

ABSTRACT

This study aims to understand the decision to purchase diamond jewelry as a form of fulfilling tertiary needs, focusing on the local brand FebriMela. The purchase of diamond jewelry is not only driven by functional needs, but also emotional, psychological, and social factors, such as self-confidence, social recognition, and the formation of self-identity.

A qualitative approach with a phenomenological method is used to explore the subjective experiences of consumers. Data were collected through in-depth interviews, observations, and documentation of consumers who have purchased FebriMela jewelry.

The results of the study indicate that trust in the brand is the main factor influencing purchasing decisions, followed by emotional experiences and social relationships with sellers. These findings reinforce the importance of emotional meaning in luxury goods consumption in Indonesia, as well as providing new insights into local consumer behavior in choosing diamond jewelry. This study is expected to enrich the literature on luxury goods consumer behavior, especially in the context of Indonesian culture.

Keyword: tertiary needs, diamond jewelry, phenomenology, consumer behavior, local brands.