The Effect of Brand Image, Product Quality, and Price on Thriftshop Clothing Purchasing Decisions in Medan City (Case Study @cchase.id)

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Abstract

Secondhand clothing, especially among teens, has become more fashionable because most people consider it unique and classic. Indonesia sold more imported used garments due to their higher quality and lower price. Demand for imported used clothes is rising. Fans and customers can buy affordable, wearable famous brand outfits. This study examines how brand image, quality, and price affect buying decisions. This quantitative study collects data using a questionnaire and analyzes it using IBM SPSS Software. Probability and puposive sampling were utilized in this investigation. Research instrument tests, classical assumption tests, model accuracy tests, multiple linear analysis, and partial tests are used in data analysis. Brand image, product quality, and price influence Medan City Thriftshop clothes purchases, according to Hasi research. Brand image strongly influences used apparel purchases. Brand image t test has 0.000 0.05 significant level and 3.904 > 1.655 t-count > t-table value. Product quality strongly influences used clothing purchases. The t-test results for product quality indicate a significance level of 0.000 < 0.05 and a t-count > t-table value of 1.747 > 1.655. Price strongly influences used clothing purchases. The t-test results for the price variable indicate a significance level of 0.000 < 0.05 and a t-count value of 3.753 > 1.655. Thus, brand image, quality, and pricing influence purchases.
Keywords: Brand Image, Product Quality, Price, Purchase Decision

Introduction

Technological advances in the digitalization era have now increased human dependence on technology, because of the ease of access to its use (Savira & Yulianti, 2022). This is a human and technological advancement. The development changes the style of dressing. Local traditions can influence clothing design. Western culture influences fashion, with luxury labels in demand (Mufidah, 2022). Well-known foreign branded clothing is said to enhance social status and style. This has led to austerity, or buying cheap foreign branded goods (Aisyah, 2022).

According to (Pardede, Akhmad, & Kinasih, 2023) defines "thrifting" as used goods. Used goods can be used and sold. According to research, college students are more likely to use second-hand clothing because of their fashion expertise and their ability to get cheaper products. Second-hand clothes are cheaper, well-known brands, and in good condition. According to (Ate, Iriani, & Novitawati, 2023) old clothes that are worth wearing are not damaged, torn, deformed, stained, or garishly colored.

The popularity of trendy and second-hand items in Indonesia may increase imports. BPS export-import data shows imports of second-hand clothing rose 607.6% in January-September 2022. Indonesia imported 26.22 tons of second-hand clothing worth US$272,146 or Rp4.21 billion in 2022, according to BPS. In 2023, Indonesia imported 12.86 tons of used clothing worth US$29,759. The value dropped 89.07% from US$272,146 last year (Karawang, Zahra, & Fadilla, 2024)
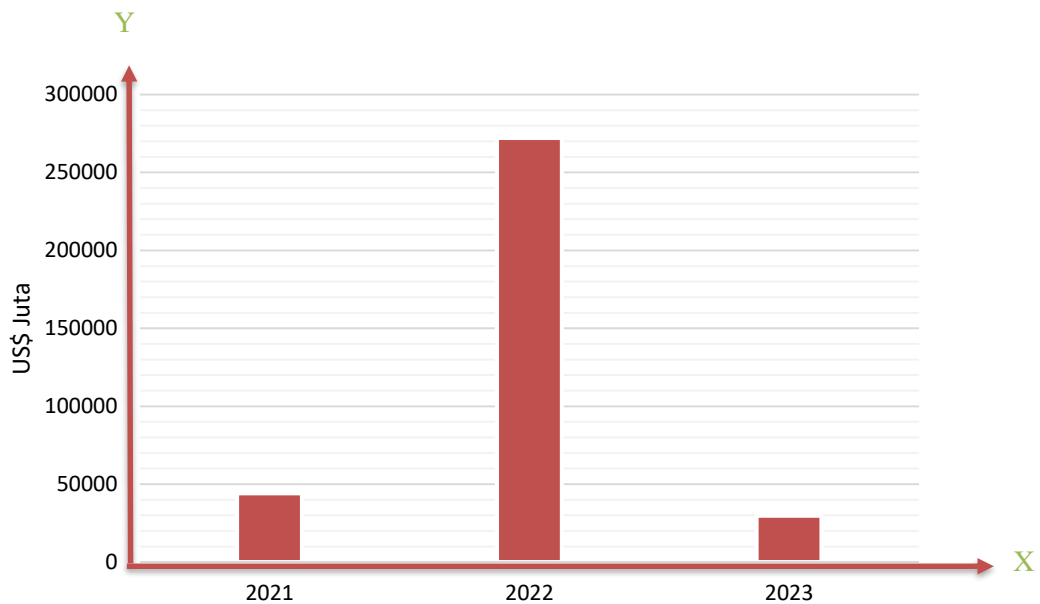

