

# THE EFFECT OF SUPPORTING MATERIAL'S TYPE ON QUALITY OF SQUARE SLEEVE FIT IN FASHION FOR WOMEN

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## ABSTRACT

This study aims: (1) to know the quality of square sleeve fit of teenage women's clothing using satin bridal as the main material and mori gula as the supporting material (2) to know the square sleeve fit quality of teenage women's fashion using satin bridal as main material and plastic balen as supporting material (3) proving whether there is influence or difference in the quality of square sleeve fit of teenage women's clothing using satin bridal as the main material with mori gula as supporting material and those using plastic balen as the supporting material (4) knowing the response of prospective consumers (17-22 years) to square sleeve women's clothing using satin bridal as the main material with mori gula as the supporting material. (5) knowing the response of prospective consumers on women's clothing that applies square sleeve uses satin bridal as the main material with plastic balen as the supporting material.

This type of study including quasi-experimental and descriptive survey approaches. The data collection method uses expert panelist tests and tests of prospective teenage consumers are equipped with assessment sheets, and questionnaires. For test samples, two pieces of clothing are made that fit the specified criteria, then internal control validity and external validity are carried out. Data sources were 5 panelists of fashion experts as well as 72 prospective teenage consumers in the region of Sleman Yogyakarta, taken through a purposive sampling technique. The design of this study uses a factorial design A x B (1x2). The analysis of the study was carried out by t-test analysis (for small samples) with the help of excel and minitab programs and described with percentage.

The results of this study indicate that: 1) the quality of the square sleeve fit applied to teenage women's clothing using satin bridal as the main material and mori gula as the supporting material belonging to the category of "very good" 60%, both 20%, and less than 20% 2) the quality of the square sleeve fit applied to teenage women's clothing using satin satin main material and plastic balen supporting material which is categorized as "very good" (40%), both 40% and less 20% .3 ) According to the expert panelists, there was no significant difference in the quality of the square sleeve fit that was applied to teenage women's clothing using satin satin as the main material, either using sugar support material or using plastic balen supporting materials. This was proven by the p value obtained at 0.978 , greater than the confidence interval at the 0.05 level. This proves that there is not enough evidence to say that the mean between these two types of support material is different at the 0.05 significance level. 4) The response of prospective teenage consumers to teenage women's clothing that applies square sleeve using satin bridal main material with mori gula as the supporting material tends to be a very good response as much as 29%, and good response 71%. 5) The response of prospective teenage consumers to teenage women's clothing using square sleeve uses satin bridal as the main material with plastic balen as the supporting material. Also tend to be positively proven to provide a very good response as much as 35% while those that give a good response 65% of prospective teenagers

Kata Kunci: *Square sleeve quality, women's clothing, mori gula, plastic balen*