

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand consciousness*, *brand awareness*, *brand nationality*, dan *brand schematicity* pada perilaku pembelian konsumen *fast fashion* di Indonesia. Pada penelitian, kriteria responden yang digunakan adalah konsumen merek pakaian *fast fashion* yang pernah melakukan transaksi pada produk.

Sebanyak 206 responden berpartisipasi aktif dalam penelitian kuantitatif ini, namun ada eliminasi 4 responden yang tidak sesuai dengan kriteria. Pengumpulan data dilakukan dengan metode *non probability sampling* dan dalam proses pengambilan sampel menggunakan *purposive sampling*. Metode analisis yang digunakan dalam penelitian ini adalah menggunakan SmartPLS 3.

Pengujian ini memiliki hasil bahwa *brand awareness* dan *brand consciousness* berpengaruh positif dan hipotesisnya didukung terhadap perilaku pembelian; *brand nationality* berpengaruh negatif dan hipotesisnya tidak didukung terhadap perilaku pembelian; *brand consciousness* dan *brand nationality* memiliki pengaruh positif dan hipotesisnya didukung terhadap *brand awareness*; *brand awareness* memiliki peran mediasi dan hipotesisnya didukung antara *brand consciousness* serta *brand nationality* terhadap perilaku pembelian; dan *brand schematicity* tidak memiliki peran moderasi dan hipotesisnya tidak didukung kepada *brand consciousness*, *brand awareness*, dan *brand nationality* terhadap perilaku pembelian.

Kata kunci : *brand awareness*, *brand consciousness*, *brand nationality*, *brand schematicity*, perilaku pembelian

ABSTRACT

This study aims to determine the effect of brand consciousness, brand awareness, brand nationality, and brand schematicity towards buying behavior of fast fashion consumers in Indonesia. In this study, the respondents criteria were consumers of fast fashion clothing brands who had made transactions on products.

A total of 206 respondents actively participated in this quantitative study, but there were elimination of 4 respondents who did not meet the criteria. Data was collected by non-probability sampling method and in the sampling process using purposive sampling. The analytical method used in this research is using SmartPLS 3.

The result of this study are brand awareness and brand consciousness have a positive effect and the hypothesis is supported on purchasing behavior; brand nationality has a negative effect and the hypothesis is not supported on purchasing behavior; brand consciousness and brand nationality have a positive effect and the hypothesis is supported on brand awareness; brand awareness has a mediating role and the hypothesis is supported between brand consciousness and brand nationality on purchasing behavior; and brand schematicity does not have a moderating role and the hypothesis is not supported on brand consciousness, brand awareness, and brand nationality on purchasing behavior.

Keywords: brand awareness, brand consciousness, brand nationality, brand schematicity, purchasing behavior