Analisis Faktor-Faktor Yang Mempengaruhi Niat Membeli Merk Mewah Di Bandung

Analysis Of Factors That Influence Luxury Brand Purchase Intention In Bandung

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Abstract

Result of easy accessing the internet breakdown boundary of sellers and buyers. Social media plays important role for companies to advertise their products, the image shown can influence purchasing decisions, other factors affect the purchase intention. This study aims to analyze the factors influence the purchase intention of luxury goods in Bandung. Type of research is descriptive causal, quantitative method with data collection techniques by google form, filling out the questionnaire used Likert Scale. This study involved 425 respondents, the sampling technique used is non-probability sampling, sampling is purposive sampling. Structural Equation Modeling (SEM) and IBM SPSS AMOS as statistical software. Based on the research, known Perceived Quality has positive effect on Social Value, Perceived Quality has positive effect on Personal Value, Perceived Quality has positive effect on Functional Value, Perceived Quality has significant effect on Perceived Value. Perceived Value has no significant effect on SMWOM. SMWOM has positive effect on Purchase Intention. Customer Demographics provides moderating effect between variables. Perceived Social Status has no moderating effect on SMWOM. Perceived Social Status has positive effect between SMWOM and Purchase Intention. For further research, the authors suggest understanding the role of social media, because social media has opportunities and risks.

Keywords: Demographic, Perceived Quality, Perceived Social Value, Perceived Value, Purchase Intention, Social Media WOM (SMWOM)

Abstrak

Kemudahan mengakses internet mengakibatkan hilangnya pembatas penjual dan pembeli. Media sosial berperan penting bagi perusahaan untuk mengiklankan produk mereka, citra yang ditunjukan dapat memengaruhi keputusan pembelian, selain itu faktor lain memengaruhi minat beli barang mewah. Penelitian ini bertujuan untuk manganalisis faktor- faktor yang memengaruhi niat beli barang mewah di Bandung. Jenis penelian ini adalah deskriptif kausal, metode penelitian kuantitatif dengan teknik pengumpulan data menggunakan google form. Pengisian kuesioner menggunakan *Skala Likert*. Penelitian ini melibatkan 425 responden, teknik sampling yang digunakan adalah *non-probability* sampling, pengambilan *sample purposive* sampling. *Structural Equation Modeling (SEM), IBM SPSS* AMOS sebagai software statistik. Berdasarkan hasil penelitian, diketahui bahwa *Perceived Quality* berpengaruh positif terhadap *Social Value, Perceived* Quality berpengaruh positif terhadap *Personal Value, Perceived Quality* berpengaruh positif terhadap *Functional value,* sehingga disimpulkan bahwa *Perceived Quality* berpengaruh signifikan terhadap *Perceived Value. Perceived Value* tidak berpengaruh signifikan pada SMWOM. SMWOM berpengaruh positif terhadap *Purchase Intention*. Customer Demographi memberikan efek moderasi antar *variabel. Perceived Social* Status tidak memiliki pengaruh moderasi terhadap *Perceived Value* terhadap SMWOM. *Perceived Social* Status berpengaruh positif antara SMWOM dan Purchase Intention. Penelitian selanjutnya, penulis menyarankan agar mempelajari dan memahami peran media sosial, karena perkembangan media sosial terdapat peluang dan resiko.

Kata Kunci: *Demographic, Perceived Quality, Perceived Social Value, Perceived Value, Purchase Intention, Social Media WOM (SMWOM)*

I. INTRODUCTION

Luxury goods are products that have their own prestigious "Luxury goods are goods whose demand is very responsive to the increase in consumer income. In other words, when the income of consumers, the demand for these goods will increase higher than the increase in consumers, the higher the income, consumers will buy more luxury goods" [1]. Likewise with the state of the industry around the world, including the fashion industry "According to a report released by McKinsey in collaboration with the business of fashion magazine, the world fashion industry will experience a sales decline of 27-30 percent. Meanwhile, sales of luxury and branded goods

experienced a big decline in 2020, which was around 35-39 percent or decreased by around 650 billion US dollars compared to 2019" [2].

