The effect of age with a coefficient of 1.062 (p=0.000) was tested significantly. These results explain that Gen Z who want marriage at the end of 20-30 years are more likely to choose brides with long veiled dresses. The effect of lifestyle with a coefficient of 0.004 (p=0.986) was tested not significant. These results explain that Gen Z, both those who rarely and often follow the times, have almost the same interest in choosing a long veiled wedding dress. The influence of family with a coefficient of 1.259 (p=0.000) was tested significantly. These results explain that Gen Z who prioritize family interests are stronger in choosing brides

with long veiled dresses. The influence of the environment with a coefficient of 1.209 (p=0.003) was tested significantly. These results explain that Gen Z who are very concerned about the environment in which they live are stronger in choosing a long veiled wedding dress. The economic effect with a coefficient of 0.171 (p=0.643) was tested not significant. These results explain that Gen Z who have or have not considered ability have almost the same interest in choosing a long veiled wedding dress. The results of this regression analysis provide the conclusion thatAge, family and environmental factors of Gen Z influence the interest in wearing a long veiled wedding dress.

3.2 Factor Analysis Results

3.2.1 Surabaya Veiled Wedding Dress on Brides

This analysis aims to identify the data structure of the 4 indicators of the Surabaya Veiled Wedding Dress on Brides. Indicators have the potential to be interrelated, so a number of indicators will group together because they have a higher correlation coefficient. The KMO value of 0.749 is greater than 0.50 explaining that each indicator has a fairly strong relationship with other indicators.

Table 8. The Result of Extraction of Surabaya Veiled Wedding Dress on Brides Factors

Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,647	66.165	66.165	2,647	66.165	66.165
2	.616	15,388	81,553	.616	15,388	81,553
3	.533	13,331	94,884			
4	.205	5.116	100,000			

KMO = 0.749

The results of factor extraction are 2 components with a total contribution of 81.553% where the contribution of each component is 66.165% for the first component and 15.388% for the second component. Each component contains a number of indicators that represent this component based on the magnitude of the coding factor.

The first component with a contribution of 66.165% consists of 3 indicators, namely long kebaya (0.898), regional specialty cloth (0.888) and crown hijab (0.682). So that the main data structure of the Surabaya Veiled wedding dress is determined by the long kebaya indicator.

Table 9. The results of the loading factor of the Surabaya Veiled wedding dress

	Component	
	1	2
long kebaya	0.898	0.954
Regional specialties	0.888	
Hijab, crown	0.682	
Complete jewelry		

The second component with a contribution of 15.388% consists of 1 indicator, namely the complete jewelry regulation (0.954). So the second main data structure is complete jewelry on the head, neck, hands and waist.

3.3 Surabaya Veiled Wedding Pairs on Grooms

Table 10. The Result of Extraction Factors for Surabaya Veiled Wedding Pairs on Grooms

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,529	38,233	38,233	1,529	38,233	38,233
2	1.043	26.076	64,309	1.043	26.076	64,309
3	.880	22.004	86,313			
4	.547	13,687	100,000			

KMO = 0.510

The results of factor extraction are 2 components with a total contribution of 64,309% where the contribution of each component is 38.233% for the first component and 26.076% for the second component. Each component contains a number of indicators that represent this component based on the magnitude of the coding factor.

The first component with a contribution of 38.233% consists of 3 indicators, namely skullcap, sandals (shoes 0 (0.835), trousers (0.653) and regional jkhas cloth (0.621). So that the main data structure of Surabaya Veiled wedding dress is determined by the indicators of skullcap, slippers (shoe).

Table 11. Loading Factor Results for Surabaya Veiled Wedding Pairs on Grooms

	Component	
	1	2
Kopiah, slippers/shoes	0.835	0.864
Long pants	0.653	
Regional specialties	0.621	
Beskap (suit), Shirt		

The second component with a contribution of 26.076% consists of 1 indicator, namely Beskap (suit), Shirt (0.864). So the second main data structure isBeskap (suit), Shirt.

3.4 Long Veiled Wedding Dress on Brides

Table 12. The Results of Extraction Factors for Long Veiled Wedding Dress on Brides

Compo-nent	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,758	45,963	45,963	2,758	45,963	45,963
2	1,102	18,368	64,331	1,102	18,368	64,331
3	.883	14,724	79,055			
4	.653	10,878	89,933			
5	.387	6.443	96,376			
6	217	3.624	100,000			

KMO = 0.724

The result of factor extraction is 2 components with a total contribution of64,331% where the amount of contribution for each component is 45,963% for the first component and18,368% for the second component. Each component contains a number of indicators that represent this component based on the magnitude of the coding factor.

