

## ABSTRAK

Perkembangan kalangan menengah dan berkecukupan di Indonesia yang cukup pesat memberikan pengaruh yang besar terhadap perubahan pola konsumsi konsumen. Kegiatan konsumsi atas merek-merek mewah menjadi sebuah opsi yang tidak jarang dipilih oleh kalangan ini, terutama dalam bidang mode (*fashion*). Tidak hanya pada orang dewasa, ternyata konsumen yang masih berusia muda pun telah turut mengonsumsi merek-merek mewah. Hal ini menjadi semakin menarik mengingat kelompok ini memiliki jumlah yang terus meningkat di Indonesia yang berarti sebuah peluang yang besar di dunia bisnis. Terkait hal tersebut, penulis melakukan penelitian untuk mengkaji nilai-nilai yang mendasari konsumen kalangan muda dalam melakukan pembelian dan pengonsumsiannya merek mewah di bidang mode (*fashion*).

Pada penelitian ini penulis menggunakan *Structural Equation Modeling* (SEM) dalam melakukan analisa data terhadap hubungan antar variabel. Sejumlah variabel yang bersangkutan dalam penelitian ini adalah *functional value*, *symbolic value*, *experiential value*, *affective attitude*, *willingness to pay*, dan *purchase intention*. Hasil menunjukkan adanya hubungan antara *functional value* terhadap *purchase intention* dan *affective attitude*, *symbolic value* terhadap *purchase intention*, *willingness to pay*, dan *affective attitude*, *experiential value* terhadap *affective attitude*, serta *affective attitude* terhadap *purchase intention* memiliki hubungan yang signifikan.

**Keywords:** *luxury, brand, young consumer, kemewahan, merek mewah*

## ABSTRACT

The rapid development of middle and affluent class in Indonesia generate a high influence to the changes of consumers consumption patterns in Indonesia. Consumption towards the luxury branded product is something that frequently chose by the segment, especially in the field of fashion. Nowadays, the consumption of luxury brands is not only dominated by an adult but also the young consumer. This phenomenon become more interesting, counts the number of this segment continue to arise in Indonesia which leads to big opportunity in business. Following to this, the authors conducted a study to examine the underlying values among young consumers in making purchases and consuming the fashion luxury brands.

In this study, the authors used Structural Equation Modeling (SEM) in conducting the data analysis of the relationship between variables observed. These variables are functional value, symbolic value, experiential value, affective attitude, willingness to pay, and purchase intention. The results showed that there are connection between functional value towards purchase intention and affective attitude, symbolic value towards purchase intention, willingness to pay, and affective attitude, experiential value towards affective attitude, and affective attitude towards purchase intention has a significant connection.

***Keywords: luxury, brand, young consumer, consumer value***