

CONSUMER RESPONSE TO CLOTHING PRICE INCREASES AHEAD OF EID AL-FITR

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ABSTRAK

Penelitian ini bertujuan menganalisis respons konsumen terhadap kenaikan harga pakaian menjelang hari raya Idul Fitri di Kota Palangka Raya. Permasalahan berfokus pada bagaimana konsumen menyikapi inflasi musiman serta strategi yang diterapkan dalam pengambilan keputusan pembelian. Penelitian menggunakan pendekatan kualitatif dengan metode *field research* melalui wawancara, observasi, dan triangulasi data. Hasil menunjukkan bahwa kenaikan harga dipahami sebagai fenomena tahunan yang wajar, namun tetap mendorong konsumen melakukan penyesuaian seperti membandingkan harga, memanfaatkan promo, dan memprioritaskan kebutuhan keluarga. Temuan ini menegaskan bahwa faktor ekonomi, sosial, dan budaya berperan dalam membentuk perilaku konsumsi menjelang hari raya Idul Fitri. Penelitian ini memiliki implikasi praktis bagi pedagang dan pembuat kebijakan. Pedagang diharapkan dapat menetapkan harga secara wajar dan transparan serta menyediakan promo yang relevan dengan kebutuhan konsumen, sementara pembuat kebijakan perlu memperkuat pengawasan pasar dan menjaga stabilitas harga guna melindungi daya beli masyarakat, khususnya kelompok berpendapatan menengah ke bawah, dari dampak inflasi musiman.

Kata Kunci: Inflasi Musiman, Hari Raya Idul Fitri, Perilaku Konsumen, Persepsi Harga, Strategi Konsumsi

ABSTRACT

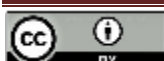
This study aims to analyze consumer responses to rising clothing prices ahead of Eid al-Fitr in Palangka Raya City. The focus is on how consumers cope with seasonal inflation and the strategies they employ in making purchasing decisions. The study employs a qualitative approach using field research methods, including interviews, observations, and data triangulation. The results indicate that price increases are perceived as a normal annual phenomenon, yet they still prompt consumers to make adjustments such as comparing prices, taking advantage of promotions, and prioritizing family needs. These findings confirm that economic, social, and cultural factors play a role in shaping consumption behavior ahead of Eid al-Fitr. This study has practical implications for merchants and policymakers. Merchants are expected to set prices fairly and transparently and provide promotions relevant to consumer needs, while policymakers need to strengthen market oversight and maintain price stability to protect the purchasing power of the public particularly low- and middle income groups from the impact of seasonal inflation.

Keywords: Seasonal Inflation, Eid al-Fitr, Consumer Behavior, Price Perception, Consumption Strategies.

INTRODUCTION

Eid al-Fitr, or more commonly known as the Eid al-Fitr holiday, is one of the annual events eagerly anticipated by the majority of the Indonesian population. The arrival of Eid al-Fitr marks a time for all Muslims worldwide to celebrate joyfully (Fathia & Khairisa, 2024). Eid al-Fitr not only holds significant religious and cultural value but also serves as a crucial moment in the dynamics of the national economy as well as in various regions, including smaller cities like Palangka Raya. In typical years, the period leading

up to Eid al-Fitr is marked by increased consumer activity, as people traditionally allocate their income to meet the needs associated with the holiday. One of the most prominent consumption patterns is the purchase of new clothes to wear during Eid al-Fitr celebrations. The tradition of buying new clothes is not limited to high-income groups but also extends to middle- and lower-income families striving to present their best appearance on that festive day. This culture is an integral part of the Eid al-Fitr tradition in Indonesia, deeply rooted in the social, cultural,



and even psychological values of the community.

This phenomenon of rising clothing prices has a direct impact on market price dynamics. In the period leading up to Eid al-Fitr, when demand for clothing increases significantly, the prices of these goods often rise compared to normal periods (Nugroho et al., 2025). A market is a place governed by established rules for the exchange of ownership rights and the trading of goods between producers and consumers. In the market, people can meet their needs, and no one can do without the market (Muzalifah, 2016). Theoretically, price increases caused by high market demand are a manifestation of the fundamental economic *law of supply and demand*: when demand rises significantly without being matched by an equivalent increase in supply, prices tend to rise. The high demand for Eid al-Fitr holiday clothing is also linked to a very strong social tradition, so that even though prices rise, many consumers still make purchases as part of their preparations to celebrate the holiday.

This phenomenon is closely tied to what is known in economics as seasonal inflation. Seasonal inflation occurs when price increases for a particular good or group of goods are influenced by specific factors that recur at certain intervals throughout the year (Hartadi, 2019). In the case of Eid al-Fitr, the period from Ramadan through the days leading up to Eid al-Fitr is a phase in which public consumption of various consumer goods, including clothing, surges sharply. For example, the Executive Director of the *Institute for Development of Economics and Finance* (Indef) stated that the rise in prices of certain food commodities, such as chili peppers, ahead of Ramadan is a form of seasonal inflation that typically occurs annually and can be predicted and anticipated by the government. This situation underscores that price increases are not limited to food commodities but can also occur in other consumer goods, including clothing.

