The Effect of Social and Personality Factor on Attitude Toward Brand and Purchase Intention

Santi Budiman✉

Business and Economic Department, STIE Isti Ekatana Upaweda, Yogyakarta, Indonesia

Abstract

The purpose of this research is to examine the influence of social and personality factors on attitude toward brand and purchase intentions. It is carried out because currently, the purchase of branded bags overgrows in Indonesia. In this research, sampling employed non-probability with the purposive sampling technique. The data collection technique in this research uses a questionnaire distributed online according to predetermined criteria i.e., branded bag consumers who had purchased a minimum once in the last six months. The samples of this study are buyers of branded bags in Indonesia, which are 150 respondents. The method utilized is Structural Equation Modeling (SEM). The findings indicate that social and personality factors influenced consumer purchase intention. Social and personality factors influenced purchase intention mediated by attitude toward brand. In addition, the relationship between the social factor and purchase intention was moderated by hedonic value. Likewise, personality factors and purchase intention were moderated by hedonic value.

Pengaruh Sosial Faktor dan Personality Faktor pada Tas Branded Terhadap Sikap dan Niat Beli

Abstrak

Tujuan riset ini adalah untuk menguji pengaruh sosial faktor dan personality faktor terhadap sikap pada tas branded dan niat beli. Hal tersebut dilakukan karena pembelian tas branded saat ini terus berkembang pesat di Indonesia. Pengambilan sampel dalam riset ini menggunakan non-probability dengan teknik purposive sampling. Teknik pengumpulan data menggunakan kuesioner yang didistribusikan secara daring sesuai dengan kriteria yang telah ditentukan yaitu konsumen tas branded yang minimal pembelian terhitung satu kali dalam kurun waktu enam bulan terakhir. Metode yang digunakan dalam analisis data adalah Structural Equation Modelling (SEM). Sampel pada penelitian ini adalah pembeli tas branded di Indonesia sebanyak 150 responden. Temuan dari penelitian ini menunjukkan bahwa sosial faktor dan personality faktor berpengaruh terhadap niat pembelian konsumen. Sosial faktors dan personality faktor berpengaruh terhadap niat pembelian yang dimediasi oleh sikap terhadap brand. Selanjutnya, hubungan antara sosial faktor dan niat pembelian dimoderasi oleh nilai hedonis, demikian juga personality faktor dan niat pembelian dimoderasi oleh nilai hedonis.

JEL Classification: M30, M31, Q13

✉Correspondence Address
Jl. Hayam Wuruk No.20, Bausasran, Kec. Danurejan, Kota Yogyakarta, Daerah Istimewa
Yogyakarta 55212
Email: santi.budiman@yahoo.co.id

INTRODUCTION

A bag is a complementary fashion product that cannot be separated from a woman's appearance. One type of fashion that has grown significantly in recent times is branded bags. This phenomenon increases along with the rapid development of the fashion world, especially women's bags. Various foreign and local manufacturers are involved in this business, especially if the bag is one of the famous designers and brands. In addition to functionality, bags are also popular in terms of visual appearance. The better the materials used to decorate and make the bags varied and unique, the more consumers will look for them, and they are priced at relatively high prices (Yanuarsari, 2015). It has prompted several bag manufacturers to offer limited edition bags. It is one of the main attractions for consumers to compete to get these bags. This limited-edition bag is also sold at a relatively expensive price.

A bag that is sold at a price of tens of millions is a luxury brand. Luxury brands are the highest level of prestigious brands, including several physical and psychological values (Wiedmann et al., 2007). Branded bags created by world-renowned designers for some women have a very high value, like some men who give very high value to luxury cars (Juggessur & Cohen, 2009).

According to Wisal (2013), women will be willing to spend more than their income capacity; although it is expensive and difficult to get luxury bags with well-known brands, these bags that cost millions to billions of millions of rupiah are often used by Indonesian socialites to show social status. The higher the value of the price spent for a bag, the higher the community's appreciation level, which considers the bag's owner as a classy person (Yanuarsari, 2015). It has become a phenomenon for women, in which bags that were once only a complement to the function of storing belongings for women's needs have now turned into a determinant of a person's socio-economic class and lifestyle (Wisal, 2013).

