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# The effect of fashion trends and perceived quality on Gen Z purchase decisions: Evidence from Bloods product in Garut

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This study examines the influence of fashion trends and perceived quality on Generation Z consumers' purchase decisions for Bloods products in Garut, Indonesia. Using an explanatory quantitative design, data were collected from Generation Z respondents through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS to test the relationships among the proposed variables. The findings show that fashion trends do not significantly affect purchase decisions, whereas perceived quality has a positive and significant effect. These results indicate that, in this context, Generation Z consumers in Garut are more likely to consider product quality than fashion trend alignment when making purchase decisions. The findings also suggest that the appeal of Bloods products depends less on changing fashion trends and more on the brand's ability to build a strong perception of quality. This study contributes to consumer behavior research in the context of local fashion brands and offers practical implications for businesses targeting Generation Z consumers through quality-oriented marketing strategies.

Keywords: Fashion Trends, Perceived Quality, Purchase Decision

**Abstrak**

Penelitian ini mengkaji pengaruh tren fesyen dan persepsi kualitas terhadap keputusan pembelian Generasi Z pada produk Bloods di Garut. Studi ini menggunakan pendekatan kuantitatif eksplanatori dengan data yang dikumpulkan dari responden Generasi Z melalui teknik purposive sampling. Data dianalisis menggunakan Structural Equation Modeling berbasis Partial Least Squares (SEM-PLS) dengan bantuan perangkat lunak SmartPLS untuk menguji hubungan antarvariabel dalam model penelitian. Hasil penelitian menunjukkan bahwa tren fesyen tidak berpengaruh signifikan terhadap keputusan pembelian, sedangkan persepsi kualitas berpengaruh positif dan signifikan. Temuan ini menunjukkan bahwa, dalam konteks konsumen Generasi Z di Garut, persepsi terhadap kualitas produk lebih menentukan keputusan pembelian dibandingkan kesesuaian produk dengan tren fesyen. Dengan demikian, daya tarik produk Bloods tidak hanya bergantung pada perubahan tren, tetapi juga pada kemampuan merek membangun persepsi kualitas yang kuat. Penelitian ini berkontribusi pada kajian perilaku konsumen dalam konteks merek fesyen lokal dan memberikan implikasi praktis bagi pelaku bisnis untuk menempatkan kualitas produk sebagai inti strategi pemasaran kepada Generasi Z.

Kata kunci: Tren Fesyen, Persepsi Kualitas, Keputusan Pembelian

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## 1. Introduction

The fashion industry holds a strategic position within Indonesia's creative economy. According to the Minister of Tourism and Creative Economy, the fashion subsector contributed approximately 17.6% of the total creative economy value added, equivalent to around IDR 225 trillion in 2022 (Ambarwati, 2024). Furthermore, the Ministry of Industry projected an average annual market growth of 4.26% through 2029, with a projected market value of IDR 156.47 trillion, while absorbing approximately 4.4 million workers and ranking among the leading contributors to creative economy exports.

The trajectory of this industry is increasingly shaped by the behavioral characteristics of Generation Z. As digital natives, this cohort relies heavily on social media to form lifestyle preferences and purchasing orientations (Maulana et al., 2025). McKinsey & Company's, *The State of Fashion* report further noted that Generation Z tends to use fashion as a medium for self-expression and social identity, making them particularly responsive to rapidly evolving trends. This is supported by Statista (2024), which found that more than 60% of Generation Z consumers are influenced by social media when selecting fashion products.

Beyond trend sensitivity, purchase decisions are also shaped by perceived quality. Kotler and Keller (2021) defined perceived quality as consumers' subjective evaluation of a product's superiority, formed through personal experience, expectations, and brand image. Empirical evidence from Yuliastuti (2020) confirmed that perceived quality exerts a significant positive effect on purchase decisions, as consumers are inclined to choose products they associate with durability and comfort.

