

RINGKASAN

Penelitian ini mengambil judul “A Conspicuous Consumption at Starbucks Jakarta – The Role of Hedonic Motive, Conformity Motive, and Self-Image Congruence with Lifestyle as Mediation Variable”. Terdapat 250 responden yang mengkonsumsi secara mencolok pada produk Starbucks.

Bedasarkan penelitian ini diperoleh beberapa kesimpulan: 1) Motif Hedonis berpengaruh positif pada Konsumsi Mencolok, 2) Motif Konformitas berpengaruh positif terhadap Konsumsi Mencolok, 3) Motif Hedonis berpengaruh positif terhadap Gaya Hidup, 4) Motif Konformitas berpengaruh positif terhadap Gaya Hidup, 5) Motif Hedonis melalui Gaya Hidup berpengaruh positif terhadap Konsumsi Mencolok, 6) Motif Konformitas melalui Gaya Hidup berpengaruh positif terhadap Konsumsi Mencolok, 7) Gaya hidup berpengaruh positif terhadap Konsumsi Mencolok, 8) Kesesuaian Citra Diri berpengaruh positif terhadap Konsumsi Mencolok.

Implikasi manajerial adalah 1) Hal ini dapat dilakukan oleh Starbucks coffee dengan memberikan diskon yang menarik di beberapa momen agar konsumen dapat membeli lebih banyak. Serta membuat tren terbaru untuk menarik minat pembeli yang berjiwa muda. Starbucks juga dapat membuat tempat yang nyaman agar konsumen dapat merasa nyaman untuk tempat nongkrong atau tempat bersosialisasi, 2) Starbucks dapat mengambil keuntungan dengan menciptakan inovasi baru mengenai cara minum kopi sehingga konsumen dapat lebih tertarik dan menyukai mengkonsumsi kopi di Starbucks, 3) Starbucks dapat meningkatkan pelayanan, dan membuat Starbucks menjadi lebih mewah ketika konsumen berkunjung ke Starbucks maka akan meningkatkan citra diri mereka.

Keterbatasan penelitian ini adalah sulitnya mencari responden karena cakupan yang luas dalam penelitian ini yang tersebar di seluruh Starbucks di Jakarta. Pada uji normalitas masih belum dapat terpenuhi.

Kata Kunci: Motif Hedonis, Motif Konformitas, Gaya Hidup, Kesesuaian Citra Diri, Konsumsi Mencolok.

SUMMARY

This research takes the title "A Conspicuous Consumption at Starbucks Jakarta - The Role of Hedonic Motive, Conformity Motive, and Self-Image Congruence with Lifestyle as Mediation Variable". There are 250 respondents who consume conspicuously on Starbucks products.

Based on this research, several conclusions were obtained: 1) Hedonic Motives have a positive effect on Conspicuous Consumption, 2) Conformity Motives have a positive effect on Conspicuous Consumption, 3) Hedonic Motives have a positive effect on Lifestyle, 4) Conformity Motives have a positive effect on Lifestyle, 5) Hedonic Motives through Lifestyle have a positive effect on Conspicuous Consumption, 6) Conformity Motives through Lifestyle have a positive effect on Conspicuous Consumption, 7) Lifestyle has a positive effect on conspicuous consumption, 8) Self-image congruence has a positive effect on conspicuous consumption.

Managerial implications are 1) This can be done by Starbucks coffee by providing attractive discounts at several moments so that consumers can buy more. As well as making the latest trends to attract young buyers. Starbucks can also create a comfortable place so that consumers can feel comfortable for hanging out or socializing, 2) Starbucks can take advantage by creating new innovations in how to drink coffee so that consumers can be more interested and like consuming coffee at Starbucks, 3) Starbucks can improve services, and make Starbucks more luxurious when consumers visit Starbucks, it will improve their self-image.

The limitation of this study is the difficulty of finding respondents due to the wide coverage in this study which is spread across all Starbucks in Jakarta. The normality test still cannot be fulfilled.

Keywords: Hedonic Motive, Conformity Motive, Lifestyle, Self-Image Congruence, Conspicuous Consumption.