Research Article

The Relationship Between Product Quality, Perception of Luxury, Brand Attitude, and Purchase Intent for Luxury Products: A Quantitative Study on Indonesian Social Media Users

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Abstract.
This study explored the relationship between product quality, perception of luxury, brand attitude, and purchase intent for luxury brands. Data was collected from social media users in Indonesia using a quantitative cross-sectional design with a causal approach. Partial least square path modeling (PLS-SEM) in structural equation modeling (SEM) was used for analysis. The study found that the quality of luxury products did not influence purchase intention in Indonesian society, indicating the need for further research on this topic. The study also confirmed that perceived value positively impacted brand attitude, perception of luxury improved consumer attitude towards luxury products, and perceived value significantly influenced purchase intention. Companies need to consider the perceived value in the functional, social, personal, and social value aspects when developing marketing strategies to increase purchase intention among consumers. These findings provide important insights into luxury brand marketing strategies and highlight the need for further research in different cultural contexts.

Keywords: Product Quality, Luxuriousness Perception, Brand Attitude, Purchase Intention, Social Media Users

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1. Introduction

In today's digital era, producing high-quality luxury products has become the key to success for luxury brands in the global market. Luxury brands must ensure that their products meet high standards and promote their product quality through appropriate marketing strategies [1], [2]. By doing so, luxury brands can build consumer trust, expand their customer base, and maintain their brand relevance in an increasingly competitive global market. Smart and constantly connected online consumers have greater access to information about luxury brands and products available in the market

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[3]. Consumers who are connected to social media and online news tend to pay more attention to product reviews and testimonials before deciding to buy them [4], [5]. High-quality luxury products can also attract potential customers' attention and help brands build a positive and well-known brand image [6]. The attribute of luxury can influence consumers' perceptions of the brand and product, as well as increase the brand's value in consumers' minds [7], [8]. Luxury is considered a symbol of social status and prestige.

Brand attitude is an important factor in influencing consumers' purchase intention in the luxury product market. Consumers tend to prefer brands that have high-quality products and have desired luxury attributes because it can improve the brand's image in consumers' minds [9]. Purchase intention is greatly influenced by product quality, luxury, and brand attitude. Brand attitude is also an important factor in influencing consumers' purchase intention [10]. Consumers tend to choose brands that have a positive brand image and meet their expectations [11], [12]. Therefore, luxury brands must build a positive brand image and maintain product quality and luxury attributes to build a positive brand attitude among consumers [13], [14]. To increase purchase intention, manufacturers and marketers must pay attention to these factors and ensure that their products have good quality, have a luxurious reputation, and have a positive brand attitude among consumers [8], [15]. Consumers' perceptions of the quality of luxury products are not always in line with reality. Some luxury products may be considered high quality simply because of their famous brand, even though the quality of the product may not meet consumers' expectations. The aim of this study is to explore the relationship between product quality, luxury, brand attitude, and purchase intention for luxury products, and how social factors and pricing influence consumer perceptions of luxury brands.

2. Methods

This study is a quantitative cross-sectional research with a causal approach to test the cause-and-effect relationship between variables. The data were collected from a sample of social media users and analyzed statistically to identify patterns of variable relationships. The research subject is social media users (Instagram or WhatsApp) in Indonesia who are the subjects of a questionnaire to further understand the relationship to consumer behavior. From the study, a conceptual model was obtained as shown in Figure 2. Based on the figure, the research hypotheses are:

H1: There is an Effect of Product Quality on Brand Attitude

H2: There is an Effect of Product Quality on Purchase Intention

H3: There is an Effect of Perceived Luxuriousness Value on Brand Attitude

H4: There is an Effect of Perceived Luxuriousness Value on Purchase Intention

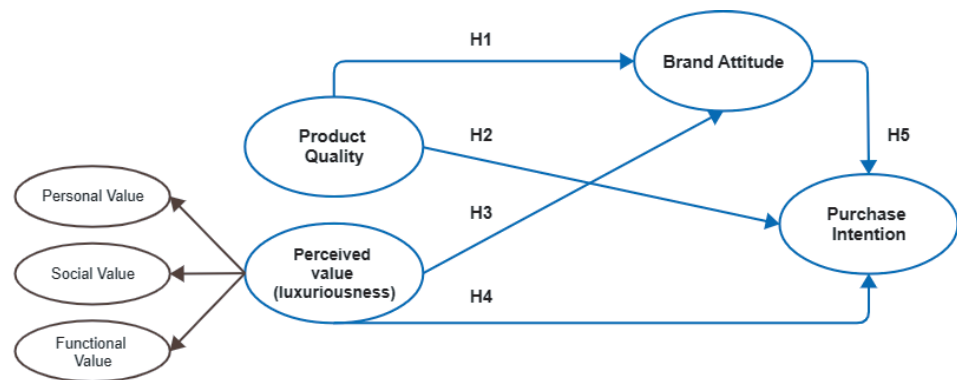H5: There is an Effect of Brand Attitude on Purchase Intention.

