

EFFECT OF PRODUCT QUALITY, ADVERTISEMENT, AND BRAND IMAGE ON PURCHASE DECISION MEDIATED BY CUSTOMER VALUE OF LOUIS VUITTON AT JABODETABEK

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Abstract

Louis Vuitton is one of the upscale brands that offers and sells a wide range of ready-to-wear clothing and accessories such as wallets, bags, shoes, jewelry, and eyewear. To understand the behavior of consumer purchasing decisions, research is needed on product quality, advertising, brand image, and customer value in purchasing decisions for Louis Vuitton products. Data was collected by distributing questionnaires to respondents with characteristics who had bought Louis Vuitton products. After that the data obtained is processed with SmartPLS v. 3.3.3 by analyzing reliability, validity, and common method bias. At the preliminary test stage by distributing questionnaires to 40 respondents and tested for reliability and validity. Then followed by actual testing by distributing questionnaires to 168 respondents and analyzing the data in more depth and detail. The results of the study show that consumers are interested in buying Louis Vuitton products because of advertising factors and customer value. With advertisements using K-Pop artists, consumers are more interested in making direct purchase decisions. With respondents who are mostly millennials who know that Louis Vuitton is an expensive brand, respondents still want to use Louis Vuitton brand products to fulfill their desires by following trends.

Keywords: Product Quality; Advertisement; Brand Image; Customer Value; Purchase Decision

INTRODUCTION

Indonesia is one of the countries in Southeast Asia which has a population of 273 million in 2020. The population in the Greater Jakarta area alone reached 29,116,662 people in 2017 (Tumoutounews, 2019). Based on this statement, it can be concluded that the largest market in Indonesia is Jabodetabek. This can also reflect that the largest consumption in Indonesia is also in the Greater Jakarta area. Therefore, many luxury brands only open their outlets in Jakarta. Louis Vuitton is a company engaged in the fashion or fashion house. Louis Vuitton was founded in 1854 in France by someone named Louis Vuitton. Louis Vuitton has several product lines including clothing, bags, shoes, and accessories. All Louis Vuitton products are handmade by French craftsmen, using quality materials, and have their own characteristics. From 2006 to 2012, Louis Vuitton was named the world's most luxurious brand with a value of approximately USD \$25.9 billion.

Table 1 Brand with highest Value in the world

Brand	2020 Brand Value \$
1 Nike	\$36.8 b
2 Louis Vuitton	\$32.3 b
3 Hermes	\$18.3 b
4 Gucci	\$18.2 b
5 Zalando	\$17.9 b
6 Adidas	\$16.2 b
7 Tiffany & Co.	\$15.2 b
8 Zara	\$13.5 b
9 H&M	\$11.5 b
10 Cartier	\$10.7 b

Source: Fashion United (2019)

Reporting from detik.com (2021), sales of products with the Louis Vuitton brand skyrocketed. The increase in Louis Vuitton's stock price was triggered by the company's increasing cash flow. This is due to the sales of Louis Vuitton products which are getting bigger and bigger by the day. Sales of Louis Vuitton handbags also strengthened Louis Vuitton's revenue in the second quarter of 2021. Net profit from sales of Louis Vuitton in the first six months of 2021 was 5.29 billion euros compared to the first six months of 2020 which was only 522 million euros.

In Indonesia, especially among young people, they are already familiar with the Louis Vuitton brand. Almost all upper-class people use this brand, both men and women. The quality of products from Louis Vuitton which uses genuine European leather with a distinctive monogram logo is one of the reasons people consume Louis Vuitton products. In addition, the advertisements presented by Louis Vuitton using K-Pop artists are increasingly triggering consumers to buy products offered by Louis Vuitton. In addition, there is also the image of the Louis Vuitton brand as a high-end, expensive brand that will add prestige to anyone who uses it.

