

Analysis of Key Factors on Thrift Shopping Purchase Decisions

Shopping Purchase
Decisions

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ABSTRACT

The main focus of this study is to examine the influence of several factors, namely brand image, product quality, fashion lifestyle, and product price, on thrift shopping purchasing decisions. This research aims to assess the impact of brand image, product quality, fashion lifestyle, and product price on thrift shopping purchasing decisions, with a case study of the people in Ponorogo Regency. The research method used is quantitative with a simple random sampling technique. Data were collected through questionnaires distributed to 100 respondents who had made thrift shopping purchases. The results of the study show that brand image does not affect thrift shopping purchasing decisions, while product quality, fashion lifestyle, and product price have a significant impact on thrift shopping purchasing decisions.

Keywords: Brand Image, Product Quality, Fashion Lifestyle, Product Price

ABSTRAK

Fokus utama penelitian ini adalah untuk mengkaji pengaruh beberapa faktor, yaitu citra merek, kualitas produk, gaya hidup fashion, dan harga produk, terhadap keputusan pembelian thrift. Penelitian ini bertujuan untuk mengkaji pengaruh citra merek, kualitas produk, gaya hidup fashion, dan harga produk terhadap keputusan pembelian thrift, dengan studi kasus pada masyarakat Kabupaten Ponorogo. Metode penelitian yang digunakan adalah kuantitatif dengan teknik simple random sampling. Data dikumpulkan melalui kuesioner yang dibagikan kepada 100 responden yang pernah melakukan pembelian thrift. Hasil penelitian menunjukkan bahwa citra merek

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Kata kunci: Citra Merek, Kualitas Produk, Gaya Hidup Fashion, Harga Produk

INTRODUCTION

Globalization is the process of bringing information, thoughts, lifestyles and technology into the world according to the Big Indonesian Dictionary (KBBI). In summary, globalization is a phenomenon of international integration that arises due to the exchange of world views. The globalization that has occurred in world civilization has had a significant impact on several aspects of human life, including the field of technology. Increasingly advanced technological developments mean that various aspects of human life depend on technological sophistication. This development is not only from the technological aspect but also the human perspective on things. Examples in the fields of environment, culture, economy and clothing style (Syaraahiyya & Rusadi, 2023). Clothing is the most important thing in human life. Clothing was created to warm the body and cover parts of the body. Clothing can show symbols and position status, as well as the position of the person wearing it (Kodžoman, 2019).

Nowadays teenagers tend to want to look fashionable and be the center of attention. Teenagers don't want to be left behind and will do anything to follow the trends that are currently popular on the market. Teenagers are willing to buy these items even though they don't need them. As the main players in the fashion industry, teenagers tend to follow their idols' styles in terms of dressing. This increasingly causes clothing waste to pile up and result in environmental damage. One solution to reduce clothing waste is thrifting. Thrift itself is a term used to refer to used clothing, from clothes, trousers, to shoes. So Thrift Shopping is a culture of buying used clothes that are still suitable for sale (Fauziah & Setiawan, 2022; Wikansari et al., 2023). Thrift shops are one part of MSMEs in Indonesia. MSMEs themselves have a fairly important role in the Indonesian economy, this is an indicator of the level of community participation in sectors of economic activity (Laksmi et al., 2023). It is stated that developing MSMEs will bring prosperity to the region which can be marked by increasing employment opportunities and can also utilize the potential of human resources and natural resources, of course in increasing the economic growth of the country concerned (Marsuking et al., 2022). Accounting has a very important role in the progress of MSMEs. This is because having appropriate accounting values will help make the right decisions for small businesses (Putra, 2019; Ariyani et al., 2023). Thrift Shopping Trend recently it has become increasingly well known to the Indonesian public. Based on data from BPS import-export data, the value of used clothing imports increased significantly by 607.6% when compared to the same period in the previous year (year-over-year, yoy), especially from January to September 2022.

