

Analisis Faktor-Faktor yang Mempengaruhi Niat Membeli Kembali Merek Produk Modest Fashion pada Muslim di Indonesia = Analysis of Factors that Influence the Intention to Repurchase Modest fashion Brand Products among Muslims in Indonesia

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Abstrak

Indonesia mendapat peringkat ketiga pada kategori modest fashion menurut State of the Global Islamic Economy Report. Dengan begitu, menandakan bahwa industri fashion di Indonesia yang semakin menguat dan membuat peluang pasar yang cukup baik bagi para pelaku usaha. Kebutuhan Informasi agar merek-merek local dapat bertahan dengan adanya trend modest fashion ini. Maka, penelitian ini bertujuan untuk melihat faktor-faktor yang dapat mempengaruhi muslim di Indonesia dalam repurchase intention terhadap brand modest fashion pada muslim di Indonesia. Penelitian ini menggunakan metode PLS-SEM dan diolah dengan SmartPLS 3. Terdapat 227 responden yang berhasil dikumpulkan, ditemukan bahwa trust on brand modest fashion (TB), dan attitude toward buying modest fashion product (ATT) memberikan pengaruh pada repurchase intention on brand modest fashion (RI). Religiosity (R) memberikan pengaruh negative secara langsung pada RI tetapi memberikan pengaruh positif secara tidak langsung melalui variabel ATT. Akan tetapi, subjective norms (SN) dan perceived behavioral control (PBC) ditemukan tidak berpengaruh signifikan terhadap RI. Namun, SN mempengaruhi RI secara tidak langsung melalui ATT.

.....Indonesia is ranked third in the modest fashion category according to the State of the Global Islamic Economy Report. That way, it indicates that the fashion industry in Indonesia is getting stronger and makes a pretty good market opportunity for business people. Information is needed so that local brands can survive with this modest fashion trend. So, this study aims to look at the factors that can influence Muslims in Indonesia in repurchase intention of modest fashion brands on Muslims in Indonesia. This study uses the PLS-SEM method and is processed with SmartPLS 3. There are 227 respondents collected, it was found that trust on brand modest fashion (TB), and attitude towards buying modest fashion products (ATT) have an influence on repurchase intention on brand modest fashion (RI). Religiosity (R) exerts a negative influence directly on RI but exerts a positive influence indirectly through the ATT variable. However, subjective norms (SN) and perceived behavioural control (PBC) were found to have no significant effect on RI. However, SN affects RI indirectly through ATT.