

ABSTRACT

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IMPACT OF CO-CREATION BEHAVIOR TOWARD PERCEIVED VALUE IN CONTEXT OF FRANCE LUXURY BRANDS IN INDONESIA

(xvi + 216 pages; 8 figures; 52 tables; 6 appendices)

This study aims to understand the relationship between customer brand co-creation behavior (development, feedback, advocacy, and helping) and perceived brand value (quality, emotional, price, and social). This research uses the context of global luxury brands, specifically French luxury brands (Chanel, Hermes, and Louis Vuitton). This study uses a quantitative research approach where data is collected through an electronic questionnaire Google Forms. This research was conducted in Indonesia and took respondents from main cities (Jabodetabek). The data were analyzed using the outer model and inner model using Smart-PLS 3.2.9. The outer model consists of validity and reliability tests, while the inner model tests the goodness of fit test, Common Method Bias, R-square, Predictive Relevance, T-statistics, and P-value. Furthermore, structural equation modeling is carried out to test the construct relationships within the theoretical framework of this study. The results showed advocacy behavior affect all dimensions of perceived value. Meanwhile, development and helping behavior does not affect perceived quality value but others are. Besides, feedback behavior only affects perceived emotional and social value. Finally, this study contributes not only to the international marketing of luxury brand management strategies in emerging markets but increase luxury brands attractiveness by creating value through co-creation behavior as well.

Keywords: *Customer Brand Value Co-creation; Customer Co-creation Behavior; Perceived Brand Value; Luxury Brand; Indonesia*

References: 209 (2003 – 2020)