

THE INFLUENCE OF THE SOCIAL ENVIRONMENT, MARKETING TECHNIQUES, AND THE FORM OF TRP SUNDA SIGER VEILED ON CONSUMER DECISIONS IN WONGSOREJO DISTRICT

Elfina Monica Sunarta

S1 Cosmetology Education, Faculty of Engineering, State University of Surabaya

[elfinamonica.21063@mhs.unesa.ac.id](mailto:elfinamonica.21063@mhs.unesa.ac.id)

Sri Usodoningtyas<sup>1</sup>, Dewi Lutfiati<sup>2</sup>, Nieke Andina Wijaya<sup>3</sup>

S1 Cosmetology Education, Faculty of Engineering, State University of Surabaya

[sriusodoningtyas@unesa.ac.id](mailto:sriusodoningtyas@unesa.ac.id)

**Abstract**

*The diversity of tribes and cultures that make prospective brides have choices in determining the bridal makeup that will be used at their wedding. This study is to determine the social environment, marketing techniques, the form of Sundanese Siger veiled bridal makeup, and to determine the dominant factors in consumer decisions in choosing Sundanese Siger veiled makeup in Banyuwangi Regency. This type of research is quantitative with 81 respondents who use Sundanese Siger veiled makeup. The results of this study indicate that the social environment, marketing techniques, and the form of Sundanese Siger veiled bridal makeup influence consumer decisions in choosing Sundanese Siger veiled bridal makeup with a significant value of 0.000 smaller than 0.005. The dominant variable influencing consumer decisions is marketing techniques with a coefficient value of 0.672. The conclusion of this study shows that the decision of prospective brides in choosing Sundanese Siger veiled makeup is influenced by various factors, especially the social environment, marketing techniques, and the form of bridal makeup itself. Of the three factors, marketing techniques are the most dominant factor influencing consumer decisions. This shows the importance of marketing strategies in attracting consumer interest, especially in the Wongsorejo Banyuwangi area.*

**Keywords:** social environment, marketing techniques, Sundanese siger, consumer decision

**INTRODUCTION**

Culture is an identity owned by the community as an ancestral heritage for generations that needs to be preserved and developed (Kiring, 2023). Culture through customs gives different colors to each ethnic group. One of them is the wedding customs in Indonesia which have their own characteristics, both from the wedding ceremony procedure and the bride's makeup. Marriage in this case is one of the phases of human life that brings changes in a person's life, both individually and socially (society).

Marriage is carried out with a series of ceremonies that contain noble and sacred cultural values. In the marriage ceremony, there is also a reference that functions to regulate dress and makeup, which has been growing and developing for a long time. However, with the development of the times, it will undergo changes in accordance with the trends that exist in society. Some stick with traditional makeup and some prefer to use modified makeup to use at weddings.

Makeup is a way of changing the appearance from the original shape using cosmetic tools and ingredients using appropriate techniques. Indonesia has a variety of customs that are passed down from generation to

generation, from one generation to the next. Almost every tribe in every region in Indonesia has different traditional bridal makeup clothes. And bridal makeup in Indonesia has its own uniqueness and beauty.

The characteristic of Sundanese brides lies in the use of siger, which is a typical Sundanese crown which is a symbol of honorable status, as worn by the queen in the Land of Pasundan (Yuliyanti, 2019). According to Pangesti and Sabardila (2020), through the use of a siger crown, the bride will look beautiful and elegant. In addition to the siger crown, there are also several other accessories that complement Sundanese bridal makeup, including: rocking flowers and jasmine ronce which have several variations, namely mangle pasung, mangle comb, mangle stack, mayangsari, penetep, bun lid, as well as additional accessories such as diamond panetep, necklace, and chest broose. The beauty of Sundanese bridal makeup is one of the reasons why the Sundanese style is in great demand, not only in the West Java region, but also in various regions outside Sunda. One of the areas that quite a lot of people adopt this makeup is Banyuwangi, East Java. Along with the increasing popularity of Sundanese siger makeup styles on social media, people's desires, tastes, and needs have also

changed. From the previous one that followed the traditional pakem, now it has switched to contemporary makeup that presents a modern touch, such as the combination of siger and hijab for Muslim brides.

