

## ABSTRAK

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### **ANALISIS PENGARUH BRAND CONCIIOUSNESS, MATERIALISM, SOCIAL COMPARISON, FASHION INNOVATIVENESS DAN FASHION INVOLVEMENT TERHADAP ATTITUDE TOWARDS LUXURY FASHION GOODS DAN REPURCHASE INTENTION OF LUXURY FASHION GOODS PELANGGAN FURLA DI SURABAYA**

(ix + 141 halaman: 17 gambar, 53 tabel, 3 lampiran)

Pertumbuhan industry fashion saat ini sangat meningkat. Dan tentu saja dengan meningkatnya persaingan dalam fashion maka perusahaan pun harus meningkatkan kualitas dan juga memberikan sikap yang baik bagi para konsumen.

Tujuan penelitian ini adalah untuk mengetahui pengaruh dari *brand consciousness*, *materialism*, *social comparison*, *fashion innovativeness* dan juga *fashion involvement* terhadap *repurchase intention* melalui *attitude towards purchasing luxury fashion goods*. Manfaat dari penelitian ini untuk menambah ilmu khususnya mengetahui seberapa besar pengaruh dari *attitude towards purchasing luxury fashion goods* sehingga bisa meningkatkan *repurchase intention*.

Penelitian ini merupakan penelitian kausal. Dengan menggunakan metode kuantitatif dengan bantuan program statistic SPSS 23.0. Pengumpulan data dilakukan dengan penyebaran kuisisioner dengan Teknik snowball sampling kepada 135 responden dengan karakteristik responden wanita berumur 18-60 tahun, berdomisili di Surabaya, pernah membeli produk Furla minimal 2 kali dalam setahun dan memakai produk Furla hingga saat ini.

Hasil penelitian menunjukkan bahwa variabel *brand consciousness* berpengaruh signifikan terhadap *attitude towards* dengan koefisien regresi sebesar 0.212; variabel *materialism* berpengaruh signifikan terhadap *attitude towards* dengan koefisien regresi sebesar 0.172; variabel *social comparison* berpengaruh signifikan terhadap *attitude towards* dengan koefisien regresi sebesar 0.169; variabel *fashion innovativeness* berpengaruh signifikan terhadap *attitude towards* dengan koefisien regresi sebesar 0.266; variabel *fashion involvement* berpengaruh signifikan terhadap *attitude towards* dengan koefisien regresi sebesar 0.180; dan variabel *attitude towards* berpengaruh signifikan terhadap *repurchase intention* dengan koefisien regresi sebesar 0.811.

**Kata Kunci:** *brand consciousness*, *materialism*, *social comparison*, *fashion innovativeness*, *fashion involvement*, *attitude towards purchasing luxury fashion goods* dan *repurchase intention*

Referensi: 43 (1993-2020)

## ABSTRACT

The growth of the fashion industry is currently increasing. And of course with the increasing competition in fashion, companies must also improve their quality and also provide a good attitude for consumers.

The purpose of this study was to determine the effect of brand consciousness, materialism, social comparison, fashion innovativeness and also fashion involvement on repurchase intention through attitude towards purchasing luxury fashion goods. The benefit of this study is to increase knowledge, especially to find out how much influence the attitude towards purchasing luxury fashion goods has so that it can increase repurchase intention.

This research is a causal research. By using quantitative methods with the help of the SPSS 23.0 statistical program. Data collection was carried out by distributing questionnaires with snowball sampling technique to 135 respondents with the characteristics of female respondents aged 18-60 years, domiciled in Surabaya, had bought Furla products at least 2 times a year and used Furla products to date.

The results showed that the brand consciousness variable had a significant effect on attitude towards with a regression coefficient of 0.212; materialism variable has a significant effect on attitude towards with a regression coefficient of 0.172; Social comparison variable has a significant effect on attitude towards with a regression coefficient of 0.169; Fashion innovativeness variable has a significant effect on attitude towards with a regression coefficient of 0.266; Fashion involvement variable has a significant effect on attitude towards with a regression coefficient of 0.180; and the attitude towards variable has a significant effect on repurchase intention with a regression coefficient of 0.811.

**Key Words:** brand consciousness, materialism, social comparison, fashion innovativeness, fashion involvement, attitude towards purchasing luxury fashion goods and repurchase intention

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