One local fashion brand operating within this landscape is Bloods, a creative clothing company founded in Bandung in 2002 that designs, produces, and distributes urban apparel and fashion accessories (Solop, 2022). In an effort to broaden its market reach, Bloods has expanded its retail presence to various regions, including an outlet in Garut, West Java, located at Jl. Cikuray No. 33. However, field data indicate that sales performance at this outlet has been inconsistent. An interview with the store manager revealed that several key products including T WHISPER 02, TSHIRT STRIPE, and BROWN OLIVE experienced significant sales fluctuations from November 2025 to February 2026. Incoming stock (*receive*) accounted for 88% of total transactions (22 pcs), while actual sales (*shop cashier*) represented only 12% (3 pcs), with 2 pcs recorded as returns. The most pronounced gap occurred in November 2025, when 11 units were received but only 1 unit was sold. This pattern suggests that consumer purchase decisions remain suboptimal, potentially attributed to rapid fashion trend shifts and inconsistent quality perceptions.

Prior research in this domain has primarily examined the influence of price on purchase decisions (Supana et al., 2021), brand image (Aziz et al., 2022), and promotional activities (Akbar et al., 2023). Studies specifically addressing the simultaneous influence of fashion trends and perceived quality on Generation Z consumers particularly in the context of local brands in secondary cities remain limited. This constitutes a research gap that warrants empirical investigation. Theoretically,

fashion trends have been shown to significantly influence purchase decisions (Haryanti & Nurdin, 2021), and perceived quality similarly exerts a significant effect (Yuliastuti, 2020); yet it remains unclear which factor carries greater weight among Generation Z consumers.

This study therefore aims to examine the influence of fashion trends and perceived quality on the purchase decisions of Generation Z consumers toward Bloods products in Garut. Theoretically, the findings are expected to contribute to the understanding of how lifestyle-oriented factors (fashion trends) and functional factors (perceived quality) collectively shape young consumers' decision-making. Practically, this research offers strategic insights for local fashion industry players, including Bloods, in designing marketing approaches that balance trend innovation with quality enhancement to attract and retain Generation Z as their primary market.

## 2. Literature Review

### Grand Theory

This study uses the Theory of Planned Behavior (TPB) according to Ajzen (2012) Purchasing behavior is determined by behavioral intentions, which are influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of this study, fashion trends represent subjective norms because Gen Z consumers tend to follow social and cultural expectations of digital fashion through social media exposure. Meanwhile, perceived quality reflects consumers' attitudes toward products based on evaluations of product durability, comfort, and performance. Therefore, TPB provides a strong theoretical foundation to explain how social influence and product evaluations shape purchasing decisions among Gen Z consumers in Garut.

### Fashion Trends

Fashion trends are clothing styles that reflect changing consumer tastes and represent lifestyle and self-identity, especially among the younger generation (Kadafi et al., 2023). Campos and Wolf (2021)explain that fashion trends refer to changes in clothing styles that are widely accepted by society and followed by consumers as a form of self-expression, increased self-confidence, and an effort to gain social recognition. In this study, fashion trends were measured through four dimensions: preferred style, time cycle, social environment, and opinion leaders. Overall, fashion trends demonstrate that changes in clothing styles are influenced by consumer preferences, social dynamics, and evolving aesthetic developments.

### Perceived Quality

Perceived quality is a consumer's subjective assessment of a product's quality and superiority, which influences brand preferences and purchasing decisions (Firmansyah, 2020). (Kotler & Keller, 2021) emphasize that perceived quality is not only based on a product's actual quality but is also shaped by experiences, expectations, and the brand's image in the consumer's mind. In this study, perceived quality was measured through three dimensions: durability, product features, and aesthetics. Thus, perceived quality reflects consumers' evaluation of a product's overall value and performance.

**Purchase Decision**

Purchasing decisions are a consumer's cognitive process in selecting a product from various available alternatives (Nurhasan et al., 2021). Kotler et al. (2022)state that purchasing decisions occur after consumers go through a consideration stage to assess whether a product is able to meet their needs and provide value according to expectations. In this study, purchasing decisions were measured through four dimensions: need recognition, information search, alternative evaluation, and purchase decision. Therefore, purchasing decisions can be understood as a step-by-step process that reflects consumer considerations before deciding to purchase.

