

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived scarcity* terhadap *anticipated emotions* dan dampaknya terhadap niat beli konsumen. Di samping itu, faktor-faktor lain seperti *competitiveness*, *hedonic shopping motivation*, dan *need for uniqueness* yang mempengaruhi hubungan antara *perceived scarcity* dan niat beli konsumen juga diteliti. Melalui pendekatan kuantitatif, penelitian ini akan membahas bagaimana konsumen merespon kondisi kelangkaan yang terjadi pada toko *online XYZ* yang merupakan salah satu toko *fashion muslimah* dengan pengikut Instagram paling banyak. Teknik pengumpulan data yang digunakan adalah dengan menyebar kuesioner *online* dan tradisional pada 178 orang wanita yang aktif menggunakan Instagram dan pernah kehabisan saat akan membeli produk XYZ. Data yang telah terkumpul kemudian dianalisis menggunakan *Structural Equation Model (SEM)* berbasis AMOS.

Hasil penelitian menyatakan bahwa *perceived scarcity* atau persepsi kelangkaan dari konsumen berpengaruh positif terhadap *anticipated emotions* dan niat beli. *Anticipated emotions* juga memiliki pengaruh positif terhadap niat beli. Hal ini mengindikasikan bahwa semakin tinggi anggapan konsumen atas kelangkaan barang, maka akan semakin kuat *anticipated emotions* yang dirasakan. Sehingga, konsumen akan memiliki niat beli yang semakin tinggi pula. Hasil penelitian juga menyatakan bahwa *competitiveness* dan *hedonic shopping motivation* memiliki peran moderasi positif, atau memperkuat hubungan antara *perceived scarcity* dan niat beli. Sedangkan *need for uniqueness* tidak memiliki peran moderasi pada penelitian ini. Selain memberikan referensi mengenai perilaku konsumen untuk akademisi, penelitian ini juga memberikan masukan tentang strategi pemasaran untuk XYZ dan merek *fashion* lainnya yang melakukan kegiatan jual belinya melalui *social commerce*.

Kata kunci: *perceived scarcity*, *anticipated emotions*, *competitiveness*, *hedonic shopping motivation*, *need for uniqueness*, niat beli.

## ABSTRACT

This research aims to examine the effects of perceived scarcity on anticipated emotions and its impact on purchase intention. Other factors affecting the relationship between perceived scarcity and anticipated emotions, like competitiveness, hedonic shopping motivation, and need for uniqueness, are also discussed in this study. Through a quantitative approach, this research seeks to provide an understanding of how consumers respond to scarcity condition which happens in XYZ, one of the most-followed modest fashion online stores on Instagram. Data were collected through online and traditional surveys involving 178 female Instagram active users who once failed in their attempt to get desired products because XYZ already sold them out. The data were then assessed by using AMOS-based Structural Equation Model (SEM).

Findings suggest that perceived scarcity in the minds of consumers positively influences anticipated emotions and purchase intention. Anticipated emotions were also found to have direct positive effects on purchase intention. This indicates that the more consumers think that a product is limited in quantity, the more they will experience anticipated emotions. Thus, their purchase intention will escalate. This study also reveals that competitiveness and hedonic shopping motivation positively moderate the relationship between perceived scarcity and purchase intention. Meanwhile, it is confirmed that need for uniqueness does not have a moderating role on the relationship between perceived scarcity and purchase intention. In addition to contributing to consumer behavior literature, this research provides XYZ, and other fashion brands which use social commerce, with useful insights into constructing a marketing strategy.

**Keywords:** perceived scarcity, anticipated emotions, competitiveness, hedonic shopping motivation, need for uniqueness, purchase intention.