Based on the statement by Rudi Hidayat as CEO of V2 Indonesia who stated that currently many Indonesians are using their money to make purchases from within the country because of what the government has done to respond to the pandemic "With the current state of the world that is experiencing a pandemic, resulting in many Indonesians being unable to travel abroad, but the need for luxury goods cannot be prevented, so this causes people who want to have luxury goods to spend their money domestically and this is a positive thing for the Indonesian economy" [3].

II.   LITERATURE REVIEW

A.   Marketing

According to Philip Kotler and Gary Armstrong "Marketing as the process by which companies engage customer, build strong relationship, and create customer value in order to capture value from customer and return" [4].

B.   Marketing Mix

Marketing mix can be said as a tool used to measure the target market of a company "McCarthy classified various marketing activities into marketing-mix tools of four broad's kinds, which he called the four Ps of marketing: product, price, place and promotion" [5].

C.   Marketing Communications

The definition of marketing communication according to experts "Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers-directly or indirectly-about the product and brand they sell" [5].

D.   Perceived Quality and Perceived Value

Perceived quality is a separate measure of product quality, which is an added value for consumers "Perceived quality refers to consumer evaluating overall excellence of a brand based on intrinsic and extrinsic cues" [6].

E.   Social Media

Currently social media has an important role in human life, many things can be done through social media, including for a company that can advertise their products and brands through social media "social media refers to means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Social media depend on mobile and web-based technology to create interactive platforms, through which individuals and communities share, co-create, discuss, and modify user-generated content" [7].

F.   Word of Mouth

With social media that provides easy access for everyone to access, this is an opportunity for companies to introduce their products or brands to consumers. What is the current information can be spread by word of mouth "Word-of-mouth marketing finds ways to engage customers so they choose to talk positively with other about product, services, and brands, viral marketing encourages people to exchange online information related to a product or service" [8].

G.   Social Media Word of Mouth

Social media provides an opportunity that aims to build relationships with consumers and be able to understand how the role of social media affects purchase intention "Therefore, recent literature on electronic WOM emphasizes that studying of the drivers of social media WOM can help researchers and practitioners gain deeper understanding of why and how they influence" [6].

H.   Demographic

In the process of purchase intention, there are various factors that influence a person in determining what product or brand they want to buy. Among them are demographics characteristics such as gender, age, education, income. Definition of demographics is "Demographics segmentation divides consumers according to age, gender, ethnicity, income and wealth, occupation, marital status, household type and size, and geographical location" [7].

I.   Perceived Social Status

In the process of purchase decision, service or brand, the impact that will be caused or what benefits they will receive after that will also affect the process of buying a product, service or brand "Consumption of luxury brands

is believed to provide social status because luxury brand emphasizes status and image. They also help individual consumers define luxury through conspicuous, unique, social, hedonic as well as quality values" [6]

J.   Purchase Intention

Before buying a product, a consumer must initially determine what product he needs or what he wants or how they like a brand or product "Buying/purchase intention scales are used to assess the likelihood of a consumer purchasing a product or behaving in a certain way. Interestingly, consumer who are asked to respond to an intention to buy question appear to be more likely to actually make a brand purchase for positively evaluated brands, as contrasted with consumers who are not asked to respond to an intention question. This suggest that a positive brand commitment in the form of positive answer to an attitude intention question positively affects the actual brand purchase" [7].

