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The Influence of Product Quality, Price, And Social Media Promotion on Purchase Decisions at Online Thrift Shops (Thriftguys)

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Abstract

Digital technology has significantly transformed contemporary life, especially the fashion industry. Greater access to information has changed consumer lifestyles, with clothing now serving not just functional needs but also as a way to express social identity and status. This study aims to analyze the influence of product quality, price, and social media promotion on consumer purchasing decisions at the online thrift store Thriftguys. The research employed a quantitative approach with a descriptive-verificative method, involving 96 respondents who had made online purchases. Data were collected through a five-point Likert scale questionnaire and tested for validity and reliability. Multiple linear regression analysis was used to examine the partial and simultaneous effects of the independent variables on the dependent variable. The results indicate that product quality, price, and social media promotion have a significant influence on consumer purchasing decisions, both individually and collectively. A determination coefficient of 52.1 percent suggests that these three variables jointly provide a substantial explanation for purchasing decisions. These findings offer a practical basis for thrift business owners to develop more effective marketing strategies by enhancing product quality, setting competitive prices, and utilizing engaging social media promotions.

INTRODUCTION

The progression of digital technology has profoundly influenced multiple dimensions of contemporary life, notably the fashion industry. The digitalization of information has enhanced accessibility and contributed to the transformation of consumer lifestyles, particularly in relation to apparel preferences (Nambisan et al., 2019; Guercini et al., 2021). In the current era, clothing is increasingly selected not solely for functional purposes but as a medium for conveying social identity and status (McNeill & Venter, 2019; Park et al., 2021). Branded and internationally sourced fashion items are frequently regarded as instruments for reinforcing self-image and elevating perceived social standing, despite their often substantial cost (Jain et al., 2020; Joy et al., 2021; Pantano & Vannucci, 2019).

This development has led to the emergence of the thrifting trend, which involves the acquisition of secondhand branded apparel at more accessible price points. Thrifting has gained significant traction, especially among university students who often navigate financial constraints while aspiring to maintain a fashionable appearance (Guiot & Roux, 2019; Ryding et al., 2018). As noted by Wisnuwardhani, thrifting refers to the practice of purchasing pre-owned items that remain in good condition and retain their functional utility. These secondhand clothing items are typically of high quality, free from noticeable flaws, and offer substantial aesthetic appeal (Xu et al., 2014; Han et al., 2017; Hur, Yoo, & Chung, 2021). Furthermore, thrifting is increasingly associated not only with affordability but also with sustainability and ethical consumption practices (Friedman, 2020; Park & Lin, 2020).

The growing public enthusiasm for imported secondhand clothing has resulted in a substantial rise in secondhand apparel imports into Indonesia. According to data from Statistics Indonesia (BPS), the volume of used clothing imports reached 26.2 tons in 2022, with a reported value of IDR 4.3 billion—representing a 607.6% increase from the previous year. This trend has sparked concerns about the long-term viability of the domestic fashion industry, particularly for Micro, Small, and Medium Enterprises (*MSMEs*). Despite the prohibition of used clothing imports under Regulation of the Minister of Trade No. 51 of 2015, the trade of thrift fashion items continues to flourish in the market (Noor, 2023).

Consumers' purchasing decisions regarding thrift clothing are shaped by multiple interrelated factors. Foremost among these is product quality, which encompasses a product's capacity to satisfy consumer expectations concerning durability, uniqueness, and reliability (Setyo, 2017). Price is another pivotal determinant, particularly for consumers who exhibit high price sensitivity (Saputra, 2020). In addition, the role of social media as a promotional tool is increasingly significant; platforms such as TikTok and Instagram facilitate real-time, interactive engagement with a broader consumer base (Dewa & Safitri, 2021).

Kotler and Armstrong (2018, as cited in Amalia, 2020) define a purchase decision as the stage wherein consumers opt to buy a product, driven by both rational evaluations and emotional impulses. Empirical studies support this conceptualization: Setiawan and Aulia (2022) found that consumers choose thrift clothing as a cost-saving strategy that does not compromise quality. Likewise, Andriani and Sri H. (2021) identified lifestyle, product quality, and price as significant influences on the decision to purchase secondhand apparel.

