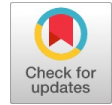


The Influence of Material and Design on the Selling Price of Bebe Longtorso Party Wear and Vest Children's Clothing



Lilik Masruroh Hidayah, Desy Dwi Rahasti, Vellyana Vita Pangesti, Fina Farhani, Sri Emy Yuli Suprihatin

Abstract: This study aims to analyze the influence of material and design on the purchasing potential of two categories of children's fashion products, namely Bebe Longtorso party wear and vest children's clothing. In the children's fashion industry, material and design play a crucial role in attracting consumer interest, especially in categories of clothing with specific usage purposes. Party wear and playwear have different functional and aesthetic needs, making the selection of appropriate materials and designs essential for determining consumer preferences and purchasing decisions. This research employs a quantitative descriptive method, utilizing a survey assessment of a sample population of 61 respondents, including fashion design students from UNY, fashion practitioners, and parents who frequently purchase children's clothing, and employs multiple regression data analysis. The research objects consist of four Bebe party wear products and four casual playwear products. The results indicate that the fabric and design of the clothing significantly influence the selling price of Bebe Longtorso party wear and vest children's clothing. Therefore, it can be concluded that high-quality materials and designs can enhance the purchasing potential of Bebe Longtorso party wear and vest children's clothing.

Keywords: Material, Design, Purchasing Potential, Children's Party Wear, Children's Playwear, Bebe Longtorso, Vest.

I. INTRODUCTION

A. Background

The children's fashion industry continues to evolve alongside the increasing demand for products that are not only functional but also aesthetically pleasing. Children's clothing is typically designed to be loose-fitting, allowing for ease of movement and activity. These garments should be easy to put on and take off, ensuring that they do not cause discomfort to the child while being worn. Additionally, they

should be made from fabrics that are breathable, easy to care for, feature bright colors, and incorporate small patterns (Dewi & Sugiyem, 2024, 43) [1]. One segment that has experienced significant growth is children's party wear and playwear. These two types of clothing possess distinct characteristics in terms of design, materials, and functionality, which influence consumer purchasing preferences.

Children's party wear, such as the Bebe Longtorso model, emphasizes elegance and comfort by utilizing high-quality materials to create a luxurious impression. In contrast, children's playwear, like vests, prioritizes comfort and practicality, featuring simple yet appealing designs for children (Sejarah Vest, 2024).

The selection of materials and designs is crucial in determining the market appeal of these products. The materials used must be comfortable for children, especially for playwear that requires freedom of movement. For party wear, in addition to comfort, the materials should also provide an elegant appearance. Consumers, in this case, parents, tend to consider both aspects before making a purchase decision. In creating these garments, we utilize high-quality cotton fabric that is lightweight, soft, and comfortable for children to wear (Dewi & Sugiyem, 2024, 43).

Thus, this research aims to analyze how the selection of materials and designs can influence consumer purchasing decisions regarding Bebe Longtorso party wear and Vest children's playwear (Pambudi, 2020, 4). This study is expected to provide valuable insights for designers and manufacturers in creating clothing that aligns with market preferences while also emphasizing the importance of innovation in material and design selection to enhance competitiveness in the fashion industry.

B. Problem Identification

The children's fashion industry is continuously growing, particularly in the segments of party wear and playwear. Parents, as consumers, tend to focus on aspects of comfort, aesthetics, and safety when selecting clothing for their children. In children's party wear, such as the Bebe Longtorso model, the choice of quality materials and appealing designs often becomes a crucial factor influencing purchasing decisions (Pambudi, 2020, 4) [5]. Meanwhile, in children's playwear, such as vests, the comfort and functionality of the materials, along with simple yet practical designs, are primary considerations.

