

**DETERMINING THE FACTORS THAT INFLUENCE THE CONSUMER
BEHAVIOR TO PURCHASE LUXURY FASHION BRANDS AMONG
GENERATION Z IN INDONESIA**

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Thesis

Presented as Partial Fulfillment of Requirements for the Degree of Sarjana

Manajemen (S1) in International Business Management Program

Faculty of Business and Economics Universitas Atma Jaya Yogyakarta



Compiled by:

Clements Eric Cantona Lindiarto

Student ID Number: 15 12 21966

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ATMA JAYA YOGYAKARTA

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Compiled by:

Clements Eric Cantona Lindiaro

Student ID Number: 15 12 21966

Has been read and approved by:

Advisor



Budi Suprpto, Drs., MBA., Ph.D.

Yogyakarta, November 15, 2019

This is to certify that the thesis entitled
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Presented by

Clements Eric Cantona Lindiarto

Student ID Number: 15 12 21966

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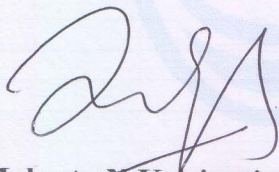
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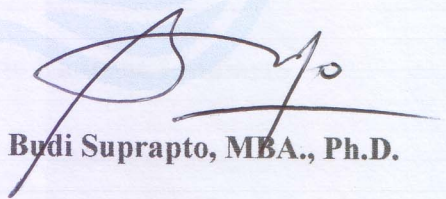
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Mahestu N Krisjanti, SE., M.Sc. IB., Ph.D.

Member



Budi Suprpto, MBA., Ph.D.

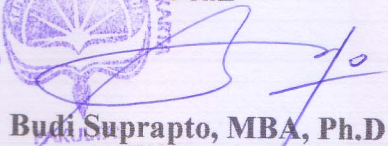


Drs. Gunawan Jiwanto, MBA

Yogyakarta, January 20th, 2020



Dean



Budi Suprpto, MBA, Ph.D

BISNIS DAN EKONOMI

AUTHENTICITY ACKNOWLEDGEMENT

I, Clements Eric Cantona Lindiarto hereby declare that I compiled the thesis with the

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Thank to Almighty God who has given His bless to the author for finishing this research from the beginning until the end, so this thesis can be done on time. This thesis is needed to meet one of academic requirements in completion of Bachelor study of International Business Management Program University of Atma Jaya Yogyakarta. Title that the authors propose is:

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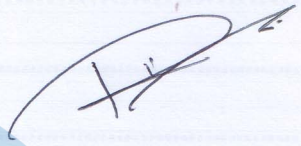
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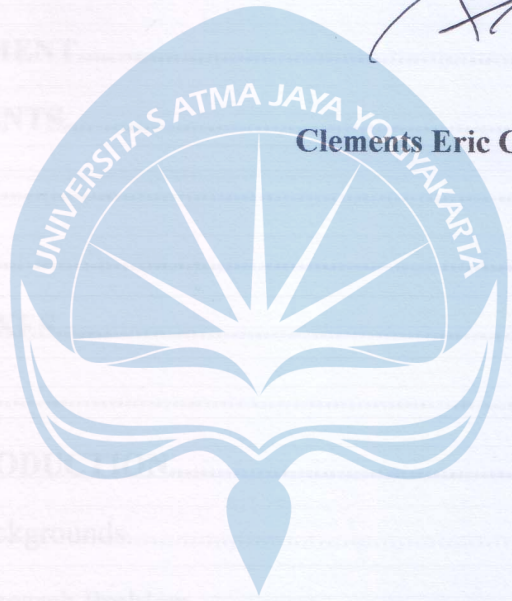


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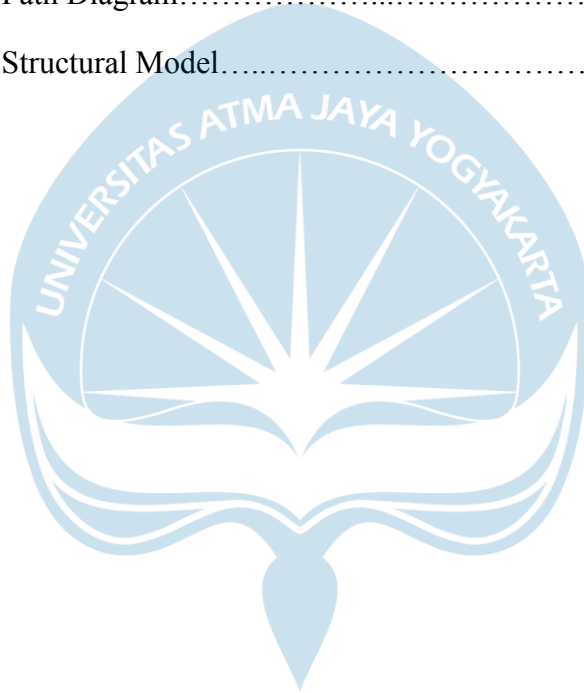
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Clements Eric Cantona Lindiarto

Student ID Number: 15 12 21966

Supervisor

Budi Suprpto, Drs., MBA., Ph.D.

International Business Management Program, Faculty of Business and
Economics, Atma Jaya Yogyakarta University, Jalan Babarsari 43-44, Yogyakarta

ABSTRACT

The main purpose of this research is to know about the determining factors that influence the consumer behavior to purchase luxury fashion brands among generation Z in Indonesia. In today market, luxury goods have grown considerably, and it can be afforded for middle class consumers. It can be said from the definition above that luxury goods expressed as product that purchased by consumers because it has symbolic meaning. This research uses online questionnaire to collect the data, which is distributed to 309 respondents. This research is using SEM-PLS as the analyzing tool.

The results show that conspicuous consumption, explorative purchase, extended-self, hedonism has significant and positive effect to the consumer behavior, and the rest of the variables which are need for uniqueness, and vanity are not significant but have positive effect to the consumer behavior. It is better for the further research to add more demographic variables and also specify the products so the respondents can reach better understanding. The result of this research can help the companies of luxury fashion brands especially in Indonesia for their managerial decision related to strategy support of a luxury brands. The marketer can promote the products by launching in every outlet in Indonesia providing a number of variants. This means promoting the brand intensively, so many consumers will be more aware of the emergence of new brand and hence prefer the product.

Keyword: Luxury fashion brands, consumer behavior, Indonesian consumer, conspicuousness consumption, hedonism, vanity, need for uniqueness, extended-self, explorative purchase.