



The Influence of Fashion Knowledge, Fashion Selection Factor, and Dress Etiquette on Dress Look

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Abstrak

Anggota Dharma Wanita cenderung kurang memperhatikan etika dalam berpakaian dan penggunaan atribut seragam sesuai ketentuan. Hal ini disebabkan oleh berbagai profesi, pendidikan, budaya, dan ekonomi serta kurangnya pengetahuan tentang berpakaian. Tujuan dari penelitian ini adalah untuk menganalisis bagaimana pengaruh pengetahuan fashion, faktor pemilihan busana, dan etiket berpakaian terhadap penampilan berbusana. Penelitian ini ditujukan kepada anggota Dharma Wanita dengan sampel sebanyak 60 responden yang diambil dengan teknik purposive sampling. Kombinasi analisis faktor dan analisis regresi digunakan untuk menganalisis data menggunakan analisis PLS-SEM orde kedua. Evaluasi model pengukuran terhadap validitas konvergen dan diskriminan serta reliabilitas konsistensi internal telah memenuhi persyaratan. Evaluasi model struktural menunjukkan kontribusi pengaruh yang besar sebesar 97,00%, dan nilai observasi penelitian sebesar 60,10%. Semua hipotesis diterima yang menunjukkan bahwa ada pengaruh positif dan signifikan dari semua variabel terhadap penampilan busana. Meskipun analisis kategori sudah baik, disarankan bagi pengurus memberikan aturan penggunaan seragam kerja dan atribut yang baik untuk menunjang aktivitas kerja. Oleh karena itu, anggota Dharma Wanita dapat memilih dan memperbaiki pakaian agar lebih serasi dan cantik untuk menunjang aktivitas sehari-hari.

Kata Kunci: Pengetahuan mode, faktor pemilihan mode, etiket berpakaian, penampilan berpakaian, PLS-SEM.

Abstract

Dharma Wanita members tend to pay less attention to ethics in dress and the use of uniform attributes according to regulations. This is caused by various professions, education, culture, and economy as well as a lack of knowledge about dressing. The purpose of this research is to analyze how the influence of fashion knowledge, clothing selection factors, and dress etiquette on dress appearance. The research was aimed at members of Dharma Wanita with a sample of 60 respondents taken by purposive sampling technique. A combination of factor analysis and regression analysis was used to analyze the data using second-order PLS-SEM analysis. Evaluation of the measurement model on convergent and discriminant validity as well as internal consistency reliability has met the requirements. The structural model evaluation shows a large influence contribution of 97.00%, and the research observation value is 60.10%. All hypotheses are accepted indicating that there is a positive and significant effect of all variables on dress appearance. Even though the category analysis is good, it is recommended for administrators provide rules for the use of work uniforms and good attributes to support work activities. Therefore, Dharma Wanita members can choose and repair clothes to make them more harmonious and beautiful to support their daily activities.

Keywords: Fashion knowledge, fashion selection factor, dress etiquette, dress look, PLS-SEM.

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1. INTRODUCTION

Education Clothing is one of the basic human needs in addition to the need for food and shelter (Choi et al., 2022; Liu et al., 2022). The purpose of clothing is not only to cover the body, but clothing can also cover the shortcomings of the body, for example, someone who has a thin body shape with clothes can appear fat and someone who has pale skin can

appear more radiant skin (Abbes et al., 2022; Kaplan, 2021; Majumdar, 2019). The purpose of dressing is to protect the body so that it remains healthy, cover the genitals, or fulfill courtesy and can look harmonious (Li et al., 2022; Zottarelli et al., 2022). In addition, dressing can also protect the body from the hot sun, insect bites, and others. So, dressing can affect a person's personal soul, both physically and spiritually (Filingeri et al., 2020; Uddin et al., 2022). From the way of dress, a person can be judged by his personality, environment and tastes. Dressing must also include the right choices related to the personality and character of the wearer (Amofah & Agyare, 2022; Chaigneau et al., 2019; Uwizeye et al., 2022). Dressed in harmony is able to adapt to the needs, customs, environment or atmosphere when wearing it views (Esmail et al., 2022; Magnusson et al., 2021). Clothing is a textile or other material that has been sewn or not sewn that is worn or draped to cover a person's body (Bernardi et al., 2022; Magnusson et al., 2021). Fashion knowledge is the science that knows about clothing which includes its meaning, purpose of clothing, and how to choose clothes that are suitable and in accordance with the wearer (Aakko & Niinimäki, 2018; Wood et al., 2017). Dress ethics can be interpreted as a field of knowledge that discusses how to dress appropriately according to body shape (Shephard & Pookulangara, 2022; Zottarelli et al., 2022). Dressing beautifully and harmoniously that sets aesthetic values means having to be able to choose models, colors and patterns, and textures, that suit the wearer (Esmail et al., 2022; Merryman & Lu, 2021; Zeba & Ganguli, 2019). Dress ethics is how a person takes an attitude in dressing in the right and good model, color, and pattern according to the opportunity, condition, and time.