Seasonal inflation is indeed not a new phenomenon in the Indonesian economy. Several reports indicate that the Ramadan-Eid al-Fitr period is consistently linked to shifts in consumer spending patterns, which subsequently exert pressure on the prices of certain commodities (Ahmad, 2020). For example, Bank Indonesia data shows that the clothing and footwear category is one of the contributors to inflation when demand increases ahead of Eid al-Fitr, potentially triggering price spikes within that category. This is evident in commodities such as prayer gowns, sarongs, headscarves, and sandals, which

experience higher inflation rates in the months leading up to Eid al-Fitr compared to other months.

The rise in clothing prices ahead of Eid al Fitr is a clear example of how seasonal inflation operates within the context of Indonesian consumer spending. Generally, seasonal inflation occurs due to recurring consumption patterns each year during specific periods, leading to a sharp increase in demand for certain goods. The effects of seasonal inflation are typically temporary; once the peak demand period passes, prices tend to return to normal as demand declines (Saleh et al., 2019). However, its impact on consumer behavior should not be overlooked, particularly among those with limited purchasing power. Price increases, regardless of the cause, will influence consumers' purchasing decisions, both in terms of the quantity of goods purchased and how consumers adjust their spending to remain within their available budget.

Consumer behavior in Palangka Raya differs from that of consumers in major cities in Java, particularly in terms of market access, purchasing power, and socio-cultural influences. In major cities, consumers have a wide variety of product choices with a broad range of prices due to more competitive markets and smooth distribution. This makes it easier for them to switch to substitutes when prices rise. Conversely, in Palangka Raya, product choices are relatively limited, so consumers do not always have alternatives and are more likely to adjust the quantity purchased rather than switch products.

Economically, people in major cities generally have more diverse income opportunities as well as access to digital promotions and marketplaces. Meanwhile, consumers in Palangka Raya rely more heavily on fixed incomes, so price increases have a more significant impact on purchasing power. Consequently, *the income effect* is more dominant, meaning consumers reduce consumption or become more selective in their shopping. Additionally, social and cultural factors also play a key role. In Palangka Raya, the values of family and the traditions of Eid al-Fitr are very strong, so even though prices rise, consumers still strive to buy new clothes. Thus, consumer behavior in Palangka Raya tends to be more adaptive and influenced by local conditions.

In the context of Palangka Raya, the phenomenon of rising commodity prices ahead of Eid al-Fitr is not limited to food items alone but is also felt by consumers of clothing. According to local reports, prices of essential goods for



residents, such as food items, have indeed surged sharply ahead of Eid al-Fitr in Palangka Raya. Although these reports primarily focus on price increases for food commodities like chili peppers and chicken meat, the pattern of price increases for clothing tends to follow the same trend rising in tandem with increased consumer demand. This situation illustrates that in Palangka Raya, like other cities in Indonesia, inflationary pressures leading up to Eid al-Fitr also present unique challenges for consumers in managing their expenditures.

Consumer responses to rising clothing prices ahead of Eid al-Fitr may vary depending on purchasing power and consumers' perceptions of the items' value. For some consumers, price increases may prompt them to limit purchases or switch to more affordable products, including choosing clothing from the mid-range or low-price segments (Permatasari et al., 2023). For other consumers who wish to maintain the tradition of buying new clothing as an important part of their Eid al-Fitr preparations, price increases do not necessarily diminish their interest in purchasing; in fact, consumers sometimes continue to buy even if they must reduce spending in other categories. This indicates that consumer responses are influenced not only by economic factors but also by cultural and psychological factors deeply rooted in the Eid al-Fitr tradition.

Consumer behavior regarding clothing price hikes can also reflect their level of confidence and expectations regarding the general economic conditions. When consumers feel confident that the economy remains stable or that price hikes are only temporary, they tend to maintain their consumption patterns even as prices rise. Conversely, when consumers feel that the price pressure is too severe or affects more essential needs, their response may be more cautious—such as delaying purchases, comparing prices between stores, or seeking cheaper alternatives like discounts or promotions on online marketplaces or at shopping malls (Sukarno & Prasetyani, 2021).

Additionally, price changes often play a significant role in consumer decision-making. Consumer behavior theory in economics states that consumers tend to adjust the mix of goods they consume when prices change. Two key factors influence consumer responses to price increases: the substitution effect and the income effect. The substitution effect occurs when consumers replace purchases of goods whose prices have risen with other goods that are relatively cheaper but offer similar benefits.

Meanwhile, the income effect occurs because price increases reduce consumers' purchasing power, making them feel as though their real income has decreased and ultimately forcing them to adjust the quantity or type of goods purchased. These factors collectively shape the dynamics of consumer response when faced with price increases ahead of Eid al-Fitr

From a microeconomic perspective, price changes ahead of Eid al-Fitr influence consumer behavior through two primary mechanisms: *the substitution effect and the income effect*. *The substitution effect encourages* consumers to switch to more affordable products when clothing prices rise, while the income effect leads to a decline in purchasing power, causing consumers to adjust the quantity or type of purchases. In the context of Palangka Raya, these two effects do not merely operate rationally but also interact with the strong cultural values and traditions of Eid al-Fitr. Consequently, consumers do not entirely reduce their consumption but instead adjust their shopping strategies such as choosing cheaper alternatives, reducing quantities, or continuing to buy due to social pressure. Thus, this study is based on the assumption that Eid al-Fitr shopping behavior results from the interaction between economic pressures and cultural values, as reflected in the dynamics of *the substitution effect and the income effect* within the local context.

