

ABSTRAK

Global Marketing dituntut untuk memahami perilaku konsumsi dari masyarakat dalam meningkatkan tingkat pembelian dan kepuasan konsumen. Dalam penelitian ini, peneliti mempelajari berbagai penyebab yang membentuk perilaku terhadap kemewahan khususnya pada kalangan remaja. Selain itu, penelitian ini bertujuan untuk mengetahui peran tekanan teman sebaya, popularitas, diri konsep dan materialisme dalam pembentukan motivasi konsumsi sosial, perilaku terhadap kemewahan, dan intensi membeli barang mewah pada remaja Indonesia.

Desain penelitian yang digunakan adalah *cross-sectional* dan data dikumpulkan melalui kuesioner dengan metode deskriptif. Subjek penelitian meliputi 314 remaja usia 16-19 tahun. Validitas data diuji menggunakan *KMO and Bartlett's Test*, *Eigenvalues*, dan *Component Matrix*, sedangkan reliabilitas data diuji menggunakan *Cronbach's Alpha*. Teknik analisa data yang digunakan yaitu teknik analisis deskriptif dan *Structural Equation Model* (SEM).

Hasil penelitian menunjukkan bahwa tiga hipotesis diterima. Artinya, materialisme terbukti signifikan mempengaruhi motivasi konsumsi sosial. Lalu, motivasi konsumsi sosial terbukti signifikan mempengaruhi sikap kemewahan. Selanjutnya, sikap kemewahan terbukti signifikan mempengaruhi intensi pembelian produk mewah. Sebaliknya, empat hipotesis lain terbukti tidak diterima.

Kata Kunci: remaja, *self-concept*, *social consumption motivation*, *peer-pressure*, popularitas, *attitude towards luxury*, materialisme, *purchase intention*

ABSTRACT

Global marketers are required to understand consumer behaviour in order to increase consumers' level of purchase and satisfaction. In this study, author analyzed the factors that develop attitude towards luxury. The purpose of this study was to investigate the roles of peer pressure, popularity, self-concept, and materialism in establishing social consumption motivation, attitude toward luxury, and luxury goods purchase intention of Indonesian adolescents.

This study used cross-sectional design and the data was collected through questionnaires with descriptive method. Subjects of this study comprised of 314 adolescents between the ages of 16-19. Validity of the data was tested using KMO and Bartlett's Test, Eigenvalues, and Component Matrix; whereas realibility of the data was tested using Cronbach's Alpha. Data analysis was done using descriptive method and Structural Equation Model (SEM).

The research result showed that three hypothesis were accepted, which means materialism is proven to affect social consumption motivation. Then, social consumption motivation affects attitude towards luxury, and attitude towards luxury affects luxury brand purchase intention. On the other hand, the other four hypothesis weren't accepted.

Keywords: adolescent, self-concept, social consumption motivation, peer-pressure, popularity, attitude towards luxury, materialism, purchase intention