

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Berdasarkan hasil penelitian pada bab sebelumnya maka penelitian ini dapat disimpulkan sebagai berikut:

1. Kelompok referensi ditemukan berpengaruh positif dan signifikan terhadap materialisme konsumen Pull and Bear Galaxy Mall Surabaya. Hal ini berarti dengan meningkatkan kelompok referensi maka materialisme konsumen Pull and Bear Galaxy Mall Surabaya akan mengalami peningkatan.
2. Endorsement dari publik figur ditemukan berpengaruh positif dan signifikan terhadap materialisme konsumen Pull and Bear Galaxy Mall Surabaya. Hal ini berarti dengan meningkatkan endorsement dari publik figur maka materialisme konsumen Pull and Bear Galaxy Mall Surabaya akan mengalami peningkatan.
3. Iklan TV ditemukan berpengaruh positif dan signifikan terhadap materialisme konsumen Pull and Bear Galaxy Mall Surabaya. Hal ini berarti dengan meningkatkan iklan TV maka materialisme konsumen Pull and Bear Galaxy Mall Surabaya akan mengalami peningkatan.
4. Neurotisme ditemukan berpengaruh positif dan signifikan terhadap materialisme konsumen Pull and Bear Galaxy Mall Surabaya. Hal ini berarti dengan meningkatkan neurotisme maka materialisme konsumen Pull and Bear Galaxy Mall Surabaya akan mengalami peningkatan.
5. Materialisme ditemukan berpengaruh positif dan signifikan terhadap pembelian kompulsif konsumen Pull and Bear Galaxy Mall Surabaya. Hal ini berarti dengan meningkatkan materialisme maka pembelian kompulsif konsumen Pull and Bear Galaxy Mall Surabaya akan mengalami peningkatan.

5.2 Saran

1.2.1 Saran Teoritis

Berdasarkan dari hasil penelitian yang telah dilakukan, maka disarankan untuk penelitian selanjutnya sebaiknya peneliti dapat menambahkan model penelitian agar dapat meningkatkan nilai R-Square dari Materialisme dan Pembelian Kompulsif.

1.2.2 Saran Praktis

Untuk meningkatkan pembelian kompulsif pada Pull and Bear Store Galaxy Mall Surabaya, maka pihak manajemen sebaiknya meningkatkan materialisme yang dimiliki konsumen Pull and Bear Store dengan menaikkan kelompok referensi, seperti Pull and Bear Store mengeluarkan model pakaian dengan mengikuti perkembangan model pakaian yang sedang tren, maka Kelompok Referensi dapat meningkatkan Materialisme. Pull and Bear Store dapat bekerjasama dengan Endorsment dari Publik Figur yang lebih dikenal oleh masyarakat baik dari kalangan artis, atlet olahraga, musisi agar dapat meningkatkan Materialisme. Pull and Bear Store dapat membuat konten yang lebih menarik dari IGTV yang bertujuan untuk membuat konsumen tertarik dan meningkatkan Materialisme, dan Pull and Bear Store dapat memproduksi pakaian *limited edition* atau terbatas yang dapat membuat seseorang yang mempunyai sifat neurotisme dapat meningkatkan materialisme.