LITERATURE REVIEW

Consumer Behavior During the Eid al-Fitr Holiday Period

Consumer behavior refers to the stages or steps taken by an individual or group to fulfill needs or desires (Wahyu Akbar, Jefry Tarantang, 2022). In the context of Eid al-Fitr, consumption behavior is driven not only by functional needs but also by the symbolic meanings embedded in traditions. Buying new clothes, for example, is not merely to meet clothing needs but also serves as a symbol of happiness, social identity, and a form of participation in the holiday celebrations. This occasion is not only interpreted as a spiritual celebration following Ramadan but also as a social event that drives an increase in community economic activity (Astutik, 2024)

Recent research indicates a significant increase in household spending during Ramadan and leading up to Eid al-Fitr. Studies on the impact of Ramadan on purchasing behavior published on academic platforms such as ResearchGate explain that consumer spending rises due to additional needs such as returning to hometowns, traditional



foods, and new clothing (R et al., 2025). These findings reinforce the concept of seasonal consumption behavior changes in consumption patterns triggered by specific events in the religious calendar.

Additionally, advancements in digital technology also influence consumer behavior during the Idul Fitri holiday. Interactions via social media, online promotions, and easy access to marketplaces accelerate the purchasing decision-making process. Research published in the *Journal of Contemporary Administration and Management* indicates that the intensity of social media interactions during the Eid al-Fitr period contributes to increased interest in purchasing SME products. Consumers tend to be influenced by reviews, recommendations, and promotional campaigns themed around Eid al-Fitr (Purnomo, 2024).

Social factors also play a significant role in determining that consumers' intentions to participate in the Eid al-Fitr cake-sharing tradition are influenced by subjective norms and perceived behavioral control. This means that social pressure from the surrounding environment and beliefs regarding personal financial capability shape consumption decisions. This aligns with the Theory of Planned Behavior, which emphasizes that attitudes, subjective norms, and perceived behavioral control influence consumption intentions and actions (Firayanti et al., 2024).

This phenomenon can be explained through the Theory of Planned Behavior (TPB). TPB is a theory developed by Icek Ajzen in 1985/1991 to predict and understand human behavior. This theory is based on the assumption that humans act rationally and consider the implications of their actions before doing anything. In the context of Eid al-Fitr, subjective norms play a very strong role. The social environment encourages individuals to follow the tradition of wearing new clothes, thereby creating social pressure that shapes the intention to buy. Although prices rise economically, consumers still make purchases because they want to meet social expectations and maintain their self-image within their family and community.

From an economic perspective, purchasing power and inflation also moderate consumption behavior during Eid al-Fitr. Although there is a strong urge to shop, modern consumers are becoming increasingly rational in managing their budgets. They tend to compare prices, look for promotions, and prioritize essential needs. (Intan Mutharoh, 2024). Thus, consumption behavior

during the Eid al-Fitr holiday period is not entirely rational but is also influenced by social pressures and cultural values. This explains why consumption remains high despite rising prices, as purchasing decisions are not based solely on economic utility but also on symbolic value.

Seasonal Inflation and Clothing Prices Ahead of Eid al-Fitr

Eid al-Fitr is a major holiday for Muslims worldwide, wherever they may be (Mardiah, 2017). The phenomenon of seasonal inflation refers to periodic price increases for goods and services during specific times of the year in response to shifts in supply and demand. In economic research, seasonal inflation is often associated with major celebrations or special occasions, such as national holidays, Ramadan, and Eid al-Fitr. These price increases occur due to an imbalance between the amount of money in circulation and the quantity of goods available in the market.

The Ramadan period and the lead-up to Eid al-Fitr are classic examples of seasonal inflation in countries with a Muslim majority, including Indonesia. Empirical research indicates that the Eid al-Fitr period has a positive and significant impact on the pattern of inflation movements, particularly within the clothing and footwear expenditure group as well as the food and beverage category (Intan Mutharoh, 2024).

Theoretically, seasonal inflation can be explained by the demand-pull model, in which a surge in public demand for certain goods drives price increases if supply cannot adjust quickly. In the context of Eid al-Fitr, public demand for new clothing is higher than during ordinary periods due to the social and cultural tradition of purchasing new clothes to wear during the holiday. This increased demand is often not accompanied by a corresponding increase in supply in the short term, leading to upward pressure on prices, particularly for clothing products.

Furthermore, economic literature also emphasizes the role of seasonal price theory, which relates to cyclical fluctuations due to consumer demand that changes annually at specific times. The resulting seasonal inflation can lead to a decline in real income (Rahmadia, 2020). When demand for Muslim clothing surges drastically ahead of Eid al-Fitr, the implication is higher price pressure compared to normal periods throughout the year. This aligns with research in several Muslim countries showing that certain price categories, such as fashion or clothing items, exhibit sharper inflation dynamics during the



Ramadan and Eid al-Fitr periods.

This situation is typically caused by distribution and supply chain factors, where the readiness of merchants or manufacturers to meet the surge in demand is crucial for price stability. If the supply chain lacks flexibility or logistical obstacles arise, supply delays will lead to rapid depletion of inventory while demand remains high, which in turn drives price increases (Rahmadia, 2020). This factor often contributes to intense price fluctuations during the Eid al-Fitr holiday season.

Islamic Economic Thought on Price Mechanisms

From an Islamic economic perspective, the thought of Ibn Taymiyyah makes a significant contribution to explaining price mechanisms in the market. He asserts that prices are fundamentally formed naturally through the interaction between demand and supply. Therefore, price increases are not always caused by market actors' injustice but can occur due to changes in economic conditions, such as rising demand or limited supply.

