

**THE INFLUENCE OF PERSONAL NORM, RELIGIOSITY, AND  
ATTITUDE TOWARD GEN Z'S INTENTION TO WEAR THE  
MINANGKABAU TRADITIONAL WEDDING DRESS**

**THESIS**

Submitted as one of the requirements for a Bachelor's Degree in Management  
Department in Economics and Business Faculty, Andalas University




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**“The Influence of Personal Norm, Religiosity, and Attitude toward Gen Z’s Intention to Wear the Minangkabau Traditional Wedding Dress”**

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**ABSTRACT**

This research aims to determine the influence of personal norms, religiosity, and attitude toward Gen Z’s intention to wear the Minangkabau traditional wedding dress. The population in this research is Gen Z females in West Sumatra. The sampling technique used is non-probability sampling using purposive sampling, with criteria of Gen Z females aged 19-27 years old and have the intention to wear the Minangkabau traditional wedding dress. The sample in this research is 170 samples. Data processing was carried out using Smart-PLS 4.0 software. This research shows that the personal norm and attitude has a positive and significant influence on intention to wear. Still, religiosity has a positive and not significant effect. Attitude mediates the relationship between religiosity and intention to wear. However, attitude in not mediate personal norms toward Gen Z’s intention to wear the Minangkabau traditional wedding dress.

**Keywords: personal norms, religiosity, attitude, intention to wear, Gen Z**

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