Figure 1
Increase in Imports of Used Clothing
Source https://www.bps.go.id/id/exim

The Ministry of Trade (MoT) destroyed IDR 174.8 billion worth of imported used clothing and footwear in 2023, as seen in the graph above. The Small and Medium Enterprises Division of the Ministry of Cooperatives and SMEs Hanung Harimba reports that Ministry of Trade Regulation No. 51/2015 restricts

the import of used clothin (Noor, 2023) There are still many sellers of used clothing. Second-hand goods have become popular due to low prices, good quality, international clothing brand images, social media marketing, and more. According to (Haniyah, 2023) defines price as a collection of commodities or services received by paying a certain amount of money. Cheap second-hand clothes are cheaper than branded ones. Therefore, many buy second-hand clothes because of their price and value.

Consumers consider both product quality and price (Ikhwan, Raof, Ehkan, Yacob, & Aslami, 2023). Second-hand clothing is used but still usable, therefore product quality is very important (Rafly & Hadita, 2024). Kotler & Keller in (Saputro & Irawati, 2023) define product quality as meeting consumer expectations. To increase customer happiness, of course, you must develop a strategy to maintain product quality as a business actor.

Consumers who buy high-quality goods identify brands that have a good reputation. According to (Ardrarani & Rachmawati, 2023) defines consumer memory and introspection to form a brand image. Business people must produce a positive impact on a product to survive in the clothing market, especially used clothing (Harahap, Harahap, & Tambunan, 2022). Having a brand image helps a product to succeed when consumers remember the category first (Dwihutomo, 2022). In the fashion sector, new and used clothing merchants compete. Choose the right marketing plan to increase sales. Using social media is one of the strategies. Social media is an online platform for direct user connection, engagement, and content sharing (Khofifah, Salim, & Slamet, 2023). On social media, sellers can influence customers with words, photos, videos, and sounds.

According to Ajaen in (Savira & Yulianti, 2022) buying intentions are based on consumer behavior. We consider intention as a motivator to influence behavior. The theory of planned behavior (TPB) states that purchase intentions influence consumer behavior, such as purchasing decisions, and that attitudes, subjective norms, behavioral control, purchase intentions, purchasing decisions, packaging, and brand image influence purchase intentions. Therefore, brand image, product quality, price, and purchase decisions are influenced by purchase intention (Nurbaiti, Asmuni, Soemitra, Imsar, & Aisyah, 2023).

Some of the factors above influence consumer purchases. Kotler and Armstrong in (Pratiwi, Basalamah, & Normala, 2022) define purchasing decisions as buyers who make purchases. Decision makers are buyers and users. The purchase decision is the final consideration of a product or service. The above summary shows that social media can influence brand image, product quality, and purchase price. Price is another element besides brand image. Price is what buyers pay for goods. Price drives purchase intention. Because most buyers are looking for high-quality and inexpensive goods. Thus, when buying a product, buyers always compare prices.

Clothes in this charity shop are sold at prices ranging from Rp30,000 to Rp150,000, according to field surveys. The Instagram account @cchase.id sells branded second-hand clothes for Rp50,000-Rp100,000. According to the survey, Medan City students think that used items are cheaper than new items. The low price of @cchase.id's secondhand clothing affects customer purchases. Price is the main way customers gather information. To simplify data for customers, @cchase.id organizes the product catalog on Instagram in various ways. Product

type, brand, price, size, and condition are detailed in the product catalog. Consumers are very concerned about price when buying products. Price greatly influences customer purchases (Muhammad Irwan Padli Nasution, Nurbaiti, Nurlaila, Rahma, & Kamilah, 2020). This is because most consumers are looking for products that are high quality and inexpensive (Seker, 2023). When buying a product, buyers always compare prices.