The social environment has an influence on the interest of the bride-to-be in choosing modern Muslim hijab bridal makeup (Salsabila et al., 2023). The bride's decision to use the Sundanese siger is influenced by her social environment, including the family environment, the peer environment, and the community or neighbors. In the event that is sacred, the role of the family is very important in providing advice or even support in the form of material and non-material. Likewise, there are peers and the community who take part in helping the smooth running of the wedding event.

Marketing techniques used in promotional media can give brides an idea of how forms of makeup that are popular or loved today. The makeup artist will post photos of the previous bride as a catalog photo to be able to be the next bride's choice. With photos or videos, it can attract consumers in choosing the desired form of bridal makeup. Not only through social media, but the form of promotion can be conveyed through word of mouth.

As a result of the pre-research, the researcher made observations by interviewing one of the MUA in Wongsorejo sub-district. According to Mrs. Alfiah, who is one of the MUA in Wongsorejo sub-district who provides information that many consumer requests use veiled Sundanese siger makeup during their weddings. Most consumers in Wongsorejo District, Banyuwangi Regency choose bridal makeup from West Java, namely the Sunda Siger custom by using a hijab. Although Sundanese Makeup is a Sundanese style wedding, many are interested in using it. This is evidenced by the order of 9 brides-to-be in October 2023, 7 of whom used the Sundanese siger TRP and 2 brides-to-be used modern hijabs.

## METHOD

This research is a quantitative research and uses a descriptive method. According to Fitriyah et al (2023), the quantitative method is scientific research. The function of scientific research is to explain, estimate, and control. Estimating means as a means of predicting future events. Quantitative research can give rise to ideas until new hypotheses become presumptuous and scientifically proven. Quantitative research can also be interpreted as a research method rooted in the philosophy of positivism applied to research a single sample or a limited population as well as data collection by research instruments, statistical quantitative data analysis with the aim of exploring patented hypotheses.

This study uses the *Lemeshow* formula because the population in this study is unknown (Riyanto & Hermawan, 2020). The following is the sample

calculation using the *Lemeshow* formula (Lemeshow, Hosmer, Klar & Lwanga, 1997 in Setiawan 2022):

$$\begin{aligned} n &= \frac{Z^2 \cdot \frac{1-d}{2} \times P(1-P)}{d^2} \\ &= \frac{1.962 \times 0.3 (1-0.3)}{0,12} \\ &= \frac{3.8416 \times 0.21}{0,01} \\ &= 80.6736 = 81 \end{aligned}$$

Information:

n : number of samples

Z : Z score at 95% confidence = 1.96

p : maximum estimate (0.3)

d : Error rate

The results of calculating the need for the number of samples using a formula from Klar & Lwanga (1997) in Setiawan (2022), obtained the number of samples needed in this study was 81 respondents. This calculation uses a confidence level of 95% ( $Z = 1.96$ ), an estimated maximum proportion of 30% ( $P = 0.3$ ), and an error rate of 10% ( $d = 0.1$ ). With this number of samples, this study is expected to be able to represent consumer decisions in choosing veiled Sundanese Siger bridal makeup, especially in the Wongsorejo District area, Banyuwangi Regency.

There are two main things that affect the quality of research data results, namely the quality of research instruments and the quality of data collection (Hardani et al., 2020). A research instrument is a tool used to measure natural or social phenomena being studied. The measurement scale used in this study is the *Likert* scale. The *likert scale* is a scale based on the respondent's attitude in answering questions related to the variable indicators being measured. The questionnaire is prepared in the form of a questionnaire and is provided with 4 answer options. The questionnaire assessment scale technique is prepared with a *self-report* technique, namely by asking respondents to answer according to their opinions.

