

Pengaruh materialisme terhadap public self-consciousness pada mahasiswa konsumen luxury fashion brand = The influence of materialism on public self-consciousness in luxury fashion brand college student consumer

Nurani Arimbi Cahyono, author

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh materialisme terhadap Public Self-Consciousness pada mahasiswa konsumen luxury fashion brand. Materialisme didefinisikan sebagai keyakinan yang dianut seseorang tentang seberapa pentingnya kepemilikan di dalam hidup mereka (Richins & Dawson, 1992). Public Self-Consciousness didefinisikan sebagai kecenderungan seseorang untuk menyadari bahwa dirinya adalah obyek sosial (Fenigstein, Scheier, & Buss, 1975). Responden penelitian ini adalah mahasiswa konsumen luxury fashion brand di wilayah Jabodetabek yang berjumlah 185 orang.

Materialisme diukur menggunakan Materialism Value Scale (Richins & Dawson, 1992) yang direvisi menjadi MVS Short Form oleh Richins (2004a) dan public self consciousness diukur menggunakan The 7-items Public Self-Consciousness Scale (Fenigstein, Scheier & Buss, 1975).

Hasil utama penelitian ini menunjukkan bahwa materialisme dapat mempengaruhi skor public self-consciousness secara signifikan, $b = .416$, $t(183) = 6.190$, $p < .01$. Selain itu, materialisme juga dapat secara signifikan menjelaskan proporsi varians skor public self-consciousness, $R^2 = .173$, $F(1,183) = 38.313$. Berdasarkan hasil tersebut, perlu adanya evaluasi terhadap pola asuh orang tua, pengarahan terhadap mahasiswa konsumen luxury fashion brand supaya kelak dapat menjadi konsumen yang cerdas, dan perusahaan luxury fashion brand sebaiknya terus melakukan inovasi pada strategi pemasaran supaya dapat bertahan dalam menghadapi persaingan pasar luxury fashion brand.

.....The general purpose of this research was to determine the influences of materialism on public self-consciousness in luxury fashion brand college student consumer. Materialism is defined as a centrally held belief about the importance of possessions in one's life (Richins & Dawson, 1992). Public self-consciousness is defined as an awareness of the self as a social and public object (Fenigstein, Scheier, & Buss, 1975). Respondents of this research were undergraduate college students in Jabodetabek area, with amounts 185 people.

Materialism was measured using Materialism Values Scale (Richins & Dawson, 1992) which revised become MVS Short Form by Richins (2004a) and Public self-consciousness was measured using The 7-items Public Self-Consciousness Scale (Fenigstein, Scheier, & Buss, 1975).

The main result of this research shows that materialism is significantly predicted public self-consciousness scores, $b = .416$, $t(183) = 6.190$, $p < .01$. Furthermore, materialism also explained a significant proportion of variance in public self-consciousness scores, $R^2 = .173$, $F(1,183) = 38.313$.

Based on these results, evaluation is important to the parents' parenting, direction is needed to guide luxury fashion brand college students, so that they become smarter consumer later, and luxury fashion brand company should make an innovation on marketing strategies in order to face luxury fashion brand market competition.