Product quality is often an influential determinant in the process of buying or consuming goods. According to (Tjiptono & Chandra, 2011), product quality is the quality of a product which includes efforts to meet or even exceed customer expectations or expectations. When consumers feel that an item has good product quality and meets expectations, consumers will make a purchase and even come back to make a purchase afterward. Product quality is also a differentiating factor between one brand and another. In addition, product quality is also a determinant of the selling price that will be marketed by a brand.

Intense competition between brands in the high-end fashion industry is becoming very fierce. Competitors from Louis Vuitton include Hermes and Gucci. The two brands also often carry out massive promotions on social media to attract and offer the products they sell. One of Louis Vuitton's advertising and promotion strategies is to use the Korean wave as a means, namely using Korean artists such as K-pop idol BTS and model Jung Ho Yeon as brand ambassadors and catalog models. Reporting from The Fashion Law, from 2020 to mid-2021 Louis Vuitton made a profit of up to billion US dollars.

The brand image of Louis Vuitton that is shown to consumers is luxury, expensive, Louis Vuitton logo, exclusive, French-made products, square pattern typical of Louis Vuitton, upscale, and handbags. Louis Vuitton provides a sophisticated and exclusive brand image. In addition, Louis Vuitton also targets consumers who are upper-class and earn above average.

With a luxurious image, Louis Vuitton continues to innovate and market its trademark products. In addition, Louis Vuitton also sells and offers legendary products to maintain its curated image in the eyes of consumers.

LITERATURE

Product Quality

Product Quality is the quality of a product which includes efforts to meet or even exceed customer expectations or expectations (Tjiptono & Chandra, 2011). The quality of a product can include processes, products, services, the environment, and people. Quality is an important element when a company is engaged in producing a product. This quality is included in one of the factors of competitive advantage. Quality is also the main thing that must be considered by manufacturers and companies.

Along with the development of the times and the world entering the era of globalization, competition between companies is also getting tougher. Therefore, quality is one that can be a differentiating factor between one product and other products sold by competitors. Product quality is also an element that must be maintained by the company from time to time so that the company does not lose customers. (Hendrayanti & Nurauliya, 2021)

Advertisement

According to (Achmad & Adhimursandi, 2020) advertisement is a form of communication used to convince the audience (viewers, listeners, or readers) to be able to take action or buy the products, services, or information offered. Marketing a product through advertising is one of the marketing activities that are often carried out by companies or individuals. Ads will be made in such a way and as attractive as possible. This is to attract the target audience. Most of the main forms of advertising contain visual and verbal or written elements (Kim & Min, 2016)

Marketing promotions can be divided into 2 platforms, namely, above the line (ATL) and below the line (BTL). Above the line means that the ads displayed will cover a wider target audience. Above the line advertisements are usually displayed on platforms such as television, radio, highways, newspapers, and magazines. Meanwhile, below the line is an advertisement that is aimed at a more specific target audience. These advertisements are usually marketed through trade marketing, door to door, product sales or promotions, certain events, or personal e-mail.

Brand Image

Brand Image is a term, name, sign, design, symbol, or a combination of all these elements that are used to distinguish goods or services sold by a company so that they can be distinguished from those of competitors (Kotler & Keller, 2016). Brand image can also be interpreted as a picture of how the brand is in the eyes of consumers and society. A brand itself is a name, sign, term, symbol created by a company to label the goods or services it sells. Brand image is also an overall representation of a brand. This can be related to past experiences that consumers or the public have had of the brand in question.

A visual brand image does not only consist of a logo. Brand image is an impression that is in the minds of consumers which is formed from various interactions made by consumers towards a brand. Consumer impressions include logos, brand stories, photos, colors, and other

elements that support the visuals of a brand. Brand image grows based on the value and voice that the company wants to convey through a brand. (Adawiyah et al., 2020)

Customer Value

According to (Suhastomo & Khasanah, 2015) customer value is the action of customers to choose and evaluate a product in the form of goods or services, product performance, and the consequences arising from the use of these goods or services. According to (Mohajerani & Miremedi, 2012) customer value is one of the concepts that companies must use to formulate their next sales strategy. According to the author, in simple terms, customer value is what consumers receive for things that have been sacrificed by consumers.

