

## Luxury fashion: faktor-faktor yang mempengaruhi sikap dan keinginan membeli pada konsumen kelas menengah = Luxury fashion the factors affecting attitudes and purchase intention in the middle class

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### Abstrak

Perkembangan industri luxury fashion menunjukkan peningkatan ditandai dengan banyaknya gerai luxury fashion yang masuk dan berkembang di pasar Indonesia. Masyarakat Indonesia dikenal dengan gaya konsumerisme khususnya pada kelas menengah sebagai penggerak ekonomi. Hal tersebut menjadikan Indonesia target bagi merek-merek luxury fashion untuk mengembangkan pasar Indonesia. Untuk meningkatkan penjualan, pelaku bisnis luxury fashion harus mengetahui faktor-faktor pendorong pembelian sehingga dapat membuat strategi untuk meningkatkan penjualan. Untuk itu, penelitian ini dilakukan dengan tujuan untuk mengetahui faktor yang mendorong sikap terhadap barang luxury fashion pada kelas menengah yaitu: brand consciousness, materialism, social comparison, fashion innovativeness, fashion involvement, dan need for uniqueness. Hasilnya adalah brand consciousness, materialism, fashion involvement dan need for uniqueness terbukti signifikan sebagai faktor yang dapat mendorong sikap kelas menengah terhadap barang luxury fashion sedangkan social comparison dan fashion innovativeness tidak mempengaruhi terhadap sikap terhadap barang luxury fashion.

.....The development of luxury fashion industry showed an increase in the number of luxury fashion brands that expand in Indonesian market. Indonesian people are famous of their consumerism behaviors especially in the middle class as an economic driver. It makes Indonesia as a target for luxury fashion brands to develop their brand in the Indonesian market. To increase sales, business people in luxury fashion should know the factors driving the purchase so they can make strategies to increase their sales. Therefore, this study was conducted in order to determine the factors that encourage attitude towards luxury fashion goods in the middle class. Factors to be tested are brand consciousness, materialism, social comparison, fashion innovativeness, fashion involvement, and need for uniqueness. The result is brand consciousness, materialism, fashion involvement and need for uniqueness proved as significant factors that can encourage attitudes towards luxury fashion goods in the middle class while social comparison and fashion innovativeness does not affect the attitude towards luxury fashion good.