

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, harga, dan halal awareness terhadap keputusan pembelian produk fashion halal di Shopee pada Generasi Z di Surabaya. Latar belakang penelitian ini didasarkan pada meningkatnya minat generasi muda terhadap produk trend fashion halal yang ditawarkan di platform *e-commerce*.

Metode penelitian ini adalah kuantitatif dengan metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Sampel penelitian ini Gen Z di Surabaya yang pernah membeli produk fashion halal melalui Shopee, dengan teknik pengambilan sampel purposive sampling. Analisis data dilakukan menggunakan regresi linear berganda untuk mengetahui pengaruh parsial dan simultan antar variabel.

Hasil penelitian menunjukkan bahwa secara parsial, variabel kualitas produk dan harga berpengaruh signifikan terhadap keputusan pembelian, sedangkan variabel kesadaran halal tidak berpengaruh secara signifikan. Secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap keputusan pembelian produk fashion halal di Shopee. Temuan ini mengindikasikan bahwa bagi Gen Z di Surabaya, keputusan membeli produk fashion halal lebih ditentukan oleh persepsi kualitas dan keterjangkauan harga dibandingkan pertimbangan religius terkait kehalalan produk. Hal ini juga mencerminkan bahwa label atau klaim halal pada produk fashion belum menjadi faktor utama dalam proses pengambilan keputusan pada segmen konsumen tersebut.

Kata kunci: Kualitas Produk, Harga, Halal Awareness, Keputusan Pembelian, Fashion Halal, Shopee, Generasi Z

ABSTRACT

This study aims to analyze the influence of product quality, price, and halal awareness on the purchasing decisions of halal fashion products on Shopee among Generation Z in Surabaya. The background of this research is based on the increasing interest of young consumers in trendy halal fashion products offered on e-commerce platforms.

The research method used is quantitative with a survey approach, employing a questionnaire as the data collection instrument. The sample consists of Gen Z individuals in Surabaya who have purchased halal fashion products through Shopee, selected using purposive sampling. Data analysis was conducted using multiple linear regression to determine the partial and simultaneous effects among the variables.

The findings indicate that partially, product quality and price have a significant influence on purchasing decisions, while halal awareness does not have a significant effect. Simultaneously, all three variables have a significant influence on the purchasing decisions of halal fashion products on Shopee. These results suggest that for Gen Z in Surabaya, decisions to purchase halal fashion products are more strongly driven by perceptions of quality and price affordability than by religious considerations related to product halalness. This also reflects that halal labels or claims on fashion products have not yet become a primary factor in the decision-making process for this consumer segment.

Keywords: *Product Quality, Price, Halal Awareness, Purchasing Decision, Halal Fashion, Shopee, Generation Z*