

ABSTRAK

Penelitian ini menguji pengaruh *postpurchase dissonance* terhadap *repurchase intention* pada pakaian bermerek dengan moderator *coping strategy*. *Coping strategy* yang akan diteliti adalah *problem focused coping* dan *emotion focused coping*. Jumlah sampel dalam penelitian ini sebanyak 134 orang responden kelas menengah yang sudah bekerja dan berusia di antara 22-55 tahun. Teknik pengambilan sampel dengan menggunakan teknik *purposive sampling*. Hasil penelitian dengan analisis regresi sederhana menunjukkan bahwa *postpurchase dissonance* memiliki pengaruh negatif terhadap *repurchase intention* pada pakaian bermerek. Semakin tinggi *postpurchase dissonance*, maka akan semakin rendah *repurchase intention*. Demikian pula sebaliknya, semakin rendah *postpurchase dissonance*, maka akan semakin tinggi *repurchase intention* yang terjadi. Hasil penelitian juga menunjukkan bahwa *problem focused coping* sebagai variabel moderator tidak memiliki pengaruh pada hubungan variabel *postpurchase dissonance* terhadap variabel *repurchase intention*. Sedangkan, *emotion focused coping* sebagai variabel moderator memiliki pengaruh negatif pada variabel *postpurchase dissonance* terhadap *repurchase intention*.

Kata Kunci: *Postpurchase Dissonance, Repurchase Intention, Pakaian Bermerek, Coping Strategy, Problem Focused Coping, Emotion Focused Coping.*

ABSTRACT

This research analyzed effect postpurchase dissonance towards repurchase intention of branded clothing with coping strategy as moderator variable. Coping strategy that will be examined are problem focused coping and emotion focused coping. Sample of this research is 134 consumers from middle class economic who already worked. Result from simple regression analysis shown that postpurchase dissonance has negative correlation with repurchase intention of branded clothing. Result of the research also shown that problem focused coping not proven as moderator variable of postpurchase dissonance towards repurchase intention. Meanwhile emotion focused coping proven as moderator variable with negative correlation of postpurchase dissonance towards repurchase intention.

Keywords : Postpurchase Dissonance, Repurchase Intention, Branded Clothing, Coping Strategy, Problem Focused Coping, Emotion Focused Coping.