

# Faktor-faktor yang memengaruhi intensi pembelian terhadap pakaian muslimah syari: studi terhadap wanita muslim di Indonesia = Factors influencing purchase intention towards sharia moslema clothing: a study towards moslem women in Indonesia

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## Abstrak

### **ABSTRACT**

Penelitian ini bertujuan untuk mengetahui apakah religiusitas, need for uniqueness, self-concept, brand image, word of mouth dan perceived quality merupakan faktor-faktor yang secara signifikan dan positif memengaruhi clothing interest terhadap pakaian muslimah syari, pengaruh dan arah hubungan dari clothing interest terhadap purchase intention pada pakaian muslimah syari, dan menentukan efek moderating dari price consciousness terhadap hubungan antara clothing interest dengan purchase intention terhadap pakaian muslimah syari. Data diperoleh dari kuesioner daring yang terdiri dari 324 responden wanita beragama Islam yang merupakan WNI berusia 17 tahun keatas. Analisis data dilakukan menggunakan SPSS 22 dalam uji validitas dan reliabilitas data, dan LISREL 8.5.1 dalam analisis model pengukuran dan model struktural. Hasil penelitian menunjukkan bahwa religiusitas dan perceived quality memiliki pengaruh yang positif dan signifikan terhadap clothing interest pakaian muslimah syari, self-concept dan brand image berpengaruh negatif dan signifikan terhadap clothing interest pakaian muslimah syari, clothing interest berpengaruh positif dan signifikan terhadap purchase intention pakaian muslimah syari, dan price consciousness memiliki efek moderating yang positif dan signifikan terhadap dari clothing interest terhadap purchase intention pakaian muslimah syari.

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### **ABSTRACT**

The purpose of this study is to determine whether religiosity, need for uniqueness, self-concept, brand image, word of mouth and perceived quality are determinants of clothing interest towards sharia moslema clothing positively and significantly. Therefore, this study will examine whether clothing interest has a positive and significant impact towards purchase intention of sharia moslema clothing, and whether price consciousness has a significant and positive moderating effect between clothing interest and purchase intention of sharia moslema clothing. Data obtained using online questionnaire with total data of 324 respondents which are Islamic women who are residents of Indonesia aged at least 17 years old. Data analysis is conducted using SPSS 22 for data analysis and LISREL 8.5.1 for measurement and structural model analysis. The results indicate that religiosity and perceived quality have a positive and significant impact towards clothing interest of sharia moslema clothing, self-concept and brand image have a negative and significant impact towards clothing interest of sharia moslema clothing and clothing interest has a positive and significant impact towards purchase intention of sharia moslema clothing. Finally, price consciousness has a positive and significant moderating effect between clothing interest and purchase intention of sharia moslema clothing.