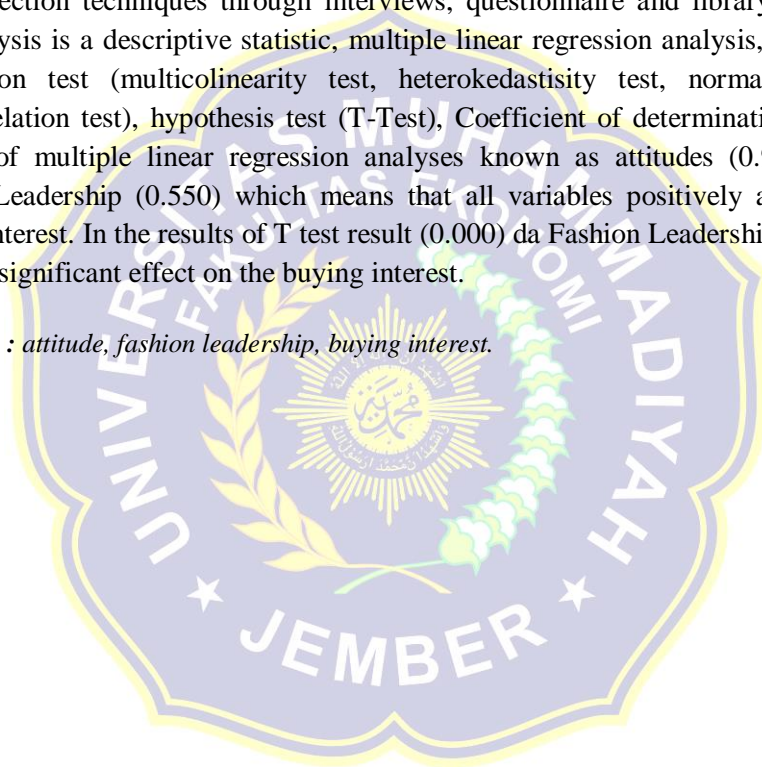# *ABSTRACT*

The background of this research is the online shopee buying and selling site that is currently rising among the teenagers specialized in economics students of the University of Muhammadiyah Jember. The needs of the increasingly diverse students whether it is because of the need for products or just the desire to have such a product. Many students want to look *trendy* with *fashion* that is *up to date*. The study aims to analyse the influence of attitudes and *fashion leadership* towards the buying interest of *online* shopee teenagers in the city of Jember. The sample is required in this study as 104 respondents with methods purposive sampling and data collection techniques through interviews, questionnaire and library studies. The analysis is a descriptive statistic, multiple linear regression analysis, classical assumption test (multicolinearity test, heterokedastisity test, normality test, autocorrelation test), hypothesis test (T-Test), Coefficient of determination (R ^{2}). Results of multiple linear regression analyses known as attitudes (0.917) and fashion Leadership (0.550) which means that all variables positively affect the buying interest. In the results of T test result (0.000) da Fashion Leadership (0.000) partially significant effect on the buying interest.

Keywords : *attitude, fashion leadership, buying interest.*

ABSTRAK

Latar belakang penelitian ini adalah situs jual beli online shopee yang saat ini sedang naik daun dikalangan remaja khususya mahasiswa ekonomi universitas muhammadiyah jember. Kebutuhan dari mahasiswa yang semakin beragam entah itu memang karena kebutuhan akan produk atau hanya keinginan untuk memiliki suatu produk tersebut. Banyak mahasiswa yang ingin tampil *trendy* dengan *fashion* yang *up to date*. Studi ini bertujuan untuk menganalisis pengaruh sikap dan *fashion leadership* terhadap minat beli *online* shopee remaja di kota Jember. Sampel yang diperlukan dalam penelitian ini sebannyak 104 responden dengan motode purposive sampling dan teknik pengumpulan data melalui wawancara, kuisioner dan studi pustaka. Analisis yang diguakan yakni statistik deskriptif , analisis regresi linear berganda, uji asumsi klasik (uji multikolinearitas, uji heterokedastisitas, uji normalitas, uji autokorelasi), uji hipotesis (uji t), koefisien determinasi (R^2). hasil analisis regresi linear berganda diketahui bahwa sikap (0,917) dan fashion leadership (0,550) yang berarti semua variabel berpengaruh positif terhadap minat beli. Pada hasil uji t menghasilkan sikap (0,000) da fashion leadership (0,000) secara parsial berpengaruh signifikan terhadap minat beli.
Kata Kunci : Sikap, *Fashion Leadership*, Minat Beli.