

THE INFLUENCE OF LIFESTYLE, PRODUCT QUALITY AND PRICE PERCEPTION ON THE DECISION TO PURCHASE SECOND CLOTHING AT THE SENGGOL DUMAI MARKET

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ABSTRACT

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This research aims to determine the influence of lifestyle, product quality and price perceptions on purchasing second-hand clothing at Dumai's Senggol Market. The type of research used is quantitative. The population used in this research is consumers who have previously purchased second-hand clothing at Senggol Dumai Market. The sampling technique used a purposive sampling method, totalling 100 respondents. After passing the validity, reliability and classical assumption tests, the data was analyzed using multiple linear regression. The results of this research partially state that lifestyle and price perception positively and significantly influence the decision to purchase second-hand clothing at Senggol Dumai Market. In contrast, product quality positively but not significantly influences the decision to purchase second-hand clothing at Senggol Dumai Market. Simultaneously, lifestyle, product quality and price perception significantly influence purchasing decisions.

INTRODUCTION

Population growth in Indonesia is increasing daily; people generally need clothing, food and shelter as basic or primary needs. However, human demands vary greatly today. People find it difficult to differentiate between primary and secondary needs because of many human desires. Fulfilling one's needs for life is always associated with the issue of sacrifice, often known as the costs that will be incurred to get something that is needed. In this case, human efforts to fulfil their daily needs are known as consumer behaviour (Setiadi, 2019).

Consumer behaviour is closely related to purchasing, researching and evaluating the products and services needed. The thing that underlies consumers' purchasing decisions is consumer behaviour itself. When deciding whether to buy an item, whether a product or service, of course, consumers always think from the start about what they are going to buy. Be it the model, function or use of the item, quality, price, etc.

This also includes the various views and opinions of the general public regarding their fashion appearance in the current trend, which influences product selection. One example is choosing second-hand clothes as a current trend. Shopping for second-hand clothes, better known as thrift, is much loved by teenagers, and nowadays, it is also popular

with various groups. Second-hand clothes usually contain clothing products of the best quality.

Quoted from Saputra (2022), the results of a Goodstats survey regarding the fashion style preferences of young Indonesians, which was carried out on 5-16 August 2022 involving 261 respondents, the majority of respondents or around 49.4%, admitted that they had bought used fashion from thrifting. The remainder, around 34.5%, admitted that they had never tried thrifting, and 16.1% chose never to try to buy thrifted goods. People think there are many benefits to be gained by buying second-hand clothes; even though they are sold in used condition, they are still of good quality.

Looking fashionable does not have to be expensive; many other alternative products support your appearance without spending much money. The lifestyle of always appearing up to date requires always looking fashionable and choosing to buy used clothes because the prices are affordable. Buying used clothes is an alternative way to look fashionable for some groups who want to follow the lifestyle of modern urban society. Appearing with high prestige at a low price has become a new thing. These used clothes can be found in market stalls and shops. This is proven by the emergence of places selling used clothes.

Some things that influence the purchasing decisions above also occur in the decision of someone who

buys second-hand clothes at Dumai's Senggol Market. One of the markets that sells imported used clothing in Dumai with quality that can be said to be suitable for use is the Senggol Dumai Market. This market is a solution to the high consumer desire for suitable products to fulfil consumers' lifestyle needs but who want to avoid incurring high costs. This effort is quite popular; this can be seen from the many consumers who visit and want products made from imported second-hand clothing, especially consumers in the Dumai area.

The impact consumers get if they use imported second-hand clothes in the article by Andriani & Menuk Sri, (2021) states that imported second-hand clothes contain lots of bacteria, which have a terrible impact on health. This statement is based on the results of laboratory tests by the ministry with the results that imported second-hand clothes contain bacteria up to 216 thousand colonies per gram. However, quite a few consumers ignore this impact. Likewise, Senggol Dumai Market consumers only consider how to fulfil their lifestyle with lower expenses without paying attention to the quality and its later impact.

The research wants to examine the factors that influence consumers' decision to purchase second-hand clothing in Dumai City. A significant increase in sales of imported second-hand clothing can be seen from the number of shops or outlets selling second-hand clothing, one of which is at Senggol Dumai Market. This market sells second-hand clothing products with all the risks that exist if consumers use these products. However, considering quality and affordable prices and consumers' high lifestyle demands for fashion can influence consumers' purchasing of second-hand clothing products. Based on the problem background above description, this research examines the influence of lifestyle, product quality and price perception on purchasing second-hand clothing at Dumai's Senggol Market.

