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**The Relationships among Perceived Similarity, Perceived Brand Authenticity, Social Value, Emotional
Value, and Purchase Intention toward Perfume Dupes among Generation Z Consumers in Indonesia**
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ABSTRACT

This study examines the relationships among Perceived Similarity, Perceived Brand Authenticity, Social Value, Emotional Value, and Purchase Intention toward perfume dupes among Generation Z consumers in Indonesia. Drawing on Perceived Value Theory and the Theory of Consumption Values by Sheth et al. (1991), this study focuses on Social Value and Emotional Value as two dimensions of consumption value. Data were collected from 251 Generation Z respondents in Indonesia through an online questionnaire and analyzed using SmartPLS. The results show that Perceived Similarity has a positive and significant effect on Social Value, while Perceived Brand Authenticity has a positive and significant effect on Emotional Value. Furthermore, both Social Value and Emotional Value have positive and significant effects on Purchase Intention. Emotional Value has a stronger effect on Purchase Intention than Social Value, indicating that personal emotional benefits are more strongly associated with consumers' purchase intentions. Overall, the findings demonstrate the relationships among product similarity, brand authenticity, Social Value, Emotional Value, and Purchase Intention toward perfume dupes among Generation Z consumers in Indonesia.
Keywords: perceived similarity, perceived brand authenticity, social value, emotional value, purchase intention, perfume dupes, Generation Z, SmartPLS.

ABSTRAK

Penelitian ini mengkaji hubungan antara kemiripan yang dirasakan, autentisitas merek yang dirasakan, nilai sosial, nilai emosional, dan niat beli terhadap parfum dupe di kalangan konsumen Generasi Z di Indonesia. Dengan mengacu pada *Perceived Value Theory* dan *Theory of Consumption Values* oleh Sheth et al. (1991), penelitian ini berfokus pada nilai sosial dan nilai emosional sebagai dua dimensi nilai konsumsi. Data dikumpulkan dari 251 responden Generasi Z di Indonesia melalui kuesioner daring dan dianalisis menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa kemiripan yang dirasakan memiliki pengaruh positif dan signifikan terhadap nilai sosial, sedangkan autentisitas merek yang dirasakan memiliki pengaruh positif dan signifikan terhadap nilai emosional. Selanjutnya, nilai sosial dan nilai emosional memiliki pengaruh positif dan signifikan terhadap niat beli. Nilai emosional memiliki pengaruh yang lebih kuat terhadap niat beli dibandingkan nilai sosial, yang menunjukkan bahwa manfaat emosional pribadi lebih kuat berkaitan dengan niat beli konsumen. Secara keseluruhan, temuan penelitian ini menunjukkan hubungan antara kemiripan produk, autentisitas merek, nilai sosial, nilai emosional, dan niat beli terhadap parfum dupe di kalangan konsumen Generasi Z di Indonesia.
Kata Kunci: *kemiripan yang dirasakan, autentisitas merek yang dirasakan, nilai sosial, nilai emosional, niat beli, parfum dupe, Generasi Z, SmartPLS.*