

The Influence Of Fashion Lifestyle, Brand Image, And Product Quality On Thrifting Purchasing Decisions At Likes.Id Mantup

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ABSTRACT

In today's digital era, science and technology are developing very rapidly. The current situation results in a lot of competition between businesses that are getting tighter around the world. Business actors need to make efforts to bring in customers and retain customers. The purpose of this research is to find out The Influence Of Fashion Lifestyle, Brand Image, And Product Quality On Thrifting Purchasing Decisions. The population in this study were Likes.id Instagram followers, with a sample size of 100 respondents, by using SPSS 26 as a tool to analyse the data. The results showed that the variables of fashion lifestyleI and product quality had no significant effect partially on purchasing decisions and brand image brand image on purchasing decisions.

INTRODUCTION

In today's digital era, science and technology are developing very rapidly. The current situation results in a lot of competition between businesses that are getting tighter around the world. Business actors need to make efforts to bring in customers and retain customers.

Fashion lifestyle is one of the main factors that influence consumer behaviour in shopping. According to Desty et al (2023) Fashion lifestyle is a person's behaviour or lifestyle which consists of attitudes, opinions and interests in fashion. In their research, Lianita Widyaratna et al (2023) explain that in terms of purchasing decisions for preloved clothing, the fashion lifestyle factor is relevant because consumers want to choose clothes that suit their lifestyle, reflect personal values, style preferences and daily activities.

Apart from fashion lifestyle, the Likes.id thrift shop also pays attention to a quality and good brand image worth trading. According to Primara (2021) Brand image is defined as a representation or memory that arises against a brand. Research conducted by Somantri et al (2020) and Faulina & Susanti (2023) which resulted in that brand image has an influence on purchasing decisions. To maintain the

thrift business, business actors must make a good impression on a product. The success of a product that has a brand image is when consumers have made a view that appears first when remembering the category in the brand Savira & Yulianti (2022).

Another factor that can influence a purchasing decision with is product quality. This product quality factor must be very concerned by business entrepreneurs because one way to attract consumers is to pay attention to the quality of a product to be sold. According to Tirtayasa et al (2021) explain that product quality is the ability of an item to meet customer expectations. Customer satisfaction is very important to improve business performance, so as a business actor must set a strategy to be able to maintain the quality of the goods offered. Likes.id thrift shop sells products that are still of good quality and good for use.

Business people must understand the purchasing decisions made by consumers in order to maximise their sales products. According to Faulina & Susanti (2023) Purchasing decisions are consumer behaviour to buy or use a product through an agreement or exchange of money to buy ownership rights to a product. Based on the summary above, decisions about what to buy can be influenced by various elements, including fashion lifestyle, brand image, and product quality.

Through this background, the author is interested in analysing in more depth how fashion lifestyle, brand image, and product quality can influence purchasing decisions.

RESEARCH METHODS

The type of research used is quantitative, with the population of Likes.id Instagram followers, with a sample size of 100 respondents, by using SPSS 26 as a tool to analyse.

RESULTS AND DISCUSSION

Validity and Reliability Test

Table 1 Results Validity and Reliability Test

Variable	Item	Validitas			Reliabilitas	
		r calcula ted	r table	Descripti on	Cronba ch'Alph a	Descripti on
Conten t Market ing (X₁)	X _{1.1}	0,805	0,165	Valid	0.913	Reliabel
	X _{1.2}	0,924	0,165	Valid		
	X _{1.3}	0,920	0,165	Valid		
	X _{1.4}	0,922	0,165	Valid		
Brand Ambasador (X₂)	X _{2.1}	0,952	0,165	Valid	0.956	Reliabel
	X _{2.2}	0,918	0,165	Valid		
	X _{2.3}	0,933	0,165	Valid		
	X _{2.4}	0,956	0,165	Valid		
Kualitas Informasi (X₃)	X _{3.1}	0,641	0,165	Valid	0.695	Reliabel
	X _{3.2}	0,736	0,165	Valid		
	X _{3.3}	0,653	0,165	Valid		
	X _{3.4}	0,711	0,165	Valid		
	X _{3.5}	0,487	0,165	Valid		
	X _{3.6}	0,553	0,165	Valid		
Keputusan Pembelian (Y)	Y.1	0,927	0,165	Valid	0.897	Reliabel
	Y.2	0,940	0,165	Valid		
	Y.3	0,919	0,165	Valid		
	Y.4	0,919	0,165	Valid		
	Y.5	0,918	0,165	Valid		
	Y.6	0,969	0,165	Valid		

Based on the table of question items from each variable in this study, the value of r count > r table (0.165), which means that all indicators of each variable are valid. The reliability test shows that the Cronbach's Alpha value of the four variables used in this study is greater than the minimum

Cronbach's Alpha value of 0.60. Thus it can be concluded that the statements in this questionnaire are reliable.