Table 1 Likert Scale Table

Statement	Valuation
Strongly agree	4
Agree	3
Disagree	2
Strongly Disagree	1

## RESULTS AND DISCUSSION

### General Respondent Data

Data in this study was collected by distributing a questionnaire in March 2025 to 81 respondents who used the Veiled Sunda Siger in Wongsorejo District,

Banyuwangi Regency. Of the 81 questionnaires filled out or answered by respondents, all were considered worthy of being used as research data. Based on data from 81 selected respondents, through the list of questions, the characteristics of the respondents were obtained as follows:

Table 2 Distribution of Respondents by Age

AGE	SUM	PERCENTAGE
16-20 Years	25	31%
21-25 Years	45	55%
26-30 Years	11	14%
Total	81	100%

Source : Research Primary Data, 2025

From table 2, it can be seen that the ages of respondents who used the Sunda Siger Berveilung in this study were 16-20 years old as many as 25 respondents (31%), 21-25 years old as many as 45 respondents (55%), and 26-30 years old as many as 11 respondents (14%). This shows that the most respondents who use the Veiled Sunda Siger are 21-25 years old.

Table 3 Distribution of Respondents by Occupation

WORK	SUM	PERCENTAGE
Housewives	33	41%
Employee/Employee	27	33%
Self employed	21	26%
Total	81	100%

Source : Research Primary Data, 2025

From table 3, it can be seen that the work of respondents who use Sunda Siger Berveilung in this study is respondents as housewives as many as 33 respondents (41%), respondents as employees/employees as many as 27 respondents (33%), and respondents as self-employed as many as 21 respondents (26%). This shows that the most respondents' jobs who use veiled Sunda Siger are housewife respondents.

Table 4 Distribution of Respondents by Last Education

FINAL EDUCATION	SUM	PERCENTAGE
SD	0	0%
JUNIOR	0	0%
SMA	65	80%
College	16	20%
Total	81	100%

Source : Research Primary Data, 2025

From table 4, it can be seen that the last education of respondents who used the veiled Sunda Siger in this study was elementary school as many as 0 respondents (0%), junior high school as many as 0 respondents (0%),

high school as many as 65 respondents (80%), and universities as many as 16 respondents (20%). This shows that the respondents with the most recent education who use the veiled Sunda Siger are high schoolers.

## Research Results

### 1. Test Instruments

#### a. Validity Test

Validity is a measure that shows the extent to which the measurement instrument is able to measure what will be measured. Validity indicates the performance of the questionnaire in measuring what is measured has been declared valid. To conduct a validity test, the method used is to measure the correlation between the question items and the overall question score. The test criteria are:

- H0 is accepted if  $r$  calculates  $> r$  table, (the measuring tool used is valid or valid)
- H0 is subtracted when  $r$  statistics  $\leq r$  table. (the measuring instrument used is invalid or valid)

Based on the description above, the results of data processing related to the validity test of the research instrument can be presented with a trial to 30 respondents who have used the TRP of Sunda Siger Berkerung and with a  $r$  table value (0.361).

#### Reliability Test

If a measuring instrument or research instrument is declared valid, then the next stage is to measure the level of reliability. To measure reliability, *Cronbach's Alpha* can be used. The criteria for a research instrument are said to be reliable if the reliability coefficient  $> 0.60$ . The test results can be seen from the following table:

- Consumer Decisions

Table 6 Results of Consumer Decision Reliability Test

#### Case Processing Summary

	N	%
Valid	30	100,0
Excluded <sup>a</sup>	0	,0
Total	30	100,0

- Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,968	13

Based on Table 4.5, the number of valid data was 30 respondents (100%) and no data were excluded from the analysis. The results of the reliability test showed a



