

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh secara umum antara ciri kepribadian pada generasi Y, kesadaran *fashion*, tingkat sensitivitas prestise, dan niat beli dalam konteks produk *fashion*. Penulis mengambil 192 sampel dengan menggunakan *accidental sampling* dan memilih mahasiswa Fakultas Ekonomi dan Bisnis Universitas Airlangga Surabaya dengan rentang usia 18-25 tahun sebagai responden. Hasil SEM menunjukkan bahwa ciri kepribadian berpengaruh signifikan positif terhadap kesadaran *fashion*, dan kesadaran *fashion* berpengaruh signifikan positif terhadap sensitivitas prestise. Begitu pula sensitivitas prestise berpengaruh signifikan positif terhadap niat beli. Hal ini penting bagi pemasar untuk memahami makna dari ciri-ciri kepribadian tertentu pada kesadaran *fashion* dan sensitivitas prestise untuk meningkatkan efektivitas banding merek. Penelitian ini telah memperluas ruang lingkup penelitian kepribadian dalam pemasaran dengan memanfaatkan konstruk Big Five untuk menguji fenomena kesadaran *fashion* dan sensitivitas prestise di kalangan konsumen Gen Y dan dampaknya pada niat beli.

**Kata kunci:** ciri kepribadian, *the big five*, kesadaran *fashion*, sensitivitas prestise, niat beli.

## ABSTRACT

The purpose of this study is to examine the relationship between the personality traits of Generation Y consumers, fashion consciousness, prestige sensitivity, and purchase intention in the context of fashion products. Data were collected using an accidental sampling method involving university student. A self-administered questionnaire was distributed and 192 usable responses were returned with the sample falling between the ages of 18-25. The SEM results revealed that personality traits were found to be significantly associated with fashion consciousness, and fashion consciousness were found to be significantly associated with prestige sensitivity. Similarly, prestige sensitivity were found to be significantly associated with purchase intentions. It is crucial for marketers to understand the significance of certain personality traits on fashion consciousness and prestige sensitivity to enhance the effectiveness of brand appeals. This study has extended the scope of personality research in marketing by utilising the Big Five construct to examine the phenomenon of fashion consciousness and prestige sensitivity among Generation Y consumers, and its impact on purchase intention.

**Keywords:** personality traits, the big five, fashion consciousness, prestige sensitivity, purchase intention.