Previous studies have explored consumer behavior in the secondhand fashion market (Corboș et al., 2023). Setiawan and Aulia (2022) highlighted that consumers are motivated to purchase thrift clothing primarily due to cost-effectiveness without sacrificing quality, while Andriani and Sri H. (2021) emphasized lifestyle, product quality, and price as key determinants in purchasing secondhand apparel. Although these studies provide valuable insights, they largely focus on offline or general secondhand markets and do not examine the emerging role of social media platforms, such as TikTok, in shaping consumer purchase decisions for imported thrift fashion.

This research centers on the consumers of Thriftguys, a TikTok-based seller specializing in imported secondhand fashion. The study aims to examine the influence of product quality, pricing, and social media promotion on consumer purchase decisions. The outcomes are intended to offer practical guidance for thrift retailers in developing effective marketing strategies, while also contributing to the theoretical discourse on digital marketing practices in the fashion resale industry.

RESEARCH METHOD

This study employs a quantitative approach with a descriptive-verificative research design to examine the influence of product quality, price, and social media promotion on consumer purchase decisions at Thriftguys, a TikTok-based online store. Data were collected via an online survey targeting individuals who have purchased products from Thriftguys and actively use social media. Since the population size is unknown, purposive sampling was used based on the criterion of having made online purchases from Thriftguys, resulting in a sample

of 96 respondents calculated using Cochran's formula at a 95% confidence level and a 10% margin of error. Primary data were obtained directly from respondents through Google Forms, while secondary data were gathered from literature, journals, and relevant documents. Data were collected using a closed-ended questionnaire with a 5-point Likert scale, measuring one dependent variable (purchase decision) and three independent variables: product quality, price, and social media promotion. Validity and reliability tests were performed using Pearson Product Moment correlation and Cronbach's Alpha, respectively, with $\alpha > 0.70$ considered reliable.

Data analysis consisted of descriptive and inferential methods. Descriptive analysis provided an overview of respondent characteristics and the distribution of responses, while inferential analysis employed multiple linear regression to assess the simultaneous and partial effects of the independent variables on purchase decisions. The F-test evaluated the combined influence of product quality, price, and social media promotion, while t-tests examined their individual effects. All analyses were conducted using SPSS, and the results were used to test the hypotheses formulated in this study, ensuring a rigorous examination of the factors influencing consumer behavior in the online *thrift* fashion market.

RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive analysis was conducted to provide a general overview of respondents' perceptions toward each research variable, namely Purchase Decision (Y), Product Quality (X1), Price (X2), and Social Media Promotion (X3). This analysis utilized mean scores and standard deviations based on a 5-point Likert scale.

The mean score for Purchase Decision was 3.24 with a standard deviation of 0.89. This indicates that, in general, respondents moderately agreed that their purchasing behavior was influenced by attention to the product, brand identity, and the selected distribution channel.

The mean score for Product Quality was 3.62, with a standard deviation of 0.85, suggesting that respondents agreed that the quality of Thriftguys' products was reasonably good in terms of usefulness, durability, appeal, and overall product excellence.

The mean score for Product Quality was 3.62, with a standard deviation of 0.85, suggesting that respondents agreed that the quality of Thriftguys' products was reasonably good in terms of usefulness, durability, appeal, and overall product excellence. The mean score for Price was 3.70, with a standard deviation of 0.81, indicating that respondents agreed the pricing of Thriftguys' products was affordable and aligned with the perceived quality and benefits offered. For the Social Media Promotion variable, the mean score was 3.73 with a standard deviation of 0.82, reflecting agreement among respondents that Thriftguys' promotional efforts on social media were engaging, had wide reach, and contributed to building a customer network and community. An item is considered valid if the calculated correlation coefficient exceeds the critical value of the correlation table at a 5% level of significance. If this condition is met, the item is deemed valid based on this validity test.

