

## Faktor-Faktor yang Berkontribusi Terhadap Purchase Intention Toward Luxury Product (Analisis Kasus Instagram BMW Indonesia) = Factors Contributing to Purchase Intention Toward Luxury Product (Case Analysis in BMW Indonesia's Instagram)

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### Abstrak

Penelitian ini bertujuan untuk mengetahui faktor apa saja yang berkontribusi terhadap purchase intention toward luxury product serta penelitian ini dilakukan di Indonesia yang lebih tepatnya di jabodetabek. Penelitian ini menggunakan data primer dari kuesioner dengan skala likert 1-6, pengambilan sampling dengan metode accidental sampling dengan screening pada pengguna instagram yang mengikuti akun instagram BMW Indonesia (@bmw\_indonesia). Penelitian ini menggunakan model penelitian yang digunakan oleh Shu-Chuan Chu, Sara Kamal & Yoojung Kim menggunakan variabel beliefs toward social media advertising, brand consciousness, attitude toward social media advertising, behavior toward social media advertising terhadap purchase intention toward luxury product. penelitian ini menemukan bahwa variabel beliefs product information, materialism, dan brand consciousness memiliki pengaruh positif signifikan terhadap attitude toward social media advertising, behavior toward social media advertising, dan purchase intention toward luxury product. Sedangkan variabel false/no sense memiliki pengaruh positif signifikan terhadap variabel behavior toward social media advertising. Variable value corruption memiliki pengaruh positif signifikan terhadap variabel purchase intention toward luxury product. penelitian ini menggunakan metode analisis regresi berganda dan dilanjutkan dengan metode path analysis yang diolah dengan software SPSS 26 for Mac.

.....This study aims to determine what factors contribute to purchase intention toward luxury products, and this research was conduct in Indonesia, more precisely in Jabodetabek. This study uses primary data from a questionnaire with a Likert scale of 1-6, using the accidental sampling method to screen Instagram users who follow the BMW Indonesia Instagram account (@bmw\_indonesia). This study uses the research model by Shu-Chuan Chu, Sara Kamal & Yoojung Kim, using beliefs toward social media advertising, brand consciousness, attitude toward social media advertising, behavior toward social media advertising, and purchase intentions toward luxury products. This study found that beliefs variable from product information, materialism, and brand consciousness significantly positively influenced attitudes toward social media advertising, behavior toward social media advertising, and purchase intentions toward luxury products. Meanwhile, the false/no sense variable significantly positively affects the behavior toward social media advertising. The value corruption variable significantly positively affects the purchase intention variable toward luxury products. This research uses multiple regression analysis methods and continues with a path analysis method processed with SPSS 26 for Mac software.