

TABLE OF CONTENT

	page
COVER PAGE	
TITLE PAGE	
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	i
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	ii
ABSTRACT	iii
ABSTRAK	iv
PREFACE.....	v
TABLE OF CONTENT	vii
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES.....	xvii
CHAPTER I INTRODUCTION.....	1
1.1. Background of The Study.....	1
1.2. Problem Limitation.....	20
1.3. Problem Formulation.....	21
1.4. Objectives of The Research.....	21
1.5. Benefit of the Research.....	22
1.5.1. Theoretical Benefit.....	22
1.5.2. Practical Benefit	23
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS STATEMENT	24
.....	24
2.1. Theoretical Background	24
2.1.1 Repurchase Intention.....	24
2.1.2 Attitude toward Purchasing Luxury Fashion Goods	25
2.1.3 Brand Consciousness	27

2.1.4	Materialism	29
2.1.6	Fashion Innovativeness	33
2.1.7	Fashion Involvement.....	34
2.2	Previous Research.....	36
2.3	Hypothesis Development.....	42
2.3.1	The Influence of Brand Consciousness on Attitudes Towards Purchasing Luxury Fashion Goods	42
2.3.2	The Influence of Materialism on Attitudes Towards Purchasing Luxury Fashion Goods.....	42
2.3.3	The Influence of Social Comparison on Attitudes Towards Purchasing Luxury Fashion Goods	43
2.3.4	The Influence of Fashion Innovativeness on Attitudes Towards Purchasing Luxury Fashion Goods	44
2.3.5	The Influence of Fashion Involvement on Attitudes Towards Purchasing Luxury Fashion Goods	45
2.3.6	The Influence of Attitudes Towards Purchasing Luxury Fashion Goods toward Repurchase Intention	46
2.4	Research Model	47
2.5	Framework of Thinking.....	48
	CHAPTER III RESEARCH METHODOLOGY	50
3.1.	Research Design	50
3.2.	Population and Sample	51
3.3.	Data Collection Method.....	53
3.4.	Operational Definition and Variable Measurement.....	56
3.5.	Data Analysis Method	57
3.5.1	Instrument Testing	57
3.5.2	Classic Assumption Test	59
3.5.3	Data Analysis	62
	CHAPTER IV DATA ANALYSIS AND DISCUSSION	71
4.1.	General View of Coach	71
4.2.	Pre-Test Research Result.....	73

4.2.1. Pre-Test Instrument Testing	73
4.3. Full Sampling Research Result	76
4.3.1. Descriptive Statistic	76
4.3.2. Analysis Descriptive Variable	90
4.3.3. Full Sampling Instrument Testing.....	101
4.3.4. Classic Assumption Test	103
4.3.5. Inferential Regression	110
4.3.6. Hypothesis Testing.....	116
4.4. Discussion.....	120
CHAPTER V CONCLUSION, IMPLICATION AND RECOMMENDATION	148
5.1. Conclusion	148
5.1.1. Conclusion for Hypothesis	149
5.1.2. Conclusion for Research Problem.....	154
5.2. Recommendation	156
5.2.1. Theoretical Implication	156
5.2.2. Managerial Implication	157
5.2.3. Recommendation for Future Research.....	164
REFERENCES	166
APPENDIX A QUESTIONAIRE KUESIONER PENGGUNA BRAND COACH DI MEDAN	A-1
APPENDIX B PRE-TEST DATA TABULATION.....	B-1
APPENDIX C PRE-TEST DATA QUALITY ANALYSIS USING SPSS 25.00 VALIDITY TEST (CORRECTED ITEM-TOTAL CORRELATION > .361)	C-1
APPENDIX D FULL SAMPLING DATA TABULATION.....	D-1
APPENDIX E DATA CALCULATION RESULT USING SPSS 25.00	E-1
APPENDIX F DATA QUALITY ANALYSIS VALIDITY TES (CORRECTED ITEM TOTAL CORRELATION>.172)	F-1
APPENDIX G RESEARCH MODEL TESTING NORMALITY TEST (Assymp.Sig>.05)	G-1

**APPENDIX H HYPOTHESIS ANALYSIS COEFFICIENT OF
CORRELATION (R) AND COEFFICIENT OF DETERMINATION (R²)**

.....H-1
APPENDIX I TURNITIN REPORT I-1

