ABSTRAK

Tujuan penelitian ini untuk membahas pengaruh *Self Directed Values* dan *Social Affiliation Values* terhadap *Functional Needs* serta Implikasinya terhadap Perilaku Pembelian Pakaian Wanita di Matahari Department Store. Variabel eksogen yang diteliti dalam penelitian ini adalah variabel *Self Directed Values* dan *Social Affiliation Values* dengan variabel intervening *Functional Needs*. Sedangkan Perilaku Pembelian menjadi variabel endogen.

Data ini diperoleh melalui survei dengan menyebarkan kuisoner kepada 150 konsumen wanita yang berusia 18 tahun atau lebih yang berbelanja di Matahari Department Store. Teknik pengambilan sample yang digunakan adalah *Non Probability (Purposive Sampling)*, sedangkan alat analisis yang digunakan adalah SPSS 18 dan LISREL 8,7.

Dari hasil pengolahan data didapatkan variabel *Self Directed Values* berpengaruh terhadap variabel *Functional Needs* dengan t-values 4,32 dan variabel *Social Affiliation Values* berpengaruh terhadap *Functional Needs* dengan t-values 2,53.

Kata kunci : *Self Directed Values, Social Affiliation Values, Functional Needs, Perilaku Pembelian*

ABSTRACK

The purpose of this study was to examine the influence of Self Directed Values and Social Affiliation Values of the Functional Needs and the Implications of Purchase Behavior Clothing Women in Matahari Department Store. Exogenous variables examined in this study is the variable Self Directed Values and Social Affiliation Values with Functional Needs an intervening variable. While Purchase Behavior be endogenous variables.

This data was obtained through a survey by distributing questionnaires to 150 female consumers aged 18 years or older who shopped at Matahari Department Store. Sampling technique used is Non-Probability (Purposive sampling), whereas analysis tool used was SPSS 18 and LISREL 8.7.

From the results obtained data processing the variables Self Directed Values affect Functional Needs variables with t-values of 4.32 and the variable Social Affiliation Values affect Functional Needs with t-values of 2.53.

Keywords: Self Directed Values, Social Affiliation Values, Functional Needs, Purchase Behavior