

Penerapan theory of planned behavior dan religiusitas dalam perilaku pembelian produk fashion mewah kategori affordable = Applying the theory of planned behavior and religiosity in affordable luxury fashion products purchase behavior

Nico Wibawa, author

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Abstrak

Indonesia merupakan negara dengan potensi pertumbuhan penjualan barang mewah yang besar, terutama pada produk fashion. Namun, di sisi lain Indonesia juga merupakan negara dengan penduduk Muslim terbesar di dunia. Konsumsi barang mewah sering dianggap sebagai konsumsi untuk menaikkan status dan menunjukkan sifat cinta dunia, yang mana hal ini bertolak belakang dengan konsep agama Islam.

Penelitian ini bertujuan menganalisis apakah purchase intention dan purchase behavior produk fashion dipengaruhi atau tidak oleh tingkat religiusitas konsumen dengan menggunakan model extended Theory of Planned Behavior TPB . Sampel pada penelitian ini adalah konsumen Muslim yang pernah melakukan pembelian produk fashion mewah kategori affordable. Data diolah dengan menggunakan Partial Least Square Structural Equation Modelling PLS SEM pada SmartPLS 3.

Hasil penelitian menunjukkan bahwa attitude, subjective norm, dan perceived behavioral control berpengaruh positif terhadap purchase intention. Perceived behavioral control juga berpengaruh positif terhadap purchase behavior. Selain itu, religiusitas ditemukan tidak memoderasi hubungan antara attitude, subjective norm, perceived behavioral control, purchase intention, dan purchase behavior pada produk fashion mewah.

.....Indonesia is a country with huge potential growth in sales of luxury goods, especially in fashion products. However, on the other hand Indonesia is also a country with the largest Muslim population in the world. Consumption of luxury goods is often regarded as status consumption and show the nature of love of the world, which is contrary to the concept of Islam.

This study aims to analyze whether purchase intention and purchase behavior of fashion products is affected or not by the level of consumer religiosity by using an extended framework of the Theory of Planned Behavior TPB. The sample in this study is Muslim consumers who have made purchases of affordable luxury fashion products. The data were processed using Partial Least Square Structural Equation Modelling PLS SEM in SmartPLS 3.

The results showed that attitude, subjective norm, and perceived behavioral control have positive effect on purchase intention. Perceived behavioral control also has a positive effect on purchase behavior. Furthermore, religiosity does not moderate the relationship between attitude, subjective norm, perceived behavioral control, purchase intention, and purchase behavior on luxury fashion products.