Normality Test

Table 2 Results Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters^{a,b}	Mean	.0E-7
	Std. Deviation	1.87537207
Most Extreme Differences	Absolute	.094
	Positive	.094
	Negative	-.060
Kolmogorov-Smirnov Z		.939
Asymp. Sig. (2-tailed)		.342
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the table, it can be seen that the significant (Asymp. Sig 2- Tailed) is 0.342. Because the significant value of more than 0.05 indicates that the distribution value is normal, it fulfils the assumption of normality.

Multiconaryity Test

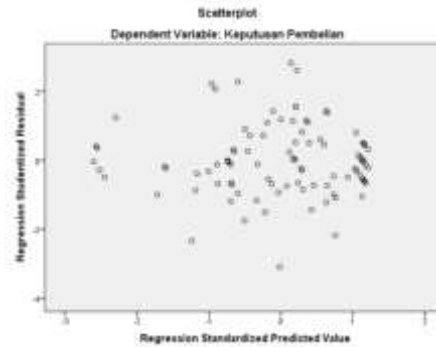
Table 3 Results Multiconaryity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Fashion Lifestyle	.163	6.139
Brand Image	.163	6.135
Kualitas Produk	.999	1.001

a. Dependent Variable: Keputusan Pembelian

Based on the table above, all tolerance values > 0.10, namely fashion lifestyle of 0.163 > 0.10, brand image 0.163 > 0.10, and product quality 0.999 > 0.10. In all VIF values < 10, namely fashion lifestyle 6.139 < 10, brand image 6.135 < 10, and product quality 1.001 < 10. Based on the above results, it is concluded that the independent variables in this study are free from multicollinearity problems or there is no correlation between the independent variables.

Heteroskedastisitas Test



Picture 1 Uji Heteroskedastisitas

Based on the results of the image output, it can be seen that the regression model does not occur symptoms of heteroscedasticity because there is no clear pattern, the points spread above and below zero, and the points do not form a certain regular pattern (wavy, widening, narrowing, or narrowing).

Multiple Linear Analysis

Table 4 Multiple Linear Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.402	1.784		1.346	.181
Fashion Lifestyle	.149	.107	.118	1.401	.164
Brand Image	1.077	.108	.835	9.950	.000
Kualitas Produk	.089	.067	.045	1.333	.186

Based on the table above, it can be seen that the three-variable multiple regression equation is as follows:

$$Y = 2.402 + 0.149X_1 + 1.077X_2 + 0.089X_3 + e$$

The regression equation can be explained:

α : if the independent variables in the study (Fashion Lifestyle, Brand Image, and Product Quality) influence = 0, then the result obtained from the Purchasing Decision is 2.402.

β_1 : This means that if the fashion lifestyle variable increases by 1 unit or 1 unit, it will be able to increase purchasing decisions by 0.149

β_2 : If the brand image variable increases by 1 unit or 1 unit, it will be able to increase the purchasing decision by 1.077.

β_3 : If the product quality variable increases by 1 unit or 1 unit, it will be able to increase purchasing decisions by 0.089.

Coefficien Determination

Table 5 Results Coeficien Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.943 ^a	.890	.886	1.904
a. Predictors: (Constant), Kualitas Produk, Brand Image, Fashion Lifestyle				
b. Dependent Variable: Keputusan Pembelian				

From the table results, it can be seen that the strength of the relationship between the independent variable and the dependent variable is determined by the value (R²) seen in the R Square table, which is 0.890 or 89.0%, this means that purchasing decisions (Y) are influenced by fashion lifestyle (X1), brand image (X2), and product quality (X3). While the remaining 11.0% is influenced by other variables not examined in this study.

T Test

Table 6 Results t Test

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Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
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1	(Constant)	2.402	1.784		1.346	.181
	Fashion Lifestyle	.149	.107	.118	1.401	.164
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	Kualitas Produk	.089	.067	.045	1.333	.186

Based on the discussion table regarding the t test hypothesis testing is as follows:

1. Fashion Lifestyle (X1)

From the results above, it can be seen that the t value is 1.401 < 1.984 t-table, so H₀ is accepted H₁ is rejected. With sig 0.164 > 0.05, it can be concluded that the fashion lifestyle variable has no significant effect on purchasing decisions.

