

ABSTRAK

Generasi *Millennials* merupakan salah satu generasi paling berpengaruh dalam industri *luxury brands*. Di Indonesia itu sendiri, preferensi *women's handbags* telah meningkat selama lima tahun terakhir. Fenomena pola konsumsi *women's handbags* generasi *Millennials* didasari oleh adanya perasaan bahwa merek yang digunakan bisa mengekspresikan identitas diri mereka, sesuai dengan teori *self-concept connection*. Tujuan dilakukannya penelitian adalah untuk menguji sejauh mana aspek emosional yang meliputi *self-concept connection*, *emotional attachment* dan *brand love*, dapat mempengaruhi *brand loyalty* pada Generasi *Millennials* yang merupakan konsumen *women's handbags* Balenciaga dan Gucci.

Riset mengenai *luxury brands* ini menggunakan pendekatan kuantitatif untuk menguji model konseptual. Pengambilan *sampling* penelitian dilakukan dengan teknik *judgmental sampling*. Metode pengumpulan data yang digunakan berupa penyebaran kuesioner tertutup secara *online* maupun *offline*. Adapun data yang didapatkan peneliti selama bulan Mei 2018 sebanyak 220 responden. Proses analisa data yang dilakukan menggunakan SPSS dan *Structural Equation Model* (SEM) untuk kemudian diukur *Goodness of Fit* (GOF)-nya.

Hasil penelitian membuktikan bahwa *self-concept connection* konsumen *Millennials* memiliki pengaruh yang signifikan terhadap pembentukan *emotional attachment* dan *brand love*. Namun, hanya *brand love* yang dibuktikan memiliki pengaruh signifikan terhadap *brand loyalty*. Hal ini dikarenakan, Generasi *Millennials* itu sendiri memiliki beragam gaya berpakaian sehingga cenderung suka mengoleksi *women's handbags* dari berbagai *luxury brands* untuk dapat mengekspresikan gaya berpakaian yang sesuai dengan konteks yaitu *occasion* dan *event* yang sedang berlangsung. Penelitian ini menyarankan agar perusahaan *luxury brands* mengarahkan kegiatan *marketing*-nya untuk membangun *brand love* dengan cara menjangkau beragam *self-concept connection* yang dimiliki *Millennials* demi menghasilkan *brand loyalty*. Hal ini menciptakan peluang bagi perusahaan *luxury brands* untuk menciptakan produk yang sesuai dengan setiap *identity* dan konteks yang ada.

Keywords: Emotional Aspects, Brand Loyalty, Luxury Brands, Women's Handbags, Millennials

ABSTRACT

Millennials is one of the most influential generation in the luxury brands industry. In Indonesia, the preference of women's handbags of luxury brands saw a significant rise for the last five years. The consumption phenomenon of women's handbags by the Millennials generation is based on the feeling that the brands consumed can express their self identities, in accordance with the self-concept connection theory. The aim of this research is to explore how far the emotional aspects including self-concept connection, emotional attachment and brand love, influence the brand loyalty of Millennials consumers of Gucci and Balenciaga women's handbags.

This research on luxury brands used quantitative approach to test the conceptual model. The sampling of this research is taken using judgmental sampling. The data collection method used is by spreading online and offline close-ended questionnaires. The data collection lasts throughout the month of May 2018 and resulted in 220 respondents. The data analysis process is conducted using SPSS 25 and Structural Equation Model (SEM) using AMOS 24 to further test the Goodness of Fit (GOF).

This research reveals that the Millennials' self-concept connection has a positive, significant impact on emotional attachment and brand love. However, only brand love is proven to positively and significantly influence brand loyalty. This is caused by the fact that the Millennials generation itself has various styles of clothing, hence they collect women's handbags from many luxury brands to be able to express their style according to the context of varying occasion and event. This research advises the luxury brand companies to direct their marketing activities towards building brand love by reaching the Millennials' various self-concept connection to create brand loyalty. This creates opportunity for the luxury brand companies to invent products that fit each identity and said context.

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