

PERAN PERBANDINGAN SOSIAL TERHADAP *CONSPICUOUS CONSUMPTION* DENGAN NILAI MATERIALISTIK SEBAGAI VARIABEL MEDIATOR PADA MILENIAL

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Abstrak

Generasi milenial merupakan target pasar yang potensial dalam pasar *conspicuous consumption*. Dengan adanya teknologi, individu secara cepat dapat mengakses informasi sehingga lebih mudah melakukan perbandingan. Perbandingan sosial diduga memiliki pengaruh terhadap peningkatan *conspicuous consumption*. Untuk itu, penelitian dilakukan untuk menguji peranan perbandingan sosial dan *conspicuous consumption* ditambah dengan menguji peran mediator nilai materialistik terhadap kedua variabel tersebut. Pengambilan data dilakukan secara survei daring kepada masyarakat Indonesia yang berusia 22-35 tahun. Alat ukur yang akan digunakan adalah Skala Konsumsi *conspicuous*, *Iowa-Netherlands Comparison Orientation Measure* (INCOM), dan *Materialistic Value Scale* (MVS). Berdasarkan analisis regresi mediasi didapatkan hasil *indirect effect* ($B=0,2126$; $t=4,84$; $p<0,001$; $lowerCI=0.1345$ dan $upperCI=0.306$) yang signifikan sehingga dapat disimpulkan adanya peranan nilai materialistik pada hubungan perbandingan sosial dan *conspicuous consumption*. Hasil penelitian diharapkan dapat menjadi literatur tambahan untuk mengedukasi agar dapat menghindari *conspicuous consumption*. Tidak hanya itu, penelitian ini dapat menjadi referensi tambahan untuk penerapan strategi pemasaran perbandingan sosial serta pembuatan kebijakan dalam pemasaran produk *conspicuous*.

Kata kunci: perbandingan sosial, nilai materialistik, *conspicuous consumption*.

THE ROLE SOCIAL COMPARISON ON CONSPICUOUS CONSUMPTION WITH MATERIALISTIC VALUE AS MEDIATOR VARIABEL AMONG MILLENIAL

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Abstract

The millennial is potential market segmentation in the conspicuous consumption market. With technology, individuals can quickly access information so that it is easier to make comparisons. Social comparisons are thought to affect increasing conspicuous consumption. For this reason, research was conducted to examine the role of social comparison and conspicuous consumption plus the role of the mediator of materialistic values on these two variables. Data were collected by online surveys for Indonesians aged 22-35 years. The measuring instruments to be used are the Conspicuous Consumption Scale, the Iowa-Netherlands Comparison Orientation Measure (INCOM), and the Materialistic Value Scale (MVS). Based on the mediation regression analysis, the results of the indirect effect ($B=0.2126$; $t=4.84$; $p<0.001$; lowerCI=0.1345 and upperCI=0.306) were significant, so it can be concluded that there is a role for materialistic values in the relationship between social comparisons and conspicuous consumption. The research results are expected to be used as additional literature to educate people to avoid conspicuous consumption. The results of this study can also be used as an additional reference for the implementation of social comparison marketing strategies and policy-making in the marketing of conspicuous products.

Keywords: *social comparison, materialistic value, conspicuous consumption*