

THE EFFECT OF PRICE, PRODUCT QUALITY, AND LIFESTYLE ON PURCHASE DECISIONS FOR SECONDHAND CLOTHING AT ELFANY RB STORE

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Abstract

This study aims to determine the effect of price, product quality, and lifestyle on purchasing decisions for secondhand clothing at Elfany RB Store. The research method used was quantitative, employing a survey technique through questionnaires distributed to the community as respondents, with a sample of 96 respondents. The sampling technique used purposive sampling with the criterion that respondents had previously purchased products at Elfany RB Store. The data were analyzed using multiple linear regression with validity tests, reliability tests, classical assumption tests, and hypothesis tests (t-test and F-test). The results showed that price had a negative and significant effect on purchasing decisions for secondhand clothing at Elfany RB Store. Product quality had a positive and significant effect on purchasing decisions for secondhand clothing at Elfany RB Store. Lifestyle had a positive and significant effect on purchasing decisions for secondhand clothing at Elfany RB Store. Price, product quality, and lifestyle simultaneously affected purchasing decisions for secondhand clothing at Elfany RB Store. These findings indicate that competitive pricing, improved product quality, and alignment with consumer lifestyles are strong determinants in encouraging purchasing decisions for secondhand clothing at Elfany RB Store.

Keywords: Price, Product Quality, Lifestyle, Purchasing Decision, Secondhand Clothing

INTRODUCTION

The fashion industry is one of the creative economic sectors that has experienced rapid development in recent years. This development has occurred not only in the new clothing industry (fast fashion), but also in the growing market for used or secondhand clothing, commonly known as thrift (Putri et al., 2023). This phenomenon indicates a change in people's consumption patterns in meeting their clothing needs. Consumers no longer consider only the function of clothing as a basic necessity, but also pay attention to economic value, product uniqueness, and environmental awareness. This change in consumption behavior has increased public interest in secondhand clothing products, which are considered more economical while still providing good utility.

The development of the secondhand clothing market is also influenced by changing economic conditions and increasing public demand for affordable fashion products. Many consumers seek product alternatives at lower prices without sacrificing the quality of the products they use. Secondhand clothing is one option because it offers relatively lower prices than new clothing while still having usable quality. Research shows that competitive prices that correspond to consumers' perceived value can encourage interest and purchasing decisions toward a product. In addition to economic factors, increasing public awareness of environmental issues has also contributed to the development of the secondhand clothing trend. The fashion industry is known as one of the major contributors to textile waste, creating various environmental problems. Therefore, the concept of sustainable fashion has emerged, encouraging people to reuse clothing that is still suitable for use as an effort to reduce textile waste. In this context, using secondhand clothing is viewed not only as an economical choice but also as part of a more environmentally friendly and sustainable lifestyle (Faerrosa & Dethan, 2023).

In consumer behavior studies, purchasing decisions are the process consumers undertake when selecting a product to fulfill their needs and desires. Purchasing decisions are influenced by various factors, both internal factors within consumers and external factors related to the products offered. According to Nirwana (2023), purchasing decisions are a process in which consumers recognize a need, seek information, evaluate alternatives, and ultimately decide to purchase a product or service.

One important factor influencing purchasing decisions is price. According to Leonardo et al. (2023), price is the amount of value that consumers must pay to obtain a product. Price is often a primary consideration for consumers when determining which product to purchase. Consumers tend to consider whether the offered price corresponds to the quality and benefits they will obtain from the product. If the price is considered appropriate for the value of the product, consumers are more likely to make a purchase.

In addition to price, according to Rafly and Hadita (2024), product quality is also a very important factor influencing consumer purchasing decisions. Product quality is related to a product's ability to meet consumers' needs and expectations. Consumers generally want products of good quality so that they can provide optimal benefits. In the context of secondhand clothing, consumers still expect products to be in usable condition, clean, comfortable to wear, and durable.

Another factor that influences consumer purchasing decisions is lifestyle. According to Sarasmitha (2022), lifestyle describes a person's way of living as reflected through their activities, interests, and opinions. In modern society, lifestyle often influences a person's preferences in selecting products to use, including fashion products. Lifestyle reflects a person's way of living, expressed through their activities, interests, and opinions. With the development of current fashion trends, the use of secondhand clothing has

become increasingly popular, especially among young people. Secondhand clothing is no longer viewed as low-value used goods, but rather as part of a unique lifestyle that follows fashion trends.

