

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *Conspicuousness*, *Need for Uniqueness*, *Social Influence*, *Emotion*, dan *Brand Luxury Perception* pada Niat Beli konsumen pada produk *fashion masstige*. Penelitian ini dilakukan dengan metode kuantitatif untuk menguji lima hipotesis. Data primer dalam penelitian ini diperoleh melalui kuesioner yang diisi oleh 210 responden baik secara *offline* maupun *online*.

Analisa data dari responden menunjukkan hasil bahwa *Conspicuousness*, *Social Influence*, *Emotion*, dan *Brand Luxury Perception* memiliki pengaruh positif dan signifikan pada Niat Beli konsumen untuk produk *fashion masstige*. *Need for Uniqueness* berpengaruh tidak signifikan. Di antara, keempat variabel independen yang berpengaruh signifikan, *Conspicuousness* yang memiliki pengaruh paling signifikan.

**Kata Kunci:** *Conspicuousness*, *Need for Uniqueness*, *Social Influence*, *Emotion*, *Brand Luxury Perception*, Niat Beli, dan Produk *Fashion Masstige*

## ABSTRACT

*The objective of this research is to analyse the impact of Conspicuousness, Need for Uniqueness, Social Influence, Emotion, and Brand Luxury Perception toward Purchase Intention to fashion masstige product. This research is conducted with quantitative method to test five hypothesizes. Primary data for this research is obtained using questionnaire that was filled by 210 respondents through offline and online channels.*

*The analysis of data from the respondents shows that Conspicuousness, Social Influence, Emotion, and Luxury Perception Brand have a positive and significant impact on consumers' intention to buy masstige fashion products. Meanwhile, Need for Uniqueness has a positive impact but not significant. Among the four independent variables with significant impact, Conspicuousness has the most significant influence.*

**Keywords:** *Conspicuousness, Need for Uniqueness, Social Influence, Emotion, Brand Luxury Perception, Purchase Intention, dan Fashion Masstige Product*