THE INFLUENCE OF PRICE, ADVERTISING ATTRACTIVENESS, BRAND AND PRODUCT QUALITY ON DECISIONS TO PURCHASE USED CLOTHING

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ABSTRACT

The used clothing is currently a fashion trend, especially among teenagers. The popularity of second-hand clothing is increasing because most people consider second-hand clothing as unique and classic fashion. Thus increasing people's buying interest in used clothing products. Buying interest itself is consumer behavior that occurs as a reaction to an object which indicates a person's desire to buy an item. The aim of this research is to determine the influence of price (X1), advertising attractiveness (X2), brand (X3) and product quality (X4) on purchasing decisions (Y) for used clothes at the Rafa thrift store in Surabaya. The approach to this research uses a quantitative approach, with questionnaire data collection techniques. The population in this study consisted of 105 Thrift Rafa Store used clothing customers in June-August 2024. The sample was determined using the formula proposed by Slovin to obtain a sample size of 51. Data obtained from distributing questionnaires will be processed using the SPSS program. The results of the data obtained from the T test is that all independent variables have a positive significant influence partially towards purchase decision. As for simultaneous influence, all independent variables all together has a positive significant influence towards purchasing decisions, with the variable of brand having the most dominant influence on purchasing decisions.

Keywords : Price, Advertising Attractiveness, Brand, Product Quality, Purchasing Decisions, Used clothing

A. INTRODUCTION

Calculated from 2000 to 2020, clothing or garment production in the world has doubled from before. The types of clothing purchased by consumers are usually jackets, trousers and shirts, this amount of consumption has also increased by 60% compared to the early years of the 21st Century. With this increase, in several countries it is even more common to find used clothing waste which ends up piling up in landfills (Wiprächtiger, M. et al, 2022). It turns out that 50 percent of world textile products are produced by China. China finally had to face the problem of massive pollution from its garment industry. However, China is dealing with this by recycling used clothes from all over the world to be reprocessed into thread. On January 2018, the Chinese government banned the import of 24 industrial raw materials from around the world for recycling due to trade protection. This regulation will certainly have an impact on pollution throughout the world (Pang, R., Zheng, D., Shi, M., & Zhang, X., 2019). Used clothes are currently a fashion trend, especially among teenagers. The popularity of second-hand clothes is increasing because most people consider second-hand clothes as unique and classic fashion, not to mention the cheap price. Buying interest itself is a form of consumer behavior that occurs as a reaction to an object which indicates a person's desire to buy an item. One of the elements that manipulate buying interest or purchase decision is obviously brand image. Brand Image is influenced by several factors including; the type of product, decisions about the shape of the product, decisions about the brand image, decisions about the time of purchase, and decisions about payment method. Likewise, in the market to buy an item, it must be influenced by the quality of the item purchased, the attractiveness of the advertisement, the brand and price of the item.

When purchasing, consumers usually inspect the quality of a product from its external appearance. In general, consumers purchase products to fulfill their needs and desires by paying attention to the quality of the product (Kotler et al, 2013). Quality is important for consumers, consumers tend to choose goods or services according to their perception of the quality of the product, because each consumer has a different perception of the quality of a product. Furthermore, price is also crucial as it is the amount of money that customers have to pay to obtain the product (Aristo, 2016). The price of a product is an important factor in purchasing decisions, because consumers will buy if the price offered is in accordance with the quality of the product and the consumer's abilities. According to Lupiyoadi in (Utami, 2016), price indicators include: (1) The price offered is affordable for the customer's purchasing power. (2) The price offered is in accordance with the benefits obtained by customers. (3) There are discounts given to consumers. Apart from product quality and price, purchasing decisions can also be influenced by the attractiveness of the advertising carried out by the manufacturer. It is understandable since advertising attractiveness is definitely one of the important things for a business to achieve the desired results.

