

ABSTRACT

Marketing luxury brands to the 'mass market' focused on the middle class, with the aim of creating Mass Prestige. One of the luxury brands is Coach, a New York fashion brand founded in 1941. Coach, which produces luxury handbags, wallets, men's and women's clothing, shoes, and other items, in 2022 saw net sales of almost USD 5 billion with the majority of brand sales generated by the women's bag segment. Brand Evangelism is a relatively new concept that creates a brand purpose and experience that encourages consumers to commit to the company and communicate their passion to others around them. Consumers will sequentially make more believers to also buy goods from the brand like "evangelism".

This study places Coach consumers in DKI Jakarta Province as the research population. Sampling was carried out using purposive sampling and has several criteria. The sample in this study amounted to 200 respondents with the criteria of being over 18 years old, having products from Coach (any type) more than 2 (two), having made offline purchases at Coach outlets within the last 1 (one) year and domiciled in DKI Jakarta Province. The data collected were analyzed using the structural equation model (SEM) method and processed with AMOS software.

The results of this study indicate that participation in co-creation has a significant positive effect on customer empowerment, participation in co-creation has a significant positive effect on affective commitment, masstige has a significant positive effect on brand happiness, customer empowerment has a significant positive effect on brand evangelism, affective commitment has a significant positive effect on brand evangelism, brand happiness has a significant positive effect on brand evangelism. The variables that have the largest total influence on the order of largest to smallest on brand evangelism are brand happiness, affective commitment, participation in co-creation, customer empowerment and masstige.

Keywords: Participation in Co-Creation, Masstige, Brand Evangelism, Customer Empowerment, Affective Commitment, Brand Happiness, Coach Bags