

ABSTRAK

Meyke Dwifa Subaita. 2026. Pengaruh *Trend Fashion, Content Marketing, Price Discount*, dan Gaya Hidup Terhadap Keputusan Pembelian Produk Fashion *Outfit of The Day* (OOTD) di Shopee (Studi Kasus pada Generasi Z di Wilayah Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M., Pembimbing (II) Rihan Mustafa Zahri, S.E., M.Ak.

Penelitian ini bertujuan untuk menganalisis pengaruh *trend fashion, content marketing, price discount*, dan gaya hidup terhadap keputusan pembelian produk *fashion Outfit of The Day* (OOTD) di Shopee pada Generasi Z di wilayah Madiun. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Data primer diperoleh melalui kuesioner daring menggunakan Google Form kepada 385 responden Generasi Z di wilayah Madiun yang pernah membeli produk *fashion OOTD* di Shopee minimal tiga kali dalam enam bulan terakhir. Sampel ditentukan dengan teknik purposive sampling. Data dianalisis menggunakan regresi linear berganda dengan bantuan SPSS. Hasil penelitian menunjukkan *bahwa trend fashion, content marketing, price discount*, dan gaya hidup secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai R^2 sebesar 0,693. Artinya, variabel penelitian mampu menjelaskan 69,3% variasi keputusan pembelian, sedangkan 30,7% sisanya dipengaruhi faktor lain di luar model.

Kata Kunci: *Trend Fashion, Content Marketing, Price Discount*, Gaya Hidup, Keputusan Pembelian.

ABSTRACT

Meyke Dwifa Subaita. 2026. The Influence of Fashion Trend, Content Marketing, Price Discount, and Lifestyle on Purchase Decisions for Outfit of The Day (OOTD) Fashion Products on Shopee (A Case Study on Generation Z in the Madiun Region). Undergraduae Thesis. Management Study Program, Faculty of Economics and Business, UNIVERSITAS PGRI MADIUN. Advisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M., Advisor (II) Rihan Mustafa Zahri, S.E., M.Ak.

This study aims to analyze the influence of fashion trends, content marketing, price discounts, and lifestyle on purchase decisions for Outfit of the Day (OOTD) fashion products on Shopee among Generation Z in the Madiun region. The study employed a quantitative approach using a survey method. Primary data were collected through an online questionnaire via Google Form distributed to 385 Generation Z respondents in the Madiun region who had purchased OOTD fashion products on Shopee at least three times within the past six months. Samples were determined using a purposive sampling technique. Data were analyzed using multiple linear regression with the assistance of SPSS. The results indicate that fashion trend, content marketing, price discount, and lifestyle, both partially and simultaneously, have a positive and significant influence on purchase decisions. The R^2 value of 0.693 indicates that the research variables are capable of explaining 69.3% of the variation in purchase decisions, while the remaining 30.7% is influenced by other factors outside the model.

Keywords: Fashion Trend, Content Marketing, Price Discount, Lifestyle, Purchase Decision