The choice of clothing for daily appearance is influenced by two factors, namely external and internal factors (Vainshtein, 2018; Xu, 2017). Another factor that influences the choice of clothing is the lack of knowledge of clothing causing a person to be less suitable in wearing a dress. In addition, the choice of clothing is also influenced by the level of education, environment, economic level, religion, and culture (Filingeri et al., 2020; Heim & Hopper, 2022; Wei et al., 2019). The environment has an important role in the choice of clothing because there are norms that regulate a person's behavior in clothing. Family income is related to the social status carried, thus influencing the choice of clothing (Ju & Lee, 2020; Stanes, 2019). Religion greatly affects a person in the choice of clothing, because it contains a moral in the selection of good clothing.

Fashion science is very important as an introduction to understanding the appearance of clothes that match the time and occasion (Ma et al., 2019; Uwizeye et al., 2022). Knowledge of fashion is not only obtained from books but can be obtained from social media and print media such as newspapers, magazines, radio, television, Facebook, Instagram, and so on. According to previous studies state fashion knowledge is the study of how to choose, arrange, and improve clothing so that more harmonious and beautiful clothes are obtained (Abbes et al., 2022; Ju & Lee, 2020; Mahmood & Lee, 2021; Wood et al., 2017). In addition, dressing also has freedom but is limited by social rules, namely ethics. Ethics is not a new problem in everyday life (Gamalova, 2021; Sui, 2021; Vainshtein, 2018). The position of ethics in human life occupies an important place for a woman because it is an example for her children and others.

Good dress ethics according to previous study that it is a process or method by which a person displays harmony in dress and neatness in dressing according to the occasion (Billewar, 2022; Martin & Vacca, 2018). Determining good clothing and adapting to ethics is thoroughness in adjusting clothing to the state of the body, skin color, age, and opportunity (Gopura et al., 2019; Jones & Lee, 2022; Stanes, 2019). A phenomenon often encountered in society is the lack of knowledge and awareness of a person applying good and correct dress ethics (Acharya et al., 2018; Munir, 2020). This will affect a person's association or interaction with others on various occasions. Members of the Dharma Wanita

Agricultural Service Office of Bintan Regency, Riau Islands Province, tend to pay less attention to dress ethics in uniforms and the use of uniform attributes of Dharma Wanita members which should be used in accordance with applicable regulations, such as not wearing the Dharma Wanita member's uniform during the Dharma Wanita event. This is because the members of the Dharma Wanita Agriculture Service of Bintan Regency, Riau Islands Province consist of various professions and different educational, cultural, and economic backgrounds and lack knowledge and information about knowledge and good and correct dress ethics. In fact, some members of the Dharma Wanita Agriculture Service of Bintan Regency, Riau Islands Province have not paid attention to the rules and ethics of dress that apply properly, such as excessive use of necklaces and jewelry, not wearing uniforms, and others. So, this study aims to analyze the extent of the influence of fashion knowledge and dress ethics in dharma Wanita members at the Agriculture Service of Bintan Regency, Riau Islands Province.

2. METHODS

This type of research is a quantitative descriptive study to find out how the influence of fashion knowledge with dress ethics for members of Dharma Wanita at the Agriculture Service of Bintan Regency, Riau Islands Province. The study was shown to members of Dharma Wanita with a sample of 60 respondents who were taken by purposive sampling technique (Putra et al., 2022). The data collection technique used a questionnaire consisting of 3 variables. The measurement scale used is a Likert scale in the form of a checklist with 4 alternative answers (Rahmatunisa et al., 2022; Rosantono et al., 2021; Widayanto et al., 2021), namely Strongly Agree (4), Agree (3), Enough (2), and Disagree (1). The research variables and measurement constructs are shown in Table 1.

