

ABSTRAK

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PENGARUH MOTIVASI STATUS CONSUMPTION TERHADAP SHOPPING STYLE: SEBUAH PENELITIAN PADA KONSUMEN PRIA GENERASI MILENIUM TERHADAP PRODUK FASHION

(xviii + 167 halaman; 16 gambar; 35 tabel; 6 lampiran)

Status consumption adalah fenomena yang berkembang seiring dengan berkembangnya kebutuhan hidup manusia dari kebutuhan dasar (*physiological needs*) sampai pada kebutuhan akan penghargaan dan status sosial (*ego needs*). *Status consumption* merupakan solusi atas *ego needs* dimana konsumen mengkonsumsi produk-produk dengan merk, kualitas, dan harga tertentu sebagai simbol akan status sosialnya. Fenomena ini berkembang pada generasi milenium yang hidup pada era perkembangan teknologi dan sosial media. Generasi ini memperhatikan *trend, fashion*, penampilan dan memiliki daya beli yang lebih besar dari generasi sebelumnya. *Status consumption* berkembang di dunia, termasuk Indonesia. Fenomena ini tidak hanya terjadi pada konsumen wanita namun juga pada konsumen pria.

Penelitian ini dilakukan untuk mengetahui pengaruh *status consumption* terhadap tujuh *CSI's shopping style characteristics*. Penelitian ini dilakukan di Jakarta dengan melibatkan 250 konsumen pria generasi milenium. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 27 pertanyaan dengan Skala Likert 1 – 5 berdasarkan metode *judgemental sampling*. Data dianalisis dengan metode SEM berbasiskan PLS. Hasil penelitian ini menyatakan bahwa konsumen pria generasi milenium yang lebih termotivasi oleh *status consumption* akan lebih menganggap diri mereka memiliki karakter *perfectionist/ high quality, brand conscious, novelty/ fashion conscious, impulsive/careless, recreational/ shopping conscious*, dan *habitual/ brand loyal shopping style*.

Referensi : 77 (1986 - 2014)

Kata Kunci : *Status Consumption, Perfectionist/ High Quality, Brand Conscious, Novelty/ Fashion Conscious, Impulsive/Careless, Recreational/ Shopping Conscious, Confused by Over Choice, Habitual/ Brand Loyal Shopping Style*.

ABSTRACT

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THE IMPACT OF STATUS CONSUMPTION TO SHOPPING STYLE: A STUDY OF MILLENNIALS MALE CONSUMERS ON FASHION PRODUCTS

(xviii + 167 halaman; 16 gambar; 35 tabel; 6 lampiran)

Status consumption is a phenomenon that has grown because of the growth of people needs, from the basic (physiological needs) up to the level of appreciation and social status (ego needs). Status consumption is a way to fulfill ego needs that people will consume products with certain brand, quality, and price as a symbol of their social status. This phenomenon grows in millennial generation that lives in the technology and social media era. This generation aware of fashion trend, physical appearance, and have bigger purchasing power than the previous generation. Status consumption is widespread in the world and also Indonesia. Female and male consumers are motivated by status consumption.

The purpose of this study is to know if status consumption gives positive effect to the seven of CSI's shopping style characteristics. This study is applied in Jakarta using 250 millennial male consumers. Data are collected using 27 items questionnaires that measured with 1-5 Likert Scale and distributed with judgmental sampling method. SEM method on PLS system is used to analyze the data. The study result suggest that those millennial male consumers who are motivated to consume for status will utilize the shopping styles of being perfectionist/ high quality, brand conscious, novelty/ fashion conscious, impulsive/careless, recreational/ shopping conscious, and habitual/ brand loyal shopping style.

Reference : 77 (1986 - 2014)

Key Words : Status Consumption, Perfectionist/ High Quality, Brand Conscious, Novelty/ Fashion Conscious, Impulsive/Careless, Recreational/ Shopping Conscious, Confused by Over Choice, Habitual/ Brand Loyal Shopping Style.