

Pengaruh kedekatan psikologis fashion blogger muslim terhadap sikap konsumen pada fashion blog dan minat untuk membeli produk fashion muslim yang ditampilkan = The effect of psychological closeness fashion blogger on consumer attitude toward fashion blog and purchase intention of moslem fashion displayed by the fashion blogger / Frida Junia

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Abstrak

ABSTRAK

Perkembangan busana muslim dan jilbab di Indonesia sangatlah pesat. Hal ini ditandai dengan antusias masyarakat muslim, khususnya kaum wanita muslimah yang kini mulai menggemari busana muslim dan jilbab bergaya modern dengan beragam jenis style dan fashion. Selain itu pemerintah juga ingin menjadikan Indonesia sebagai World Islamic Fashion Center pada tahun 2020. Kondisi ini tidak terlepas dengan adanya peran para fashion blogger muslim yang mulai memperkenalkan berbagai jenis style fashion busana muslim yang modern. Penelitian ini bertujuan untuk menganalisa pengaruh kedekatan psikologis fashion blogger terhadap sikap konsumen pada fashion blog serta minat pembelian pada berbagai produk yang ditampilkan oleh fashion blogger dengan adanya variabel moderasi yakni fashion leadership dan LOV interpersonal value. Data diolah dengan menggunakan metode hierarchical regression serta linear regression. Hasil penelitian menunjukkan bahwa kedekatan psikologis fashion blogger mempengaruhi sikap konsumen terhadap fashion blog dan minat pembelian terhadap produk yang ditampilkan fashion blogger muslim. Dan variabel moderasi fashion leadership mampu memberikan pengaruh terhadap hubungan kedekatan psikologis fashion blogger pada sikap dan minat beli konsumen. Sedangkan LOV interpersonal value tidak memiliki pengaruh moderasi pada hubungan antara kedekatan psikologis fashion blogger terhadap minat beli konsumen serta sikap terhadap situs fashion blog. Dan pengujian hipotesis terakhir menunjukkan bahwa sikap terhadap fashion blog memiliki pengaruh positif signifikan terhadap minat pembelian.

ABSTRACT

The development of fashion moslems and jilbab in Indonesia is very rapid at present. It is characterized by enthusiastic the Moslem community, especially women moslem girls who is now began to like wearing Moslem fashion and jilbab style of modern with various types of style and fashion. In addition the government also wants to make Indonesia as World Islamic Fashion Center in 2020. This condition can not be separated with the role of the Moslem fashion bloggers who started to introduce various kinds of fashion styles of modern Moslem. This study aims to analyze the influence of psychological closeness fashion blogger on the attitudes of consumers on a fashion blog as well as interest in purchasing the various products displayed by fashion bloggers with fashion leadership and LOV interpersonal value as variabel moderating. The data is processed by using hierarchical regression and linear regression. The results showed that psychological closeness fashion blogger influence consumer attitudes towards fashion blog and purchase intention of the products displayed by Moslem fashion bloggers. And moderating variable fashion leadership able to give ffect to psychological closeness relationships fashion blogger on consumer attitudes

and buying interest. While the value of LOV interpersonal haven't a moderating effect on the relationship between psychological closeness fashion blogger on consumer purchase intention and attitude toward the fashion blog. And the last hypothesis testing showed that attitudes towards fashion blog has a significant positive effect on consumer purchase intention.