Elfany RB Store is one of the thrift businesses developing in Bima City. It was established in 2020 by “Elfany Apriani” as the owner and has four employees. Elfany RB Store provides various types of secondhand clothing, such as shirts, jackets, sweaters, trousers, as well as branded and non-branded clothing. Branded clothing available at Elfany RB Store includes well-known fashion brands such as Nike, Adidas, Uniqlo, Levi's, H&M, Zara, and several other brands that are highly sought after by consumers, particularly young people. In addition to branded clothing, Elfany RB Store also provides non-branded clothing that remains of usable quality at more affordable prices. This product diversity provides consumers with more choices according to their needs, fashion preferences, and purchasing power. The existence of this store indicates that public interest in secondhand products is relatively high.

Based on the initial observations conducted by the researchers, several problems were found that influence consumers' purchasing decisions, such as secondhand clothing prices being considered slightly more expensive. For example, star-brand long trousers are priced at 75–150, while star-brand shorts are priced at 50–80, star-brand T-shirts at 45–100, star-brand shirts at 60–120, and jackets at 80–150, compared with other thrift stores, causing some consumers to reconsider making a purchase. In addition, some clothing products were found to have loose stitching, stains on trousers, T-shirts, and shirts, as well as less-than-optimal product conditions, which may affect consumer interest. From a lifestyle perspective, some people, particularly young people, are more interested in purchasing branded secondhand clothing because it is considered capable of supporting their appearance and following current fashion trends. This indicates that the combination of price, product quality, and lifestyle has a significant influence on consumer purchasing decisions.

Based on the description above, this study was conducted under the title “The Effect of Price, Product Quality, and Lifestyle on Purchase Decisions for Secondhand Clothing at Elfany RB Store.”

RESEARCH METHOD

The type of research used in this study is quantitative research using an associative approach. Quantitative research is research that obtains data in numerical form or qualitative data that are quantified, or data in numerical form for statistical analysis. Associative research is research that aims to determine the influence or relationship between two or more variables (Sugiyono, 2015). This research has a higher level than descriptive and comparative research because it can develop a theory that functions to explain, predict, and control a phenomenon. There are three variables in this study, consisting of independent and dependent variables. The independent variables are X1 (Price), X2 (Product Quality), and X3 (Lifestyle), while the dependent variable is Purchasing Decision (Y). The population of this study was the community of Bima City. The researchers selected a sample of 96 consumers from the population who had purchased secondhand clothing at Elfany RB Store using purposive sampling. According to Sugiyono (2016), purposive sampling is a sampling technique based on certain considerations, with the following criteria: consumers who had previously purchased through the TikTok Shop marketplace and consumers aged 17 years or older because they were considered capable of answering the questionnaire questions (Sugiyono, 2019).

The data collection technique used in this study was a questionnaire. A questionnaire is a research technique used to collect data by providing a set of questions or statements for respondents to answer (Sugiyono, 2015). The variables were measured using a Likert scale with four alternative responses. The validity and reliability of the instrument were tested on 96 residents of Bima City. The data analysis techniques used were the validity test, reliability test, classical assumption tests including normality, multicollinearity, heteroscedasticity, and autocorrelation tests, runs test, multiple linear regression analysis, correlation coefficient test, coefficient of determination analysis (R^2), t-test, and F-test.

RESULTS AND DISCUSSION

A. Data Analysis Results And Discussion

I) Validity and Reliability Tests

a) Validity Test

This test was conducted by examining the r-table value for $N = 96$ at a 5% significance level, resulting in an r-table value of 0.300. The complete validity test results are presented in Table I.1 below:

Variable	Item	r-count	r-table	Status
PRICE (X1)	1	0.473	0.3000	Valid
	2	0.560	0.3000	Valid
	3	0.461	0.3000	Valid
	4	0.495	0.3000	Valid
	5	0.466	0.3000	Valid
	6	0.681	0.3000	Valid
	7	0.489	0.3000	Valid
	8	0.596	0.3000	Valid
PRODUCT QUALITY (X2)	1	0.517	0.3000	Valid
	2	0.494	0.3000	Valid
	3	0.490	0.3000	Valid
	4	0.445	0.3000	Valid
	5	0.498	0.3000	Valid
	6	0.498	0.3000	Valid
	7	0.474	0.3000	Valid
	8	0.500	0.3000	Valid
	9	0.481	0.3000	Valid
	10	0.492	0.3000	Valid
LIFESTYLE (X3)	1	0.583	0.3000	Valid
	2	0.611	0.3000	Valid
	3	0.731	0.3000	Valid
	4	0.519	0.3000	Valid
	5	0.714	0.3000	Valid
	6	0.722	0.3000	Valid
PURCHASING DECISION (Y)	1	0.448	0.3000	Valid
	2	0.479	0.3000	Valid
	3	0.452	0.3000	Valid
	4	0.526	0.3000	Valid
	5	0.480	0.3000	Valid
	6	0.657	0.3000	Valid
	7	0.568	0.3000	Valid
	8	0.620	0.3000	Valid
	9	0.587	0.3000	Valid
	10	0.468	0.3000	Valid

Based on Table I.1 above, the validity testing of each statement item in the research instrument for the variables of price, product quality, and lifestyle in relation to purchasing decisions indicates that all statement items proposed in this study are valid because they are above the validity standard of ≥ 0.300 .

b) Reliability Test

This test was conducted by comparing the Cronbach's alpha value with the reliability standard of > 0.600 , as presented in Table I.2 below.

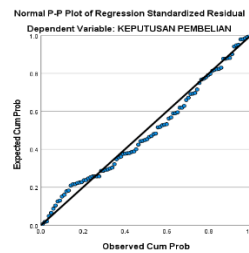
Variable	Cronbach's Alpha	Standar Reliabilitas	Description
Price	0,620	$> 0,600$	Reliable
Product Quality	0,625	$> 0,600$	Reliable
Lifestyle	0,720	$> 0,600$	Reliable
Purchasing Decision	0.705	$> 0,600$	Reliable

Based on Table I.2, the reliability test results for the statement items show that Price (X1) has a value of 0.620, Product Quality (X2) has a value of 0.625, Lifestyle (X3) has a value of 0.720, and Purchasing Decision (Y) has a value of 0.705. Thus, the

Cronbach's Alpha values have reached or exceeded the established standard of 0.600, meaning that all questionnaire statement items are reliable or accurate for use in the research calculations.

2) Classical Assumption Tests

a) Normality Test



The SPSS version 27 output on the normal P-P plot of regression Standardized Residual shows that the points follow the diagonal line. Therefore, it can be concluded that the research data are normally distributed and the regression model is suitable for predicting purchasing decisions based on the dependent variable.

To confirm the results of the normality test above, the researchers conducted the Kolmogorov-Smirnov test with the following results:

Table 3. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstand ardized Residual
N			96
Normal Parameters ^{a,b}	Mean		.000000
	Std. Deviation		2.70183
Most Extreme Differences	Absolute		.072
	Positive		.072
	Negative		-.070
Test Statistic			.072
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.252
	99% Confidence Interval	Lower Bound	.241
		Upper Bound	.264

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on the Kolmogorov-Smirnov test results above, the Asymp. Sig. value is 0.200, which is greater than 0.05. This is also supported by the P-P Plot, which shows a pattern following the diagonal line. This indicates that the data in this study are normally distributed and that the regression model is suitable for predicting the dependent variable, namely purchasing decisions, based on the independent variables of price, product quality, and lifestyle. Therefore, the research data are suitable for use in the study.

b) Multicollinearity Test

		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Toleranc e	VIF
Model		B	Std. Error	Beta	t		
I	(Constant)	4.434	1.864		2.379	.019	
	PRICE	.067	.118	.051	.564	.574	1.378

Table 1.3

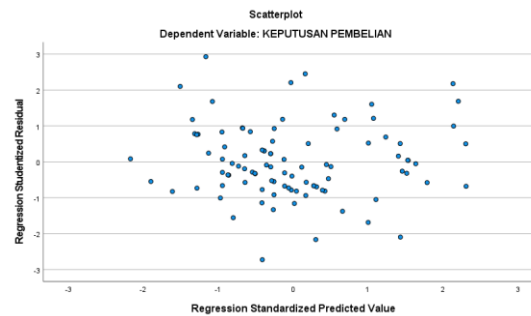
PRODUCT QUALITY	.388	.114	.349	3.404	.001	.566	1.765
LIFESTYLE	.529	.119	.399	4.441	.000	.738	1.355

a. Dependent Variable

Multicollinearity Test Results

Based on the Collinearity Statistics values in the output table above, the Tolerance values for Price (X1), Product Quality (X2), and Lifestyle (X3) are 0.725, 0.566, and 0.738, respectively, which are all > 0.10 . Meanwhile, the VIF values for Price (X1), Product Quality (X2), and Lifestyle (X3) are 1.378, 1.765, and 1.355, respectively, which are all < 10.00 . Therefore, it can be concluded that there is no multicollinearity in the regression model.