Table 1. The Research Measurement Constructs

Variables	Measurement Concept	Indicators	Constructs	Items
Fashion Knowledge	Measuring how well fashion knowledge	Definition of fashion	DF	DF1-DF4
		Destination dress	DD	DD1-DD5
		Dress value	DV	DV1-DV5
Fashion Selection Factor	Measuring how well the fashion selection factor	Fashion function	FF	FF1- FF4
		Fashion selection factor	FS	FSF1S-3
Dress Etiquette	Measuring how well dress etiquette is applied	Dress norms and rules	DN	DN1-ND4
		User characteristics	UC	UC1-UC4
Dress Look	Measuring how well the dress looks	Fashion colors and materials	CM	CM1-CM4
		Fashion model customization	MC	MC1-MC3

The evaluation of the measurement model will test the validity and estimate the reliability of the data on each latent variable using the SmartPLS software. The evaluation of the measurement model met the requirements of the convergent validity test at outer loading ≥ 0.70 and AVE ≥ 0.50 (Saifurrahman et al., 2021; Setyadi et al., 2021) and discriminant validity has met the requirements of the Fornell-Larcker test (A'mar & Eleyan, 2022; Gambo & Musonda, 2022; Kurup et al., 2019; Ngah et al., 2022). Internal consistency

reliability met the requirements for CA, rho_A, and CR with a score of ≥ 0.70 (Astiana et al., 2022; Daryono et al., 2020; Hair et al., 2017; Hariyanto et al., 2022; Khan et al., 2022). Evaluation of the structural model is an analysis that describes and predicts causality relationships between latent variables. The causality relationship is seen through bootstrapping and test parameters. The Structural model analysis based on effect size (f^2), R^2 , and Q^2 predictive relevance value (Al-Fraihat et al., 2020; Danks et al., 2020; Dash & Paul, 2021). In the T-statistics stage, the significance test of the relationships between constructs is used as the basis for testing the hypothesis. T-statistics values for the effect on each or simultaneously between latent variables, namely Fashion Knowledge, Fashion Selection Factor, Dress Etiquette, and Dress Look. In this study, the hypothesis that was formulated was to relate the influence of fashion knowledge, fashion selection factors, and dress etiquetteto the dressed look of the Dharma Wanita members of the Agriculture Service of Bintan Regency, Riau Islands Province. So that the hypothesis formulated in this study is as follows: **H1**: fashion knowledge has a positive and significant effect on the dressed look of Dharma Wanita members. **H2**: fashion selection factors have a positive and significant effect on the dressed look of Dharma Wanita Members. **H3**: dress etiquette has a positive and significant effect on the dressed look of Dharma Wanita Members. The research framework and path analysis are shown in Figure 1