DAFTAR PUSTAKA

- Abidin, Z. dan Purbawanto, S. (2015). “Pemahaman Siswa Terhadap Pemanfaatan Media Pembelajaran Berbasis Livewire Pada Mata Pelajaran Teknik Listrik Kelas X Jurusan Audio Video Di Smk Negeri 4 Semarang”. *Edu ElektriKa Journal*, 4(1): 38-49.
- Achenreiner, G. B. (1997). “*Materialistic values and susceptibility to influence in children*”. *Advances in Consumer Research*, 24(1), 82–88
- Achenreiner, G. B., & John, D. R. (2003). “*The meaning of brand names to children: A developmental investigation*”. *Journal of Consumer Psychology*, 13(3), 205–219. http://dx.doi.org/10.1207/S15327663JCP1303_03.
- A Devito, Joseph. 1997.” *Komunikasi Antar manusia*”. Jakarta: Professional Books.
- Alfa, A.A.G., Rachmatin, D. dan Agustina, F. (2017). “Analisis Pengaruh Faktor Keputusan Konsumen Dengan *Structural Equation Modeling Partial Least Square*”. *EurekaMatika*, Vol. 5(2): 59-71.
- Atkin, C., & Block, M. (1983). “*Effectiveness of celebrity endorsers*”. *Journal of Advertising Research*.
- Beaumont & Stout, 2003 “*Five Factor Consellations and Popular Personality types*”. *Psicology* 106.
- Belk, R. W. (1984). “*Three scales to measure constructs related to materialism: Reliability, validity, and relationships to measures of happiness*”. *NA-Advances in Consumer Research*, 11
- Belk, R. (1988). “*Possessions and self*”. Wiley Online Library
- Benmoyal-Bouzaglo, S., & Moschis, G. P. (2010). “*Effects of family structure and socialization on materialism*” *A life course study in France. Journal of Marketing Theory and Practice*, 18(1), 53–70.
- Buijzen, M., & Valkenburg, P. M. (2003). “*The effects of television advertising on materialism, parent–child conflict, and unhappiness*”: *A review of research. Journal of Applied Developmental Psychology*, 24(4), 437–456.
- Blackwell, R., *Et Al.*, 2001.” *Consumer Behavior*”. 9th ed. Orlando: *Harcourt*, diakses 31 Agustus 2019,

http://eprints.bournemouth.ac.uk/10107/1/Consumer_Behaviour_Theory_Approaches_&_Models.pdf Jeff Bray 2008.”

- Bristol, T., & Mangleburg, T. F. (2005). “*Expanding the boundaries of consumer socialization research*”. *Advances in Consumer Research*, 32, 118.
- Burroughs, J. E., & Rindfleisch, A. (2002). “*Materialism and well-being: A conflicting values perspective*”. *Journal of Consumer Research*, 29(3), 348–370.
- Chan, K. (2003). “*Materialism among Chinese children in Hong Kong. Young Consumers*”, 4(4), 47–61.
- Chang, L., & Arkin, R. M. (2002). “*Materialism as an attempt to cope with uncertainty*”. *Psychology & Marketing*, 19(5), 389–406.
- Chan, K., & Fang, W. (2007). “*Use of the internet and traditional media among young people. Young Consumers*”, 8(4), 244–256.
- Chan, K., & Prendergast, G. (2007). “*Materialism and social comparison among adolescents. Social Behavior and Personality*”: *An International Journal*, 35(2), 213–228.
- Chan, K., & Prendergast, G. P. (2008). “*Social comparison, imitation of celebrity models and materialism among Chinese youth. International Journal of Advertising*”, 27(5), 799–826.
- Chan, K., & Zhang, C. (2007). “*Living in a celebrity-mediated social world: The Chinese experience young Consumers*”, 8(2), 139–152.
- Chaplin, L. N., & John, D. R. (2010). “*Interpersonal influences on adolescent materialism: A new look at the role of parents and peers*”. *Journal of Consumer Psychology*, 20(2), 176–184.
- Desarbo, W. S., & Edwards, E. A. (1996). “*Typologies of compulsive buying behavior: A constrained clusterwise regression approach*”. *Journal of Consumer Psychology*, 5 (3), 231–262.
- Dittmar, H. (1992). “*The social psychology of material possessions: To have is to be*”. *Wheatsheaf Books*.
- Dittmar, H. (2005). “*Compulsive buying—a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors*”. *British Journal of Psychology*, 96(4), 467–491.

