

ABSTRAK

Perkembangan fashion yang semakin meningkat mengarah pada persaingan bisnis yang sangat ketat. Uniqlo merupakan brand dari Jepang yang bersaing dengan brand internasional lainnya selain itu Uniqlo cukup diminati di kalangan masyarakat Indonesia. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, konsistensi diri, pemasaran WOM terhadap niat beli dengan moderasi motivasi diri pada brand Uniqlo. Penelitian ini dilakukan kepada masyarakat yang mengetahui *brand* Uniqlo yang berusia 17 tahun keatas di daerah Tangerang. Metode pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel 250 responden. Jumlah pernyataan yang diberikan kepada responden sebanyak 25 butir pernyataan. Teknik analisis data yang digunakan penelitian ini adalah analisis deskriptif, uji validitas, uji reabilitas, uji asumsi klasik dan analisis jalur. Hasil penelitian berdasarkan analisis jalur yang sudah dilakukan adalah citra merek berpengaruh positif dan signifikan terhadap konsistensi diri, citra merek berpengaruh positif dan signifikan terhadap pemasaran WOM, citra merek berpengaruh positif dan signifikan terhadap niat beli, konsistensi diri berpengaruh positif dan signifikan terhadap niat beli, pemasaran WOM berpengaruh positif dan signifikan terhadap niat beli, konsistensi diri dapat memediasi hubungan antara citra merek dan niat beli, pemasaran WOM dapat memediasi hubungan antara citra merek dan niat beli, dan motivasi diri tidak dapat memperkuat hubungan antara konsistensi diri dan niat beli.

Kata Kunci: Citra Merek, Konsistensi Diri, Pemasaran WOM, Niat Beli

ABSTRACT

The increasing development of fashion leads to very tight business competition. Uniqlo is a brand from Japan that competes with other international brands. In addition, Uniqlo is quite popular among Indonesians. This study aims to determine the effect of brand image, self-consistency, word of mouth on purchase intention with moderation of self-motivation on the Uniqlo brand. This research was conducted with people who know the Uniqlo brand aged 17 years and over in the Tangerang area. The sampling method used purposive sampling with a total sample of 250 respondents. The number of statements given to respondents was 25 statement items. The data analysis technique used in this research is descriptive analysis, validity test, reliability test, classical assumption test and path analysis. The results of the research based on the path analysis that has been done are brand image has a positive and significant effect on self-consistency, brand image has a positive and significant effect on word of mouth, brand image has a positive and significant effect on purchase intention, self-consistency has a positive and significant effect on purchase intention, word of mouth has a positive and significant effect on purchase intention, self-consistency can mediate the relationship between brand image and purchase intention, word of mouth can mediate the relationship between brand image and purchase intention, and self-motivation cannot strengthen the relationship between self-consistency and purchase intention.

Keywords: *Brand Image, Self-consistency, Word of Mouth, Purchase Intention, Self Motivation*