The first component with a contribution of45,963% consists of 3 indicators, namely crown hijab (0.925), long dress (0.878) and complete jewelry (0.771). So that the main data structure of women's clothing in a long veiled gown is determined by the crown hijab indicator.

Table 13. Loading Factor Results for Long Veiled Wedding Dress on Brides

	Component	
	1	2
Hijab, crown	0.925	
Long Dress/Dress	0.878	
Complete jewelry	0.771	
Flower hand		0.777
Patycoot/underskirt		0.649
Shoe		0.628

The second component with a contribution of18,368% consists of 3 indicators, namely hand-to- hand regulation (0.777), paycoot /underskirt (0.649) and shoes (0.628). So the second main data structure is interest.

3.5 Long Veiled Wedding Dress on Grooms

This analysis aims to identify the data structure of 3 indicators of long veiled wedding dress on grooms. Indicators have the potential to be interrelated, so a number of indicators will group together because they have a higher correlation coefficient. The KMO value of 0.548 is greater than 0.50 explaining that each indicator has a fairly strong relationship with other indicators. explain the magnitude of the contribution in explaining the total diversity of the 3 indicators.

Table 14. Extraction Results for Long Veiled Wedding Dress on Grooms

Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,613	53,753	53,753	1,613	53,753	53,753
2	.880	29,328	83,081	.880	29,328	83,081
3	.508	16,919	100,000			

KMO = 0.548

The result of factor extraction is 2 components with a total contribution of 83,081% where the amount of contribution for each component is 53,753% for the first component and 29,328% for the second component. Each component contains a number of indicators that

represent this component based on the magnitude of the coding factor.

The first component with a contribution of 53,753% consists of 2 indicators, namely suits, shirts, ties (0.888) and trousers (0.810). So that the main data structure of men's clothing with a hooded long dress is determined by the indicators of suit, shirt, tie.

Table 15. Loading Factor Results for Long Veiled Wedding Dress on Grooms

	Component	
	1	2
Suit, Shirt, Tie	0.888	0.982
Long pants	0.810	
Copy		

The second component with a contribution of 29,328% consists of 1 indicator, namely skullcap (0.982). So the second main data structure is skullcap. In accordance to the aim of the research are to find out the interest of Gen Z in the city of Surabaya for wedding clothing, especially for hijabers, it is reviewed from the interest variables of Gen Z, the uniqueness of the Surabaya veiled wedding dress and the long veiled wedding dress. The results of the tests that have been carried out prove that age, family and environmental factors of Gen Z influence the interest in wearing a Surabaya veiled wedding dress and a long veiled wedding dress. This is in accordance with Asriyani Sagiyanto's view which states that self-harmony and the need for uniqueness have a positive effect on fashion awareness of Muslim women.[8] While The Surabaya veiled wedding dress s, on the indicator the long kebaya is more interesting than the crowned hijab and local fabrics. This proves that traditional clothing remains the choice for Gen Z, this also reinforces that family and environmental/cultural factorsrooted in life greatly influences the selection of Gen Z, considering Kebaya become one of the popular types of traditional Javanese clothes. This kebaya shirt has a simple blouse-shaped design with long sleeves. Kebaya is also often worn in traditional ceremonies or formal events[9]. While the results of this regression analysis provide the conclusion that age, family, environment and economic factors of Gen Z affect the interest in wearing a Surabaya veiled wedding dress.

The specialty of long veiled bridal dress, in the crowned hijab indicator is more interesting than a long dress and flowers that are used as a complement to the wedding dress of the long veiled dress, this is influenced by the culture of the origin of the clothing. This is in accordance with Irin Ibrahim's statement that the direction of the Long Dress TRP has long been Western, European and American influences[10].

The data above proves that the long kebaya and crowned hijab have a higher chance of entering the fashion entrepreneurship industry. This study recommends for fashion business actors to develop a Surabaya veiled wedding dress' fashion product that is in accordance with the tastes of Gen Z and according to the needs of the industrial world.

4 Conclusion

The research findings are (1) Age, family and environmental factors of Gen Z influence the interest in wearing a hooded Surabaya wedding dress and a long veiled wedding dress. (2) The Surabaya veiled wedding dress, the long kebaya indicator is more interesting than the crowned hijab and local fabrics. (3) The long veiled wedding dress, on the indicator of a crowned hijab, is more interesting than a long dress. (4)Long kebaya and crowned hijab have

a higher chance to enter the fashion entrepreneurship industry. This study recommends for fashion business actors to develop a Surabaya veiled wedding dress' product that is in accordance with the tastes of Gen Z and according to the needs of the industrial world.

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