

Analisis perbandingan pengaruh attitude functions terhadap purchase intention merek mewah pada kelompok usia late adolescents dan young adults. Studi kasus: Jabodetabek = Comparison analysis on the impact of attitude functions towards luxury brands purchase intention among late adolescents and young adults. Case study: Jabodetabek

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Abstrak

Tujuan utama dari penelitian ini ialah mengetahui motivasi pembelian merek mewah pada kelompok usia late adolescents 18-25 tahun dan young adults 26-39 tahun dengan menggunakan attitude functions social-adjustive function, value-expressive function, hedonic function dan utilitarian function sebagai dasar pembelian merek mewah. Dengan total 159 responden 109 kelompok usia late adolescents dan 50 kelompok usia young adults, data diolah menggunakan analisis multiple regression dan uji beda Satterthwaite. Hasil penelitian menunjukkan bahwa social-adjustive function dan value-expressive function pada kelompok usia late adolescents berpengaruh lebih besar dari kelompok usia young adults. Perbedaan juga ditemukan pada pengaruh hedonic function dan utilitarian function terhadap pembelian merek mewah pada kedua kelompok usia.

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The main purpose of this research is to seek the motivations of consuming luxury brands among late adolescents 18-25 years and young adults 26-39 years using the attitude functions social adjustive function, value expressive function, hedonic function, and utilitarian function as the basis of purchasing luxury brands. A total of 159 respondents between the age of 18 and 39 participated in a survey used and analyzed using multiple regression and Satterthwaite equation. The results shown that social adjustive function and value expressive function among late adolescents has bigger impact than young adults. This research also finds the differences of the impact of hedonic function and utilitarian function toward luxury brands purchase intention between two age groups.