However, there has been limited research specifically analyzing how materials and designs affect the selling

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*Correspondence Author(s)

Lilik Masruroh Hidayah*, Department of Fashion, Universitas Negeri Yogyakarta, Indonesia. Email ID: hidayah.lilikmasruroh@gmail.com. ORCID ID: [0009-0004-6837-9798](https://orcid.org/0009-0004-6837-9798)

Desy Dwi Rahasti, Department of Fashion, Universitas Negeri Yogyakarta, Indonesia. Email ID: desydw2020@student.uny.ac.id

Vellyana Vita Pangesti, Department of Fashion, Universitas Negeri Yogyakarta, Indonesia. Email ID: vellyana4446ft.2022@student.uny.ac.id

Fina Farhani, Department of Fashion, Universitas Negeri Yogyakarta, Indonesia. Email ID: fina0483ft.2022@student.uny.ac.id

Sri Emy Yuli Suprihatin, Department of Fashion, Universitas Negeri Yogyakarta, Indonesia. Email ID: sri_emy@uny.ac.id

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price of these two clothing categories. There exists a gap in understanding consumer preferences regarding the ideal materials and designs for children's party wear and playwear. It is possible that the influence of materials and designs on purchasing decisions may not be the same for both clothing types. Therefore, it is necessary to identify whether there are significant differences in the influence of materials and designs on the purchasing potential of Bebe Longtorso party wear compared to Vest children's playwear (Putri, 2021, 1).

C. Problem Statement

The problem statement presented in this article is as follows:

1. How does the selection of materials influence purchasing decisions for both types of clothing?
2. What is the impact of design on the purchasing potential of both types of clothing?
3. Is there a significant difference in the influence of materials and design on the purchasing potential of party clothing and children's play clothing?

D. Research Objectives

This research aims to:

1. Identify the types of fabric that can be used for Bebe Longtorso Party Clothing and Children's Vest Play Clothing.
2. Determine the clothing designs that can be applied to Bebe Longtorso Party Clothing and Children's Vest Play Clothing.
3. Assess the sales potential of Bebe Longtorso Party Clothing and Children's Vest Play Clothing.
4. Evaluate the extent to which fabric type and clothing design affect the purchasing potential of Bebe Longtorso Party Clothing and Children's Vest Play Clothing.

E. Research Benefits

The benefits of this research include:

1. Providing extra references for fashion designers about the types of fabric that can be used for Bebe Longtorso Party Clothing and Children's Vest Play Clothing.
2. Enhancing designers' choices regarding clothing designs applicable to Bebe Longtorso Party Clothing and Children's Vest Play Clothing.
3. Offering more data for relevant parties concerning the purchasing potential of Bebe Longtorso Party Clothing and Children's Vest Play Clothing.
4. Supplying relevant parties with information on the extent of the influence of fabric types and clothing designs on the purchasing potential of Bebe Longtorso Party Clothing and Children's Vest Play Clothing.

II. LITERATURE REVIEW

A. Previous Research

Research on the development of children's clothing has previously been conducted using rabbit-themed design ideas for children aged 5 years (Dewi & Sugiyem, 2024, p. 42).

This study conducted feasibility tests by considering several factors, including the suitability of design detail, ornament details suitability, fabric types suitability, and overall appearance for children's clothing. The current research shares similarities with prior studies in examining the fabric and design of children's clothing. However, this study introduces an additional independent variable: purchasing potential. Furthermore, this research expands the scope to include boys' play clothing, specifically vests.

B. Theoretical Framework

Children's clothing is grounded in the principle of comfort, both regarding materials and design (Fitri et al., 2024, p. 1537) [2]. However, since each designer's creations are bound to differ, it is essential to conduct studies to verify whether these principles have been satisfied. By taking into account the characteristics of clothing and what children prefer, it is hoped that the design of children's clothing can achieve a high market value and appeal (Rosidin & Handayani, 2022, p. 100) [9]. Factors that influence online fashion purchasing decisions through e-commerce include: (a) price; (b) product design; (c) promotion; (d) convenience and information; (e) product quality; (f) speed and practicality; (g) security and trust (Putri, 2021, p. 1) [6].

III. RESEARCH METHODOLOGY

A. Type and Approach of Research

This study employs a descriptive quantitative approach. The aim of this approach is to describe and measure the relationship between the variables, namely the materials and designs of clothing, and the purchasing potential of Bebe Longtorso party wear and children's playwear in the form of vests [10]. The data collected consists of assessments from parents regarding the specified products [11]. With this approach, the data obtained from respondents will be analyzed numerically to provide an objective picture of consumer preferences [12].

B. Location and Time of Research

The research was conducted by distributing questionnaires online across Indonesia, and the research period spanned from October 2, 2024, to November 20, 2024.

