

satisfaction, self-expression, social recognition, brand personality appeal, and symbolic meaning. This situation presents a significant challenge for luxury fashion brands in Indonesia. Moreover, luxury goods in Indonesia are purchased infrequently, with most consumers making only one to three purchases annually, showing a more selective decision-making process (Statista, 2024). Therefore, companies need to understand the factors that drive purchase intention and loyalty, including product quality, design, economic value, personal relevance, social prestige, and brand personality appeal. Knowing these drivers is important for brands seeking to strengthen their market position. Consequently, research on factors that influence purchase intention and brand loyalty is necessary.

One fashion brand relevant to this context is Coach. Coach is positioned in the affordable luxury segment because it offers high-quality products, unique designs, and a luxury image while remaining more accessible than many high-end luxury brands. The brand is known for its leather craftsmanship as the “original American House of Leather” and for its use of premium materials, such as glovetanned leather (Coach, 2025). In Indonesia, Coach products are sold at premium prices, ranging from around IDR 3 million to IDR 12 million, indicating that consumers continue to perceive value in the brand (Coach, 2026; Reuters, 2025). Coach also has social and personal appeal, as its bags have been described as a “Gen Z status symbol,” and its “Courage to Be Real” vision emphasizes authenticity and self-expression (Bloomberg, 2025; Coach, 2025). Recently, Coach has strengthened its marketing strategy toward younger consumers through modern product designs, influencer collaborations, and iconic products such as the “Coach Tabby Bag” (Vogue, 2025). This strategy is also evident in Surabaya, where Coach has established an official retail presence through boutiques in Ciputra World, Tunjungan Plaza 4, and Galaxy Mall. Beyond these permanent boutiques, Coach also conducted a brand activation event through “The Coach Tabby” pop-up store at Pakuwon Mall from 8 to 26 October 2025. These developments indicate that Coach is relevant for examining affordable luxury fashion consumption in Surabaya.

Prior studies have examined how luxury value perception (functional, financial, individual, and social values) influences purchase intention in luxury products (Canguende-Valentim & Vale, 2023; de Klerk et al., 2019; Wu & Yang, 2018). However, the findings remain inconsistent, as some studies identified significant effects, while others reported different results. Moreover, prior research has not fully integrated consumer-driven factors, such as luxury value perception, with brand-driven factors, particularly brand personality appeal. Sestino (2024) found that brand personality appeal increases willingness to buy, a construct closely related to purchase intention, while Willems (2022) showed that brand personality appeal is associated with brand loyalty as part of customer-based brand equity. Arindaputri and Santoso (2023) also found that purchase intention significantly influences brand loyalty in the fashion sector. Accordingly, this study suggests a more comprehensive model that combines these factors among Coach consumers in Surabaya.

This study aims to examine the influence of luxury value perception and brand personality appeal on purchase intention and brand loyalty among Coach consumers in Surabaya. Luxury value perception is conceptualized through four dimensions: functional value perception, financial value perception, individual value perception, and social value perception. Specifically, this study investigates whether these four dimensions, together with brand personality appeal, positively influence consumers’ purchase intention toward Coach products. It also examines whether purchase intention positively contributes to brand loyalty and whether brand personality appeal directly and positively influences brand loyalty.

The findings of this study will offer two contributions. Theoretically, it clarifies which factors drive purchase intention and brand loyalty in the affordable luxury fashion context. It also improves understanding of the relationships among luxury value perception, brand personality appeal, purchase intention, and brand loyalty in Indonesia’s luxury fashion sector. Practically, the results may inform marketing practitioners, particularly those at Coach in Surabaya, in developing effective strategies that raise purchase intention and strengthen brand loyalty.

LITERATURE REVIEW

Luxury Value Perception

Luxury value perception refers to how consumers assess the value of luxury products (Canguende-Valentim & Vale, 2023). This perception comprises four primary components: financial, functional, individual, and social value. These dimensions indicate that luxury encompasses not only quality and price, but also personal meaning, emotional rewards, and social recognition (Canguende-Valentim and Vale 2023).

Previous research by Wiedmann et al. (2009), Hennigs et al. (2012), and Bachmann et al. (2019) similarly identified financial, functional, individual, and social values as central to shaping perceptions of luxury. However, luxury value perceptions are also influenced by psychological factors that vary according to culture, personal experience, and social context. Consequently, the meaning of luxury may differ among individuals, depending on their interpretation of a product's value and symbolism.