The increase in the bag business is related to consumer behavior, which is closely related to the decision-making process to obtain and use goods and services to meet their needs (Armstrong et al., 2014). Consumer behavior is influenced by external and internal factors. One of the internal factors is a person's personality, and one example of an external factor is the consumers' desire to look the same as their role model. For example, a woman who has a role model for an artist or celebrity who becomes a brand ambassador or often uses luxury fashion items also wants to have the same luxury fashion item. With high purchase intentions, it is where the development of fashion bags has become an increasingly rapid business opportunity. The value that becomes the consumer's perception is the difference between what consumers have sacrificed and what will be obtained later (Kotler, 2012). Hedonic value focuses on the attractive, more subjective, and results of the experience of pleasure and pleasure. Consumers who pursue hedonic value focus on the attractive and pleasurable aspects of shopping even though the purchase objectives are not achieved.

The higher the consumer's desire, the higher the number of companies that produce and sell luxury bags. The purpose of this research was to examine the influence of social and personality factors on attitude toward brand and purchase intentions. It was carried out because currently, the purchase of branded bags overgrows in Indonesia. Research can also be developed to create a marketing strategy and increase the number of officially branded bag outlets in Indonesia to increase Indonesia's market share.

Hypotheses Development
Product

Armstrong et al. (2014) state that a product is everything that can be owned, cared for, used, or consumed, and can be offered to the market to satisfy wants/needs. Products can take the form of things, tastes, activities, people, places, organizations, and ideas. The existence of a competitive advantage compared to other similar products gives added value to a product. Consu-

mers will feel comfortable consuming a product if the product provides benefits as needed.

Product Quality

Improving product quality can have an impact on increasing profits. It can be achieved because improving product quality can positively impact increasing sales. Companies become more responsible for market demand, which may experience various kinds of changes. The quality improvement also provides flexibility in pricing because it is possible for the producer to be the product's initiator. Improved quality also impacts increasing the image of producers in consumers' eyes (Heizer & Render, 2006).

Brand

According to the American Marketing Association (AMA), a brand is a name, symbol, sign, design, or a combination thereof, aiming to give identity to the goods being sold. Through a brand, it can differentiate one product from another. The brand is a complex symbol that includes six aspects: attributes, benefits, values, culture, users, and product personality (Armstrong et al., 2014).

Purchase Intention

The purchasing decision is individual activities directly involved in making decisions to purchase products offered by the seller. According to Armstrong et al. (2014), the definition of purchasing decisions is the stage in the buyer's decision-making process, where consumers actually buy. Decision-making is an individual activity directly involved in obtaining and using the goods offered.

Hedonic Value

The concept of hedonic value cannot be separated from the understanding of consumer value, which means that understanding consumer perceptions' value will be increasingly visible by understanding hedonic value. The value that becomes the consumer's perception is the difference between what consumers have sacrificed and what will be obtained later (Kotler et al.,

2019). Consumers who have high hedonic value may not achieve satisfaction with a product's functional aspects and desire to get more pleasant stimuli from the product (Kotler, 2012).

According to Phau and Teah (2009), the consumer factor depended on the opinion of other people, who were experts about bags. This dependence would be even greater when consumers had absolutely no information and knowledge about certain bags. Vulnerability to information made consumers always depend on family, friends, the environment, and experts for opinions about fashion items, namely bags. Based on the explanation above, thus the hypotheses 1 can be formulated as follows:

H1: Social factor has a positive and significant effect on purchase intention

According to Wang et al (2005) personality factors, self-recognition of the social environment is very high; So as to make the interest in buying branded bags high, besides social status and recognition from the environment are the main factors in buying branded bags that are known to their family or friends, causing social recognition. So that it produces a very high value in the interest in buying branded bags. Based on the previous literature, hypothesis 2 can be stated as follows:

H2: Personality factor has a positive and significant effect on purchase intention

