

PENGARUH NOSTALGIA MARKETING TERHADAP INTENSI MEMBELI KONSUMEN DENGAN PRICE CONSCIOUSNESS SEBAGAI MODERATOR

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Abstrak. Tren mengimplementasikan *nostalgia marketing* untuk mempromosikan berbagai produk semakin meningkat. Meskipun strategi ini terbukti efektif menstimulasi intensi membeli konsumen, belum terdapat kajian mengenai efektivitasnya ketika sebuah karakteristik psikologis konsumen dilibatkan, yaitu *price consciousness*. Penelitian ini menyelidiki peran moderasi *price consciousness* terhadap hubungan *nostalgia marketing* dan intensi membeli konsumen usia dewasa awal Indonesia. Pendekatan kuantitatif dengan desain eksperimen *between-subject* dilakukan menggunakan survei *online* yang didistribusikan melalui media sosial. Analisis moderasi dilakukan terhadap 150 partisipan berusia 19 - 23 tahun. *Nostalgia marketing* ditemukan berpengaruh signifikan terhadap intensi membeli, sementara *price consciousness* tidak memoderasi hubungan tersebut. Penelitian ini memberikan wawasan baru mengenai efektivitas *nostalgia marketing* pada konsumen dewasa awal Indonesia, serta menggali respons kognitif dan emosional mereka terhadap iklan nostalgia. Penelitian ini berkontribusi terhadap literatur mengenai perilaku konsumen serta mendukung penggiat bisnis dalam merancang strategi pemasaran yang relevan untuk konsumen usia dewasa awal.

Kata kunci: *Intensi Membeli, Nostalgia Marketing, Price Consciousness*

Abstract. The trend of implementing nostalgia marketing to promote various products has been growing. Despite prior evidence of its effectiveness in stimulating consumers' purchase intentions, there have been no studies on nostalgia marketing's effectiveness when price consciousness, a consumer psychological trait, is considered. This study investigates the moderating role of price consciousness on the relationship between nostalgia marketing and purchase intention among Indonesian young adult consumers. A quantitative approach with a between-subject experiment design was employed by distributing an online survey through social media platforms. Moderation analysis was conducted towards 150 participants aged 19 - 23 years old. Nostalgia marketing is found to significantly affect purchase intention, whereas price consciousness does not moderate the relationship. The study provides novel insight into the effectiveness of nostalgia marketing in stimulating Indonesian young adult consumers' purchase intention, by unraveling the cognitive and emotional responses exhibited toward the nostalgia ads. The study contributes to existing literature on consumer behavior while also supporting businesses in planning relevant marketing strategies to attract young adult consumers.

Keywords: *Purchase Intention, Nostalgia Marketing, Price Consciousness*