A brief explanation of each dimension is as follows. Functional value perception refers to consumers' evaluation of the practical and physical benefits of luxury products, including quality, usability, reliability, and uniqueness (Canguende-Valentim & Vale, 2023; de Klerk et al., 2019; Wu & Yang, 2018). Financial value perception describes how consumers evaluate the monetary aspects of luxury products, particularly how price signals exclusivity and limited access to ownership in the luxury product category (Canguende-Valentim & Vale, 2023; Wu & Yang, 2018). Individual value perception reflects the personal and emotional meanings obtained from luxury consumption, such as self-identity, self-expression, hedonism, and self-reward (Canguende-Valentim & Vale, 2023; de Klerk et al., 2019; Femina & Santhi, 2024; Xi et al., 2022). Meanwhile, social value perception refers to consumers' evaluation of the social benefits of luxury products, including prestige, status, social recognition, conspicuousness, and the ability of the product to enhance consumers' image within their social environment (Canguende-Valentim & Vale, 2023; de Klerk et al., 2019; Femina & Santhi, 2024).

Brand Personality Appeal

Brand personality appeal is how consumers see a brand's personality as attractive, novel, and distinctive compared to other brands (Sestino, 2024). Freling et al. (2011) note that brand personality appeal extends beyond brand personality. It focuses on how attractive those human-like brand traits are to consumers. These views show that a brand's personality means most when consumers see it as attractive, distinctive, and relevant. In general, brand personality appeal is consumers' judgment of how attractive, distinctive, and relevant a brand's personality is compared to rivals.

Purchase Intention

Purchase intention is defined as consumers' tendency or willingness to buy a product, shown by their desire, plans, and likelihood of making a future purchase (de Klerk et al., 2019). Canguende-Valentim and Vale (2023) expand on this by defining purchase intention as a personal assessment of the likelihood of buying a product, based on perceived value, quality, and benefits. These definitions suggest purchase intention involves more than a spontaneous desire. It reflects a deliberate evaluation, preparedness, and commitment to making a purchase decision. Overall, purchase intention refers to consumers' willingness and readiness to buy a product in the future.

Brand Loyalty

Brand loyalty refers to consumers' strong commitment to repurchase or continue choosing the same brand consistently, even when external influences or competitors' marketing efforts may encourage them to switch (Kotler & Keller, 2016). Badriya (2025) similarly explains that

brand loyalty reflects consumers' dedication to a brand, as demonstrated by their willingness to make repeat purchases and to recommend it to others. These perspectives suggest that brand loyalty should not be understood solely as repeated purchase behavior but also as a reflection of consumers' positive attitudes, preferences, trust, and attachment toward a brand. In summary, brand loyalty can be understood as consumers' commitment and tendency to consistently choose, repurchase, and sustain a positive relationship with a brand.

Functional Value Perception to Purchase Intention

Functional value perception is expected to have a positive effect on purchase intention. de Klerk et al. (2019) found that consumers' evaluation of functional benefits, such as quality, durability, and usability, can improve their willingness to purchase luxury products. Similarly, Wu and Yang (2018) note that utilitarian value, which is closely related to functional value, positively influences purchase intention because consumers are more likely to buy luxury products when they perceive the products as high-quality, reliable, and beneficial. However, Canguende-Valentim and Vale (2023) found that functional value perception did not significantly affect purchase intention. This difference may occur because their study was conducted in Angola, where the luxury consumption may be more strongly influenced by social recognition, symbolic meaning, and emotional value than by product utility. Therefore, the influence of functional value perception on purchase intention may depend on the cultural context and consumers' dominant motivations in evaluating luxury products. Nevertheless, sufficient evidence shows that when consumers perceive functional value positively, their purchase intention toward luxury products is likely to increase.

H1: Functional value perception has a positive effect on purchase intention.

Financial Value Perception to Purchase Intention

Financial value perception is expected to have a positive effect on purchase intention. Wu and Yang (2018) found that financial value positively affects purchase intention in luxury consumption, showing that consumers are more likely to intend to buy when they see the premium price reflects value, exclusivity, and limited ownership. Correspondingly, Hartini and Soviyanti (2022) show that financial value perception can increase purchase intention when consumers perceive a match between product price and benefits. However, Canguende-Valentim and Vale (2023) found no significant effect of financial value perception on purchase intention, suggesting that in some luxury contexts, consumers may prioritize social recognition and emotional value over financial factors. This difference may be because their study was conducted in Angola, where luxury consumption is more influenced by collectivist cultural values and symbolic meanings than by price evaluations. Nevertheless, enough empirical evidence suggests that when consumers perceive financial value positively, especially when premium price signals exclusivity, prestige, and limited ownership, their purchase intention toward luxury products is likely to increase.