Eroglu et al. (2003), the higher the social factor, the higher the positive value for attitude toward the brand. The intention to buy branded bags was greater when consumers had information and knowledge about certain bags. From the social factor, consumers would find out, ask, and depend on other people's opinions who were experts about bags. From the opinions and testimonials of previous consumers, it increased purchase intention, which was getting higher (Phau and Teah, 2009). Based on the previous literature, hypothesis 3 can be stated as follows:

H3: The relationship between social factor and purchase intention is mediated by attitude toward brand

Phau and Teah (2009) showed that the attitude toward brand mediated the relationship between consumer attitudes and responses. Attitude toward brand was a mediator of consumer behavior towards purchase intention of branded bags; the higher the attitude toward brand, the more positive the purchase intention would be. Purchases were also driven by the fact that these branded bags are increasing of good quality. Hence, for respondents who have bought branded bags, it is better for them to buy the branded bags they want and still show their social status. Based on the previous literature, hypothesis 4 can be stated as follows:

H4: The relationship between personality factor and purchase intention is mediated by attitude toward brand

Wang et al. (2005) which found that social factor influenced purchase intention, with hedonic value as a moderating variable. The hedonic value of a product could influence consumer behavior, especially regarding consumer emotions and feelings. Consumers like, enjoy freedom, express joy, feel happiness, and it will generate satisfaction. The consumer factor depended on the opinion of other people, who were experts about bags. This dependence would be even greater when consumers had absolutely no information and knowledge about certain bags. Vulnerability to information made consumers always depend on family, friends, the environment, and experts for opinions about fashion items, namely bags. Purchases were also driven by the fact that these branded bags are increasing of good quality. Based on the previous literature, hypothesis 5 can be stated as follows:

H5: The relationship between social factor and purchase intention is moderated by hedonic value

Wang et al. (2005) reveal that personality factor influenced purchase intention, with hedonic value as a moderating variable. The hedonic effect impacted user engagement with the purchase of branded bags. The intention to buy a bag lies in branded bags' quality ability to satisfy consu-

mers' aesthetic pleasures and hedonistic pleasures. Shopping for branded bags provides not only adventure for consumption but also a satisfaction that will stimulate and encourage consumers to buy branded bags. Hedonic value is seen as the consumer's experience of enjoying an emotionally satisfying experience associated with shopping activities, regardless of whether the purchase was made or not. Based on the previous literature, hypothesis 6 can be stated as follows:

H6: The relationship between personality factor and purchase intention is moderated by hedonic value
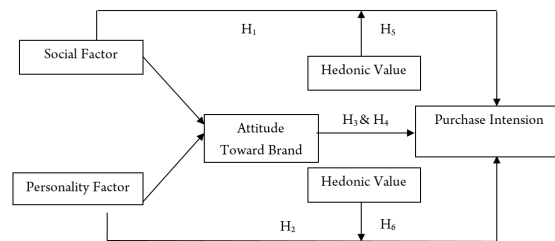

Figure 1. Research Framework

METHOD

This research is a quantitative study using survey data collection techniques. Quantitative research is carried out based on data collected, processed, and presented into meaningful information for managerial and economic decision making (Kuncoro, 2011). Quantitative research tries to measure something appropriately (Cooper & Schindler, 2014).

The survey method is a measurement process employed to gather information about events through highly structured interviews with or without human interviewers (Cooper & Schindler, 2014). The survey aims to obtain data that can be compared across the selected sample to find similarities and differences (Cooper & Schindler, 2014).

The sample is a part of the target population that has been carefully selected to represent a population's characteristics (Cooper & Schindler, 2014). In this research, sampling was carried out using non-probability sampling, meaning that the researchers did not randomly

select the samples in this study. The researchers utilized the purposive sampling technique to take research samples, where samples were taken according to specific criteria to obtain samples with the desired characteristics (Cooper & Schindler, 2014).

