

Faktor-Faktor yang Berpengaruh terhadap Keputusan Generasi Z dalam Membeli Pakaian Bekas di Instagram = Factors Influencing Generation Z's Decision to Purchase Second-Hand Clothing on Instagram

Tiara Annisa Adhi Moulidhanty, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920547425&lokasi=lokal>

Abstrak

Penelitian ini menyelidiki perilaku pembelian pakaian bekas generasi Z di Instagram berdasarkan socio-environmental awareness, preconception, frugality, brand awareness, social prestige, need for uniqueness, scarcity, dan perceived competition. Menggunakan metode kuantitatif dengan 312 responden berusia 17-27 tahun, ditemukan bahwa socio-environmental awareness, social prestige, scarcity, dan perceived competition berpengaruh secara positif terhadap second-hand clothing purchase intention, sedangkan brand awareness dan preconception berpengaruh secara negatif. Need for uniqueness dan frugality tidak memiliki pengaruh signifikan. Pada akhirnya, second-hand clothing purchase intention memengaruhi second-hand clothing purchase behavior. Implikasi dari penelitian ini adalah penjual pakaian bekas di Instagram perlu menekankan aspek lingkungan dan kelangkaan untuk menarik konsumen generasi Z.

.....This study examines Generation Z's behavior in purchasing second-hand clothing on Instagram, focusing on socio-environmental awareness, preconception, frugality, brand awareness, social prestige, need for uniqueness, scarcity, and perceived competition. Using a quantitative method with 312 respondents aged 17-27, the findings reveal that socio-environmental awareness, social prestige, scarcity, and perceived competition positively influence purchase intention, while brand awareness and preconception have negative effects. Need for uniqueness and frugality are not significant factors. Purchase intention positively affects purchase behavior. The study suggests that sellers should emphasize environmental aspects and scarcity to attract Generation Z consumers.