The concept of a fair price (*al-tsa'man al mitsli*) proposed by Ibn Taymiyyah is not only relevant for understanding classical price dynamics but also has strong implications for modern economic phenomena (Ananda Putra & Abdul Mutalib, 2025). This line of thought is relevant to the phenomenon of rising clothing prices ahead of Eid al-Fitr, where a surge in public demand causes prices to increase. In Ibn Taymiyyah's view, such conditions are part of a natural market mechanism as long as there are no harmful practices, such as hoarding (*ihtikar*) or price manipulation.

In addition, Ibn Taymiyyah also emphasized the concept of a just price that is, a price formed without any element of fraud, coercion, or exploitation of consumers. Price is a cycle that suddenly surges in demand due to the interplay of supply and demand between buyers and sellers (Abu Bakar, 2022). Under certain conditions, the government is permitted to intervene in the market if distortions occur that lead to injustice, such as monopolies or price manipulation by business actors. Ibn Taymiyyah's thought can serve as an analytical framework for understanding the phenomenon of rising clothing prices ahead of Eid al-Fitr, particularly in examining the balance between market mechanisms, price justice, and the government's role in maintaining economic stability.

Consumer Perception of Price Changes

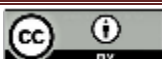
Consumer behavior theory explains how

individuals make decisions regarding the selection, purchase, and use of a product. According to the consumer behavior theory proposed by Philip Kotler and Kevin Lane Keller, purchasing decisions are influenced by cultural, social, personal, and psychological factors. Price changes are a form of marketing stimulus that can influence value perception and purchasing decisions (Asrida et al., 2024). Price is the amount of money required to obtain a desired good, typically accompanied by the services provided (Apriliana et al., 2021). When prices rise, consumers tend to re-evaluate the benefits of the product against the sacrifices they must make.

Furthermore, *price* perception theory emphasizes that price is not merely understood as a nominal figure but also as a symbol of quality and fairness. From this perspective, consumers form perceptions based on prior experiences, market information, and comparisons with alternative prices. If price changes are deemed reasonable and consistent with economic conditions, negative responses can be minimized. Conversely, if a price increase is perceived as unfair, consumers may exhibit resistance, such as delaying purchases or switching to another brand (Ramadhani, 2024).

Perceived value theory is also relevant in explaining this phenomenon. According to Zeithaml, perceived value is the consumer's overall evaluation of a product's utility based on the perceived balance between the benefits received and the costs incurred. Price changes will affect this balance between benefits and sacrifices (Pratama, 2024). If the benefits are perceived to remain high despite a price increase, consumers may still make a purchase. *Perceived value* also plays a role in sustaining purchasing decisions. Consumers continue to buy new clothes because the perceived benefits are not only functional but also emotional and social. Eid al-Fitr holiday attire holds symbolic value as an expression of happiness, togetherness, and identity, so price increases do not entirely diminish purchasing interest.

Price Fairness Theory refers to consumers' assessments or perceptions of whether the set price is reasonable, fair, and acceptable. This theory is based on *Equity Theory*, in which consumers compare their input-output ratios with those of others (for example, comparing today's price with yesterday's, or prices at other stores). *Price Fairness Theory* explains that consumers have subjective standards regarding appropriate prices. When price increases occur due to external factors



such as inflation or rising production costs, perceptions of fairness depend on the extent to which consumers understand this information. Information transparency can strengthen acceptance of price changes (Hapsari & Irawan, 2023).

Economic Impacts and Consumption Patterns Ahead of Eid al-Fitr

The economic impacts and consumption patterns leading up to Eid al-Fitr generally position the Ramadan and Eid al-Fitr periods as seasonal phenomena that influence price stability, purchasing power, and consumer spending behavior. From a macroeconomic perspective, household consumption is one of the main components in the formation of Gross Domestic Product (GDP) (Mustanginah, 2019). Major religious holidays have been shown to increase aggregate demand, particularly in the food, clothing, and transportation sectors.

From an economic theory perspective, this phenomenon can be explained through the law of supply and demand. When demand increases significantly over a relatively short period, prices tend to rise if supply remains constant or is limited. The resulting inflation is temporary (*seasonal inflation*), yet it still impacts purchasing power, particularly for those with fixed incomes. Several previous studies have emphasized that seasonal inflation during Eid al-Fitr is not merely an economic issue but is also linked to public expectations of recurring annual price hikes.

In consumer behavior studies, consumption patterns leading up to Eid al-Fitr are influenced by social and cultural factors. Philip Kotler's theory of consumer behavior explains that purchasing decisions are influenced by cultural, social, personal, and psychological factors. Traditions such as buying new clothes, preparing special foods, and giving gifts or holiday allowances shape consumption patterns that are not merely rational but also symbolic. Consumption during this period is often associated with efforts to maintain social status and strengthen family bonds (Roza, 2023).

In addition, research on seasonal consumption patterns indicates an increase in impulsive consumption driven by the widespread promotions and discounts offered by businesses. The development of digital platforms and e-commerce has further accelerated transactions and expanded market access. However, several studies also highlight the post-Eid al-Fitr impact, including a decline in purchasing power and potential financial strain on households due to

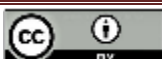
significantly increased spending (Nur et al., 2025).