C. Data Sources

The data source for this research is primary data obtained directly from respondents. The respondents in this study are parents who have children aged 6 to 12 years and frequently purchase children's clothing, selected purposively. Data is also obtained from assessments of the specified party wear products and children's playwear vests [7]. They will be asked to fill out a questionnaire containing questions about their preferences regarding the materials and designs of Bebe Longtorso party wear and children's playwear vests [8]. Four Bebe Longtorso party wear products and four children's playwear vests were selected based on their popularity and positive reviews from consumers.



D. Data Collection Techniques

Data were collected using a questionnaire distributed online to parents to gather information regarding their preferences for children's clothing materials and designs. Respondents were asked to evaluate four Bebe Longtorso party wear products and four children's playwear vests. The evaluation was conducted using a Likert scale ranging from 1 to 5, where respondents provided scores for each aspect (material and design) that influences purchasing potential:

- 1 = Very Suitable
- 2 = Suitable
- 3 = Average
- 4 = Not Suitable
- 5 = Very Unsuitable

The statements in the questionnaire will measure several dimensions related to materials, designs, and purchasing potential. These dimensions include:

- Materials: Quality, comfort, and safety of the clothing materials.
- Design: Aesthetics, uniqueness, and suitability for the occasion (party) or activity (play).
- Purchasing Potential: Interest and willingness of parents to purchase the clothing products based on considerations of materials and designs.
- Data from each respondent will be recorded and collected for further analysis.

E. Data Analysis Techniques

The collected data will be analyzed using multiple regression statistical techniques, first conducting normality, validity, and reliability tests. Subsequently, inter-variable testing will be performed using T-tests and F-tests to determine the extent of the influence between independent and dependent variables

IV. RESEARCH RESULTS AND DISCUSSION

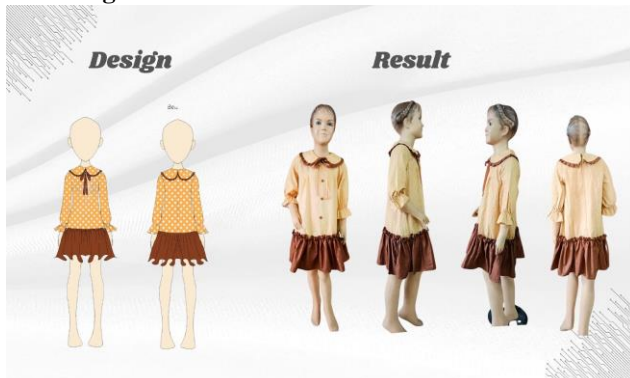
A. Research Results

i. Overview of the Research Location

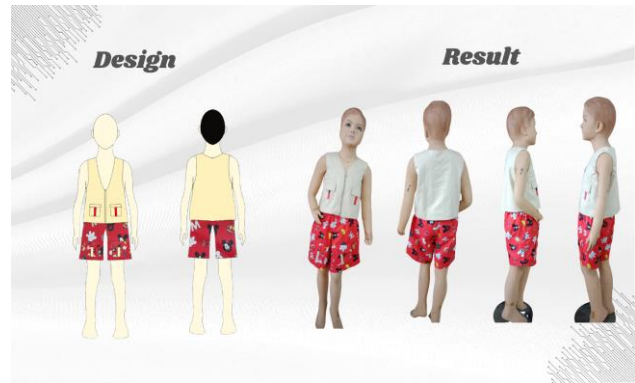
The respondents for this research questionnaire consisted of 61 individuals, including students from the Fashion Design program at UNY, fashion practitioners, and parents with children, both girls and boys, aged between 6 and 12 years.

B. Research Objects

1. Design I

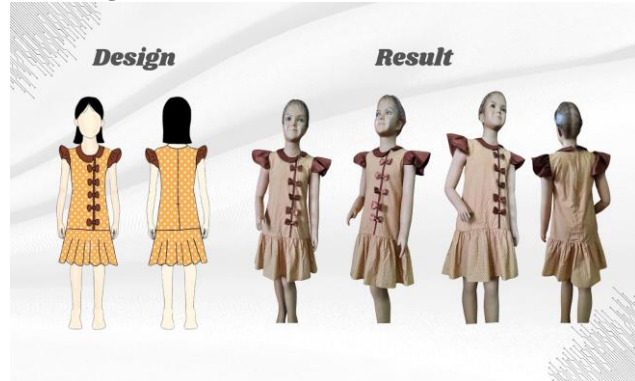


[Picture 1: Design 1 Bebe]