In this study, a sample of 150 respondents was obtained. The data type used primary data, and the data were collected using a questionnaire distributed online. In this study, the respondents' criteria were women and men aged 18-56 years, domiciled in Indonesia, had branded bags, and had made at least one purchase in the last six months. The time limit for the last six months was so that respondents' answers could be appropriately presented and under current conditions.

The questionnaire used for this study consisted of three parts. The first part con-

tained a brief introduction and a profile of the researchers, which explained the research aims and objectives. The second part was about the respondent's identity, including gender, age, occupation, domicile, monthly expenses, and the average nominal expenditure per transaction. The third part was about the social factor (SF), personality factor (PF), attitude toward brand (AT), hedonic value (NH), and purchase intention (PI). The fourth part comprised gratitude for the availability of being a respondent in this study.

The method of analysis in this research uses Structural Equation Modeling (SEM) analysis, which is a multivariate technique by combining aspects of factor analysis and multiple regression which can explain the relationship between variables measured simultaneously (Hair et al., 2006). SEM is a multivariate techni-

Table 1. Measurements of Variables

Variables	Indicators	Source
Social Factor	SF1: I looked at the bags other people used	Phau and Teah (2009)
	SF2: I often ask questions and gather information from friends or family about bags before buying	
	SF3: I want to know what brand of bags impresses others	
	SF4: I often try to buy bags of the same brand as someone else's	
Personality Factor	PF1: A comfortable life is important to me	Phau and Teah (2009)
	PF2: An interesting life is important to me	
	PF3: I need social recognition	
	PF4: I will buy a bag just because of status	
Attitude Toward Brand	AT1: I am interested in the status of branded bags	Phau and Teah (2009)
	AT2: I would pay more for a branded bag if I could raise my status	
	AT3: I am always one of the first to try new bags	
	AT4: I have a lot of bags with popular brands	
Hedonic Value	BI1: I feel happy shopping for branded bags	Prashar, Sai Vijay, and Parsad (2017)
	BI2: I shop for branded bags to forget about problems	
	BI3: I find a different sensation when shopping for branded bags	
	BI4: I discover new things when shopping for branded bags	
Purchase Intention	BL1: I want to buy a branded bag	Phau and Teah (2009)
	BL2: I give branded bag recommendations to others	
	BL3: I buy branded bags for other people	
	BL4: I buy paying attention to the price and quality of the bag	

que for determining structural relationships and is used to assess how well the proposed model is compatible with the results obtained from the data that has been collected. SEM analysis was performed using Analysis Moment of Structural (AMOS) version 23 software.

RESULTS AND DISCUSSION

According to the demographic characteristics results obtained, the number of female respondents (90.0 percent) was more than that of male respondents (10.0 percent). Respondents with the largest domicile were DKI Jakarta

Province (58.0 percent) and DI Yogyakarta Province (28.7 percent). Most respondents were 31-40 years old (70%) and 26-30 years old (18 percent). Respondents who had purchased branded bags were Louis Vuitton (60.2 percent), then Chanel (19.3 percent), and Prada (9 percent).

On 150 respondents in this research, the data validity test was carried out and resulted in excellent data validity. Based on Table 1, it can be seen that 20 items of questions contained in five variables, namely social factor (SF), personality factor (PF), attitude toward brand (AT), hedonic value (NH), and purchase intention (PI), had been grouped according to each va-

Table 2. Rotated Component Matrix

| | Variables | | | | |
	Social Factor	Personality Factor	Attitude Toward Brand	Hedonic Value	Purchase Intention
SF1	.840				
SF2	.799				
SF3	.794				
SF4	.802				
PF1		.715			
PF2		.784			
PF3		.741			
PF4		.783			
AT1			.739		
AT2			.780		
AT3			.702		
AT4			.775		
NH1				.783	
NH2				.739	
NH3				.692	
NH4				.767	
PI1					.621
PI2					.721
PI3					.674
PI4					.748
Cronbach α	.886	.834	.845	.802	.831
Notes:	KMO MSA =.918				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

riable. It could be concluded that this research data was considered to meet the criteria for construct validity; namely, the value was higher than 0.50 so that it could be processed further. The KMO MSA value obtained was 0.918, where this value was higher than the requirement of 0.5 so that the variables in this research were considered valid. Besides, the significance value obtained was 0.000, so it could be inferred that the question items in this research could be further processed for factor analysis. The reliability test results shown in Table 1 reveal that of the five variables in this research, all variables had a value above 0.70, so it could be denoted that the variables in this research were reliable.

