

## ABSTRAKSI

Penelitian ini bertujuan untuk menguji dan mengeksplorasi lebih jauh hubungan antara pengaruh media (yaitu media massa dan media personal) terhadap orientasi fesyen (kesadaran fesyen dan *fashion leadership*), pengaruh kesadaran fesyen terhadap *fashion leadership*, serta pengaruh *fashion leadership* terhadap *online store patronage* dalam konteks produk fesyen islami. Objek pada penelitian ini adalah toko daring di Indonesia yang menjual produk fesyen islami. Penelitian ini merupakan penelitian kuantitatif menggunakan teknik pengambilan sampel *non-probability sampling* dengan tipe *purposive sampling*. Terdapat 186 responden pada penelitian ini yang diperoleh melalui penyebaran kuesioner secara daring dengan skala Likert 5 poin. Pengolahan data dalam penelitian ini menggunakan metode analisis *Partial Least Square* (PLS) dengan software SmartPLS versi 3.2.6. Dari enam hipotesis yang ada, terdapat satu hipotesis yang tidak terdukung.

Kata kunci: Media Massa, Media Personal, Kesadaran Fesyen, *Fashion Leadership*, *Online Store Patronage*, Toko Daring, Fesyen Islami.

## **ABSTRACT**

This research aims to examine the relationship between the influence of mass media and personal media toward fashion consciousness and fashion leadership, therefore the influence of fashion consciousness towards the fashion leadership, and also the influence of fashion leadership towards online store patronage. The object of this study is online stores in Indonesia which sell islamic fashion products. This research is a quantitative research that use purposive sampling as one of the non-probability sampling methods. The data was collected from 186 respondents through an online 5-point Likert scale questionnaire. Data processing method used in this research is Partial Least Square (PLS) analysis run by SmartPLS version 3.2.6 program. The result supports five out of six hypotheses in this research.

**Keywords:** Mass Media, Personal Media, Fashion Consciousness, Fashion Leadership, Fashion Consciousness, Online Store Patronage, Online Store, Islamic Fashion.