- Dittmar, H., & Drury, J. (2000). "Self-image—is it in the bag? A qualitative comparison between "ordinary" and "excessive" consumers". *Journal of Economic Psychology*, 21(2), 109–142.
- Edwards, D., & Potter, J. (1992). *Discursive Psychology*, Vol. 8. Sage.
- Engel, J. F., Blackwel, R. D. dan Miniard, P. W. 2005. "Perilaku Konsumen" Edisi keenam. Jilid 2.
- Faber, R. J., & O'guinn, T. C. (1992). "A clinical screener for compulsive buying". *Journal of Consumer Research*, 459–469.
- Frost, R. O., Steketee, G., & Williams, L. (2002). "Compulsive buying, compulsive hoarding, and obsessive-compulsive disorder". *Behavior Therapy*, 33(2), 201–214.
- Febriana, C. N., Kumadji, S., & Mawardi, M. K. (2015). "Pengaruh Iklan Televisi terhadap Kesadaran Merek serta Dampaknya pada Keputusan Pembelian" (Survei pada Mahasiswi Universitas Brawijaya Pengguna Produk Tresemme). *Jurnal Administrasi Bisnis*, 25(1), 1-7.
- Gerald, V. 2013. Fenomena konsumtif kelas menengah Indonesia, diakses 8 Agustus 2019, http://shnews.co/detile-19378-fenomena_konsumtif-kelas-menengah-indonesia.html**
- Halliwell, E., & Dittmar, H. (2004). "Does size matter? The impact of model's body size on women's body-focused anxiety and advertising effectiveness". *Journal of Social and Clinical Psychology*, 23(1), 104.
- Halliwell, E., & Dittmar, H. (2005). "The role of self-improvement and self-evaluation motives in social comparisons with idealised female bodies in the media". *Body Image*, 2(3), 249–261.
- Halliwell, E., Dittmar, H., & Howe, J. (2005). "The impact of advertisements featuring ultra-thin or average-size models on women with a history of eating disorders". *Journal of Community & Applied Social Psychology*, 15(5), 406–413.
- Hanley, A., & Wilhelm, M. S. (1992). "Compulsive buying: An exploration into self-esteem and money attitudes". *Journal of Economic Psychology*, 13(1), 5–18.

- Hergenhahn, B. R. dan Olson Matthew H. (2009). *“Theories Of Learning (Teori Belajar)”*. Jakarta: Prenada Media Group.
- Irwan dan Adam, K. (2015). “Metode Partial Least Square (Pls) Dan Terapannya (Studi Kasus: Analisis Kepuasan Pelanggan terhadap Layanan PDAM Unit Camming Kab. Bone)”. *Jurnal Teknosains*, Volume 9 Nomor 1: 53 – 68
- Isaksen, K. J., & Roper, S. (2012). *“The commodification of self-esteem: Branding and British teenagers”*. *Psychology & Marketing*, 29(3), 117–135.
- Jeff Bray, 2008. *“Consumer Behaviour Theory”: Approaches and Models*, diakses 31 Agustus 2019, http://eprints.bournemouth.ac.uk/10107/1/Consumer_Behaviour_Theory_Approaches_&_Models.pdf Jeff Bray 2008.”
- John, O.P. and Sirvastava, S. (1999), *“The big five trait taxonomy: history, measurement, and theoretical perspectives”*, in Pervin, L.A. and John, O.P. (Eds), *Handbook of Personality: Theory and Research*, The Guilford Press, New York, NY, pp. 102-38.
- Kamal, S., Chu, S.-C., & Pedram, M. (2013). *“Materialism, attitudes, and social media usage and their impact on purchase intention of luxury fashion goods among American and Arab young generations”*. *Journal of Interactive Advertising*, 13(1), 27-40.
- Kasser, T., Ryan, R. M., Couchman, C. E., & Sheldon, K. M. (2004). *“Materialistic values: Their causes and consequences”*. *Psychology and Consumer Culture: The Struggle for a Good Life in a Materialistic World*, 11–28.
- Kasser, T., Ryan, R. M., Zax, M., & Sameroff, A. J. (1995). *“The relations of maternal and social environments to late adolescents' materialistic and prosocial values”*. *Developmental Psychology*, 31(6), 907.
- Kasser, T. E., & Kanner, A. D. (2004). *Psychology and consumer culture: “The struggle for a good life in a materialistic world”*. *American Psychological Association*.
- Kriyantono, Rachmat.2008. *“Teknik Praktis Riset Komunikasi”*. Jakarta : Kencana Prenada Media Group.
- Kotler dan Armstrong. 2008 (terj. Bob Sabran). *“Prinsip-prinsip Pemasaran”*, Edisi 12 Jilid 1. Jakarta: Erlangga