Fashion trends and perceived quality are two factors that influence consumer purchasing decisions. Fashion trends encourage consumers to choose products that align with popular styles and models through the influence of social media, influencers, and their social environment (Campos & Wolf, 2021). Generation Z in Garut, who actively use social media platforms like TikTok and Instagram, consider fashion as part of their social identity, thus increasing interest in Bloods products, which are considered modern and trendy. On the other hand, perceived quality shapes consumer confidence in product quality, including materials, comfort, durability, and design (Kotler & Keller, 2021). Although consumers are responsive to trends, consumers in areas like Garut tend to consider a product's functional aspects before making a purchase decision. Thus, purchasing decisions for Bloods products are influenced by the product's suitability to fashion trends and positive quality perceptions (Kotler et al., 2022).

H1: Fashion trends have a positive and significant influence on Gen Z purchasing decisions for Bloods products in Garut.

H2: Perceived quality has a positive and significant influence on Gen Z purchasing decisions for Bloods products in Garut.

## 3. Research Method

This study uses a descriptive and causal approach to analyze the relationship between variables. Descriptive analysis is used to describe the characteristics of the data, while causal analysis is used to test the influence between research variables. Data processing was carried out using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the help of SmartPLS 3.0. The research data consists of primary data obtained through questionnaires and interviews, as well as secondary data sourced from scientific journals, academic literature, and related reports. Variable measurement uses a five-point Likert scale, ranging from strongly disagree to strongly agree. The research instrument was adapted from previous research indicators, namely the fashion trend variable refers to Campos and Wolf (2021), perceived quality refers to (Kotler & Keller, 2021), and purchasing decisions refer to (Kotler et al., 2022).

This study applied purposive sampling, with the criteria that respondents must be aged between 13 and 28 years and must have previously purchased Bloods products in Garut. However, the study specifically focused on Generation Z respondents aged 16 years and above. This age threshold was established on the basis that individuals

who have reached the age of 16 have entered late adolescence, a developmental stage associated with higher levels of cognitive maturity and more refined decision-making ability compared to early adolescents (Ravindranath et al., 2024). Furthermore, Cerniglia and Pomponio (2024) demonstrated that judgmental maturity increases considerably during the late adolescent phase. Consequently, Generation Z individuals aged 13 to 15 years were excluded from this study, as they are considered to have not yet developed sufficiently stable perceptions and preferences with respect to fashion products.

Table 1. operational variables

| Variables | Dimensions | Indicator |
|---|---|---|
| Trend Fashion (X1) (Campos & Wolf, 2021). | Style Preference | Minimalist design.<br>Latest models.<br>Conservative style. |
| | Time Cycle | Following the trend.<br>Trend Duration.<br>Latest clothing models. |
| | Social Environment | Community.<br>Family.<br>Close friend. |
| | Opinion Leader | Imitating influencers.<br>Idol style.<br>Certain figures. |
| Perceived Quality (X2) (Kotler & Keller, 2021). | Durability | Durable product.<br>Shelf Life.<br>Material Quality. |
| | Features | Main Function.<br>Additional Features.<br>Functional Value. |
| | Aesthetics | Neat appearance.<br>Color.<br>Packaging. |
| Purchase Decision (Y) (Kotler *et al.*, 2022). | Need Recognition | Price Match.<br>Because of the trend.<br>Discount. |
| | Evaluation of Alternatives | Quality.<br>Design.<br>Trusted brand. |
| | Information Search | Social media.<br>View reviews.<br>Closest people. |
| | Post-Purchase Behavior | Repurchase.<br>Recommend.<br>Feeling satisfied. |

The sample size was set at 100 respondents based on Sugiyono (2020) stated that SEM-PLS requires a minimum sample size of 5–10 times the number of research indicators. This study had 33 indicators, so 100 respondents were deemed sufficient for the analysis. This study also considered ethical aspects by providing information regarding the research objectives and data confidentiality to respondents before completing the questionnaire. For respondents under 18, completion of the questionnaire was voluntary with the consent of a guardian or parent.

Data collection techniques through questionnaires to obtain empirical data. Data analysis was conducted using the SEM-PLS approach, which included evaluating the outer model to assess validity and reliability, and the inner model to examine the relationships among variables. Hypothesis testing was conducted using the bootstrap technique, with decisions based on the t-statistic or p-value, depending on the significance level (Sugiyono, 2020). The research model is shown in Figure 1, and the operational definitions of each variable are presented in Table 1.

