

ABSTRACT

Sharing through social media is part of the integration of word of mouth communication where consumers provide recommendations or reviews of a product, service or brand. Social media word of mouth can provide support and strength in influencing and shaping customer attitudes towards purchase intentions.

Understanding the antecedents and influences of social media word of mouth in the context of luxury is very important because consumer perceptions of perceived quality and perceived value in the form of financial value, functional value, individual value, and social value are subjective concepts which can affect the behavior of consumer purchase intentions towards luxury brands.

The purpose of this study was to determine the antecedents of consumer involvement in word of mouth social media behavior and its influence on luxury brand purchase intentions.

The total number of respondents used in this study was 367 online questionnaires collected. The data obtained was processed using a square Structural Equation Model (SEM) in accordance with the research objectives, namely the research framework model was analyzed using SmartPLS software.

From data processing it was found that consumer perceptions of perceived quality directly affect the perceived value of luxury brands, where the perceived value consists of financial value, functional value, individual value and social value. The conclusion of this study is show that consumer involvement through social media word of mouth has a positive effect on purchase intentions luxury brands on social media. Consumer involvement through social media word of mouth is not influenced by perceived value that consist of financial value, functional value, individual value and social value consists.