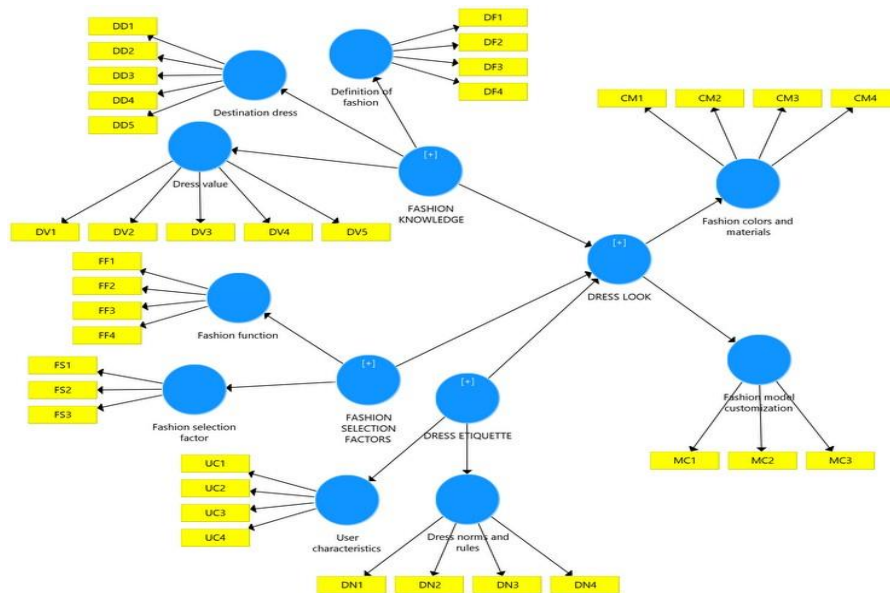


Figure 1. The Research Framework

3. RESULTS AND DISCUSSION

Result

Fashion knowledge, fashion selection factors, dress etiquette, and dress look are some of the latent variables in this study. Structural analysis of equation modeling with a PLS-SEM was used to determine the relationship between variables and construct indicators. The testing phase consists of the outer model and the inner model. The outer loading value of ≥ 0.70 means that the indicator has a strong reflective relationship to the latent variable. The latent variables in this study are fashion knowledge, fashion selection factors, dress etiquette, and dressed look. The hypothesis in this study will be answered through the analysis of the inner model with bootstrapping tools that exist in Smart PLS.

Evaluation of the Measurement Model

Evaluation of the measurement model was carried out to test the validity and estimate the reliability of the data on each variable, namely fashion knowledge, fashion selection factors, dress etiquette, and dress look using SmartPLS. Structural model path coefficients PLS- SEM measurement results are shown in Figure 2.

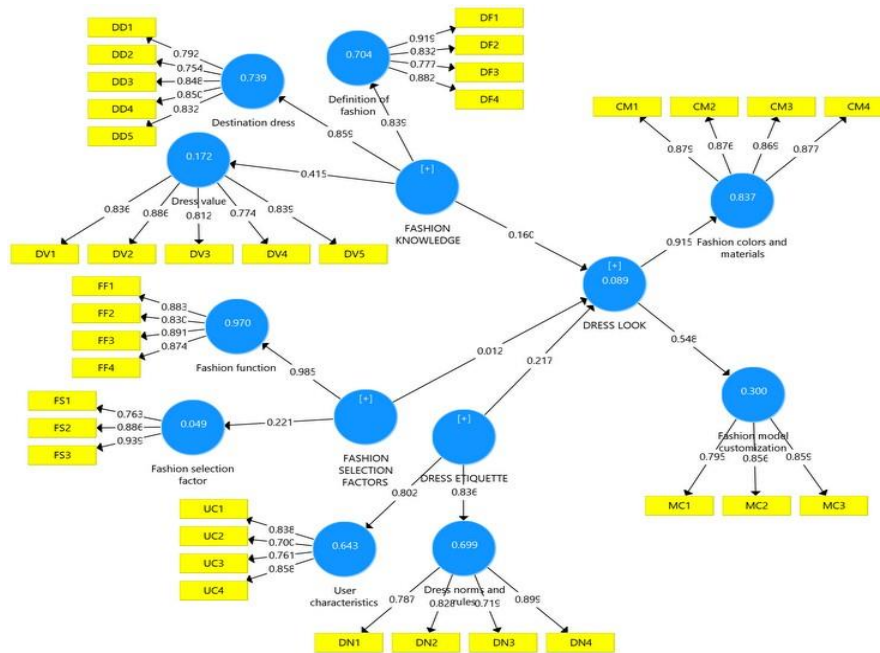


Figure 2. Structural Model Path Coefficients

In the evaluation of the measurement model, convergent validity was first evaluated which included measurements of the loading factor and the AVE value. The construct can have a good validity value when the loading factor value is >0.70 and the AVE value is >0.50. The results of the convergent validity test, and internal consistency reliability are shown in Table 2.

Table 2. The Results of the Evaluation of Measurement Models

No	Variable	Aspects	Const ructs	FL (>0,70)	CA (>0,70)	Rho_A (>0,70)	CR (>0,70)	AVE (>0,50)
1	Fashion Knowledge	Definitio n of fashion	DF1	0.919	0.875	0.879	0.915	0.730
2			DF2	0.832				
3			DF3	0.777				
4			DF4	0.882				
5	Destination dress	Destinati on dress	DD1	0.792	0.874	0.876	0.909	0.666
6			DD2	0.754				
7			DD3	0.848				
8			DD4	0.850				
9			DD5	0.832				
10	Dress value	Dress value	DV1	0.836	0.889	0.907	0.917	0.689
11			DV2	0.886				
12			DV3	0.812				
13			DV4	0.774				

