

## DAFTAR ISI

Halaman Pengesahan.....	i
Pernyataan Orisinalitas.....	ii
Kata Pengantar.....	iii
Abstraksi.....	v
Daftar Isi.....	vii
Daftar Gambar.....	x
Daftar Tabel.....	xi
Daftar Lampiran.....	xii

### BAB 1 PENDAHULUAN

1.1. Latar belakang.....	1
1.2. Rumusan masalah.....	9
1.3. Tujuan penelitian.....	9
1.4. Manfaat penelitian.....	10
1.5. Sistematika penulisan.....	11

### BAB 2 TINJAUAN PUSTAKA

2.1. Landasan teori.....	12
2.1.1. Konsep Pemasaran dan Manajemen Pemasaran.....	12
2.1.2. <i>Perceived Brand Foreignness (PBF)</i> .....	13
2.1.3. <i>Consumer's Need for Uniqueness (CNFU)</i> .....	13
2.1.4. <i>Status Consumption</i> .....	15
2.1.5. <i>Brand Judgements</i> .....	16
2.1.6. <i>Emotional Value</i> .....	18
2.1.7. <i>Purchase Intentions</i> .....	19
2.2. Hubungan Antar Variabel.....	20
2.2.1. <i>Consumer's Need for Uniqueness terhadap Brand Judgements dan Emotional Value</i> .....	20
2.2.2. <i>Status Consumption terhadap Brand Judgements dan Emotional Value</i> .....	21
2.2.3. <i>Brand Judgements terhadap Emotional Value</i> .....	22
2.2.4. <i>Brand Judgements dan Emotional Value terhadap Purchase Intentions</i> .....	22
2.2.5. <i>Consumer's Need for Uniqueness dan Status Consumption terhadap Purchase Intentions</i> .....	23
2.3. Penelitian Sebelumnya.....	24

2.3.1. <i>The Roles of Consumer's Need for Uniqueness and Status Consumption in Haute Couture Luxury Brands</i> .....	24
2.3.2. <i>Japanese consumers' need for uniqueness: Effects on brand perceptions and purchase intention</i> .....	25
2.4. Model penelitian.....	26
<b>BAB 3 METODE PENELITIAN</b>	
3.1. Pendekatan Penelitian.....	28
3.2. Identifikasi Variabel.....	28
3.3. Definisi Operasional.....	29
3.3.1. Variabel Eksogen (X).....	30
3.3.2. Variabel Endogen Tergantung (Y).....	31
3.3.3. Variabel Endogen Antara (Z).....	32
3.4. Jenis dan Sumber Data.....	33
3.5. Prosedur Pengumpulan Data.....	33
3.5.1. Prosedur Pemilihan dan Penentuan Sampel.....	33
3.5.2. Teknik Pengumpulan Data.....	35
3.6. Teknik Analisis.....	36
3.6.1. Uji Reliabilitas.....	36
3.6.2. Uji Validitas.....	36
3.6.3. <i>Structural Equation Modeling (SEM)</i> .....	37
<b>BAB 4 ANALISIS DAN PEMBAHASAN</b>	
4.1. Gambaran Umum Objek dan Subjek Penelitian.....	42
4.1.1. Objek Penelitian.....	42
4.1.2. Subjek Penelitian.....	43
4.1.2.1. Karakteristik Responden Berdasarkan Usia.....	43
4.1.2.2. Karakteristik Responden Berdasarkan Pemasukan per Bulan.....	45
4.2. Deskripsi Jawaban Responden.....	45
4.2.1. Deskripsi Jawaban atas Variabel <i>Consumer's Need For Uniqueness (CNFU) (X1)</i> .....	45
4.2.2. Deskripsi Jawaban atas Variabel <i>Status Consumption (X2)</i> .....	47
4.2.3. Deskripsi Jawaban atas Variabel <i>Brand Judgements (Z1)</i> .....	48
4.2.4. Deskripsi Jawaban atas Variabel <i>Emotional Value (Z2)</i> .....	49
4.2.5. Deskripsi Jawaban atas Variabel <i>Purchase Intentions (Y)</i> .....	50

4.3. Analisis <i>Measurement Model</i> (Uji <i>Confirmatory Factor Analysis</i> ).....	51
4.3.1. <i>Construct Validity</i> .....	51
4.3.1.1. <i>Consumer's Need for Uniqueness</i> .....	52
4.3.1.2. <i>Status Consumption</i> .....	53
4.3.1.3. <i>Brand Judgements</i> .....	54
4.3.1.4. <i>Emotional Value</i> .....	55
4.3.1.5. <i>Purchase Intentions</i> .....	56
4.3.2. <i>Construct Reliability</i> .....	56
4.4. Analisis <i>Structural Equation Modelling (SEM)</i> .....	58
4.4.1. Evaluasi Asumsi <i>SEM</i> .....	59
4.4.1.1. Uji Normalitas.....	59
4.4.1.2. Uji <i>Outlier Multivariate</i> .....	60
4.4.1.3. Uji Multikolinieritas.....	61
4.4.2. Analisis <i>Structural Model</i> .....	62
4.4.2.1. Pengujian Kesesuaian Model.....	62
4.4.2.2. Uji Kausalitas dan Hipotesis.....	63
4.5. Rangkuman Hasil Uji Hipotesis.....	67
4.6. Pembahasan.....	68
4.6.1. <i>Consumers' need for uniqueness</i> terhadap <i>brand judgements</i> dan <i>emotional value</i> .....	68
4.6.2. <i>Status consumption</i> terhadap <i>brand judgements</i> dan <i>emotional value</i> .....	69
4.6.3. <i>Brand judgements</i> terhadap <i>emotional value</i> .....	69
4.6.4. <i>Brand judgements</i> dan <i>emotional value</i> terhadap <i>purchase intentions</i> .....	71
4.6.5. <i>Consumers' need for uniqueness</i> dan <i>status consumption</i> terhadap <i>purchase intentions</i> .....	72