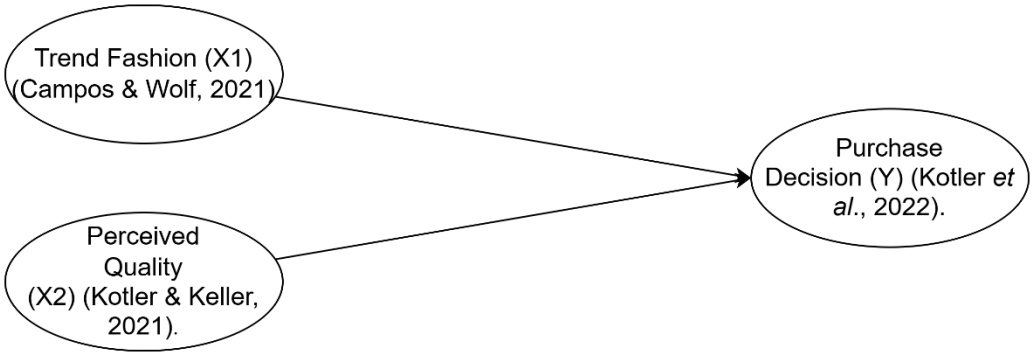


Figure 1. Research Model

## 4. Results and Discussion

### *4.1. Results*

**Respondent Characteristics**

Table 2. Respondent Characteristics

| Characteristics | N = 100 | Percentage (%) |
|---|---|---|
| Gender | | |
| Male | 80 | 80% |
| Female | 20 | 20% |
| Age | | |
| 16 – 20 | 23 | 23% |
| 21 – 24 | 67 | 67% |
| 25 – 27 | 10 | 10% |
| Experience | | |
| Purchased | 99 | 99% |
| Product Awareness | 1 | 1% |

Source: Data Processing, 2026

Respondent characteristics were analyzed descriptively to describe the study's demographic profile. By age, the majority of respondents were in the 21–24 years age range (67%), followed by 16–20 years (23%) and 25–27 years (10%), indicating the dominance of the early adulthood age group. By gender, respondents were predominantly men (80%) compared to women (20%).

**Descriptive Analysis of Research Variable**

Table 3. Descriptive Analysis of Research Variables

| Variable | Mean | Standard Deviation | Category |
|---|---|---|---|
| Fashion Trend (X1) | 3.1275 | 1.248 | Moderate |
| Perceived Quality (X2) | 3.9922 | 1.215 | High |
| Purchase Decision (Y) | 3.9683 | 1.151 | High |

The results of the descriptive analysis of the variables showed that fashion trends had an average value of 3.1275, which fell within the sufficient category (interval 2.61–3.40), with a standard deviation of 1.248, indicating that the product was considered to follow the trend sufficiently but not optimally. Meanwhile, perceived quality had an average of 3.9922, which was in the high category (3.41–4.20), with a standard deviation of 1.215, indicating a positive consumer assessment of product quality. In line with that, the purchasing decision also has an average value of 3.9683 in the high category, with a standard deviation of 1.151, indicating a strong tendency for respondents to make purchases and the potential for perceived quality to positively influence purchasing decisions.

**Measurement Model Evaluation**

The data analysis in this study used SmartPLS with Partial Least Squares (PLS), an alternative to Structural Equation Modelling (SEM), to focus on existing variance. This data analysis was assisted by SmartPLS 3.0. Structural Equation Modelling (SEM) is a multivariate analysis technique used to test the validity, reliability, and relationships between variables in a research model. Validity was assessed using factor loadings and Average Variance Extracted (AVE), as well as discriminant validity, while reliability was measured using Cronbach's Alpha and Composite Reliability (CR). After the measurement model was confirmed, hypothesis testing of the structural model was conducted by examining path coefficients, t-statistics, p-values, and R-squared values. Thus, SEM enables comprehensive, simultaneous model testing.