Descriptive statistics were conducted to determine an overview of the research data regarding respondents' answers to the questionnaire questions. Table 3 is descriptive data from the variables used in this research.

above 0.5, so it could be signified that the data obtained from respondents had varied data, meaning that the respondents' answers varied in the appropriate category (less than the mean value).

The correlation matrix between variables in this research was carried out to determine the relationship between variables. In this research, there were five variables to determine each relationship between variables. The test employed was Pearson Correlation Product Moment with SPSS. The criteria used are that the higher the correlation value between variables, the higher the relationship between the two variables. To see the amount of correlation between variables, r-count> r-table could be compared, where r-table was obtained from df = N-2 (150-2 = 148), and the significance level of 0.05 was 0.160. If the relationship between variables produces a value

Table 3. Descriptive Statistics of Data

	N	Minimum	Maximum	Mean	Std. Deviation
Social Factor	150	2	5	3.523	0.565
Personality Factor	150	2	5	3.580	0.582
Attitude Toward Brand	150	2	5	3.588	0.576
Hedonic Value	150	2	5	3.368	0.496
Purchase Intention	150	2.25	5	3.657	0.514

Table 4. Correlation Matrix between Variables

	Social Factor	Personality Factor	Attitude Toward Brand	Hedonic Value	Purchase Intention
Social Factor	1	0.392(**)	0.447(**)	0.393(**)	0.534(**)
Personality Factor	0.392(**)	1	0.515(**)	0.401(**)	0.544(**)
Attitude Toward Brand	0.447(**)	0.515(**)	1	0.403(**)	0.589(**)
Hedonic Value	0.393(**)	0.401(**)	0.403(**)	1	0.509(**)
Purchase Intention	0.534(**)	0.544(**)	0.589(**)	0.509(**)	1
** Correlation is significant at the 0.01 level (2-tailed).					

Based on the statistical results of Table 3, it can be seen that all the variables in this research had a standard deviation value close to or

$\geq$ of 0.160, then the two variables significantly correlate. Table 4 is the correlation matrix test results between variables.

Table 4 displays that the correlation value between variables was positive. A positive value signified that an increase in a variable would positively correlate to the variables being compared. The highest correlation was the relationship between attitude toward brand and purchase intention variables, which was 0.589. It indicated that the two variables had the highest relationship. Meanwhile, the variable with the lowest correlation was the social factor and personality factor variables, which was 0.392. These results indicated that low correlation occurred in variables that did not directly influence each other.

RMSEA value obtained was 0.000, suggesting a value smaller than the recommended 0.08 so that it could be considered good (Black & Babin, 2019).

In this research, the incremental fit indices, consisting of NFI (Normed Fit Index), CFI (Comparative Fit Index), and TLI (Tucker Lewis Index), revealed mixed results. Based on Table 4 above, the NFI value was 0.994, greater than the recommended NFI value of 0.90, so that it could be considered good. The CFI value obtained was 1,000, indicating a value greater than 0.90, so it was considered good (Black & Babin, 2019). The TLI value obtained was

Table 5. Results of Goodness of Fit Index

Type goodness of fit model	The goodness of fit model index	Recommended value	Results	Information
Absolute fit measures	Chi-square (χ^2)	Expected small value	170.116	Good fit
	p	≥ 0.05	0.881	Good fit
	GFI	≥ 0.90	0.912	Good fit
	RMSEA	≤ 0.08	0.000	Good fit
Incremental fit Indices	NFI	≥ 0.90	0.994	Good fit
	CFI	≥ 0.90	1.000	Good fit
	TLI	≥ 0.90	1.010	Good fit
Parsimony fit Indices	AGFI	≥ 0.90	0.884	Bad fit
	CMIN/DF	≤ 2.00	0.881	Good fit
	PNFI	≥ 0.60	0.789	Good fit

