

## **Preferensi Konsumen terhadap Estetika Lucu (*Cuteness*) pada Desain Produk: Studi ERP**

**Anisa Rima Fadhillah<sup>1</sup>, Sri Kusrohmaniah<sup>2</sup>**

<sup>1,2</sup>Fakultas Psikologi Universitas Gadjah Mada

e-mail: [anisarimafadhillah@mail.ugm.ac.id](mailto:anisarimafadhillah@mail.ugm.ac.id), [koes\\_psi@ugm.ac.id](mailto:koes_psi@ugm.ac.id)

**Abstrak.** Penelitian sebelumnya telah menunjukkan bahwa produk lucu dapat mendorong emosi positif konsumen perempuan berdasarkan data self-report. Meskipun begitu, masih belum jelas apakah produk lucu dapat mempengaruhi preferensi konsumen perempuan berdasarkan pengukuran neural. Penelitian ini bertujuan untuk melihat preferensi konsumen perempuan terhadap produk lifestyle dengan desain lucu vs. standard menggunakan metode event-related potentials (ERP). Kami berfokus pada N100 dan LPP, yaitu komponen ERP yang terkenal dapat mengindikasikan preferensi konsumen terhadap desain produk. Partisipan diminta untuk melihat gambar desain produk kemudian diminta menyatakan preferensi dan minat beli mereka, dimana sinyal elektroensefalografi dan waktu reaksi mereka pada saat yang sama direkam. Kami menemukan bahwa terdapat perbedaan waktu reaksi yang signifikan antara kondisi desain lucu dan standard, dimana waktu reaksi terhadap desain lucu lebih lama [ $t(20)=2.24, p<.05$ ]. Lebih lanjut, kami juga menemukan bahwa amplitudo LPP lebih tinggi pada kondisi desain lucu dan kondisi 'minat membeli'. Dapat disimpulkan bahwa LPP terbukti perannya sebagai indeks preferensi konsumen, yaitu dapat mengindikasikan emotional arousal serta minat beli terhadap desain produk.

**Kata kunci:** *event-related potentials*, LPP, N100, preferensi konsumen, produk lucu

**Abstract.** Previous research has shown that cute product can induce positive emotion in female consumers based on self-report. However, it remains unclear whether cute product can affect female preferences based on neural measurement. This study aims to examine the preference of female consumers towards lifestyle product with cute vs. standard design using event-related potentials (ERP) method. We focused on N100 and LPP, well-known ERPs that indicate consumer preferences toward product design. Participants were asked to view product design pictures, then state their preference and buying intention while their electroencephalograph signals and reaction time were recorded at the same time. We found that there was a significant differences in reaction time between cute and standard design conditions, with reaction time toward cute design was longer [ $t(20)=2.24, p<.05$ ]. Further, we found that LPP amplitude was higher in cute design and 'intention to buy' condition. It can be concluded that LPP can index consumers' preference, specifically indicate emotional arousal and buying intention toward product design.

**Keywords:** consumer preference, cute product, event-related potentials, LPP, N100