

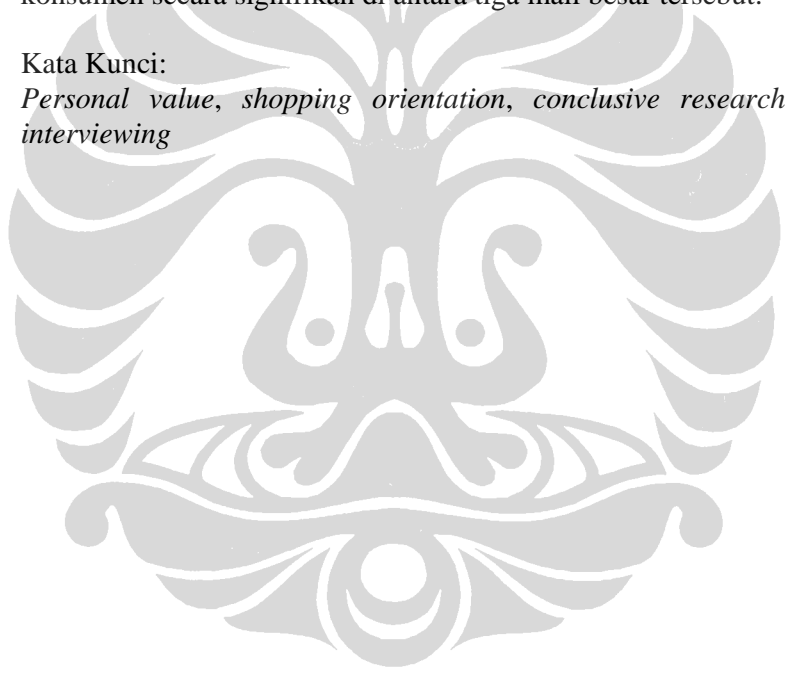
ABSTRAK

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Program Studi : Magister Manajemen
Judul : Analisis Hubungan Antara *Personal Value* dengan *Shopping Orientation* Pada Konsumen Produk *Fashion Pakaian* di Jakarta

Tesis ini membahas analisis hubungan antara *personal value* dengan *shopping orientation* pada konsumen di Jakarta dalam pembelian produk fashion pakaian. Penelitian ini bersifat *conclusive research design* dengan menggunakan metode *survey personal interviewing* di Mall Taman Anggrek, Mall Kelapa Gading, dan Pondok Indah Mall 2. Hasil penelitian menunjukkan bahwa tidak seluruhnya variabel pada *personal value* konsumen Jakarta di tiga mall tersebut berkorelasi secara positif dan signifikan dengan orientasi mereka untuk berbelanja pakaian baik secara langsung maupun tidak langsung. Namun, tidak ada perbedaan ciri konsumen secara signifikan di antara tiga mall besar tersebut.

Kata Kunci:

Personal value, shopping orientation, conclusive research design, personal interviewing



ABSTRACT

Name : Bobby Kemuliaen
Study Program : Magister Manajemen
Title : Analysis of Relationship Between The Personal Value and Shopping Orientation on Fashion Product Consumers In Jakarta

The focus of this study is to analyze the relationship of personal value and shopping orientation of consumers in Jakarta to buy apparel fashion product. This research is conclusive research design with using personal interviewing survey model in Taman Anggrek Shopping Centre, Kelapa Gading Shopping Centre, and Pondok Indah 2 Shopping Centre. The researcher shows that not all variables of personal value positively correlate and significant with their orientation to buy apparel neither direct effect or indirect effect. However, the researcher shows that characteristic of consumers in three shopping centres is not difference significantly.

Key words:

Personal value, shopping orientation, conclusive research design, personal interviewing