

The Effect of Luxury Brand on Purchase Decision with Emotional Luxury Customer as Mediating Variable: A Study on Buttonscarves Hijab Store Consumers in Samarinda

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ABSTRACT : This study examines the effect of luxury brand on purchase decision with emotional luxury customer as a mediating variable among consumers of the Buttonscarves hijab store in Samarinda, Indonesia. The study uses an explanatory research design with the Stimulus-Organism-Response (S-O-R) framework. Data were collected from 120 respondents through purposive sampling and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). The results indicate that luxury brand has a significant positive effect on purchase decision ($P = 0.026$), luxury brand has a significant positive effect on emotional luxury customer ($P = 0.000$), and emotional luxury customer has a significant positive effect on purchase decision ($P = 0.023$). The mediation pathway, however, through emotional luxury customer, does not significantly mediate the relationship between luxury brand and purchase decision ($P = 0.057$). These findings provide empirical evidence on the role of luxury brand perception and consumer emotional responses in driving purchase behavior within the context of the Indonesian modest fashion market.

KEYWORDS : Buttonscarves, Emotional Luxury Customer, Luxury Brand, Purchase Decision, PLS-SEM

I. INTRODUCTION

The growth of digital commerce has fundamentally altered consumer purchasing patterns across Southeast Asia, including Indonesia. Online retail platforms provide consumers with convenient access to a wide range of products, and this shift has been particularly pronounced in the fashion sector. Within Indonesia, as one of the world's largest Muslim-majority nations, the market for modest fashion, specifically hijab products, has expanded considerably over the past decade. The proliferation of social media and digital marketing has transformed hijab from a purely religious obligation into a lifestyle product that incorporates elements of aesthetics, brand identity, and social status (Pane and Rizki, 2024).

Buttonscarves, founded in 2016 by Linda Anggrea, represents a notable case of a local Indonesian brand that has achieved recognition as a premium modest fashion label. The brand offers hijab products at premium price points and has expanded both domestically and internationally. Despite this brand recognition, data from the Buttonscarves physical store in Samarinda reveal a fluctuating pattern of sales revenue throughout 2024, with a notable decline recorded in the latter months of that year. This phenomenon indicates a potential disconnect between brand perception and actual consumer purchase decisions at the physical retail level.

Table 1. Buttonscarves Samarinda Hijab Sales Data, 2024

Month	Sales (IDR)
May	1,109,223,000
June	1,286,009,000
July	1,135,516,000
August	1,354,250,200
September	1,073,482,000
October	1,106,974,390
November	1,100,102,800

Source: Buttonscarves Samarinda

The S-O-R framework, originally proposed by Mehrabian and Russell in the 1970s, provides a theoretical foundation for understanding how environmental stimuli, processed through an organism's internal states, generate behavioral responses. In the context of luxury consumption, the luxury brand itself functions as the stimulus, consumer emotional states serve as the organism, and purchase decision constitutes the response. Prior research has demonstrated that emotional factors play a mediating role between brand-related stimuli and purchasing behavior (Dewobroto and Wijaya, 2022; Farizy and Harsoyo, 2023).

The present study addresses four research questions: (1) whether luxury brand has a significant effect on emotional luxury customer; (2) whether luxury brand has a significant effect on purchase decision; (3) whether emotional luxury customer has a significant effect on purchase decision; and (4) whether emotional luxury customer significantly mediates the relationship between luxury brand and purchase decision among consumers of the Buttonsscarves hijab store in Samarinda.

II. LITERATURE REVIEW

2.1 Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response model serves as the theoretical framework for this study. The model posits that external environmental stimuli act upon an individual's internal cognitive and emotional states (the organism), which in turn produce observable behavioral responses. Zhu et al. (2020) describe the S-O-R framework as a meta-theory widely applied in information science and management research. Vidyanata (2022) notes that the model provides a lens for analyzing how psychological and emotional factors mediate the relationship between environmental cues and consumer behavior in retail settings.

Within the S-O-R framework, luxury brand attributes function as the stimulus, consumer emotional responses to luxury products represent the organism component, and purchase decision constitutes the behavioral response. The model recognizes that consumer behavior is not a direct, automatic reaction to external stimuli; rather, it is shaped by internal cognitive and emotional processing (Sultan et al., 2021).

2.2 Purchase Decision

Purchase decision refers to the process by which consumers select and commit to purchasing a specific product or brand from among available alternatives. Hafi (2020) defines purchase decision as the process of identifying needs, evaluating alternatives, and selecting among available choices. Gunarsih et al. (2021) describe purchase decision as the stage at which a consumer commits to acquiring a product after recognizing a need, seeking information, and evaluating alternatives. The indicators used to measure purchase decision in this study are: product conviction, purchase habit, recommendations from others, and repurchase intention (Sari Dewi et al., 2020).

2.3 Luxury Brand

Luxury brand refers to brands that offer products or services associated with high quality, exclusivity, and symbolic prestige (Ekonomika, 2024). Naim et al. (2024) describe luxury brand as a category of expensive and seemingly non-essential products perceived as exclusive, prestigious, and authentic, capable of conveying symbolic and emotional status to their users. The measurement dimensions used in this study follow Asprilia and Hami (2021): financial value, functional value, social value, and individual value.