(Salma et al., 2025) The literature confirms that leading up to Eid al-Fitr, there is an interaction between macroeconomic factors and behavioral factors. A surge in consumption drives short-term economic growth but also triggers seasonal inflation. At the same time, cultural values and social pressures reinforce distinctive consumption patterns that recur annually.

In situations of rising prices, consumers do not always drastically reduce consumption but instead make adjustments. These adjustments may include reducing the quantity of goods, choosing lower-priced products, or changing the timing of purchases. This phenomenon indicates that consumption behavior is adaptive to economic conditions. Consumption patterns leading up to Eid al-Fitr reflect the interaction between economic and non-economic factors. On one hand, consumers face purchasing power constraints due to rising prices. On the other hand, they remain driven to fulfill the symbolic and social needs inherent in the Eid al-Fitr tradition.

RESEARCH METHOD

This study employs a qualitative approach using field research methods to analyze consumer responses to rising clothing prices ahead of Eid al-Fitr. The qualitative approach was chosen because it allows researchers to delve deeply into consumers' responses, attitudes, and considerations when facing seasonal price changes. Field research was conducted through direct observation of clothing sales activities at shopping malls, traditional markets, and retail stores ahead of Eid al-Fitr in Palangka Raya, Central Kalimantan. This location was chosen based on the phenomenon of rising demand for new clothing, which tends to be followed by price increases due to seasonal inflation and a surge in public consumption. Data collection techniques involved several stages. First, in-depth interviews with consumers from various socioeconomic backgrounds to obtain a comprehensive understanding of their perceptions regarding price increases, the factors influencing their decisions to purchase or postpone purchases, and the strategies they employ to adjust their shopping budgets. Second, interviews with clothing merchants or store owners to understand the reasons for price increases, consumer demand patterns, and pricing strategies leading up to Eid al-Fitr. Third, participatory observation of consumer behavior while selecting and purchasing clothing, including bargaining interactions and responses to discount



promotions. Data analysis was conducted inductively through data reduction, categorization, and drawing conclusions to identify patterns of consumer responses to price increases. The findings were then interpreted using a theoretical framework of consumer behavior and price perception, including the concepts of price sensitivity and perceived value. Data validity was ensured through triangulation of data sources and

collection methods to guarantee the credibility and reliability of the research findings.

To strengthen data credibility and demonstrate the diversity of perspectives, this study also presents a table of the informants interviewed. The informants' identities were disguised using codes/initials to maintain confidentiality, including:

Infoman Code	Age	Occupation	Background Economic
INF-01	48	Store Owner	Middle
INF-02	54	Store Owner	Middle
INF-03	42	Store Owner	Upper Middle
INF-04	46	Housewife	Middle and below
INF-05	35	Self Employed	Upper middle
INF-06	43	Daily Laborers	Lower middle
INF-07	39	Private Sector Employees	Middle
INF-08	37	Housewife	Middle
INF-09	51	Housewife	Lower middle
INF-10	40	Housewife	Lower middle

RESULTS AND DISCUSSION

Consumer Response to Clothing Price Increases Ahead of Eid al-Fitr

Research findings indicate that in the face of rising clothing prices ahead of Eid al-Fitr, consumers do not immediately stop or drastically reduce their consumption, but rather adjust their spending patterns. One of the most notable forms of adjustment is prioritizing children's needs over personal needs. This phenomenon indicates that consumers' responses to price increases are not entirely based on rational economic considerations but are also influenced by strong social and cultural values.

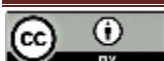
Based on interviews with a number of consumers shopping for clothing ahead of Eid al-Fitr, it was found that the majority of informants were aware of the seasonal price increases. Nearly all respondents noted that this phenomenon is not new, but rather a pattern that repeats every year. They observed that prices begin to rise about two to three weeks before the holiday. This response aligns with the concept of *price fairness perception*, which emphasizes that consumers do not merely evaluate prices based on absolute numbers but also consider the context and expectations regarding price changes (Nursyahidah et al., 2024).

One informant noted that price hikes have become an "annual tradition" that is hard to avoid. According to them, as Eid al-Fitr approaches, public demand surges sharply, prompting

merchants to adjust prices. This statement aligns with field observations showing a surge in the number of visitors and increased transaction activity compared to regular days. Although some consumers view price hikes as reasonable, there are also informants who feel burdened. Consumers with fixed incomes tend to feel the impact of price hikes more significantly. They stated they must reallocate their household budgets to still be able to purchase Eid al-Fitr essentials without disrupting other routine expenses. Some even admitted to cutting back on other purchases to still be able to buy new clothes.

In interviews, it emerged that responses to price increases are influenced not only by the magnitude of the increase but also by consumer expectations. Many informants had anticipated price increases from the start, so they were psychologically prepared. This indicates that expectations regarding seasonal inflation shape an attitude of acceptance toward market conditions. This demonstrates that expectations regarding price changes play a crucial role in shaping consumer responses (Maknunah et al., 2024).

From the observations, it is evident that although prices tend to be higher compared to ordinary months, public purchasing interest does not experience a significant decline. Consumers continue to make purchases, particularly for family members such as children. This indicates that the need for Eid al-Fitr holiday clothing is not merely economic in nature but also possesses



social and emotional dimensions. This finding suggests that Eid al-Fitr attire holds strong social and emotional value, so price increases do not significantly reduce purchasing interest (Azarah et al., 2024).

