The Influence of Price, Product Quality, and Brand on Purchasing Decisions at Thrifting in Pasar Melati, Medan

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Abstract: Consumer purchasing decisions for thrifting products are influenced by factors such as price, quality, trends, and availability. Consumers tend to choose thrifting because the prices are more affordable and the products offer uniqueness that is not mass-produced. As the popularity of thrifting increases, competition is also becoming more intense. Business actors are racing to develop marketing strategies through social media and marketplaces. Product differentiation, competitive pricing, and attractive services have become key elements in attracting consumer interest. The population in this study includes all consumers who purchase thrifting products at Pasar Melati, Medan City, with an unknown or biased total population size. Therefore, the sampling technique used is the Lemeshow formula, which allows for sample size calculation when the total population is not known with certainty. The sampling method applied is accidental sampling, where respondents are randomly selected based on their availability and willingness to participate in the study, totaling 96 respondents. The results of the study indicate that price has a significant influence on consumer purchasing decisions for thrifting products at Pasar Melati, Medan City. Product quality also affects consumer purchasing decisions for thrifting items at the same location. Brand image contributes to consumers' considerations in determining purchasing decisions for thrifting products at Pasar Melati. Simultaneously, price, product quality, and brand have a significant effect on consumer purchasing decisions for thrifting products at Pasar Melati, Medan City.

Keywords: Price; Product Quality; Brand; Purchase Decision; Fashion

1. Introduction

Purchase decisions are a series of processes that consumers go through to determine their choice of a product or service to buy. The process begins with recognizing a need, where consumers become aware of a desire or a lack of something. The next stage involves searching for information about products or services that can meet that need. After obtaining information, consumers evaluate the available alternatives by considering aspects such as quality, price, brand, and the benefits offered. A purchase decision is then made based on the product that best matches the consumer's preferences. However, the process does not end at the point of purchase, as post-purchase behavior, such as satisfaction or dissatisfaction with the product, also plays an important role in influencing future purchase decisions for primary, secondary, or tertiary needs.

Clothing is considered a primary need. It functions not only to protect the body from weather and the environment but also as a symbol of identity and social status. In modern life, clothing has become part of lifestyle and a means of self-expression that adapts to fashion trends. The demand for clothing continues to grow along with changes in the times, individual preferences, cultural influences, and social media.

One fast-growing trend in Indonesia is the phenomenon known as thrifting, which refers to buying second-hand clothes, both imported and local, at more affordable prices. Thrifted products offer an appealing alternative to many people, especially the younger

generation, because they allow for stylish and unique fashion choices without spending much money. In addition to economic factors, increasing awareness of environmental issues also contributes to the popularity of this trend. Buying second-hand clothing is seen as a sustainable step that helps reduce textile waste. The development of social media and online marketplaces has further accelerated this trend by providing broader and easier access to thrifted items.

In this context, consumer purchase decisions for thrifted products have become an interesting phenomenon to study. Consumers are influenced not only by price but also by perceptions of product value, quality, social influence, sustainable lifestyle, and exposure to trends through social media. This phenomenon can be directly observed at Pasar Melati in Medan, a popular thrifting market visited by consumers from diverse backgrounds. Each consumer has different motives and preferences, so it is important to understand the various factors influencing their purchasing decisions. Therefore, this research aims to examine the purchase decision variable more comprehensively before connecting it with the thrifting context, so that the analysis can be more focused and well directed.

Purchase decisions regarding thrifted products are influenced by several factors, such as price, quality, trends, and product availability. Many consumers choose thrifted products because they are more affordable than new ones, while others value the uniqueness of second-hand clothes that are no longer mass-produced. As thrifting gains popularity, competition in this market also intensifies. Many business players, both small and large, are developing their thrifting businesses using different marketing strategies, including through social media and online marketplaces. Product differentiation becomes a crucial element in this competition, where thrift shops compete to offer high-quality products, competitive prices, and attractive services to draw in more customers.

At Pasar Melati, various second-hand clothing items are sold, both imported and local, with affordable prices. The quality of these products varies, from items in good condition to those that need repair. Even so, many consumers still choose Pasar Melati as a thrifting destination due to its unique collection and lower prices compared to conventional stores. However, there has recently been a decline in thrift product purchases in the city of Medan. This decline may be due to multiple factors, including increased awareness about the cleanliness and hygiene of used clothes, a shift in consumer preference toward new products, and stricter import policies. The growing availability of cheap fast fashion products also affects consumers' interest in buying second-hand clothes. As a result, some sellers have experienced a decrease in income and must seek new strategies to regain consumer interest.

The rising prices of thrifted products do not necessarily increase consumer interest in buying. In fact, significant price increases tend to reduce interest, especially among consumers who are drawn to thrifting primarily for affordable clothing. Many do not see the benefit of buying used clothes at prices close to or even higher than those of new products. Aside from price, declining product quality is also a key reason for reduced consumer interest. Many thrifted items are found to be damaged, such as faded fabric, stubborn stains, or loose stitches, which offer little value to the buyer. Consumers are reluctant to spend money on products that are in poor condition or that require additional repairs. If product quality continues to fall without better selection, demand for thrifted products may decrease further. In addition, unknown brands among thrifted items do not make them more attractive to consumers. Many prefer products from well-known brands that are considered more reliable in terms of quality and durability. If thrifted products do not offer recognizable or reputable brands, consumers may hesitate to make a purchase. The lack of assurance regarding authenticity also leads consumers to avoid spending money on products they perceive as having less value.

