

Faktor Yang mempengaruhi purchasing behavior pada Customized Fashion di kalangan Gen-Z DKI Jakarta = Factors that influenceing purchasing behavior in Customized Fashion among Gen Z DKI Jakarta

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Abstrak

Proses pembelian konsumen sangat bergantung pada nilai psikologis individu. Oleh karena itu, kemampuan untuk memahami keadaan internal konsumen akan membantu menentukan persepsi dan sikap konsumen terhadap produk yang disesuaikan. Penelitian ini bertujuan Menganalisis pengaruh customization terhadap Gen Z di Jakarta pada pembelian barang customized fashion, Menganalisis pengaruh social identity dan self-identity terhadap Gen Z dalam pembelian barang customized fashion serta Menganalisis peran psikologis dalam customization terhadap Gen Z di pembelian barang customized fashion. Metode yang digunakan pada penelitian ini adalah metode kuantitatif dengan penggunaan SEM, serta metode kuantitatif untuk membantu penulis mengerti pasar lebh dalam Hasil analisis data menunjukkan bahwa beberapa faktor internal oriented structure dan external oriented structure dalam ketertarikan pada dunia customized fashion sangat tergantung dengan bagaimana persepsi lingkungan sosial tentang perilaku orang tersebut.

.....Consumer buying process is very dependent on the value of individual psychology. Therefore, the ability to understand the internal state of consumers will help consumers perceptions and attitudes towards customized products. This study aims to analyze the effect of customization on gen Z in Jakarta on the purchase of customized fashion goods, analyze the effect of social identity and self-identity on gen Z in purchasing customized fashion goods and analyze the psychology role in customization of gen Z in purchasing customized fashion goods. The method used in this study is quantitative with the SEM technique and qualitative method as the basis of market research. The results of the data analysis show that several internal oriented structure factors in the interest in the world of customized fashion are very dependent on hom the social environment perrceives the person's behavior.