

PENGARUH *PSYCHOLOGICAL OWNERSHIP* DAN *DURATION OF OWNERSHIP* TERHADAP *ENDOWMENT EFFECT* PADA GENERASI MILENIAL PEMILIK *SMARTPHONE*

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari *psychological ownership* dan *duration of ownership* terhadap *endowment effect* pada generasi milenial pemilik *smartphone*. Hipotesis penelitian ini adalah *psychological ownership* dan *duration of ownership* berpengaruh secara signifikan terhadap *endowment effect* pada generasi milenial pemilik *smartphone*. Subjek dalam penelitian ini adalah 182 generasi milenial. Data diperoleh menggunakan skala *psychological ownership*, skala *endowment effect*, dan kuesioner *duration of ownership*. Reliabilitas skala *psychological ownership* dalam penelitian ini adalah sebesar 0,914 dan skala *endowment effect* adalah sebesar 0,927. Analisis data pada penelitian ini adalah regresi berganda. Hasil dari penelitian ini menunjukkan bahwa *psychological ownership* berperan ($r^2 = 0,073$; $F = 7,070$; $b = 1,113$ $p = 0,000$) pada *endowment effect* generasi milenial pemilik *smartphone*. Sedangkan, *duration of ownership* tidak berperan ($b = -0,773$; $p = 0,402$) pada *endowment effect* generasi milenial pemilik *smartphone*. Hal ini berarti semakin tinggi *psychological ownership* generasi milenial pemilik *smartphone*, maka semakin tinggi pula *endowment effect*nya.

Kata kunci: *psychological ownership*, *duration of ownership*, *endowment effect*, generasi milenial.

THE EFFECT OF PSYCHOLOGICAL OWNERSHIP AND DURATION OF OWNERSHIP TO THE ENDOWMENT EFFECT OF MILLENNIAL GENERATION OF SMARTPHONE OWNERS

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ABSTRACT

This study aimed to determine the effect of psychological ownership and duration of ownership on the endowment effect on millennial generation of smartphone owners. The hypothesis of this study was psychological ownership and duration of ownership have a significant effect on the endowment effect on the millennial generation of smartphone owners. The subjects in this study were 182 millennials. Data obtained using psychological ownership scale, endowment effect scale and duration of ownership questionnaire. The psychological ownership scale reliability in this study was 0,914, and the endowment effect scale was 0,927. Analysis of the data in this study was multiple regression. The result from this study indicated that psychological ownership plays a role ($r^2 = 0,073$; $F = 7,070$; $b = 1,113$ $p = 0,000$) on the endowment effect on millennial generations of smartphone owners. Meanwhile, duration of ownership does not play a role ($b = -0,773$; $p = 0,402$) on the endowment effect on millennial generation of smartphone owners. The higher psychological ownership of the millennial generation of smartphone owners, the higher the endowment effect.

Keyword: psychological ownership, duration of ownership, endowment effect, millennial generation.