2.4 Emotional Luxury Customer

Emotional luxury customer refers to the emotional responses that consumers experience in relation to luxury products. Tjiptono and Diana (2022) indicate that consumer emotions encompass mood states, feelings, and specific emotional reactions such as anticipation, pride, and satisfaction, all of which influence purchasing behavior. Setiadi (2019) describes consumer emotion as a purchasing motive grounded in feelings rather than rational long-term considerations. The indicators applied in this study are: product reflects self-identity, personal attachment to the product, spontaneous thoughts and feelings about the product, and natural positive emotional responses toward the product (Martiyanti and Rahmayana, 2024).

2.5 Hypothesis Development

Based on the theoretical review and prior empirical studies, the following hypotheses are proposed:

1. H1: Luxury brand has a significant positive effect on purchase decision among Buttonsscarves consumers in Samarinda.
2. H2: Luxury brand has a significant positive effect on emotional luxury customer among Buttonsscarves consumers in Samarinda.
3. H3: Emotional luxury customer has a significant positive effect on purchase decision among Buttonsscarves consumers in Samarinda.
4. H4: Emotional luxury customer significantly mediates the relationship between luxury brand and purchase decision among Buttonsscarves consumers in Samarinda.

III. RESEARCH METHOD

3.1 Research Design

This study employs an explanatory research design with a quantitative approach. Explanatory research examines the causal relationships among study variables through hypothesis testing (Sugiyono, 2018). The S-O-R model guides the specification of causal pathways: luxury brand as the independent variable, emotional luxury customer as the mediating variable, and purchase decision as the dependent variable.

3.2 Population and Sample

The population of this study comprises consumers of the Buttonsscarves hijab physical store in Samarinda. Sampling was conducted using purposive sampling with three criteria: respondents must be at least 21 years of age; they must have made at least one purchase at the Buttonsscarves physical store; and they must have made more than one purchase at the store. The minimum sample size was determined using the Hair et al. (2019) guideline of 10 observations per indicator. With 12 indicators, the minimum sample required was 120 respondents, which was the number used in this study.

3.3 Research Instrument

Data were collected through a structured questionnaire using a five-point Likert scale, with responses ranging from Strongly Disagree (1) to Strongly Agree (5). The luxury brand variable was measured using three indicators after the elimination of the individual value indicator (X.4), which did not meet the minimum loading factor threshold. Purchase decision was measured using four indicators, and emotional luxury customer was measured using four indicators.

3.4 Data Analysis

Partial Least Square Structural Equation Modeling (PLS-SEM) was employed for data analysis using SmartPLS software. The analysis proceeded in two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The outer model assessment included convergent validity (loading factor > 0.70), discriminant validity (cross-loading), composite reliability (> 0.70), and Cronbach's alpha (> 0.70). The inner model assessment examined the R-square coefficient and path coefficient significance through bootstrapping, with a significance threshold of $P < 0.05$ (Abdillah and Hartono, 2015).

IV. RESULTS AND DISCUSSION

4.1 Respondent Profile

A total of 120 respondents participated in this study. The majority of respondents were aged between 26 and 31 years (39.1%), followed by respondents aged 31 to 41 years (28.3%) and 31 to 36 years (23.3%). With respect to purchase frequency, the largest group reported between 7 and 9 purchases (35.0%), followed by those with 1 to 3 purchases (34.1%). In terms of occupation, private sector employees formed the largest group (28.3%), followed by self-employed individuals (26.6%) and civil servants (24.1%). The income range of IDR 6,000,000 to IDR 10,000,000 per month was most prevalent, representing 47.5% of respondents.

Table 2. Respondent Profile Summary

No.	Category	Frequency	Percentage (%)
1	Age 26-31 Years	47	39.1%
2	Age 31-36 Years	28	23.3%
3	Age 31-41 Years	34	28.3%
4	Age > 41 Years	11	9.3%
5	Purchase Freq. 1-3 times	41	34.1%
6	Purchase Freq. 7-9 times	42	35.0%
7	Private Employee	34	28.3%
8	Income IDR 6-10 million	57	47.5%

Source: Primary Data, 2025

4.2 Measurement Model Evaluation

The convergent validity test revealed that indicator X.4 (individual value of luxury brand) yielded a loading factor of 0.565, which fell below the minimum threshold of 0.70. This indicator was therefore removed from the model. Following this adjustment, all remaining indicators produced loading factors above 0.70, confirming convergent validity. The discriminant validity assessment through cross-loading demonstrated that each indicator correlated more strongly with its own construct than with other constructs, satisfying the discriminant validity criterion.