Cronbach's Alpha value of 0.968 with a total of 13 items. Cronbach's Alpha value of more than 0.7 indicates that the instrument used to measure the Consumer Decision variable is very reliable. Thus, all questions on this variable are consistent and reliable to be used in research.

b) Social Environment

Table 7 Social Environment Reliability Test Results

Case Processing Summary			
		N	%
Cases	Valid	30	100,0
	Excludeda	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,972	14

Based on Table 4.6, the number of valid data was 30 respondents (100%) and no data were excluded from the analysis. The results of the reliability test showed a

Table 10 Kolmogorov-Smirnov *Normality Test*

One-Damp Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		81
Normal Parameters, b	Mean	,0000000
	Std. Deviation	3.32028414
Most Extreme Differences	Absolute	.050
	Positive	.048
	Negative	-,050
Test Statistic		.050
MASYP. Sig (2-tailed)		.200c,d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Cronbach's Alpha value of 0.972 with a total of 14 items. This very high value of Cronbach's Alpha indicates that the instruments used to measure the Social Environment variable are very reliable. This means that all statements in the questionnaire have excellent internal consistency and are suitable for use in the research.

c) Marketing Techniques

Table 8 Results of Marketing Technique Reliability Test

Case Processing Summary		
		N
		%

Cases	Valid	30	100,0
	Excludeda	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,934	8

Based on Table 4.7, the number of valid data was 30 respondents (100%) and no data were excluded from the analysis. The results of the reliability test showed a Cronbach's Alpha value of 0.968 with a total of 13 items. This Cronbach's Alpha value indicates a very high level of reliability. Thus, all items in the Marketing Techniques variable have excellent internal consistency and are suitable for use in this study.

d) Forms of Make-up Sunda Siger

Table 9 Reliability Test Results of the Sunda Siger TRP Form

Case Processing Summary			
		N	%
Cases	Valid	30	100,0
	Excludeda	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,950	25

Based on the results of the reliability test on all of the above variables, it showed a *Cronbach Alpha* value of > 0.60, so it was declared reliable and declared suitable for use as a measuring instrument for the questionnaire instrument in this study.

## 2. Classic Assumption Test

### Calcise assumption test

#### 1. Normality Test

Based on the table above, it can be concluded that in the normal table of p-plots, it can be seen that the plotting points contained in the figure "Normal P-P Plot of Regression Standardized Residual" always follow and approach the diagonal line. It can be said that the regression model is normal and feasible to use. In addition, another statistical test that can be used to test normality is the Kolomogorov-Smirnov (K-S) non-parametric statistical test. if the significance value of the Kolomogorov-Smirnov test is greater than 0.05 then the data is normally distributed.

Based on the SPSS output table, it is known that the significance value of Asymp.Sig (2-tailed) of 0.200 is

Coefficient							
Type	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-32.247	9.414		-3.426	.001		
lingkungan_sosial	.385	.094	.346	4.079	.000	.880	1.136
teknik_marketing	.672	.167	.333	4.026	.000	.923	1.083
Display	.606	.130	.380	4.660	.000	.950	1.053

a. Dependent Variable: consumer decisions

greater than 0.05. Therefore, in accordance with the basis of decision-making in the kolmogrov-smirnov normality test above, it can be concluded that the data is distributed normally. Thus, the assumption or normality requirement in the regression model has been met.

