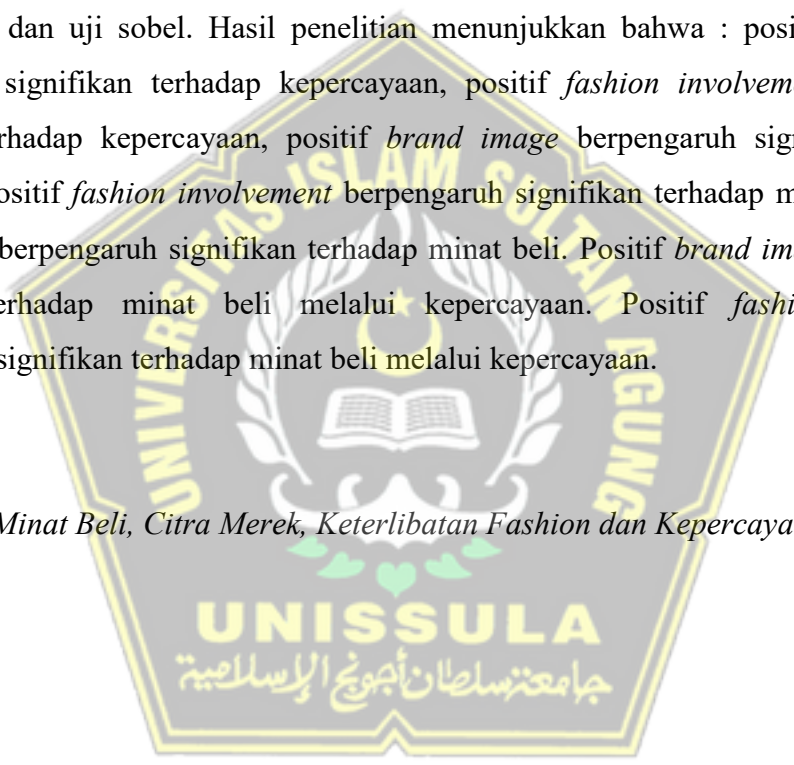


ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Citra Merek dan Keterlibatan Fashion terhadap kepercayaan serta dampaknya terhadap minat beli konsumen. Populasi penelitian ini adalah konsumen yang pernah menggunakan dan pernah melakukan transaksi pembelian melalui aplikasi belanja online Shopee PlanetBags.id minimal 3 kali dalam enam bulan terakhir. Sampel yang diambil sebanyak 100 orang. Sumber data yang digunakan yaitu data primer dan data sekunder. Metode pengumpulan data yang digunakan yaitu kuesioner melalui google form. Teknik analisis yang digunakan adalah Regresi linier berganda, uji path analisis dan uji sobel. Hasil penelitian menunjukkan bahwa : positif *brand image* berpengaruh signifikan terhadap kepercayaan, positif *fashion involvement* berpengaruh signifikan terhadap kepercayaan, positif *brand image* berpengaruh signifikan terhadap minat beli, positif *fashion involvement* berpengaruh signifikan terhadap minat beli. Positif kepercayaan berpengaruh signifikan terhadap minat beli. Positif *brand image* berpengaruh signifikan terhadap minat beli melalui kepercayaan. Positif *fashion involvement* berpengaruh signifikan terhadap minat beli melalui kepercayaan.

Kata kunci : *Minat Beli, Citra Merek, Keterlibatan Fashion dan Kepercayaan*



ABSTRACT

This study aims to analyze the influence of Brand Image and Fashion Involvement on trust and its impact on consumer buying interest. The population of this research is consumers who have used and have made purchase transactions through the online shopping application Shopee PlanetBags.id at least 3 times in the last six months. Samples were taken as many as 100 people. The data sources used are primary data and secondary data. The data collection method used is a questionnaire via google form. The analysis technique used is multiple linear regression, path analysis test and single test. The results showed that: positive brand image has a significant effect on trust, positive fashion involvement has a significant effect on trust, positive brand image has a significant effect on purchase intention, positive fashion involvement has a significant effect on purchase intention. Positive confidence has a significant effect on buying interest. Positive brand image has a significant effect on purchase intention through trust. Positive fashion involvement has a significant effect on purchase intention through trust.

Keywords: Purchase Interest, Brand Image, Fashion Engagement and Trust