***Convergenct Validity Based on Outer Loading***

Table 4. Outer Loading Results

| Trend Fashion (X1) | | Perceived Quality (X2) | | Purchase Decision (Y) | |
|---|---|---|---|---|---|
| Indicator | *Outer Loading* | Indicator | *Outer Loading* | Indicator | *Outer Loading* |
| X1_1 | 0.785 | X2_1 | 0.890 | Y1_1 | 0.821 |
| X1_10 | 0.806 | X2_2 | 0.871 | Y1_10 | 0.860 |
| X1_11 | 0.809 | X2_3 | 0.896 | Y1_11 | 0.881 |
| X1_12 | 0.825 | X2_4 | 0.872 | Y1_12 | 0.877 |
| X1_2 | 0.795 | X2_5 | 0.844 | Y1_2 | 0.844 |
| X1_3 | 0.814 | X2_6 | 0.905 | Y1_3 | 0.713 |
| X1_4 | 0.821 | X2_7 | 0.858 | Y1_4 | 0.790 |
| X1_5 | 0.820 | X2_8 | 0.867 | Y1_5 | 0.807 |
| X1_6 | 0.809 | X2_9 | 0.769 | Y1_6 | 0.788 |
| X1_7 | 0.775 | | | Y1_7 | 0.767 |
| X1_8 | 0.828 | | | Y1_9 | 0.746 |
| X1_9 | 0.734 | | | | |

The outer loading value was used to evaluate the convergent validity of each indicator in the measurement model. An indicator is considered valid if it has an outer loading value greater than 0.70. Based on the results of the outer loading test after model re-estimation, all indicators showed outer loading values above 0.70. The outer loading values for the Fashion Trend variable ranged from 0.735 to 0.828, the Perceived Quality variable ranged from 0.770 to 0.905, and the Purchase Decision variable ranged from 0.713 to 0.881.

### *Reliability Test*

Table 5. Reliability Test Results

| Variables | Cronbach's Alpha | Composite Reliability rh0_A | Composite Reliability rho_C |
|---|---|---|---|
| Trend Fashion (X1) | 0.950 | 0.957 | 0.956 |
| Perceived Quality (X2) | 0.957 | 0.958 | 0.964 |
| Purchase Decision (Y) | 0.947 | 0.950 | 0.954 |

To evaluate reliability, two tests were used: composite reliability and Cronbach's alpha. This measurement is considered reliable if the composite reliability and Cronbach's alpha are both greater than 0.7. The results of the composite reliability test indicate that the variables in this study are reliable, as shown in Table 5, where the composite reliabilities exceed 0.7. The results of the Cronbach's alpha reliability test indicate that the variables in this study have values greater than 0.7, indicating reliability.

### *Discriminant Validity Based on Cross Loading*

Table 6. Cross Loading test results

| | Purchase Decision (Y) | Perceived Quality (X2) | Trend Fashion (X1) |
|---|---|---|---|
| X1_1 | 0.384 | 0.454 | 0.785 |
| X1_10 | 0.197 | 0.184 | 0.806 |
| X1_11 | 0.293 | 0.288 | 0.809 |
| X1_12 | 0.344 | 0.383 | 0.825 |
| X1_2 | 0.216 | 0.281 | 0.795 |
| X1_3 | 0.398 | 0.420 | 0.814 |
| X1_4 | 0.386 | 0.377 | 0.821 |
| X1_5 | 0.320 | 0.332 | 0.820 |
| X1_6 | 0.321 | 0.306 | 0.809 |
| X1_7 | 0.248 | 0.261 | 0.775 |
| X1_8 | 0.332 | 0.317 | 0.828 |
| X1_9 | 0.273 | 0.230 | 0.734 |
| X2_1 | 0.795 | 0.890 | 0.347 |
| X2_2 | 0.790 | 0.871 | 0.366 |
| X2_3 | 0.822 | 0.896 | 0.362 |
| X2_4 | 0.790 | 0.872 | 0.339 |
| X2_5 | 0.780 | 0.844 | 0.333 |
| X2_6 | 0.826 | 0.905 | 0.352 |
| X2_7 | 0.783 | 0.858 | 0.457 |
| X2_8 | 0.820 | 0.867 | 0.381 |
| X2_9 | 0.752 | 0.769 | 0.287 |
| Y1_1 | 0.852 | 0.821 | 0.349 |
| Y1_10 | 0.860 | 0.753 | 0.213 |
| Y1_11 | 0.881 | 0.800 | 0.262 |
| Y1_12 | 0.877 | 0.816 | 0.334 |
| Y1_2 | 0.844 | 0.774 | 0.341 |
| Y1_3 | 0.762 | 0.713 | 0.436 |
| Y1_4 | 0.790 | 0.682 | 0.191 |
| Y1_5 | 0.807 | 0.689 | 0.259 |
| Y1_6 | 0.788 | 0.604 | 0.200 |
| Y1_7 | 0.767 | 0.742 | 0.526 |
| Y1_8 | 0.746 | 0.663 | 0.431 |
| Y1_9 | 0.384 | 0.454 | 0.785 |

