

ABSTRACT

Religion plays an important role in purchasing behavior of luxury goods in Indonesia. This can be observed from the increasing demand for fashion luxury brands among generation Z in Indonesia. One of the factors that influences the purchase of luxury goods is social factors which include religious elements. A phenomenon that has occurred in the last few years is that generation Z Muslims in the city of Bandung are faced with luxury goods and place more emphasis on religious aspects in their lives. The aim of this research is to explore how intrapersonal communication and religiosity occur in generation Z in their intention to purchase fashion luxury products. The method used in this research is a descriptive qualitative method using the constructivism paradigm. Data collection techniques were carried out through interviews and documentation using descriptive. And analyzed using data analysis techniques from Miles and Hubberman. The results of the research reveal that intrapersonal communication that occurs in generation Z has been observed through the dimensions of sensation, perception, memory and thinking as well as religiosity has been observed through the dimensions of ideological, intellectual, ritualistic, experiential, and consequential. From the theory of intrapersonal communication and religiosity, it can be seen that generation Z's goal in buying fashion luxury is for self-actualization.

Keywords: *Buttons scarves; Fashion Luxury; Intrapersonal Communication; Religiosity*