## 2. Linearity Test

Table 11 Results of the

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Consumer Decision* teknik_marketing	Between Groups	(Combined)	514.008	8	64.251	3.567	.002
		Linearity	368.798	1	368.798	20.477	.000
		Deviation from Linearity	145.211	7	20.744	1.152	.341
	Within Groups		1296.757	72	18.011		
Total			1810.765	80			

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Consumer Decision* Display	Between Groups	(Combined)	597.784	11	54.344	3.091	.002
		Linearity	412.662	1	412.662	23.474	.000
		Deviation from Linearity	185.122	10	18.512	1.053	.410
	Within Groups		1212.982	69	17.579		
Total			1810.765	80			

Source : Processed SPSS output results, 2025

Based on the results of the output above, the value of Deviation from Linearity Sig. social environment is 0.419, Marketing techniques 0.341, and the display value

of 0.410 is greater than 0.05. then it can be concluded that there is a significant linear relationship between social environment variables, marketing techniques, and display with consumer decisions. Based on the value of F, the value of F was obtained for calculating the social environment of 1.04, marketing techniques 1.15, and the TRP of Sundanetuk Siger Berveilung was 1.05 smaller than the F of the table of 1.97. Because the F value is calculated to be smaller than the F value of the table, it can be concluded that there is a significant linear relationship between social environment variables, marketing techniques, and the form of TRP with consumer decisions.

## 3. Multicollinearity Test

Table 12 Multicollinearity Test Results

Source : Processed SPSS output results, 2025

Based on the results of the output above in the "Coefficients" table in the "Collinearity Statistics" section, it is known that the Tolerance value for the social environment variable (X1) is 0.880, Marketing Technique (X2) is 0.923, and the display (X3) is 0.950, from the value of the three variables X is greater than

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Consumer Decision* lingkungan_sosial	Between Groups	(Combined)	720.846	14	51.489	3.118	.001
		Linearity	496.009	1	496.009	30.036	.000
		Deviation from Linearity	224.837	13	17.295	1.047	.419
	Within Groups		1089.920	66	16.514		
Total			1810.765	80			

0.10. In the VIF value for the social environment variable (X1) 1,136, marketing techniques (X2) 1,083, and display (X3) 1,053, of the three variables the value of the three variables is less than 10.00. Therefore, referring to the basis of decision-making in the multicollinearity test, it can be concluded that there are no symptoms of meltilinearity in the regression model.

## 4. Heteroscedasticity Test

Table 13 Heteroscedasticity Test Results

Coefficient		
Type		Sig.
1 (Constant)		.069
lingkungan_sosial		.335
teknik_marketing		.152

Source : Processed SPSS output results, 2025

Display	.006
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a. Dependent Variable: Abs\_RES

Based on the table above, it shows that the significance of the social environment variable 0.335, marketing technique 0.152, and the display of 0.006 of the three variables was revealed to have a significance value greater than 0.05. Thus, it can be concluded that there is no heteroscedasticity to the research.

### 3. Multiple Linear Regression Test

This test aims to determine the influence of independent variables on partially bound variables (Statistical Test t) and simulltan (Statistical Test f). In this study, the influence of the social environment, marketing techniques and the form of veiled Sundanese makeup on consumer decisions.

Table 14 Multiple Linear Regression Test Results

Type	Coefficient			t	Sig.
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1 (Constant)	-32.247	9.414		-3.426	.001
lingkung an sosial	.385	.094	.346	4.079	.000
teknik marketing	.672	.167	.333	4.026	.000
Display	.606	.130	.380	4.660	.000

a. Dependent Variable: consumer decisions

Source : Processed SPSS output results,

Based on the results that have been obtained from the regression coefficient above, it can be interpreted as follows:

1. The value of the X1 coefficient is 0.385 and has a positive value, which means that the influence of the social environment on consumer decisions in Wongsorejo District, Banyuwangi Regency is zero positive and quite strong. If the social environment is supportive, then the consumer's decision to use the veiled siger sunda.
2. The value of the X2 coefficient is 0.672 and has a positive value, which means that the influence of marketing techniques on consumer decisions in Wongsorejo District, Banyuwangi Regency is zero positive and quite strong. If the marketing technique is done well and attractively, then the consumer's decision is stronger to use a veiled sunda.
3. The value of the X3 coefficient is 0.606 and has a positive value, which means that the

influence of the appearance of veiled Sundanese siger makeup on consumer decisions in Wongsorejo District, Banyuwangi Regency is zero positive and quite strong. If the appearance of veiled Sundanese siger makeup is attractive, then the consumer's decision is stronger to use a veiled Sundanese siger makeup.

