JUDUL: PENGARUH BRAND ATTACHMENT, HEDONIC MOTIVATION, BRAND EXPERIENCE DAN SELF-IMAGE CONGRUENCE TERHADAP PURCHASE INTENTION PADA BRAND ZARA

Kajian pada Konsumen Generasi Y dan Z Pengguna Produk Merek ZARA

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INTISARI

Penelitian ini memiliki tujuan secara empiris untuk mengembangkan sebuah model konseptual tentang pengaruh *brand attachment, self-image congruence dan brand experience* terhadap *purchase intention*. Penelitian ini mengkaji terkait *brand attachment* dan *self-image congruence* dirasakan belum optimal untuk meningkatkan *purchase intention* dari konsumen pada suatu *luxury brand*. Penelitian ini juga ingin mengukur variabel *self-image congruence* sejauh mana dapat berpengaruh terhadap hubungan *hedonic motivation* dan *brand attachment* dari suatu produk *luxury brand*. Objek dari penelitian ini adalah *brand* ZARA di lima kota besar yaitu Jakarta, Surabaya, Bandung, Denpasar dan medan. Sampel yang akan digunakan adalah konsumen yang menggunakan produk tersebut yang merupakan generasi Y dan Z di Jakarta, Surabaya, Bandung, Denpasar dan medan yang telah memiliki kemandirian secara ekonomi. Fokus penelitian ini akan mengkaji perdebatan temuan para peneliti terdahulu terkait pengaruh variabel *hedonic motivation* dan *self-image congruence* yang berada dalam model yang berbasis *attachment theory* dan menggunakan *brand attachment* sebagai variabel *center*-nya. *Attachment theory* dan *self-congruity theory digunakan* sebagai dasar dalam penyelesaian masalahnya. Kontribusi penelitian ini adalah menyelidiki hubungan antara *hedonic motivation* dan *self-image congruence*, karena sejauh ini belum ada penelitian yang menguji pengaruh *hedonic motivation* terhadap *self-image congruence*. Analisis penelitian ini menggunakan variabel independen yaitu *Brand attachment, Self-image congruence, Hedonic motivation dan Brand experience*. Variabel dependennya *Purchase intention.* Penelitian ini merupakan penelitian kuantitatif yang akan menggunakan kuisioner dalam proses pengumpulan datanya dengan jumlah responden 375 orang. Pengujian hipotesis akan dilakukan dengan menggunakan teknik analisis SEM (*Structural Equation Model*).

Kata kunci: *Brand Attachment, Self-Image Congruence, Hedonic Motivation, Brand Experience, Purchase Intention*

TITLE: THE IMPACT OF BRAND ATTACHMENT, HEDONIC MOTIVATION, BRAND EXPERIENCE DAN SELF-IMAGE CONGRUENCE ON PURCHASE INTENTION ON ZARA BRAND

Studies on Consumers of Generation Y and Z Users of ZARA Brand Products

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ABSTRACT

This study has an empirical objective to develop a conceptual model about the effect of brand attachment, self-image congruence and brand experience on purchase intention. In this study, we want to examine related to brand attachment and self-image congruence, which is felt to be not optimal to increase consumers' purchase intention in a luxury brand. This study also wanted to measure the self-image congruence variable to what extent it can affect the relationship between hedonic motivation and brand attachment to a luxury brand product. The object of this research is the ZARA brand in Jakarta, Surabaya, Bandung, Denpasar and Medan. The sample used is the consumers who use the product, generations Y and Z in Jakarta, Surabaya, Bandung, Denpasar and Medan, who already have economic independence. This study will examine the debate over the findings of previous researchers regarding the effect of hedonic motivation and self-image congruence variables in attachment theory-based models. This study will also use brand attachment as the centre variable. In this study, we will combine attachment theory and self-congruity theory as the basis for solving the problem. The contribution of this study is to investigate the relationship between hedonic motivation and self-image congruence because, so far, there has been no research that has tested the effect of hedonic motivation on self-image congruence. This research analysis uses independent variables, namely Brand attachment, Self-image congruence, Hedonic motivation and Brand experience. The dependent variable is Purchase intention. This research is quantitative research that will use a questionnaire in the data collection process with a total of 375 respondents. Hypothesis testing will be carried out using SEM (Structural Equation Model) analysis techniques on AMOS 21.0 software.

Keywords: Brand Attachment, Self-Image Congruence, Hedonic Motivation, Brand Experience, Purchase Intention