

***PERSONAL FACTORS AFFECTING THE DECISION OF
PURCHASE OF FASHION PRODUCTS IN SHOPEE
(A Case Study Of The Bengkalis Stat Polytecnic Students)***

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Abstract

Purchasing decisions are influenced by the characteristics of the buyer itself, be it cultural, social or personal factors. Purchases will judge based on personal factors it has. This study aims to determine the personal factors that influence purchasing decisions for fashion products at Shopee. This type of research is observational by distributing questionnaires to 100 respondents using the nonprobability sampling method of selecting samples. The results of this study indicate that age and life cycle stage get a mean score of 4.40 classified as very high class, employment and economic conditions get a mean score of 4.42 classified as very high class, personality and self-concept get a mean score of 4.25 classified as very high class, lifestyle get a mean score of 4.35 classified as very high class. So the personal factors that most dominate the decision to buy fashion products at Shopee are work and economic conditions, while the personal factors that have the lowest influence on purchasing decisions for fashion products at Shopee are Personality and Self-Concept.

Keywords : *Personal factors, Fashion, Decisions, Purchases, Products*