A person's lifestyle mode includes their fashion behavior, opinions, and interests (Anwar, Darpito, & Nurrohim, 2022). Lifestyle fashion strongly influences fashion purchases (Rosi, Dewi, & Mahargiono, 2022). Lifestyle and the role of media in spreading fashion and lifestyle remain large. This makes young people want to know the development of fashion to stay current. Marketing managers must study customer decision making to understand how data is collected, trust is built, and products are selected to influence consumer purchases (Ambardi, Aini, Husnayeti, & Helmi, 2023). This encourages the author to research online buyers of used goods on Instagram @cchase.id.

Research (Imaroh & Marlena, 2023) found that lifestyle, product quality, and price influence the purchase of imported used clothing. According to research (Andriani & Srihandayani, 2021), price affects purchases positively and significantly. Good quality also affects purchases (Marliyah, Yafiz, Dharma, & Syarbaini, 2023). A study shows that brand image, product quality, and price influence Medan consumers' purchases of imported used clothing at @cchase.id. This study indicates that brand image, product quality, and price have an effect on purchasing decisions. Research should replace or add variables that are not used for purchasing decision assessment. This research targets Medan residents aged 18-30 who buy used clothing and follow @cchase.id on Instagram. Business owners, especially used clothing and fashion store owners, should study this research because it will explain how price, product quality, brand image, and social media marketing influence consumer purchasing decisions.

This supports the idea that brand image, product quality and price influence consumer purchases as a marketing tool for companies. Since second-hand clothing is very popular and cheap, many people, especially university students, want to set up businesses and buy them. This background encourages research on how brand image, product quality, and price influence the purchase of used clothing in Medan City (Case Study @cchase.id). This study examines how the influence of brand image, product quality, and price on the purchase of used clothing for Medan city consumers at @cchase.id and can help readers or fashion business people in competing.

Methodology

This research uses quantitative methods. Quantitative techniques evaluate the variables of the research tool. The results are in the form of numerical data that is analyzed statistically. According to Creswell (Ardrarani & Rachmawati, 2023). This research covers Medan residents. A representative sample is required (Dwihutomo, 2022). Hair's formula determines the sample size. This research uses probability sampling with purposive sampling because it gives each member of the population the same opportunity to be sampled (Khofifah et al., 2023). The structure of this research is based on the formulation of problems and literature review regarding brand image, product quality, and price and their influence on purchasing decisions:
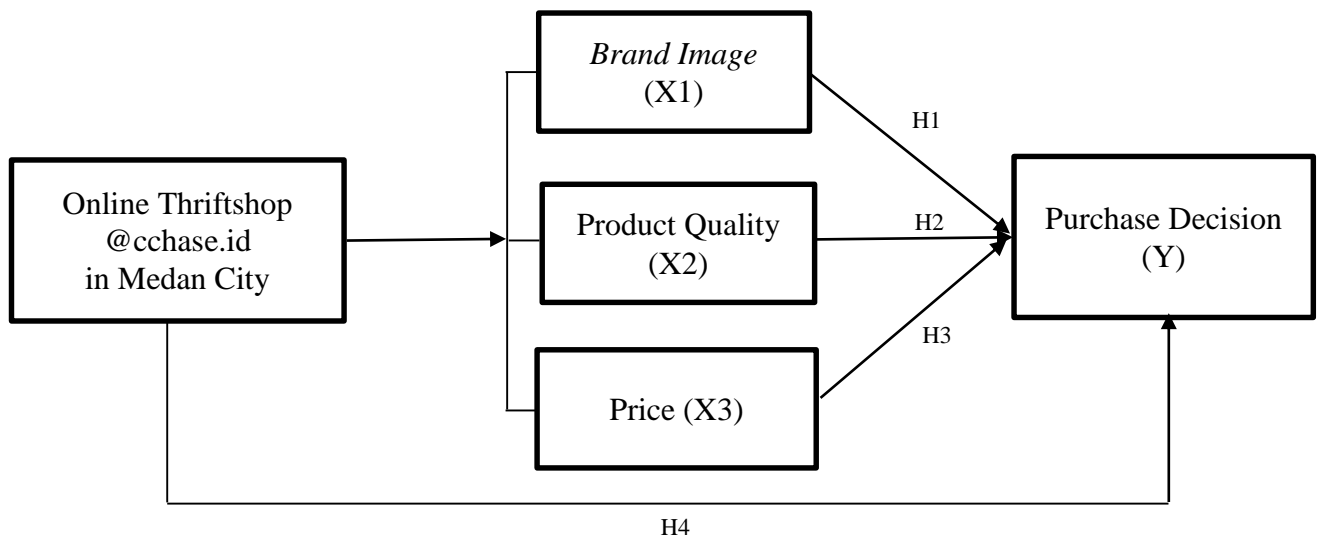