Customer value is an important value and must be considered by a company or organization. So that consumers can make purchase decisions on the products sold by the company, the company must be able to make consumers think that the products sold by the company have value and what consumers get is greater than what consumers give to the company. The essence of customer value is to trade something that has a low selling value for something that has a high value. Products or services that have a low cost for consumers while companies offer these goods or services with a high value in the eyes of consumers.

Purchase Decision

Purchasing decisions are the ways in which a person, group, or organization selects, uses, utilizes, and buys goods, services, ideas, and experiences to fulfill needs and wants (Kotler & Keller, 2016). The purchase decision is the behavior of customers to make decisions in the buying process. Customers are often faced with various options in consuming goods and services. The purchase decision is a definite stage that buyers will go through to determine which goods or services they want to consume (Tjiptono & Chandra, 2011).

Product quality can determine the price and brand image of the goods and services offered by the company. According to research conducted by (Oktarini, 2020)), product quality has a significant effect on purchasing decisions for Nokia mobile phones, this research was conducted on 99 samples in Bali. According to research conducted on 100 respondents by (Simbolon et al., 2020) there is a direct effect of product quality on Toyota Agya purchasing decisions. According to research conducted by (Martini, 2015) showed that the product quality variable had an influence on purchasing decisions for Oppo mobile phones in Pagar Alam City which was carried out on 93 respondents. From the results of previous research, it can be concluded that the hypothesis for the researcher (Ridha, 2017). The research that will be carried out by the author is as follows:

H₁: There is a positive effect of Product Quality on Purchase Decision.

Advertising serves as a means of promotion by the company. According to (Simbolon et al., 2020) shows that advertising has a positive effect on purchasing decisions for Toyota Agya which was carried out on 100 respondents. Based on research conducted by Khusnaeni et al., (2017) advertising has a positive but not significant effect on the decision to purchase a 4G LTE cellular card with a sample of 116 respondents. According to research on Carrefour Rungkut Surabaya conducted by Rosidah (2017) stated that the advertising variable influenced purchasing decisions made on 96 respondents. From the results of research that has been

done previously, it can be concluded that the hypothesis for the research that will be carried out by the author is as follows:

H₂: There is a positive influence of Advertisement on Purchase Decision.

Brand image is the perception of a brand in the eyes of consumers and society. According to (Miati, 2020) it can be concluded that there is a positive influence of brand image on the purchase decision of Gea Fashion in Banjar which was carried out on 50 Gea Store consumers. According to research conducted on 100 respondents by (Simbolon et al., 2020) there is a direct effect of brand image on Toyota Agya purchasing decisions. Based on research conducted by (Oktarini, 2020) states that when the brand image is increasingly recognized in the eyes of consumers, it will further increase the purchasing decisions of Xiaomi mobile phones in Tangerang City based on a sample of 96 respondents. From the results of research that has been done previously, it can be concluded that the hypothesis for the research that will be carried out by the author is as follows:

H₃: There is a positive influence of Brand Image on Purchase Decision.

Customer value is the value that consumers weigh before making a purchase. According to research conducted on 100 respondents by (Simbolon et al., 2020) the perception of customer value influences purchasing decisions for Toyota Agya. Based on the research of (Kristiawati et al., 2019), it is stated that customer value has a positive and significant influence on the purchasing decision variables at the Indomaret mini market in Lontar Surabaya which was carried out on 94 respondents. According to Khaerudin et al., (2014) customer value has a positive and significant influence on purchasing decisions for the All New Honda Jazz which was carried out on a sample of 84 consumers in Pekalongan City. From the results of research that has been done previously, it can be concluded that the hypothesis for the research that will be carried out by the author is as follows:

H₄: There is a positive influence of Customer Value on Purchase Decision.