H2: Financial value perception has a positive effect on purchase intention.

Individual Value Perception to Purchase Intention

Individual value perception is expected to have a positive effect on purchase intention. Canguende-Valentim and Vale (2023) found that consumers tend to perceive luxury products as more personally valuable when the products provide emotional pleasure (hedonism), reflect personal identity, and represent individual achievement. In line with this finding, de Klerk et al. (2019) show that individual value perception has a positive and significant effect on purchase intention, as consumers are more likely to develop purchase intention when luxury products offer emotional satisfaction, materialistic meaning, and self-reward or achievement. Their study even shows that individual value perception is the strongest driver of purchase intention. These findings indicate that the role of individual values in luxury consumption extends beyond product

ownership to the psychological meaning consumers attach to the product. Therefore, the stronger the consumers' perception of individual value, the stronger their purchase intention toward luxury products.

H3: Individual value perception has a positive effect on purchase intention.

Social Value Perception to Purchase Intention

Social value perception is expected to have a positive effect on purchase intention. Canguende-Valentim and Vale (2023) found that consumers are more likely to purchase luxury products when these items enhance their self-image to others (conspicuousness), provide a sense of being valued, and support the achievement of social prestige. Specifically, their study found that social value perception is the dominant factor influencing purchase intention. Similarly, de Klerk et al. (2019) report that social value perception has a positive and significant impact on purchase intention, as consumers consider how others perceive luxury products and how these products play a part in creating a favorable social impression. These findings highlight the importance of social value in luxury consumption, as luxury products often symbolize status, lifestyle, and social recognition. Therefore, the stronger the consumers' perception of social value, the stronger their purchase intention for luxury products.

H4: Social value perception has a positive effect on purchase intention.

Brand Personality Appeal to Purchase Intention

Brand personality appeal is expected to have a positive effect on purchase intention. Sestino (2024) found that brand personality appeals positively affect willingness to buy, showing that consumers are more likely to purchase a brand when they perceive its personality as attractive, novel, and distinctive. In this context, willingness to buy is conceptually aligned with purchase intention because both reflect consumers' tendency to make a purchase. Halder et al. (2024) support this, showing that brand personality appeals positively and significantly affects purchase intention. An attractive and distinctive brand personality helps consumers form positive evaluations and choose the brand over competitors. These studies indicate that brand personality appeal depends not only on whether a brand has a personality but also on whether consumers find it attractive enough to influence their purchase intention. Therefore, the stronger consumers' perception of brand personality appeal, the stronger their purchase intention toward the brand, in the context of a luxury brand.

H5: Brand personality appeal has a positive effect on purchase intention.

Purchase Intention to Brand Loyalty

Purchase intention is expected to have a positive effect on brand loyalty. Arindaputri and Santoso (2023) found that purchase intention significantly influences brand loyalty, showing that consumers with stronger purchase intention are more likely to develop repeated buying behavior and maintain a relationship with the brand. Badriya (2025) also shows that purchase intention positively influences customer loyalty, as consumers with a higher tendency to buy are more likely to develop commitment and continue choosing the same brand. These findings indicate that purchase intention is not only an early stage of the buying process but also a psychological basis for repeated behavior and long-term brand commitment. Therefore, the stronger the consumers' purchase intention, the stronger their brand loyalty is likely to become in the context of a luxury brand.

H6: Purchase intention has a positive effect on brand loyalty.

