

## ABSTRACT

*In Indonesia, in population, generation Z is the largest. The number reached 72.8 million (27 percent) of Indonesia's 267 million people in 2019, as well as the results of processing Lokadata.id the 2019 National Socioeconomic Survey (Susenas) revealed, of the 47 million millennial internet users, as many as 17 percent or about 7.8 million of them like online shopping, whether it is buying goods or types of services. With approximately 4.7 hours per day to access the internet, the activity to conduct online-based transactions is increasing. In essence, various past and present factors affect consumers. Future decisions will be influenced by current behavior. If a consumer is satisfied with the product he buys, then he tends to buy it back. But if you are not satisfied with a particular brand product. Consumer behavior can be influenced by several factors such as, social factors, personal factors, and psychological factors. Tokopedia is an Indonesian E-commerce company with the mission of achieving digital economic equality. Since its founding in 2009, Tokopedia has been a pioneer of digital transformation in the country. Quoted from IPrice, Tokopedia remains the most visited E-commerce in the 3rd quarter of 2021. The purpose of this study was to find out consumer behavior towards the decision to buy fashion products on Tokopedia. The research method used is a linear regression test using spss. The result of this study is that consumer behavior has a significant effect on the decision to buy fashion products on tokopedia.*

*Keywords: Generation Z, Consumer Behavior, Purchasing Decisions, and Tokopedia.*