Table 3. Convergent Validity (Loading Factors)

Indicator	Luxury Brand	Purchase Decision	Emot. Luxury Customer
X.1	0.961		
X.2	0.962		
X.3	0.931		
Y.1		0.951	
Y.2		0.917	
Y.3		0.913	
Y.4		0.889	

Z.1			0.927
Z.2			0.859
Z.3			0.879
Z.4			0.917

Source: Primary Data, 2025

The reliability test results, presented in Table 4, confirm that all three constructs meet the minimum requirements for both Cronbach's alpha and composite reliability (> 0.70), establishing adequate internal consistency for subsequent analysis.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Status
Luxury Brand	0.948	0.954	Reliable
Purchase Decision	0.938	0.953	Reliable
Emotional Luxury Customer	0.919	0.950	Reliable

Source: Primary Data, 2025

The R-square value for purchase decision was 0.128, and for emotional luxury customer it was 0.925, indicating that the structural model holds moderate predictive relevance for the dependent variable.

4.3 Hypothesis Testing

Hypothesis testing was conducted through the bootstrapping procedure in SmartPLS. The results are presented in Table 5.

Table 5. Hypothesis Testing Results (Path Analysis)

Hyp.	Path	Orig. Sample	T-Stat	P-Value	Result
H1	Luxury Brand -> Purchase Decision	0.235	2.226	0.026	Significant
H2	Luxury Brand -> Emotional Luxury Customer	0.304	3.593	0.000	Significant
H3	Emotional Luxury Customer -> Purchase Decision	0.208	2.272	0.023	Significant
H4	Luxury Brand -> Purchase Decision (via ELC)	0.063	1.902	0.057	Not Significant

Source: Primary Data, 2025

4.4 Discussion

4.4.1 Effect of Luxury Brand on Purchase Decision

The test result for H1 yields a P-value of 0.026, which is below the significance threshold of 0.05. Luxury brand therefore has a statistically significant positive effect on purchase decision among Buttonsscarves consumers in Samarinda. Consumers who perceive Buttonsscarves as a luxury brand are more likely to commit to purchasing its products, partly because ownership of a luxury-branded product offers social status and self-confidence (Nurjihan and Bertuah, 2023). This finding aligns with Nazarani and Suparna (2021), who document a significant positive relationship between luxury brand and purchase intention for the Zara brand.

4.4.2 Effect of Luxury Brand on Emotional Luxury Customer

The test result for H2 yields a P-value of 0.000, providing strong evidence that luxury brand has a significant positive effect on emotional luxury customer. Consumers who perceive Buttonsscarves as a luxury brand report higher levels of emotional engagement, including feelings of pride, self-expression, and belonging to an exclusive social group. This result is consistent with Bettiga et al. (2020), who find that hedonic values embedded in luxury goods activate positive emotional states in consumers, and with Limawan and Margaretha (2024), who demonstrate that luxury brand consumption generates enjoyable experiences and heightened emotional responses.

4.4.3 Effect of Emotional Luxury Customer on Purchase Decision

The test result for H3 yields a P-value of 0.023, indicating that emotional luxury customer has a significant positive effect on purchase decision. Consumers whose emotional engagement with the Buttonsscarves brand is positive are more likely to proceed with a purchase. Dewobroto and Wijaya (2022) similarly find that emotional responses significantly influence purchase decisions, and Farizy and Harsoyo (2023) confirm that emotional branding has a positive and significant effect on purchase decisions for fashion

products. Asrorudin et al. (2023) also document that consumer emotional states serve as a key determinant of purchase decisions in the fashion segment.

4.4.4 Mediation Effect of Emotional Luxury Customer

The mediation test for H4 yields a P-value of 0.057, which exceeds the significance threshold of 0.05. Emotional luxury customer therefore does not significantly mediate the relationship between luxury brand and purchase decision. This finding indicates that while luxury brand perception directly influences purchase decisions, the indirect pathway through emotional responses does not produce a statistically significant mediation effect. Naim et al. (2024) report a similar non-significant mediation effect in a study of luxury smartphones, suggesting that luxury brand perception may lead directly to purchase decisions without necessarily requiring emotional engagement as an intermediary. The result implies that the Buttonsarves luxury brand signal is sufficiently strong to drive purchase decisions on its own, and emotional responses, while present and significant in direct effects, do not add an additional indirect channel that reaches statistical significance.

V. CONCLUSION

Three of the four hypotheses examined in this study received empirical support. Luxury brand has a significant positive effect on purchase decision (H1 accepted), luxury brand has a significant positive effect on emotional luxury customer (H2 accepted), and emotional luxury customer has a significant positive effect on purchase decision (H3 accepted). The mediation of the luxury brand to purchase decision pathway through emotional luxury customer was not statistically significant (H4 rejected), indicating that the direct effect of luxury brand on purchase decision is stronger than the indirect pathway.

These findings carry practical implications for Buttonsarves and similar luxury modest fashion brands. Strengthening luxury brand attributes, including product quality, exclusivity, and social value, remains an effective strategy for driving purchase decisions. Efforts to build emotional connections with consumers also contribute independently to purchase decisions, even though the mediation pathway did not reach significance. Future research may expand the model by incorporating additional variables such as financial literacy or store atmosphere, and may examine similar dynamics in other luxury modest fashion brands operating in Indonesia.

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