

# Analisis pengaruh personal factors (interest, attending, dan information) dan peran evaluation terhadap intention to buy pengunjung pada Indonesia Fashion Week (IFW) 2013 = Influence analysis of personal factors (interest, attending, and information) and the role of evaluation on visitors intention to buy towards Indonesia Fashion Week (IFW) 2013

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## Abstrak

Industri fashion Indonesia saat ini memiliki potensi yang besar untuk berkembang. Mengukur tentang bagaimana niat beli (intention to buy) pengunjung yang hadir pada pameran busana (fashion show) dapat memprediksi perilaku pembelian (purchase behavior) pada konsumen potensial di industri fashion Indonesia. Ada banyak faktor yang mempengaruhi keputusan pembelian konsumen ketika mengunjungi pameran busana. Salah satunya adalah atribut kejadian (cause's attributes). Dimana faktor personal (personal factors) yang terdiri dari ketertarikan (interest), menghadiri (attending), dan informasi (information), serta evaluasi (evaluation) merupakan atribut kejadian (cause's attributes) dalam niat pembelian di lingkungan tersebut.

Penelitian terdahulu membuktikan bahwa dimensi interest, attending, information, dan evaluation berpengaruh terhadap intention to buy. Penelitian ini didesain untuk mengetahui pengaruh antara interest, attending, dan information sebagai personal factors terhadap intention to buy dengan evaluation sebagai variable mediasi pada Indonesia Fashion Week (IFW) 2013. Model penelitian ini diuji dengan menggunakan Mediation Regression Analysis. Hasil penelitian menyatakan bahwa evaluation memiliki efek mediasi terhadap personal factors (interest, attending, dan information) yang berpengaruh pada intention to buy.

.....Indonesia's fashion industry has a great potential to grow. Measuring on how visitor's intention to buy when visiting fashion show can predict purchase behaviour on potential consumers in Indonesia's fashion industry. There are several factors that can influence a consumer's purchasing decision when visiting a fashion show. One of them is cause's attributes. Personal factors which consist of interest, attending, and information, as well as evaluation are cause's attributes on intention to buy in those environment.

Previous research has shown that the dimension of interest, attending, information, and evaluation affect visitors' intention to buy. This study was design to determine the effect of interest, attending, and information as personal factors towards visitors' intention to buy with evaluation as intervening variable in Indonesia Fashion Week (IFW) 2013. The proposed research model is tested using Mediation Regression Analysis. The result shows that evaluation has mediating effect on personal factors (interest, attending, and information) that influence towards visitors' intention to buy.