

ABSTRAK

PENGARUH GAYA *FASHION*, CITRA MEREK, *FASHION INVOLVEMENT*, DAN *REVIEW* DI MEDIA SOSIAL TERHADAP MINAT BELI GEOFF MAX DI DAERAH ISTIMEWA YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui pengaruh gaya *fashion*, citra merek, *fashion involvement*, dan *review* di media sosial terhadap minat beli Geoff Max di Daerah Istimewa Yogyakarta, baik secara simultan maupun parsial. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian sebanyak 150 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner *online* dan dianalisis menggunakan regresi linier berganda dengan bantuan program SPSS versi 25. Hasil penelitian menunjukkan bahwa: (1) gaya *fashion*, citra merek, *fashion involvement*, dan *review* di media sosial secara simultan berpengaruh signifikan terhadap minat beli. (2) gaya *fashion* secara parsial berpengaruh signifikan terhadap minat beli. (3) citra merek secara parsial berpengaruh signifikan terhadap minat beli. (4) *fashion involvement* secara parsial berpengaruh signifikan terhadap minat beli. (5) *review* di media sosial secara parsial berpengaruh signifikan terhadap minat beli.

Kata kunci: Gaya *Fashion*, Citra Merek, *Fashion Involvement*, *Review* Media Sosial dan Minat Beli.

ABSTRACT

THE INFLUENCE OF FASHION STYLE, BRAND IMAGE, FASHION INVOLVEMENT, AND REVIEWS ON SOCIAL MEDIA GEOFF MAX BUYING INTEREST IN DAERAH ISTIMEWA YOGYAKARTA

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This study aims to determine the influence of fashion style, brand image, fashion involvement, and reviews on social media on Geoff Max's purchase intention in the Special Region of Yogyakarta, both simultaneously and partially. This study uses a quantitative approach with a survey method. The research sample was 150 respondents selected using a purposive sampling technique. Data were collected through an online questionnaire and analyzed using multiple linear regression with the help of the SPSS version 25 program. The results of the study indicate that: (1) fashion style, brand image, fashion involvement, and reviews on social media simultaneously have a significant effect on purchase intention. (2) fashion style partially has a significant effect on purchase intention. (3) brand image partially has a significant effect on purchase intention. (4) fashion involvement partially has a significant effect on purchase intention. (5) reviews on social media partially have a significant effect on purchase intention.

Keywords: Fashion Style, Brand Image, Fashion Involvement, reviews on social media and Purchase Intention.