The characteristics of a product or service are called product quality. According to (Munisih & Soliha, 2015) product quality has a significant effect on customer value at Apotek Dela Semarang which was carried out on a sample of 100 respondents. According to research conducted on 100 respondents by (Simbolon et al., 2020) it has been tested that there is a direct effect of product quality on Toyota Agya customer value. According to (Khomalia & Rahman, 2018) product quality has a significant effect on customer value for Dian Pelangi brand products based on research on 125 respondents in Banda Aceh. From the results of research that has been done previously, it can be concluded that the hypothesis for the research that will be carried out by the author is as follows:

H₅: There is a positive effect of Product Quality on Customer Value.

Advertising marketed by the company aims to increase consumer buying interest. According to (Nugroho & Suroto, 2015) that advertising has a positive effect on the value of Bear Brand milk customers in Malang with 90 respondents. From the results of research that has been done previously, it can be concluded that the hypothesis for the research that will be carried out by the author is as follows:

H₆: There is a positive effect of Advertisement on Customer Value.

According to research conducted on 100 respondents by (Simbolon et al., 2020) it has been tested that there is a direct effect of brand image on Toyota Agya customer value. According to (Amelia & Ayani, 2020) brand image has a positive and significant influence on the customer value variable which was tested on a sample of 250 on active students at the LP3M Polytechnic Unggul campus. From the results of research that has been done previously, it can be concluded that the hypothesis for the research that will be carried out by the author is as follows:

H₇: There is a positive influence of Brand image on Customer Value.

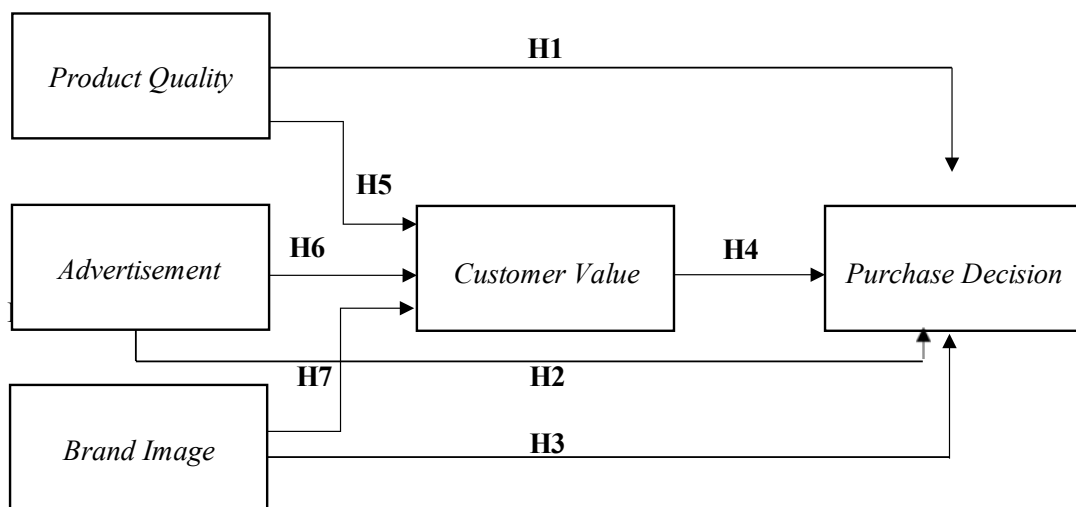


Figure 1. Research Model

RESEARCH METHODS

This study discusses the effect of product quality, advertising, brand image, and customer value on consumer purchase intentions. The research object chosen for research is the Moët Hennessy Louis Vuitton company which is engaged in men's and women's clothing and accessories. The researcher chose to use the individual as the unit of analysis to examine product quality, advertising, brand image, and customer value on Louis Vuitton's purchase intention. Data collection carried out by researchers in this study used primary data sources in the form of questionnaires. In this study, researchers used non-probability sampling and purposive sampling was used to determine the selected sample, namely people who had bought and used Louis Vuitton products in the Greater Jakarta area. The sample required in this study was 168 respondents.