c) Heteroscedasticity Test



Based on the figure above, the residuals are dispersed irregularly and do not form a pattern. This can be seen from the scattered points or plot. The conclusion that can be drawn is that no residual problem occurred.

3. Multiple Linear Regression Analysis**Table 1.5 Multiple Linear Regression Analysis Results**

		Coefficients ^a				
		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
I	(Constant)	4.168	1.797		2.32	.023
					0	
	PRICE	.117	.108	.095	1.08	.279
					8	
	PRODUCT QUALITY	.358	.104	.337	3.43	.001
					3	
	LIFESTYL	.534	.116	.403	4.60	.000
					5	
E						

a. Dependent Variable

Based on the data analysis using SPSS version 27, the following regression equation was obtained:

$$Y = 4.168 + 0.117X_1 + 0.358X_2 + 0.534X_3$$

Based on the equation, the results can be explained as follows:

- The constant value of 4.168 means that if the variables of price, product quality, and lifestyle are assumed to be zero, the purchasing decision is 4.168.
- The beta coefficient for price is 0.117, meaning that every one-unit change in the price variable (X1) will result in a 0.117-unit change in purchasing decisions, assuming that the other variables remain constant. A one-unit increase in price will increase purchasing decisions by 0.117 units.
- The beta coefficient for product quality is 0.358, meaning that every one-unit change in product quality (X2) will result in a 0.358-unit change in purchasing decisions, assuming that the other variables remain constant. A one-unit increase in product quality will increase purchasing decisions by 0.358 units.
- The beta coefficient for lifestyle is 0.534, meaning that every one-unit change in lifestyle (X3) will result in a 0.534-unit change in purchasing decisions, assuming that the other variables remain constant. A one-unit increase in lifestyle will increase purchasing decisions by 0.534 units.

4. Correlation Coefficient Test

Table I.6 Correlation Coefficient Test Results

Model Summary									
Model	R	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Sig. F Change
					F Change	df1	df2		
1	.683 ^a	.466	2.713	.466	26.754	3	92		.000

a. Predictors: Constant

The results show that the R value is 0.683. This indicates that the relationship between price, product quality, and lifestyle variables (X1), (X2), and (X3) and the purchasing decision variable (Y) is strong. To interpret the strength of the relationship between the variables, the guidelines in the following table can be used:

Table I.7 Interpretation of Correlation Coefficients

Coefficient Interval	Relationship Level
0,00-0,199	Very Low
0,200-0,399	Low
0,400-0,599	Moderate
0,600-0,799	Strong
0,800-1,000	Very Strong

Source: Sugiyono (2016)

Based on Table I.7 on the interpretation of correlation coefficients according to Sugiyono (2016), the correlation coefficient (R) of 0.683 falls within the interval of 0.600–0.799, which is categorized as strong. This indicates that the relationships between price (X1), product quality (X2), and lifestyle (X3) and purchasing decisions (Y) have a strong degree of association. Thus, it can be concluded that the better the price, product quality, and lifestyle factors, the more likely consumer purchasing decisions are to increase.

5. Coefficient of Determination Analysis (R^2)

Table I.7 Coefficient of Determination Test Results

Model Summary									
Model	R	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Sig. F Change
					F Change	df1	df2		
1	.683 ^a	.466	2.713	.466	26.754	3	92		.000

a. Predictors: Constant

Based on the coefficient of determination (R^2) test result of 0.466, the influence of price, product quality, and lifestyle on purchasing decisions is 46.6%. The remaining 53.4% is influenced by other variables not examined in this study, such as promotion, product quality, and others.

