

## ABSTRAK

Dalam perkembangan industri *fashion*, Jeans/Denim merupakan produk *fashion* yang dapat senantiasa bertahan mulai tahun 1873 hingga saat ini. Keberlanjutan produk *fashion* ini tidak lepas dari loyalitas konsumen yang diwujudkan dalam komitmen yang kuat dan tindakan pembelian ulang serta rekomendasi positif terhadap kolega. Rekomendasi positif konsumen sering dikenal dengan istilah *word of mouth* (WOM). Salah satu teori yang mendasari konsumen melakukan WOM dan berkomitmen kepada merek adalah *brand identification theory* dimana keinginan konsumen melakukan WOM atas suatu produk didasari *brand identification*. Konsumen mengidentifikasi dirinya dengan merek tertentu dapat disebabkan oleh kualitas fungsional produk memiliki atribut yang sesuai dengan kebutuhan konsumen dan *personality* konsumen tersebut. Dalam dunia *fashion*, terdapat *personality* unik dikenal dengan *consumer innate innovativeness* yang mengacu pada penerimaan individu terhadap hal baru seperti teknologi pengolahan, desain dan warna. Penelitian ini bertujuan untuk menguji pengaruh *perceived quality*, *consumer innate innovativeness* *brand identification* terhadap *brand commitment* dan WOM. Penelitian dilakukan menggunakan teknik analisis structural equation modelling (SEM). Sample yang digunakan adalah pengguna denim dengan merek Blue Muscle Union dengan total 180 responden yang diperoleh dari komunitas pecinta denim. Hasil penelitian menemukan bahwa *brand identification* dapat berpengaruh signifikan positif terhadap brand comitment dan WOM. *Brand commitment* berpengaruh signifikan terhadap WOM. Kemudian *perceived quality* dan *consumer innate innovativeness* berpengaruh signifikan positif terhadap *brand identification*.

Kata Kunci: *Denim, Jeans, Brand identification theory, perceived quality, consumer innate innovativeness, brand identification, brand commitment dan WOM, Blue Muscle Union.*

## ABSTRACT

Regarding fashion industry, Jeans / Denim is a fashion product that has survived from 1873 to the present. The sustainability of this fashion product cannot be separated from consumer loyalty which is manifested in strong commitment and repurchase actions as well as positive recommendations to colleagues. Consumer recommendations are often known as word of mouth (WOM). One theory that underlies consumers to do WOM and commit to brands is brand identification theory in which consumers intention to do WOM on a product is based on brand identification. Consumers identify themselves with certain brands because of the functional quality of the product has attributes that match the needs of the consumer and the personality of the consumer. In fashion industry, there is a unique personality known as consumer innate innovativeness which refers to the individual acceptance of new things such as processing technology, design and color. This study aims to examine the effect of perceived quality, consumer innate innovativeness brand identification on brand commitment and WOM. The research was conducted using structural equation modeling (SEM) analysis techniques. The sample used is denim users with the Blue Muscle Union brand with a total of 180 respondents obtained from communities of denim lovers. The results found that brand identification could have a significant positive effect on brand commitment and WOM. Brand commitment has a significant effect on WOM. Then perceived quality and consumer innate innovativeness have a significant positive effect on brand identification.

*Keywords: Denim, Jeans, Brand identification theory, perceived quality, consumer innate innovativeness, brand identification, brand commitment dan WOM, Blue MuscleUnion.*