Formulation of the problem

Based on the context of the problem, the formulation of the problem raised in this research can be stated as follows:

1. Does lifestyle partially influence the decision to purchase second-hand clothing at the Senggol Dumai market?
2. Does product quality partially influence the decision to purchase second-hand clothing at the Senggol Dumai market?
3. Does price perception partially influence the decision to purchase second-hand clothing at the Senggol Dumai market?
4. Do lifestyle, product quality and price perceptions simultaneously influence the decision to purchase second-hand clothing at the Senggol Dumai market?

Research Purposes

This research contains objectives that must be met and refers to the design of research questions to investigate and study the following:

1. To determine the influence of lifestyle on the decision to purchase second-hand clothing at the Senggol Dumai market.
2. To determine the influence of product quality on purchasing decisions for second-hand clothing at the Senggol Dumai market.
3. To determine the influence of price perceptions on purchasing decisions for second-hand clothing at the Senggol Dumai market.
4. To determine the influence of lifestyle, product quality and price perception on purchasing second-hand clothing at the Senggol Dumai market.

LITERATURE REVIEW

Theoretical Basis

a. Lifestyle

A psychologist named Alfred Adler said that lifestyle is a collection of behaviours that have meaning for individuals and other people at one time in one place, including social relationships, consumption of goods, entertainment, and how to dress. The behaviours that appear in lifestyle are a mixture of habits, mutually agreed ways of doing things, and planned behaviour (Damayanti et al., 2022).

The lifestyle indicators, according to Kotler dan Keller, (2016) consist of the following:

1. Activity
2. Interest
3. Opinion

b. Product Quality

Product quality is product quality, which shows the level of success in the product manufacturing process. A good product will be at a high-quality level. The impact of good product quality will lead to consumer satisfaction, so companies providing goods or services must create quality products that meet standards and can satisfy consumers (Suyanto, 2007).

According to Putro, (2014), the product quality consist of:

1. Durability
2. Conformance to specifications (conformance to specification)
3. Additional privileges (features)
4. Reliability
5. Aesthetics (aesthetics)
6. Impression of quality (perceived quality)

c. Price Perception

Price perception is a consumer's assessment of whether the price offered by the seller and the price compared with other parties is fair, reasonable, or rational, along with the emotional response accompanying it. As a result, consumers are initially attracted or interested in a product based on how much they are willing to pay. Price perception is the relative cost that consumers must bear to receive the desired goods or services (Rifa'I et al., 2020).

According to Muharam & Soliha, (2017) the indicator of price perception consist of:

1. Affordability
2. Price Competitiveness
3. Price Suitability

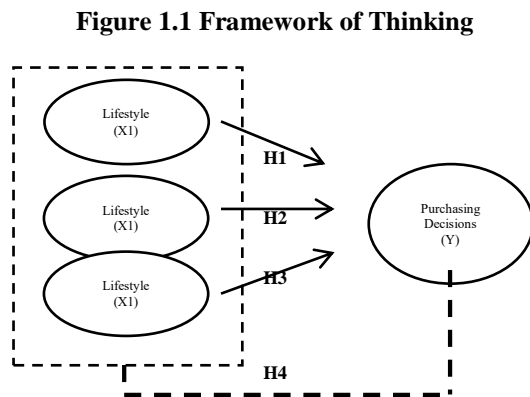
d. Purchasing Decisions

Purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviours and choose one of them. This integration process results in a choice presented cognitively as a behavioural desire (Setiadi, 2019).

According to Heriansya & Arini, (2023) the indicator of purchasing decisions consist of:

1. Attention
2. Interest
3. Desire
4. Action

e. Framework of Thinking



f. Hypothesis

H1: It is suspected that lifestyle significantly affects the decision to purchase second-hand clothing at Dumai's Senggol Market.

H2: It is suspected that product quality has a significant positive effect on the decision to purchase second-hand clothing at Senggol Dumai Market.

H3: It is suspected that price perception has a significant positive effect on the decision to purchase second-hand clothing at Dumai's Senggol Market.

H4: It is suspected that lifestyle, product quality and price perception significantly positively affect the decision to purchase second-hand clothing at Dumai's Senggol Market.

METHODS

The research method used is a quantitative descriptive method. The population in this study were consumers who had previously purchased second-hand clothing at Senggol Dumai Market, totalling 100 respondents. The sampling technique in this research was purposive sampling with the

criteria of having bought second-hand clothes at Senggol Market, Dumai.