Several informants stated that buying new clothes for Eid al-Fitr is not merely about meeting clothing needs but is part of a deeply rooted tradition. They feel the celebration is incomplete without wearing new clothes. This response reinforces the finding that purchasing decisions are still made despite rising prices, as there is a symbolic value attached to such consumption.

Additionally, there are differing perspectives between consumers who shop in-store and those who use digital platforms. Some informants felt that prices in physical stores were easier to negotiate, while others considered prices on digital platforms to be more transparent and often accompanied by promotions. However, in general, both groups remain aware that price hikes occur across nearly all sales channels leading up to Eid al-Fitr. This highlights consumer behavior in both online and offline marketing in Indonesia, indicating that there are differing dynamics in consumer responses depending on the shopping channel (Toyib, 2025).

Interview results also indicate that consumers tend to compare prices before making a purchase. They no longer buy impulsively but instead consider their options first. Some informants mentioned that they explore multiple store options or apps to ensure they get the price that best fits their budget. This suggests a more rational consumption behavior in response to price increases (Erlangga et al., 2024). Interestingly, although some consumers complained about the price hikes, they still accepted the situation because they understood the seasonal dynamics. In their view, the price increases were driven by rising public demand ahead of the holiday season.

From an observational perspective, the researchers also found that price variations across products are quite diverse. Products with the latest models or specific brands experience higher price increases compared to standard products. However, consumers still have alternative options tailored to their individual financial capabilities. (Wijaya & Daulay, 2025). This indicates market segmentation that allows consumers to adjust their choices according to their economic conditions.

Theoretically, when the price of a good increases, consumers tend to reduce consumption or seek cheaper alternatives as a response to

economic pressures. However, in the context of this study, consumers continued to purchase clothing despite price increases. The difference lies in a shift in priorities, where children's needs are prioritized. This indicates that price increases do not eliminate consumption but shift the focus of consumption toward those considered more important within the family.

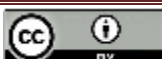
This behavior can be explained through the concept of altruistic consumption, which refers to consumption behavior carried out for the benefit of others. In this case, parents are willing to sacrifice their personal needs to ensure their children can still experience joy during the Eid al-Fitr holiday. Buying new clothes for children is not merely seen as fulfilling a clothing need but also as an expression of parental love and responsibility. The satisfaction derived does not stem from personal consumption but from the children's happiness, which remains the top priority.

Overall, the research findings indicate that consumer responses to clothing price increases ahead of Eid al-Fitr are ambivalent. On the one hand, price increases are perceived as burdensome, particularly for households with limited budgets. On the other hand, this phenomenon is viewed as normal and unavoidable due to its association with the Eid al-Fitr holiday season and rising market demand. Thus, it can be concluded that consumer responses to clothing price increases ahead of Eid al-Fitr are shaped by a combination of annual experiences, household economic conditions, and the symbolic value inherent in the holiday tradition. This phenomenon indicates that consumption behavior during the Eid al-Fitr period exhibits distinct characteristics compared to ordinary periods, meaning that public responses to price increases are also contextual and situational.

Consumer Considerations in Purchase Decision-Making Under Price Hike Conditions

Research findings indicate that during price hikes leading up to Eid al-Fitr, consumers do not merely consider price when making purchasing decisions but also prioritize family needs. A notable consideration is the tendency for consumers to prioritize children's needs over personal needs. This suggests that purchasing decisions are not solely based on economic rationality but are also influenced by social and cultural values.

Purchasing decisions regarding clothing during periods of price increases are not made spontaneously. Consumers tend to go through a



fairly thorough decision-making process, particularly because the Eid al-Fitr holiday period is associated with increased household expenditure needs (Piyoh et al., 2024). Based on interviews conducted with a number of consumers ahead of Eid al-Fitr, it was found that clothing purchase decisions during periods of price increases are not made spontaneously. Consumers tend to go through a fairly thorough deliberation process, particularly because the Eid al-Fitr holiday period is associated with increased household expenditure needs.

Most informants stated that price is indeed a primary concern, but not the sole reason for determining a purchase decision. They acknowledged that as Eid al-Fitr approaches, prices for nearly all necessities rise, so clothing purchases must be adjusted to the family's financial situation. One informant explained that they do not merely look at the price of a single product but compare it with the quality of the material, the design, and the durability of the clothing. In other words, consumers strive to ensure that the money spent remains commensurate with the value received.

In a situation of rising prices, in theory, consumers would adjust their behavior by reducing consumption or choosing more affordable alternatives. However, in this study, consumers continued to purchase clothing by shifting priorities. Parents tended to continue buying clothes for their children, while personal needs were reduced or postponed. This pattern indicates that decision making considerations focus not only on budget efficiency but also on who is deemed most important to have their needs met. Amid seasonal price hikes, such actions reflect consumers' rational efforts to minimize the risk of loss and obtain the best value from every expenditure (Agung Stefanus Kembau, 2025).

In addition to price and quality, the availability of additional funds such as the Holiday Allowance (THR) is an important consideration. Some informants revealed that they wait for the THR to be disbursed before shopping for Eid al-Fitr needs, including clothing. Once these funds are received, purchasing decisions become more flexible (I Made Yudi Setiawan, 2022). However, for consumers with fixed incomes and no significant additional funds, they tend to limit the quantity of purchases or choose more affordable products.