K.   Research Framework
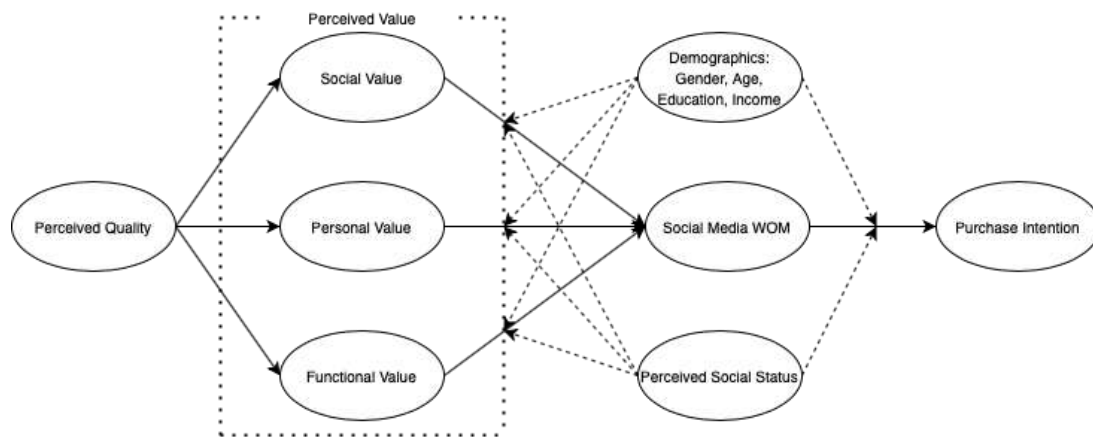
The framework of the research can be described as follows:

Figure 1 Research Framework

III.   RESEARCH METHODOLOGY

A. **Research Characteristics**

In a simple sense research is a method used to solve a problem through discovery and observation "Research is a process to find a solution to a problem identified through an iterative search process and a thorough analysis of all the factors that might cause the problem to arise" [9]. Problem solving through an analysis of a problem or case study "Research is the process of finding solution to a problem after a thorough study and analysis of the situational factors" [9]. This research uses a quantitative method.

B. **Population and Sample**

The population in this study is the people of Bandung who are active on social media and intend or have bought luxury goods. The calculation of the number of samples will use the Cochran formula "If the exact number of the population is not known, then the calculation of the number of samples can use the Cochran formula" [10], Based on the calculations that have been carried out, it was found that the minimum number of respondents that must be collected in the study is 385 samples.

C. **Data Collection Method**

To obtain primary data, an online questionnaire was distributed to respondents using the google form, the questionnaire was distributed using the author's social media account to respondents with appropriate criteria. Secondary data was obtained from national and international literature, books on social media, electronic word of mouth and purchase intention.

D. **Data Analysis Technique**

a)   Descriptive Analysis Technique

Descriptive analysis was carried out to obtain the percentage of perceptions regarding the aspects contained in the research "Descriptive statistics are statistics used to analyze

data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations" [10].

b) Normality Test

Normality test aims to see the distribution of variables in a study "The normality test aims to test a regression model that looks at the independent variable and the dependent variable whether both have normal or abnormal distributions" [11].

c) Structural Equation Model

This research will also use Structural Equation Modelling (SEM) "There are two groups of Structural Equation Modelling (SEM), namely covariance-based matrix structural equation modelling (CB-SEM) and variance-based matrix structural equation modelling (VB-SEM). CB-SEM is more intended to explain the relationship between items in the variables and confirm the model. CB-SEM focuses more on how a structural model fits with the results of observations and provides an explanation" [9].

d) Goodness of Fit

In a study it is necessary to test the model used, one of the methods used to measure the fit test is the Goodness of Fit (GOF) "Goodness of fit is an indication of the comparison between the model and the observed variables, there are 3 tools to measure the Goodness of Fit; (1) absolute fit indices, (2) incremental fit indices and (3) parsimony fit indices" [12].

e) Moderating Effect Analysis

Moderating effect analysis aims to analyze the effect of moderation given on the relationship between variables, respondents are grouped based on certain categories.

