

ABSTRAK

Konsumen Indonesia bangga untuk mengkonsumsi produk impor. Mereka menganggap membeli dan mengkonsumsi produk impor dapat memberikan kesan *prestigious*, menunjukkan karakteristik dan status terutama produk yang berasal dari negara berkembang seperti Amerika Serikat. Oleh karena itu, penelitian ini bertujuan untuk meneliti karakteristik dari tiap individu yang memiliki sikap terhadap suatu produk berdasarkan *Need For Uniqueness* serta sikap konsumen pada persepsi kualitas, *emotional value* terhadap minat beli ulang pada merek produk Amerika Serikat dan lokal.

Sebanyak 231 Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Airlangga merupakan responden didalam penelitian ini. Dengan menggunakan tehnik analisis *Structural Equation Modeling* (SEM) ditemukan hasil bahwa *Need for Uniqueness* memiliki pengaruh positif terhadap sikap konsumen terhadap merek produk Amerika Serikat, namun terapat hasil yang negatif pada sikap konsumen terhadap merek produk lokal. Sikap disini menjadi peran utama dalam menghasilkan persepsi kualitas dan *emotional value* dari suatu produk sehingga dapat menimbulkan rasa minat beli terhadap merek produk Amerika Serikat dan Lokal.

Keywords: Need for uniqueness, attitudes, perceived quality, emotional value, repurchase intention, foreign brands.

ABSTRACT

Indonesian consumers were proud to consume foreign brand. They consider the purchase and consumption of foreign brand can give the impression of a prestigious, shown the characteristics and personal status especially consuming products origin from developing country like the United States. Therefore, this study aims to examine the characteristics of each individual who has the attitude of a product based on the Need for Uniqueness. Then, consumer attitudes on perceived quality and emotional value of repurchase intention toward U.S and local brands.

A total of 231 college students from Faculty of Economics and Business Airlangga University were participated the survey. Using Structural Equation Modeling (SEM), this study finds that need for uniqueness positively influences attitudes toward American product while this effect is negative in local brands. Attitudes is an important factor in generating perceived quality and emotional value of a product that can cause repurchase intention of United States and Local brands.

Keywords: Need for uniqueness, attitudes, perceived quality, emotional value, repurchase intention, foreign brands.