Respondent Profile

The following is a profile of respondents that was collected from respondents.

Table 2. Respondent Profile

Category		Respondent	Percentage
Gender	Man	50	29,7%
	Woman	118	70,3%
Age	15-20 y.o.	59	35,1%

Category		Respondent	Percentage
	21-25 y.o.	49	29,1%
	26-30 y.o.	23	13,9%
	31-40 y.o.	17	10,1%
	>40 y.o.	29	11,9%
Profession	Student	6	3,5%
	College	77	45,8%
	Employee	37	22%
	Entrepreneur	33	19,6%
	Housewife	15	8,9%
Monthly Income	Rp 5.000.000 - Rp 10.000.000	56	33,3%
	Rp 10.000.001 – Rp 15.000.000	27	16,00%
	Rp 15.000.001 – Rp 20.000.000	19	11,3%
	Rp 20.000.001 – Rp 25.000.000	17	10,1%
	> Rp 25.000.000	49	29,1%
Domicile	Jakarta	85	50,5%
	Bogor	16	9,5%
	Depok	20	11,9%
	Tangerang	37	22,00%
	Bekasi	10	5%

Source: Research Process Result (2021)

The table below shows the results of Cronbach's Alpha and Composite Reliability tests. Based on the table below, it can be concluded that all variables used in this study are reliable. The results of all variables both Cronbach's Alpha and Composite Reliability have values above 0.50.

Table 3 Validity and Reliability

Variable	AVE	Cronbach's Alpha	Composite Reliability	R ²	Q ²
Product Quality	0,804	0,920	0,943		
Advertisement	0,779	0,929	0,946		
Brand Image	0,791	0,919	0,949		
Customer Value	0,792	0,934	0,950	0,758	0,593
Purchase Decision	0,810	0,945	0,945	0,780	0,619
SRMR	0,051				
NFI	0,874				
rms theta	0,143				

Source: Research Process Result (2021)

RESULT AND DISCUSSION

In a study, the measurement of the level of significance is used to prove whether the hypothesis used has a positive or negative effect. In this study, a two-tailed test (one way) with a 95% confidence level was used, using a T-Statistic reference above 1.645 and a P-Value less than 0.05. In this study, there are three hypotheses whose results are not supported

because they have a P-Value value above 0.05. The T-Statistic has a limit of >1.65. The following are the results of the hypotheses that have been made in this study.

Table 4 Hypothesis Results

Hypothesis	Original Samples	T-Statistics	P-Value	Result
H ₁ : Product Quality → Purchase Decision.	0.108	1.012	0.312	Not Supported
H ₂ : Advertisement → Purchase Decision.	0.180	2.388	0.017	Supported
H ₃ : Brand Image → Purchase Decision.	-0.073	0.878	0.308	Not Supported
H ₄ : Customer Value → Purchase Decision.	0.706	7.723	0.000	Supported
H ₅ : Product Quality → Customer Value.	0.203	1.961	0.050	Not Supported
H ₆ : Advertisement → Customer Value.	0.332	4.160	0.000	Supported
H ₇ : Brand image → Customer Value.	0.407	4.723	0.000	Supported

Source: Research Process Result (2021)

Based on Table 4 can be analyst that there is no direct and positive influence between product quality and purchasing decisions with the supported hypothesis. In the previous study by (Simbolon et al., 2020), H₁ was accepted. Product quality has a direct positive influence on purchasing decisions. Every consumer will have expectations of promising product quality when they want to make a purchase of an item. When an item offered has poor product quality, it is also a consideration for consumers not to buy the item. Different results emerged in this study. This research creates test results that there is no influence between product quality on purchasing decisions.