### 4. T test

The t-test is basically used to guess how much each independent variable (X) affects the bound variable (Y). The t-test was carried out by comparing the tcal value with the ttable, with a significant level of 0.05 (5%). If the value of the tcal > the table, H0 is rejected and Ha is accepted, which means that there is a significant influence between each independent variable and the dependent variable. If the value of the tcount < the table then H0 is accepted and Ha is rejected, meaning that there is no significant influence between each independent variable and the dependent variable.

Table 15 Test Results t

Type	Coefficient			t	Sig.
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1 (Constant)	-32.247	9.414		-3.426	.001
lingkung an sosial	.385	.094	.346	4.079	.000
teknik marketing	.672	.167	.333	4.026	.000
Display	.606	.130	.380	4.660	.000

a. Dependent Variable: consumer decisions

Source : Processed SPSS output results, 2025

1. Influence of social environment variables (X1) on consumer decisions (Y)

From the results of the analysis, the value of the Sig. variable (X1) was  $0.000 < 0.05$ . And the value of tcal (4.079) > ttable (1.66488), then H0 is rejected and Ha is accepted. It can be partially concluded that there is an influence between the social environment on consumer decisions.

2. The influence of the variable of marketing techniques (X2) on consumer decisions (Y)

From the results of the analysis, the value of the Sig. variable (X1) was  $0.000 < 0.05$ . And the value of tcal (4.026) > ttable (1.66488), then H0 is rejected and Ha is accepted. It can be partially concluded that there is an influence between marketing techniques on consumer decisions.

3. The influence of the variable of the appearance of the veiled Sundanese siger makeup (X3) on consumer decisions (Y)

From the results of the analysis, the value of the Sig. variable (X1) was  $0.000 < 0.05$ . And the value of  $t_{cal} (4.660) > t_{table} (1.66488)$ , then  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that there is a partial influence between the appearance of veiled Sundanese siger makeup on consumer decisions.

## 5. Test F

Simultaneous hypothesis testing aims to measure the magnitude of the influence of the independent variables together on the bound variables. If the significance value  $< 0.05$ , then the hypothesis is accepted, meaning that all independent variables simultaneously affect the dependent variables. Meanwhile, based on the comparison of the value of F calculated with the F table, if the value of f is calculated  $> f$  table, then the hypothesis is accepted. Similarly, vice versa if the value of Sig.  $t > 0.05$  or f calculates  $< f$  table, then the Hypothesis is rejected.

Table 16 Test Results f

ANOVA					
Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	864.572	3	288.191	23.453	.000b
Residual	946.193	77	12.288		
Total	1810.765	80			

a. Dependent Variable: minat\_konsumen  
b. Predictors: (Constant), lingkungan\_sosial, bentuk\_tata\_riasa, teknik\_marketing  
Source : Processed SPSS output results, 2025

Based on the results of the regression above, it is known that the significant value for the effect of X1, X2, and X3 together on Y is 0.000. It is known that the value of  $F_{cal}$  is 27,031 and the value of  $F_{table}$  is 2.72 so that the value of  $F_{cal} (27,031) < F_{table} (2.72)$  with a significant value of  $0.000 > 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected. So it can be said that the variables of the social environment, marketing techniques, and the appearance of veiled Sundanese makeup have an equal effect on consumer decisions.

## 6. Dominant Test

The dominant test in the study was used to determine which independent variable was the most dominant to affect the dependent variable by looking at the *standardized coefficient beta* (b) value. In this study, a *standardized coefficient beta* (b) value was obtained from each variable (X) including social environment 0.346, marketing techniques 0.333, and the form of the veiled Siger Sunda TRP of 0.380. Of the three *standardized*

*coefficient beta* (b) variable (X) values, the TRP value of the veiled Sundanese siger has the largest value, which is 0.380 which means that the most dominant variable has an influence on consumers' decisions in choosing veiled Sundanese siger bridal makeup in Wongsorejo District, Banyuwangi Regency.