To evaluate discriminant validity in this study, researchers used cross-loadings to assess the extent of correlation among variables. A good cross-loading value for each variable should be at least 0.7. Table 6 shows that each indicator has a high correlation with the others

### *Average Variance Extracted Results*

Table 7. Average Variance Extracted Test Results

| Indicator | Average Variance Extracted (AVE) | Informations |
|---|---|---|
| Trend Fashion (X1) | 0.656 | VALID |
| Perceived Quality (X2) | 0.747 | VALID |
| Purchase Decision (Y) | 0.644 | VALID |

Average Variance Extracted (AVE) was used to assess convergent validity at the construct level. Table 7 shows that the variables fashion trends, perceived quality, and purchasing decisions each have AVE values greater than 0.5, indicating that a single latent variable can capture a wide range of variation across these indicators. The indicators used to assess these variables are considered valid because they demonstrate adequate convergent validity

### *Discriminant Validity Based on HTMT*

Table 8. HTMT Result

| | Purchase Decision (Y) | Perceived Quality (X2) | Trend Fashion (X1) |
|---|---|---|---|
| Purchase Decision (Y) | | | |
| Perceived Quality (X2) | 0.761 | | |
| Trend Fashion (X1) | 0.406 | 0.418 | |

The Heterotrait-Monotrait Ratio (HTMT) was also used to assess discriminant validity. The results of the HTMT test are valid if HTMT < 0.90, while if HTMT > 0.90, there is a problem with discriminant validity. However, in this study, all research constructs met discriminant validity because the HTMT value was below 0.90.

### Structural Model Evaluation

After the measurement model met the validity and reliability criteria, the analysis continued with the structural model evaluation. The structural model was evaluated using the Variance Inflation Factor (VIF), R-Square, Q-Square, f-Square, and SRMR. These tests were used to assess collinearity, explanatory power, predictive relevance, effect size, and model fit.

### *Variance Infiation Factor*

Table 9. VIF Result

| | Keputusan Pembelian (Y) | Persepsi Kualitas (X2) | Trend Fashion (X1) |
|---|---|---|---|
| Purchase Decision (Y) | | | |
| Perceived Quality (X2) | 1.208 | | |
| Trend Fashion (X1) | 1.208 | | |

The VIF test was used to assess whether there was a multicollinearity problem in the model. If VIF < 5, there is no multicollinearity, and if VIF > 5, there is a multicollinearity problem. The results of the VIF test in this study indicate that all

research variables do not experience multicollinearity because the VIF value is below 5.

***R-Square***

Table 10. R-Square Result

| | R Square | R Square Adjusted |
|---|---|---|
| Purchase Decision (Y) | 0.848 | 0.845 |

The R-Square value was used to assess the explanatory power of the model. The results of the r-square test show that the purchasing decision has an r-square value of 0.848, which means it is very strong. Therefore, the fashion trend and perceived quality variables are able to explain 84,8% of the purchasing decision, while the remainder is explained by other variables outside the study.

***Q-Square***

Table 11. Q-Square Result

| | SSO | SSE | $Q^2$ (=1-SSE/SSO) |
|---|---|---|---|
| Purchase Decision (Y) | 1122 | 515.379 | 0.541 |
| Perceived Quality (X2) | 918 | 918 | |
| Trend Fashion (X1) | 1224 | 1224 | |

The Q-Square value was used to assess the predictive relevance of the model. The q-square value of 0.541 indicates that the model has high predictive relevance. This means that the fashion trend and perceived quality variables are able to predict purchasing decision variables well.