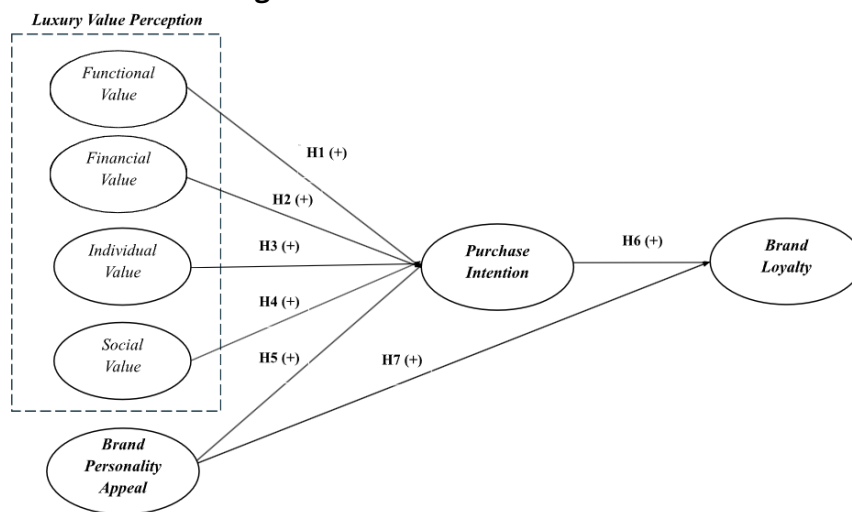
Brand Personality Appeal to Brand Loyalty

Brand personality appeal is expected to have a positive effect on brand loyalty. Willems (2022) shows that brand personality appeal plays an important role in developing consumers' responses to a brand through customer-based brand equity, in which brand loyalty is one of its

key components. This indicates that when consumers perceive a brand’s personality as attractive and distinctive, they are more likely to maintain their brand preference. Ekawati et al. (2021) also found that brand personality appeal has a positive and significant effect on behavioral intention, including consumers’ tendency to continue using, recommending, and maintaining a relationship with the brand, and thereby leading to brand loyalty. These findings suggest that brand personality appeal can encourage stronger consumer attachment because an attractive, distinctive brand personality helps create a more positive, memorable brand evaluation. Therefore, the stronger consumers’ perception of brand personality appeal, the stronger their brand loyalty is likely to become in the context of luxury products.

H7: Brand personality appeal perception has a positive effect on brand loyalty.

Figure 1. Research Framework



Source: Data Processed, 2026

METHODS

Sampling

The target population of this study consists of Coach consumers in Surabaya. The research context is an affordable luxury fashion brand, with Coach as the object of the study. The unit of analysis is the individual consumer, as this research examines consumers’ luxury value perceptions, brand personality appeal, purchase intention, and brand loyalty toward Coach products. The sampling technique used is non-probability sampling with purposive sampling in which respondents are selected based on specific criteria relevant to the research objectives. This technique was considered appropriate because the study required respondents with actual experience with Coach products and who met the characteristics needed to answer the research questions. The respondents were required to be Indonesian citizens, at least 18 years old (adults), originally from Surabaya, familiar with the Coach brand, and to have purchased or owned Coach products within the past year through official boutiques or authorized purchasing channels

Data Collection

Data were collected using an online questionnaire through Google Forms. Following Canguende-Valentim and Vale's (2023) study, the questionnaire began with screening questions before respondents proceeded to the main research items. The questionnaire was presented in Bahasa Indonesia and designed to be completed within 10 to 15 minutes. The screening questions ensured respondents met the study criteria. Only those who met all criteria could proceed to the main questionnaire.

Measures

The questionnaire measured seven constructs: functional value perception, financial value perception, individual value perception, social value perception, brand personality appeal, purchase intention, and brand loyalty. Luxury value perception included four dimensions: functional, financial, individual, and social value perceptions. Each dimension used a different number of indicators: functional value perception (3), financial value perception (4), individual value perception (3), and social value perception (6). Brand personality appeal was measured with four indicators, purchase intention with three indicators, and brand loyalty with four indicators. All items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. All measurement items were adapted from previous studies, translated into Bahasa Indonesia by a professional translator, and adjusted to the Coach context to ensure clarity and suitability. The collected data were analyzed using covariance-based Structural Equation Modeling (SEM) with JASP.

RESULTS

The results section begins by presenting the respondents' demographic profile. This information provides an overview of the research sample's characteristics, including gender, age, and residential area in Surabaya. The demographic profile of the respondents is presented in Table 1.

Table 1. Demographic Profile of Respondent

Characteristics	Frequency	%
Gender		
Male	71	41.0
Female	102	59.0
Age		
18–29 years old (Generation Z)	54	31.2
30–45 years old (Millennial Generation)	92	53.2
46–61 years old (Generation X)	27	15.6
Residential Area in Surabaya		
Central Surabaya	40	23.1
North Surabaya	11	6.4
East Surabaya	53	30.6
South Surabaya	32	18.5
West Surabaya	37	21.4

Source: Data Processed, 2026

As shown in Table 1, most respondents were female (59.0%), while male respondents accounted for 41.0%. Regarding age, most respondents were millennials aged 30–45, accounting for 53.2% of the total sample. In terms of residential area, the largest proportion lived in East Surabaya (30.6%), followed by Central Surabaya (23.1%) and West Surabaya (21.4%). Furthermore, validity and reliability testing were conducted to assess the quality of the research instruments, as presented in Table 2.

