

ABSTRACT

HMNS is a local fragrance brand established in June 2019. Since its inception, HMNS has demonstrated significant growth in the domestic perfume market and currently distributes its products through various e-commerce platforms. Nevertheless, the brand faces intense competition within the increasingly dynamic fragrance industry, particularly due to the rise of online shopping trends. Bandung, recognized as a center of fashion and lifestyle trends, presents a promising market for HMNS products.

This research aims to examine the extent to which Luxury Brand Perception and Social Influence impact Purchase Intention for HMNS perfumes in Bandung, with Trait of Vanity serving as a moderating variable. The dynamic growth of local perfume sales and the shifting consumer preference towards domestic products are critical factors influencing purchase intentions amid the intense competition within Indonesia's fragrance industry.

The study adopts a quantitative approach and falls under the category of descriptive research. The research population consisted of 350 individuals, selected using non-probability sampling through purposive sampling techniques. Data were collected through an online questionnaire distributed via Google Forms and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, processed with SmartPLS software.

The findings reveal that Luxury Brand Perception has a positive and significant influence on Purchase Intention, indicated by a T-statistic value of 4.617 (>1.96) and a P-Value of 0.000 (<0.05). Conversely, Social Influence does not exhibit a significant or positive impact on Purchase Intention, as shown by a T-statistic value of 1.110 (<1.96) and a P-Value of 0.134 (>0.05). Furthermore, Trait of Vanity has a positive and significant effect on Purchase Intention, with a T-statistic value of 6.271 (>1.96) and a P-Value of 0.000 (<0.05). However, Trait of Vanity does not moderate the relationship between Luxury Brand Perception and Purchase Intention, nor between Social Influence and Purchase Intention, as indicated by insignificant T-statistic and P-Value results.

Based on these findings, it is recommended that HMNS strengthens its Social Influence by collaborating with prominent influencers. This strategy is expected to enhance consumer purchase intentions toward HMNS fragrance products.

Keywords: *Luxury Brand Perception, Social Influence, Purchase Intention, Trait of Vanity, E-Commerce, Local Fragrance*

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