

ABSTRAK

PENGARUH HARGA, KUALITAS, DAN MEREK PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI SENTRA TOKO THRIFTING JALAN KAYU MANIS BANDAR LAMPUNG

Oleh

HANIFAH RIANANDHA ARIFIN

Perkembangan tren *thrifting* sebagai alternatif pemenuhan kebutuhan sandang telah menarik perhatian konsumen, khususnya generasi muda, dalam mengambil keputusan pembelian. Fenomena ini menunjukkan bahwa harga, kualitas produk, dan merek menjadi faktor penting yang dipertimbangkan dalam pembelian pakaian bekas. Penelitian ini bertujuan untuk menganalisis pengaruh harga, kualitas produk, dan merek terhadap keputusan pembelian konsumen pada toko *thrifting* di Kota Bandar Lampung. Pendekatan yang digunakan adalah kuantitatif dengan jenis penelitian eksplanatori. Sampel berjumlah 100 responden yang ditentukan melalui teknik *purposive sampling*. Teknik analisis data meliputi uji validitas dan reliabilitas, regresi linier berganda, uji t (parsial), uji F (simultan), serta koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa ketiga variabel independen berpengaruh secara signifikan, baik secara parsial maupun simultan, terhadap keputusan pembelian. Nilai koefisien determinasi sebesar 0,550 menunjukkan bahwa 55% variasi keputusan pembelian dijelaskan oleh variabel harga, kualitas produk, dan merek, sementara 45% lainnya dipengaruhi oleh variabel lain di luar penelitian ini. Temuan ini menggarisbawahi pentingnya strategi pemasaran yang mempertimbangkan ketiga faktor tersebut dalam pengelolaan bisnis *thrifting*.

Kata kunci: Keputusan Pembelian, Harga, Kualitas Produk, Merek, *Thrifting*

ABSTRACT

THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND BRAND ON PURCHASE DECISIONS OF CONSUMERS AT THE THRIFTING CENTER ON JALAN KAYU MANIS, BANDAR LAMPUNG

By

HANIFAH RIANANDHA ARIFIN

The emergence of thrifting as an alternative for fulfilling clothing needs has increasingly attracted consumer attention, particularly among younger generations in making purchasing decisions. This phenomenon indicates that price, product quality, and brand are essential factors considered when purchasing second-hand clothing. This study aims to analyze the influence of price, product quality, and brand on consumer purchasing decisions at thrifting stores in Bandar Lampung. The research employs a quantitative approach with an explanatory research design. A total of 100 respondents were selected using purposive sampling. Data analysis techniques include validity and reliability tests, multiple linear regression analysis, partial (t-test) and simultaneous (F-test) significance tests, as well as the coefficient of determination (R^2). The results indicate that all three independent variables significantly influence purchasing decisions, both partially and simultaneously. The coefficient of determination value of 0.550 indicates that 55% of the variation in purchasing decisions is explained by price, product quality, and brand, while the remaining 45% is influenced by other variables outside the model. These findings highlight the importance of considering these three factors in marketing strategies within the thrifting business context.

Keywords: Purchasing Decision, Price, Product Quality, Brand, Thrifting