Based on the background above, it can be concluded that the problem formulation of this research is as follows: 1. Does price influence the decision to purchase used clothing products; 2. Does advertising attractiveness influence the decision to purchase used clothing products; 3. Does the brand influence the decision to purchase used clothing products; 4. Does product quality influence the decision to purchase used clothing products; 5. Which variables among price, advertising attractiveness, brand and product quality have the most dominant influence on purchasing decisions.

B. LITERATURE REVIEW
Price

According to Kotler and Armstrong (2012), in a narrow sense, price is the amount charged for a product or service, more broadly, price is the sum of all the values given by customers to gain benefits from owning or using a product or service. The research results show that there is a significant influence between product, price and promotion on Woles Chips consumer purchasing decisions(Aristo,2016).

Price indicators include:1. Price matches product quality,2. Price competitiveness. Advertising Attractiveness refers to the approach used to attract consumers' attention and influence their feelings towards a product (Arief, Z., Sulistijono, I. A., & Ardiansyah, R. A., 2015).

Advertising appeal refers to the approach used to attract consumers' attention and influence their feelings towards a product (Arief, Z., Sulistijono, I. A., & Ardiansyah, R. A., 2015). According to Fajriani The results of his research show that The Rational Advertising Attractiveness has a significant effect on purchasing decisions with The beta coefficient value is 0.579 and the t significance level is 0.002. There are several types of advertising Attractiveness used, namely rational advertising appeals, rational advertising Attractiveness and mixed advertising Attractiveness (Fajriani H, 2018).

Brand

According to Kotler (2013) a brand is a name, term, sign, symbol, or design, or a combination of these, which is intended to identify goods or services from one seller or group of sellers and differentiate products or services from competitors. According to Kotler, P., Keller, K. L., & Ang, S. H. (2018), brand image measurement can be done based on the following brand image aspects: 1. Strength; 2. Uniqueness; 3. Excellence. (Pratama & Muhlisin, 2023)

Product Quality

According to Kotler and Armstrong, (2010), product quality is a potential strategic weapon to beat competitors. The ability of product quality to demonstrate various functions including durability, reliability, accuracy and ease of use. Product Quality Indicators include 1. Product performance;2. Product Features;3. Product durability. The results on a study about product quality proves that: (1) product quality has a significant effect on purchasing decisions, (2) promotions have a significant effect on purchasing decisions, (3) price has a significant effect on purchasing decisions, and (4) product quality, promotion, and price are overall. simultaneous significant effect on purchasing decisions (Indayanti, R., 2022).

Based on the literature review above, the researcher produced a conceptual framework or framework of thinking which became the basis and foundation for this research. This conceptual framework of thinking consists of four independent variables, namely price, advertising attractiveness, brand, product quality. and it has one dependent variable, the purchasing decision variable. The conceptual framework model can be seen in Figure 1.
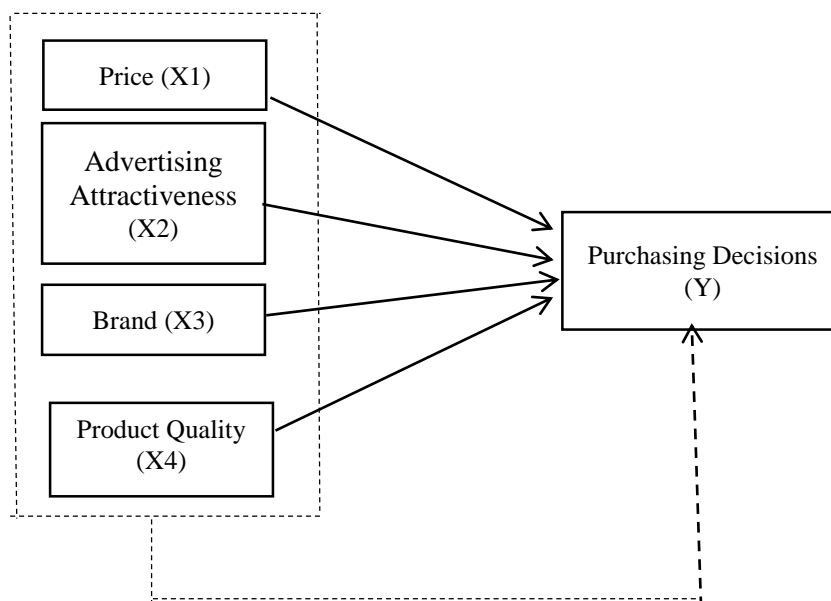