Table 17 Standardized Score Dominant Test Results  
*Beta Coefficient* (b)

Type	Coefficient		Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	-32.247	9.414		-3.426	.001
lingkungan_sosial	.385	.094	.346	4.079	.000
teknik_marketing	.672	.167	.333	4.026	.000
Display	.606	.130	.380	4.660	.000

a. Dependent Variable: consumer decisions

Source : Processed SPSS output results, 2025

## Discussion

1. The Social Environment can influence consumers' decisions in choosing veiled Sundanese bridal makeup in Wongsorejo District, Banyuwangi Regency.

The hypothesis test showed a significant number of 0.000 below 0.005, so the hypothesis stated that the social environment had an influence on consumer decisions was accepted. The value of the social environment coefficient is 0.385 which means that the social environment has a positive effect on consumer satisfaction. If the social environment is supportive, then the consumer's decision is stronger to use the veiled sunda siger (hijab). From the results of the study, an R square value of 0.274 was obtained, which means that the social environment affects consumer decisions by 27.4%.

The results of this study support the results of research conducted by Nesya Salsabila, Mari Okatini, Neneng Siti Silfi (2023), that the results of the study show that the social environment has a positive relationship with the interests of brides-to-be in the selection of modern Muslim hijab bridal makeup. The more social environmental values, the more interest the bride-to-be is in choosing modern Muslim hijab bridal makeup. Research from Afkarina (2020) also explains that in social factors, some respondents stated that in the selection of bridal makeup services based on Keputu-san that



have been considered with members of the family, it is also supported by information from friends or social media and reliable sources about quality bridal makeup services that are currently trending. In this case, social factors are very influential and can determine decision-making.

2. Marketing techniques are carried out to influence the fulfillment of consumer needs in the selection of veiled Sundanese bridal makeup in Wongsorejo District, Banyuwangi Regency.

The hypothesis test shows a significant number of 0.000 below 0.005, so the hypothesis states that marketing techniques have an effect on consumer decisions are accepted. The value of the marketing technique coefficient is 0.672 which means that marketing techniques have a positive effect on consumer satisfaction. If the marketing technique is done well and attractively, then the consumer's decision is stronger to use a veiled *sunda*. From the results of the study, an R square value of 0.204 was obtained, which means that marketing techniques affect consumer decisions by 20.4%.

The results of this study support the research from Wardani (2021). Promotions carried out in this study are through social media WhatsApp, Instagram, and YouTube. Promotion using whatsapp is useful for communicating with consumers / brides-to-be who use makeup / makeup services. With social media that is also growing, one of which is Instagram, makeup artists only need to upload their works and customers can easily see their works, so that they can attract or attract customers' interest. Instagram is used by Aisyah Wedding because many people have started to use this medium to look for some makeup references and others.

Promotion using this media has more influence on revenue at Aisyah Wedding, because many people know about Aisyah Wedding through social media. There are many benefits that are obtained through promotions on social media as well as on Instagram. The advantages obtained include no follower limits, and only need an internet quota to promote the makeup results we have. The results of interviews from the research of Cita Raras Nindya Pangesti & Atiq Sabardila (2020) also explained that the interviewees chose Sundanese *siger* because there were so many people who used it, especially those on Instagram and Facebook, and according to the interviewees, it looked more beautiful. This factor makes it viral on social media such as Facebook and Instagram. Since then, *Siger*

Sundanese makeup has begun to fill the homepage on social media.

