

**THE INFLUENCE OF PRICE FAIRNESS AND FASHION
INVOLVEMENT ON PURCHASE DECISIONS FOR PRE-OWNED
BRANDED BAGS THROUGH PERCEIVED VALUE
(STUDY ON INDONESIA'S GEN Z)**

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**STUDY PROGRAM
BACHELOR'S DEGREE IN MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
LAMBUNG MANGKURAT UNIVERSITY
BANJARMASIN**

2026

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**UNDERGRADUATE THESIS PROGRAM
Submitted in Partial Fulfilment of the Requirements for the Degree of
BACHELOR OF MANAGEMENT**

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BANJARMASIN**

2026

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Judul : Pengaruh *Price Fairness* dan *Fashion Involvement*
terhadap Keputusan Pembelian Produk *Pre-owned*
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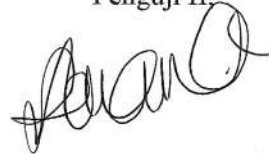
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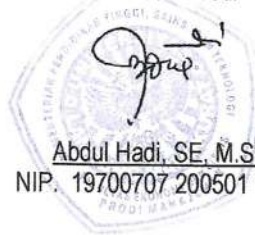
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PREFACE

Bismillahirrahmanirrahim,

With profound gratitude, I offer praise and thanks to Allah SWT for His mercy, grace, and blessings, which have enabled me to complete this undergraduate thesis entitled “The Influence of Price Fairness and Fashion Involvement on Purchase Decisions for Pre-Owned Branded Bags through Perceived Value: A Study of Generation Z in Indonesia.” This thesis was prepared as one of the requirements for completing the Undergraduate Management Study Program at the Faculty of Economics and Business, Lambung Mangkurat University.

The preparation of this thesis represents not only the fulfillment of an academic responsibility but also a highly valuable learning experience for the researcher. Through this study, I gained a deeper understanding of marketing management, particularly in relation to perceptions of price fairness, consumer involvement in fashion, perceived value, and purchase decisions concerning pre-owned branded bags. This research also broadened my understanding of how Generation Z evaluates pre-owned branded fashion products by considering price, style, brand value, and perceived benefits before making a purchase.

This thesis is the result of an extensive process involving reflection, literature review, research instrument development, data collection, and data analysis. Its completion was also made possible by the support of various individuals who sincerely contributed their time, ideas, assistance, and encouragement throughout the research process.

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12. My beloved parents, for their endless prayers, unwavering love, and sacrifices that I may never be able to fully repay. Every achievement and step that has brought me to this stage would not have been possible without their support, patience, trust, and unconditional love. I dedicate this work to them as a small expression of my gratitude and pride toward the two people who have always been my greatest reason to persevere and complete my education;
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Finally, I hope that this thesis will contribute to the development of knowledge and management practices. I acknowledge that this thesis still has limitations and room for improvement; therefore, constructive criticism and suggestions are greatly appreciated. I sincerely hope that this research will be beneficial to readers, future researchers, and all parties interested in this field.

ABSTRAK

Akhmad Faisal Rifki. 2026. *Pengaruh Price Fairness dan Fashion Involvement terhadap Keputusan Pembelian Produk Pre-Owned Branded Bags melalui Perceived Value (Studi pada Generasi Z di Indonesia)*. Pembimbing: Dr. Raden Roro Yulianti Prihatiningrum, S.E., M.Si., CMA, CPM (Asia); Dr. Siti Aliyati Al Bushairi, S.E., M.M.; Prof. Laila Refiana Said, S.Psi., M.Si., Ph.D.

Penelitian ini bertujuan untuk menganalisis pengaruh price fairness dan fashion involvement terhadap keputusan pembelian produk pre-owned branded bags pada Generasi Z di Indonesia, baik secara langsung maupun secara tidak langsung melalui perceived value sebagai variabel mediasi. Penelitian ini juga bertujuan untuk menjelaskan peran perceived value dalam memediasi pengaruh kedua variabel tersebut terhadap keputusan pembelian.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis explanatory research. Penelitian dilakukan di Indonesia melalui penyebaran kuesioner secara online kepada konsumen Generasi Z yang memiliki pengalaman membeli produk pre-owned branded bags sekurang-kurangnya satu kali. Sampel penelitian berjumlah 241 responden yang dipilih menggunakan teknik non-probability sampling dengan metode purposive sampling. Data dianalisis menggunakan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Evaluasi model dilakukan melalui pengujian model pengukuran, model struktural, serta pengujian hipotesis menggunakan prosedur bootstrapping.

Hasil penelitian menunjukkan bahwa price fairness berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai Path Coefficient sebesar 0,262. Fashion involvement berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai Path Coefficient sebesar 0,298. Selanjutnya, price fairness dan fashion involvement berpengaruh positif dan signifikan terhadap perceived value, masing-masing dengan nilai Path Coefficient sebesar 0,480 dan 0,443. Perceived value juga berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai Path Coefficient sebesar 0,385. Selain itu, perceived value memediasi secara parsial pengaruh price fairness dan fashion involvement terhadap keputusan pembelian. Temuan penelitian ini memperkuat teori consumer decision making yang menjelaskan bahwa keputusan pembelian merupakan hasil dari proses evaluasi konsumen terhadap berbagai pertimbangan, termasuk price fairness, fashion involvement dan perceived value.

Kata Kunci: Price Fairness, Fashion Involvement, Perceived Value, Keputusan Pembelian, Pre-owned Branded Bags.

ABSTRACT

Akhmad Faisal Rifki. 2026. The Influence of Price Fairness and Fashion Involvement on Purchase Decisions for Pre-Owned Branded Bags Product through Perceived Value (Study on Indonesia's Gen Z). Supervisor: Dr. Raden Roro Yulianti Prihatiningrum, S.E., M.Si., CMA, CPM (Asia); Dr. Siti Aliyati Al Bushairi, S.E., M.M.; Prof. Laila Refiana Said, S.Psi., M.Si., Ph.D.

This study aims to examine the effects of price fairness and fashion involvement on the purchase decisions of pre-owned branded bags among Generation Z consumers in Indonesia, both directly and indirectly through Perceived Value as a mediating variable. The study also seeks to explain the mediating role of Perceived Value in the relationship between Price Fairness, Fashion Involvement, and Purchase Decisions.

This study employed a quantitative approach using an explanatory research design. The research was conducted in Indonesia through an online questionnaire distributed to Generation Z consumers who had purchased pre-owned branded bags at least once. A total of 241 respondents were selected using a non-probability sampling technique with a purposive sampling method. The data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with SmartPLS 4 software. Model evaluation was conducted through measurement model assessment, structural model assessment, and hypothesis testing using the bootstrapping procedure.

The results indicate that Price Fairness has a positive and significant effect on Purchase Decisions, with a path coefficient of 0.262. Fashion Involvement also has a positive and significant effect on Purchase Decisions, with a path coefficient of 0.298. Furthermore, Price Fairness and Fashion Involvement have positive and significant effects on Perceived Value, with path coefficients of 0.480 and 0.443, respectively. Perceived Value also has a positive and significant effect on Purchase Decisions, with a path coefficient of 0.385. In addition, Perceived Value partially mediates the effects of Price Fairness and Fashion Involvement on Purchase Decisions. The findings of this study reinforce the consumer decision-making theory, demonstrating that purchase decisions result from consumers' evaluation of multiple considerations, including Price Fairness, Fashion Involvement, and Perceived Value.

Keywords: Price Fairness, Fashion Involvement, Perceived Value, Purchase Decisions, Pre-owned Branded Bags.

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