Table 2. Result of the Measurement Model

Measure	Factor Loading
Functional Value Perception (Composite Reliability = 0.890; AVE = 0.733; Cronbach's α = 0,889)	
FU1: I believe that higher-priced Coach products indicate better quality.	0.817
FU2: I believe that Coach products are of superior quality.	0.875
FU3: I believe that Coach products provide better functional benefits for me.	0.870
Financial Value Perception (Composite Reliability = 0.771; AVE = 0.466; Cronbach's α = 0,775)	
FI1: I believe that Coach products are generally expensive.	0.607
FI2: I believe that only a few people own Coach products.	0.582
FI3: I believe that authentic Coach products are not mass-produced.	0.675
FI4: I believe that Coach products are not sold in ordinary retail outlets, such as supermarkets.	0.827
Individual Value Perception (Composite Reliability = 0.889; AVE = 0.726; Cronbach's α = 0,888)	
I1: I derive satisfaction from buying Coach products.	0.847
I2: I feel better about myself when purchasing Coach products.	0.854
I3: I feel that owning Coach products gives me pleasure.	0.858
Social Value Perception (Composite Reliability = 0.891; AVE = 0.572; Cronbach's α = 0,887)	
S1: I like to know which Coach products can make good impressions on others.	0.716
S2: To me, my friends' perceptions of Coach products are important.	0.831
S3: I pay attention to the types of people who usually buy Coach products.	0.784
S4: It is important for me to know what others think of people who use Coach products.	0.796
S5: I am interested in determining which Coach products I should buy to make good impressions on others.	0.822
S6: I would worry about what others would think of me if I bought Coach products.	0.588
Brand Personality Appeal (Composite Reliability = 0.891; AVE = 0.677; Cronbach's α = 0,889)	
BPA1: I perceive the Coach brand as distinctive	0.817
BPA2: I perceive the Coach brand as novel	0.726
BPA3: I perceive the Coach brand as surprising	0.822
BPA4: I perceive the Coach brand as fresh	0.908
Purchase Intention (Composite Reliability = 0.897; AVE = 0.741; Cronbach's α = 0,895)	
PI1: I will purchase Coach products.	0.818
PI2: I will have the intention to buy Coach products.	0.887
PI3: I will have purchase interest in Coach products.	0.882
Brand Loyalty (Composite Reliability = 0.890; AVE = 0.672; Cronbach's α = 0,889)	
BL1: I consider myself loyal to the Coach brand.	0.835
BL2: I make the Coach brand my preferred choice.	0.805
BL3: I will not buy products from other luxury brands if similar products are available from Coach.	0.762
BL4: The Coach brand would be my first choice.	0.869

Source: Data Processed, 2026

Table 2 shows all standardized loadings surpass 0.50. This indicates that each indicator represents its latent construct. Most constructs have AVE values above 0.50, except Financial Value Perception, which is 0.466. Although slightly below 0.50, this value remains acceptable since it exceeds 0.40, and the CR value surpasses the recommended threshold. Fornell and Larcker (1981) state that an AVE below 0.50 remains acceptable when CR is above 0.60. All constructs have CR values above 0.70, indicating good reliability. Therefore, the measurement model in this study can be considered valid and reliable. The Goodness-of-Fit test results are detailed in Table 3.

Table 3. Results of the Goodness of Fit Measurement Model Test

No	Index	Criteria	Result	Note
1	CMIN/DF (χ^2/df)	$\leq 3,00$	1,752	<i>Good Fit</i>
2	RMSEA	$\leq 0,08$	0,066	<i>Good Fit</i>
3	SRMR	$\leq 0,08$	0,055	<i>Good Fit</i>
4	TLI	$\geq 0,90$	0,916	<i>Good Fit</i>
5	CFI	$\geq 0,90$	0,928	<i>Good Fit</i>

Based on Table 3, the Goodness-of-Fit results show the measurement model has a good fit. This is indicated by the CMIN/DF value of 1.752, RMSEA of 0.066, SRMR of 0.055, TLI of 0.916, and CFI of 0.928, all of which meet the recommended criteria. Therefore, the measurement model is considered fit. The hypothesis testing results are presented in Table 4.