2. Brand Image (X2)

From the results above, it can be seen that the t value is 9.950 > 1.984 t-table, so H₀ is rejected H₁ is accepted. With a sig of 0.000 < 0.05, it can be concluded that the brand image variable has a significant effect on purchasing decisions.

3. Product Quality (X3)

From the results above, it can be seen that the t value is 1.333 < 1.984 t-table, so H₀ is accepted H₁ is rejected. With sig 0.186 > 0.05, it can be concluded that the product quality variable has no significant effect on purchasing decisions.

F Test

Table 7 Results F Test

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2813.655	3	937.885	258.589	.000 ^b
	Residual	348.185	96	3.627		
	Total	3161.840	99			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Kualitas Produk, Brand Image, Fashion Lifestyle						

The calculated F value is 258,589 while at a significant level $\alpha = 0.05$ the f table value is 2.70, so $f_{\text{count}} > f_{\text{table}}$ with a probability (sig) of $0.000 < 0.05$. Because $f_{\text{count}} > f_{\text{table}}$, it is assumed that H_0 is rejected and H_1 is accepted, so the results of this test can be concluded that the variables of fashion lifestyle, brand image, and product quality simultaneously influence purchasing decisions..

DISCUSSION

H1: The effect of fashion lifestyle (X1) on purchasing decisions (Y) at the Likes.id Mantup thrifting store.

Based on the tests above, the fashion lifestyle variable does not have a significant effect on purchasing decisions at the Likes.id Mantup thrifting store. Where the t value is $1.401 < 1.984$ t-table, with sig $1.164 > 0.05$, H_0 is accepted H_1 in this study is rejected.

In the research of Lianita Widayaratna and Ahmad zainuri (2023) entitled ‘The influence of brand image, price, and fashion lifestyle on purchasing decisions for preloved clothing in thriftshop’ from this study, it was obtained that the t count was $1.255 < t_{\text{table}} 1.995$ with a sig value of $0.214 > 0.05$, these results are in accordance with the research that has been done so it can be concluded that fashion lifestyle does not have a significant effect on purchasing decisions partially.

H2: The effect of brand image (X2) on purchasing decisions (Y) at the Likes.id Mantup thrifting store. Based on the results of data analysis testing, the brand image variable has a significant effect on purchasing decisions at the Likes.id Mantup thrifting store. Where the t value is $9.950 < 1.984$ t-table, with a sig of $0.000 > 0.05$, H_0 is rejected H_1 in this study is accepted.

These results are in accordance with previous research conducted by In the research journal Ajeng Nada Nabilah & Nova Anggraini, (2022) entitled ‘the effect of product quality, price, promotion, brand awareness, brand image, and celebrity endorse on purchasing decisions for Scarlett whitening skincare’ from this study, it was obtained that the t count was $3.471 < t_{\text{table}} 1.9717$ with a sig value of $0.016 > 0.05$, so the results can be concluded that brand image has a significant effect on purchasing decisions partially.

H3: The effect of product quality (X3) on purchasing decisions (Y) at the Likes.id Mantup thrifting store.

Based on the test results above, the product quality variable does not have a significant effect on purchasing decisions at the Likes.id Mantup thrifting store. Where the t value is $1.333 < 1.984$ t-table, with sig $1.186 > 0.05$, H_0 is accepted H_1 in this study is rejected.

These results are in accordance with previous research conducted by Muhammad Fanhas Ahnaf & Wuryaningsih Dwi Lestari (2024) entitled ‘The effect of price, product quality, and lifestyle on consumer purchasing decisions on online products in the Shopee application’ from this study obtained

t count $1.301 < t \text{ table } 1.977$ with a sig value of $0.195 > 0.05$, so it can be concluded that product quality does not have a significant effect on purchasing decisions partially.

CONCLUSION

Based on the results of the data analysis test and the results of the discussion about the effect of fashion lifestyle (X1), brand image (X2), and product quality (X3) on purchasing decisions (Y), the following conclusions can be drawn:

In the fashion lifestyle variable and product quality have no partial effect on thrifting purchasing decisions at Likes.id Mantup stores, Brand image has a partial effect on thrifting purchasing decisions at Likes.id Mantup stores, and fashion lifestyle variables, brand image and product quality have a simultaneous effect on thrifting purchasing decisions at Likes id Mantup stores.

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