ABSTRAK

Sproles dan Kendall (1986) membuat alat ukur *consumer style inventory* (CSI) untuk melihat bagaimana konsumen melakukan keputusan pembelian. Namun, terdapat tiga kritikan besar terhadap alat ukur CSI ini, yaitu (1) alat ukur ini tidak reliabel pada negara selain USA, terutama negara berkembang, (2) teknik validitas yang digunakan dalam mengukur alat ukur ini hanya *factor loading* (3) alat ukur ini mengukur secara umum, sementara antara satu kategori produk dengan kategori produk lainnya memiliki *style* yang berbeda-beda. Berdasarkan ketiga kritikan tersebut, penelitian ini dilakukan untuk melihat bagaimana reliabilitas dan validitas CSI terhadap tiga kategori produk yang berbeda, yaitu FMCG, *fashion,* dan elektronik, serta melihat indikator apa yang paling dominan pada masing-masing kategori tersebut. Penelitian ini juga menambahkan dua variabel baru, yaitu *utilitarian hedonistic* dan *variety seeking.* Analisa yang akan dilakukan untuk memperoleh tujuan tersebut adalah analisa Coefficient Alpha (reliabilitas) serta *loading factor, criterion validity,* yaitu *predictive validity,* dan *construct validity,* yaitu *convergent* dan *discriminant validity,* atau *modified* MTMM (*Multi Trait Multi Method*), dan juga analisis desktiptif. Hasil dari penelitian ini menemukan bahwa terdapat satu variabel yang harus dieliminasi, yaitu *impulsive* dan variabel *variety seeking* dimasukkan dalam variabel CSI, sementara utilitarian tidak memenuhi persyaratan validitas sehingga harus dieliminasi juga. Faktor yang dominan bagi masyarakat Indonesia adalah *high perfectionism, medium low brand consciousness,* dan *medium low variety seeking* serta *medium high recreational, medium high price value, medium confused by over choice, medium high habitual,* dan *medium novelty.*

Kata Kunci : *consumer decision making style* (CDMS), *consumer style inventory* (CSI), validitas, reliabilitas, FMCG, *fashion,* elektronik

ABSTRACT

Sproles and Kendall (1986) make a measurement tool for consumer style inventory (CSI) to see how consumers make purchasing decisions. However, there are three major criticisms of CSI's measuring instruments, first, the issue of reliability and validity since the measurements were established and tested in the U.S. market context. Further, the difference in consumer context needs to be anticipated, such as for consumers in Asia markets. Second, existing literature in CSI did not regard the difference in product context as relevant. Researches related to CSI were performed with disregarding effect of different product context and thus applying the measurements on a single product context. Third, extant literature in CSI had modest methodology in validating the CSI model or set of measurements. Based on these three criticisms, this study was conducted to see how CSI's reliability and validity are of three different product categories (FMCG, fashion, and electronics), and see what indicators are the most dominant in each of these categories. This study also added two new variables, utilitarian hedonistic product and variety seeking. The analysis that will be conducted to obtain these objectives are Alpha Coefficient analysis (reliability) and loading factor, criterion validity, which is predictive validity, and construct validity, namely convergent and discriminant validity, or modified MTMM (Multi Trait Multi Method), and descriptive analysis. 397 respondents were collected from this research. The results of this study found that there is one variable, impulsive, that must be eliminated. Utilitarian product must also be eliminated because it does not meet the validity requirement, while variety seeking can be included in CSI measurement. The dominant factor for Indonesian is high perfectionism, medium low brand consciousness, medium low variety seeking, medium high recreational, medium high price value, medium confused by over choice, medium high habitual, and medium novelty.

Key words : *consumer decision making style* (CDMS), *consumer style inventory* (CSI), validity, reliability, FMCG, *fashion,* electronics