

ABSTRAK

Penelitian ini dilakukan untuk melihat korelasi antara *consumer decision making style* dengan *post purchase dissonance* pada remaja di kota Bandung. Pendekatan kuantitatif dengan metode korelasi digunakan dalam penelitian ini. Partisipan yang terlibat dalam penelitian ini sebanyak 513 individu usia remaja yang berada pada rentang usia 15-18 tahun. Peneliti menggunakan kuisioner untuk mengumpulkan data yang terdiri dari *consumer style inventory* (CSI) (Sprolles dan Kendal, 1986) dan *cognitive dissonance after purchase* (Sweeney, Hausknecht, dan Soutar, 2000). Hasil uji hipotesis menggunakan uji *chi square* dan uji korelasi pearson dan rasch model. Hasil penelitian ini menunjukkan 1) *Consumer decision making style* tipe *perfectionist/high-quality conscious* berkorelasi negatif dengan *post purchase dissonance* hasil ($r=-.119$), 2) *Consumer decision making style* tipe *brand conscious, price equals quality* berkorelasi positif dengan *post purchase dissonance* ($r=.104$) 3) *Consumer decision making style* tipe *novelty, fashion conscious* berkorelasi positif dengan *post purchase dissonance* ($r=.102$).

Kata kunci: konsumen, gaya keputusan membeli konsumen, disonansi kognitif pasca pembelian, remaja.

ABSTRACT

Abstract: This research was conducted to examine the correlation between consumer decision making style and post purchase dissonance in teenagers. Quantitative approach was used in this research. 513 teenagers aged between 15-28 years old participated in this research. Researcher used questionnaire to gather data using consumer style inventory (CSI) (Sprolles dan Kendal, 1986) and cognitive dissonance after purchase (Sweeney, Hausknecht, dan Soutar, 2000). Data analyzed by using chi square, Pearson-Product Moment with Rasch model. This research showed that 1) consumer decision making style perfectionist/high quality negatively correlated with post-purchase dissonance. Consumer decision making style ($r=-.119$) 2) brand conscious, price equal quality positively correlated with post purchase dissonance and consumer decision making style ($r=.104$) novelty, fashion conscious positively correlated with post purchase dissonance ($r=.102$) showed that there are correlation between consumer decision making style with post purchase dissonance on teenagers in Bandung.

Keynote: consumer, consumer decision making style, post purchase dissonance, adolescence.