

**PENGARUH BRAND LOVE DAN LINGKUNGAN SOSIAL TERHADAP
PERILAKU KONSUMTIF SERTA IMPLIKASINYA PADA KINERJA TENAGA
KERJA MUDA DI JAKARTA**

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Consumptive behavior occurs because of the desire to consume an item or service without limits and more concerned with the desire Factor than the need. Consumptive behavior is usually influenced by several factors, one of which is the social environment. Individuals tend to believe what is said and follow what is done by the social environment. Consumptive behavior generally occurs in someone who has worked and own income. Due to the consumptive behavior of a person, it will have an impact on life, one of which is the impact on his work performance. The purpose of this study was to determine the effect of brand love and social environment on consumer behavior and its impact on the performance of young workers. Calculation of demographic data, validity test and reliability test in this study using SPSS. The method used in this study is the analysis of the Structural Equation Model (SEM) by managing data through Lisrel software. Data collection techniques used by using questionnaires distributed online using help from google form. The sample in this study were people who had worked and had their own income. The total respondents from this study were 201 respondents. The results obtained in this study are that there is an influence of brand love and social environment on consumer behavior and its impact on the performance of young workers. Of the three variables tested in this study, it can be seen that the variable that most influences employee work performance is the consumptive behavior variable. Furthermore consumptive behavior is more influenced by the tendency to have items with a well-known brand love. The R Square test results obtained in this study were 73% which means that 27% were influenced by other factors not mentioned in this study.

Keywords: Brand love, Social Environment, Consumptive Behavior, Performance or Young Workers