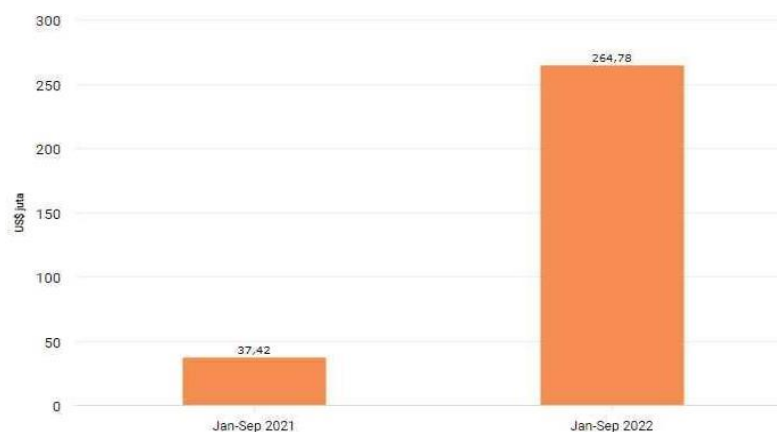


Figure 1. Increase in the value of used clothing imports in the third quarter of 2021 and 2022

This data supports the increasing culture of Thrift Shopping in Indonesia. One of the areas where people have embraced the Thrift Shopping trend is Ponorogo Regency. This is proven by the many thrift activities or events held in Ponorogo Regency, not only that, there is even a community of thrift lovers in Ponorogo Regency, most of which consist of young people. The large number of thrift sellers in Ponorogo Regency has resulted in tight competition, so sellers must convince consumers by providing the right information so that consumers consider this before deciding to make a purchase. Wibisono et al. (2020), stated that purchasing decisions are consumers' attitudes or actions to choose products or services that consumers will use. The decision-making process of potential consumers by considering various things before taking action to decide to choose the product or service. Basically, purchasing decisions are customer actions regarding the behavior of whether to make a purchase or not. The increase in Thrift purchases can be influenced by several factors, namely internal and external factors. Internal factors are factors from buyers such as fashion lifestyle and external factors such as brand image, product quality and product price are factors from the thrift product itself (Syahputri & Marliyah, 2023; Walean et al., 2024) Fashion lifestyle or clothing lifestyle is a person's attitude which includes their interest and views on design. Fashion lifestyle or clothing style is a person's way of expressing themselves through the clothes they wear on their body.

Someone tends to consider what style of clothing they will wear before carrying out the product purchasing process. Based on this, determining fashion lifestyle will have an influence on consumers' thinking when making purchasing decisions (Fauziah & Setiawan, 2022). Brand Image or brand image is a brand perception that is connected to brand associations that are embedded in consumer memory. Normally, if a business or product has a good brand image, the level of purchases will increase and it will become top of mind when customers think about the item or business. Meanwhile, it is very important for business people to maintain their brand image in a positive status. The positive level of brand image also has a positive influence on purchasing decisions (Kristian et al., 2021; Apriany & Gendalasari, 2022). The higher the brand image, the level of consumer purchasing decisions will also increase (Salam et al., 2022). Brand image is also related to product quality in carrying out its functions, this capability includes durability, reliability, thoroughness, which is obtained by the product as a whole. Product quality can influence consumers' views of a business or enterprise that provides the product. Based on this, brand image and product quality recommendations will influence consumer purchasing decisions (Nurlaila et al., 2021; Handayani & Sutawijaya, 2024).

The prices of thrift products offered by thrift shops are considered relatively affordable and are expected to influence purchasing decisions for potential consumers (Rahmayanti & Saifuddin, 2021). One important factor that consumers really pay attention to every time they buy a product is price (Fitriany, 2022). Price has a big role in influencing consumer purchasing decisions. Most consumers want goods with good quality but cheap or affordable prices. Consumers always look for price comparisons every time they buy a product, and price is an important factor that consumers use as a form of information when deciding to purchase a product (Amalia, 2019). Widyaratna & Zainuri (2023), in his research entitled the influence of brand image, price, fashion lifestyle on decisions to purchase clothes at thrift shops, the results of which had no effect on decisions to purchase preloved clothing. Study Fauziah & Setiawan (2022), related to brand image, product quality and fashion lifestyle, the results of which partially influence the decision to purchase thrift shopping fashion on Instagram. Study Rahmayanti & Saifuddin (2021), related to brand image, price and fashion lifestyle on the decision to purchase preloved branded clothing at the online thrift shop on Instagram which has the result that partially the brand image variable has no effect on purchasing decisions, while the price variable has a positive effect on purchasing decisions and the fashion lifestyle variable has a significant effect on buying decision. Based on the phenomenon that is the background for this research, namely, the increase in imports of used clothing and the increase in thrift

events in Ponorogo Regency as well as the connection between the phenomenon and research conducted by Fauziah & Setiawan (2022), so that researchers will carry out research again by adding product price variables to get consistent results on the variables to be studied. Researchers also differentiate the population, sample and research location which will be carried out in Ponorogo Regency because based on the phenomenon found that youth in Ponorogo Regency are addicted to thrift.

