

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *cosmopolitanism* dan *consumers' susceptibility to interpersonal influence* terhadap *fashion clothing involvement* masyarakat di Surabaya, Sidoarjo, Mojokerto, Gresik. *Demographic* memoderasi pengaruh *cosmopolitanism* dan *consumers' susceptibility to interpersonal influence* terhadap *fashion clothing involvement*

Pengolahan data dilakukan dengan menggunakan *Stepwise Regression* dengan *software SPSS 20.0 for Windows*. Pengujian hipotesis penelitian ini dengan melihat nilai signifikan (t-hitung) dari uji regresi. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dan dilakukan penyebaran kuesioner. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 300 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *cosmopolitanism* dan *consumers' susceptibility to interpersonal influence* terhadap *fashion clothing involvement*. *Demographic* memoderasi *cosmopolitanism* dan *consumers' susceptibility to interpersonal influence* terhadap *fashion clothing involvement*. Selanjutnya *cosmopolitanism* memiliki hubungan positif terhadap *fashion clothing involvement*. *Consumers' susceptibility to interpersonal influence* juga memiliki hubungan positif terhadap *fashion clothing involvement*. Terlebih, *demographic (gender)* memperkuat pengaruh *cosmopolitanism* dan *consumers' susceptibility to interpersonal influence* terhadap *fashion clothing involvement*. *Demographic* (Tipe kota, biaya, pendidikan, usia, status pernikahan) memperlemah pengaruh *cosmopolitanism* dan *consumers' susceptibility to interpersonal influence* terhadap *fashion clothing involvement*

Kata kunci: *Cosmopolitanism; Consumers' susceptibility to interpersonal influence; Fashion clothing involvement; Demographic.*

ABSTRACT

This study aims to identify and analyze the influence of cosmopolitanism and consumers' susceptibility to interpersonal influence on fashion clothing community involvement in Surabaya, Sidoarjo, Mojokerto, Gresik. Demographic moderating influence of cosmopolitanism and consumers' susceptibility to interpersonal influence on fashion clothing involvement

Data processing is performed by using a Stepwise Regression with SPSS 20.0 software for Windows. The research hypothesis testing to see significant values (t-test) of the regression test. Data obtained directly from respondents who meet the specified characteristics of the population and do penyebarkan questionnaire. The samples used in this study were 300 respondents.

The results showed the influence of cosmopolitanism and consumers' susceptibility to interpersonal influence on fashion clothing involvement. Demographic moderate cosmopolitanism and consumers' susceptibility to interpersonal influence on fashion clothing involvement. Furthermore cosmopolitanism positively related to fashion clothing involvement. Consumers' susceptibility to interpersonal influence also has a positive relationship to fashion clothing involvement. Moreover, the demographic (gender) strengthen the influence of cosmopolitanism and consumers' susceptibility to interpersonal influence on fashion clothing involvement. Demographic (city type, cost, education, age, marital status) to weaken the influence of cosmopolitanism and consumers' susceptibility to interpersonal influence on fashion clothing involvement.

Keywords : Cosmopolitanism; Consumers' susceptibility to interpersonal influence; Fashion clothing involvement; Demographic.