

ABSTRACT

The purpose of this study is to understand the factors that influence purchase intention consumers of Starbucks tumbler through emotional and rational effect. The emotional dimension consists of the need of uniqueness (avoidance of similarity and creative choice), hedonism, and conspicuousness consumption. The rational dimension consists of quality and materialism with gender as the moderator variable. This research is a quantitative descriptive research by distributed the questionnaire with non-probability sampling technique, which is convenience sampling method to 207 respondents which 103 male and 104 female. Need of uniqueness are divided into two factors based on exploratory factor analysis on SPSS software, followed by confirmatory factor analysis to test the validity and reliability of the model. To test the hypothesis, this research used multiple regression method and One-Way ANOVA to test the moderator variable. Based on the result, the research finding indicate that avoidance of similarity ($t=3,158$, $p=0,002 < 0,05$), creative choice ($t=4,474$, $p=0,000 < 0,05$), hedonism ($t=2,563$, $p=0,011 < 0,05$), and conspicuousness ($t=2,607$, $p=0,010 < 0,05$) as emotional factor have a significant impact to purchase intention consumers of Starbucks tumbler. Based on rational factor, only materialism ($t=4,282$, $p=0,00 < 0,05$) that give a significant impact to purchase intention consumer of Starbucks tumbler. While quality ($t=1,092$, $p=0,276 > 0,05$) did not give a significant impact to purchase intention consumer of Starbuck tumbler.

Keywords: *Purchase Intention, Luxury Brand, Emotional, Rational, Gender*