

Drivers of Attitude Toward Luxury and Counterfeit Products: The Moderating Role of Interpersonal Influence (A Case Study of Gen Z in Jakarta) = Pendorong Sikap Terhadap Produk Mewah dan Produk Palsu: Peran Moderasi Pengaruh Antar-Pribadi (Studi Kasus Gen Z di Jakarta)

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Abstrak

Penelitian ini bertujuan untuk memahami pendorong sikap Gen Zs terhadap produk mewah dan palsu di Jakarta yang dimoderatori oleh pengaruh interpersonal. Penelitian menggunakan sampel sebanyak 272 responden yang berdomisili di Jakarta. Hasil penelitian menunjukkan bahwa perfeksionis dan konsumsi status memiliki sikap positif terhadap produk mewah. Selanjutnya, ketika perfeksionisme dan konsumen dimotivasi oleh status yang dimoderatori oleh pengaruh interpersonal, hal itu hanya mempengaruhi konsumen status dan sikap mereka terhadap produk mewah. Hasil temuan ini berimplikasi untuk memberikan perspektif baru bagi para praktisi, regulator, dan akademisi terkait sikap konsumen terhadap produk mewah dan palsu.

.....The study aims to understand the drivers of the attitude towards luxury and counterfeit products of Gen Zs in Jakarta, which is moderated by interpersonal influence. The study uses a sample of 272 respondents that reside in Jakarta. The findings showed that perfectionist and status consumption have a positive attitude towards luxury products. Furthermore, when perfectionism and consumers are motivated by status moderated by interpersonal influence, it only influences status consumers and their attitude towards luxury products. The results of these findings have implications for providing new perspectives for practitioners, regulators, and academics regarding the consumer's attitude toward luxury and counterfeit products.