

Analisis gaya pembuatan keputusan konsumen muda Suku Jawa dan Tionghoa-Indonesia di Jakarta = The analysis of decision making styles of Javanese and Chinese Indonesia young consumers in Jakarta / Inka Devanna

Inka Devanna, author

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Abstrak

ABSTRAK

Gaya pembuatan keputusan konsumen didefinisikan sebagai suatu orientasi terpola, mental dan kognitif terhadap belanja dan pembelian, yang terusmenerus mendominasi pilihan konsumen. Gaya belanja yang digunakan dalam penelitian ini menyesuaikan Consumer Style Inventory (CSI) yang awalnya dikembangkan oleh Sproles dan Kendall (1986) dengan adaptasi dimensi gaya belanja dalam penelitian Tai (2005) yaitu quality consciousness, brand consciousness, fashion style entuism, personal style entuism, price & value consciousness, environmental & health consciousness, time & convenience consciousness, reliance on the mass media, shopping influences, dan brand & store loyalty.

Penelitian ini bertujuan untuk mengetahui apakah pengukuran gaya pembuatan keputusan dengan sepuluh alat ukur gaya pembuatan keputusan konsumen dapat diterapkan pada konsumen muda suku Jawa dan Tionghoa-Indonesia di Jakarta, dan mengetahui gaya berbelanja konsumen muda suku Jawa dan Tionghoa-Indonesia serta perbedaannya yang diukur berdasarkan sepuluh alat ukur gaya pembuatan keputusan. Sampel penelitian berjumlah 180 responden yang terdiri dari konsumen muda suku Jawa dan Tionghoa-Indonesia. Metode pengambilan sampel yang digunakan adalah nonprobability sampling dengan teknik judgement / purposive sampling. Instrumen penelitian yang digunakan adalah kuesioner dan dianalisis dengan software LISREL 8.7 untuk mengetahui hubungan masing-masing variabel. Hasil penelitian menunjukkan dari 30 hipotesis yang diajukan 25 diantaranya ditolak, diantaranya pada dimensi quality consciousness, brand consciousness, fashion style entuism, personal style entuism, price & value consciousness, environmental & health consciousness, time & convenience consciousness, shopping influences, dan brand & store loyalty. Selebihnya, tidak ada perbedaan dimensi gaya belanja lainnya antara konsumen suku Jawa dan Tionghoa-Indonesia.

ABSTRACT

A consumer decision-making style is defined as a patterned, mental, cognitive orientation towards shopping and purchasing, which constantly dominates the consumer's choices. Shopping styles that used in this research

adopted Consumer Style Inventory (CSI) that initially developed by Sproles and Kendall (1986) with adaptation shopping styles in Tai's research (2005) i.e. quality consciousness, brand consciousness, fashion style entuism, personal style entuism, price & value consciousness, environmental & health consciousness, time & convenience consciouness, reliance on the mass media, shopping influences, dan brand & store loyalty.

The objective of this research is to find out whether the measurement of decision-making styles with ten decision-making styles measuring instrument can be implemented to young Javanese and Chinese consumers in Jakarta, and to find out the decision-making styles of young Javanese and Chinese consumers along with the differences which measured by ten decision-making styles measuring instrument. The samples comprise of 180 respondents, consist of young Javanese and Chinese-Indonesia consumers. The samples collected using nonprobability sampling with judgement/ purposive sampling as its technique. This reasearch used questionnaire as reaserch instrument and analyze by using LISREL 8.7 to determine the relationship of each variable. The result of this research showed from 30 hypothesis submitted, 25 of them were rejected, including quality consciousness, brand consciousness, fashion style entuism, personal style entuism, price & value consciousness, environmental & health consciousness, time & convenience consciouness, shopping influences, dan brand & store loyalty. While there is no differences in other decision-making styles.