

ABSTRAK

PENGARUH *FASHION LIFESTYLE*, PERSEPSI HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION THRIFT* PADA GEN Z DI BANDAR LAMPUNG

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Kesadaran masyarakat Indonesia terhadap konsep ekonomi sirkular semakin menjadi perhatian dalam upaya pembangunan berkelanjutan. Industri *fashion* memiliki keterkaitan erat dengan prinsip ekonomi sirkular, yang mendorong lahirnya gerakan *circular fashion*. Salah satu bentuk nyata *circular fashion* adalah *fashion thrift*, yang berperan penting dalam mengurangi limbah, mengoptimalkan penggunaan sumber daya, dan memperpanjang masa pakai produk. Studi ini bertujuan mengeksplorasi keterkaitan antara *fashion lifestyle*, persepsi harga, dan kualitas produk terhadap keputusan pembelian produk *fashion thrift* pada Gen Z di Bandar Lampung. Penelitian ini menggunakan *explanatory research* dengan pendekatan kuantitatif dengan teknik *purposive sampling* ditentukan oleh rumus Cochran, menghasilkan 97 responden Gen Z konsumen *fashion thrift* di Bandar Lampung. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan SPSS. Hasil analisis menunjukkan bahwa keputusan pembelian *fashion thrift* pada Gen Z dipengaruhi secara signifikan dan positif oleh *fashion lifestyle*, persepsi harga, dan kualitas produk. *Fashion lifestyle* mendorong individu mengikuti tren dan mengekspresikan diri melalui pilihan pakaian sesuai selera pribadi. Persepsi harga yang positif, di mana produk dinilai terjangkau serta sebanding dengan manfaat yang diperoleh, turut mendorong keputusan pembelian. Kualitas produk yang baik membangun kepercayaan, kepuasan konsumen sehingga memperkuat keputusan pembelian. Temuan ini menjadi wawasan penting dalam merancang strategi pemasaran *fashion thrift* yang sesuai dengan preferensi Gen Z.

Kata Kunci: *Fashion Lifestyle*, Persepsi Harga, Kualitas Produk, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF FASHION LIFESTYLE, PERCEIVED PRICE AND PRODUCT QUALITY ON PURCHASING DECISIONS. PURCHASING THRIFT FASHION PRODUCTS ON GEN Z IN BANDAR LAMPUNG

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The growing awareness of the circular economy concept among Indonesian society has increasingly become a focal point in efforts toward sustainable development. The fashion industry is closely related to the principles of the circular economy, which has led to the emergence of the circular fashion movement. One concrete form of circular fashion is thrift fashion, which plays a significant role in reducing waste, optimizing resource use, and extending the lifespan of products. This study aims to explore the relationship between fashion lifestyle, price perception, and product quality on the purchasing decisions of Generation Z consumers of thrift fashion in Bandar Lampung. This research employs explanatory research with a quantitative approach and utilizes purposive sampling determined through the Cochran formula, resulting in 97 Generation Z respondents who are consumers of thrift fashion in Bandar Lampung. Data were collected through questionnaires and analyzed using SPSS. The analysis results indicate that purchasing decisions of Generation Z regarding thrift fashion are significantly and positively influenced by fashion lifestyle, price perception, and product quality. Fashion lifestyle encourages individuals to follow trends and express themselves through clothing that reflects their personal preferences. A positive price perception where products are perceived as affordable and aligned with the benefits obtained also supports purchasing decisions. Likewise, good product quality fosters trust and consumer satisfaction, thereby strengthening purchasing behavior. These findings offer valuable insights for designing effective thrift fashion marketing strategies that align with the preferences of Generation Z.

Keywords: Fashion Lifestyle, Price Perception, Product Quality, Purchase Decision