

ABSTRACT

In recent years, the fashion industry has developed very rapidly, one of the industries that is in great demand today is the footwear industry. Apart from being used as clothing, shoes are an important item for everyone. Therefore, the competition in the footwear industry is very tight, very tight to show innovation and creativity. In Indonesia, the fashion business engaged in shoes is quite rampant, one of which is the famous Compass. In general, there are factors for the success of the fashion business in the shoe sector, such as understanding the needs and desires of consumers. Therefore, Compass requires an understanding of behavioral intention so that it knows the needs and wants that consumers want. In addition, Compass understands the concept of AIDA (Attention, Interest, Desire, and Action) to increase consumer buying interest in Compass shoes.

This study aims to determine the desire and behavioral intention of Compass shoes in the millennial generation in the city of Bandung. This study uses a qualitative method by conducting a survey through a questionnaire to 385 respondents who are users of Compass shoes. The data analysis technique used in this research is descriptive analysis and Structural equation modeling-Partial Least Square.

The results of this study indicate that the factors that can influence the millennial generation's desire for Compass shoes in Bandung are perceived behavioral control, positive anticipated emotion, and negative anticipated emotion. These results explain that the existence of a perceived behavioral control is an individual's perception to perform the desired behavior so that it has an impact on the behavioral intention of the millennial generation to buy Compass shoes online. In addition, the results of this study found that there was a desire of consumers of Compass shoes in Bandung towards behavioral intention. These results explain that the high desire that the millennial generation has when buying Compass shoe products online further increases their behavioral intention to buy these products.

Suggestions for the company to be able to improve the product and quality of Compass shoes to be able to attract the attention of the public, especially the millennial generation. Based on the results of the study, perceived behavioral control, positive

behavioral control, and negative behavioral control affect desire so that it has an impact on behavioral intention, therefore companies can pay attention to these variables to increase sales of Compass shoes online.

Keyword: *Consumer behavior, Desire, Compass shoes, Structural equation modeling-Partial Least Square.*