In addition, based on research from (Marisa & Rowena, 2020), it is written that the millennial generation thinks that there is a price that means there is style. Consumers believe in product quality through price. Consumers feel guaranteed with a high price so that the quality of the product functionally is not too important. Consumers will buy Louis Vuitton products and believe in the quality that Louis Vuitton has through price. So, Product Quality in this study does not necessarily affect the Purchase Decision. According to (Salehzadeh & Pool, 2017), brand value affects consumer purchasing behavior towards Louis Vuitton products. This is because of the value of the Louis Vuitton brand that is offered to consumers. Louis Vuitton is a high value brand. The high brand value will increase the degree of a person's social status when that person uses Louis Vuitton brand goods. Therefore, according to researchers, consumers tend to pay attention to brand value which refers to social status compared to the quality of Louis Vuitton products.

Based on the description above, it can be concluded that there is a direct and positive influence between advertising and purchasing decisions with the supported hypothesis. In a previous study conducted by Achmad et al., (2020) stated that advertising has a positive influence on purchasing decisions. This is because advertisements are made with the aim of promoting a product as attractive as possible so that the audience is interested. In this case, Louis Vuitton has succeeded in influencing consumers to make purchasing decisions through the advertisements displayed. The advertisements marketed by Louis Vuitton use K-Pop artists BTS as brand ambassadors, and it is evident that Louis Vuitton's sales increased in 2021 after BTS officially became Louis Vuitton's brand ambassadors. Louis Vuitton puts more attention on the products it wants to promote using famous artists/models. In addition, with the use of social media, which now has more sophisticated algorithms, many advertisements appear on the sidelines of consumers using social media. In addition, according to (Netti &

Irwansyah, 2018), the millennial generation and generation Z are the generation most affected by advertising. Besides being supported by children, nowadays it is easy to be influenced by celebrities or famous people through social media, especially if the celebrity advertises Louis Vuitton products, consumers will also be immediately captivated. That's why Louis Vuitton uses celebrities – celebrities with a lot of fan engagement and fan engagement such as Emma Stone, Lea Syeadoux from James Bond, BTS, and recently Jung HoYeon from Squid Game.

According to table 4 can be summarized that there is no direct and positive influence between brand image and purchasing decisions with the supported hypothesis. In a previous study conducted by (Simbolon et al., 2020), H_3 was accepted. Brand image has a direct positive influence on purchasing decisions. In previous research, it was explained that a brand that has a positive image will increase consumers. This will lead consumers to be confident when making purchasing decisions. Consumers will also certainly prefer brands that are well-known and have a good image over brands that are not well-known or ordinary. In the test results of this study, it is stated that the hypothesis is rejected, brand image does not have a positive effect on purchasing decisions. In this study, the researcher estimates that the hypothesis is rejected because based on the profile of the respondents, it is stated that most of the respondents aged 15 to 25 years are classified as young people. Young people tend to pay attention to current trends rather than the brand image of a product. Product Innovation is one of the variables that influence the purchasing decision of a brand (Lahindah et al., 2018). Louis Vuitton's product innovation is very interesting. Apart from being based on current trends, Louis Vuitton is also one of the brands that can bring back the trend, which is to bring back a trend that has long passed to exist again. For example, Louis Vuitton can personalize the initials of the name on the leather products offered such as bags, wallets, suitcases, and others. In addition, because young people aged 15 to 25 years are no strangers to the term hype beast which refers to male street style. Seeing this potential, Louis Vuitton 107 hooked Kanye West to collaborate on shoes and created the Flaming Red Sneakers (Walsh, 2009). In this way, Louis Vuitton can improve the buying decisions of young people. According to an article written by (Fei et al., 2019), the brand image of a brand always changes over time. This depends on the attitudes and perceptions of the public from time to time. Consumers do not see the Louis Vuitton brand, but consumers are more inclined to follow the trends that are around them. This is supported by the CNN Indonesia article (2018), basically the millennial generation to generation z are easily influenced and are more consumptive. So even though the brand is Louis Vuitton, they don't look at the Louis Vuitton brand when they want to make a purchase decision, but they look around them again using a trending item. Even if it's a Louis Vuitton brand or not, consumers will still buy it. If a product has a good brand image, but the goods being sold do not attract the attention of consumers, consumers will also not continue to want to buy.

