

# Hubungan antara need for uniqueness dan intensi membeli customized product pada konsumen belanja daring = The correlation between consumers need for uniqueness and purchase intention in online customized product

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## Abstrak

Penelitian ini didasari oleh fenomena penerapan sistem customization pada dunia bisnis online. Sistem tersebut dianggap dapat menjadi kunci kesuksesan sebuah perusahaan dalam menarik minat konsumennya. Peneliti ingin mengetahui latar belakang dan motivasi konsumen dalam membeli produk customized secara online. Ternyata, dikemukakan oleh penelitian Tian dkk. (2001) bahwa terdapat kebutuhan akan keunikan pada setiap diri konsumen, atau disebut dengan consumers' need for uniqueness. Peneliti ingin mengetahui apakah terdapat hubungan yang signifikan antara consumers' need for uniqueness dan intensi membeli konsumen pada produk yang bersifat customized secara online. Penelitian ini dilakukan kepada 529 partisipan yang seluruhnya sudah pernah berbelanja online. Hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan antara consumers' need for uniqueness dan intensi membeli pada produk customized secara online.

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This study is based on the phenomena of applying customization in the business world. The system is believed to be the key of a successful way for a company to sell their products to the consumers. Researcher wants to figure out the motivation behind consumer decisions to buy an online customized product. Apparently, a research from Tian et al. (2001) shows that there are needs for each consumes to be unique, or later to be called as consumers need for uniqueness. The purpose of this study is to find out if there is a significant correlation between consumers' need for uniqueness and purchase intention in an online customized products. This study conducted to 529 participants which all of them have the experienced of online shopping. Result of the study shows that there is a significant correlation between consumers need for uniqueness and purchase intention in online customized product.