

ABSTRAK

Faktor yang mempengaruhi seseorang dalam melakukan keputusan pembelian yaitu terdapat faktor internal dan eksternal. Pada penelitian ini, yang termasuk dalam faktor internal adalah literasi halal dan *fear of missing out* (FOMO) dimana ini merupakan faktor yang terjadi secara alamiah yang mendorong seseorang untuk melakukan suatu tindakan, sedangkan faktor eksternal ini adalah kualitas produk, harga, dan promosi. Pada penelitian ini bertujuan untuk mengkaji seberapa besar pengaruh kualitas produk, harga, promosi, literasi halal, dan *fear of missing out* (FOMO) terhadap keputusan pembelian produk fesyen gen Z di *marketplace* shopee.

Penelitian ini menggunakan metode kuantitatif, dengan teknik pengumpulan data menggunakan kuesioner dengan populasi yang digunakan adalah generasi Z di Jawa Timur pengguna marketplace shopee. Teknik pengambilan sampel pada penelitian ini adalah menggunakan *sampling purposive* sebanyak 196 responden. Analisis yang digunakan pada penelitian ini yaitu regresi linier berganda, uji T, uji F, dan uji koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa secara parsial variabel kualitas produk, harga, literasi halal, dan *Fear of missing out* (FOMO) berpengaruh terhadap keputusan pembelian produk fesyen gen z di *marketplace* shopee, sedangkan variabel promosi tidak berpengaruh terhadap keputusan pembelian produk fesyen gen z di *marketplace* shopee. Hasil penelitian secara simultan menunjukkan bahwa variabel kualitas produk, harga, promosi, literasi halal, dan *fear of missing out* (FOMO) berpengaruh secara bersama-sama terhadap keputusan pembelian produk fesyen gen z di *marketplace* shopee.

Kata Kunci : Kualitas Produk, Harga, Promosi, Literasi Halal, dan *Fear Of Missing Out* (FOMO)

ABSTRACT

Factors that influence someone in making decisions purchases, namely there are internal and external factors. In this study, Internal factors include halal literacy and fear of missing out (FOMO). where this is a naturally occurring factor that encourage someone to do an action , while the factor These external factors are product quality, price , and promotion . This research aims to to examine how much influence product quality, price, promotion, halal literacy, and fear of missing out (FOMO) have on the purchasing decisions of Gen Z fashion products in the Shopee marketplace .

Research uses quantitative methods, with techniques data collection using a questionnaire with the population used is generation Z in East Java, users of the Shopee marketplace. Technique Sampling in this study used purposive sampling of 196 respondents. The analysis used in This research uses multiple linear regression , T test, F test, and determination coefficient test (R^2) .

The results of the study indicate that partially the variables of product quality, price, halal literacy, and Fear of Missing Out (FOMO) influence the purchasing decisions of Gen Z fashion products in the Shopee marketplace, while the promotion variable does not influence the purchasing decisions of Gen Z fashion products in the Shopee marketplace. The results of the study simultaneously indicate that the variables of product quality, price, promotion, halal literacy, and fear of missing out (FOMO) simultaneously influence the purchasing decisions of Gen Z fashion products in the Shopee marketplace.

Keywords: Product Quality, Price, Promotion, Halal Literacy, and Fear Of Missing Out (FOMO)