

ABSTRACT

This research aims to analyze the intention and purchase behavior of Generation Y toward fast-fashion products based on Theory of Planned Behavior and trait of vanity. This study examines the influence of attitude, subjective norm, and perceived behavioral control on intention and purchase behavior of Generation Y towards fast-fashion products. In addition, this study also examined the effect of physical vanity and achievement vanity on purchase intention. A total of 336 respondents were included after distributing a structured questionnaire online. Respondents are the Generation Y in Java Island who have purchased fast-fashion products in the last 6 months. Data were analyzed using Partial Least Square (PLS).

The results of the study indicated that attitude was the most important determinant of the purchasing intentions of Generation Y towards fast-fashion products, followed by subjective norm and perceived behavioral control. Perceived behavioral control was found to have a positive and significant relationship with purchasing behavior. Physical vanity was found to have a positive and significant relationship with purchasing intentions. But, achievement vanity was not found to have a significant relationship with purchasing intentions.

Keywords: Theory of Planned Behavior, Trait of Vanity, Attitude, Subjective Norm, Perceived Behavioral Control, Physical Vanity, Achievement Vanity, Purchase Intention, Purchase Behavior, Generation Y, Fast-Fashion.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis niat dan perilaku pembelian Generasi Y terhadap produk *fast-fashion* berdasarkan *Theory of Planned Behavior* dan karakter kesombongan. Penelitian ini menguji pengaruh sikap, norma subjektif, dan kontrol berperilaku yang dipersepsikan pada niat dan perilaku pembelian Generasi Y terhadap produk *fast-fashion*. Sebagai tambahan, penelitian ini juga menguji pengaruh kesombongan fisik dan kesombongan pencapaian pada niat pembelian. Sebanyak 336 responden dilibatkan setelah membagikan kuesioner terstruktur secara daring. Responden merupakan Generasi Y di Pulau Jawa yang memiliki pengalaman belanja produk *fast-fashion* dalam 6 bulan terakhir. Data dianalisis menggunakan *Partial Least Square* (PLS).

Hasil penelitian menunjukkan bahwa sikap merupakan determinan paling pening dari niat pembelian Generasi Y terhadap produk *fast-fashion*, diikuti oleh norma subjektif dan kontrol berperilaku yang dipersepsikan. Kontrol berperilaku yang dipersepsikan ditemukan memiliki hubungan yang positif dan signifikan dengan perilaku pembelian. Kesombongan fisik ditemukan memiliki hubungan yang positif dan signifikan dengan niat pembelian. Namun, kesombongan pencapaian ditemukan tidak memiliki hubungan yang signifikan dengan niat pembelian.

Kata kunci: *Theory of Planned Behavior*, Karakter Kesombongan, Sikap, Norma Subjektif, Kontrol Berperilaku yang Dipersepsikan, Kesombongan Fisik, Kesombongan Pencapaian, Niat Pembelian, Perilaku Pembelian, Generasi Y, *Fast-Fashion*.