Table 1. Validity Test Results for Purchase Decision Variable (Y)

Item Statement	r count	r table	Description
Y.1	0.857	0.2006	Valid
Y.2	0.928	0.2006	Valid
Y.3	0.929	0.2006	Valid

Table 2. Validity Test Results for Product Quality Variable (X1)

Item Statement	r count	r table	Description
X1.1	0.604	0.2006	Valid
X1.2	0.939	0.2006	Valid
X1.3	0.918	0.2006	Valid
X1.4	0.954	0.2006	Valid
X1.5	0.953	0.2006	Valid
X1.6	0.891	0.2006	Valid
X1.7	0.886	0.2006	Valid
X1.8	0.836	0.2006	Valid

Table 3. Validity Test Results for Price Variable (X2)

Item Statement	r count	r table	Description
X2.1	0.863	0.2006	Valid
X2.2	0.823	0.2006	Valid
X2.3	0.849	0.2006	Valid
X2.4	0.847	0.2006	Valid

Table 4. Validity Test Results for Social Media Promotion Variable (X3)

Item Statement	r count	r table	Description
X3.1	0.948	0.2006	Valid
X3.2	0.951	0.2006	Valid
X3.3	0.919	0.2006	Valid
X3.4	0.632	0.2006	Valid

Based on Tables 1, 2, 3, and 4, the results of the validity tests indicate that all questionnaire items for the variables in this study have r count values greater than r table. Therefore, all items are declared valid.

Reliability Test

In this study, the researcher conducted a reliability test using Cronbach's Alpha, as proposed by Sugiyono (2019). An instrument is considered reliable if the Cronbach's

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Description
Purchase Decision (Y)	0.885	0.600	Valid
Product Quality (X1)	0.955	0.600	Valid
Price (X2)	0.864	0.600	Valid
Social Media Promotion (X3)	0.881	0.600	Valid

Based on Table 5, the Cronbach's Alpha values for all variables are greater than 0.6, indicating that the questionnaire used in this study meets the criteria for instrument reliability and can therefore be considered reliable.

Table 6. Results of the Normality Test (One-Sample Kolmogorov-Smirnov Test)

N	Mean	Std. Deviation	Most Extreme Differences (Absolute)	Positive	Negative	Test Statistic	Asymp. Sig. (2-tailed)
96	0.0000000	1.66097552	0.146	0.070	-0.146	0.146	0.000

Based on the results of the normality test, the obtained significance value is 0.000, which falls below the 0.05 threshold. This result indicates that the residuals are not normally distributed, thereby violating one of the key assumptions of classical linear regression. This may have implications for the validity of hypothesis testing and should be addressed through further diagnostic evaluation or corrective measures such as data transformation or the application of robust regression techniques.

Heteroscedasticity Test

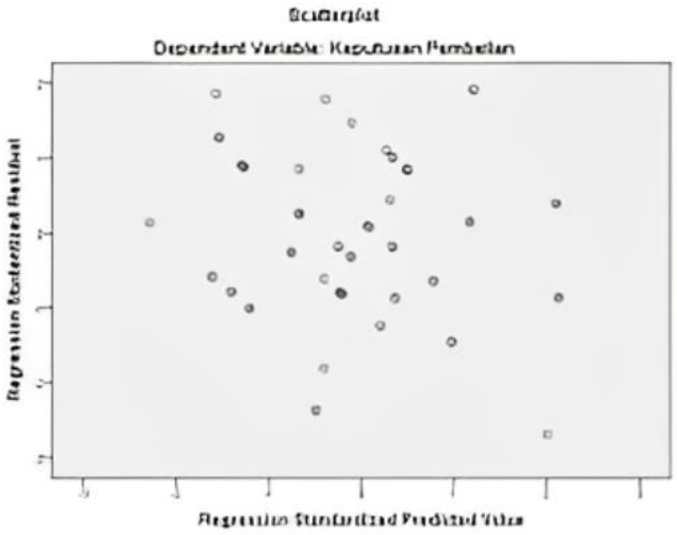

Figure 1. Heteroscedasticity Test

As shown in the figure above, the scatterplot presents a random arrangement of data points, with values dispersed both above and below the zero line on the Y-axis. This pattern indicates that there is no heteroscedasticity, meaning that the variance of the residuals remains the same at every level of the independent variables. Consequently, this discovery meets one of the fundamental assumptions of linear regression, reinforcing the model's validity and reliability for subsequent analysis.

