

Pengaruh relijiusitas wanita muslim terhadap consumer attitudes towards fashion dan intention to buy produk baju muslim wanita = The influence of religiosity of moslem women on consumer attitude towards fashion and intention to buy moslem women clothing

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Abstrak

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Indonesia dicanangkan oleh pemerintah menjadi pusat fashion muslim dunia 2020. Untuk mendukung inisiatif ini, penelitian ini diharapkan dapat berkontribusi menambah informasi mengenai hal-hal yang mempengaruhi intention to buy produk baju muslim wanita. Salah satunya yang berkaitan adalah faktor sub-kultur relijiusitas. Penelitian ini tentang pengaruh relijiusitas terhadap consumer attitudes dan purchase intention produk baju muslim wanita. Metode yang digunakan adalah deskriptif kuantitatif melalui analisa data dengan structural equation model. Hasil yang diharapkan adalah bahwa relijiusitas akan berpengaruh signifikan terhadap consumer attitudes dan consumer attitudes akan berpengaruh secara positif dan signifikan terhadap intention to buy

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ABSTRACT

Indonesia is designated by government to be the world's Moslem fashion center in 2020. To support the initiative, the researcher would like to contribute in adding insight on factors that influence intention to buy of moslem women clothing in Indonesia. One of the related factor is sub-cultur factor religiosity. Therefore, I conduct a research on the influence of religiosity of moslem women on consumer attitudes towards fashion and intention to buy of Moslem women clothing. The methodology used is quantitative descriptive through data analysis method by structural equation model tool. The expected result of the research is religiosity will have significant impact on consumer attitudes towards fashion and consumer attitudes towards fashion will have positive and significant impact on intention to buy for moslem women clothing