

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari *Public Self-Consciousness* dan *Self-Esteem* terhadap *Brand Loyalty* dan *Repurchase Intention*, melalui perantara pengaruh *Brand Consciousness* terhadap *Conspicuous Consumption* dan *Brand Self-Congruency* pada *Luxury Fashion Brand Zara* di Surabaya. Penelitian ini merupakan replikasi penelitian sebelumnya oleh Sarah Giovannini, Yingjiao Xu dan Jane Thomas (2015) yang berjudul “*Luxury Fashion Consumption and Generation Y Consumers: Self, Brand Consciousness and Consumption Motivations.*”

Pada penelitian ini terdapat 7 variabel dengan 28 indikator. Jumlah sampel yang diambil sebesar 150 responden dengan kriteria spesifik yaitu memiliki pendidikan terakhir minimal SMA atau sederajat, berada pada rentang usia 24 – 35 tahun dengan pertimbangan bahwa konsumen di usia ini sudah berada pada angkatan kerja serta pernah membeli dan menggunakan produk-produk *luxury fashion* merek Zara setidaknya 2 kali dalam 6 bulan terakhir. Metode pengolahan data menggunakan *Structural Equation Modeling* dengan *software* Lisrel 8.70.

Hasil yang didapat dalam penelitian ini berbeda dengan penelitian Giovannini *et al.* (2015). Giovannini *et al.* (2015) menemukan adanya pengaruh yang signifikan antara *public self-consciousness*, *self-esteem*, *brand consciousness*, *conspicuous consumption*, *brand self-congruency*, *repurchase intention* dan *brand loyalty*. Hanya 1 hipotesis yang tidak terbukti pada penelitian sebelumnya, yakni pengaruh *brand self-congruency* terhadap *brand loyalty*, sedangkan dalam penelitian ini hubungan signifikan hanya ada pada *public self-consciousness* dan *self-esteem* terhadap *brand consciousness*, *brand consciousness* terhadap *conspicuous consumption* dan *brand self-congruency* serta *conspicuous consumption* terhadap *repurchase intention* dan *brand loyalty*.

Kata Kunci: *public self-consciousness*, *self-esteem*, *brand consciousness*, *conspicuous consumption*, *brand self-congruency*, *repurchase intention*, *brand loyalty*.

ABSTRACT

This study aims to know and examine the influence of Public Self-Consciousness and Self-Esteem towards Brand Loyalty and Repurchase Intention, through intermediaries influence of Brand Consciousness towards Conspicuous Consumption and Brand Self-Congruency on Luxury Fashion Brand Zara in Surabaya. The study was a replication of the previous one conducted by Sarah Giovannini, Yingjiao Xu and Jane Thomas (2015) entitled “Luxury Fashion Consumption and Generation Y Consumers: Self, Brand Consciousness and Consumption Motivations.”

There were 7 variables with 28 indicators. The samples were taken from 150 respondents who had specific criteria, i.e., graduating minimum from high school, those at the age of 24-35 considering that this type of consumers are already in the workforce making incomes and have ever been bought and used Zara's product at least twice within the last six months. Data processing using Structural Equation Modelling (SEM) with LISREL 8.7 software version.

The results of this study differed from those of Giovannini et al. (2015). Giovannini et al. (2015) found out that there was significant influence among public self-consciousness, self-esteem, brand consciousness, conspicuous consumption, brand self-congruency, repurchase intention and brand loyalty. However, only one hypothesis is not proven in previous studies, the influence of brand self-congruency toward brand loyalty, whereas this study only demonstrate the influence of public self-consciousness and self-esteem on brand consciousness, brand consciousness toward conspicuous consumption and brand self-congruency also conspicuous consumption toward repurchase intention and brand loyalty.

Keywords: public self-consciousness, self-esteem, brand consciousness, conspicuous consumption, brand self-congruency, repurchase intention, brand loyalty.