

ABSTRACT

The purchase of exclusive products or goods that refer to the hedonistic nature of Islam is highly discouraged, but there are still many Muslim consumers who buy exclusive goods with the importance of wanting rather than needing. This research aims to find the reason why loyal Riamiranda customers continue to make purchases on Riamiranda Muslim fashion products.

This study uses a phenomenological method with an Interpretative Phenomenological Analysis (IPA) approach which is used to find out the meaning of different experiences from each loyal customer of Riamiranda in Semarang City. This method is carried out with in-depth interview techniques and analyzed through stages in accordance with the guidelines of the science method. The informants in this study are 5 loyal customers of Riamiranda from Semarang City with predetermined criteria.

The results of this study were obtained from 5 main themes which at the same time answered the background of the phenomenon of loyal Riamiranda customers continuing to buy Riamiranda Muslim fashion products in Semarang City, namely the social environment, the impact of purchasing exclusive goods, addictive behavior, self-confidence, and satisfaction in buying exclusive goods.

Keywords: Phenomenology, Interpretative Phenomenological Analysis, Islamic Consumption, Exclusive Products, Hedonism, Maslahah.

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