***f-Square***

Table 12. f-Square Results

| Relationship | f-Square | Effect Size |
|---|---|---|
| Fashion Trend (X1) → Purchasing Decision (Y) | 0.003 | Weak |
| Perceived Quality (X2) → Purchasing Decision (Y) | 4.519 | Strong |

The f-square value was used to assess the effect size of each independent variable on the dependent variable. The f-squared results show that perceived quality has a strong influence on purchasing decisions with a value of 4.482, while fashion trends have a weak influence with a value of 0.020. This indicates that perceived quality was the dominant factor influencing purchasing decisions in this study.

***Model Fit Based on SRMR***

Table 13. SRMR Result

| | Saturated Model | Estimated Model |
|---|---|---|
| SRMR | 0.088 | 0.088 |
| d_ULS | 4.132 | 4.132 |
| d_G | 3.684 | 3.684 |
| Chi-Square | 1532.813 | 1532.813 |
| NFI | 0.637 | 0.637 |

The Standardized Root Mean Square Residual (SRMR) is used to assess model fit. If the SRMR is <0.10, the model is considered to be a good fit, while if the SRMR is

<0.80, the model is considered very good. The SRMR test result of 0.088 indicates that the research model has a good fit.

### *Hypothesis Testing*

Hypothesis testing was conducted using the bootstrapping procedure in SEM-PLS by examining the path coefficients, t-statistics, and p-values. The bootstrapping model result is presented in Figure 2.

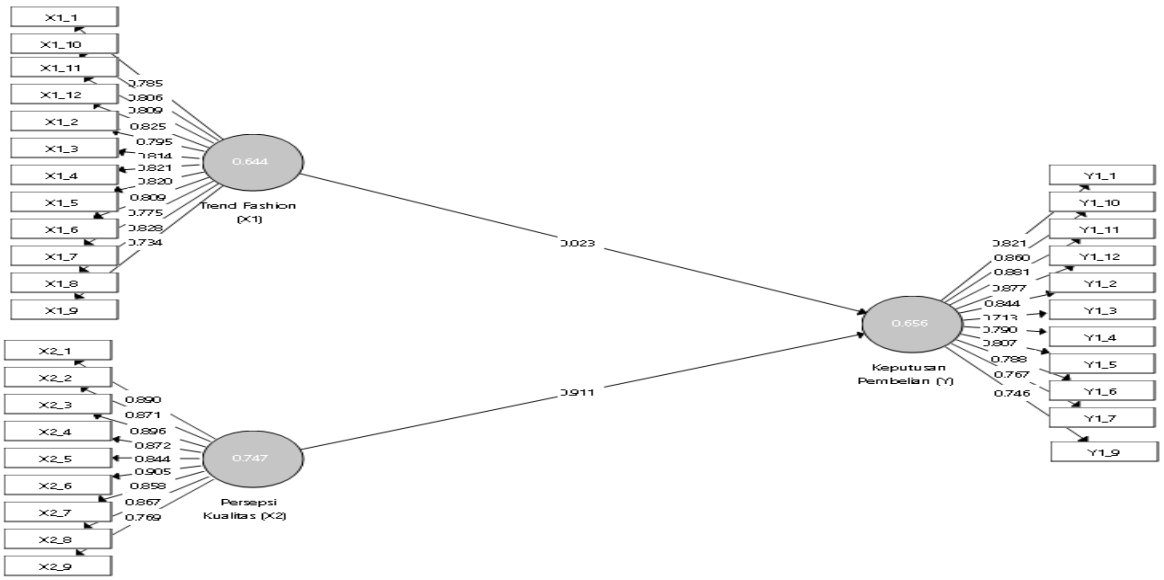


Figure 2. Bootstrapping Model Result

Figure 2 presents the path coefficient results of the structural model. The results indicate that perceived quality (X2) has a strong positive effect on purchase decisions (Y), with a path coefficient of 0.911. In contrast, fashion trends (X1) exhibit a very weak positive effect on purchase decisions, with a path coefficient of 0.023. These findings suggest that perceived quality is the dominant factor influencing consumers' purchase decisions, whereas fashion trends contribute minimally to the decision-making process. The detailed results of the path coefficient and bootstrapping analysis are presented in Table 14.

