

ABSTRAK

Industri sepatu di Indonesia mengalami pertumbuhan pesat seiring perubahan gaya hidup dan meningkatnya minat masyarakat terhadap produk fashion. Aerostreet, sebagai merek sepatu lokal, berhasil menarik perhatian terutama Generasi Z melalui harga terjangkau, desain kekinian, dan strategi pemasaran digital. Segmen ini dikenal kritis, sensitif terhadap harga, dan mengikuti tren. Penelitian ini bertujuan untuk menguji pengaruh Harga, Inovasi Produk dan *Customer Experience* terhadap Keputusan Pembelian sepatu Aerostreet pada generasi Z.

Jenis penelitian ini adalah penelitian kuantitatif dengan menggunakan data primer. Populasi dalam penelitian ini tidak terbatas (*infinite*). Pengumpulan data dilakukan melalui penyebaran kuesioner secara daring menggunakan *Google Form* selama tiga minggu. Selama Periode tersebut, berhasil dikumpulkan sebanyak 100 responden sebagai sampel. Teknik analisis data yang digunakan dalam penelitian ini adalah Regresi Linear Berganda dengan bantuan program SPSS 26

Hasil penelitian ini menunjukkan bahwa Harga, Inovasi Produk dan *Customer Experience* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Maka dapat disarankan untuk pihak manajemen Aerostreet untuk memberikan promo harga secara berkala, terus berinovasi pada desain dan model produk sesuai tren generasi Z, serta meningkatkan kualitas pengalaman pelanggan baik secara online maupun offline agar keputusan pembelian semakin meningkat.

Kata Kunci : Harga, Inovasi Produk, *Customer Experience*, Keputusan Pembelian.

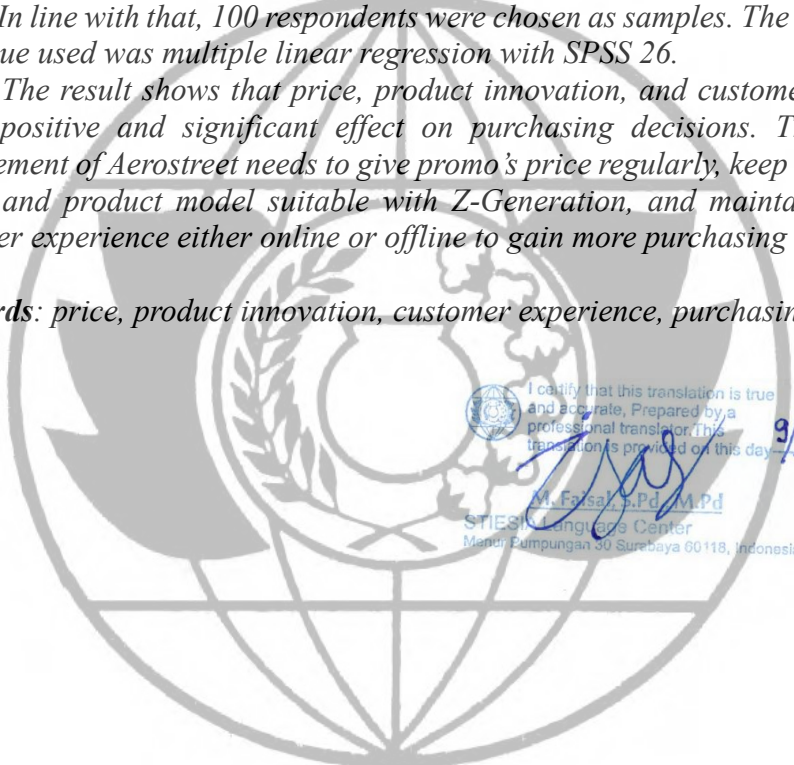
ABSTRACT

The Indonesia shoe industry has grown rapidly due to the changing of lifestyle and inclining the society's interest in fashion products. Aerostreet as a local shoe brand, has succeeded in attracting attention, especially generation Z, through its affordable prices, contemporary design and digital marketing strategies. This segmentation is critical, price sensitive, and trend following. Therefore, this research examines the effect of price, innovation product, and customers experience on the purchasing decisions of Aerostreet shoes for Z Generation.

The research applies quantitatively with the primary data. Furthermore, the population is an infinitive. The instrument in the data collection technique was a questionnaire. The questionnaires were distributed online, with Google Form for 3 weeks. In line with that, 100 respondents were chosen as samples. The data analysis technique used was multiple linear regression with SPSS 26.

The result shows that price, product innovation, and customer experience has a positive and significant effect on purchasing decisions. Therefore, the management of Aerostreet needs to give promo's price regularly, keep innovation of design and product model suitable with Z-Generation, and maintain quality of customer experience either online or offline to gain more purchasing decisions.

Keywords: *price, product innovation, customer experience, purchasing decisions*



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