

ABSTRAK

Firsty Larastiyana Susanto, *Social Comparison Melalui Materialism Terhadap Brand Addiction dengan Word-Of-Mouth* pada Penggemar Produk Merek Apple Usia Dewasa di Jakarta, Dr. Bambang Setiyo Pambudi, SE., M.M., Dr. H. Pribanus Wantara, Drs. M.M.

Transformasi digital dan meningkatnya penetrasi media sosial telah memengaruhi perilaku konsumsi masyarakat urban, khususnya di kota besar seperti Jakarta. Penelitian ini bertujuan untuk menganalisis pengaruh *social comparison* terhadap *brand addiction* melalui *materialism*, serta pengaruh *brand addiction* terhadap *word-of-mouth* (WOM) pada penggemar produk merek Apple usia dewasa di Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 430 responden, dan data dianalisis menggunakan teknik Partial Least Square – Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa *social comparison* berpengaruh positif dan signifikan terhadap *materialism* dan *brand addiction*, serta *materialism* juga berpengaruh positif terhadap *brand addiction*. Selain itu, *materialism* terbukti memediasi hubungan antara *social comparison* dan *brand addiction*. Terakhir, *brand addiction* memiliki pengaruh signifikan terhadap *word-of-mouth*, yang menunjukkan bahwa konsumen dengan keterikatan emosional tinggi terhadap merek cenderung menjadi promotor aktif melalui komunikasi interpersonal maupun media digital. Temuan ini memperkuat teori *Consumer Brand Relationship* dan *Attachment Theory*, serta menunjukkan bahwa kombinasi antara tekanan sosial, nilai materialistik, dan keterikatan emosional terhadap merek berperan penting dalam membentuk loyalitas konsumen dan perilaku komunikatif mereka. Penelitian ini memberikan kontribusi teoritis terhadap literatur perilaku konsumen digital dan menawarkan implikasi praktis bagi perusahaan teknologi premium dalam merancang strategi pemasaran berbasis psikologis dan sosial.

Kata Kunci: *social comparison, materialism, brand addiction, word-of-mouth, Apple, perilaku konsumen digital, Jakarta*

ABSTRACT

Firsty Larastiyana Susanto, *Social Comparison through Materialism toward Brand Addiction and Word-of-Mouth among Adult Apple Brand Enthusiasts in Jakarta*, Dr. Bambang Setiyo Pambudi, SE., M.M., Dr. H. Pribanus Wantara, Drs. M.M.

Digital transformation and the increasing penetration of social media have significantly influenced consumer behavior in urban societies, particularly in major cities like Jakarta. This study aims to analyze the effect of social comparison on brand addiction through materialism, as well as the effect of brand addiction on word-of-mouth (WOM) among adult Apple brand enthusiasts in Jakarta. Employing a quantitative approach, the research used a survey method involving 430 respondents. Data were analyzed using the Partial Least Square – Structural Equation Modeling (PLS-SEM) technique.

The results reveal that social comparison has a positive and significant effect on both materialism and brand addiction, and that materialism positively influences brand addiction. Furthermore, materialism was found to mediate the relationship between social comparison and brand addiction. Finally, brand addiction has a significant influence on word-of-mouth, indicating that consumers with strong emotional attachment to a brand are more likely to become active promoters through both interpersonal and digital communication.

These findings support the Consumer Brand Relationship and Attachment Theory, highlighting that the combination of social pressure, materialistic values, and emotional attachment to brands plays a crucial role in shaping consumer loyalty and communicative behavior. This study contributes theoretically to the literature on digital consumer behavior and offers practical implications for premium technology companies in designing psychologically and socially oriented marketing strategies.

Keywords: *social comparison, materialism, brand addiction, word-of-mouth, Apple, digital consumer behavior, Jakarta*