

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *Need for Uniqueness*, *Materialism*, *Status Consumption* dan *Affective Response* terhadap *Repurchase Intention* barang-barang mewah.

Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang memiliki pengalaman membeli dan menggunakan barang-barang. Responden dalam penelitian ini berjumlah 150 orang. Analisis dalam penelitian ini dengan menggunakan model SEM (*Structural Equation Modeling*) dan diolah menggunakan *software SPSS* versi 18.0 *for Windows* serta *Amos 22* untuk pengujian model *Measurement* dan *Structural*.

Hasil penelitian ini menunjukkan bahwa *Need for Uniqueness* dan *Materialism* memiliki pengaruh positif dan signifikan pada *Status Consumption*. *Status Consumption* dan *Materialism* berpengaruh positif dan signifikan terhadap *Affective Response* dan *Affective Response* berpengaruh positif dan signifikan pada *Repurchase Intention*. Sedangkan *Status Consumption* tidak berpengaruh terhadap *Repurchase Intention*.

Kata kunci: *Status Consumption*, *Affective Response*, *Luxury*, *Repurchase Intention*

ABSTRACT

This study aimed to test the influence of Need for Uniqueness, Materialism, Status Consumption and Affective Response toward Repurchase Intention of luxury goods.

This type of research is causal research with quantitative approach. This study used purposive sampling approach, which the sample consists of respondents who have bought and used luxury goods. Respondents in this study amounted to 150 people. The analysis in this study used a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Amos 22 for testing Measurement and Structural Model.

The result indicates that the Need for Uniqueness and Materialism have a positive and significant impact on Status Consumption. Status Consumption and Materialism have a positive and significant effect on Affective Response and Affective Response has a positive and significant impact on Repurchase Intention. While Status Consumption doesn't have effect towards Repurchase Intention.

Keywords: Status Consumption, Affective Response, Luxury, Repurchase Intention