

# Perilaku Konsumen pada Modest Fashion Brand di Indonesia: Peran Mediasi dari Kredibilitas dan Religiusitas Social Media Influencer dan Peran Moderasi dari Hedonic Value terhadap Brand Attitude dan Purchase Intention = Consumer Behavior of Modest Fashion Brand in Indonesia: The Mediating Role of Social Media Influencer's Credibility and Religiosity and The Moderating Role of Hedonic Value on Brand Attitude and Purchase Intention

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## Abstrak

Perkembangan modest fashion di Indonesia meningkat pesat dalam beberapa tahun terakhir. Sejak pandemi, pada tahun 2020, beberapa modest fashion brand ternama di Indonesia mulai mengalihkan strategi penjualan mereka ke ranah online, salah satunya melalui media sosial Instagram. Oleh karena itu, pemasaran produk modest fashion brand dengan menggunakan jasa social media influencer (SMI) sedang berkembang dengan pesat. Penelitian ini ingin mengetahui peran mediasi dari perceived credibility dan perceived religiosity SMI terhadap brand attitude dan purchase intention pada modest fashion brand di Indonesia, serta peran moderasi dari hedonic value pada produk tersebut. Penelitian ini menggunakan metode kuantitatif single cross-sectional dengan jumlah responden sebanyak 246 orang wanita pengguna aktif Instagram. Data dalam penelitian ini diolah menggunakan AMOS 24 dengan metode SEM. Hasil dari penelitian ini menunjukkan bahwa perceived expertise, goodwill, dan trustworthiness, serta perceived religiosity yang dimiliki oleh SMI mampu memediasi hubungan antara SMI power dan brand attitude. Kemudian, hedonic value dari produk modest fashion brand juga mampu mempengaruhi purchase intention.

.....In recent years, modest fashion has grown significantly in Indonesia. Since the pandemic in 2020, some well-known modest fashion companies in Indonesia have started to change their focus from offline to online sales, using Instagram as one of the strategies. As a result, social media influencers (SMI) in marketing strategies are expanding. This study wants to analyze the mediating role of perceived credibility and religiosity of SMI on brand attitude and purchase intention of modest fashion brands in Indonesia, as well as the effects of hedonic value on the product. This study included 246 respondents who are active female Instagram users and used a single cross-sectional quantitative methodology. The data was processed using AMOS 24 with the SEM method. This research offers empirical evidence on the mediating effect of expertise, goodwill, trustworthiness, and religiosity between SMI power and brand attitude. Furthermore, the result of this study also shows that moderating effect of the hedonic value on the product from modest fashion brands impacts the purchase intention.