No	Variable	Aspects	Const ructs	FL (>0,70)	CA (>0,70)	Rho_A (>0,70)	CR (>0,70)	AVE (>0,50)
14			DV5	0.839				
15	Fashion	Fashion	FF1	0.883	0.892	0.893	0.925	0.757
16	Selection	function	FF2	0.830				
17	Factor		FF3	0.891				
18			FF4	0.874				
19		Fashion	FS1	0.763	0.853	0.999	0.899	0.750
20		selection	FS2	0.866				
21		factor	FS3	0.939				
22	Dress	Dress	DN1	0.787	0.824	0.832	0.884	0.657
23	Etiquette	norms	DN2	0.828				
24		and rules	DN3	0.719				
25			DN4	0.899				
26		User	UC1	0.838	0.802	0.830	0.870	0.627
27		characteri	UC2	0.700				
28		stics	UC3	0.761				
29			UC4	0.858				
30	Dress Look	Fashion	CM1	0.879	0.898	0.899	0.929	0.766
31		colors	CM2	0.876				
32		and	CM3	0.869				
33		materials	CM4	0.877				
34		Fashion	MC1	0.795	0.791	0.820	0.876	0.701
35		model	MC2	0.856				
36		customiz ation	MC3	0.859				

Based on the [Table 2](#), the loading factor (factor loading/FL) value for all constructs is already ≥ 0.70 . The AVE value in all aspects has a value above 0.50. Meanwhile, the composite reliability (CR) value, Rho_A, and Composite Reliability (CR) in all aspects have a value of more than 0.70. So that all indicators in measuring aspects and constructs are declared to meet the convergent validity requirements. Furthermore, the evaluation of discriminant validity is estimated based on the presented Fornell Larcker value. Fornell Larcker test results are shown in [Table 3](#).

Table 3. The Results of Fornell-Larcker

Aspects	DF	DD	DN	DV	CM	FF	MC	FS	UC
Definition of Fashion	0.854								
Destination Dress	0.542	0.816							
Dress Norms and Rules	0.038	0.318	0.811						
Dress Value	0.177	0.126	0.045	0.830					
Fashion Colors and Materials	0.068	0.212	0.135	0.041	0.875				
Fashion Function	0.046	0.298	0.136	0.419	0.220	0.870			
Fashion Model Customization	0.219	0.233	0.268	0.272	0.163	0.224	0.837		
Fashion Selection Factor	0.433	0.140	0.163	0.122	0.080	0.049	0.103	0.866	
User Characteristics	0.073	0.210	0.342	0.100	0.186	0.047	0.055	0.110	0.792

Based on the Table 3, the correlation value of the latent variables of all variables has a higher value than the correlation value with other variables, and so on for the assessment of the correlation of other variables. So, it can be explained that the Fornell Larcker in this study has met the criteria of discriminant validity.

Evaluation of the Structural Model

Structural model evaluation is an analysis that describes and predicts causality relationships between latent variables. Causality relationship is seen through bootstrapping. The initial stage of structural model analysis is to look at the values of f^2 , R^2 , and Q^2 predictive relevance. The recommended Q^2 value is >0.00 . Structural model assessment criteria are shown in Table 4.

Table 4. Effect Size (f^2), Coefficient of Determination (R^2), Predictive Relevance (Q^2)

Aspects/Variable	f^2		R^2		Q^2	
	Value	Effects	Value	Effects	Value	Effects
Definition of fashion	2.378	large	0.704	substantial	0.492	Accepted
Destination dress	2.284	large	0.739	substantial	0.462	Accepted
Dress value	0.208	medium	0.172	weak	0.095	Accepted
Fashion function	2.367	large	0.970	substantial	0.699	Accepted
Fashion selection factor	0.051	small	0.049	weak	0.004	Accepted
Dress norms and rules	2.318	large	0.699	substantial	0.435	Accepted
User characteristics	1.801	large	0.643	moderate	0.365	Accepted
Fashion colors and materials	5.127	large	0.837	substantial	0.601	Accepted
Fashion model customization	0.429	large	0.300	weak	0.148	Accepted

Based on Table 4, in the calculation of effect size on all variables, the smallest f^2 value is obtained, namely the relationship between Fashion Selection Factor Fashion \rightarrow Selection Factor, which is 0.051 which means that the effect of the two variables is weak. In the calculation of the coefficient of determination on all variables, the smallest R^2 value is obtained, namely, the relationship between the Fashion selection factor \rightarrow Fashion Selection Factor, which is 0.0499, and Fashion model customization \rightarrow Dress Look, which is 0.300, which means that the relationship between the two variables is weak. While the relationship between other variables is moderate and substantial. The next test is to look at the predictive relevance of Q^2 which aims to validate the predictive ability of media development. The results of the calculation of Q^2 on all variables obtained values of 0.004 to 0.601 which explain the model analysis results can explain 60.10% of the dress look. While the remaining 39.90% is an error from the model explained by other variables not observed in this study.

