

Analisis status consumption akan fashion clothing yang dimoderasi oleh religiosity : studi kasus Zara Indonesia = Analysis of status consumption of fashion clothing with religiosity as moderating variable : Zara Indonesia study case

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Abstrak

Tesis ini menganalisis pengaruh religiosity sebagai variabel moderasi terhadap status consumption akan fashion clothing. Model dalam penelitian ini mengadaptasi model dari penelitian sebelumnya yang dilakukan oleh Aron O rsquo;Cass, Wai Jin Lee Vida Siahtiri 2013 . Benang merah dari penelitian ini adalah melihat hubungan antara status consumption, religiosity, fashion consumption, brand status, dan willingness to pay premium price konsumen generasi Y di Indonesia. Dari hasil analisis data yang diperoleh dari 150 responden berusia 18-30 tahun melalui regresi linear SPSS, maka diperoleh hasil bahwa religiosity memiliki pengaruh melemahkan terhadap status consumption akan fashion clothing. Semakin tinggi tingkat religiosity konsumen, maka semakin rendah keinginan mereka melakukan status consumption akan fashion clothing.

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This thesis analyze the effect of religiosity as moderating variable towards status consumption of fashion clothing. With model adapted from previous study conducted by Aron O rsquo Cass, Wai Jin Lee Vida Siahtiri 2013 , this research aims to examine the relationship between status consumption, religiosity, fashion consumption, brand status, and willingness to pay premium price of Gen Y consumer in Indonesia. By the the data obtained from 150 respondents aged 18 30 years old and analyzed using SPSS linear regression, it is found that religiosity has weaken the influence towards status consumption of fashion clothing. The higher consumer rsquo s religiosity level, the lower his intention to do status consumption of fashion clothing.