RESULTS AND DISCUSSION

Respondent Identity

The respondents' identities in this study can be seen in Table 1. Most respondents are women aged 20-29 years and have student status.

Table 1
Identity Respondent

Respondent Characteristics	Total Respondents	Percentage %
Gender		
Male	45	45%
Female	55	55%
Age		
<20 year-old	29	29%
20-29 year-old	66	66%
30-39 year-old	5	5%
Job		
Civil Servants	2	2%
Employee	8	8%
Entrepreneur	8	8%
Student	71	71%
Others	11	11%
Total	100	100%

Source: SPSS Processed Data 23, 2023

Data Quality Test

Validity Test

Validity tests are carried out to ensure that the questions correctly measure the variables. Based on the data in Table 2, it can be seen that all variables have passed the validity test.

Table 2
Validity Test

Variable	Item	Significant	Explanation
Lifestyle	X11	0,000	Valid
	X12	0,000	Valid
	X13	0,000	Valid
	X14	0,000	Valid
	X15	0,000	Valid
	X16	0,000	Valid
	X17	0,000	Valid
Product Quality	X21	0,000	Valid
	X22	0,000	Valid
	X23	0,000	Valid
	X24	0,000	Valid
	X25	0,000	Valid
	X26	0,000	Valid
Price Perception	X31	0,000	Valid
	X32	0,000	Valid
	X33	0,000	Valid
	X34	0,000	Valid
	X35	0,000	Valid
Purchasing Decisions	X31	0,000	Valid
	X32	0,000	Valid

Variable	Item	Significant	Explanation
	X33	0,000	Valid
	X34	0,000	Valid
	X35	0,000	Valid
	X35	0,000	Valid

Source: SPSS Processed Data 23, 2023

Based on Table 2 above, the results of the summary of validity tests for each statement state that the lifestyle variables, product quality, price perception and purchasing decisions can be seen that the significant value for each statement is <0.05 . This shows that the data is valid because it meets the assumptions of the validity test.

Reliability Test

Reliability tests is carried out to ensure that the instrument used is reliable, that is, consistent when repeated.

Table 3
Reliability Test

Variable	Cronbach's Alpha	Exp
Lifestyle (X_1)	0,847	Reliable
Product Quality (X_2)	0,826	Reliable
Price Perception (X_3)	0,880	Reliable
Purchasing Decisions (Y)	0,858	Reliable

Sumber : Data Olahan SPSS 23, 2023

Based on Table 3 above, it can be seen that the Cronbach's Alpha value for each variable in the research is

Table 4
Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3,000	2,095		1,432	,155		
Lifestyle	,367	,090	,374	4,092	,000	,577	1,734
Product Quality	,206	,116	,180	1,773	,079	,466	2,146
Price Perception	,298	,102	,292	2,932	,004	,486	2,056

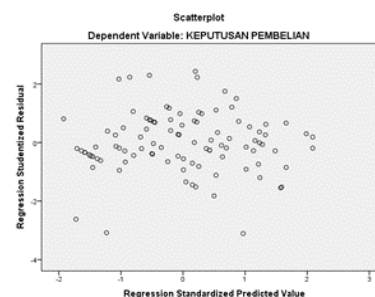
a. Dependent Variable: Purchasing Decisions

Source: SPSS Processed Data 23, 2023

Based on Table 4, it can be concluded that the lifestyle variables, product quality and price perception do not have multicollinearity. This is because the results of the Multicollinearity test have met the assumptions where the VIF value is < 10 and the Tolerance value is above 0.1.

Heteroscedasticity Test

Figure 2
Heteroscedasticity Test

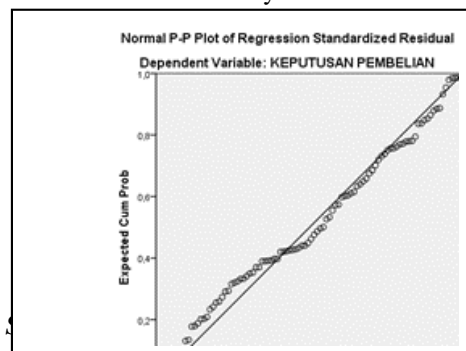


Source: SPSS Processed Data 23, 2023

> 0.60 . This shows that each variable is reliable and worth testing in subsequent tests.

Classic Assumption Test Normality Test

Figure 1
Normality Test



Based on Figure 1, it can be seen that the independent variable and dependent variable data have a normal distribution or spread because the data or points are widely spread around the diagonal line and follow the direction of the diagonal line; this means that the data that has been tested has a normal distribution and can be used.

the Y-axis, so it can be concluded that the regression model in this study does not contain heteroscedasticity.