Based on Table 5, the absolute fit indices, which consisted of chi-square, GFI (Goodness-of-Fit Index), and RMSEA (Root Mean Square Error of Approximation), showed mixed results. In the Absolute fit indices group, the chi-square value obtained in this study was 170.116, where this value was expected to be smaller than the chi-square table value. The chi-square value in this research could be considered low because it was smaller than the chi-square table, with a value of df = 193, and at the 0.05 significance level, the value obtained was 226.413. In this research, the GFI value was obtained at 0.912, indicating a value greater than 0.90, so it was considered good (Black & Babin, 2019). The

1.010, denoting a value greater than the recommended 0.90, so it could be considered good. Furthermore, the parsimony fit indices, comprising AGFI (Adjusted Goodness of Fit Index), CMIN/DF, and PNFI (Parsimony Normed Fit Index), also exhibited mixed results. The AGFI value obtained in this research was 0.884, smaller than 0.90, so it could be considered bad. The CMIN/DF value of 0.881 was considered good because it was smaller than the recommended value, which was 2.00. The PNFI value obtained was 0.789, higher than the recommended PNFI value of 0.60, so it could be considered good.

The hypothesis testing results can be seen in the table, with a predetermined significance

value. Data collected and processed for hypothesis testing used 150 respondents. The hypothesis testing results employed a significance level of 0.05, with a C.R value of 1.96 (Black & Babin, 2019).

Table 6. Hypothesis Testing Results

No	Hypothesis Description	Direction	Estimate	C.R	Results
1	Social factor has a positive and significant effect on purchase intention	SF → PIs	0.150	2.309	H1 is supported
2	Personality factor has a positive and significant effect on purchase intention	PF → PI	0.290	2.339	H2 is supported
3	The relationship between social factor and purchase intention is mediated by attitude toward brand	SF→ AT → PI	0.076	2.946	H3 is supported
4	The relationship between personality factor and purchase intention is mediated by attitude toward brand	PF → AT → PI	0.100	2.278	H4 is supported
5	The relationship between social factor and purchase intention is moderated by hedonic value	SF → PI ↑ NH	0.003	2.588	H5 is supported
6	The relationship between personality factor and purchase intention is moderated by hedonic value	PF→ PI ↑ NH	0.003	2.665	H6 is supported

The first hypothesis in this research states that social factor has a significant positive effect on purchase intention. Based on Table 4 above, it can be seen from the hypothesis testing results that the estimated value was 0.150 and the cr value was 2.309, higher than 1.96. It indicated that social factors had a significant effect on purchase intention. It signified that the higher the social factor, the more positive value increased on purchase intention. A positive estimate value implied that the more encouragement from social factors on someone, the more positive the attitude toward the brand. Social factors had the most significant contribution. The consumer factor depended on the opinion of other people, who were experts about bags. This dependence would be even greater when consumers had absolutely no information and knowledge about certain bags. Vulnerability to information made consumers always depend on family, friends, the environment, and experts for opinions about fashion items, namely bags.

The second hypothesis in this research is that the personality factor has a significant positive effect on purchase intention. Table 4 illustrates the hypothesis testing results: an estimated value of 0.290 and a cr value of 2.339, which was greater than 1.96, meaning that personality factor had a significant positive effect on purchase intention. It denoted that the higher the personality factor, the more positive the value would be towards purchase intention. A positive estimate value indicated that the higher the value of a person's personality factor, the higher the purchase interest in branded bags. From the personality factor, having self-recognition from the social environment was very high; thus, it made the interest in buying branded bags high. This study's results occurred because, according to respondents, the quality of branded bags was different from local brand bags. Besides, social status and recognition from the environment were the main factors in buying branded bags known by

their family or friends, which caused social recognition. Thus, it generated a very high value in buying interest in branded bags.

