

ABSTRAK

“Pengaruh *Brand Image*, *Vanity Seeking*, *Materialism*, dan Kelompok Acuan Pada Minat Beli Ulang Jasa Klinik Kecantikan”

Liendah F. Oktavia
Universitas Sanata Dharma
2016

Penelitian ini bertujuan untuk mengetahui 1) *brand image* berpengaruh pada minat beli ulang jasa klinik kecantikan, 2) karakteristik konsumen, yaitu *vanity seeking*, pengaruhnya pada minat beli ulang jasa klinik kecantikan, 3) karakteristik konsumen, yaitu *materialism*, pengaruhnya pada minat beli ulang jasa klinik kecantikan, 4) kelompok acuan, pengaruhnya pada minat beli ulang jasa klinik kecantikan. Populasi dalam penelitian ini yaitu konsumen yang pernah menggunakan jasa klinik kecantikan di Yogyakarta yaitu Natasha Skin Care, London Beauty Centre, Larissa Aesthetic Center, dan Naavagreen Natural Skin care dengan jumlah sampel 200 responden. Teknik sampel yang digunakan adalah *purposive sampling*. Uji validitas menggunakan analisis faktor (*Explanatory factor Analysis*) dan uji reliabilitas menggunakan rumus *Cronbach's Alpha*. Teknik analisis data yang digunakan dalam penelitian adalah analisis regresi linear berganda dengan uji t. Hasil penelitian menunjukkan bahwa: 1) *brand image* berpengaruh positif pada minat beli ulang jasa klinik kecantikan, 2) *vanity seeking* berpengaruh positif pada minat beli ulang jasa klinik kecantikan, 3) *materialsme* berpengaruh negatif pada minat beli ulang jasa klinik kecantikan, dan 4) kelompok acuan berpengaruh positif pada minat beli ulang jasa klinik kecantikan.

Kata kunci: *brand image*, *vanity seeking*, *materialism*, kelompok acuan, minat beli ulang

ABSTRACT

“The Influence of Brand Image, Vanity Seeking, Materialism, and Reference Group towards Repurchase Intention on Beauty Clinic Service”

Liendah F. Oktavia
Sanata Dharma University
2016

This research aims to find out 1) the influence of brand image towards repurchase intention on beauty clinic service, 2) characteristic of consumer, which is vanity seeking, its influence towards repurchase intention on beauty clinic service, 3) characteristic of consumer, which is materialism, its influence towards repurchase intention on beauty clinic service, 4) the influence of reference group towards repurchase intention on beauty clinic service. The sample of this research are consumers who have used the beauty clinic service in Natasha Skin Care Yogyakarta, London Beauty Clinic Yogyakarta, Larissa Aesthetic Centre Yogyakarta, and Naavagreen Natural Skin Care Yogyakarta, with the total of 200 respondents. The sampling technique used is purposive sampling. The validity test uses explanatory factor analysis and reliability test uses Cronbach's Alpha formula. The data analysis technique which is used in this research is linear multiple regression analysis with t-test. The result of the research shows that 1) brand image has positive influence towards repurchase intention on beauty clinic service, 2) vanity seeking has positive influence towards repurchase intention on beauty clinic service, 3) materialism has negative influence towards repurchase intention on beauty clinic service, 4) reference group has positive influence towards repurchase intention on beauty clinic service.

Keywords: *brand image, vanity seeking, materialism, reference group, repurchase intention*