

Pengaruh dimensi diri, social consumption motivation, materialism, dan peer pressure sebagai pemoderasi pada sikap terhadap merek mewah : studi kasus remaja middle dan upper middle class di Jabodetabek = The impact of self dimension social consumption motivation materialism and peer pressure as a moderator on attitude toward luxury brands case study of middle and upper middle class teenagers in Jabodetabek

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Abstrak

Penelitian ini membahas pengaruh personal dan sosial remaja sebagai segmen konsumen yang potensial bagi pasar produk dengan merek mewah dengan mengadopsi model penelitian yang sebelumnya telah dilakukan oleh Gil et al. (2012). Data dari 370 responden berusia 14-19 tahun dianalisis dengan metode Structural Equation Modeling (SEM).

Studi ini memperlihatkan interdependent self construal, materialism dan social consumption motivation mempengaruhi sikap remaja terhadap merek mewah secara positif. Self-concept clarity dan independent self construal tidak terbukti mempengaruhi social consumption motivation secara negatif. Peer pressure terbukti mempengaruhi hubungan selfconcept clarity pada social consumption motivation.

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This research discussed about the personal and social influences on teens as a potential consumer segment in luxury brand market by adopting the research model previously conducted by Gil et al. (2012). Data from 370 respondents consisted of teenagers between the age of 14-19 were analyzed using Structural Equation Modeling (SEM).

This study demonstrated that interdependent self construal, materialism, and social consumption motivation affect attitude toward luxury brands among teens positively. Self-concept clarity and independent self construal were not proved affected social consumption motivation negatively. Peer pressure was proved that it affected the relationship between self-concept clarity and social consumption motivation.