Interviews also revealed that family factors play a major role in the decision-making process. Many informants prioritized purchasing clothing

for their children over buying for themselves. They felt that children's needs were more important to support happiness during the holiday. This indicates that purchasing decisions are not purely individual but also consider the interests of other family members.

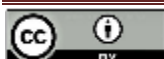
Another consideration that emerged is the factor of convenience and ease of access. Some consumers choose purchasing methods considered more practical and time-efficient. However, they still carefully evaluate prices before finalizing a transaction. Consumers tend to utilize various available options to get the best price, including taking advantage of discounts or promotions that appear ahead of Eid al-Fitr (Hakam Ali Niazi, 2023).

Interestingly, some informants stated that even though prices have risen, they still feel the need to buy new clothes as part of tradition. In their view, wearing new clothes during Eid al-Fitr holds symbolic value that cannot be ignored. Therefore, their considerations are not aimed at avoiding purchases, but rather at adjusting their choices to remain within their financial means.

Observations also reveal that consumers are more cautious in determining the quantity of items purchased. Whereas in previous years they might have bought several sets of clothing, under higher price conditions they tend to reduce the quantity purchased. This phenomenon can be explained through the concept of altruistic consumption, where individuals make consumption decisions for the benefit of others. In the context of Eid al-Fitr, parents derive satisfaction from their ability to meet their children's needs, making purchasing decisions a form of emotional sacrifice. Additionally, the value of collectivism in Indonesian society reinforces this behavior. Economic decisions are not individualistic but oriented toward the interests of the family as a single unit.

Furthermore, there is a tendency for consumers to plan purchases in advance to anticipate higher price increases as the holiday approaches. Informants with prior experience are aware that prices typically rise the closer it gets to Eid al-Fitr (Zahra et al., 2023). Therefore, timing purchases becomes part of the decision-making strategy.

Overall, the research findings indicate that, despite rising prices in the lead-up to Eid al-Fitr, consumers do not immediately and drastically reduce their consumption. Instead, they make adjustments through a rational and planned decision-making process. Price remains an



important factor, but the final decision is influenced by a combination of economic capacity, family needs, cultural values, and past experiences.

This phenomenon demonstrates that consumption behavior during the Eid al-Fitr holiday period exhibits distinctive characteristics. Price increases do not always lead to a refusal to purchase; rather, they encourage consumers to be more selective and prudent in making choices. They strive to maintain a balance between upholding holiday traditions and preserving household financial stability (Purnomo, 2024). Consumer considerations in making purchasing decisions under conditions of rising prices ahead of Eid al-Fitr are multidimensional. This process involves evaluating price, quality, financial capacity, family priorities, and the symbolic value attached to the holiday celebration. The resulting purchasing decisions are not impulsive acts but rather the outcome of reflection and adaptation to the economic situation faced.

Thus, consumer considerations in making purchasing decisions under conditions of rising prices are not only economic but also social. Consumers continue to shop by adjusting their priorities, indicating that family and cultural values play a significant role in shaping consumption decisions.

Consumer Strategies in Coping with Rising Clothing Prices Ahead of Eid al-Fitr

As Eid al-Fitr approaches, the pressure of rising prices for necessities, including clothing, significantly impacts consumer purchasing behavior (Salma et al., 2025). Based on in-depth interviews and field observations conducted ahead of Eid al-Fitr, it was found that consumers do not simply sit idly by in the face of rising clothing prices. They demonstrate various forms of practical and rational adjustments to maintain a balance between the needs of the holiday celebration and household financial conditions.

The research findings indicate that in facing rising clothing prices ahead of Eid al-Fitr, consumers not only make economic adjustments but also implement strategies oriented toward family values. One of the most prominent strategies is prioritizing children's needs over personal needs. This indicates that consumers' strategies in dealing with price hikes are not solely aimed at saving money but also at maintaining a balance between economic constraints and socio-cultural demands.

This behavior can be explained through the concept of *altruistic consumption*, which refers to

an individual's tendency to consume for the benefit of others. In situations of price hikes, the strategies adopted by consumers reflect a sense of sacrifice, where parents consciously allocate limited resources to meet their children's needs. Satisfaction no longer stems from personal consumption but from the ability to meet family needs, particularly those of children as the top priority during the Eid al-Fitr holiday.

Most informants acknowledged that they had anticipated the price hikes leading up to Eid al-Fitr from the very beginning. Their experiences from previous years had taught them to understand market patterns, which tend to see price increases when demand surges. Therefore, one of the most common strategies employed was to plan purchases well in advance. Some informants mentioned that they began searching for and purchasing clothing as early as one month before Eid al-Fitr to avoid even higher price spikes as the holiday approached.

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the economy in many developing countries (Istiqomah et al., 2026). Observations show that consumers who arrive early tend to have more product choices at relatively stable prices. Conversely, as Eid al-Fitr approaches, the variety of sizes and models begins to dwindle, while prices appear to rise. This situation reinforces the rationale for some consumers to make purchases earlier as a precautionary measure.

Another common strategy is comparing prices before making a purchase decision. Informants stated that they no longer shop at just one place but first check several stores or platforms. Some even actively use their devices to search for price comparisons to ensure they get the best deals (Safitri & Imal Isti'mal, 2022). This pattern indicates more cautious and non-impulsive consumption behavior.

