

ABSTRACT

The Effect of Customer Perceived Value and Fashion Involvement on Purchasing Decisions Mediated by Brand Personal Identity (Study on Indonesian Generation Z Consumers).

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This research aims to investigate a broader perspective regarding a customer's perceived value through indicators and fashion involvement towards its purchasing decisions with brand personal identity as a moderating variable. This type of research was quantitative with an associative approach. The sample in this research was H&M consumers in Indonesia aged 16- 27-year-old male and female, and have purchased products whether offline or online, as many as 119 respondents. The sampling method used non- probability sampling with purposive sampling technique. Data analysis method used Structural Equation Modeling - Partial Least Square (SEM-PLS). The results showed that customer perceived value has a significant effect on brand personal identity. Fashion involvement has a significant effect on brand personal identity. Brand personal identity has a significant effect on buying decisions. Customer perceived value has a significant effect on buying decisions mediated by the brand's identity. Fashion involvement has a significant effect on buying decisions mediated by the brand's identity. This research has implications for H&M, which was expected to increase customer perceived value, fashion involvement, and brand personal identity of the product through maintaining consistent product quality, offering appropriate prices with product quality, maintaining environmentally friendly brand values, provides a pleasant shopping experience for consumers and communicate well with the product.

Keyword : Customer Perceived Value, Fashion Involvement, Buying Decision, Brand Personal Identity.

INTISARI

**Pengaruh *Customer Perceived Value* Dan *Fashion Involvement*
Terhadap Keputusan Pembelian Yang Dimediasi Oleh *Brand Personal
Identity* (Studi Pada Konsumen Generasi Z Indonesia).**

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Penelitian ini bertujuan untuk menyelidiki perspektif yang lebih luas mengenai *customer perceived value* melalui indikatornya, dan *fashion involvement* terhadap keputusan pembelian dengan *brand personal identity* sebagai variabel moderasi. Jenis penelitian ini merupakan penelitian kuantitatif dengan pendekatan asosiatif. Sampel dalam penelitian ini adalah konsumen H&M di Indonesia dengan usia 16-27 tahun pria dan wanita, dan pernah membeli produk secara *offline* maupun *online*, sebanyak 119 responden. Metode Pengambilan sampel menggunakan *Non-probability sampling* dengan teknik *Purposive sampling*. Metode analisis data menggunakan *Structural Equation Modelling - Partial Least Square* (SEM-PLS). Hasil penelitian ini *customer perceived value* berpengaruh signifikan terhadap *brand personal identity*. *Fashion involvement* berpengaruh signifikan terhadap *brand personal identity*. *Brand personal identity* berpengaruh signifikan terhadap keputusan pembelian. *Customer perceived value* berpengaruh signifikan terhadap terhadap keputusan pembelian yang dimediasi oleh *brand personal identity*. *Fashion involvement* berpengaruh signifikan terhadap keputusan pembelian yang dimediasi oleh *brand personal identity*. Penelitian ini memiliki implikasi bagi pihak H&M, yaitu diharapkan dapat meningkatkan nilai *customer perceived value*, *fashion involvement*, dan *brand personal identity* produknya dengan cara mempertahankan kualitas produk yang konsisten, menawarkan harga yang sesuai dengan kualitas produk, menjaga nilai merek yang ramah lingkungan, memberikan pengalaman berbelanja yang menyenangkan bagi konsumen dan mengkomunikasikan produknya dengan baik.

Kata Kunci: *Customer Perceived Value*, *Fashion Involvement*,
Keputusan Pembelian, *Brand Personal Identity*.