The third hypothesis in this research states that the relationship between social factor and purchase intention is mediated by attitude toward brand. Based on the hypothesis testing results in Table 4, there was an estimated value of 0.076 and the cr value on the effect of 2.946, higher than 1.96. It indicated that the relationship between social factor and purchase intention was mediated by attitude toward brand. The results of testing the third hypothesis support the research hypothesis results by Eroglu, Machleit, and Davis (2003). According to Phau and Teah (2009), the higher the social factor, the higher the positive value for attitude toward brand. A positive estimate value denoted that the more encouragement from social factor on someone, the more positive the attitude toward brand. It made purchase intention even higher. The intention to buy branded bags was greater when consumers had information and knowledge about certain bags. From the social factor, consumers would find out, ask, and depend on other people's opinions who were experts about bags. From the opinions and testimonials of previous consumers, it increased purchase intention, which was getting higher.

The fourth hypothesis in this research is that the relationship between personality factor and purchase intention is mediated by attitude toward brand. Based on the hypothesis testing results in Table 4, there was an estimated value of 0.100 and a cr value of 2.278, greater than 1.96, meaning that the relationship between personality factor and purchase intention was mediated by attitude toward brand. The results of testing the fourth hypothesis reinforce the research hypothesis results carried out by Phau and Teah (2009) which showed that the attitude toward brand mediated the relationship between consumer attitudes and responses. Attitude toward brand was a mediator of consumer behavior towards purchase intention of branded bags; the higher the attitude toward brand, the more positive the purchase intention would be. Purchases

were also driven by the fact that these branded bags are increasing of good quality. Hence, for respondents who have bought branded bags, it is better for them to buy the branded bags they want and still show their social status. Thus, it can be said that the stronger a person's attitude toward brand, the higher their intention to buy branded bags.

The fifth hypothesis in this research is that there is a relationship between social factor and purchase intention moderated by hedonic value. Based on the hypothesis testing results shown in Table 4, there was an estimated value of 0.003 and a cr value of 2.588, greater than 1.96, which signified a relationship between social factor and purchase intention moderated by hedonic value. The results of testing the fifth hypothesis corroborate the research hypothesis's results by Wang, Zhang, Zang, and Ouyang (2005) which found that social factor influenced purchase intention, with hedonic value as a moderating variable. The hedonic value of a product could influence consumer behavior, especially regarding consumer emotions and feelings. Consumers like, enjoy freedom, express joy, feel happiness, and it will generate satisfaction. The consumer factor depended on the opinion of other people, who were experts about bags. This dependence would be even greater when consumers had absolutely no information and knowledge about certain bags. Vulnerability to information made consumers always depend on family, friends, the environment, and experts for opinions about fashion items, namely bags. Purchases were also driven by the fact that these branded bags are increasing of good quality. Therefore, for respondents who have bought branded bags, it is better for them to buy the branded bags they want and still show their social status. Thus, it can be stated that the stronger a person's attitude toward brand, the higher their intention to buy branded bags.

This research's sixth hypothesis states a relationship between personality factor and purchase intention moderated by hedonic values. Based on the hypothesis testing results displayed in Table 4, there was an estimated value of 0.003 and a cr value of 2.665, higher

than 1.96. It implied that there was a relationship between personality factor and purchase intention moderated by hedonic values. The results of testing the sixth hypothesis verify the research hypothesis conducted by Wang et al. (2005) which revealed that personality factor influenced purchase intention, with hedonic value as a moderating variable. The hedonic effect impacted user engagement with the purchase of branded bags. The intention to buy a bag lies in branded bags' quality ability to satisfy consumers' aesthetic pleasures and hedonistic pleasures. Shopping for branded bags provides not only adventure for consumption but also a satisfaction that will stimulate and encourage consumers to buy branded bags. Hedonic value is seen as the consumer's experience of enjoying an emotionally satisfying experience associated with shopping activities, regardless of whether the purchase was made or not.