Table 14. Path Coefficient and Bootstrapping Results

| Variable | Original Sample | Sample Mean | Standard Deviation | T Statistics | P Values |
|---|---|---|---|---|---|
| Perceived Quality (X2) -> Purchase Decision (Y) | 0.911 | 0.91 | 0.027 | 34.294 | 0.000 |
| Trend Fashion (X1) -> Purchase Decision (Y) | 0.023 | 0.028 | 0.038 | 0.602 | 0.546 |

The results of the hypothesis testing show that the fashion trend variable (X1) has a T statistic value that is smaller than the T-table value (1.96) with a P value of 0.546 (>0.05), which indicates that fashion trends do not have a significant influence on purchasing decisions (Y), so the hypothesis is rejected. On the other hand, the perceived quality variable (X2) has a T statistic value that is greater than the T-table value (1.96) with a P value of 0.000 (<0.05), which indicates a significant influence on purchasing decisions (Y), so the hypothesis is accepted. Furthermore, the R-squared

value of purchasing decisions is 0.848, which indicates that 84,8% of the variance in purchasing decisions can be explained by the fashion trend variable and perceived quality.

### *4.2. Discussion*

The results of the study indicate that fashion trends are in the moderate category and do not significantly influence the purchasing decisions of Bloods products among Generation Z in Garut. This condition indicates that consumers consider quality, long-term value, and product suitability more than following popular trends, in line with the concept of consumer involvement by Spychalska-Wojtkiewicz et al. (2022) which emphasizes rational evaluation in purchasing decisions. Smith and Winterich (2024) explain that consumers with a future orientation tend to choose products that are durable and have long-term value rather than temporary trends.

In addition, Generation Z in Garut tends to be more independent and critical of endorsements so that the influence of the social environment and opinion leaders is not dominant, in contrast to research by Adnyani et al. (2025) which states that teenagers tend to follow peer trends, and Aslam et al. (2023) which explains that influencers have a significant influence on Gen Z fashion purchasing decisions. Theoretically, Campos and Wolf (2021) state that fashion trends can drive purchasing decisions because they are related to social recognition and fashion developments, while Kadafi et al. (2023) found that fashion trends positively influence purchasing decisions for Erigo products. However, for Bloods products in Garut, consumers view the products more as functional, comfortable, and affordable clothing. This is supported by Ramdani et al. (2025) who stated that Generation Z fashion purchasing decisions in Indonesia are more influenced by value for money and activity suitability than following trends.

Meanwhile, perceived quality has been shown to significantly influence purchasing decisions for Bloods products in Garut. Yuliastuti (2020) explained that product durability and reliability increase consumer confidence in making purchases. Amelia (2024) also stated that product features such as comfort and additional functions significantly influence purchasing decisions. Furthermore, Shi et al. (2021) explained that product aesthetics can increase purchasing interest and build positive quality perceptions. This research finding aligns with Kotler et al. (2022) who stated that perceived quality is a consumer's subjective assessment of a product's ability to meet expectations, thereby increasing trust and driving purchasing decisions. Kotler and Keller (2021) also emphasized that products with high perceived quality will provide greater value to consumers and reduce risk in purchasing decisions.

## 5. Conclusion

This study aimed to analyze the influence of fashion trends and perceived quality on the purchasing decisions of Generation Z consumers in Garut regarding Bloods products. The findings show that fashion trends are in the moderate category and do not significantly influence purchasing decisions. This indicates that Gen Z consumers

in Garut do not rely mainly on trends, but tend to consider product suitability, comfort, and personal preferences. In contrast, perceived quality has a positive and significant influence on purchasing decisions. Aspects such as durability, product features, aesthetics, and overall quality perception play an important role in building consumer trust and encouraging purchases. Therefore, this study concludes that perceived quality is a more dominant factor than fashion trends in influencing purchasing decisions for Bloods products.

This study is limited to Bloods consumers in Garut and only examines fashion trends and perceived quality. Future studies are recommended to include other variables, such as price, brand image, lifestyle, social media marketing, electronic word of mouth, and brand loyalty, as well as expand the research area or compare other local fashion brands.

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