

ABSTRACT

Luxury fashion brand image plays an important role in shaping how consumers perceive product quality, price, and overall value. In the context of Indonesian consumers, especially those living in urban areas, luxury consumption is not merely about functionality but also about emotional expression, social identity, and symbolic meaning. This research seeks to explore how the image of luxury fashion brands influences consumer perceptions, and how those perceptions, in turn, shape their purchasing decisions.

This qualitative research uses in-depth interviews with six informants who have experience with luxury fashion products. Each interview lasted between 45 minutes to 90 minutes and was conducted online using a semi-structured interview format. The research focuses on three main constructs: consumer perception (perceived quality, price, and value), brand image (strength, favorability, and uniqueness), and purchase decision-making (brand choice, place of purchase, quantity, timing, and payment method).

The findings indicate that Indonesian consumers interpret luxury brands through both rational and emotional lenses. While price and quality remain important, emotional resonance and cultural fit often play a more decisive role. Brand image functions as a psychological cue that shapes perceptions and behaviors. Interestingly, many informants perceive luxury consumption as a personal ritual tied to social approval and life milestones. These insights support existing theories by Zeithaml (1988), Keller (1993), and Kotler & Keller (2016), while also offering new perspectives regarding collectivist values, emotional rationality, and global-local brand interpretation in the Indonesian market. The findings provide useful implications for brand managers, especially in aligning emotional branding strategies with cultural narratives and values relevant to Indonesian consumers.

Keywords: Luxury Fashion, Brand Image, Consumer Perception, Purchase Decision, Indonesia

