

# Pengaruh Perceived Luxury Values Melalui Brand Coolness Terhadap Passionate Desire: Studi Pada Brand Sepatu Nike di Jabodetabek = The Effect of Perceived Luxury Values through Brand Coolness on Passionate Desire: A Study on the Nike Shoe Brand in Jabodetabek

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## Abstrak

Merek mewah mengandung makna simbolis yang digunakan konsumen untuk memenuhi tujuan sosial mereka. Beberapa penelitian telah mengkontekstualisasikan konstruksi brand coolness berhubungan langsung dengan realisme merek mewah atau perceived luxury values dengan dimensi yang berupa individual values, social values, functional values, dan financial values. Memahami konsep brand coolness menjadi penting untuk memahami hubungan konsumen dengan merek. Diantara brand yang dianggap keren oleh konsumen adalah brand footwear Nike. Disisi lain, nilai kemewahan melalui brand coolness menyebabkan suatu keinginan kuat untuk memiliki brand atau disebut passionate desire. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh perceived luxury values melalui brand coolness terhadap passionate desire studi pada brand sepatu Nike di jabodetabek. Penelitian melalui pendekatan kuantitatif melalui metode survei berdasarkan purposive sampling terhadap populasi. Jumlah responden dalam penelitian ini adalah 175 orang yang didapatkan melalui online questionnaire. Data yang didapatkan diolah menggunakan SPSS dan SmartPLS melalui analisis statistik deskriptif dan SEM. Hasil dari penelitian ini menunjukkan bahwa hubungan yang dimiliki dalam model penelitian signifikan dan saling memiliki pengaruh.

.....Luxury brands contain symbolic meanings that consumers use to fulfill their social goals). Several studies have contextualized the construction of a coolness brand that is directly related to the realism of luxury brands or perceived luxury values with dimensions of individual values, social values, functional values, and financial values. Understanding the concept of brand coolness is important in understanding the relationship between consumers and luxury. Among the brands that consumers consider cool is the Nike footwear brand.. On the other hand, the value of luxury through the coolness brand causes a strong desire to own a brand. The purpose of this study was to analyze the effect of perceived luxury values through brand coolness on passionate desire: a study on the Nike shoe brand in Jabodetabek. Research through a quantitative approach through a survey method based on purposive sampling of the population. The number of respondents in this study was 175 people who were obtained through an online questionnaire. The data obtained were processed using SPSS and SmartPLS through descriptive statistical analysis and SEM. The results of this study indicate that the relationships in the research model are significant and mutually influence.