

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh dimensi dari *Consumer's Perceived Value* terhadap *Satisfaction* dan *Loyalty* konsumen wanita tas luxury brands di Indonesia.

Pengolahan data penelitian ini menggunakan *Structural Equation Modelling* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan LISREL 8.70. Teknik pengambilan sampel menggunakan *non-probability sampling*. Data diperoleh secara *online* dari responden yang memenuhi karakteristik populasi yang telah ditentukan. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 160 responden wanita di Indonesia.

Hasil penelitian ini menunjukkan pengaruh *utilitarian value* dan *self-expressive value* yang memiliki dampak negatif dan tidak signifikan terhadap *satisfaction* konsumen tas *luxury brands* di Indonesia. Pengaruh *Hedonic value*, *social value* dan *creative achievement value* memiliki dampak positif dan signifikan terhadap *satisfaction* konsumen tas *luxury brands* di Indonesia serta pengaruh *satisfaction* terhadap *loyalty* konsumen tas *luxury brands* di Indonesia .

Kata kunci: *Consumer's Perceived Value*, *Satisfaction*, *Loyalty*, *Customization*, *Luxury Brands*.

ABSTRACT

This study aims to analyze the effect of dimensions of Consumer's Perceived Value on Satisfaction and Loyalty of women consumers of luxury handbags brands in Indonesia.

This research data processing using Structural Equation Modeling (SEM) with Statistical Package for Social Sciences program (SPSS) version 18 and LISREL 8.70. The sampling technique uses non-probability sampling. Data are obtained online from respondents who meet the specified population characteristics. The number of samples used in this study were 160 female respondents in Indonesia.

The results of this study indicate the influence of utilitarian value and self-expressive value which has negative and insignificant impact on consumer satisfaction of luxury handbag brands in Indonesia. The influence of Hedonic value, social value and creative achievement value have positive and significant impact on consumer satisfaction of luxury brands bag in Indonesia and influence satisfaction to consumer loyalty of luxury handbag brand in Indonesia.

Keywords: Consumer's Perceived Value, Satisfaction, Loyalty, Customization, Luxury Brands.