

***PENGARUH FASHION SELF-CONGRUITY TERHADAP BRAND
LOYALTY YANG DIMEDIASI CONSUMER BRAND ENGAGEMENT
MEREK NIKE PADA REMAJA DI KOTA BANDUNG***

SKRIPSI

Diajukan untuk memenuhi Salah Satu Syarat
Memperoleh Gelar Sarjana Psikologi



Disusun Oleh
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**DEPARTEMEN PSIKOLOGI
FAKULTAS ILMU PENDIDIKAN
UNIVERSITAS PENDIDIKAN INDONESIA
2020**

Jordy Alexander Fabian Adityo, 2020
*PENGARUH FASHION SELF-CONGRUITY TERHADAP BRAND LOYALTY YANG DIMEDIASI
CONSUMER BRAND ENGAGEMENT MEREK NIKE PADA REMAJA DI KOTA BANDUNG*
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Jordy Alexander F. A.

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat
memperoleh gelar Sarjana Psikologi pada Departemen Psikologi
Fakultas Ilmu Pendidikan

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LEMBAR PENGESAHAN SKRIPSI

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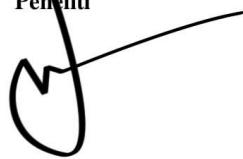
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Tanggung jawab yuridis ada pada
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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “Pengaruh *Fashion Self-Congruity* terhadap *Brand Loyalty* yang dimediasi *Consumer Brand Engagement* Merek Nike Pada Remaja di Kota Bandung” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap hasil karya saya.

Bandung, Agustus 2020

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KATA PENGANTAR

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Penelitian ini disusun sebagai salah satu syarat untuk memeroleh gelar Sarjana Psikologi di Departemen Psikologi, Fakultas Ilmu Pendidikan Universitas Pendidikan Indonesia serta sebagai implementasi salah satu Tri Dharma Perguruan Tinggi yaitu penelitian. Sehingga dapat bermanfaat bagi pihak yang berkaitan, khususnya pada peneliti lain, manajemen pemasaran, dan merek atau perusahaan yang bergerak di bidang fesyen.

Peneliti menyadari bahwa masih banyak kekurangan dalam skripsi ini. Oleh karena itu, peneliti dengan terbuka menerima saran dan kritik yang membangun sehingga peneliti dapat memperbaiki segala kekurang dan keterbatasan dalam penelitian.

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Bandung, Agustus 2020

Peneliti

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Bandung, Agustus 2020

Peneliti

**PENGARUH FASHION SELF-CONGRUITY TERHADAP
BRAND LOYALTY YANG DIMEDIASI CONSUMER BRAND
ENGAGEMENT MEREK NIKE PADA REMAJA DI KOTA BANDUNG**

ABSTRAK

Jordy Alexander (1606033). *Pengaruh Fashion Self-Congruity Terhadap Brand Loyalty yang Dimediasi Consumer Brand Engagement Merek Nike Pada Remaja di Kota Bandung.* Skripsi. Departemen Psikologi, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia. Bandung. (2020)

Penelitian ini bertujuan untuk mengetahui pengaruh *fashion self-congruity* terhadap *brand loyalty* yang dimediasi *consumer brand engagement* pada remaja di Kota Bandung yang pernah membeli produk Nike. Pada penelitian ini, partisipan ($N=300$, jenis kelamin; usia; tingkat pendidikan; tempat membeli produk) diminta untuk mengisi kuesioner yang berisi instrumen *consumer brand engagement* untuk mengetahui keterikatan partisipan pada merek Nike; *fashion self-congruity* untuk mengetahui cara partisipan memandang kesesuaian antara diri dengan gaya berpakaian, dan *brand loyalty* untuk mengetahui tingkat loyalitas partisipan pada merek Nike. Analisis data menggunakan metode *bootstrapping*. Hasil analisis menunjukkan bahwa *fashion self-congruity* memengaruhi *brand loyalty* dengan kontribusi sebesar 8,25% dan signifikansi $p < .05$. *Consumer brand engagement* ditemukan memiliki fungsi mediator dengan kategori mediasi sempurna, yang artinya ketika ada variabel *consumer brand engagement* maka *fashion self-congruity* tidak lagi berpengaruh terhadap *brand loyalty*. Dengan demikian dapat disimpulkan bahwa semakin tinggi individu kesesuaian antara diri dan gaya berpakaian, maka akan semakin kuat keterlibatannya serta semakin tinggi *brand loyalty* pada Nike.