According to the result on table 4 can be conclude that there is a direct and positive influence between customer value and purchasing decisions with the supported hypothesis. In the previous study by (Simbolon et al., 2020), H_4 was accepted. Customer value has a positive effect on purchasing decisions. This is because consumers will look for how high the value obtained when consumers make a purchase of a product. The value that consumers get will also come from previous consumer experiences. In previous research by Kritiawati et al (2019), consumers agree that the Toyota Agya provides more value for consumers when consumers buy the car. This can be concluded because the Toyota Agya has a low cost, is environmentally friendly, and does not require a lot of fuel (efficient). In this study,

researchers tested the results of a survey that had been filled out by 168 respondents. The test results state that customer value has a positive effect on Louis Vuitton purchasing decisions. Louis Vuitton is an exclusive brand and sets a relatively high selling price. Although the price is high, consumers feel that when they buy Louis Vuitton products, consumers will feel their social status has increased, Louis Vuitton also offers products with models that are in accordance with current trends, and consumers will also feel happy because Louis Vuitton uses artists as brand ambassadors so that consumers will feel like they have things that are also owned by the artist they like. This is more likely to be accepted in the eyes of society. Especially when the consumer in question is in an environment that has a hedonistic lifestyle.

Based on table 4, it can be concluded that there is no direct and positive influence between product quality and purchasing decisions with the supported hypothesis. In the previous study by (Simbolon et al., 2020), H_5 was accepted. There is a positive effect of product quality on customer value. This is because when consumers get products with good quality, consumers will be willing to spend some money to buy these goods. Consumers will feel that the value obtained when buying the item is the same or even greater than the value spent. In the context of Toyota Agya, good quality Toyota Agya products provide a lot of value to consumers. Product quality has a positive effect on consumer value. Based on previous research by Fei et al. (2019) there are 4 elements for customer value, especially for luxury brands, one of which is utilitarian, which is more about the value of usability, quality, and uniqueness. Based on the journal, researchers can conclude that a good quality Louis Vuitton product will increase consumer value to themselves and their surroundings. Many people are aware and know that Louis Vuitton is the brand that has the most copies or kw. It is the quality that distinguishes between genuine and fake Louis Vuitton products. In the eyes of ordinary consumers, people will assume that Louis Vuitton products that have good product quality are genuine. Thus, people who use genuine Louis Vuitton products will feel they have their own prestige and satisfaction. This prestige will raise his social status that the Louis Vuitton product he owns is genuine. Therefore, product quality affects the value that consumers will receive

In accordance with the results shown in table 4, it can be concluded that there is a direct and positive influence between advertising and customer value with the supported hypothesis. In previous research conducted by (Nugroho & Suroto, 2015), this hypothesis was accepted. In the study it was said that with advertisements that present easy-to-understand and interesting content, for example using artists or celebrities, advertisements with songs that are easy to understand, and easy-to-remember styles will refer to customer value which will also increase. In the previous study, researchers used Bear Brand Milk as the object of research. This is evidenced by the interesting advertisement of Bear Brand Milk on television so that consumers will increase their knowledge of the product. In this study, researchers tested the results of a survey that had been filled out by 168 respondents. The test results state that advertising has a positive effect on Louis Vuitton's customer value. Louis Vuitton tends to place its advertisements on posters or billboards using the faces of famous artists. Thus, the researcher can conclude that there is a positive influence between advertising on customer value. This is evidenced by the large number of viewers who watch the Louis Vuitton program involving BTS artists. Of course, there are also many BTS fans who watch the Louis Vuitton show just because of BTS and this is also related to the increased customer value due to the advertisement. Consumers will feel they have more value if they have goods or use goods that are also used by famous artists. Usually this refers to postings on social media with

the same items that the artist used, and people will feel a sense of pride or prestige and satisfaction.