Hypothesis Testing

The hypothesis test in this study was shown from the significance (ρ -value), β -coefficient, and T-statistics value with (α 0.05; T-statistic 1.96). The results of the significance values are shown in Table 5.

Table 5. The Results of the Direct Influence Hypothesis Test

Path Coefficients	β -coefficient	Std. Dev.	T-statistic	ρ -value	Decision
Fashion Knowledge → Dress Look	0.836	0.061	13.705	0.000	Accepted H1
Fashion Selection Factor → Dress Look	0.802	0.055	14.582	0.000	Accepted H2
Dress Etiquette → Dress Look	0.915	0.048	19.063	0.000	Accepted H3

Based on Table 5, the T-statistical value explains that the hypothesis can be accepted if it has a value above 1.96 and rejected if it has a value below 1.96 while the β -coefficient value indicates the direction of the positive or negative hypothesis. Hypothesis 1 shows that Fashion Knowledge has a positive effect on the Dress Look variable. Hypothesis 2 shows that Fashion Selection has a positive and positive effect on the Dress Look variable. Hypothesis 3 shows that Dress Etiquette has a positive and positive effect on the Dress Look.

Discussions

Based on the results of hypothesis testing using the PLS-SEM method with the acquisition of values from β -coefficient, ρ -value, and T-statistics. It can be interpreted that there is a positive and significant relationship between the variables of fashion knowledge and dress ethics. The amount of contribution given by fashion knowledge to dress ethics can be seen from the determinant coefficient price. The determinant coefficient (R2) of Fashion Knowledge which is influenced by the Definition of fashion is 70.40%, while Fashion Knowledge which is influenced by Destination dress is 73.90%. Furthermore, the Fashion Selection Factor which is influenced by the Fashion function is 97.00%. Furthermore, Dress Etiquette which is influenced by Dress norms and rules is 69.90%, and Dress Etiquette which is influenced by User characteristics is 64.30%. Furthermore, Dress Look is influenced by Fashion colors and materials by 83.70% and Dress Look is influenced by Fashion model customization by 30.00%. The relevance predictive value was met because it obtained a Q2 value > 0.00. It can be interpreted that this research variable has a good observational value resulting in the achievement of 14.80% to 60.10%. Knowledge of fashion and dress etiquette is intended so that members of Dharma Wanita can recognize various kinds of clothing and dress ethics, and it is hoped that members of Dharma Wanita can look harmoniously. The results of the study are supported by explanations from the researches that state dressing also needs to pay attention to the norms that apply in society, such as moral norms, religious norms, politeness norms and so on (Billewar, 2022; Gopura et al., 2019). Dress must also understand the environmental conditions, time of use and culture. The purpose of clothing is not only to cover the body, but clothing can also cover deficiencies in the body and can show social status in the community (Kusumawati et al., 2019; Stanes, 2019). Research by previous study explains that clothing for traveling opportunities must be adapted to fashion knowledge and appropriate dress ethics (Liu et al., 2022; Martin & Vacca, 2018). In order to support this research dressing not only covers the body but also has to show social status by applying values that are in accordance with applicable norms or rules. The above results are reinforced by research conducted which shows that students' fashion knowledge and appearance have a significant and positive relationship (Acharya et al., 2018; Dong, 2021). The positive influence is influenced by the knowledge of clothing factors that are applied by

students to dress up on campus. The better the knowledge of fashion, the better the appearance of dressing on campus. The relevance of research with has similarities in examining the relationship between fashion knowledge and dress ethics but differs in using research methods, so that previous research can be used as a guide in the research being carried out (Gopura et al., 2019; Shephard & Pookulangara, 2022). This is not discussed and reviewed by other studies.

