

## Analisis Information Adoption, Online Brand Familiarity dan Brand Experience terhadap Pembelian Produk Pakaian Muslim Lokal. Studi Kasus : Merek Fashion Artis Kajian Musawarah

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### Abstrak

Fenomena artis hijrah merupakan topik hangat yang banyak diperbincangkan oleh penggemar dunia hiburan tanah air akhir – akhir ini. Salah satu komunitas yang cukup terkenal yaitu Kajian Musawarah karena banyak diikuti oleh artis – artis ternama Indonesia. Banyak merek fashion muslim milik artis yang ikut bermunculan seiring bertambahnya artis yang hijrah. Oleh karena itu, penelitian ini bertujuan untuk mengetahui apakah pembelian merek fashion artis Kajian Musawarah dipengaruhi oleh perceived e-WOM, online brand familiarity, online brand experience, central route, peripheral route dan information adoption. Metode yang digunakan dalam penelitian ini adalah Structural Equation Modeling (SEM) dengan menggunakan software LISREL 8.80. Hasil penelitian menunjukkan bahwa terdapat pengaruh antara central route dan peripheral route terhadap information adoption. Sedangkan tidak ditemukan pengaruh information adoption dan online brand experience terhadap consumers' online purchase behaviour.

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The phenomenon of hijrah celebrity is a hot topic that has been discussed by fans of the entertainment world in Indonesia. One of the most well-known community is Kajian Musawarah, because it is followed by many famous Indonesian celebrities. Many muslim fashion brands that belong to celebrities have emerged as more celebrities have hijrah. Therefore, this study aims to determine whether the purchase of Kajian Musawarah celebrities' fashion brands are influenced by perceived e-WOM, online brand familiarity, online brand experience, central route, peripheral route and information adoption. The method used in this research is Structural Equation Modeling (SEM) using LISREL 8.80 software. The results showed that there is an effect between the central route and the peripheral route on information adoption. While there is no effect of information adoption and online brand experience on consumers' online purchase behaviour.