LITERATURE REVIEW

The theory of planned behavior by Ajzen (2020) (Theory of Planned Behavior) abbreviated as TPB is a further development of the Theory of Reasoned Action (TRA). The theory of planned behavior is a theory about the relationship between beliefs and behavior. Theory of Planned Behavior (TPB) or Theory of Planned Behavior is a theory that explains the causes of behavioral intentions. According to the TPB, behavioral intentions are determined by three main determinants, namely attitudes, subjective norms, and perceived behavioral control. Until now, this theory is widely used in various sciences that discuss behavior and environmental issues. TPB is a theory that is quite strong and simple in predicting and/or explaining behavior. TPB is a theory that explains intention, namely how hard an individual tries and how much effort is sacrificed in doing something (Ajzen, 2020). Therefore, basically the basic concept of TPB is the prediction of intentions which, if there are no serious problems, will manifest in the form of actual behavior. The Theory of Planned Behavior, which is a development of the Theory of Reasoned Action, states that intentions can be predicted from three forming elements, namely attitudes, subjective norms and perceived behavioral control. Perceived behavioral control is the last element found to generate intentions and has been proven to increase the predictive ability of the Theory of Reasoned Action (TRA).

This is because apart from attitudes and subjective norms, individual behavior is also triggered by non-volitional control, namely the individual's feelings about the presence or absence of supporting resources and opportunities. TPB (Theory of Planned Behavior) can be applied in the context of purchasing decisions at thrift shops. For example, an individual's attitude towards thrift purchasing decisions will influence the intentions and actions taken that they perceive positively or negatively, social norms or pressure from the environment can influence their views towards thrift shopping, and their perception of self-control regarding comfort, convenience, and the availability to find the items they want at a thrift shop can influence their purchasing decisions. Therefore, understanding these factors, researchers or marketers can plan more effective strategies to influence purchasing behavior in thrift shops. Based on the theoretical description above, brand image, fashion lifestyle, and product price can influence consumer purchasing decisions (Ajzen, 2020).

According to Kotler et al. (2016), purchasing decisions can be interpreted as an integration progress that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Purchasing decisions are an approach to solving problems in activities and needs (Rahmayanti & Saifuddin, 2021). Purchasing decisions are a process where consumers recognize the problem, look for information about a particular product or brand and properly evaluate each alternative to solve the problem, which then leads to a purchasing decision. Based on in this sense, the theory of planned behavior is still relevant for someone deciding to shop at a thrift shop based on their attitudes towards used goods. These subjective norms may include support from friends or family who also shop at the store, and perceptions about their control over the act of shopping at the thrift store. for example, the belief that they can find quality goods there at more affordable prices, so it can be concluded that TBP helps explain the factors that influence purchasing decisions for thrift shopping.

Brand image is a description of consumers' associations and beliefs towards a particular brand (Rahmayanti & Saifuddin, 2021). The better the brand image of the product being sold, the higher the purchasing decision by consumers. A good product brand image is certainly not easily obtained by marketers today. Perceptions of Brand Image can change

over time and are not always related to the purchase or use of business products and services. Since consumers definitely have different opinions about brands, it is necessary to maintain a consistent image. Brand Image provides a strong and unique appeal to a product being marketed. This encourages consumers to interact with the brand.

According to the American Society for Quality Control in Kotler et al. (2016), Quality is the totality of features and characteristics of a product or service whose ability to satisfy stated or implied needs. Customers can say the seller has delivered quality when the product or service meets or exceeds customer expectations. So if a business person wants to maintain a competitive advantage, they must understand the aspects that consumers use to differentiate their products from those of competing companies. Jaya et al. (2020), states that product quality is an overall evaluation process for customers regarding improvements in the performance of goods or services. There is another opinion that states that product quality can display usability, reliability, ease of use and repair, and other values (Kotler et al., 2016).