E. Research Result and Discussion

a) Descriptive Analysis Technique

Table 1 Questionnaires Item Descriptive Analysis

Item Code	Range	Min.	Max.	Sum	Mean	Std. Error	Std. Deviation	Variance
PQ1	4	1	5	1811	4.261	0.029	0.603	0.363
PQ2	4	1	5	1745	4.106	0.038	0.780	0.609
PQ3	4	1	5	1809	4.256	0.036	0.738	0.545
PQ4	2	3	5	1936	4.555	0.026	0.538	0.290
PQ5	4	1	5	1785	4.200	0.039	0.798	0.637
PQ6	4	1	5	1906	4.485	0.026	0.545	0.298
SV1	4	1	5	1772	4.169	0.038	0.777	0.603
SV2	4	1	5	1700	4.000	0.045	0.927	0.858
SV3	4	1	5	1833	4.313	0.040	0.832	0.692
SV4	4	1	5	1587	3.734	0.057	1.169	1.365
SV5	4	1	5	1626	3.826	0.053	1.087	1.182
PV1	4	1	5	1749	4.115	0.037	0.761	0.579
PV2	4	1	5	1666	3.920	0.048	0.990	0.979
PV3	4	1	5	1583	3.725	0.059	1.210	1.464
PV4	4	1	5	1775	4.176	0.040	0.821	0.674
PV5	4	1	5	1657	3.899	0.051	1.056	1.115
PV6	4	1	5	1695	3.988	0.050	1.024	1.049
FV1	4	1	5	1646	3.873	0.048	0.999	0.998
FV2	4	1	5	1623	3.819	0.056	1.146	1.314
FV3	4	1	5	1847	4.346	0.033	0.687	0.472
FV4	4	1	5	1821	4.285	0.036	0.734	0.539
FV5	4	1	5	1846	4.344	0.032	0.658	0.434
SMWOM1	4	1	5	1556	3.661	0.058	1.191	1.418
SMWOM2	4	1	5	1691	3.979	0.044	0.912	0.832
SMWOM3	4	1	5	1729	4.068	0.045	0.938	0.880
PI1	4	1	5	1749	4.115	0.042	0.862	0.744
PI2	4	1	5	1654	3.892	0.050	1.034	1.068
PSS1	4	1	5	1662	3.911	0.049	1.012	1.025
PSS2	4	1	5	1679	3.951	0.048	0.983	0.967
PSS3	4	1	5	1628	3.831	0.057	1.177	1.386
Description: PQ = Perceived quality, SV = Social value, PV = Personal value, FV = Functional value, SMWOM = Social media word of mouth, PI = Purchase intention, PSS = Perceived social value.								

Source: Data Processed by Author (2021)

Based on the results obtained in the table above, it is known that the majority of the items that make up the variables in this study have a tendency to centralize data, and also to spread data, this can be seen from the range, mean, standard deviation and variance.

b) Normality Test

Previously, the normality test was carried out with the Kolmogorov-Smirnov and Shapiro-Wilk, but due to the results showing the data distribution is not normal, then the Skewness and Kurtosis tests were carried out, in the following table.