Figure 1. The Conceptual Framework Model

This study presents hypotheses to facilitate understanding of the problem under study. Based on the background, problem formulation, and literature review, the researcher concludes that the hypothesis in this study is:

H1 : Price significantly influences Purchase Decision

H2 : Advertising Attractiveness significantly influences Purchase Decision

H3 : Brand significantly influences Purchase Decision

H4 : Product Quality significantly influences Purchase Decision

H5 : Price, Advertising Attractiveness, Brand, Product Quality simultaneously have a significant effect on Purchase Decisions.

H6 : The variable brand is the most dominant influence on Purchase Decisions.

C. RESEARCH METHODS

The research method used is a quantitative method. Based on Arifin, Pratama, & Utomo, (2023) Method that relies on objective measurements and mathematical analysis (statistics) of data samples obtained through questionnaires, opinion polls, tests, or other research instruments to prove or test hypotheses (temporary assumptions) proposed in the research. According to

(Sugiyono, 2013) a sample is a part of the characteristics possessed by a population. The population in this study consisted of 105 customers of RafaThrift Store between June-August 2024. The sample was determined using the formula proposed by Slovin to obtain a sample size of 51 (Ridwan, 2005). The data analysis technique using multiple linear regression analysis is an analysis used by researchers, if they intend to predict the condition (rise and fall) of the dependent variable (criteria), if two or more independent variables as predictor factors are manipulated (rise and fall). decreased in value) (Sugiyono, 2013). In this study the researcher used data collection by questionnaire (questionnaire) and used a Likert scale interval 1-5 with a score of 1 = strongly disagree (STS), score 2 = disagree (TS), score 3 = neutral (N), score 4 = agree (S), and a score of 5 = strongly agree (SS). Data obtained from distributing questionnaires will be processed using the SPSS program. To ensure that the data obtained, validity tests, reliability tests and classical assumption tests were carried out. The t-test in this research aims to find out how much influence an independent variable individually has in explaining the dependent variable. The F statistical test is used to see whether all the independent variables included in the model have a joint influence on the dependent variable.

D. RESEARCH RESULTS AND DISCUSSION

Based on the questionnaire data that has been collected, the following are the results of testing the coefficient of determination using the SPSS program:

Table 1. Coefficient of Determination Test Results (Test-R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,793[a]	,629	,590	,32713

Source : Data processing

Predictors: (Constant), X1, X2, X3,X4
Dependent Variable: KP

Based on the SPSS output table above, it shows that the R-square value in this study is 0.629 or 62.9%, which means that the level of the Purchasing Decision variable as the dependent variable can be explained by the independent variables, namely Design, Color, and Price of 62, 9%, while the remaining 37.1% is influenced by variables outside this study.

Based on the questionnaire data that has been collected, the following are the results of simultaneous significance testing (F-Test) using the SPSS program:

Table 2. Simultaneous Significance Test Results (F-Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,322	4	,581	30,077	,000[b]
	Residual	,540	28	,019		
	Total	2,863	32			
a. Dependent Variable: Y						

b. Predictors: (Constant), X1, X2, X3, X4

Source : Data processing

Based on the table above, it is stated that the Design, Color, and Price Model variables as independent variables have a significant simultaneous effect on the Purchasing Decision variable as the dependent variable. It is proven by the calculated F value of 16.370 which is greater than 2.93, and the significance value is less than 0.05, which is 0.000.