Fashion lifestyle is a person's behavior or lifestyle consisting of attitudes, opinions and interest in fashion (Narvatinova *et al.*, 2023). Fashion lifestyle has a significant influence on consumer purchasing decisions for fashion products. Increasingly high lifestyles, coupled with the role of the media in spreading fashion and lifestyle developments, are increasingly giving rise to the demand for teenagers to keep up with fashion developments so as not to be considered outdated. Lifestyle will form a pattern that is reflected in accordance with activities and interests in the way people style. Lifestyle is how humans express themselves in a style that follows developments in the surrounding environment (Widyaratna & Zainuri, 2023). This lifestyle change is supported by an increasingly advanced generation and increasingly sophisticated technology. This is an opportunity for marketers to create products that suit consumer desires.

Price is the amount of money charged for a product or service or the amount of value exchanged by customers to obtain benefits from owning or using a product or service (Kotler et al., 2016). Bakti et al. (2021), states that price is all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product. For companies, pricing is a way to differentiate their offerings from competitors. Price is the value or money that customers give in exchange for a particular offering that will serve to satisfy their needs and wants. In simple terms, price is a measure of the value a customer exchanges to purchase an offering.

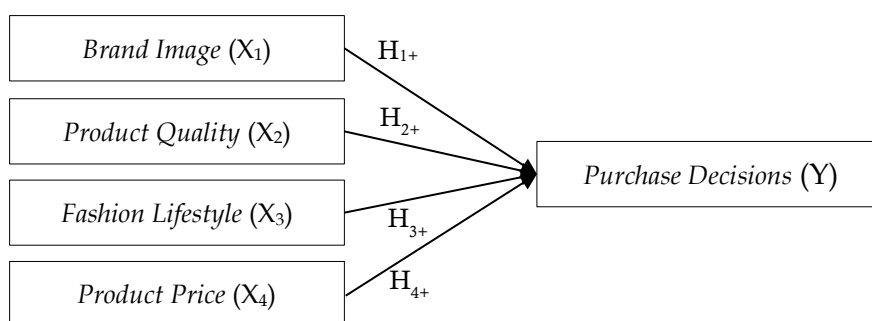


Figure 2. Theoretical Framework

- H1: Brand image has a positive impact on thrift shopping purchasing decisions
- H2: Product quality has a positive impact on thrift shopping purchasing decisions
- H3: Fashion lifestyle has a positive impact on thrift shopping purchasing decisions
- H4: Product price has a positive impact on thrift shopping purchasing decisions

METHODS

This research is a type of quantitative research that aims to analyze the influence of independent variables on thrift shopping purchasing decisions. The data used in this study

are primary data obtained directly from respondents. The population of this study includes the general public of Ponorogo Regency, from which samples were taken using the probability sampling method with random sampling techniques. The respondents of this study were aged between 17 and 45 years, and from the sampling method a sample of 100 people was obtained. Data collection was carried out through questionnaires distributed using the Google Form platform. For data analysis, this study includes several stages of analysis, namely descriptive statistical analysis, as well as classical assumption tests including normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests. In addition, F tests, T tests, and coefficient of determination tests were also carried out to test the significance of the regression model. Multiple linear regression analysis is used in this study to emit the influence of independent variables, consisting of brand image, product quality, fashion lifestyle, and product price, on thrift shopping purchasing decisions. This method allows researchers to determine the extent to which each independent variable influences purchasing decisions and how well the regression model explains the variation in those purchasing decisions.

RESULTS

The results of multiple regression analysis conducted to evaluate the influence of independent variables on the dependent variables in this study. The constant value (α) in this study is 4.028. This states that if the variables Brand Image (X1), Product Quality (X2), Fashion Lifestyle (X3), and Product Price (X4) as a whole, the independent variables have a positive influence on the dependent variable (Y). This means that an increase in one of the independent variables will contribute to an increase in the dependent variable, assuming the other variables remain constant. The coefficient value of the Brand Image variable (X1) is 0.043, which is positive. States that if the Brand Image variable and other variables are considered constant then variable Y, namely thrift shopping purchasing decisions, will increase by 0.043 (4.3%). The coefficient value of the Product Quality variable (X2) shows 0.258. States that if the Product Quality variable and other variables are considered constant then variable Y, namely thrift shopping purchasing decisions, will increase by 0.258 (25.8%). The coefficient value of the Fashion Lifestyle variable (X3) shows 0.255. States that if the Fashion Lifestyle variable and other variables are considered constant then variable Y, namely thrift shopping purchasing decisions, will increase by 0.255 (25.5%). The coefficient value of the Product Price variable (X4) shows 0.231. States that if the product price variable and other variables are considered constant then variable Y, namely thrift shopping purchasing decisions, will increase by 0.231 (23.1%).