Table 2 Skewness and Kurtosis Result

Item Code	Skewness	Std. error skew	Skew/ std. error	Desc.	Kurtosis	Std. error kurtosis	kurtosis/ std. error	Desc.
PQ1	-0.706	0.118	-5.965	Negative	2.529	0.236	10.706	Leptokurtic
PQ2	-1.114	0.118	-9.412	Negative	2.346	0.236	9.929	Leptokurtic
PQ3	-0.907	0.118	-7.659	Negative	1.231	0.236	5.212	Leptokurtic
PQ4	-0.631	0.118	-5.331	Negative	-0.788	0.236	-3.336	Platykurtic
PQ5	-1.102	0.118	-9.311	Negative	1.949	0.236	8.251	Leptokurtic
PQ6	-0.728	0.118	-6.146	Negative	2.203	0.236	9.325	Leptokurtic
SV1	-1.548	0.118	-13.072	Negative	4.307	0.236	18.228	Leptokurtic
SV2	-1.198	0.118	-10.115	Negative	1.627	0.236	6.884	Leptokurtic
SV3	-1.776	0.118	-15.003	Negative	4.306	0.236	18.228	Leptokurtic
SV4	-0.940	0.118	-7.942	Negative	0.104	0.236	0.440	Platykurtic
SV5	-1.121	0.118	-9.470	Negative	0.779	0.236	3.296	Mesokurtic
PV1	-1.262	0.118	-10.663	Negative	3.433	0.236	14.532	Leptokurtic
PV2	-1.086	0.118	-9.170	Negative	1.068	0.236	4.520	Mesokurtic
PV3	-0.919	0.118	-7.766	Negative	-0.081	0.236	-0.341	Platykurtic
PV4	-1.339	0.118	-11.308	Negative	2.781	0.236	11.772	Leptokurtic
PV5	-1.198	0.118	-10.119	Negative	1.120	0.236	4.739	Mesokurtic
PV6	-1.325	0.118	-11.195	Negative	1.585	0.236	6.707	Leptokurtic
FV1	-1.212	0.118	-10.235	Negative	1.354	0.236	5.732	Leptokurtic
FV2	-1.057	0.118	-8.927	Negative	0.369	0.236	1.560	Platykurtic
FV3	-1.273	0.118	-10.754	Negative	3.488	0.236	14.762	Leptokurtic
FV4	-1.293	0.118	-10.924	Negative	3.195	0.236	13.523	Leptokurtic
FV5	-1.301	0.118	-10.984	Negative	4.323	0.236	18.298	Leptokurtic
SMWOM1	-1.031	0.118	-8.705	Negative	0.109	0.236	0.461	Platykurtic
SMWOM2	-1.251	0.118	-10.562	Negative	2.016	0.236	8.534	Leptokurtic
SMWOM3	-1.291	0.118	-10.902	Negative	1.785	0.236	7.557	Leptokurtic
PI1	-1.244	0.118	-10.507	Negative	2.250	0.236	9.525	Leptokurtic
PI2	-1.044	0.118	-8.814	Negative	0.749	0.236	3.172	Mesokurtic
PSS1	-1.286	0.118	-10.860	Negative	1.541	0.236	6.522	Leptokurtic
PSS2	-1.232	0.118	-10.403	Negative	1.480	0.236	6.266	Leptokurtic
PSS3	-1.035	0.118	-8.744	Negative	0.268	0.236	1.136	Platykurtic
Mesokurtic (Normal), Leptokurtic (Pointy), Platykurtic (Flat).								

Source: Data Processed by Author (2021)

c) Structural Equation Model

Table 1 Construct Means, Standard Deviations, and Correlations

	PQ	SV	PV	FV	SMWOM	PI	PSS
PQ	1	.309**	.384**	.366**	.287**	.368**	.224**
SV	.309**	1	.761**	.746**	.712**	.686**	.773**
PV	.384**	.761**	1	.757**	.759**	.758**	.783**
FV	.366**	.746**	.757**	1	.698**	.659**	.700**
SMWOM	.287**	.712**	.759**	.698**	1	.678**	.765**
PI	.368**	.686**	.758**	.659**	.678**	1	.678**
PSS	.224**	.773**	.783**	.700**	.765**	.678**	1
Mean.	4.311	4.008	3.971	4.133	3.903	4.004	3.897
Standard Deviations	0.694	0.992	0.998	0.898	1.035	0.958	1.062
**. Correlation is significant at the 0.01 level (2-tailed).							

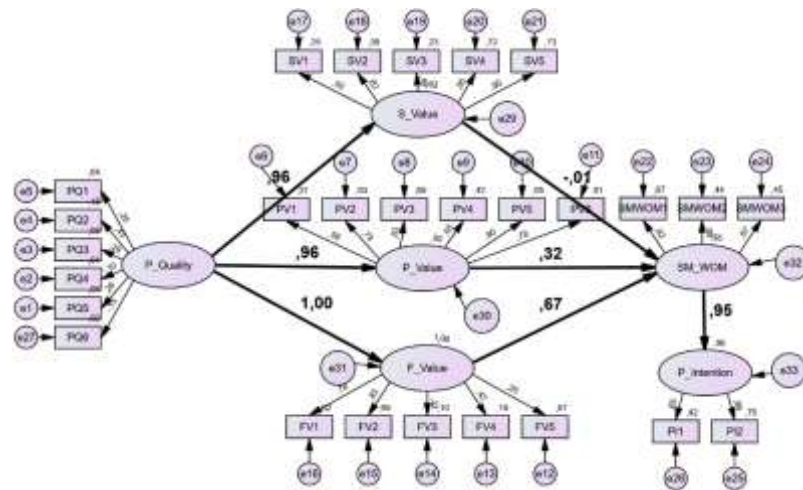Source: Data Processed by Author (2021)

Figure 2 Structural Equation Model Result

Source: Data Processed by Author (2021)

From the results obtained through the structural equation model (SEM) above, it describes the relationships between variables. In the following table are the results of the model used in this study.