The choice of clothing for daily appearance is influenced by two factors, namely external factors and internal factors. Another factor that influences the choice of clothing is the lack of knowledge of clothing that causes a person to be less suitable in wearing a clothing. In addition, the choice of clothing is also influenced by the level of education, environment, economic level, religion and culture. The environment has an important role in choosing clothes because there are norms that regulate one's behaviour in dress. Family income is related to social status, thus influencing clothing choices. Religion greatly influences a person in choosing clothes, because it contains a moral in choosing good clothes. Fashion science is very important as an introduction to understanding to dress appropriately according to the time and opportunity. Knowledge of fashion is not only obtained from books but can be obtained from social media and print media such as newspapers, magazines, radio, television, Facebook, Instagram, and others. Good fashion knowledge can help a person to be able to determine the type of clothing that will be worn and used in various different occasions. This is reinforced by previous research which explains the purpose of clothing where humans need clothing to cover their bodies in doing a job and daily activities according to the opportunity (Acharya et al., 2018; Kusumawati et al., 2019; Shephard & Pookulangara, 2022). Dressing aims to protect the body in order to stay healthy, cover aurat or fulfill courtesy and can look harmonious with (Jones & Lee, 2022; Martin & Vacca, 2018). It is recommended that all dress goals can be achieved properly so that a person can appear dressed with fabrics and models that protect the body, a fashion model that covers the genitals and fulfills dress manners. This is not discussed and reviewed by other studies. The results of this study are reinforced by the research which support that another factor that influences the choice of clothing is the lack of knowledge of clothing causing a person to be less appropriate in wearing a dress (Dong, 2021; Merryman & Lu, 2021). In addition, the choice of clothing is also influenced by the level of education, environment, economic level, religion, and culture. This factor is supported by previous research related to educational, environmental, religious, and cultural factors (Aakko & Niinimäki, 2018; Munir, 2020). The environment has an important role in the choice of clothing because there are norms that regulate a person's behavior in clothing. This is not discussed and reviewed by other studies. Family income is related to the social status of thus influencing the choice of clothing (Jones & Lee, 2022; Zeba & Ganguli, 2019). Religion greatly affects a person in the choice of clothing, because it contains a moral in the selection of good clothing. This is the novelty of this study which was not discussed by previous studies. Good dress etiquette based on research said that a process or method by which a person displays harmony in dress and neatness in dressing according to the occasion which supports and is consistent with the results of this study (Kaplan, 2021; Vainshtein, 2018). This research determines that good attire and conformity to ethics is thoroughness in adjusting attire according to body condition, skin color, age, and occasion. This is not discussed and reviewed by other studies. A phenomenon often encountered in society is the lack of knowledge and awareness of a person applying good and correct dress ethics. Meanwhile, the other research supports this research which explains that a person has a tendency to wear clothes that are in vogue without paying attention to the compatibility of clothes with body shape, skin color, age, and occasion (Gamalova, 2021; Sui, 2021).

This will affect a person in associating or interacting with other people on various occasions. Members of the Dharma Wanita Agricultural Service Office of Bintan Regency, Riau Islands Province, tend to pay less attention to dress ethics in uniforms and the use of uniform attributes of Dharma Wanita members which should be used in accordance with applicable regulations, such as not wearing the Dharma Wanita member's uniform during the Dharma Wanita event. This is because the members of the Dharma Wanita consist of various professions and different educational, cultural, and economic backgrounds and lack knowledge and information about knowledge and good and correct dress ethics. It is recommended that all members of Dharma Wanita provide proper rules for using a good work uniform and using attributes and equipment to support their activities at work. Dharma Wanita members are advised to be more precise in using work uniforms that will be used in job opportunities by paying attention to aspects of age and body shape so that they look harmonious. For other researchers for the next researcher who will conduct further research on the relationship between fashion knowledge and dress ethics, it is better to include other factors, such as education, economic level, and culture.

4. CONCLUSION

Based on the results of the research and analysis, it can be concluded that the level of dress knowledge of Dharma Wanita members is in a good category with a relative frequency of 50%. Even though it is in a good category, it is recommended for Dharma Wanita administrators to provide appropriate rules for all Dharma Wanita members, such as providing rules for wearing good work uniforms and using attributes and equipment to support their activities at work. Furthermore, Dharma Wanita members are expected to be more precise in using work uniforms that will be used in work opportunities by paying attention to aspects of age and body shape so that they look harmonious. So the implication of this research is that members of Dharma Wanita can choose, arrange, and repair clothes so that more harmonious and beautiful clothes are obtained to support their daily activities. The level of understanding of dress ethics is that Dharma Wanita members can display harmony in dress and neatness in dress according to the occasion and adjust clothing according to body condition, skin color, age, and opportunity to interact in social life

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