

# The Price of Beauty: Analisis Perilaku Konsumen Generasi Z Terhadap Industri Fast Fashion di Indonesia = The Price of Beauty: Analysis of Generation Z Consumer Behavior Towards the Fast Fashion Industry in Indonesia

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## Abstrak

Fashion merupakan bagian penting dari kehidupan sehari-hari yang mencerminkan kepribadian dan cita-cita seseorang. Di tengah tren fashion global yang cepat berganti, perusahaan fashion perlu beradaptasi, sehingga fenomena fast fashion muncul. Fast fashion telah menjadi gaya hidup bagi Generasi Z dan mereka mengkonsumsi produk fast fashion untuk mengikuti tren saat ini. Dalam penelitian ini dilakukan survey untuk mengetahui faktor yang mempengaruhi perilaku konsumen Generasi Z menggunakan metode multiple linear regression serta korelasinya dengan teori permintaan konsumen. Hasil yang diperoleh dari penelitian ini menyatakan bahwa faktor yang mempengaruhi purchase intention produk fast fashion adalah faktor fashion consciousness, self-ambiguity, dan ethical judgement.

.....Fashion is an important part of everyday life that reflects one's personality and ideals. In the midst of rapidly changing global fashion trends, fashion companies need to adapt, so that the fast fashion phenomenon emerges. Fast fashion has become a lifestyle for Generation Z and they consume fast fashion products to keep up with current trends. In this study, a survey was conducted to determine the factors that influence the consumer behavior of Generation Z using the multiple linear regression method and their correlation with consumer demand theory. The results obtained from this study state that the factors that influence the purchase intention of fast fashion products are fashion consciousness, self-ambiguity, and ethical judgment.