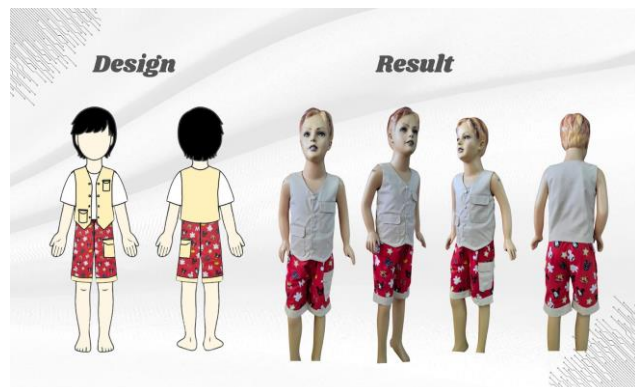


[Picture 2: Design 1 Vest and Pants]

2. Design II



[Picture 3: Design 2 Bebe]



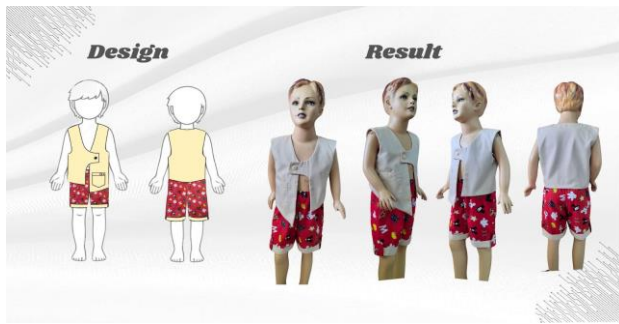
[Picture 4: Design 2 Vest and Pants]

3. Design III



[Picture 5: Design 3 Bebe]

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[Picture 6: Design 3 Vest and Pants]

4. Design IV



[Picture 7: Design 4 Bebe]



[Picture 8: Design 4 Vest and Pants]

C. Research Findings

The profile of respondents in this study is as follows:

Usia
61 jawaban

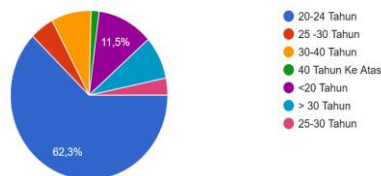


Diagram 1: Age Respondent Profile

Penghasilan
61 jawaban

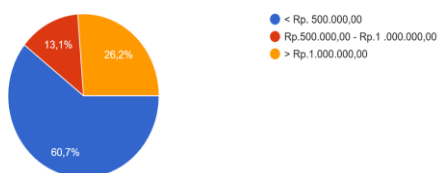


Diagram 2: Revenue Respondent Profile

Pekerjaan
61 jawaban

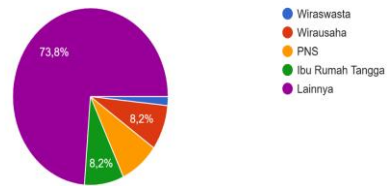


Diagram 3: Job Respondent Profile

This study utilized SPSS software to conduct tests for validity and reliability tests, as well as multiple linear regression analysis, ensuring that the results obtained are more accurate. Legitimacy tests were employed to measure the validity of the survey. In this review, the Pearson correlation coefficient was used in the legitimacy test. The significance level applied was 0.05. Significance testing must be possible by comparing the calculated r value with the table r value. If the calculated r value is less than the table r value, the investigation should be considered invalid (Ghozali, 2021, p. 1) [3].

The independent variables serve as instruments for estimating survey responses and are factors or developments that are not easily influenced. The Cronbach alpha measurable test (α) is used to establish the relationship of dependency. An instrument can be deemed unreliable if its Cronbach alpha value is less than 0.6. The examination of multiple regression overall is an extension of basic linear regression by adding the number of independent factors with one or more dependent factors (Ghozali, 2021, p. 3).

Latan and Temalagi (2013, p. 1) state that to demonstrate that a variable is a mediating variable in the relationship between independent (exogenous) and dependent (endogenous) variables, the mediating variable can be influenced by independent factors ($X * M$) [4]. If the significance value of the dependent variable is greater than 0.05, it is not considered a mediating variable at all.

