

PENGARUH *TREND FASHION*, *PRODUCT KNOWLEDGE*, *PRICE* DAN *LIFESTYLE* TERHADAP KEPUTUSAN PEMBELIAN PAKAIAN BATIK TULIS PADA GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Trend Fashion*, *Product Knowledge*, *Price*, dan *Lifestyle* terhadap Keputusan Pembelian Pakaian Batik pada Generasi Z di Yogyakarta. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah 104 responden. Teknik pengumpulan data menggunakan kuesioner secara langsung yang telah diuji validitas dan reliabilitasnya. Uji yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik (uji normalitas, uji linearitas, uji multikolinearitas, dan uji heteroskedastisitas), uji regresi linear berganda, uji hipotesis (uji t, dan uji F) dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *trend fashion* berpengaruh secara positif dan signifikan terhadap keputusan pembelian (H1), *product knowledge* berpengaruh secara positif dan signifikan terhadap keputusan pembelian (H2), *price* berpengaruh secara positif dan signifikan terhadap keputusan pembelian (H3), *lifestyle* tidak berpengaruh terhadap keputusan pembelian (H4), dan *trend fashion*, *product knowledge*, *price* dan *lifestyle* berpengaruh positif dan signifikan terhadap keputusan pembelian (H5).

Kata Kunci: *Trend Fashion*, *Product Knowledge*, *Price* dan *Lifestyle*, *Keputusan Pembelian*

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***THE INFLUENCE OF FASHION TREND, PRODUCT KNOWLEDGE,
PRICE AND LIFESTYLE ON GENERATION Z'S PURCHASE DECISION
OF WRITTEN BATIK CLOTHING IN DAERAH ISTIMEWA YOGYAKARTA***

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Abstract

This study aimed to analyze the effect of Fashion Trend, Product Knowledge, Price, and Lifestyle on Purchase Decision of Batik Clothing for Generation Z in Yogyakarta. The sampling technique used was purposive sampling with total of 104 respondents. The collection technique using direct questionnaire method that had been tested for validity and reliability. The tests used in this study were descriptive analysis, classic assumption tests (normality test, linearity test, multicollinearity test, and heteroscedasticity test), multiple linear regression test, hypothesis testing (t and F test), and coefficient determination. The results showed that fashion trend had positive and significant effect on purchasing decisions (H1), product knowledge had positive and significant effect on purchasing decisions (H2), price had positive and significant effect on purchasing decisions (H3), lifestyle had no effect on purchasing decisions (H4), and fashion trend, product knowledge, price and lifestyle had positive and significant effect on purchase decision (H5).

Keywords: *Trend Fashion, Product Knowledge, Price and Lifestyle, Purchasing Decisions*