

ANALYSIS OF FACTORS INFLUENCING PURCHASE INTENTION OF FASHION GOODS AT COACH CONSUMERS IN JAKARTA

By Muavivin Abrorriyah

Abstract

The purpose of this study is to analyze the influence of brand consciousness, fashion innovativeness and fashion involvement on attitude and purchase intention in coach consumers in Jakarta. This study used a quantitative approach. Data was collected from an online survey using a questionnaire, in which 140 respondents provided usable answers. The respondents were Coach customers in Jakarta. The data was processed using a structural model equation approach with the partial least square method. Data analysis shows evidence that Brand consciousness has an effect and is significant on Attitude, Fashion Innovativeness has no influence and is not significant on Attitude, Fashion Involvement has an effect and significant on Attitude, Attitude has an influence and significant on Purchase Intention. Data analysis shows evidence that Brand consciousness has an effect and is significant on Attitude, Fashion Innovativeness has no influence and is not significant to Attitude, Fashion Involvement has an effect and is significant to Attitude, Attitude has an influence and is significant to Purchase Intention.

Keywords: *Brand Consciousness, Fashion Innovativeness, Fashion Involvement, Purchase Intention*

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI
PURCHASE INTENTION FASHION GOODS PADA
KONSUMEN COACH DI JAKARTA**

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Abstrak

Tujuan dari penelitian ini adalah menganalisis pengaruh brand *consciousness*, *fashion innovativeness* dan *fashion involvement* terhadap *attitude* dan *purchase intention* pada konsumen coach di Jakarta. Penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan dari survei *online* menggunakan kuesioner, di mana 140 responden memberikan jawaban yang dapat digunakan. Responden adalah pelanggan Coach di Jakarta. Data diolah menggunakan pendekatan persamaan model struktural dengan metode *partial least square*. Analisis data menunjukkan bukti bahwa *Brand consciousness* berpengaruh dan signifikan terhadap *Attitude*, *Fashion Innovativeness* tidak memiliki pengaruh dan tidak signifikan terhadap *Attitude*, *Fashion Involvement* berpengaruh dan signifikan terhadap *Attitude*, *Attitude* memiliki pengaruh dan signifikan terhadap *Purchase Intention*.

Kata Kunci: *Brand Consciousness, Fashion Innovativeness, Fashion Involvement, Purchase Intention*