

ABSTRACT

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THE INFLUENCE OF BRAND CONSCIOUSNESS, MATERIALISM, SOCIAL COMPARISON, FASHION INNOVATIVENESS AND FASHION INVOLVEMENT TOWARD ATTITUDE TOWARDS PURCHASING LUXURY FASHION GOODS AND REPURCHASE INTENTION OF COACH BRAND IN MEDAN

(xvii+176 pages; 23 figures; 57 tables; 9 appendices)

The fashion industry nowadays is already terrace, especially after the globalization era. And this also occur in the luxury fashion goods industry in Indonesia that increase every day. But the impact of the pandemic of Covid-19 can't be avoided, it also had the influence on the customers attitude when they want to buy it. Thus, as one of the luxury fashion goods brands, Coach, it is essential for them to improve their all kind of aspect of their brand and showing the best of them to customer under the fierce competitors in the market. In this research, there are two kind of data that being used, namely Primary and Secondary data. In addition, data collection was being carried out by distributing questionnaire to Coach Brand customers in Medan. Meanwhile, the sampling technique that being used was the Snowball Sampling technique. The SPSS 25.0 software is used to examine the research data, and the research model is tested for normality, heteroscedasticity, multicollinearity, and linearity. The research used linear regression, multiple linear regression, and coefficient of determination tests to further investigate the data. While Hypotheses tests are performed using the F-Test and T-Test. The study has the purpose of knowing whether Brand Consciousness, Materialism, Social Comparison, Fashion Innovativeness and Fashion Involvement had influence on Repurchase Intention through Attitude Toward Purchasing Luxury Fashion Goods. And the research has shown the result of Brand Consciousness, Materialism and Social Comparison have significant influence toward Attitude Toward Purchasing Luxury Fashion Goods partially and simultaneously. Meanwhile Fashion Innovativeness and Fashion Involvement have not significant influence toward Attitude Toward Purchasing Luxury Fashion Goods partially but simultaneously. In addition, the benefit of this study is to offer the boarder knowledge and the exact understanding of those variable toward Coach Brand.

**Keyword: Brand Consciousness, Materialism, Social Comparison, Fashion Innovativeness
Fashion Involvement, Attitude Towards Purchasing Luxury Fashion Goods, Repurchase
Intention**

References: 68 (2012-2022)

ABSTRAK

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PENGARUH BRAND CONSCIOUSNESS, MATERIALISM, SOCIAL COMPARISON, FASHION INNOVATIVENESS DAN FASHION INVOLVEMENT TERHADAP ATTITUDE TOWARDS PURCHASING LUXURY FASHION GOODS DAN REPURCHASE INTENTION TERHADAP BRAND COACH DI MEDAN

(xvii+176 halaman; 24 gambar; 57 tabel; 9 lampiran)

Di masa sekarang, industri fashion sudah sangat meningkat, apalagi setelah era globalisasi. Dan hal ini juga terjadi pada industri fashion mewah di Indonesia yang semakin meningkat peminatnya. Namun, dampak dari pandemi Covid-19 tidak bisa dihindari, hal itu juga berpengaruh pada sikap konsumen saat ingin membelinya. Oleh karena itu, sebagai salah satu merek barang fashion mewah, Coach, penting bagi mereka untuk meningkatkan semua aspek merek mereka dan menunjukkan yang terbaik kepada pelanggan di bawah persaingan yang ketat. Dalam penelitian ini ada dua macam data yang digunakan, yaitu data Primer dan Sekunder. Selain itu, pengumpulan data dilakukan dengan menyebarkan kuesioner kepada pelanggan Coach Brand di Medan. Sedangkan teknik pengambilan sampel yang digunakan adalah teknik Snowball Sampling. SPSS 25.0 digunakan untuk menguji data penelitian, dan model penelitian diuji normalitas, heteroskedastisitas, multikolinearitas, dan linieritas. Penelitian ini menggunakan regresi linier, regresi linier berganda dan uji koefisien determinasi untuk menyelidiki data lebih lanjut. Sedangkan uji Hipotesis dilakukan dengan menggunakan Uji-F dan Uji-T. Penelitian ini bertujuan untuk mengetahui apakah Brand Consciousness, Materialism, Social Comparison, Fashion Innovativeness dan Fashion Involvement berpengaruh terhadap Repurchase Intention melalui Attitude Toward Purchasing Luxury Fashion Goods. Dan penelitian ini menunjukkan hasil Brand Consciousness, Materialism, Social Comparison berpengaruh signifikan terhadap Attitude Toward Purchasing Luxury Fashion Goods secara parsial dan simultan. Sedangkan Fashion Innovativeness dan Fashion Involvement tidak berpengaruh signifikan terhadap Attitude Toward Purchasing Luxury Fashion Goods secara parsial tetapi simultan. Selain itu, manfaat dari penelitian ini adalah untuk menawarkan pengetahuan dan pemahaman yang tepat dari variabel terhadap Coach.

Kata Kunci: Brand Consciousness, Materialism, Social Comparison, Fashion Innovativeness Fashion Involvement, Attitude Towards Purchasing Luxury Fashion Goods, Repurchase Intention

Referensi: 68 (2012-2022)