In addition, this study also applies the Word of Mouth (WOM) promotion strategy which is a strategy that has greatly influenced the income at Aisyah Wedding from its inception until now. The WOM strategy is also referred to as word-of-mouth promotion. Consumers who have used the services of Aisyah Wedding usually recommend to relatives, friends or others to use this wedding service. The impact felt from the strategy implemented is quite good, because the service provided is also very optimal so that many customers entrust their wedding services at Aisyah Wedding.

3. The shape of the Veiled Sundanese *Siger* Bridal Makeup can affect consumer decisions in Wongsorejo District, Banyuwangi Regency.

The hypothesis test showed a significant number of 0.000 below 0.005, so the hypothesis stated that the form of makeup affects the consumer's decision to be accepted. The coefficient value of the makeup form is 0.606 which means that the shape of the makeup has a positive effect on consumer decisions. If the shape of Sundanese bridal makeup *siger* with a veil is attractive, then the consumer's decision is stronger to use a veiled Sundanese *siger*. From the results of the study, an R square value of 0.228 was obtained, which means that the form of makeup affects consumer decisions by 22.8%.

The results of this study support the research of Cita Raras Nindya Pangesti & Atiq Sabardila (2020). The results of the study show that the background of the mixing or acculturation of Javanese and Sundanese makeup is due to the influence of technology, namely through the role of social media. The results of interviews with the resource persons also showed that Sunda *Siger*'s makeup was beginning to be in demand by the Javanese people. Respondents stated that the development of trends, fashion, and the entry of modern makeup models in Indonesia will have an influence on traditional makeup. Sunda *Siger* is one of the makeup artists that have existed from ancient times until now. However, with the development of the times, the makeup was modified to look more modern. One of the makeup that has the latest modification is Sunda *Siger*. These modifications, for example, are in the clothing. According to makeup artists, especially in the Java area, there are many requests for brides to use *Siger Sunda*. Many brides who are not from the land of Pasundan but want to use *Siger Sunda* but the traditional process uses Javanese customs.



4. The most dominant variable is the consumer decision in choosing veiled Sundanese siger bridal makeup in Wongsorejo District, Banyuwangi Regency.

We can see that the most dominant indicator of independent variables is the variable form of the veiled Sundanese siger TRP. This is because it is seen from the standardized *coefficient beta* (b) value which is greater than other variables, which is 0.380.

## COVER

### Conclusion

Based on the results of the research analysis that has been carried out, the following conclusions can be drawn:

1. The social environment (X1) has a significant influence on the variable decision of consumers (Y) with a coefficient value of X1 of 0.385 and a positive value.
2. Marketing techniques (X2) have a significant influence on the consumer decision variable (Y) with a coefficient value of X2 of 0.672 and a positive value.
3. The appearance of the veiled Sundanese siger bridal makeup (X3) has a significant influence on the consumer decision variable (Y) coefficient X3 of 0.606 and has a positive value.
4. The independent variable that had the most influence in this study and had the largest *standardized coefficient beta* (b) value was the marketing technique variable (X2). This can be seen from the *standardized coefficient beta* (b) value which is greater than other variables, which is 0.672.

### Suggestion

Based on the analysis and discussion of the conclusion above, the suggestions that the author can convey include:

1. For Academics  
It is hoped that this research can be used as a reference for future research that has a similar theme or is related to consumer decisions in choosing sunny bridal makeup with a veil.
2. For the next researcher  
It is hoped that the next researcher can develop research on the factors that influence the decision of the bride-to-be on the selection of the Sundanese Bridal Makeup Siger Berkedung, so as to provide a broader picture of bridal makeup.
3. For Makeup Artists  
For makeup artists, it is hoped that this research can be an input or consideration material to improve the quality of makeup

services and how to carry out marketing techniques to expand the market and be known by many people. Makeup artists are also expected to always create new innovations for modified bridal makeup, so that from time to time makeup models are not monotonous. New things can be obtained by attending seminars or training. However, even though they make new innovations, they try not to eliminate the package.

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