INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *cognitive innovativeness* dan *sensory innovativeness* pada *Consumer Style Inventory* (CSI) belanja produk pakaian oleh konsumen di Surabaya. Penelitian menguji pengaruh *cognitive innovativeness* terhadap *quality consciousness, price consciousness,* dan *confused by overchoice* serta pengaruh *sensory innovativeness* terhadap *brand consciousness, fashion consciousness, recreational orientation, impulsiveness, habitual/brand loyal* produk pakaian oleh konsumen di Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dilakukan dengan melakukan analisis secara statistik terhadap data primer yang telah diolah dengan mengumpulkan data melalui kuesioner. Target populasi adalah konsumen Surabaya yang berdomisili di kota Surabaya dan melakukan belanja produk pakaian selama 6 bulan terakhir serta mengerti atau mengetahui akan Kepulauan Raja Ampat. Responden dalam penelitian ini berjumlah 290 orang. Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) menggunakan AMOS 18.

Hasil penelitian ini menunjukkan bahwa *cognitive innovativeness* terhadap *quality consciousness, price consciousness*, dan *confused by overchoice* memiliki pengaruh positif dan signifikan. Hasil penelitian ini juga menunjukkan bahwa *sensory innovativeness* terhadap *brand consciousness, fashion consciousness* memiliki pengaruh positif dan signifikan. Variabel *sensory innovativeness* terhadap *recreational orientation, impulsiveness* dan *habitual/brand loyal* tidak signifikan atau dapat dikatakan tidak memiliki makna.

Kata kunci : *Cognitive innovativeness, Sensory innovativeness, Consumer Style Inventory* (CSI).

ABSTRACT

This study aims to determine the effect of cognitive innovativeness and sensory innovativeness at the Consumer Style Inventory (CSI) *shopping apparel / clothing products by consumers in Surabaya. Cognitive innovativeness research examines the effect on quality consciousness, price consciousness, and confused by overchoice and influence on brand consciousness, fashion consciousness, recreational orientation, impulsiveness, habitual/brand loyal to consumer shopping on clothing in Surabaya.*

This study uses a quantitative approach carried out by performing a statistical analysis of the primary data that has been processed by collecting data through questionnaires. The target population is consumers who live in the city of Surabaya, and do shopping of clothing products during the last 6 months as well as to understand or know to be the Kepulauan Raja Ampat/ Raja Ampat Islands. Respondents in this study amounted to 290 people. Data processing is performed by using Structural Equation Modeling (SEM) *using* AMOS 18.

The results showed that cognitive innovativeness towards quality consciousness, price consciousness, and confused by overchoice has a positive and significant impact. The results also showed that the sensory innovativeness on brand consciousness, fashion consciousness has a positive and significant impact. Variabel sensory innovativeness of the recreation orientation, impulsiveness and habitual / brand loyal insignificant or can be said to have no meaning.

Keywords : Cognitive innovatioveness, Sensory innovativeness, Consumer Style Inventory (CSI).