

Passion for Fashion: Pengaruh Faktor Personal dan Faktor Eksternal terhadap Perilaku Konsumen = Passion for Fashion: The Impact of Personal Factors and External Factors to Consumer Behavior

Choerunnisa Adzwafar Muwardi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20498544&lokasi=lokal>

Abstrak

Studi ini dilakukan dengan tujuan untuk melihat faktor internal dan eksternal yang mempengaruhi perilaku konsumen produk fashion. Peneliti mengukur pengaruh Social Influence dan vanity terhadap passionate desire seseorang terhadap fashion. Selain itu, penelitian ini juga ingin melihat peran kecenderungan eksibisionisme sebagai variabel mediator dan social comparison sebagai moderator dari passionate desire seseorang terhadap self expression word of mouth. Penelitian ini dilakukan dengan metode kuantitatif dengan metode online survey. Partisipan penelitian merupakan wanita berusia 18-35 tahun. Hasil dari penelitian menemukan bahwa terdapat pengaruh antara social influence dan vanity, terhadap passionate desire. Passionate desire juga ditemukan memiliki hubungan terhadap self expression word of mouth yang di mediasi oleh exhibitionism tendency. Sementara social comparison tidak memiliki peran sebagai moderator antara passionate desire terhadap self expression word of mouth.

.....This study aims to examined internal and external factors that influence consumer behavior in fashion products. The researcher measured the impact of Social Influence and vanity to passionate desire for Fashion and the mediating role of Exhibitionist tendency and Social Comparison as a moderator to Self Expression word of mouth. The study was conducted with quantitative approach and used online survey methodology to collect data. Participants were 200 women aged 18-35. This research found that there is a significant impact from social influence and vanity to passionate desire. There's a significant role of exhibitionism as a mediator of passionate desire and self expression word of mouth. There's no significant role of social comparison as a moderator of passionate desire and self expression word of mouth.