

## ABSTRACT

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### **THE EFFECT OF GLOBAL IDENTITY TOWARDS CUSTOMER PURCHASE INTENTION OF APPLE PRODUCTS WITH PERCEPTION OF LUXURY VALUE AS THE MEDIATING VARIABLE IN JABODETABEK**

(87 pages; 6 figures; 36 tables; 2 appendices)

In the current globalized market growth, it is increasingly important to understand why some consumers prefer luxury smartphones made by Apple, even though they are currently in the midst of a global economic crisis due to the Covid-19 pandemic. This study aims to understand the relationship between consumers' global identity, their perceived functional, individual and social value of luxury goods and their intentions to purchase luxury products. The approach in this research is quantitative research with data collection method using an online questionnaire (i.e. Google Forms). The respondents in this study are people who rely on smartphones in their daily lives, with them domiciled in the areas of Jakarta, Bogor, Depok, Tangerang and Bekasi. The final sample includes 308 respondents. To determine the validity and reliability of the data received, the data were analyzed using SmartPLS (PLS-SEM). The research findings show that global identity is directly and negatively related to consumers' purchase intention of luxury products, perceived functional value negatively mediates the positive relationship between global identity and customer purchase intention of luxury products, perceived individual value negatively mediates the positive relationship between global identity and customer purchase intention of luxury products, perceived social value positively mediates the positive relationship between global identity and customer purchase intention of luxury products. Future research can develop relevant variables to reach a wider sampling coverage.

**Keywords:** Global Identity; Functional Value; Individual Value; Social Value; Purchase Intention; Luxury Products.

References: 99 (1986 – 2020)