6. Partial Test (t-Test)

Table I.8 Test Results

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
I	(Constant)	4.168	1.797		2.320	.023
	PRICE	.117	.108	.095	1.088	.279
	PRODUCT QUALITY	.358	.104	.337	3.433	.001
	LIFESTYLE	.534	.116	.403	4.605	.000

a. Dependent Variable

The t-table value of 1.986 was obtained from the t-distribution table with $\alpha = 0.05$ (two-tailed) and $df = 92$ ($n = 96$, $k = 3$, so $df = n - k - 1$). This value is used as the comparison threshold in the t-test.

Based on Table 1.8 above, the results can be explained as follows:

1. The t-test statistic for the price variable (X1) produced a t-value of 1.088 with a t-table value of 1.986 ($1.088 < 1.986$) and a significance value of 0.279, which is greater than 0.05 ($0.279 > 0.05$). Therefore, the first hypothesis stating "Price has a significant effect on purchasing decisions for secondhand clothing" is rejected (H1 rejected). This study is consistent with the research conducted by Afiany and Fajari (2022), which stated that price has a negative and significant effect on purchasing decisions for secondhand clothing at SA Thrift Shop.
2. The t-test statistic for the product quality variable produced a t-value of 3.433 with a t-table value of 1.986 ($3.433 > 1.986$) and a significance value of 0.001, which is less than 0.05 ($0.001 < 0.05$). Therefore, the second hypothesis stating "Product quality has a significant effect on purchasing decisions for secondhand clothing" is accepted (H2 accepted). This study is consistent with the research conducted by Ode et al. (2022), which stated that product quality has a positive and significant effect on purchasing decisions for used clothing among students of the Economic Education Study Program.
3. The t-test statistic for the lifestyle variable produced a t-value of 4.605 with a t-table value of 1.986 ($4.605 > 1.986$) and a significance value of 0.000, which is less than 0.05 ($0.000 < 0.05$). Therefore, the third hypothesis stating "Lifestyle has a significant effect on purchasing decisions for secondhand clothing" is accepted (H3 accepted). This study is consistent with the research conducted by Sarasmitha (2022), which stated that lifestyle has a positive and significant effect on purchasing decisions for clothing at Thriftzy.

7. Simultaneous Test (F-Test)

Table 1.9 F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
I	Regression	590.677	3	196.892	26.754	.000 ^b
	Residual	677.063	92	7.359		
	Total	1267.740	95			

a. Dependent Variable

b. Predictors: (Constant)

Based on Table 1.9 above, the test results show an F-count of 26.754 with an F-table value of 2.70 ($26.754 > 2.70$) and a significance value of 0.000 ($0.000 < 0.05$). Because the significance value is less than 0.05, the fourth hypothesis stating "Price, product quality, and lifestyle have a significant effect on purchasing decisions for secondhand clothing" is accepted (H4 accepted).

This study is consistent with the research conducted by Wulandari (2024), which stated that price, product quality, and lifestyle simultaneously have a positive and significant effect on purchasing decisions for used clothing.

Conclusion

Based on the research results and discussion described above, the following conclusions can be drawn:

1. The price variable has a negative and significant effect on purchasing decisions for secondhand clothing at Elfany RB Store.
2. The product quality variable has a positive and significant effect on purchasing decisions for secondhand clothing at Elfany RB Store.
3. The lifestyle variable has a positive and significant effect on purchasing decisions for secondhand clothing at Elfany RB Store.
4. The variables of price, product quality, and lifestyle simultaneously affect purchasing decisions for secondhand clothing at Elfany RB Store.

RECOMMENDATIONS

Based on the research results and conclusions described above, the researchers provide the following recommendations:

1. For Elfany RB Store

Elfany RB Store is advised to pay greater attention to the quality of the secondhand clothing sold, such as ensuring that the clothing remains clean, free from stains, has no damaged stitching, and remains comfortable for consumers to wear. In addition, the store should consider setting more competitive prices to compete with other thrift stores. Elfany RB Store is also expected to continue following developments in fashion trends and lifestyles, particularly among young people, by providing a variety of branded and non-branded clothing choices that match consumer interests.

2. For Future Researchers

Future researchers are expected to develop this study by adding other variables that may influence purchasing decisions, such as promotion, location, and service quality. In addition, future researchers are encouraged to expand the research location, increase the sample size, and use different methods or data analysis techniques so that the results can serve as references and comparative material for subsequent studies.

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