From the 61 respondents, the following results were obtained. For the validity test will be provided in attachment.

Tabel 1: Significance

	0.005	r0.05	0.025	r001	0.001
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.376	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
so	0.2306	0.2732	0.3218	0.3542	0.4432
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.268	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3381	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210

57	0.2162	0,2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.330	0.4143
59	0.2126	0,252	0.2972	0.3274	0.4110
60	0.2108	0,2500	0.2948	0.3248	0.4079
61	0,2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0,246	0.2902	0.3198	0.4018
63	0,2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0,2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0,2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0,2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0,2185	0.2581	0.2847	0.3589
80	0.1829	0,2172	0.2565	0.2830	0.3568
81	0.1818	0,2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527

From Table 1, it is found that the Cronbach's alpha value is greater than 0.248, indicating that the data are valid.

Table 2: Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of items
0.959	40

It is stated that the data will be considered reliable if the Cronbach's alpha value is greater than 0.6. Therefore, the data is deemed reliable.

Table 3: Normality Test

	Statistic	df	Sig.	Statistic	df	Sig.
X1	345	61	<.001	685	61	<.001
X2	280	61	<.001	810	61	<.001
X3	243	61	<.001	806	61	<.001
X4	326	61	<.001	738	61	<.001
X5	278	61	<.001	781	61	<.001
X6	354	61	<.001	653	61	<.001
X7	345	61	<.001	740	61	<.001
X8	316	61	<.001	751	61	<.001
X9	331	61	<.001	755	61	<.001
X10	298	61	<.001	797	61	<.001
X11	346	61	<.001	687	61	<.001
X12	373	61	<.001	712	61	<.001
X13	311	61	<.001	777	61	<.001
X14	357	61	<.001	714	61	<.001
X15	316	61	<.001	751	61	<.001
X16	273	61	<.001	778	61	<.001
X17	348	61	<.001	744	61	<.001
X18	351	61	<.001	728	61	<.001
X19	357	61	<.001	714	61	<.001
X20	312	61	<.001	822	61	<.001
X21	343	61	<.001	713	61	<.001
X22	365	61	<.001	718	61	<.001
X23	350	61	<.001	721	61	<.001
X24	328	61	<.001	749	61	<.001
X25	303	61	<.001	823	61	<.001
X26	267	61	<.001	710	61	<.001
X27	346	61	<.001	706	61	<.001
X28	303	61	<.001	761	61	<.001
X29	299	61	<.001	760	61	<.001
X30	292	61	<.001	809	61	<.001

X31	293	61	<.001	783	61	<.001
X32	352	61	<.001	743	61	<.001
X33	293	61	<.001	783	61	<.001
X34	307	61	<.001	756	61	<.001
X35	253	61	<.001	853	61	<.001
X36	296	61	<.001	745	61	<.001
X37	333	61	<.001	730	61	<.001
X38	342	61	<.001	728	61	<.001

From the data above, it is found that the data is not normally distributed, therefore, non-parametric statistical tests will be used subsequently. Next, for the grouping of children's clothing products, the normality test results are as follows:

Table 4: Normality Test for Children's Clothing Data

	Product	Statistic	of	Sig	Statistic	of	Sig
sesual desain	1	345	61	<.001	685	61	<.001
	2	354	61	<.001	653	61	<.001
	3	346	61	<.001	687	61	<.001
	4	273	61	<.001	778	61	<.001
sesual kesempatan	1	280	61	<.001	810	61	<.001
	2	345	61	<.001	740	61	<.001
	3	373	61	<.001	712	61	<.001
	4	348	61	<.001	744	61	<.001
bahan katun sesual	1	243	61	<.001	806	61	<.001
	2	316	61	<.001	751	61	<.001
	3	311	61	<.001	777	61	<.001
	4	351	61	<.001	728	61	<.001
kombinasi bahan sesual	1	326	61	<.001	738	61	<.001
	2	331	61	<.001	755	61	<.001
	3	357	61	<.001	714	61	<.001
	4	357	61	<.001	714	61	<.001
harga sesual	1	278	61	<.001	781	61	<.001

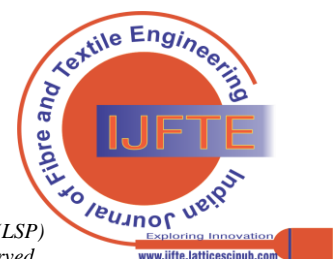
From this data, it is found that the distribution is not normal, so non-parametric tests will be used next. Using the Kruskal-Wallis test, the following results were obtained.