Kata kunci: fesyen; pemasaran; perilaku konsumen; *fashion self-congruity*; *consumer brand engagement*; *brand loyalty*

THE MEDIATING ROLE OF CONSUMER BRAND ENGAGEMENT ON FASHION SELF-CONGRUITY TO BRAND LOYALTY OF NIKE ON YOUNG CONSUMER IN BANDUNG

ABSTRACT

ABSTRACT

Jordy Alexander (1606033). *The Mediating Role of Consumer Brand Engagement on Fashion Self-Congruity to Brand Loyalty of Nike on Young Consumer in Bandung.* Paper. Department of Psychology, Faculty of Education, Indonesia University of Education. Bandung. (2020)

This study aims to determine the effect of fashion self-congruity on brand loyalty which is mediated by consumer brand engagement on adolescents in Bandung who have bought Nike products. In this study, participants ($N = 300$, gender; age; education level; place to buy products) were asked to fill out a questionnaire containing consumer brand engagement instrument to determine their engagement with Nike; then fashion self-congruity to find out how participants perceive congruity between their fashion style and their self-image; and brand loyalty to determine the level of participant loyalty to Nike. Method analysis was using bootstrapping method. The analysis obtained that fashion self-congruity affects brand loyalty with a contribution of 8.25% and $p < .05$. Mediation was occurred, consumer brand engagement was perfectly mediated fashion self-congruity to brand loyalty, which means when consumer brand engagement is controlled; fashion self-congruity no longer affects brand loyalty. Thus, it can be concluded, if more consumers perceive there is congruity between self and their fashion style, they tend to have strong engagement with the brand and also brand loyalty toward Nike is increasing.

Keywords: fashion; marketing; consumer behavior; fashion self-congruity; consumer brand engagement; brand loyalty

DAFTAR ISI

LEMBAR PERNYATAAN	i
LEMBAR PERNYATAAN	iv
KATA PENGANTAR	v
UCAPAN TERIMA KASIH	vi
ABSTRAK	vii
ABSTRACT	viii
DAFTAR ISI.....	ix
DAFTAR GAMBAR.....	xii
DAFTAR TABEL	xiii
DAFTAR LAMPIRAN	xv
BAB I PENDAHULUAN.....	1
A. Latar Belakang	1
B. Rumusan Masalah	5
C. Tujuan Penelitian	5
D. Manfaat Penelitian	5
BAB II DAFTAR ISI	6
A. Remaja.....	6
B. <i>Fashion Self-Congruity</i>	6
1. <i>Fashion</i>	6
2. <i>Self-Concept</i>	7
3. <i>Self-Congruity</i>	8
4. <i>Fashion Self-Congruity</i>	9
5. Dimensi <i>Fashion Self-Congruity</i>	10
C. <i>Consumer Brand Engagement</i>	11

1. <i>Engagement</i>	11
2. <i>Consumer Brand Engagement</i>	12
3. Tahapan <i>Consumer Brand Engagement</i>	13
4. Dimensi <i>Consumer Brand Engagement</i>	15
D. <i>Brand Loyalty</i>	16
1. Piramida <i>Brand Loyalty</i>	18
2. Dimensi <i>Brand Loyalty</i>	20
E. Kerangka Berpikir.....	21
F. Hipotesis.....	24
BAB III METODE PENELITIAN	25
A. Metode Penelitian.....	25
B. Populasi dan Sampel Penelitian	26
1. Populasi	26
2. Sampel.....	26
C. Variabel, Definisi Konseptual dan Operasional.....	26
1. Variabel Penelitian	26
2. Definisi Konseptual	26
3. Definisi Operasional.....	27
D. Instrumen Penelitian.....	28
1. Instrumen <i>Fashion Self-Congruity</i>	28
2. Instrumen <i>Consumer Brand Engagement</i>	29
3. Instrumen <i>Brand Loyalty</i>	30
E. Norma Kelompok.....	32
F. Prosedur Penelitian.....	34
1. Tahap Persiapan	34

2. Tahap Pelaksanaan	34
3. Tahap Pengolahan	34
4. Tahap Pembahasan	35
G. Teknik Analisis Data.....	35
BAB IV HASIL DAN PEMBAHASAN	41
A. Gambaran Demografis Partisipan	41
B. Gambaran <i>Fashion Self-Congruity</i>	43
C. Gambaran <i>Consumer Brand Engagement</i>	47
D. Gambaran <i>Brand Loyalty</i>	51
E. Gambaran dan Pembahasan Pengaruh Mediasi	54
F. Keterbatasan Penelitian	62
BAB V KESIMPULAN, IMPLIKASI, DAN REKOMENDASI	63
A. Kesimpulan	63
B. Implikasi.....	64
C. Rekomendasi	64
DAFTAR PUSTAKA	65
DAFTAR LAMPIRAN	71

