ABSTRAK

Fashion menjadi sebuah bagian yang tidak dapat dilepaskan dari penampilan serta gaya keseharian dari individu. Benda-benda yang digunakan dalam menunjang *fashion* seperti baju, tas, dan aksesoris lainnya bukan hanya sekedar penutup tubuh saja ataupun sebagai hiasan. Michael kors mencatat prestasi yang membanggakan karena Michael Kors berhasil memiliki pendapatan yang tinggi dan terus tumbuh lebih dari 3 USD 3 miliar selain itu juga laba bersih Michael Kors. Michael kors merupakan salah satu dari 10 brand tas mewah yang di minati oleh wanita di dunia yang di teliti oleh Digital Luxury Group dan Luxury society dan mrupakan salah satu daei 10 merek mewah yang paling sering di cari di mesin pencarian seperti contohnya pada google. Michael Kors juga merupakan merek yang mengikuti trend masa kini karena dia tidak hanya focus pada tas, baju saja tetapi Michael Kors juga menjual jam tangan tetapi jam tangan yang di jual tidak hanya jam tangan yang digital atau analog saja tetapi Michael Kors juga akan mengeluarkan *smartwatch* yang sedang menjadi tren.

Penelitian ini ditujukan untuk menganalisa pengaruh variabel *Brand Consciousness,* variabel *Materialsm,* variabel *Social Comparison,* variabel *Fashion Innovativeness* dan variabel *Fashion Involvement* terhadap *Purchase Intent of Luxury Fashion Goods* melalui *Attitude Towards Purchasing Luxury Fashion Goods* Michael Kors di Surabaya. Dengan menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan *software* AMOS 22.0. Kuesioner disebarkan kepada 135 responden sebagai sampel dimana karakteristik responden yakni terdiri dari pria dan wanita pada rentang usia 18-65 tahun, konsumen yang berdomisili di Surabaya, sudah pernah membeli dan menggunakan produk Michael Kors dalam satu tahun terakhir, serta mengetahui karakteristik yang dimiliki produk-produk Michael Kors.

Hasil penelitian menunjukkan bahwa variabel *Brand Consciousness* berpengaruh signifikan terhadap variabel *Attitude Towards Purchasing Luxury Fashion Goods,* Variabel *Materialism* berpengaruh signifikan terhadap variabel *Attitude Towards Purchasing Luxury Fashion Goods,* Variabel *Social Comparison* berpengaruh signifikan terhadap variabel *Attitude Towards Purchasing Luxury Fashion Goods*, Variabel *Fashion Innovativeness* berpengaruh signifikan terhadap variabel *Attitude Towards Purchasing Luxury Fashion Goods,* Variabel *Fashion Involvement* berpengaruh signifikan terhadap variabel *Attitude Towards Purchasing Luxury Fashion Goods* dan variable *Attitude Towards Purchasing Luxury Fashion Goods* berpengaruh signifikan terhadap variabel *Purchase Intent of Luxury Fashion Goods*

Kata kunci : *Brand Consciousness, Materialsm, Social Comparison, Fashion Innovativeness, Fashion Involvement, Attitude Towards Purchasing Luxury Fashion Goods, Purchase Intent of Luxury Fashion Goods, Michael Kors.*

ABSTRACT

Fashion becomes a part that cannot be separated from the daily appearance and style of the individual. The objects used in supporting fashion such as clothes, bags, and other accessories are not just body covers or as decoration. Michael Kors recorded a proud achievement because Michael Kors managed to have high income and continued to grow more than 3 USD 3 billion in addition to Michael Kors' net profit. Michael Kors is one of the top 10 luxury bag brands that are attracted by women in the world who are examined by Digital Luxury Group and Luxury society and are one of the 10 most popular brands in search engines, for example on Google. Michael Kors is also a brand that follows the current trend because he doesn't only focus on bags, clothes but Michael Kors also sells watches but watches that are sold are not only digital or analog watches but Michael Kors will also issue a smartwatch is becoming a trend.

This study aims to analyze the effect of Brand Consciousness variables, Materialm variables, Social Comparison variables, Fashion Innovativeness variables and Fashion Involvement variables on Attitude Purchase Intent of Luxury Fashion Goods through Michael Kors' Towards Purchasing Luxury Fashion Goods in Surabaya. By using a quantitative approach with Structural Equation Model (SEM) analysis techniques and AMOS 22.0 software. The questionnaire was distributed to 135 respondents as a sample where the characteristics of respondents consisted of men and women in the age range of 18-65 years, consumers domiciled in Surabaya, had bought and used Michael Kors products in the past year, and knew the characteristics of the products Michael Kors products.

The results showed that the Brand Consciousness variable had a significant effect on the Attitude Towards Purchasing Luxury Fashion Goods variable, Materialism variables had a significant effect on the Attitude Towards Purchasing Luxury Fashion Goods variable, the Social Comparison variable had a significant effect on the Attitude Towards Purchasing Luxury Fashion Goods variable, the Fashion Innovativeness variable had a significant effect for the Attitude Towards Purchasing Luxury Fashion Goods variable, the Fashion Involvement variable has a significant effect on the variable Attitude Towards Purchasing Luxury Fashion Goods and variable Attitude Towards Purchasing Luxury Fashion Goods has a significant effect on the variable Purchase Intent of Luxury Fashion Goods

Keywords: *Brand Consciousness, Materialsm, Social Comparison, Fashion Innovation, Fashion Involvement, Attitude Towards Purchasing Luxury Fashion Goods, Purchase Intent of Luxury Fashion Goods, Michael Kors.*