

## Pengaruh nilai pribadi dan nilai sosial terhadap sikap dan perilaku penggunaan merek luxury skincare = The effect of personal and social value on attitude and usage behavior of luxury skincare brand

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### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari nilai pribadi antara lain selfidentity, value, hedonic value dan materialistic value dan nilai sosial antara lain conspicuous value dan social status value terhadap sikap dan perilaku penggunaan merek luxury skincare. Sampel yang digunakan dalam penelitian ini merupakan wanita yang membeli dan menggunakan merek luxury skincare (dari daftar merek luxury skincare Euromonitor) dalam 6 bulan terakhir. Dengan data yang diolah menggunakan metode Structural Equation Modelling (SEM), hasil penelitian menunjukkan bahwa variabel self identity value, materialistic value dan social status value memiliki pengaruh signifikan yang positif terhadap variabel sikap terhadap merek luxury skincare. Sedangkan hanya variabel materialistic value yang memiliki pengaruh positif signifikan terhadap variabel perilaku penggunaan luxury skincare. Selain itu, ditemukan pula bahwa variabel sikap terhadap merek luxury skincare memiliki hubungan yang positif terhadap perilaku penggunaan luxury skincare. Memahami hal yang mempengaruhi sikap dan perilaku penggunaan luxury skincare dapat membantu manajer untuk lebih memahami konsumen. Oleh karena itu, pada penelitian ini terdapat implikasi manajerial bagi manajer serta saran untuk penelitian selanjutnya.

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This study is aiming to understand the effect of personal value consist of self identity value, hedonic value, materialistic value and social value; consist of conspicuous value and social status value towards attitude and usage behavior of luxury skincare brands. Samples in this study are women who is luxury skincare users for atleast the last 6 months. The data was processed using Structural Equation Modelling (SEM), and the result is showing that self identity value, materialistic value and social status value has significantly positive effect towards attitude. While only materialistic value has significant positive effect towards luxury skincare usage behavior. This study also found that attitude towards luxury skincare has significant relationship on luxury skincare usage behavior. Understanding things that influence attitudes and luxury skincare usage behavior can help managers to have better understanding of their consumers. Therefore, in this study there are managerial implications and also suggestions for further research. This study is aiming to understand the effect of personal value consist of self identity value, hedonic value, materialistic value and social value; consist of conspicuous value and social status value towards attitude and usage behavior of luxury skincare brands. Samples in this study are women who is luxury skincare users for atleast the last 6 months. The data was processed using Structural Equation Modelling (SEM), and the result is showing that self identity value, materialistic value and social status value has significantly positive effect towards attitude. While only materialistic value has significant positive effect towards luxury skincare usage behavior. This study also found that attitude towards luxury skincare has significant relationship on luxury skincare usage behavior. Understanding things that influence attitudes and luxury skincare usage behavior can help managers to have better understanding of their consumers. Therefore, in this study there are managerial implications and also

suggestions for further research.