Figure 2
Framework

Research instrument test, classical assumption test, model accuracy test, multiple linear analysis, and partial test are used. This study can detect whether the independent variable and the dependent variable are positively or negatively correlated and predict the value of the dependent variable if the independent variable changes. Data is usually interval or ratio scale (Pratiwi et al., 2022). This study examines how menu modifications, product quality, and position affect purchasing decisions using multiple regression. Customers who buy clothes from Thriftshop Online @cchase.id Medan City were surveyed. Each question item was scored 1-5 on a Likert scale to calculate the questionnaire.

Results and Discussion

The respondents of this study are residents of Medan City aged 18-30 years old who are second-hand consumers who have purchased second-hand clothes. Respondent data was collected by sending questionnaires through Google Forms. Although there were 84 correct responses, 4 questionnaires were damaged and could not be processed, so only 80 surveys could be used.

Research Instrument Test

Testing of this research instrument is carried out to ensure the most appropriate and responsible interpretation of the results of the questionnaire or questionnaire. Testing of this research instrument includes validity and reliability tests.

Validity Test

This study calculates each variable statement for validity. The ratio of r count to the degree of freedom (df) table determines significance. The results are

Table 1
Validity Test Results

Variabel	Statement	R_{Count}	R_{tabel}	Description
Brand Image	X1.1	0,420	0,217	Valid
	X1.2	0,614	0,217	Valid
	X1.3	0,597	0,217	Valid
	X1.4	0,473	0,217	Valid
Product Quality	X2.1	0,632	0,217	Valid
	X2.2	0,609	0,217	Valid
	X2.3	0,650	0,217	Valid
	X2.4	0,689	0,217	Valid
	X2.5	0,637	0,217	Valid
Price	X3.1	0,765	0,217	Valid
	X3.2	0,688	0,217	Valid
	X3.3	0,679	0,217	Valid
	X3.4	0,706	0,217	Valid
Purchase Decision	Y1	0,319	0,217	Valid
	Y2	0,511	0,217	Valid
	Y3	0,627	0,217	Valid
	Y4	0,571	0,217	Valid
	Y5	0,599	0,217	Valid
	Y6	0,573	0,217	Valid

Source: SPSS 2024

Overall, $R_{Count} > R_{table}$. These results validate all indicators of brand image, product quality, price, and purchasing decisions..

Reliability Test

A Cronbach Alpha value of less than 0.6 indicates H0 reliability for the question or statement indicator. Ha is accepted if Cronbach Alpha is below 0.6 (Hillary, 2023). Based on Cronbach Alpha, SPSS software is used for testing:

Table 2
Reliability Test Results

Variabel	Cronbach Alpha Value	Standar Reliabel	Description
Brand Image	0,623	0,6	Reliabel
Product Quality	0,645	0,6	Reliabel
Price	0,668	0,6	Reliabel
Purchase Decision	0,606	0,6	Reliabel

Source: SPSS 2024

This data processing shows that all variables have a Cronbach's Alpha value above 0.60. Thus, respondents answered each question or phrase consistently.