Table 7. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	2.530	0.981		2.578	0.012		
Product Quality (X1)	0.276	0.064	0.666	4.317	0.000	0.219	4.571
Price (X2)	-1.039	0.194	-1.183	-5.359	0.000	0.107	9.348
Social Media Promotion (X3)	0.990	0.168	1.129	5.891	0.000	0.142	7.055

All independent variables, Product Quality (X_1), Price (X_2), and Social Media Promotion (X_3), had Variance Inflation Factor (VIF) values below 10.00 and tolerance values over 0.10, according to the data shown in Table 7. These numbers demonstrate that there is no multicollinearity among the independent variables, meaning that every predictor adds distinct data to the model without duplication or overlap.

From Table 7, the following multiple linear regression equation is obtained:

$$Y=2.530+0.276X1-1.039X2+0.990X3Y = 2.530 + 0.276X_1 - 1.039X_2 + 0.990X_3Y=2.530+0.276X1-1.039X2+0.990X3$$

Interpretation of the regression coefficients:

1. Constant (2.530) Given that the constant is positive, the baseline value of Purchase Decision (Y) is 2.530 if all independent variables—Product Quality, Price, and Social Media Promotion—are kept at zero.
2. Product Quality ($X_1 = 0.276$)
   Product quality has a positive coefficient, which means that when all other factors are held constant, more people will decide to buy a product. The interaction is straightforward and constructive.
3. Price ($X_2 = -1.039$) The coefficient for Price is negative, suggesting that an increase in price, assuming other variables are held constant, leads to a decrease in purchase decision. The relationship is inverse.
4. Social Media Promotion ($X_3 = 0.990$) The coefficient is positive, indicating that better social media promotion leads to an increase in purchase decisions. The relationship is direct and positive.

Correlation Coefficient Test

Table 8. Correlation Coefficient (R) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.722	0.521	0.505	1.68784

The correlation coefficient (R) in Table 8 is 0.722, indicating a strong positive association between the dependent variable, Purchase Decision (Y), and the independent variables, Product Quality (X_1), Price (X_2), and Social Media Promotion (X_3). This implies that increases in the likelihood or strength of consumer purchase decisions are linked to improvements in any of the independent variables.

Coefficient of Determination (R^2 Test)

Tabel 9. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.722	0.521	0.505	1.68784

The independent variables, Product Quality (X_1), Price (X_2), and Social Media Promotion (X_3), account for 52.1% of the variance in the Purchase Decision (Y), according to Table 10's R Square (R^2) value of 0.521. Other factors not included by this research model account for 47.9% of the remaining percentage, indicating the existence of other variables that might also affect customer purchase decisions.

t-Test

Table 10. t-Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	2.530	0.981		2.578	0.012		
Product Quality (X1)	0.276	0.064	0.666	4.317	0.000	0.219	4.571
Price (X2)	-1.039	0.194	-1.183	-5.359	0.000	0.107	9.348
Social Media Promotion (X3)	0.990	0.168	1.129	5.891	0.000	0.142	7.055

The findings are interpreted as follows in light of Table 11:

1. With a significance value of $0.000 < 0.05$, Product Quality (X_1) significantly influences Purchase Decision (Y).

2. Price (X_2) significantly influences Purchase Decision (Y), as indicated by its significance value of 0.000 < 0.05.
3. With a significance value of 0.000 < 0.05, social media promotion (X_3) significantly influences purchase decision (Y).

Simultaneous F-Test (F-Test)

Table 11. Results of the F-Test (Simultaneous Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	284.869	3	94.956	33.332	0.000
Residual	262.090	92	2.849		
Total	546.958	95			

With a significance level of 0.000 and based on the data in Table 11, the computed F-value is 33.332, which is less than the 0.05 cutoff. This outcome demonstrates that the dependent variable, purchase decision (Y), is statistically significantly impacted by the independent factors, product quality (X_1), price (X_2), and social media promotion (X_3). Put another way, when taken into account collectively, these elements significantly aid in the explanation of differences in the purchasing habits of consumers.

CONCLUSION

The descriptive analysis findings show that respondents had a favorable opinion of each of the following variables: purchase decision (Y), product quality (X_1), price (X_2), and social media promotion (X_3). Furthermore, each of the independent variables—product quality (X_1), price (X_2), and social media promotion (X_3)—has a statistically significant partial impact on purchase decision (Y), according to the inferential analysis. Additionally, the concurrent testing demonstrates that all three of these factors work together to significantly influence the decisions of *Thriftguys* customers to make purchases.

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