

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economics
Management Study Program
Odd Semester 2019/2020

ANALYSIS OF BRANDED GOODS CONSUMPTION TO PERFUME IN BATAM: FACTORS AFFECTING THE ATTITUDES AND INTENTION OF PURCHASING BRANDED PERFUME

Tessha Ayu Ocktovia
NPM: 1641027

ABSTRACT

This research was designed to develop a theory used to examine topic discussed by using descriptive and verification methods with quantitative approach. The research method was conducted to determine the significance of the relationship between fashion involvement variables, brand consciousness, social comparison, experiential needs as independent variables and attitude toward as intervening variable and purchase intention as dependent variable in research on branded perfume purchases in Batam.

The data applied in this study used secondary data collected into information from the results of data that is processed as expected by researchers so that it continues as research.

The final results in this study are all independent variables have a significant positive effect on attitude towards purchase intention and significant positive effect on Purchase Intention.

Keywords: *fashion innovation, brand consciousness, social comparison, experiential needs, attitude towards the brand, purchase intention*