Classical Assumption Test
Normality Test

Processing data If the results exceed 5% or 0.05, the data is regularly distributed. The data is not normally distributed if the One Sample Kologorov Smirnov test result is below 5% or 0.05. Normal distribution test(Yuniati & Siagian, 2023). The following are the results of the normality test:

Table 3
Normality Test Results

One-Sample Kolmogorov- Smirnov	
	Unstandardized Residual
N	80
Asymp. Sig. (2-Tailed)	0,878

Source: SPSS 2024

The Asymp value of the normality test above shows this. The significance value is 0.878. This supports the idea that the residual values are normally distributed.

Multicollinearity Test

VIF indicates the presence of multicollinearity. Variation Inflation Factor (VIF) can indicate the presence of multicollinearity. Multicollinearity occurs when the VIF is less than 10. Multicollinearity does not exist if the tolerance and VIF values are greater than 0.10 (Karnawati & Santoso, 2023).

Tabel 4
Hasil Uji Multikolinieritas

Variabel	*Tolerance*	VIF	Description
Brand Image	1,012	0,988	
Product Quality	1,079	0,927	No Multicollinearity
Price	1,068	0,936	

Source: SPSS 2024

This shows that the tolerance and VIF values for brand image are 1.012 and 0.988, product quality 1.079 and 0.927, and price 1.068 and 0.936. The brand image, product quality, and price variables meet the regression analysis criteria because they do not show multicollinearity.

Heteroscedasticity Test

Heteroscedasticity occurs when observer variances and residual values are different. Homoscedasticity occurs when observers have the same variance and residual values. Evidence of heteroscedasticity in data measurement can be found in significant results. Heteroscedasticity does not exist if the result is greater than 0.05 (Pertiwi, Wulandari, & Mardiyana, 2024). Table 2 heteroscedasticity test results:

Table 5

Heteroscedasticity Test Results

Variabel	t	Sig	Description
Brand Image	0,628	0,988	No Heteroscedasticity Symptoms Occur
Product Quality	0,523	0,927	
Price	1,287	0,936	

Source: SPSS 2024

The table above shows that Brand Image (X1), Product Quality (X2), and Price (X3) have an effect on Purchasing Decisions (Y) with sig values of 0.988, 0.927, and 0.936. This research regression model rarely occurs heteroscedasticity. To avoid heteroscedasticity, sig must exceed 0.05 or 5%.

Model Stability Test Results
Simultaneous Test (F Test)

The "Goodness of Fit" test assesses the appropriateness of the model for studying population estimates. F-count > F-table and H_0 is rejected, so the regression model is not practical. If F_{count} exceeds F_{table}, H_0 is accepted (Syakira et al., 2023). The following are the results of the tests that have been carried out, namely:

Table 6

Simultaneous Test Results (F Test)

ANOVA		
Model	**F**	**Sig**
1	10,922	0,000

Source: SPSS 2024

The F-count value is 10.922 and the significance level is 0.000. The F-table value is 2.43 and the simultaneous influence of brand image, product quality, and price on purchasing decisions shows that the F-table value is 0.000.

Determination Test (R²)

R-Square explains how exogenous variables affect endogenous variables to determine the proportion of variance (Fauziah & Setiawan, 2022) Cross-sectional data with a high coefficient of determination (r2) is difficult to use for research. If the coefficient of determination is above 20%, the research results can be analyzed and estimated (Putri, Mutia, & Siregar, 2023). The results of the coefficient of determination test are below.

Table 7
Determination Coefficient Test Results (Adjusted R²)

Model Summary	
Model Summary	**Adj R Square**
1	0,274

Source: SPSS 2024

As seen in the previous table, the adjusted R square is 0.274. This shows that brand image, product quality, and price strongly influence the purchase of frugal products.

