

THESIS

**THE INFLUENCE OF BANDWAGON CONSUMPTION TOWARDS
PURCHASE INTENTION ON SHOES BRAND**

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UNIVERSITAS ATMA JAYA YOGYAKARTA

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APPROVAL PAGE

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TOWARD PURCHASE INTENTION ON SHOES BRANDS**

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STATEMENT PAGE

I, the undersigned, certify that thesis with the title:

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completely are my own work. Statements, ideas, and direct quotations or indirectly sourced from the writings or ideas of others stated in writing in this thesis in the bibliography.

Yogyakarta, April 14 2023

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William Danada

PREFACE

The author shows Gratitude to Almighty God for His blessings, mercy, guidance, and protection from the beginning of writing to the successful completion of this thesis. The thesis entitled "the effect of bandwagon consumption on purchase intention in shoes brand" is intended to fulfill one of the requirements to achieve a bachelor's degree (S1) in the study program of international business management program at the Faculty of Business and Economics Atmajaya University, Yogyakarta.

Author realized that the writing of this thesis may not be succeed without guidance, prayer from several parties. This opportunity will be used by author to shows gratitude towards:

1. Almighty God's Inclusion and Blessing so that the author can finish this thesis well.
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ABSTRACT

This study aims to determine consumer behavior in buy sports shoes. This type of research is explanatory research that aims to examine the causal relationship between two phenomena or between variables. In this study, there are three variables independent, namely bandwagon consumption, conspicuous value, and social value, as well as three dependent variable, purchase intention, willingness to pay more, and brand attractiveness. This research uses a sample of 162 respondents with criteria above 15 years and a maximum of 45 years, and make purchases of shoes at various stores, both online stores and official stores through dissemination online questionnaire. Furthermore, the questionnaire also asks about the respondent's job and also their income or pocket money. Data analysis using the smart PLS application. The results shows that bandwagon consumption has a positive effect toward purchase intention, willingness to pay more, and brand attractiveness. Result from the research also shows that conspicuous value has a positive effect towards purchase intention and brand attractiveness, even though it has no effect toward willingness to pay more. For social value, the results show no effects toward purchase intention and brand attractiveness, although it shows positive result toward willingness to pay more.

Keywords: Bandwagon consumption, consumer behavior, purchase intention

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