

ABSTRACT

This research aims to analyze the influence of product design and fashion trends on the purchase decision of Vans shoes among Generation Z in Bandung City. The background of this study stems from the rising awareness of fashion and the strong lifestyle expression among young people, emphasizing the importance for footwear brands like Vans to continuously adapt to ever-changing trends to maintain their market competitiveness. A quantitative approach was employed using multiple linear regression analysis. Data were collected through a Likert-scale questionnaire distributed to 200 Gen Z respondents residing in Bandung.

Descriptive analysis revealed that product design achieved an average score of 76.5%, fashion trends 71.4%, and purchase decisions 73.2%, all classified as “good.” Both product design and fashion trends, whether simultaneously or partially, were found to have a positive and significant impact on purchase decisions. The findings suggest that aesthetic, functional, and symbolic design attributes, along with alignment to fashion trends that reflect personal identity and support daily activities, enhance Generation Z's interest in purchasing Vans shoes. The study also showed that design is the most dominant factor affecting purchases, followed by fashion trends.

These insights offer strategic implications for footwear companies to innovate continuously in design and remain responsive to fashion dynamics in order to maintain consumer loyalty and capture the youth market. By combining creative strategies, community-based engagement, and strong visual branding on social media, Vans can continue to be the top choice among Gen Z consumers.

Keywords: *Product Design, Fashion Trends, Purchase Decision*