

ABSTRAK

PENGARUH PROMOSI DAN *FASHION INVOLVEMENT* TERHADAP MINAT BELI KONSUMEN DI COLORBOX LAMPUNG

Oleh

Dwi Rina Melisa

1712110146

Penelitian ini bertujuan untuk mengetahui pengaruh promosi dan *fashion involvement* terhadap minat beli konsumen di colorbox Lampung. Populasi penelitian ini adalah masyarakat berjenis kelamin perempuan yang berada di kisaran usia 15-25 tahun di Provinsi Lampung. Sampel yang digunakan dalam penelitian ini sebanyak 130 responden. Jenis penelitian ini merupakan penelitian asosiatif kausal dengan pendekatan kuantitatif. Pengumpulan data menggunakan kuesioner secara online. Metode pengambilan sampel dalam penelitian ini adalah non probability sampling. Hasil penelitian menyatakan bahwa promosi dan *fashion involvement* secara parsial berpengaruh terhadap minat beli konsumen di colorbox Lampung. Serta secara simultan promosi dan *fashion involvement* berpengaruh terhadap minat beli konsumen di colorbox Lampung.

Kata Kunci : Promosi, *Fashion Involvement*, Minat Beli

ABSTRACT

THE EFFECT OF PROMOTION AND FASHION INVOLVEMENT ON CONSUMER PURCHASE INTEREST IN COLORBOX LAMPUNG

By:

Dwi Rina Melisa

1712110146

The purpose of this study was to determine the effect of promotion and fashion involvement on consumer purchase interest in Colorbox Lampung. The population of this study was the women community who were in the age range of 15-25 years in Lampung Province. The sample used in this study was 130 respondents. This type of study was causal associative research with a quantitative approach. Data collection used an online questionnaire. The sampling method in this study used non-probability sampling. The results of the study found that promotion and fashion involvement partially affected consumer purchase interest in Colorbox Lampung. Moreover, promotion and fashion involvement simultaneously affected consumer purchase interest in Colorbox Lampung.

Keywords: Promotion, Fashion Involvement, Purchase Interest