Figure 1: Conceptual Model.

This research used non-probability sampling techniques with purposive sampling method, and the minimum criteria for respondent age is 17 years old. Data were collected using an online questionnaire and measured using a Likert scale with a weight of 5 intervals. Respondents answered statements in the questionnaire provided by the researcher. The statements in the questionnaire can measure attitudes, opinions, and perceptions of respondents related to the research subject. The sample size in this study was 357 respondents.

This research used partial least square path modeling (PLS-SEM) in structural equation modeling (SEM). The analysis is conducted in three stages: the outer model analysis (measurement model evaluation), the inner model analysis (structural model evaluation), and the predictive relevance analysis. The study begins with a second-order Confirmatory Factor Analysis (CFA) of latent constructs, evaluating their validity and reliability, followed by a convergent validity analysis and discriminant validity analysis. The study uses Fornell's criterion to examine discriminant validity.

3. Result

3.1. Respondents Characteristics

The results of a survey conducted to determine the characteristics of respondents who have an intention to purchase luxury products in Indonesia. The descriptive analysis was performed to understand the distribution of respondents. The survey was distributed across various regions of Indonesia and collected data on respondents' gender, age, occupation, income, and their intention to purchase luxury products. The majority of respondents were women, and most of them were under 35 years old. The province with the highest number of respondents was Daerah Istimewa Yogyakarta (DIY), Indonesia. Most respondents were private sector employees, followed by students or those in the education sector. The highest number of respondents had a monthly income between Rp. 2,500,000 to Rp. 5,000,000.

3.2. Confirmatory Factor Analysis

The model is both reflective and formative, and the analysis involves two levels of testing. In the first level, the outer model is tested using reflective indicators, and the convergent validity, discriminant validity, and reliability are evaluated. The study finds that the indicators used in this research meet the criteria for convergent validity, with all loading factor values above 0.7 and AVE values above 0.5. The study also finds good discriminant validity and reliability, indicating that the model used is suitable for the research objectives. In the second level of analysis, the study evaluates the latent construct to its dimensions, comparing the loading factor of the perception of value construct and observing the outer variance inflation factor (VIF). The study finds that the functional, social, and personal values have loading factors above 0.7 and that there is no multicollinearity among the construct's indicators, with none of the VIF values exceeding 5. See Figure ??.

3.3. Model Quality

Out of five hypotheses proposed, four hypotheses were accepted because they had p-values lesst than 0.05. The hypotheses accepted were H1, H3, H4, and H5. The t-value was also used to assess the significance of the independent variables' influence on the dependent variable. See Table 1.
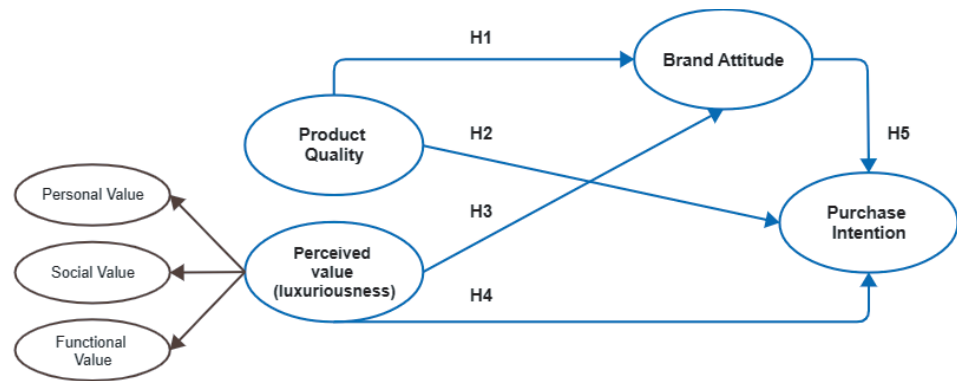
Figure 2: The Result of Structural Model.

TABLE 1: Hypothesis Analysis.

	O	M	STDEV	IO/STDEVI	P Values	Hypothesis
Product Quality Brand Attitude	0,541	0,535	0,052	10,390	0,000	H1: Accpeted
Product Quality Purchase Intention	0,121	0,116	0,069	1,747	0,081	H2: Rejected
Percevied Value Brand Attitude	0,128	0,126	0,038	3,326	0,001	H3: Accpeted
Percevied Value Purchase Intention	0,438	0,443	0,057	7,722	0,000	H4: Accpeted
Brand Attitude Purchase Intention	0,353	0,357	0,077	4,616	0,000	H5: Accpeted

The findings suggest that perceived value, product quality, and brand attitude have a significant effect on purchase intention and brand attitude. The study's limitation is that it did not consider other variables that could influence purchase intention and brand attitude. Moreover, the study's sample size was not mentioned, which could impact the generalizability of the findings.

