

**FACTORS THAT INFLUENCE PURCHASE
INTENTION OF FASHION SHOW EVENTS BASED ON
RECOMMENDATION
BY INSTAGRAM INFLUENCERS
CASE STUDY: UI FASHION WEEK
FINAL PROJECT**

Submitted to fulfill one of the requirements to
finish Diploma IV Program



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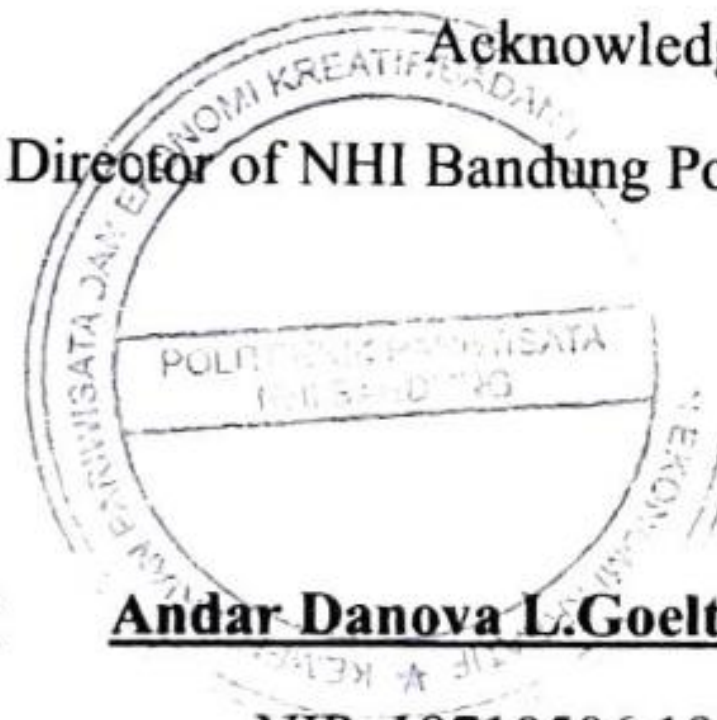
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“Nothing safe is worth the drive”

-Taylor Swift-

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Yang membuat pernyataan,



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ABSTRACT

UI Fashion Week is a fashion show event organized by Klub Mode Universitas Indonesia that is held annually to bring awareness of fashion trends and support Indonesian local brands. Showcasing a very diverse collection from various brands with different themes every year, UI Fashion Week is anticipated by a lot of fashion enthusiasts. This event has been running since 2012, this year would be the 10th year of UI Fashion Week. Various stakeholders from the fashion industries such as fashion designers, fashion enthusiasts, fashion media, fashion photographers, and fashion influencers come to watch the show every year. However, it seems that due to the COVID-19 pandemic, UI Fashion Week is facing a decrease in their visitors. Seemingly, the marketing strategy that is implemented by UI Fashion Week is not effective enough to bring visitors to buy the tickets and attend the show. On the other side, there is a new marketing method that is referred to as the post-covid marketing evolution, the influencer marketing. Influencer marketing is a very new way of marketing, therefore, further research is conducted to identify which factors influence the audience target's purchasing behavior. This research uses three indicators as the dependent variables, trustworthiness, expertise, and attractiveness, and purchase intention as the independent variable. Quantitative approach was used in this research, data collection was in the form of online questionnaires distributed through social media. The questions were posted as rating questions with the use of Likert five-point scale. There are 200 respondents of this research who are fashion enthusiasts that live in Indonesia and follow influencers on their instagram, from all ages and all economic classes. Multiple linear regression methods was conducted to analyze the data collected from questionnaires. This method was used to explain the correlation of dependent variables and independent variable. The result from this research is that trustworthiness, expertise, and attractiveness have significant impact on purchase intention. Thus, the writer recommend UI Fashion Week to implement influencer marketing on their next marketing strategy and considering the factors of Instagram influencers that proved to have significant effect on purchase intention of UI Fashion Week.

Keywords: COVID-19, Fashion Show Event, Influencers, Influencer Marketing, Instagram, Purchase Intention,

ABSTRAK

UI Fashion Week adalah acara fashion show yang diselenggarakan oleh Klub Mode Universitas Indonesia yang diadakan setiap tahun untuk membawa kesadaran tren fashion dan mendukung merek lokal Indonesia. Menampilkan koleksi yang sangat beragam dari berbagai brand dengan tema yang berbeda setiap tahunnya, UI Fashion Week dinantikan oleh banyak pecinta fashion. Sudah berjalan sejak tahun 2012, tahun ini akan menjadi tahun ke-10 UI Fashion Week. Berbagai pemangku kepentingan dari industri mode seperti perancang busana, penggemar mode, media mode, fotografer mode, dan influencer mode datang untuk menonton pertunjukan ini setiap tahun. Namun, tampaknya karena pandemi COVID-19, UI Fashion Week mengalami penurunan pengunjung. tampaknya, strategi pemasaran yang diterapkan UI Fashion Week kurang efektif untuk mendatangkan pengunjung membeli tiket dan menghadiri pertunjukan. Di sisi lain, ada metode pemasaran baru yang disebut sebagai evolusi pemasaran setelah situasi pandemi covid, yaitu influencer marketing. Pemasaran influencer adalah cara pemasaran yang sangat baru, oleh karena itu, diperlukan penelitian lebih lanjut mengenai faktor-faktor apa saja yang mempengaruhi niat beli target audiens berdasarkan rekomendasi oleh influencer di Instagram. Pendekatan kuantitatif akan digunakan dalam penelitian ini, pengumpulan data berupa kuesioner online yang disebarluaskan melalui media sosial. Pertanyaan akan diposting sebagai pertanyaan peringkat dengan menggunakan skala lima poin Likert. Ada 200 responden penelitian ini yang merupakan penggemar mode yang berdomisili di Indonesia dan mengikuti influencer di Instagram, dari segala kalangan usia dan semua kelas ekonomi. Metode regresi linier berganda akan dilakukan untuk menganalisis data yang dikumpulkan dari kuesioner. Metode ini akan digunakan untuk menjelaskan hubungan antara variabel terikat dan variabel bebas. Hasil dari penelitian ini adalah kepercayaan, keahlian, dan daya tarik berpengaruh signifikan terhadap niat beli. Oleh karena itu, penulis merekomendasikan UI Fashion Week untuk menerapkan influencer marketing pada strategi pemasaran berikutnya dan mempertimbangkan faktor-faktor influencer Instagram yang terbukti berpengaruh signifikan terhadap niat beli UI Fashion Week.

Kata Kunci: COVID-19, *Fashion Show Event*, *Influencers*, Instagram, niat beli, Pemasaran *Influencer*

FOREWORD

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This final project is made to fulfill the requirement to finish the Diploma IV Program of Event and Convention Management of NHI Bandung Polytechnic of Tourism. During the process, I certainly cannot be separated from the involvement of various parties. Therefore, the writer would like to express her gratitude for the contribution and support from all related parties, as follows:

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Resha Ramadhania Resmana

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