Table 4. Hypothesis Test Results

Hypothesis	Path	Estimate	z-value	p-value	Note
H1	Functional Value Perception → Purchase Intention	0.138	2.413	0.016	Accepted
H2	Financial Value Perception → Purchase Intention	0.234	4.169	< 0.001	Accepted
H3	Individual Value Perception → Purchase Intention	0.439	7.322	< 0.001	Accepted
H4	Social Value Perception → Purchase Intention	0.168	2.994	0.003	Accepted
H5	Brand Personality Appeal → Purchase Intention	0.236	4.248	< 0.001	Accepted
H6	Purchase Intention → Brand Loyalty	0.350	4.365	< 0.001	Accepted
H7	Brand Personality Appeal → Brand Loyalty	0.528	6.780	< 0.001	Accepted

Note: A hypothesis is accepted when the z-value > 1.96 and the p-value < 0.05.

Source: Data Processed, 2026\

Based on Table 4, all hypotheses proposed in this study (H1-H7) are accepted because each path has a positive estimate value, a z-value greater than 1.96, and a p-value below 0.05. Functional value perception, financial value perception, individual value perception, social value perception, and brand personality appeal have a positive effect on purchase intention. Furthermore, purchase intention and brand personality appeal both have a positive effect on brand loyalty. These results indicate that luxury value perception and brand personality appeal play important roles in increasing consumers' purchase intention and brand loyalty toward Coach products in Surabaya. The detailed interpretation of each hypothesis result is further discussed in the Discussion section.

DISCUSSION

Functional Value Perception to Purchase Intention

Table 4 presents the results of the first hypothesis test, which states that functional value perception has a positive effect on purchase intention. H1 is accepted, meaning that the higher consumers' perception of functional value in Coach products, the greater their purchase intention. This aligns with de Klerk et al. (2019) and Wu and Yang (2018), who found that functional value perception boosts purchase intention for luxury products. In those studies, it is explained that consumers' perceptions of product quality, durability, performance, and benefits can increase their purchase intention of luxury products. In this study, respondents still consider functional aspects when forming their purchase intention toward Coach products. However, functional value perception has the lowest estimated value among other dimensions. This indicates that although its effect is relatively weaker, functional value still significantly contributes to consumers' purchase intention toward Coach products. This finding is relevant to Coach as an affordable luxury brand known for product quality, leather craftsmanship, and durable materials like glovetanned leather (Coach, 2025). Coach products are also practical because they combine premium materials, functional design, and daily usability. In the context of Coach consumers in Surabaya, consumers' perceptions of these functional benefits remain relevant because they not only have symbolic and emotional value but also the perceived quality and usefulness of the products they purchase. Thus, functional value perception remains an important factor in strengthening consumers' purchase intention toward Coach products.

Financial Value Perception to Purchase Intention

The second hypothesis test results show that financial value perception positively and significantly affects purchase intention. H2 is accepted, meaning that as consumers' perception of the financial value of Coach products increases, so does their intention to purchase. This aligns with Wu and Yang (2018) and Hartini and Soviyanti (2022), who found that financial value perception boosts purchase intention for luxury products. These studies show that consumers' perceptions of price, in which price is viewed as a signal of exclusivity and limited ownership access in the luxury product category, can increase their tendency to purchase. In this study, the results indicate that respondents also consider the financial value when forming their purchase intentions for Coach products. This is reflected in their perception that Coach products are relatively expensive, owned by a limited number of people, not mass-produced, and not available in ordinary retail outlets. This is relevant for Coach as an affordable luxury brand positioned between mass-market and high-end brands, with prices ranging from IDR 3 million to IDR 12 million (Coach, 2026). While more accessible than some luxury brands, Coach maintains a premium image through higher prices and selective distribution. For Coach consumers in Surabaya, financial value perception is key; they assess not only affordability but also the brand's exclusivity and premium value. Thus, financial value perception is important in strengthening purchase intention toward Coach products.