In addition to comparing prices, consumers also take advantage of promotions or discounts offered ahead of Eid al-Fitr. Based on interviews, some informants wait for specific discount periods before making a purchase. Discounts are price incentives provided by sellers to buyers as a token of appreciation for specific activities that benefit the seller (Adistia et al., 2025). They view promotions as an opportunity to still meet their need for new clothing without having to spend too much. Field observations show that discount information boards and price-cut labels effectively attract visitors' attention and create crowds at certain locations.



On the other hand, there is also a strategy involving reducing the quantity of purchases. Some informants admitted that while they previously bought more than one set of clothes for themselves, they now limit themselves to just one set or even refrain from buying for themselves, prioritizing other family members instead. This decision is made as an adjustment to the price hikes, which are perceived as quite significant.

Purchase priorities play a crucial role in strategies for coping with price hikes. Children's needs are often prioritized. Parents feel that their children's joy in wearing new clothes during festive occasions is something they do not wish to compromise, even as prices rise (Seyahooei et al., 2017). Meanwhile, parents' personal needs are often placed lower on the list or even postponed.

Additionally, some consumers opt for more affordable products without placing too much emphasis on specific brands. They prioritize the functionality and suitability of the clothing over brand image. In interviews, several informants noted that as long as the design and quality are acceptable, they are willing to choose more economical options. This indicates a shift in orientation from symbolic consumption toward more rational consumption in the face of rising prices.

In practice, this value of collectivism is reflected in various consumer strategies. For example, parents choose to buy more affordable clothing for themselves or even forgo buying any at all so that their budget can be focused on their children's needs. Additionally, consumers also tend to plan purchases in advance, compare prices, and take advantage of promotions, yet always with the primary goal of meeting family needs. This indicates that the strategies employed are not merely short-term oriented but also consider post-celebration financial conditions (Kaspiraya et al., 2026).

Interestingly, although nearly all informants were aware of the price hikes, none stated they had completely stopped purchasing Eid al-Fitr holiday clothing. Instead, they preferred to adjust their consumption patterns. Consumer behavior regarding the decision to purchase a specific product can be influenced by several factors, including cultural, social, personal, and psychological factors (Pajrin et al., 2024). This indicates that the tradition of buying new clothes still holds an important place in celebratory culture, so the strategies adopted aim to preserve this tradition in a more realistic manner.

This phenomenon indicates that consumers'

strategies in coping with price increases are adaptive and contextual. Consumers do not merely respond to price pressures by reducing consumption but also by reordering their spending priorities. Thus, the strategies adopted reflect the interplay between economic factors and socio-cultural values.

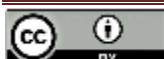
Overall, the research findings indicate that consumer strategies in coping with rising clothing prices ahead of Eid al-Fitr are adaptive and contextual. Consumers employ various forms of adjustment, ranging from timing their purchases, comparing prices, utilizing promotions, reducing quantities, setting family priorities, to managing their budgets more disciplinedly (Kaspiraya et al., 2026). These strategies reflect households' ability to respond to price pressures without neglecting the social and cultural values inherent in the Eid al-Fitr holiday season.

Thus, consumer strategies in dealing with rising clothing prices ahead of Eid al-Fitr focus not only on economic efficiency but also on efforts to preserve social and cultural values. The concepts of *altruistic consumption* and collectivism explain that these strategies are driven by a family-oriented mindset, meaning consumption is not purely individual but rather part of a social responsibility within the context of the Eid al-Fitr celebration.

CONCLUSION

The research results indicate that price increases do not necessarily significantly reduce purchasing interest. Consumers continue to make purchases due to the symbolic, social, and cultural values inherent in the tradition of wearing new clothes during Eid al-Fitr. However, consumers adjust their behavior through adaptive strategies such as planning purchases earlier, comparing prices across stores and digital platforms, taking advantage of promotions or discounts, reducing the quantity of purchases, and prioritizing the needs of family members, especially children. These findings confirm that consumer responses are multidimensional, influenced by economic factors, annual experiences, and cultural values.

A positive impact of this phenomenon is the increased awareness and rationality of consumers in managing household budgets. Consumers have become more selective, less impulsive, and more focused on product quality and utility. Additionally, the surge in consumption leading up to Eid al-Fitr contributes positively to economic activity and local trade turnover. However, there are also negative impacts, particularly for



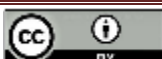
households with fixed incomes that face pressure on their purchasing power. Price increases have the potential to disrupt household financial balance and create post-Eid al-Fitr financial burdens if not managed properly. On a macro level, seasonal inflation can also trigger short-term price instability.

Based on research findings, the Palangka Raya City Government needs to play an active role in managing public inflation expectations to prevent excessive price spikes, particularly for fixed-income groups. Efforts that can be undertaken include enhancing transparency regarding periodic updates on commodity price trends, enabling the public to develop a more rational understanding of seasonal price increases. Additionally, supply and price stability must be maintained through strengthened coordination with businesses and distribution oversight to prevent shortages or speculative practices in the market.

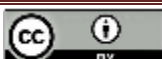
On the other hand, educating the public on wise consumption patterns is also crucial to reduce excessive purchasing behavior that could exacerbate inflationary pressures. The government can also encourage the use of digital technology as a means of disseminating price information while expanding public access to more affordable products, including those from local SMEs. With this approach, public expectations regarding price increases can be better managed so that the impact of seasonal inflation does not place significant pressure on household welfare, particularly for those with fixed incomes.

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