Last, with the processing results shown in table 4, it can be concluded that there is a direct and positive influence between brand image and customer value with the supported hypothesis. In the previous study by (Simbolon et al., 2020), H_7 was accepted. A good brand image will also have a good effect on customer value. When a brand has a good and strong brand image, customer value will rise by itself which will also lead to purchasing decisions. In previous research, the object of Toyota Agya has a good brand image, Toyota is famous for its durable Japanese-made cars. Thus, consumers will also not feel a loss when buying a Toyota Agya car. Many young people believe that interacting with brands can solve social and ethical environmental problems for Generation Z. They see that with such a Louis Vuitton brand image it can help consumers to feel accepted in their environment, especially in conditions if their environment also embraces a lifestyle. hedonism. So that young people think that with the existence of a Louis Vuitton brand image in such a way, the brand image can help them to raise their level and social status.

CONCLUSION

The results of the analysis, there are four positive hypotheses supported and three rejected. First hypothesis is not supported or there is no positive effect of Product Quality on Purchase Decision with T - Statistics value 1.012, original samples value 0.108, and P - Value 0.312. on the second hypothesis is supported or there is a positive influence of Advertisement on Purchase Decision with a value of T - Statistics 2,388, original samples value 0.180, and P - Value 0.017. Meanwhile on the third hypothesis is not supported or there is no positive effect of Brand Image on Purchase Decision with T -Statistics value 0.878, original samples value - 0.073, and P -Value 0.308. While at fourth hypothesis is supported or there is a positive effect of Customer Value on Purchase Decision with the value of T - Statistics 7,723, the value of original samples 0.706, and P - Value 0.000. on fifth hypothesis is not supported or there is no positive effect of Product Quality on Customer Value with T - Statistics value 1.961, original samples value 0.203, and P - Value 0.050. At sixth hypothesis is supported or there is a positive effect of Advertisement on Customer Value with T - Statistics value 4,160, original samples value 0.332, and P - Value 0.000. And on the last hypothesis is supported or there is a positive influence of Brand image on Customer Value with a value of T - Statistics 4,723, original samples value 0.407, and P - Value 0.000.

This research has managerial implications for local brands or native Indonesian brands who want to peg their products for high-end consumers. With this research, researchers can understand that the variables used do not all influence purchasing decisions. Research shows that Louis Vuitton's marketing strategies, such as using Korean or K-Pop artists, have a positive effect on increasing consumer purchasing decisions. Meanwhile, product quality and brand image have less effect on purchasing decisions.

Most of the respondents in this study were 15 to 25 years old. This means that most Louis Vuitton consumers are young people who understand today's trends. Based on the information above, it can be concluded that most Louis Vuitton consumers are still unable to buy Louis Vuitton products themselves, most of them still use the help of their parents. Based on this research, most of the respondents are domiciled in Jakarta, this can be helpful when Louis Vuitton wants to open a branch in Indonesia. Through this research, Louis Vuitton can find out the realm of its consumer market in the Greater Jakarta area. This study also states

that the most influential variable is advertising. Thus, Louis Vuitton can place more emphasis on its advertisements, and it turns out that the strategy used so far to use K-Pop artists has been in line with the goals to be achieved.

There are several limitations in this study, namely the focus on consumer perceptions of Louis Vuitton products, the presence of regional limitations in sampling, namely the Jabodetabek area, and the time limit. For further research, the researcher provides several recommendations for researchers who are interested in conducting similar research This sampling of data with a wider geographic location, with different locations will produce different results, using another brand of research object. if future research wants to continue to use the Louis Vuitton object, the researcher suggests using the brand value and unique selling point variables and adding one or more new variables according to the research context.

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