

ABSTRAK

Adelya Azzahra. 2026. Pengaruh *Trend Fashion*, *Perceived Value*, Dan *Electronic Word of Mouth* Terhadap Keputusan Pembelian Produk *Fast Fashion* Pada Generasi Z Di Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Diyah Santi Hariyani, S.E., M.Si. (II) Dr.Rizal Ula Ananta Fauzi, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Trend Fashion*, *Perceived Value*, dan *Electronic Word of Mouth* secara parsial maupun simultan terhadap Keputusan Pembelian produk fast fashion pada Generasi Z di Kota Madiun. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif kausal, dengan data dikumpulkan melalui kuesioner berskala Likert kepada 385 responden Generasi Z di Kota Madiun yang terdiri atas 300 responden online dan 85 responden offline, menggunakan teknik purposive sampling, serta dianalisis melalui uji validitas, reliabilitas, asumsi klasik, dan regresi linier berganda dengan SPSS 25. Variabel *Trend Fashion*, *Perceived Value* dan *Electronic Word of Mouth* masing-masing berpengaruh positif dan signifikan terhadap Keputusan Pembelian Produk *Fast Fashion* Pada Generasi Z Di Kota Madiun.

Kata kunci: *Trend Fashion*, *Perceived Value*, *Electronic Word of Mouth*, Keputusan Pembelian, *Fast Fashion*, Generasi Z

ABSTRACT

Adelya Azzahra. 2026. *The Influence of Fashion Trends, Perceived Value, and Electronic Word of Mouth on the Purchase Decisions of Fast Fashion Products Among Generation Z in Madiun*. Thesis. Department of Management, Faculty of Economics and Business, PGRI University of Madiun. Advisors: (I) Dr. Diyah Santi Hariyani, S.E., M.Si. (II) Dr. Rizal Ula Ananta Fauzi, S.E., M.M.

This study aims to identify and analyze the influence of fashion trends, perceived value, and electronic word of mouth, both partially and simultaneously, on the purchase decisions of fast fashion products among Generation Z in the city of Madiun. This study employed a quantitative method with an associative-causal approach, with data collected via a Likert-scale questionnaire from 385 Generation Z respondents in Madiun City, comprising 300 and 85 offline respondents, using purposive sampling, and analyzed through validity and reliability tests, classical assumptions, and multiple linear regression using SPSS 25. The variables Fashion Trends, Perceived Value, and Electronic Word of Mouth each have a positive and significant effect on purchase decisions for fast fashion products among Generation Z in Madiun City.

Keywords: Fashion Trends, Perceived Value, Electronic Word of Mouth, Purchase Decisions, Fast Fashion, Generation Z