Data Analysis

Multiple Linear Regression Analysis

To answer the formulation of this research problem, multiple linear regression analysis was carried out. Detailed test results can be seen in Table 5.

The resulting regression equation is:

$$Y = 3,000 + 0.367X_1 + 0.206X_2 + 0.298X_3 + e$$

Based on the regression equation, it can be explained that the constant value (a) is 3,000. This means that if lifestyle, product quality and price perception are assumed to be zero (0), the purchasing decision is 3,000. The lifestyle

regression coefficient value of 0.367 states that if lifestyle increases by one unit, purchasing decisions will increase by 0.367. The same conclusion was obtained for the product quality and price perception variables. A one-unit increase in these two variables will increase purchasing decisions by 0.206 and 0.298.

Based on the data from Table 5, only two variables have a positive and significant influence: lifestyle and price perception. *t* calculated for lifestyle is 4.092 with a significance level of 0.000. This means that the first hypothesis, which states that lifestyle positively and significantly influences purchasing decisions for second-hand clothing at Senggol Market, Dumai, is proven. This research is in line with research conducted by Winingsih (2021), which examined the influence of lifestyle on the decision to purchase used clothing among STIESIA Surabaya students.

Table 5
Linear Regression Analysis

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3,000	2,095		1,432	,155
	Lifestyle	,367	,090	,374	4,092	,000
	Product Quality	,206	,116	,180	1,773	,079
	Price Perception	,298	,102	,292	2,932	,004

a. Dependent Variable: Purchasing Decisions

Furthermore, positive but insignificant results were obtained for the product quality variable (*t* count of 1.773 and Sig). Value of 0.079. This research aligns with research conducted by Farisa and Susanti (2020), who examined the influence of product quality on 3-second fashion purchasing decisions in the Marketplace. Their research found that product quality partially did not affect purchasing decisions.

The final variable in this research is price perception. The calculated *t* value for price perception is 2.932, and the Sig value is 0.000. This means that price perception positively and significantly influences purchasing decisions for second-hand clothing at Senggol Market, Dumai. This research is in line with Sarasmitha et al.,(2022), which found that price perceptions positively and

significantly affected clothing purchasing decisions at Thrifty Second Ponorogo.

Test F (Simultaneous)

Table 6 shows that the F_{count} is 37.313 with a significance of 0.000, and the total F_{table} statistic is 2.70. Thus, it is known that F_{count} is (37.313) > F_{table} (2.70) with a significance of 0.000 < 0.05. This means that simultaneously or simultaneously, lifestyle, product quality and price perception influence purchasing decisions on second-hand clothing at Dumai's Senggol Market.

Table 6
Simultaneously Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	826,284	3	275,428	37,313	,000 ^b
	Residual	708,626	96	7,382		
	Total	1534,910	99			

- a. Dependent Variable: Purchasing Decisions
 b. Predictors: (Constant), Price Perception, Lifestyle, Product Quality
 Source: SPSS Processed Data 23, 2023

Coefficient of Determination Test (R²)

Table 7
 Coefficient of Determination Test (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,734 ^a	,538	,524	2,717	1,975

a. Predictors: (Constant), Price Perception, Lifestyle, Product Quality

b. Dependent Variable: Purchasing Decisions
 Source: SPSS Processed Data 23, 2023

Based on Table 7, it can be seen that the resulting correlation value (R) is 0.734. So, there is a sufficient relationship between the independent and dependent variables.

Meanwhile, the adjusted R Square value is 0.524. This shows that lifestyle variables, product quality and price perception influence 52.4% of purchasing decisions, while the remaining 47.6% is influenced by other variables not examined in this research.

CONCLUSION

Based on research findings that have been conducted regarding the influence of lifestyle, product quality and price perceptions on decisions to purchase second-hand clothing at Dumai's Senggol Market. The following conclusions can be drawn from the problem formulation, data analysis and discussion in the previous chapter:

1. Based on research findings, lifestyle has a partially positive and significant effect on the decision to purchase second-hand clothing at Dumai's Senggol Market.
2. Based on research findings, product quality does not positively and partially significantly affect the decision to purchase second-hand clothing at Senggol Dumai Market.
3. Based on research findings, price perception has a partially positive and significant effect on the decision to purchase second-hand clothing at Dumai's Senggol Market.
4. Based on research findings, lifestyle, product quality and price perception simultaneously positively and significantly affect the decision to purchase second-hand clothing at Dumai's Senggol Market.

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