- Kwak, H., Zinkhan, G.M. & Dominick, J. R (2002). “*The moderating role of Gender and compulsive buying tendencies in the cultivation effect of TV show and TV advertising*”: *A cross cultural study between the United states and South Korea. Media Psychology*, 4(1), 77-111.
- Lafferty, B. A., & Goldsmith, R. E. (1999). “*Corporate credibility's role in consumers attitudes and purchase intentions when a high versus a low credibility endorser is used in the ad*”. *Journal of Business Research*, 44(2), 109–116.
- Lu, Cen dan Suwarno, Henky Lisan. (2015). “*Pengaruh Parent-Child Relationship terhadap Compulsive Buying: Self-Esteem sebagai Variabel Mediasi*”, *Jurnal Ekonomi*, Volume 4 No. 2 :133-148.
- Mangestuti. 2014. Keluarga dasar pembentukan perilaku pembelian kompulsif, diakses 9 Agustus 2019, <https://ugm.ac.id/id/berita/9124-keluarga-dasar-pembentukan-perilaku-pembelian-kompulsif>
- Mangleburg, T. F., & Bristol, T. (1998). “*Socialization and adolescents' skepticism toward advertising*”. *Journal of Advertising*, 27(3), 11–21.
- McCracken, G. (1989). “*Who is the celebrity endorser? Cultural foundations of the endorsement process*”. *Journal of Consumer Research*, 310–321.
- McCrae, R.R. and John, O.P. (1992), “*An Introduction to the Five Factor Model and its applications*”. *Journal of Personality*, Vol. 60 No.2, pp. 175-215.
- Moschis, G. P., & Moore, R. L. (1982). “*A longitudinal study of television advertising effects*”. *Journal of Consumer Research*, 279–286.
- Moore, D. J., & Homer, P. M. (2000). “*Dimensions of Temperament: Affect intensity and consumer lifestyles*”. *Journal of Consumer Psychology*, 9(4), 231–242. [http://dx. doi.org/10.1207/S15327663JCP0904_5](http://dx.doi.org/10.1207/S15327663JCP0904_5).
- Mowen, J.C. and Spears, N. (1999), “*Understanding compulsive buying among college students: a hierarchical approach*”, *Journal of Consumer Psychology*, Vol. 8 No. 4, pp. 407-30.
- Nielsen, 2016. Transaksi di Hari Belanja Online Nasional 2016 Mencapai Rp 3,3 Triliun, diakses 8 Agustus 2019, <https://id.techinasia.com/nielsen-total-transaksi-saat-harbolnas-2016-mencapai-rp3-triliun>

- O'Guinn, T. C., & Faber, R. J. (1989). *Compulsive buying: "A phenomenological exploration"*. *Journal of Consumer Research*, 147–157.
- Oprea, S., Valkenburg, P., & Buijzen, M. (2012). *"The causal relation between children's materialism and life satisfaction and the role of advertising exposure"*.
- Pervin, L.A. (1996). *"The Science of Personality"*, John Wiley and Sons, New York, NY.
- Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). *"Central and peripheral routes to advertising effectiveness: The moderating role of involvement"*. *Journal of Consumer Research*, 135–146.
- Philip Kotler, 2002, *"Manajemen Pemasaran, Edisi Millenium"*, Jilid 2, PT Prenhallindo, Jakarta
- Praet, C. (2008). *"The influence of national culture on the use of celebrity endorsement in television advertising: A multi-country study"*. Paper presented at the proceedings of the 7th international conference on research in advertising (ICORIA).
- Rakhma, 2014. Fashion sumbang 30% pendapatan industri kreatif Industri.kontan.co.id, dikases 8 Agustus 2019, Industri.kontan.co.id, <https://industri.kontan.co.id/news/fashion-sumbang-30-pendapatan-industri-kreatif>
- Richins, M. L., & Dawson, S. (1992). *"A consumer values orientation for materialism and its measurement: Scale development and validation"*. *Journal of Consumer Research*, 19 (3), 303–316.
- Richins, M.L and Dawson , S. (1992), *"A customer values orientation for materialism and its measurement: scale development and validation"*, *Journal of Customer Research*, Vol.19, pp.303-16.
- Robert, J. A., Manolis, C., & Tanner, J. F. (2003) *"Family Structure, materialism, and compulsive buying: A Reinquiry and Extension"*. *Academy of Marketing Science. Journal*. 31(3), 300-311.
- Ryan, L., & Dziurawiec, S. (2001). *"Materialism and its relationship to life satisfaction"*. *Social Indicators Research*, 55(2), 185–197.