Multiple Linear Regression Analysis Results

This study has one dependent variable and three independent variables, so multiple linear regression was performed. This study examines how brand image, product quality, and price influence purchasing decisions. This study analyzes how brand image, product quality, and price influence purchasing decisions. The test results are as follows:

Table 8
Multiple Linear Analysis Results

Cofficients			
Variabel	**B**	**t**	**sig**
Constant	11,517	4,306	0,000
Brand Image	0,263	3,904	0,000
Product Quality	0,122	1,347	0,182
Price	0,409	3,753	0,000

Source: SPSS 2024

The formulation of multiple linear regression in this study is as follows:

$$\hat{Y} = \lambda + \beta 1 X1 + \beta 2 X2 + \varepsilon$$

$$= 11{,}517 + 0{,}263\ X_1 + 0{,}122\ X_2 + 0{,}409\ X_3$$

The interpretation of the multiple linear regression equation in Table 7 shows a fixed value of 11.517, so brand image (X1), product quality (X2), and price (X3) have no effect on purchasing decisions. The probability of purchase remains the same in the absence of independent variables. Product quality factor 0.263 (X1). Purchasing decisions increase by 0.263 every one unit increase in price, assuming

other factors remain at 13.058. The product quality coefficient (X2) is 0.122. Variations in product quality increase purchasing decisions by 0.122 if other factors remain 11.517. Price factor 0.409 (X3). If other variables remain at 11.517, then the variation in brand image increases purchasing decisions by 0.409.

Hypothesis Test Results (T Test)

The t coefficient table in the sig column shows the results of the t test. The significance test with a probability of 0.05 shows the partial effect of the independent component on the dependent variable. All impacts of independent variables on the dependent variable are tested using the t-test. The results are as follows:

Table 9
T-Test Results

Cofficients		
Variabel	**t**	**sig**
Constant	4,306	0,000
Brand Image	3,904	0,000
Product Quality	1,747	0,010
Price	3,753	0,000

Source: SPSS 2024

Brand image is significant at 0.000 with a t value of 3.904. T table = 1.655. Thitung = 3.904> 1.655, p < 0.05. Thus, brand image affects consumer purchases. Product quality has a tcount value of 1.747 and a significance level of 0.010. T table = 1.655. The tcount value of 1.747> 1.655 and significant at 0.010 0.05. Thus, product quality substantially affects consumer choice. The tcount value of price is 3.753 and the significance level is 0.000. The t table value shows 1.655. The tcount value of 3.753 is greater than 1.655, with a significance level of 0.000 <0.05. Price greatly influences purchasing decisions.

Discussion

Brand image affects purchasing decisions with a significance level of 0.000 <0.05 and a tcount value of 3.904> 1.655. Thus, brand image greatly influences purchases. Buyers consider price first. Brand image is the consumer's perception of the product. Brand image describes product recognition without explanation. Shoppers buy well-known second-hand clothes to improve their social status, therefore brand image is important. The brand image of the product must be maintained to maintain consumer confidence. Brand image affects product purchases. This study supports the findings (Faisal, Savitri, & Suroso, 2023) that partially brand image (X1) has a positive effect on purchasing choices (Y).

The impact of product quality on purchasing decisions is supported by statistical testing (tcount value: 1.747 > 1.655, significance: 0.010 < 0.05). Thus, product quality has an impact on purchase. Products must differentiate themselves, especially in quality. Quality is how well a product fits the needs of consumers. Products should have unique value and quality. Quality improves purchasing decisions. Quality control makes the clothes worn unfit for the market, even if they come from a high-quality company. This study confirms (Saputra & Sukmawati,

2023) that product quality affects purchases. Purchasing decisions increase with product quality, according to 0.573 and 0.000.

Price has a significant effect on purchasing decisions, as indicated by the tcount value of 3.753> 1.655 and a significance level of 0.000 <0.05. The price variable greatly influences the purchase. Cost comparison makes consumers assess whether the price offered is in accordance with the value obtained. Second-hand clothing is popular because it is cheap. This study validates the findings (Nasution, 2023) that price has a positive and significant effect on purchasing decisions.

Conclusion

The study of brand image, product quality, and price on the purchase of Thriftshop clothing in Medan City (Case Study @cchase.id) found the following. Brand Image is very influential on consumer decisions to buy used clothing. The brand image t test shows a significance level of 0.000 0.05 and a tcount> ttable value of 3.904> 1.655. Product quality is very influential on consumer decisions to buy used clothing. The t-test findings for product quality show a significance level of 0.000 <0.05 and a tcount> ttable value of 1.747> 1.655. Price has a significant effect on consumer decisions to buy used clothing. The t-test findings for the price variable show a significance level of 0.000 <0.05 and a tcount value of 3.753> 1.655.

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