

## Analisis Willingness to Pay Terhadap Luxury Fashion Brands Between Generations X, Y, and Z Indonesia = Analysis of Willingness to Pay For Luxury Fashion Brands Between Generations X, Y, and Z Indonesia

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### Abstrak

Pertumbuhan penjualan pasar barang mewah Indonesia saat ini mencapai 6,6% per tahun. Di Indonesia, terjadi perubahan kelompok usia pembeli barang mewah ke yang lebih muda, dari Generasi X dan Y ke Generasi Z. Mengingat Indonesia merupakan negara dengan penduduk Muslim terbesar di dunia, pertumbuhan penjualan barang mewah pun semakin pesat. Hal ini bertentangan dengan nilai Islam yang diajarkan dalam hidup untuk tidak materialistis. Oleh karena itu, tujuan dari penelitian ini adalah untuk menganalisis faktor-faktor yang mempengaruhi willingness to pay a premium Generasi X, Y dan Z untuk membeli barang fashion mewah. Metodologi purposive sampling yang digunakan dalam penelitian ini melibatkan 490 responden yang pernah membeli barang mewah di level masstige selama tiga tahun terakhir. Dengan model Theory of Reasoned Action dan pendekatan kuantitatif melalui metode Partial Least Square, hasil penelitian ini menunjukkan bahwa attitude towards behavior, subjective norms memiliki pengaruh positif signifikan terhadap purchase intention, sementara pengaruh religiosity ditemukan tidak signifikan. Religiosity memiliki pengaruh negatif signifikan terhadap attitude towards behavior, subjective norms, dan willingness to pay a premium. Brand value dan purchase intention memiliki pengaruh positif signifikan terhadap willingness to pay a premium.

.....Indonesia's luxury goods market sales growth currently reaches 6.6% per year. In Indonesia, there has been a change in the age group of buyers of luxury goods to younger ones, from Generations X and Y to Generation Z. Considering that Indonesia is a country with the largest Muslim population in the world, sales of luxury goods are growing rapidly. This is contrary to Islamic values which are taught in life not to be materialistic. Therefore, the purpose of this research is to analyze the factors that influence the willingness to pay a premium of Generations X, Y and Z to buy luxury fashion goods. The purposive sampling methodology used in this study involved 490 respondents who had purchased luxury goods at the masstige level in the last three years. With the Theory of Reasoned Action model and a quantitative approach through the Partial Least Square method, the results of this study indicate that attitude towards behavior, subjective norms have a significant positive effect on purchase intention, while the effect of religiosity is found to be insignificant. Religiosity has a significant negative effect on attitude towards behavior, subjective norms, and willingness to pay a premium. Brand value and purchase intention have a significant positive effect on willingness to pay a premium.