

## **ABSTRACT**

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### **THE INFLUENCE OF UNIQUENESS AND MATERIALISM FACTORS ON STATUS CONSUMPTION OF LOUIS VUITTON IN CREATING REPURCHASE INTENTION OF MILLENNIAL GENERATION IN JABODETABEK, INDONESIA THROUGH AFFECTIVE RESPONSE**

(xi + 98 pages + references + appendix)

The aim of this study is to provide information about the influence of uniqueness and materialism factors on status consumption of Louis Vuitton brand in creating repurchase intention in Indonesia. The need for a uniqueness product will trigger someone to look for differences from the benefits generated in a product that aims to foster a good self-image and social status that has certain characteristics. The relationship between humans and material goods can be ascertained as a concept from the nature of materialism. Consumers who have high materialistic characteristics can describe themselves in terms of the asset procurement process. When a customer gets a positive reaction to their past purchase or activities, strengthening will occur which means that their positive thoughts on what the customer has received will empower the customer to make the repurchases. The approach of this study is quantitative research with data collection method using the electronic questionnaires of Google forms and collected 293 respondents. The respondents of this research are Louis Vuitton and branded goods in Jabodetabek. The measurement model of outer and inner model is analyzed by Smart PLS 3.2.8. In this study, Structural Equation Model was being used to test the relations of each construct. Findings of the study shows that Status Consumption positively mediates the relationship between Need for Uniqueness and Materialism with Affective Response and Repurchase Intention.

**Keywords:** Need for Uniqueness, Materialism, Status Consumption, Affective Response, Repurchase Intention