DAFTAR GAMBAR

Gambar 2.1 Piramida <i>Engagement</i>	13
Gambar 2. 2 Piramida Brand Loyalty Aaker (1991).....	18
Gambar 2.3 Kerangka Berpikir	23
Gambar 3.1 Desain Penelitian.....	25
Gambar 4.1 Grafik Persentase Data Demografis Responden	42
Gambar 4.2 Grafik Presentase <i>Fashion Self-Congruity</i> Remaja di Kota Bandung	44
Gambar 4.3 Grafik Presentase <i>Fashion Self-Congruity</i> Remaja di Kota Bandung Berdasarkan Dimensi	45
Gambar 4.4 Grafik Persentase <i>Consumer Brand Engagement</i> Remaja di Kota Bandung Pada Merek Nike	48
Gambar 4.5 Grafik Persentase Brand Loyalty Remaja di Kota Bandung Pada Merek Nike.....	51
Gambar 4.6 Pengaruh Variabel Mediator	58

DAFTAR TABEL

Tabel 3.1 Pernyataan <i>Favourable</i> dan <i>Unfavourable</i> Instrumen <i>Fashion Self-Congruity</i>	29
Tabel 3.2 Pernyataan <i>Favourable</i> dan <i>Unfavourable</i> Instrumen <i>Consumer Brand Engagement</i>	30
Tabel 3.3 Instrumen <i>Brand Loyalty</i>	31
Tabel 3.4 Pernyataan <i>Favourable</i> dan <i>Unfavourable</i> Instrumen <i>Brand Loyalty</i> ..	32
Tabel 3.5 Penilaian <i>Favourable</i> dan <i>Unfavourable</i> Instrumen <i>Brand Loyalty</i>	32
Tabel 3.6 Norma Kelompok <i>Fashion Self-Congruity</i>	33
Tabel 3.7 Norma Kelompok <i>Consumer Brand Engagement</i>	33
Tabel 3.8 Norma Kelompok <i>Brand Loyalty</i>	33
Tabel 3.9 Realibitas <i>Fashion Self-Congruity</i> , <i>Consumer Brand Engagement</i> , dan <i>Brand Loyalty</i>	36
Tabel 3.10 Validitas <i>Fashion Self-Congruity</i> , <i>Consumer Brand Engagement</i> , dan <i>Brand Loyalty</i>	38
Tabel 3.11 Korelasi <i>Fashion Self-Congruity</i> , <i>Consumer Brand Engagement</i> , dan <i>Brand Loyalty</i>	40
Tabel 4.1 Gambaran Demografis Partisipan	41
Tabel 4.2 Gambaran Umum <i>Fashion Self-Congruity</i> Remaja di Kota Bandung..	43
Tabel 4.3 Profil Dimensi <i>Fashion Self-Congruity</i> Remaja di Kota Bandung.....	45
Tabel 4.4 Hasil T-Test dan Anova <i>Fashion Self-Congruity</i>	46
Tabel 4.5 Gambaran Umum <i>Consumer Brand Engagement</i> Remaja di Kota Bandung Pada Merek Nike	48
Tabel 4.6 Hasil T-Test dan Anova <i>Consumer Brand Engagement</i>	49
Tabel 4.7 Gambaran Umum <i>Brand Loyalty</i> Remaja di Kota Bandung Pada Merek Nike	51
Tabel 4.8 Hasil T-Test dan Anova <i>Brand Loyalty</i>	52
Tabel 4.9 Pengaruh <i>Fashion Self-Congruity</i> terhadap <i>Customer Brand Engagement</i>	54
Tabel 4.10 Pengaruh <i>Fashion Self-Congruity</i> terhadap <i>Brand Loyalty</i>	55
Tabel 4.11 Pengaruh <i>Customer Brand Engagement</i> terhadap <i>Brand Loyalty</i>	56

Tabel 4.12 Pengaruh <i>Fashion Self-Congruity</i> terhadap <i>Brand Loyalty</i> yang dimediasi oleh <i>Customer Brand Engagement</i>	57
Tabel 4.13 Gambaran Efek Total (X ke Y).....	59
Tabel 4.14 Gambaran Efek Total dan Efek Tidak Langsung.....	59

DAFTAR LAMPIRAN

Lampiran 1. Kuesioner Daring.....	71
Lampiran 2. Instrumen Penelitian	79
Lampiran 3. Reliabilitas, Validitas, Perbaikan Alat Ukur, dan Korelasi	83
Lampiran 4. Daftar Demografis Responden	88
Lampiran 5. Data Variabel.....	98
Lampiran 6. Kategori Responden	135
Lampiran 7. Bukti Verifikasi	169
Lampiran 8. Kartu Bimbingan	170
Lampiran 9 Expert Judgement	172
Lampiran 10 Produk Nike.....	173

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