Based on the questionnaire data that has been collected, the following are the results of partial significance testing using the SPSS program:

Table 3. Individual Parameter Test Results (t-test)

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)	,318	,223	,825
	X1	,283	2,175	,038
	X2	,282	2,104	,044
	X3	358	2,560	,008
	X4	,213	2,090	,046

Source : Data processing

Based on the SPSS output From Table 3 above, it can be seen that the regression equation is as follows:

1. Constant = 0.318 indicates that if the variables price, advertising attractiveness, brand and product quality have a value of 0, then purchasing decisions will increase by 0.318. This means that without looking at price, advertising attractiveness, brand and product quality, purchasing decisions will increase by 0.318.

2. The test results on price variable yield a significance value of 0.038 which is smaller than 0.05 with a positive direction, so it can be concluded that price variable has a significant positive effect partially on the Purchase Decision. variable price regression coefficient (X1) = 0.283 shows the direction of a positive relationship (unidirectional) between the price variable and the decision to purchase Thrift Rafa Store Surabaya products. Shows that if the price increases by 1 unit, then the purchasing decision will increase by 0.283.

3. The test results on Advertising Attractiveness variable yield a significance value of 0.044 which is smaller than 0.05 with a positive direction, so it can be concluded that Advertising Attractiveness variable has a significant positive effect partially on the Purchase Decision. The regression coefficient for Advertising Attractiveness (X2) = 0.282 shows the direction of a positive relationship (unidirectional) between the Advertising Attractiveness variable and the decision to purchase Thrift Rafa Store Surabaya products. Shows that if advertising attractiveness increases by 1 unit, then purchasing decisions will increase by 0.282.

4. The test results on Brand variable yield a significance value of 0.008 which is smaller than 0.05 with a positive direction, so it can be concluded that Brand variable has a significant positive effect partially on the Purchase Decision. Brand regression coefficient (X3) = 0.358 shows the direction of a positive relationship (unidirectional) between the

Brand variable and the decision to purchase Thrift Rafa Store Surabaya products. Shows that if the brand experiences an increase of 1 unit, then purchasing decisions will increase by 0.358.

5. The test results on Product Quality variable yield a significance value of 0.046 which is smaller than 0.05 with a positive direction, so it can be concluded that Product Quality variable has a significant positive effect partially on the Purchase Decision. Product Quality regression coefficient (X4) = 0.213 shows the direction of a positive relationship (unidirectional) between the product quality variable and the decision to purchase Thrift Rafa Store Surabaya products. Shows that if product quality increases by 1 unit, then purchasing decisions will increase by 0.213.

6. The variable price, advertising attractiveness, brand and product quality that has the most dominant influence on purchasing decisions is brand with Brand regression coefficient (X3) = 0.358.

E. CONCLUSIONS AND SUGGESTIONS

Based on the results of regression analysis it is displayed that:

1. The price variable has a significant positive influence partially on purchase decision. Besides all the studies stated above regarding this connection, the significance is basically not a surprise, remembering that price will always be one of the most important considerations for the customer prior to a purchase.

2. The advertising attractiveness variable has a significant positive effect partially on purchase decision. It is mainly because an attractive advertisement will certainly attract people's attention easier, and therefore increase their purchase intention.

3. The brand variable has a significant positive effect partially on the purchase decision. Many people opt to buy used or secondhand clothing because of the brand. Having a famous and normally expensive brand with a far lower price is indeed irresistible for many.

4. The product quality variable has a significant positive effect partially on purchase decision. Obtaining a secondhand item with good quality is important for customer, since once they wear the product, it would be seen presentable and original.

5. Simultaneous influence of price, advertising attractiveness, brand, product quality on purchasing decisions shows a positive and significant influence. It represents how all the independent variables are important elements in regard to purchase decision.

6. The variable brand is the most dominant influence on purchasing decisions. This is an interesting finding, which strengthen the thought and opinion that mostly customers are buying the secondhand product because of the brand. Not everyone is able to afford such high or luxury brands, but everyone want to be stylish. The thrift shop enables that option for them since the price is much more affordable. Now they can style themselves with luxurious items from famous expensive brands without sacrificing too much from their wallet.

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