

ABSTRAK

Perkembangan dunia fashion terjadi tidak hanya di negara maju, namun juga di negara Indonesia. Perputaran dunia fashion yang cepat memunculkan fenomena *fast fashion* dan hal ini turut meningkatkan tingkat konsumsi belanja fashion yang tinggi. Agar konsumen dapat mengikuti pergerakan fashion yang cepat tersebut, maka hadirilah solusi berupa sewa pakaian. Style Theory menawarkan sewa pakaian baru dan berbeda bagi konsumen yaitu *dailywear* dan *outfit* premium dengan harga terjangkau untuk para wanita. Untuk dapat menarik konsumen, maka diperlukan strategi terbaik sehingga konsumen tertarik untuk beralih dari membeli menjadi menyewa.

Penelitian ini bertujuan untuk mengetahui niat sewa konsumen melalui melalui karakteristik kepribadian *need for uniqueness* dan *motivasi internal* yaitu *perceived enjoyment*. Analisis data penelitian ini menggunakan SmartPLS3 dengan metode survei dan teknik *non probability sampling* yaitu *purposive sampling*. Penyebaran kuisioner dilakukan secara online pada 178 responden. Dari hasil penelitian, ditemukan bahwa *need for uniqueness* dan *perceived enjoyment* berpengaruh terhadap *attitude toward clothing renting* dan *intention to clothing renting*. Namun, tidak ditemukan adanya pengaruh dari *attitude toward clothing renting* terhadap *intention to clothing renting*.

Kata Kunci: Fashion, *Need for Uniqueness*, *Perceived Enjoyment*, *Attitude toward Clothing Renting*, *Intention to Clothing Renting*, Style Theory

ABSTRACT

The development of fashion happened not only in the first country but also in Indonesia. Fashion is growing rapidly and creates a fast fashion phenomenon and the consume of fashion at a high rate. To fill this gap, clothing renting is one of the best solutions for consumers to catch that fast growth. Style Theory offers a new kind of clothing renting for consumers that rents daily wear and premium outfits cheaper for ladies. So, determine the best strategy to attract the consumers to switch in clothing renting is needed.

The purpose of this research is to identify the intention to clothing renting through personality traits such as need for uniqueness and perceived enjoyment as internal motivation. The data analysis used SmartPLS3 with purposive sampling as the survey method. Data were collected through online surveys to 178 respondents. Based on the results of research conducted, it can be concluded that there is a positive influence between need for uniqueness and perceived enjoyment to attitude toward clothing renting and intention to clothing renting. But, there is no significant effect between attitude toward clothing renting and intention to clothing renting.

Keywords: Fashion, *Need for Uniqueness*, *Perceived Enjoyment*, *Attitude toward Clothing Renting*, *Intention to Clothing Renting*, Style Theory