ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh Product Innovation, *Life Style* dan *Hedonic Motivation* terhadap *Purchase Decision* Brand Zara. Penelitian ini menggunakan teknik analisis data *Structural Modeling* (SEM) dan pengolahan data menggunakan *Partial Least Square* (PLS). Populasi dalam penelitian ini adalah konsumen yang pernah membeli produk dari Brand Zara sebanyak 180 responden. Teknik pengambilan sampel menggunakan *purposive sampling.* Hasil penelitian ini menunjukkan bahwa *Product Innovation* berpengaruh positif dan signifikan terhadap *Purchase Decision*, *Life Style* berpengaruh positif dan signifikan terhadap *Purchase Decision* dan *Hedonic Motivation* berpengaruh positif dan signifikan terhadap *Purchase Decision.*

Kata Kunci : *Product Innovation*, *Life Style*, *Hedonic Motivation*, *Purchase Decision*

UNIVERSITAS
MERCU BUANA

ABSTRACT

This study aims to analyze the effect of product innovation, life style and hedonic motivation on Zara's purchasing decision. This study uses data analysis techniques structural modelling (SEM) and data processing Partial Least Sqaure (PLS). The population in this study were consumers who had boughts product from Brand Zara as many as 180 respondents. The sampling technique used was purposive sampling. The result of this study indicate that product innovation has a positive and significant effect on purchasing decision, life style has a positive and significant effect on purchasing decision, and hedonic motivation has a positive and significant effect on purchasing decision.

Keywords : Product Innovation, Life Style, Hedonic Motivation, Purchase Decision