

Faktor-faktor yang mempengaruhi purchase intention pakaian bermerek asing pada remaja berusia 17-24 tahun = Factors affecting purchase intention toward foreign brand apparel among 17-24 years old young adults

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi purchase intention pakaian bermerek asing. penelitian ini menggunakan desain penelitian deskriptif yang dilakukan satu kali dalam satu periode. Responden penelitian ini berjumlah 206 orang yang memiliki atau pernah membeli pakaian bermerek asing. Model penelitian dengan tujuh hipotesis diuji menggunakan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa variabel normative influence, consumer confidence, brand consciousness, perceived quality, dan emotional value memiliki pengaruh positif yang signifikan terhadap purchase intention pakaian bermerek asing.

ABSTRACT

This study aims to identify factors affecting purchase intention towards foreign apparel brands among 17—24 years old adolescent. This study used a descriptive research design which is conducted one time in one period (cross sectional design). Respondents of this study are 206 people who is having or have once purchased a foreign apparel brands. The seven-hypotheses research model in this study are tested with Structural Equation Modelling (SEM). The results found that all variable have a positive and significant impact toward foreign apparel brands purchase intention.