CONCLUSION AND RECOMMENDATION

Several conclusions could be drawn based on the influence of each independent variable on all dependent variables. In this study, the samples taken were female and male respondents aged 18-56 years, domiciled in Indonesia, had branded bags, and made at least one purchase in the last six months. The first conclusion was that social factor had a significant positive effect on purchase intention. The second conclusion was that personality factor had a significant positive effect on purchase intention. The third conclusion was that the relationship between social factor and purchase intention was mediated by attitude toward brand. The fourth conclusion was that the relationship between personality factor and purchase intention is mediated by attitude toward brand. The fifth conclusion, the relationship between social factor and purchase intention, was moderated by hedonic value. Finally, the relationship between personality factor and purchase intention was moderated by hedonic value.

The limitations in this study include:

This study generalizes branded bags for consumers in the sense of not focusing on one particular brand of branded bags that are highlighted as a reference for filling out questionnaires. This is because the focus of research is focused on attitude and buying intentions in making purchasing decisions on branded bags.

The dissemination of questionnaires is conducted online so that there is a possibility of multiple filling by an individual which can lead to bias for research.

The rapid development of technology and information in Indonesia can cause the topics and managerial implications in this study to be less relevant. It could be that Luxury Brand companies have realized this at the same time as this research is being made.

Based on the findings, several suggestions are produced for further research. In this study, respondents were dominated by age 31-40 years, and most workers had already had an income. Therefore, the suggestion for further research is that it can be in the form of research by looking for other respondents with different demographic groups. Subsequent research can also examine other variables that can influence attitude toward brand and purchase intentions of other branded goods, which are of great interest to consumers in Indonesia. Further research can also be developed to create a marketing strategy and increase the number of officially branded bag outlets in Indonesia to increase Indonesia's market share.

REFERENCES

Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing.* Australia: Pearson.

Black, W., & Babin, B. J. (2019). Multivariate data analysis: Its approach, evolution, and impact *The Great Facilitator* (pp. 121-130): Springer.

Cooper, D. R., & Schindler, P. S. (2014). *Business research methods.* New York: McGraw-Hill.

Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store

atmospherics and shopper responses. *Psychology & Marketing, 20*(2), 139-150.

Heizer, J., & Render, B. (2006). *Operations Management, 8th ed.* Upper Saddle River, NJ: Pearson Prentice-Hall.

Juggessur, J., & Cohen, G. (2009). Is fashion promoting counterfeit brands? *Journal of Brand Management, 16*(5), 383-394.

Kotler, P., Keller, K., Manceau, D., & Hemonnet-Goujot, A. (2019). *Marketing management.* France: Pearson.

Kuncoro, M. P. (2011). *Metode Kuantitatif: Teori dan Aplikasi untuk Bisnis dan Ekonomi.* Yogyakarta: Unit Penerbit dan Percetakan Sekolah Tinggi Ilmu Manajemen YKPN.

Phau, I., & Teah, M. (2009). Devil wears (counterfeit) Prada: a study of antecedents and outcomes of attitudes towards counterfeits of luxury brands. *Journal of consumer marketing, 26*(1), 15-27.

Prashar, S., Sai Vijay, T., & Parsad, C. (2017). Effects of Online Shopping Values and Website Cues on Purchase Behaviour: A Study Using S–O–R Framework. *Vikalpa, 42*(1), 1-18.

Wang, F., Zhang, H., Zang, H., & Ouyang, M. (2005). Purchasing pirated software: an initial examination of Chinese consumers. *Journal of consumer marketing, 22*(6), 340-351.

Wiedmann, K.-P., Hennigs, N., & Siebels, A. (2007). Measuring consumers' luxury value perception: a cross-cultural framework. *Academy of Marketing Science Review, 7*(7), 1-21.

Wisal, J. S. F. (2013). Hubungan antara motivasi dengan intensi membeli pada konsumen tas branded. *CALYPTRA, 2*(2), 1-27.

Yanuarsari, D. H. (2015). Analisis Minat Beli Wanita Terhadap Produk Tas Bermerek Original di Tengah Komoditi Produksi Tas Bermerek Tiruan Produksi Produsen Lokal. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia, 1*(02), 110-121.