4. Dicsussion

Product quality is an essential component of brand value. This study shows that the impact of product quality on brand attitude has a value of 0.000, which is significant. The result explains that there is an influence of product quality on brand attitude. Companies that provide high-quality products have a competitive advantage and may be more profitable. High-quality products can improve consumers' attitudes towards the brand. Product quality can motivate consumers to buy specific products by differentiating the brand from its competitors. In turn, product quality can encourage purchasing decisions [16].

Luxury brand products' quality meets user expectations free from damage or defects. Therefore, the product's quality is suitable for meeting consumer needs [17], [18]. Quality is a subjective evaluation of a product or the excellence that exists in the product by consumers. Consumer attitudes are an important factor for retailers to consider as attitudes have a relationship with consumer behavior. If consumers are attracted to luxury products, they are more likely to have a strong desire to purchase the product they like. Conversely, if consumers do not have an attraction to the product's quality, they tend not to choose it. Thus, high brand quality is a determinant of consumer attitude in deciding which product to choose and even buy. This is consistent with [19] research, which explains that product quality has a positive impact on consumer attitudes.

The quality of a luxury brand's product does not affect purchase intention. The good quality of luxury products does not increase or decrease consumer purchase intention [20]. Luxury products generally have the same function, but the most important aspect is their durability and low risk when purchasing them [21]. In addition, the quality of features and durability of a product is not an essential aspect of purchase intention for luxury products in Indonesian society. This is because Indonesian consumers have a different perspective on purchasing luxury products, and luxury products come with a warranty in case of damage [12], [17], which does not affect the aesthetic or functional aspects of the product. Therefore, consumers do not prioritize product quality when purchasing luxury products. This suggests that better quality luxury products do not necessarily lead to an increase in purchase intention. However, this research does not support previous studies [18]. This research also does not specify the luxury brand of the product, which may lead to respondent bias.

This study shows that perceived value has an influence on brand attitude. The results indicate a positive relationship between luxuriousness perception and brand attitude, with an increase in perceived value of luxury products resulting in an increase in consumer attitude towards luxury products. This study is in line with [22], [23] finding that perceived value has a direct and significant influence on brand attitude and consumer behavior towards luxury products is manifested and manifested in perceived value by consumers. Ref. [24] explain that brand attitude is a network of beliefs that is interrelated with long-lasting opinions about a brand. In turn, this brand attitude will affect consumer perception of the value of luxury products. When positive perceived value is in the minds of consumers, it will support a high degree of brand credibility. Consumer perceptions of luxury goods need to consider the functional, personal, and social value they feel.

Perceived value that shows uniqueness, price, and quality in building their identity and making them interested or wanting to have it. Thus, their positive attitude will encourage a higher perceived value of luxury goods [23], [25].

This study shows that perceived value has a significant influence on purchase intention. This is consistent with previous research that explains that the higher perceived value, the higher the purchase intention. Consumers tend to behave according to perceived values, such as social, personal, and functional aspects [25]. Marketers in increasing the value of purchase need to consider the perceived value in terms of functional, social, personal, and social value aspects. Consumers show consumption value in purchasing luxury branded products. Consumers will pay more to get these premium products [1], [26]. There is a significant relationship between perceived value and purchase intention [6], [18], [27]. For consumers who are fond of luxury products, the social value aspect can influence lifestyle and encourage purchase intention. The trend of Indonesian consumers expressing their personality by owning luxury products [28]. Consumers feel recognized by their social environment to gain high prestige in the eyes of others.

Based on the research results, brand attitude has an influence on purchase intention. These results are supported by previous research [10], [29], purchase intention arises as a result of the attitude formed towards the brand. Brand attitude can increase an individual's motivation to purchase a brand. This attitude becomes consistent for consumers in stating how satisfied they are with their choice of luxury products. The attributes and advantages of luxury brands compared to similar products in general will increase consumer purchase intention [8], [22]. Thus, changes in brand attitude in consumers can bring about changes in their purchase intention because it is an internal individual evaluation of the brand. An increase in brand attitude, such as consumer interest in luxury brands as premium products, becomes a determinant of purchase intention [15], [16], [30].

5. Conclusion

The studies reviewed in this analysis provide important insights into the relationship between product quality, luxuriousness perception, brand attitude, and purchase intention for luxury products. Product quality has a significant impact on brand attitude, and high-quality products can differentiate the brand from its competitors and create a

competitive advantage, leading to increased profitability. The second study shows that the quality of luxury products does not affect purchase intention in Indonesian society, indicating the need for further research on this topic. The third study confirms that perceived value has a positive impact on brand attitude, and luxuriousness perception can increase consumer attitude towards luxury products. Additionally, the fourth study shows that perceived value has a significant influence on purchase intention, and companies need to consider the perceived value in terms of functional, social, personal, and social value aspects to increase consumer purchase intention.

Acknowledgments

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