Table 1. Results of Multiple Regression Test

Model	Un-std. COEF. B	Un-std. COEF. Std. Error	Std Coef Beta	t	Sig.
1 (Constant)	4.028	1.301		3.095	0.002
Brand Image	0.043	0.069	0.053	0.616	0.539
Product Quality	0.258	0.068	0.353	3.787	0.000
Fashion Lifestyle	0.255	0.072	0.271	3.538	0.001
Product Price	0.231	0.066	0.268	3.517	0.001

The results of the F test used to assess the simultaneous significance of the independent variables in the regression model. This F test tests the hypothesis that all regression coefficients of the independent variables are simultaneously equal to zero, meaning there is no significant effect of the independent variables on the dependent variable.

Table 2. Results of Simultan Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	413.379	4	103.345	63.220	0.000 ^b
Residual	186.352	114	1.635		
Total	599.731	118			

Based on table 2, the calculated F value is 63,220 and the significance is 0.001. The F table value is 2.68 which is obtained from $df_1=k-1$, $df_2= nk$ and the significance level is 5%. Because the calculated F is greater than the F table ($63,220 > 2.68$) and the significance is $0.001 < 0.05$, it can be concluded that simultaneously (simultaneously) the variables brand image, product quality, fashion lifestyle and product price have a positive and significant effect on purchasing decisions. thrift shopping.

Table 3. Results of Determination Coefficient Test

R	R Square	Adjusted R Square	Std. Error of The Estimate
0.830 ^a	0.689	0.678	1.279

The coefficient of determination test, it can be seen that the Adjusted Square is 0.678 or 67,8%. This value illustrates that brand image, product quality, fashion lifestyle, and product price have an influence of 67,8% on purchasing decisions, and the remaining 32,2% is influenced by other variables.

Table 4. Results of Partial Test (T Test)

Model	Un-std Coeff B	Un-std Coeff Std. Error	Std Coef. Beta	t	Sig.
1 (Constant)	4.028	1.301		3.095	0.002
Brand Image	0.043	0.069	0.053	.616	0.539
Product Quality	0.258	0.068	0.353	3.787	0.000
Fashion Lifestyle	0.255	0.072	0.271	3.538	0.001
Product Price	0.231	0.066	0.268	3.517	0.001

Partial statistical tests on the table show that the brand image variable (X1) obtained a t value of 0.616 and a t table of 1.658 so that the t count is smaller than t table ($0.616 < 1.658$) with a significant value of 0.539, a significant value greater than 0.05 ($0.539 > 0.05$). So H0 is supported and H1 is not supported, meaning that the brand image variable has no effect on thrift shopping purchasing decisions. Product quality variable (X2) obtained a calculated t value of 3.787 and a t table of 1.658 so that the calculated t is greater than the t table ($3.787 > 1.658$) with a significant value of 0.000, a significant value smaller than 0.05 ($0.000 < 0.05$). So H0 is not supported and H2 is supported, meaning that the product quality variable has an influence on thrift shopping purchasing decisions. Fashion Lifestyle variable (X3) obtained a calculated t value of 3.538 and a t table of 1.658 so that the calculated t is greater than the t table ($3.538 > 1.658$) with a significant value of 0.001, a significant value smaller than 0.05 ($0.001 < 0.05$). So H0 is not supported and H3 is supported, meaning that the fashion lifestyle variable has an influence on thrift shopping purchasing decisions. Product Price variable (X4) obtained a calculated t value of 3.517 and a t table of 1.658 so that the calculated t is greater than the t table ($3.517 > 1.658$) with a significant value of 0.001, the significant value is smaller of 0.05 ($0.001 < 0.05$). So H0 is not supported and H4 is supported, meaning that the product price variable has an influence on thrift shopping purchasing decisions.