Table 2 Structural Equation model (SEM) Result

Structural Path	Coefficient	P value
H1: Perceive Quality -> Social Value	0.957	0.000***
H2: Perceived Quality -> Personal Value	0.958	0.000***
H3: Perceive Quality -> Functional Value	0.999	0.000***
H4: Social Value -> Social Media WOM	-0.008	0.978
H5: Personal Value -> Social Media WOM	0.319	0.275
H6: Functional Value -> Social Media WOM	0.673	0.219
H7: Social Media WOM -> Purchase Intention	0.946	0.000***
Goodness-of-fit: χ² = 1030.98, CMIN/DF = 3.252, p < 0.000; GFI = 0.821, AGFI = 0.787, RMR = 0.039, CFI = 0.870, IFI = 0.871, TLI = 0.856, RMSEA = 0.073		

Source: Data Processed by Author (2021)

In table 4 it is known that the majority of the variables have a positive and significant relationship, seeing the P value which is small than 0.05 thus there is a relationship between the variables.

d) Goodness of Fit

Table 3 Construct Diagram of Goodness of Fit (GoF)

No.	Goodness Of Fit Index	Cut-Off Value	Result	Conclusion
1	χ2 Chi-square (df=317, p = 0,05)	< 276.75	1030.98	Marginal Fit
2	Sig. Probability	≥ 0.05	0,000	Marginal Fit
3	Df	> 0	317	Goodness of Fit
4	CMIN/DF	≤ 2.00	3.252	Marginal Fit
5	GFI	≥ 0.90	0,821	Marginal Fit
6	AGFI	≥ 0.90	0,787	Bad fit
7	CFI	≥ 0.90	0,870	Marginal Fit
8	IFI	≥ 0.90	0.871	Marginal Fit
9	TLI or NNFI	≥ 0.90	0.856	Marginal Fit
10	RMSEA	≤ 0.08	0,073	Goodness of Fit

Sources: Data Processed by Author (2021)

Based on the results of data processing in table 5 shows, the majority of the Goodness of Fit Index are in the marginal fit category, which indicates the achievement of the minimum cut-off value in this study.

e) Moderating Effect Analysis

Table 4 Moderating Effect Analysis

Moderating Effect of Gender, Age, Education, Income, Perceived Social Status		
	Gender	
structural Path	Male	Female
	Coefficient	Coefficient
Social Value -> Social Media WOM	0.019	-0.103
Personal Value -> Social Media WOM	0.636***	-1.052
Functional Value -> Social Media WOM	0.333	2.139
Social Media WOM -> Purchase Intention	0.925***	0.963***
Goodness-of-fit	χ^2 = 786.756 CMIN/DF = 2.482; GFI = 0.681, TLI = 0.732, RMSEA = 0.103	χ^2 = 714.659 CMIN/DF = 2.254; GFI = 0.833, TLI = 0.884, RMSEA = 0.067
	Age	
structural Path	Young	Old
	Coefficient	Coefficient
Social Value -> Social Media WOM	-0.278	0.978
Personal Value -> Social Media WOM	-0.091	-0.782
Functional Value -> Social Media WOM	1.000	-0.857
Social Media WOM -> Purchase Intention	0.938***	1.002***
Goodness-of-fit	χ^2 = 1026.216 CMIN/DF = 3.237; GFI = 0.750, TLI = 0.808, RMSEA = 0.089	χ^2 = 432.039 CMIN/DF = 1.363; GFI = 0.826, TLI = 0.831, RMSEA = 0.050
	Education	
structural Path	Low	High
	Coefficient	Coefficient
Social Value -> Social Media WOM	0.025	0.361
Personal Value -> Social Media WOM	-0.47	0.735***
Functional Value -> Social Media WOM	1.410*	-0.095
Social Media WOM -> Purchase Intention	0.920***	0.965***
Goodness-of-fit	χ^2 = 464.293 CMIN/DF = 1.465; GFI = 0.787, TLI = 0.905, RMSEA = 0.059	χ^2 = 916.261, CMIN/DF = 3.032; GFI = 0.771, TLI = 0.817, RMSEA = 0.083
	Income	
structural Path	Low	High
	Coefficient	Coefficient
Social Value -> Social Media WOM	-0.288	-0.113
Personal Value -> Social Media WOM	-0.079	0.823**
Functional Value -> Social Media WOM	1.327	0.306
Social Media WOM -> Purchase Intention	0.955***	0.889***
Goodness-of-fit	χ^2 = 872.535 CMIN/DF = 2.752; GFI = 0.717, TLI = 0.791, RMSEA = 0.097	χ^2 = 662.101, CMIN/DF = 2.089; GFI = 0.813, TLI = 0.836, RMSEA = 0.068