Table 5: Kruskal-Wallis Test

Test Statistics ^{a,b}					
	sesuai desain	sesuai kesempatan	bahan katun sesuai	kombinasi bahan sesuai	harga sesuai
Kruskal-Wallis H	7,221	3,072	,823	,998	4,882
df	3	3	3	3	3
Asymp. Sig.	,065	,381	,844	,802	,181
a. Kruskal Wallis Test					
b. Grouping Variable: Produk					

The results of this test indicate that there are no significant differences among the variables of design suitability, suitability for use occasions, material suitability, combination of materials suitability, and price suitability.

The presence or absence of influence among variables on price suitability can be assessed using the Mann-Whitney test below:



The Influence of Material and Design on the Selling Price of Bebe Longtorso Party Wear and Vest Children's Clothing

Table 6: Mann-Whitney Test for Children's Clothing Products Regarding Design Suitability

Test Statistics ^a	
	Sesuai desain
Mann-Whitney U	146,000
Wilcoxon W	2561,000
Z	-4,993
Asymp. Sig. (2-tailed)	<.001

a. Grouping Variable: harga sesuai

From the data above, it can be concluded that design suitability influences the selling price of the product.

Table 7: Mann-Whitney Test for Children's Clothing Products Regarding Suitability for Use Occasions

Test Statistics ^a	
	Sesuai kesempatan
Mann-Whitney U	188,000
Wilcoxon W	2603,000
Z	-3,958
Asymp. Sig. (2-tailed)	<.001

a. Grouping Variable: harga sesuai

From the data above, it can be concluded that the suitability for different occasions affects the selling price of the product.

Table 8: Mann-Whitney Test for Children's Clothing Products Regarding Material Suitability

Test Statistics ^a	
	Bahan Katun Sesuai
Mann-Whitney U	206,000
Wilcoxon W	2621,000
Z	-3,851
Asymp. Sig. (2-tailed)	<.001

a. Grouping Variable: harga sesuai

From the data above, it can be concluded that material suitability affects the product's selling price.

Table 9: Mann-Whitney Test for Children's Clothing Products Regarding Combination of Materials Suitability

Test Statistics ^a	
	Kombinasi bahan sesuai
Mann-Whitney U	188,000
Wilcoxon W	2603,000
Z	-4,250
Asymp. Sig. (2-tailed)	<.001

a. Grouping Variable: harga sesuai

From the data above, it can be concluded that the suitability of the combination of materials affects the selling price of the product. For boys' play clothing products, the normality test results are as follows:

Table 10: Normality Test for Play Clothing

	Produk	Statistic	or	Sig	Statistic	or	Sig
Sesuai desain	5	343	61	<.001	713	61	<.001
	6	267	61	<.001	710	61	<.001
	7	293	61	<.001	783	61	<.001
	#	296	61	<.001	745	61	<.001
sesuai kesempatan	5	365	61	<.001	718	61	<.001
	6	346	61	<.001	706	61	<.001
	7	352	61	<.001	743	61	<.001

	8	333	61	<.001	730	61	<.001
bahan katur sesuai	5	.350	61	<.001	721	61	<.001
	E	303	61	<.001	761	61	<.001
	7	293	61	<.001	783	61	<.001
	8	342	61	<.001	728	61	<.001
kombinasi bahan sesuai	5	328	61	<.001	749	61	<.001
	E	299	61	<.001	760	61	<.001
	7	307	61	<.001	756	61	<.001
	8	452	61	<.001	241	61	<.001
harga sesuai	5	303	61	<.001	823	61	<.001

From the data above, it can be concluded that the suitability of the combination of materials affects the selling price of the product. For boys' play clothing products, the normality test results are as follows:

