

## ABSTRACT

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**THE IMPACT OF GLOBAL SYMBOLIC-VALUE ORIENTATION AND SUBJECTIVE KNOWLEDGE ON POSITIVE ELECTRONIC WORD OF MOUTH ABOUT LOCAL FASHION BRANDS WITH GENERAL ATTITUDE TOWARDS LOCAL BRANDS AS MEDIATING ROLE: EVIDENCE FROM GENERATION Z**

(xiii + 101 pages : 4 figures, 20 tables, 1 appendices)

This study examined the effects of global symbolic-value orientation, subjective knowledge, and attitude on positive electronic word of mouth (eWOM) towards local fashion brands. Also, the study draws on cultural identity theory and eWOM concept. Data was collected through an online survey (Google Form) in the JABODETABEK region with 202 Generation Z as the respondents. The study raised popular local fashion brands that everyone in Indonesia and the author knows in general, as well as the local fashion brands that respondents knew. The research method used is quantitative research with sampling using a non-probability purposive sampling technique. Partial Least Square-Structural Equation Modeling (PLS-SEM) using the application of SmartPLS 4.0 was used to analyze the data gained. The result shows that Global Symbolic-Value Orientation does have a negative impact on General Attitude towards Local Brands and positive impact on Positive Electronic Word of Mouth about Local Fashion Brands. And it also shown that Subjective Knowledge has a positive impact on General Attitude towards Local Brands and Positive Electronic Word of Mouth about Local Fashion Brands. And at last, General Attitude towards Local Brands has a positive impact on Positive Electronic Word of Mouth about Local Fashion Brands.

**Keywords:** global symbolic value orientation, local fashion brands, subjective knowledge, brand attitude, positive eWOM, Generation Z.

**References:** 74 (2000 – 2023)