

## ABSTRACT

Veren Aeriela (01011180072)

### **DRIVERS OF BRAND CREDIBILITY IN CONSUMER EVALUATION OF GLOBAL FASHION BRANDS AND DOMESTIC FASHION BRANDS IN INDONESIA**

(xviii + 244 pages; 10 figures; 85 tables; 11 appendices)

The goal of this research is to figure out how customer perceptions of brand credibility (such as perceived local iconness, perceived brand globalness, and brand authenticity) affect purchase intent. In this study, global fashion brands like Zara and domestic fashion brands like LoveandFlair are used as examples of context.

This study employs a quantitative research methodology through collecting data using internet questionnaires, which is Google Forms. This study was carried out in Indonesia, with participants drawn from the country's most populous cities (Jakarta, Surabaya, Medan, etc). In this study, Smart-PLS 3.2.9 was used to evaluate the data with the outer and inner models. This model has validity and reliability tests on the outer model and Goodness of Fit, Bias in Common Methods, R-Square, Hypothesis Testing, and Predictive Relevance on the inner model. Structural equation modeling is also used to verify the theoretically derived construct relationships. This study showed that consumers are more likely to buy global fashion brands or local fashion brands if they have confidence in the legitimacy of the brand. As a final point, our research helps fashion businesses both globally and domestically become more engaged, aware of their competition and also aware of the existing gap.

**Keywords:** *Brand Credibility; Purchase Intention; Perceived Local Iconness; Perceived Brand Globalness; Brand Authenticity; Global Fashion Brand; Domestic Fashion Brand; Indonesia.*

**References:** 198 (2004 – 2021)