Table 11: Kruskal-Wallis Test

Test Statistics ^{a,b}					
	sesuai desain	sesuai kesempatan	bahan katun sesuai	kombinasi bahan sesuai	harga sesuai
Kruskal-Wallis H	3,743	2,788	1,401	0,033	1,395
df	3	3	3	3	3
Asymp. Sig.	,291	,425	,940	,998	,707

a. Kruskal Wallis Test
b. Grouping Variable: Produk

The results of this test indicate that there are no significant differences between the variables of design suitability, suitability for use occasions, material suitability, combination of materials suitability, and price suitability. The presence or absence of influence among the variables on price suitability can be assessed using the Mann-Whitney test below:

Table 12: Mann-Whitney Test for Boys' Play Clothing Products Regarding Design Suitability

Test Statistics ^a	
	Sesuai Design
Mann-Whitney U	168,500
Wilcoxon W	2313,500
Z	-4,885
Asymp. Sig. (2-tailed)	<.001

a. Grouping Variable: harga sesuai

From the data above, it can be concluded that design suitability impact the selling price of the product.

Table 13: Mann-Whitney Test for Boys' Play Clothing Products Regarding Suitability for Use Occasions

Test Statistics ^a	
	Sesuai kesempatan
Mann-Whitney U	112,500
Wilcoxon W	2257,500
Z	-4,954
Asymp. Sig. (2-tailed)	<.001

a. Grouping Variable: harga sesuai

From the data above, it can be concluded that the suitability for use occasions affects the product's selling



price.

Table 14: Mann-Whitney Test for Boys' Play Clothing Products Regarding Material Suitability

Test Statistics ^a	
	Kombinasi bahan sesuai
Mann-Whitney U	150,500
Wilcoxon W	2295,500
Z	-4,867
Asymp. Sig. (2-tailed)	<,001
a. Grouping Variable: harga sesuai	

Based on the data above, it can be concluded that material suitability impacts the product's selling price.

Table 15: Mann-Whitney Test for Boys' Play Clothing Products Regarding Combination of Materials Suitability

Test Statistics ^a	
	Kombinasi bahan sesuai
Mann-Whitney U	105,000
Wilcoxon W	2250,000
Z	-5,671
Asymp. Sig. (2-tailed)	<,001
a. Grouping Variable: harga sesuai	

Based on the data above, it can be concluded that the suitability of the material combination affects the product's selling price.

D. Discussion

As fabric material and clothing design play an important role in determining potential purchases of Bebe Long Torso Party Clothing and Vest Children's Play Clothes, it was found that selecting the right fabric material influences the price of Bebe Long Torso Party Clothing and Vest Children's Play Clothes. Additionally, choosing a good clothing design can impact the price of Bebe Long Torso Party Clothing and Children's Play Vest Clothing. Furthermore, if you choose suitable fabric materials and good clothing designs, it can affect the selling price of Bebe Long Torso Party Clothing and Children's Play Vest Clothing.

V. CONCLUSION

This study demonstrates that both material and design significantly influence the selling price of Bebe Longtorso party wear and vest children's clothing. High-quality and eco-friendly materials tend to increase the selling price, as consumers are increasingly prioritizing sustainability and comfort. Additionally, innovative and appealing designs provide substantial added value, drawing consumer interest and enhancing visual appeal. Therefore, to achieve optimal selling prices, producers should consider combining high-quality materials with creative designs. These findings offer practical guidance for designers and producers in developing products that are not only visually attractive but also command high market value in the children's fashion industry.

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The Influence of Material and Design on the Selling Price of Bebe Longtorso Party Wear and Vest Children's Clothing

AUTHORS PROFILE



Lilik Masruroh Hidayah, S.Si. Bachelor degree Mathematics, Institut Teknologi Sepuluh Nopember, Surabaya. Undergoing Bachelor degree in Fashion Design of Universitas Negeri Yogyakarta.