| structural Path | Perceived social status | |
| | Low | High |
	Coefficient	Coefficient
Social Value -> Social Media WOM	-0.567	0.356
Personal Value -> Social Media WOM	-0.0766	0.476
Functional Value -> Social Media WOM	1.881	-0.187
Social Media WOM -> Purchase Intention	0.591***	1.021***
Goodness-of-fit	χ^2 = 708.665, CMIN/DF = 2.236; GFI = 0.610, TLI = 0.616, RMSEA = 0.113	χ^2 = 595.44 CMIN/DF = 1.878; GFI = 0.877, TLI = 0.812, RMSEA = 0.052
*. significant at the < 0.1 level (2-tailed), **. significant at the < 0.05 level (2-tailed), ***. significant at the < 0.001 level (2-tailed).		

Source: Data Processed by Author (2021)

Based on the results obtained through statistical data processing regarding the moderating effect provided by Customer Demographics (Gender, Age, Education, Income) and Perceived Social Status, it shows that there is a moderating effect between variables and there are also variables that do not have a moderating effect.

IV.   DISCUSSION OF THE RESULT

H1: Perceived quality of luxury brand positively influences social value.

The first hypothesis which states that perceived quality of luxury brand positively influence social value is accepted. The results of this analysis prove that perceived quality has an effect on social value. This can be proven by the coefficient which shows that if the perceived quality increases, then the increase is followed by an increase in the social value of 0.957 or 95.7%.

H2: Perceived quality of luxury brand positively influences personal value.

The second hypothesis which states that perceived quality of luxury brand positively influence personal value is accepted. The results of this analysis prove that perceived quality has an effect on personal value. This can be proven by the coefficient which shows that if the perceived quality increases, then the increase is followed by an increase in the personal value of 0.958 or 95.8%.

H3: Perceived quality of luxury brand positively influences functional value.

The third hypothesis which states that perceived quality of luxury brand positively influence functional value is accepted. The results of this analysis prove that perceived quality has an effect on perceived functional value. This can be proven by the coefficient which shows that if the perceived quality increases, then the increase is followed by an increase in the perceived functional value of 0.999 or 99.
9%.

H4: Consumer's social value is likely to influence social media WOM.

The relationship between perceived social value and social media word of mouth has a P value of 0.978 or greater than 0.05. Based on this analysis, the fourth hypothesis which states that customer's social value is likely to influence social media WOM is not accepted.

H5: Consumer's personal value is likely to influence social media WOM.

The relationship between Perceived personal value and social media word of mouth has a P value of 0.275 or greater than 0.05. Based on this analysis, the fifth hypothesis which states that perceived personal value is likely to influence social media WOM is not accepted.

H6: Consumer's functional value is likely to influence social media WOM.

The relationship between functional value and social media word of mouth has a P value of 0.219 or greater than 0.05. Based on this analysis, the sixth hypothesis which states that consumer's functional value is likely to influence social media WOM is not accepted.

H7: Social media WOM will positively influence luxury purchase intention.