Individual Value Perception to Purchase Intention

The third hypothesis test shows that individual value perception has a positive and significant effect on purchase intention. H3 is accepted, indicating that consumers who see greater individual value in Coach products have stronger purchase intentions. This aligns with findings from Canguende-Valentim and Vale (2023), de Klerk et al. (2019), and Wu and Yang (2018), who

found that luxury products boost purchase intention when they provide personal and emotional benefits, such as satisfaction, pleasure, and a positive self-image. In this study, respondents indicated that buying Coach products gives them satisfaction, boosts their self-esteem, and brings pleasure. Among the value dimensions analyzed in this study, individual value perception has the strongest influence on purchase intention, consistent with de Klerk et al. (2019). This finding is especially relevant for Coach, which, as an affordable luxury brand, offers both functional and emotional value. Through collections like 'Tabby bags' and its 'Courage to Be Real' vision, Coach promotes authenticity and self-expression, helping consumers connect products to their identity (Coach, 2025). For Coach consumers in Surabaya, purchase intention is also shaped by the satisfaction, pleasure, and self-expression they perceive from owning and using Coach products. Thus, individual value perception is the strongest value dimension in strengthening consumers' purchase intentions toward Coach products.

Social Value Perception to Purchase Intention

The fourth hypothesis test reveals that social value perception has a positive and significant effect on purchase intention. Therefore, H4 is accepted, indicating that consumers who see greater social value in Coach products tend to have stronger purchase intentions. This finding is consistent with Canguende-Valentim and Vale (2023) and de Klerk et al. (2019), who found that luxury products raise purchase intention when they help consumers boost self-image, make a good impression, and gain social recognition. In this study, respondents also appear to consider these social aspects when forming their intention to purchase Coach products. This is reflected in their perception that using Coach products can create a positive impression, that other people's opinions about Coach users are important, and that certain Coach products may help them present a desirable image in their social surroundings. This is relevant to Coach as an affordable luxury brand with a premium image and strong recognition. Coach has also been deemed a "Gen Z status symbol," indicating the brand's social value and its capability to convey a premium image (Bloomberg, 2025). For Coach consumers in Surabaya, purchase intention depends not only on quality or price, but also on the social impression and image of owning Coach products. Thus, social value perception remains an important factor in strengthening consumers' purchase intention toward Coach products.

Brand Personality Appeal to Purchase Intention

The results of the fifth hypothesis test show that brand personality appeal has a positive and significant effect on purchase intention. Therefore, H5 is accepted, indicating that stronger brand personality appeal toward Coach increases consumers' intention to purchase Coach products. This finding aligns with Sestino (2024) and Halder et al. (2024), who found that brand personality appeals positively affect purchase intention. These studies show that consumers tend to have stronger purchase intentions when a brand is perceived as novel, distinctive, and different from other brands. In this study, respondents also appear to consider brand personality appeal when forming their purchase intention toward Coach products. This is reflected in their perception that Coach is a distinctive, novel, surprising, and fresh brand. This result is relevant to Coach as an affordable luxury brand that continues to build a distinctive identity and remain relevant to younger consumers. Through iconic products such as 'Tabby Bags' and brand campaigns that emphasize authenticity and self-expression, Coach seeks to create a brand personality that feels modern, new, and attractive. This approach is also reflected in Coach's "Courage to Be Real" vision, which encourages consumers to express their personal stories and identities through the products they use (Coach, 2025). In the context of Coach consumers in Surabaya, this shows that purchase intention is influenced not only by perceived value but also by consumers' brand personality appeal toward Coach. Thus, brand personality appeal remains an important factor in strengthening consumers' purchase intention toward Coach products.

Purchase Intention to Brand Loyalty

The results of the sixth hypothesis test show that purchase intention has a positive and significant effect on brand loyalty. Therefore, H6 is accepted, meaning that the stronger consumers' purchase intention toward Coach products, the higher their brand loyalty to Coach. This finding is consistent with Arindaputri and Santoso (2023) and Badriya (2025), who also found a positive effect of purchase intention on brand loyalty. These studies indicate that consumers with strong purchase intention are more likely to make repeat purchases and maintain a relationship with the brand. In this study, respondents who demonstrate a stronger intention to purchase Coach products also tend to show higher loyalty. This suggests purchase intention is not only an early stage in the purchase decision process but also reflects consumers' tendency to maintain their relationship with Coach. For Coach consumers in Surabaya, purchase intention is an important basis for building brand loyalty, as consumers with strong purchase intention are more likely to keep Coach as their preferred brand. Thus, purchase intention remains key in strengthening consumers' brand loyalty toward Coach.

