

**THE INFLUENCE OF VALUE PERCEPTIONS ON PURCHASE INTENTION
TOWARDS LUXURY FASHION PRODUCTS IN JAKARTA**

By

Made Candra Ayu Sekartini

11303086



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Made Candra Ayu Sekartini

Student

Date

Approved by:

Fiter Abadi BE. MBA

Thesis Advisor

Date

Dr. Nila K. Hidayat, SE, MM

Dean

Date

ABSTRACT

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Fiter Abadi BE. MBA Advisor

SWISS GERMAN UNIVERSITY

In general, luxury market is growing in several countries, including Indonesia. Growth luxury market in a country related with the luxury trends on a particular country. The trends of luxury products consumption are very high causing there so many luxury counterfeit product spreading over the world including Indonesia. It is important to analyze the influence of purchase intention towards luxury fashion products. Since the number of counterfeit luxury fashion products is very high, fashion luxury product companies should identify and analyze what exactly factors influence purchase intention towards original luxury fashion products based on customers value perception. This research analysed concerning some variables such as: Functional Value Perceptions, Personal Value Perceptions, and Social Value Perceptions want to identify the most significantly influencing purchase intention towards luxury fashion products. Using SPSS 21 through Multiple Regression Analysis for data analysis from quantitative research of 100 respondents. The results shows that all hypothesis are accepted and the most significantly influencing purchase intentions towards luxury fashion products is Functional Value Perceptions with usability, quality, and uniqueness as its indicators.

Keywords: Functional Value Perceptions, Personal Value Perceptions, Social Value Perceptions, Luxury Fashion Products, Purchase Intention.



DEDICATION

I dedicate this works for beloved parents, advisor, and juniors from International Marketing major.



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