

ABSTRACT

The rapid and widespread development of luxury fashion products has resulted in the emergence of trends in the use of luxury fashion products, thereby increasing the attractiveness and purchasing decisions of consumers. Consumers take advantage of the value of luxury fashion products to gain various existing legitimacy for using these luxury fashion products. Even so, luxury fashion products are considered as an expensive products to be reached consumers in general so luxury fashion products can only be consumed by certain groups. Therefore, this research was conducted to examine the effect of perceptions of lifestyle, social status, brand awareness, perceived quality, and the need for uniqueness on the purchasing decisions of luxury brand consumers in Generation Z (a case study on luxury fashion products).

This research was conducted using the online questionnaire method, using a non-probability sampling technique with a accidental sampling design on 100 Generation Z respondents who are consumers of luxury fashion products in Semarang City. Data analysis methods used in this study include validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, coefficient of determination test, F and T statistical tests, and multiple linear regression analysis using IBM SPSS Statistic 25 software.

The results showed that perceptions of lifestyle, social status, brand awareness, perceived quality, and the need for uniqueness proved to have a positive influence on purchasing decisions for luxury fashion products for Generation Z consumers in Semarang City. Based on the results of this study, it is expected that companies or manufacturers of luxury fashion products can focus their business activities to increase their internal value through consumer perceptions of expected product quality and brand awareness created as well as on the external side through satisfying or fulfilling consumer needs and desires in terms of lifestyle, social status, and the need for a uniqueness that can be obtained from consuming these luxury fashion products so that they can influence consumer purchasing decisions.

Keywords: *Perceived lifestyle, social status, brand awareness, perceived quality, need for uniqueness, purchase decision*