Brand Personality Appeal to Brand Loyalty

The results of the seventh hypothesis test show that brand personality appeal has a positive and significant effect on brand loyalty. Therefore, H7 is accepted, meaning that the stronger consumers' perception of Coach's brand personality appeal, the higher their loyalty toward the brand. This aligns with Willems (2022) and Ekawati et al. (2021), who found that brand personality appeal can foster brand loyalty. In this study, respondents consider the appeal of Coach's brand personality when forming loyalty, indicating that an attractive, distinctive, and novel brand personality creates a stronger consumer-brand connection. Moreover, among all variables in this study, brand personality appeal has the strongest effect on brand loyalty. This finding is relevant to Coach as an affordable luxury brand that consistently builds a distinctive identity and remains relevant to younger consumers. Through iconic collections such as the 'Tabby Bag', updated designs, and the "Courage to Be Real" vision, Coach emphasizes authenticity and self-expression (Coach, 2025). These initiatives foster the perception of Coach not just as a fashion product but as a brand with strong character and identity. For Coach consumers in Surabaya, brand personality appeal is a key factor in loyalty, as they are more likely to remain loyal to brands, they perceive as attractive, distinctive, and aligned with their identity. Thus, brand personality appeal remains crucial in strengthening consumers' brand loyalty toward Coach.

CONCLUSION

The results of this study show that luxury value perception and brand personality appeal can strengthen purchase intention and brand loyalty toward Coach products among consumers in Surabaya. In this study, functional value perception, financial value perception, individual value perception, social value perception, and brand personality appeal all increase consumers' purchase intention, indicating that consumers consider product quality, premium and exclusive value, personal satisfaction, social image, and brand personality appeal when deciding to purchase Coach products. Among the four dimensions of luxury value perception in this study, individual value perception has the strongest effect on purchase intention, indicating that personal satisfaction, pleasure, and self-expression are the most influential value considerations. Purchase intention also increases brand loyalty, indicating that consumers with stronger intention to buy Coach products are more likely to continue choosing and maintaining their relationship with the brand. In addition, brand personality appeal directly increases brand loyalty, showing that consumers who perceive Coach as distinctive and novel are more likely to remain loyal to the brand. Overall, purchase intention and brand loyalty toward Coach are shaped not only by functional and financial considerations, but also by personal meaning, social image, and Coach's brand personality appeal.

This study offers both theoretical and practical implications. Theoretically, it contributes to literature by integrating luxury value perception, brand personality appeal, purchase intention, and brand loyalty in the context of Coach consumers in Surabaya. Future research could include variables such as customer experience, as interactions with boutiques, staff, and after-sales service may further explain purchase intention and loyalty. Future research may also consider income level as it can affect consumers' purchasing power, price perception, and financial value perception. Additionally, future research can use larger samples, expand the research scope to other major cities in Indonesia, and compare Coach to brands such as Michael Kors or Kate Spade to gain broader consumer insights.

Practically, the findings suggest that Coach should strengthen marketing strategies that highlight product quality, leather craftsmanship, premium value, self-expression, and distinctive brand personality. To enhance functional value perception, Coach can emphasize material quality, durability, craftsmanship, and product usability through social media content, product catalogues, and in-store product explanations. To strengthen financial value perception, Coach should maintain its premium yet affordable luxury image through selective distribution, official purchasing channels, exclusive product launches, and communication that reinforces the brand's premium value. Individual and social values can be enhanced by presenting Coach products as part of consumers' personal identity, lifestyle, self-expression, and social image, particularly through campaigns related to authenticity and the "Courage to Be Real" vision. In addition, brand personality appeal can be strengthened by consistently communicating Coach as a distinctive, authentic, fresh, and recognizable brand through digital campaigns, storytelling, iconic products such as the 'Tabby bag', and influencer collaborations that match the brand image. Finally, Coach can strengthen brand loyalty by maintaining post-purchase communication, offering product recommendations, loyalty programs, exclusive offers, and customer events that encourage consumers to continue choosing Coach.

LIMITATION

This study has a limitation related to the sample size, which consisted of 173 respondents. Although this number meets the minimum sample size requirement for SEM analysis, it remains relatively limited in representing Coach consumers more broadly. Therefore, future studies are encouraged to use larger sample sizes to obtain more representative findings and provide a more comprehensive understanding of consumer behavior in the luxury market, particularly in the affordable luxury segment.

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