

FAKTOR-FAKTOR YANG MEMENGARUHI *CONSUMER'S PURCHASE BEHAVIOUR* TERHADAP PRODUK *CLOTHING* ERIGO DI INDONESIA

Andrew Christopher Limantara
Manajemen Pemasaran

Andhy Setyawan
Hayuning Purnama Dewi

ABSTRAK

Penelitian ini bertujuan untuk memahami beberapa faktor yang berpengaruh terhadap perilaku pembelian konsumen Erigo di Indonesia. Objek yang digunakan dalam penelitian ini yaitu tingkat pembelian produk *clothing* Erigo di Indonesia. Data yang terdapat dalam penelitian diolah dengan menggunakan model penelitian *Structural Equation Modeling* (SEM) melalui *software* AMOS versi 24.0. Penelitian ini mencakup 150 responden dengan karakteristik konsumen produk *clothing* Erigo sebagai data primer. *Consumer's purchase behaviour* sebagai variabel endogen dalam penelitian ini sedangkan *brand consciousness*, *brand awareness*, *brand nationality*, dan *brand schematicity* berperan sebagai variabel eksogen karena. Hasil penelitian menunjukkan bahwa faktor *brand consciousness*, *brand awareness*, dan *brand nationality* berpengaruh positif dan signifikan terhadap *consumer's purchase behaviour*. Konsumen dengan tingkat kesadaran yang tinggi cenderung membeli produk dari negara maju dengan kualitas produksi yang baik. Faktor *brand consciousness* dan *brand nationality* tidak berpengaruh terhadap *brand awareness* dalam penelitian ini karena meskipun konsumen mungkin sadar akan pentingnya merek, hal ini tidak secara langsung meningkatkan kesadaran konsumen terhadap beberapa merek tertentu, selain itu atribut dan kualitas dari sebuah produk lebih diutamakan dibanding asal negara produk tersebut. Faktor *brand schematicity* juga tidak berpengaruh terhadap *consumer's purchase behaviour* karena dibandingkan dengan skema atau identitas visual sebuah merek berupa logo atau tipografi, kualitas produk, pengalaman membeli, serta harga yang bersaing jauh lebih memengaruhi perilaku pembelian konsumen.

Kata Kunci : *Consumer's Purchase Behaviour, Brand Awareness, Brand Schematicity, Fashion Clothing Brands, Clothing Product*

*FACTORS THAT INFLUENCE CONSUMER'S PURCHASE BEHAVIOR TOWARDS
ERIGO CLOTHING PRODUCTS IN INDONESIA*

Andrew Christopher Limantara
Marketing Management

Andhy Setyawan
Hayuning Purnama Dewi

ABSTRACT

This study aims to understand several factors that influence the purchasing behavior of Erigo consumers in Indonesia. The object used in this study is the level of purchase of Erigo clothing products in Indonesia. The data contained in the study were processed using the Structural Equation Modeling (SEM) research model through AMOS version 24.0 software. This study includes 150 respondents with consumer characteristics of Erigo clothing products as primary data. Consumer's purchase behavior as an endogenous variable in this study while brand consciousness, brand awareness, brand nationality, and brand schematicity act as exogenous variables because. The results showed that the factors of brand consciousness, brand awareness, and brand nationality have a positive and significant effect on consumer's purchase behavior. Consumers with a high level of awareness tend to buy products from developed countries with good production quality. The factors of brand consciousness and brand nationality have no effect on brand awareness in this study because although consumers may be aware of the importance of brands, this does not directly increase consumer awareness of certain brands, and the attributes and quality of a product are prioritized over the country of origin of the product. The brand schematicity factor also has no effect on consumer's purchase behavior because compared to the schematic or visual identity of a brand in the form of a logo or typography, product quality, buying experience, and competitive prices are much more influential on consumer purchasing behavior.

*Keywords : Consumer's Purchase Behaviour, Brand Awareness, Brand Schematicity,
Fashion Clothing Brands, Clothing Product*