DISCUSSION

The Influence of Brand Image on Thrift Shopping Purchasing Decisions Brand Image is a brand perception that is linked to brand associations that are embedded in consumer memory. The positive level of brand image also has a positive influence on purchasing decisions. The higher the brand image, the level of consumer purchasing decisions will also increase (Salam et al., 2022). In this study, brand image was stated to have no effect. This means the brand image is not supported because thrift shopping consumers may care less about brands or brand image than consumers who buy new goods. This can result in an "unsupported" relationship between brand image and purchasing decisions in thrift shopping. This research states that brand image has no influence on purchasing decisions, relevant to previous research conducted by (Rahmayanti & Saifuddin, 2021) which also shows that brand image has no influence on purchasing decisions.

The Influence of Product Quality on Thrift Shopping Purchasing Decisions. Product Quality is a characteristic that determines the extent to which output can meet the prerequisites of customer needs or assesses to what extent the properties and characteristics meet needs (Ningrum et al., 2022). Consumer perception of product quality greatly influences consumers in giving used goods. Product quality still plays an important role in thrift shopping purchasing decisions. Consumers tend to consider product quality, including reliability and durability, even if the item has been used before (used goods), consumers tend to prefer goods that are considered to have good qualities such as product durability, product reliability, or attractive design. So the better the quality of the product, the faster consumers will make purchasing decisions. This shows that suitability of product quality will influence thrift shopping purchasing decisions. Previous research by Fauziah & Setiawan (2022) related to product quality on thrift shopping purchasing decisions, which states that the product quality variable partially influences the purchasing decision variable.

The Influence of Fashion Lifestyle on Thrift Shopping Purchasing Decisions. Fashion Lifestyle is part of a lifestyle, lifestyle reflects a person's reaction in balancing interactions that occur in the surrounding environment (Narvatinova et al., 2023). Fashion lifestyle plays an important role in purchasing decisions at thrift shopping. By looking at fashion trends in this modern era, lifestyle demands on society are increasing. Consumers who identify themselves with a particular fashion lifestyle, will place more emphasis on uniqueness, sustainability, or experimentation with style, and are more likely to choose thrift shopping. This is because the thrift market offers a wide selection of goods with different styles and is often not available in conventional retail stores. Therefore, people are encouraged to buy thrift products. This shows that it is compatible with consumers' lifestyles so that the fashion lifestyle in this study is declared to be influential. This research is in line with previous research conducted by Narvatinova et al. (2023), states that the fashion lifestyle variable influences purchasing decisions.

The Influence of Product Prices on Thrift Shopping Purchasing Decisions. Bakti et al. (2021) states that product prices are all monetary forms sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product. Product prices greatly influence consumer purchasing decisions in various types of markets, including thrift shopping. Price is the main determining factor because consumers look for goods with good value at affordable prices. Consumers in the thrift shopping market are more likely to buy goods if the price offered matches their expectations of the value of the goods. Determining the right price will get great attention from consumers. If the price offered is right and in accordance with consumers' purchasing power, then the choice of a product will be based on that product. This shows that appropriate price matching will influence purchasing decisions. This research is in line with previous research by Savira & Yulianti (2022), which states that the price variable has an influence on purchasing decisions.

CONCLUSION

The results of research and discussion regarding the influence of brand image, product quality, fashion lifestyle and product price on thrift shopping purchasing decisions, the conclusion is that Brand Image has no influence on thrift shopping purchasing decisions. Proven by the results of the t test which obtained a t value of $0.616 < t \text{ table } 1.658$ with a significant value of $0.539 > 0.05$. In multiple linear analysis, the brand image coefficient value of 0.043 or 4.3% is positive. Product Quality influences thrift shopping purchasing decisions. Proven by the results of the t test which obtained a t-count value of $3.787 > t \text{ table } 1.658$ with a significant value of $0.000 < 0.05$. In multiple linear analysis, the product quality coefficient value of 0.258 or 25.8% is positive. Fashion Lifestyle influences thrift shopping purchasing decisions. Proven by the results of the t test which obtained a t-count value of $3.538 > t \text{ table } 1.658$ with a significant value of $0.001 < 0.05$. In multiple linear analysis, the fashion lifestyle coefficient value of 0.255 or 25.5% is positive. Product prices influence thrift shopping purchasing decisions. Proven by the results of the t test which

obtained a t-count value of 3.517 > t-table 1.658 with a significant value of 0.001 < 0.05. In multiple linear analysis, the product price coefficient value of 0.231 or 23.1% is positive.

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