

Analisis konsumsi luxury fashion di Jakarta dan sekitarnya faktor-faktor yang mempengaruhi sikap dan intensi pembelian = Analysis of luxury fashion consumption in Jakarta factors affecting attitude and purchase intention

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Abstrak

Skripsi ini membahas tentang faktor-faktor yang mempengaruhi sikap konsumen di Jakarta terhadap pembelian barang-barang luxury fashion dan melihat ada atau tidaknya pengaruh dari sikap konsumen terhadap intensi pembelian barang-barang luxury fashion. Pengolahan data dalam penelitian ini menggunakan analisis regresi dalam program SPSS 20.

Hasil penelitian ini menunjukkan bahwa brand consciousness, materialism, dan fashion involvement terbukti secara positif mempengaruhi sikap konsumen di Jakarta terhadap pembelian barang-barang luxury fashion. Hasil penelitian ini menunjukkan adanya pengaruh yang signifikan antara sikap terhadap pembelian barang-barang luxury fashion dengan intensi pembelian barang-barang luxury fashion.

.....This thesis analyzes factors influencing Jakarta's consumer attitudes towards purchasing luxury fashion goods and predicts the influence of attitudes on the intention to buy these luxury items. The data collected was processed with SPSS 20, using factor analysis and regression method.

The results of this research indicates that brand consciousness, materialism, and fashion involvement proved to positively influence consumer attitudes in Jakarta towards the purchase of luxury fashion goods. The results shows that a significant relationship between attitudes toward luxury fashion goods with the purchase intention of buying luxury fashion goods.