Published articles:

- Analisa Pengaruh Review dan Rating Customer pada Keputusan Pembelian Online, , Jurnal Ilmiah Penalaran dan Penelitian Mahasiswa, Unit Kegiatan Mahasiswa Penelitian Universitas Negeri Yogyakarta, Volume 8 Nomor 1 (2024). E-ISSN 2598-0262.
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- Kajian Pemahaman Konsep Desain Busana Zero-Waste Dengan Menggunakan Software Clo3d, Studi Kasus: Mahasiswa Tata Busana Fakultas Teknik, Universitas Negeri Yogyakarta, Seminar Nasional PTBB 2024, ISSN : 1907-8366 vol 19 Tahun 2024 hal 165



Desy Dwi Rahasti, began her educational journey at SD Negeri Kaliurip, Bener, where she developed foundational knowledge and fostered an interest in creative fields. After graduating, she continued her education at SMP Negeri 19 Purworejo, actively participating in various school activities and showcasing

her talents in arts and creativity. Her advanced education took place at SMA Negeri 5 Purworejo, where she began to deepen her interest in design and fashion arts. During high school, she actively participated in various extracurricular activities that supported her growth in the fields of arts and organization. Currently, she is pursuing a Bachelor's degree in Fashion Education at Universitas Negeri Yogyakarta (UNY). On campus, she continues to hone her skills in fashion design, sewing techniques, and fashion management. Beyond academics, she is also actively involved in various committees and design competitions that enhance her experience in the fashion industry. One of her valuable experiences was serving as part of the security team for the Asterlayna event, where she was responsible for maintaining safety and ensuring the smooth running of the event. Her role required attention to detail, assertiveness, and teamwork skills. Additionally, she contributed to the Harmonext event, not only as part of the security team but also as a designer. In this event, she demonstrated her talent and creativity by producing attractive fashion designs that aligned with the event's theme. Her participation as a designer provided her with an opportunity to apply the knowledge she gained in college while also receiving appreciation from the audience.



Vellyana Vita Pangesti, was born in Bantul, Yogyakarta, on February 13, 2003. After completing her primary education at Kepuh State Elementary School, her career journey continued at SMP 3 Jetis, where she received a special award when her design was chosen as a motif on batik cloth for the class of 2017 uniform, as well as

securing second place in the batik competition at the junior high school level in Bantul district. She then progressed to SMA 1 Jetis, which further strengthened her interest in art and design. Currently, she is pursuing a Bachelor's degree in Fashion Education at Yogyakarta State University (UNY). On campus, she continues to hone her skills in fashion design, sewing techniques, and fashion management. In addition to her academic pursuits, she is also actively involved in various committees and design competitions, which adds to her experience in the fashion industry. She is on the core committee for several fashion shows, including Asterlayna 2024 and Harmonext 2024, where she is responsible for the consumption team. Her task involves preparing various food dishes needed for the fashion show. Her achievements have shone even brighter as she won second place in the garment category at the Harmonext fashion show, showcasing her talent and dedication to the field. In addition to these accomplishments, she serves as secretary in the Karang Taruna organization and participates in various major events in her community, demonstrating her commitment to community development and her organizational skills.



Fina Farhani, born in Serdang Bedagai, North Sumatra, January 5 2003, fifth semester student of the Fashion Design Education Study Program at Yogyakarta State University. Actively participating in campus organizations such as the Student Activity Unit "UNSTRAT", and the Yogyakarta State University

Research Student Activity Unit. Have committee experience such as:

- New Student Admissions for the Faculty of Engineering, Yogyakarta State University 2023 as guides, June-August 2023.
- Theater Production Stage 42 "UNSTRAT" as costume artistic staff, September 2022 - January 2023
- Master of Ceremony "GANAFEST 12" HIMAGANA (Fashion and Industrial Student Association), November 18 2023.
- Master of Ceremony for the election of deputy head of the Robotics UKM Industrial Engineering division, Yogyakarta State University, December 25 2023



Dra. Sri Emy Yuli Suprihatin, M.Si, an active Lecturer of Fashion Design Department of Universitas Negeri Yogyakarta. Born on 3rd May, 1962. Field of lecture: convection production, garment production, fashion technology, computer grading and business communication.

Published articles:

- [Development of learning instruments based on the strengthening of vocational life skills](#), *Journal of Physics: Conference Series*, 2020
- [The development of three-dimensional media chart to make golbi cleavage in sewing technology course](#), *Journal of Physics: Conference Series*, 2020
- [Precipitated Silica from Pumice and Carbon Dioxide Gas \(Co2\) in Bubble Column Reactor](#), *Journal of Physics: Conference Series*, 2018
- etc.

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Appendix

Table with columns for Pearson Correlation, Sig. (2-tailed), and Sig. (1-tailed) for variables X1 through X30. The table contains a dense grid of numerical values representing correlation coefficients and their significance levels.

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).