- Schermerhorn, Hunt, Osborn. (2005). *“Organizational Behavior ninth Edition”*. John Wiley & Sons. Inc. America.
- Setiadi, Nugroho J. (2003), “Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran”, Edisi Pertama, Jakarta: Prenada Media.
- Sidharta, Cyntia (2014). “Penggunaan Anggun C. Sasmi sebagai *Celebrity Endorser* dalam iklan Pantene” versi Bersinarlah Bersama Anggun. E-komunikasi. Vol. 2. No.3.
- Sheldon, K. M., Ryan, R. M., Deci, E. L., & Kasser, T. (2004). *“The independent effects of goal contents and motives on well-being: It's both what you pursue and why you pursue it”*. *Personality and Social Psychology Bulletin*, 30(4), 475–486.
- Shimp, T., & Andrews, J. C. (2013). *“Advertising promotion and other aspects of integrated marketing communications”*. Cengage Learning.
- Shimp. Terence, A. (2007). *Integrated Marketing communication in advertising*
- Shimp, Terence A. 2010. *“Advertising Promotion and Other Aspects of Interated Marketing Communication”* 8th Edition. Canada: Nelson Education, Ltd
- Shoulam, A., Brencic, M. M., 2003. *“Compulsive Buying Behavior”*, *Journal Of Consumer Marketing*, Vol. 20 No. 2, pp. 127-138.
- Shrum, L., Wong, N., Arif, F., Chugani, S. K., Gunz, A., Lowrey, T. M., ... Ruvio, A. (2013). *“Reconceptualizing materialism as identity goal pursuits: Functions, processes, and consequences”*. *Journal of Business Research*, 66(8), 1179–1185.
- Soewadji, Jusuf. (2012). *“Pengantar Metodologi Peneletian, Jakarta”*a : Mitra Wacana
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif & RND*. Bandung: Alfabeta.
- Suwandayani, B.I. (2018). Analisis Perencanaan Pembelajaran Tematik Pada Kurikulum 2013 Di Sd Negeri Kauman I Malang. *ELSE (Elemntary School Education Journal)*, Vol. 2(1): 78-88.
- Valence, G., d'Astous, A., & Fortier, L. (1988). *Compulsive buying: Concept and measurement. Journal of Consumer Policy*, 11(4), 419–433.

- Valkenburg, P. M., & Buijzen, M. (2005). "Identifying determinants of young children's brand awareness: Television, parents, and peers". *Journal of Applied Developmental Psychology*, 26(4), 456–468.
<http://dx.doi.org/10.1016/j.appdev.2005.04.004>.
- Vantonder, E., 2003. "The factors influencing buyer behaviour of single working women when purchasing financial products or service"s: An exploratory study.
- Wells, W., Moriarty, S. and Burnett, J. (2000). "Advertising: Principles & Practice", 7th ed.
- Yang, H., & Ganahl, D. J. (2004). "A cross-cultural study between American and Chinese college students regarding television viewing, materialism, beliefs and attitude toward advertising". Paper presented at the association for educators in journalism and mass communication 2004 convention, advertising division, Toronto, Canada.
- Yue, X. D., & Cheung, C. (2000). "Selection of favourite idols and models among Chinese young people: A comparative study in Hong Kong and nanjing". *International Journal of Behavioral Development*, 24(1), 91–98.