

## **ABSTRACT**

This study examined self-congruity and religiosity as influencing factors that affect Indonesian consumer's luxury goods purchase intention. A total of 466 Indonesian consumers participated the survey in this study. Using SmartPLS, this study finds that there are significant effects of self-congruity toward the purchase intention, and religiosity is significant toward the subjective norm. This study not only provides researchers with a better understanding of luxury consumers in their purchase intentions for luxury goods but also provides luxury goods manufacturer and retailers with important implications to develop effective marketing strategies in the Indonesia luxury goods market.

**Keywords** : self-congruity, religiosity, purchase intention, attitude toward behaviour, subjective norm, perceived behavioral control, luxury goods, Indonesia

## ABSTRAK

Penelitian ini meneliti tentang efek dari self-congruity dan religiosity terhadap purchase intention (niat membeli) barang mewah dari konsumen di Indonesia. Total 466 responden terlibat dalam penelitian ini. Uji statistic menggunakan SmartPLS. Hasil penelitian ini menunjukkan bahwa terdapat efek yang signifikan dari self-congruity terhadap niat membeli masyarakat. Sedangkan, religiosity berpengaruh signifikan terhadap subjective norm. Penelitian ini tidak hanya memberikan masukan secara akademis terhadap ranah perilaku konsumen dan niat membeli tapi juga terhadap para pelaku pasar seperti perusahaan penghasil barang mewah ataupun pemasar barang mewah. Penelitian ini dapat memberikan masukan untuk membangun strategi marketing yang baik dan efektif di pasar barang mewah terutama di Indonesia.

**Kata kunci** : self-congruity, religiosity, purchase intention, attitude toward behaviour, subjective norm, perceived behavioral control, niat membeli, barang mewah, Indonesia