

## ABSTRAK

Charles & Keith merupakan salah satu merek asing yang cukup berpengaruh dalam persaingan bisnis fesyen di Indonesia. Hal itu terbukti dengan memiliki outlet yang selalu ramai dikunjungi serta acara bazaar tahunan yang dinanti. Kesan positif yang timbul terhadap merek asing ini merupakan keberhasilan Charles & Keith dalam memenuhi keinginan konsumennya.

Penelitian ini ditujukan untuk menganalisa pengaruh karakteristik individual (variabel *need for uniqueness* dan *self monitoring*) dan variabel pada merek terkait (*self-expression attitude*, *self-presentation attitude* dan *affective attitude*) terhadap *purchase intention* konsumen pada produk Charles & Keith di Surabaya.

Sampel yang digunakan pada penelitian ini yaitu wanita yang berdomisili di kota Surabaya dengan jarak umur antara 18-40 tahun dimana telah membeli produk Charles & Keith kurang dari enam bulan dengan sampel yang diambil sebanyak 130 orang responden. Hipotesis-hipotesis pada penelitian ini diuji menggunakan *Structural Equation Modeling* (SEM) dengan software AMOS 16.0.

Pada model penelitian yang digunakan menggambarkan bahwa variabel *purchase intention* dipengaruhi oleh variabel *self-expression attitude* dan *self-presentation attitude* melalui variabel *affective attitude*. Variabel *self-expression attitude* dipengaruhi oleh variabel *need for uniqueness* sedangkan variabel *self-presentation attitude* dipengaruhi oleh variabel *self-monitoring*.

Berdasarkan perhitungan koefisien regresi diperoleh hasil bahwa variabel *affective attitude* memiliki pengaruh positif dan signifikan terhadap variabel *purchase intention*. Variabel *self-presentation attitude* merupakan variabel yang paling dominan dalam mempengaruhi terbentuknya variabel *affective attitude* ini. Dimana variabel *self-presentation attitude* juga dipengaruhi oleh variabel *self monitoring*.

**kata kunci :** *foreign brand, purchase intention, affective attitude, self-presentation attitude, self monitoring*

## ABSTRACT

Charles & Keith continue to be a foreign brand that is quite influential in Indonesia's fashion business, proven through the existence of successful outlets and annual bazaar events. Charles & Keith's success comes from its ability to provide consumers a way to express themselves.

This study examines the effects of individual characteristics (consumers' need for uniqueness and self monitoring) and brand-associated variables (self-expression attitude, self-presentation attitude and affective attitude) towards consumers purchase intention of Charles & Keith products in Surabaya.

This study looks at a sample of a total of 130 female living in Surabaya ranging in ages 18-40 years old, making purchase at Charles & Keith within a six-month period. Hypotheses are tested using Structural Equation Modeling (SEM) with AMOS 16.0 software.

This research model represent that purchase intention variable is affected by self-expression attitude and self-presentation attitude variables through affective attitude variable. Self-expression attitude is affected by need for uniqueness variable while self-presentation attitude is affected by self-monitoring variable.

Based on coefficient regression calculation, these findings state that affective attitude has positive and significant effect towards purchase intention variable. Self-presentation attitude is the most dominant variable affecting affective attitude. Self-presentation attitude variable is also affected by self monitoring variable.

**keywords :** *foreign brand, purchase intention, affective attitude, self-presentation attitude, self monitoring*