The seventh hypothesis which states that social media WOM will positively influence luxury purchase intention is accepted. This can be proven by the coefficient which shows that if social media word of mouth increases, then the increase is followed by an increase in purchase intention of 0.946 or 94.6%.

H8: Consumer demographic characteristic (e.g., age, gender, education, income) will moderate the relationship between (a) social value; (b) personal value; (c) functional value and social media WOM.

There are several variables moderated by Customer Demographic Characteristics, such as the relationship of personal value variable to social media WOM is 0.636 or 63.6%. The moderating effect of customer demographic (education, low) on the relationship of variable functional value to social media WOM is 1.410 or 141%. Meanwhile, the moderating effect of customer demographic (education, high) on the relationship of the personal value variable for social media WOM is 0.735 or 73.5%. Meanwhile, the moderating effect of customer demographic (income, high) on the relationship of personal value variable to social media WOM is 0.823 or 82.3%.

H9: Consumer demographic characteristic (e.g., age, gender, education, income) will moderate the relationship between social media WOM and luxury purchase intention.

The eleventh hypothesis which states that the moderating influence of demographics on social media word of mouth affects purchase intention is accepted for moderating gender, age, education, income, and perceived social status. The moderating effect of customer demographic (gender, male) on the relationship between social media WOM to purchase intention is 0.925 or 92.5%, and moderating effect of customer demographic (gender, female) on relationship between social media WOM to Purchase Intention is 0.963 or 96.3%. While the customer demographic (age, young) category can moderate social media WOM on purchase intention by 0.938 or 93.8% and (age, old) by 1.002 or 100.2%. In the category of customer demographic (education, low) of 0.920 or 92.0% and high education of 0.965 or 96.5%. In addition, income also moderates social media WOM on Purchase Intentions, low income of 0.955 or 95.5% and high income of 0.889 or 88.9%.

H10: Perceived social status will positively moderate the relationship between (a) social value; (b) personal value; (c) functional value and social media WOM.

Based on the results obtained on the moderating effect of demographic characteristics on the relationship between social, personal, and functional value variables on social media WOM, it was found that there is no moderating effect of perceived social status on the relation between personal value, social value functional value variable on social media WOM.

H11: Perceived social status will positively moderate the relationship between social media WOM and luxury purchase intention.

The moderating effect of Perceived Social Status (low) on Social Media WOM relationship on Purchase Intention is 0.591 or 59.1%, and Perceived Social Status (high) is 1.021 or 102.1%.

V. CONCLUSION

The results of the study show that the perceived quality variable has a significant influence on the social value. This can be proven by looking at the probability value which shows there is a significant effect. This shows that the perceived quality of the product will lead to an increase in the perceived social value. The perceived quality variable has a significant influence on the personal value. This can be proven by looking at the probability value which shows there is a significant effect. This shows that the perceived quality of the product will lead to an increase in the perceived personal value. The perceived quality variable has a significant influence on the functional value. This can be proven by looking at the probability value which shows there is a significant effect. This shows that the perceived quality of the product will lead to an increase in the functional value. The perceived social value variable has no significant effect on social media word of mouth. This can be proven by looking at the probability value which shows that there is no significant effect. The personal value variable has no significant effect on social media word of mouth. This can be proven by looking at the probability value which shows that there is no significant effect. The functional value variable has no significant effect on social media word of mouth. This can be proven by looking at the probability value which shows no significant effect. The social media word of mouth variable has a significant influence on purchase intention. This can be proven by looking at the probability value which shows there is a significant effect. This shows that social media word of mouth will lead to an increase in purchase intention. Customer demographic has a fairly important role as a factor influencing the relationship between perceived value variables and also WOM social media. This is an indicator that there is an influence on the value given by a product to WOM social media. With the moderating effect given by Customer Demographics, it shows that there are internal factors from customers and also other external factors that influence a person's intention to buy a product. There is no moderating effect given the perceived social status on the relationship

between personal values, social values, and functional values on social media WOM. There is a moderating effect given by the perceived social status (low) variable on the relationship between social media WOM variables and purchase intention and there is also a moderating effect given by perceived social status (high) on the relationship between WOM social media variables and purchase intention.

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