

Hubungan Antara Need To Belong Dan Materialisme Pada Mahasiswa Konsumen Luxury Fashion Brand = Relationship Between Need To Belong And Materialism In College Student Luxury Fashion Brand Consumer

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Abstrak

Penelitian ini bertujuan untuk melihat hubungan antara need to belong dan materialisme pada mahasiswa konsumen luxury fashion brand atau produk fesyen mewah bermerek. Need to belong merupakan sebuah kebutuhan untuk membentuk dan mempertahankan sebuah hubungan interpersonal yang mendasar dan dimiliki oleh semua manusia (Baumeister & Leary, 1995). Materialisme merupakan sebuah keyakinan yang dianut seseorang tentang seberapa pentingnya kepemilikan di dalam kehidupan mereka (Richins & Dawson, 1992). Responden penelitian ini adalah mahasiswa konsumen luxury fashion brand di wilayah Jabodetabek yang berjumlah 207 orang. Need to belong diukur menggunakan alat ukur Need to belong Scale (Leary, Kelly, Cottrell, & Schreindorfer, 2007). Materialisme diukur dengan alat ukur MVS short form (Richins, 2004) yang merupakan versi modifikasi singkat dari alat ukur MVS (Material Value Scale) yang disusun oleh Richins dan Dawson (1992). Hasil penelitian ini menunjukkan terdapat hubungan positif yang signifikan antara need to belong dan materialisme ($r(205) = .255, p < .01.$) Selain itu ditemukan pula bahwa need to belong memiliki korelasi positif yang signifikan dengan seluruh dimensi materialisme, yaitu pursuit of happiness, acquisition centrality, dan possession define success yang memiliki korelasi tertinggi. Hasil penelitian ini menunjukkan pentingnya peranan orangtua terhadap pengeluaran anak, adanya intervensi kepada mereka yang membutuhkan dari kalangan psikolog dan pendidik, serta strategi marketing LFB yang tidak terfokus pada mahasiswa.

.....This research aims to find relationship between need to belong and materialism in college student luxury fashion brand consumer. Need to belong can be defined as a need to form and maintain at least a minimum quantity of interpersonal relationships, is innately prepared and hence nearly universal among human beings (Baumeister & Leary, 1995). Materialism is a value about the importance of possessions in one's life (Richins & Dawson, 1992). Participants of this research were undergraduate college students in Jabodetabek area, with amounts 207 people. Need to belong was measured by Need to Belong Scale (Leary, Kelly, Cottrell, & Schreindorfer, 2007). MVS Short Form made by Richins (2004) was used to measure materialism, as a short modified version of Material Value Scale (Richins & Dawson, 1992). The result indicates there are positive and significant correlation between need to belong and materialism ($r(205) = .255, p < .01.$) Beside that, the result of the research also found that need to belong have positive and significant relation with all of materialism dimensions, which are acquisition centrality, pursuit of happiness, and possession define success as the strongest correlation. The results shown that the importance of parents guidance of their chindren expenses, intervention for whom needed the most by psychologist or educators, and marketing strategy that doesn't focused on college students.