## **BAB 5 SIMPULAN DAN SARAN**

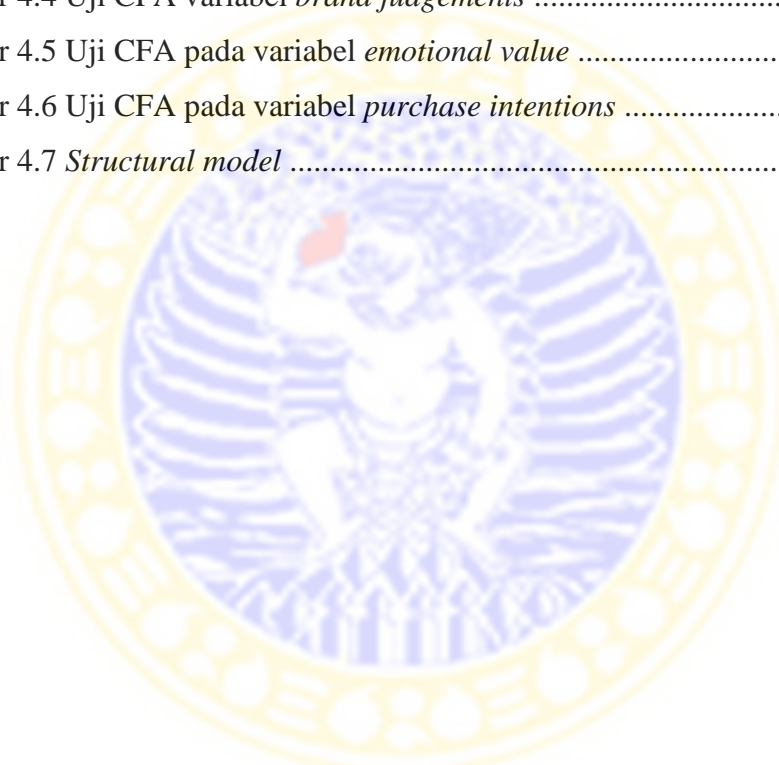
5.1. Simpulan.....	74
5.2. Saran	
5.2.1. Untuk Pihak Pemasar.....	74
5.2.2. Untuk Pihak Akademisi.....	75
5.3. Keterbatasan dan Saran Bagi Penelitian Selanjutnya.....	76

## **DAFTAR PUSTAKA**

## **LAMPIRAN**

## DAFTAR GAMBAR

Gambar 2.1 <i>Customer-Based Brand Equity Pyramid</i> .....	16
Gambar 2.2 Model Penelitian .....	27
Gambar 4.1 Logo St Yves .....	42
Gambar 4.2 Uji CFA variabel <i>consumers' need for uniqueness</i> .....	52
Gambar 4.3 Uji CFA variabel <i>status consumption</i> .....	53
Gambar 4.4 Uji CFA variabel <i>brand judgements</i> .....	54
Gambar 4.5 Uji CFA pada variabel <i>emotional value</i> .....	55
Gambar 4.6 Uji CFA pada variabel <i>purchase intentions</i> .....	56
Gambar 4.7 <i>Structural model</i> .....	62



## DAFTAR TABEL

Tabel 4.1 Karakteristik Responden Berdasarkan Usia .....	43
Tabel 4.2 Karakteristik Responden Berdasarkan Pemasukan .....	44
Tabel 4.3 Statistik Dekriptif Variabel <i>Consumer's Need For Uniqueness</i> .....	46
Tabel 4.4 Statistik Dekriptif Variabel <i>Status Consumption</i> .....	47
Tabel 4.5 Statistik Dekriptif Variabel <i>Brand Judgements</i> .....	48
Tabel 4.6 Statistik Dekriptif Variabel <i>Emotional Value</i> .....	49
Tabel 4.7 Statistik Dekriptif Variabel <i>Purchase Intentions</i> .....	50
Tabel 4.8 Nilai <i>Construct Reliability</i> .....	57
Tabel 4.9 Hasil <i>Assessment of normality</i> .....	59
Tabel 4.10 Hasil uji <i>outlier multivariate</i> .....	61
Tabel 4.11 Nilai <i>goodness of fit structural model</i> .....	63
Tabel 4.12 Uji Kausalitas <i>Regression Weight</i> .....	64
Tabel 4.13 Rangkuman Hasil Uji Hipotesis .....	67

## DAFTAR LAMPIRAN

Lampiran I Kuesioner Penelitian

Lampiran II Tabulasi Data dan Statistik Deskriptif

Lampiran III Uji CFA, Validitas, dan Reliabilitas Konstruk

Lampiran IV Hasil Uji Asumsi SEM

Lampiran V Hasil Uji Struktural Model

Lampiran VI Uji Hipotesis