A study by Herlambang in 2021 showed that price had a significant influence on consumer purchase decisions in fashion products. Another study by Sucipto and colleagues in 2023 found that product quality also significantly affected consumer purchase decisions in clothing items. Additionally, research by Siregar and Sijabat in 2023 revealed that brand also played a significant role in influencing purchase decisions for fashion products.

2. Preliminaries or Related Work or Literature Review
Price

Price is defined as the amount of money that must be paid to acquire a good (Darmis, 2021), and it is the result of pricing policies that include price lists, discounts, payment periods, credit terms, or other related strategies (Wijayanti, 2023). Moreover, price is part of the marketing mix that is flexible and can be adjusted according to needs (Dharmawati, 2022). It

also functions as an element capable of generating profit from the exchange of goods or services (Firmansyah, 2023). Furthermore, price has a direct impact on company profits and acts as the value of a good or service, playing a significant role in influencing the buyer's decision-making process (Ramdhani et al., 2020). Therefore, price is not merely an exchange value in transactions, but also a strategic marketing component that can be adjusted as needed and plays a vital role in determining company profitability and influencing consumer purchasing decisions.

Product Quality

Product quality is defined as a consumer's evaluation of the performance excellence of a good or service (Damiati et al., 2023), as well as a measurable factor to determine whether a product meets established standards (Astuti and Matondang, 2020). Additionally, product quality is understood as the superior selling value a product holds compared to its competitors (Firmansyah, 2023) ; (Untari, 2019). Quality also reflects the overall characteristics of goods or services that demonstrate their ability to meet consumer needs and expectations (Sutiah, 2016). Therefore, companies strive to focus on product quality and compare it with competitors' offerings to enhance competitiveness in the market (Firmansyah, 2023). Product quality not only reflects the standard and performance of goods or services, but also serves as a differentiating factor that adds value in the market competition and influences consumer satisfaction and purchasing decisions. According to (Batubara et al. 2024), product quality is the extent to which a product meets or exceeds customer expectations. It involves features, reliability, durability, performance, and product aesthetics.

Brand

A brand is a set of assumptions that exists in the minds of consumers, formed from various sources of information (Yudhanto, 2020). A brand can also be defined as a perception that arises in the minds of consumers when recalling a particular product (Firmansyah, 2023). Furthermore, a brand is formed from the perceptions or beliefs of consumers based on their experiences and information regarding the use of a product or service (Sudarso et al., 2020). Therefore, a brand is not only an identity of a product, but also reflects the impression, ideas, and beliefs held by consumers based on their experiences and received information.

Purchase Decision

A purchase decision is a problem-solving activity carried out by individuals in choosing the most appropriate behavioral alternative for purchasing a product after going through a decision-making process (Firmansyah, 2018). In purchasing scenarios, consumers may make several sub-decisions, such as choosing the brand, supplier, quantity, time of purchase, and payment method (Rossanty et al., 2018). The process becomes more complex when consumers are purchasing products that require high levels of consideration, while for daily necessities, purchase decisions tend to be made more quickly. A purchase decision also involves individuals who directly determine whether or not to buy a product offered by the seller (Chaniago et al., 2021). Thus, it can be concluded that a purchase decision is a process in which consumers manage information about products that best meet their needs. Consumers go through a series of stages, such as analyzing available options before making a decision.

Theoretical Relationship Between Variables

Price plays a crucial role in influencing purchase decisions as it is perceived as an indicator of a product's value. According to (Sari and Kurnia, 2023), consumers assess the alignment between price and the benefits received before making a purchase decision. (Hapsari, 2023) emphasizes that affordable prices that match expectations can increase purchase intentions. Meanwhile, (Pratama, 2022) states that price also reflects product quality; hence, extremely low prices may generate negative perceptions of product quality and reduce consumer interest.

Product quality significantly influences purchasing decisions as it is directly linked to customer satisfaction and trust. (Wicaksono, 2022) mentions that high product quality builds trust and encourages repeat purchases. According to (Sari and Kurnia, 2021), consistent quality that meets customer expectations is essential to maintaining loyalty. Furthermore, (Firmansyah, 2024) adds that consumer perception of quality is a fundamental basis for forming positive purchasing decisions.

Brand plays an important role in shaping consumer perceptions and preferences during the purchasing process. (Sutejo, 2021) states that a well-known and trusted brand simplifies consumers' decision-making. (Lestari, 2023) adds that a positive brand image creates a sense of security and comfort when purchasing a product. According to (Ardiansyah, 2024), brand loyalty encourages repeat purchases, as consumers feel confident in the quality and consistency of the products offered.

3. Proposed Method

This research adopts a quantitative approach, as it follows a clear and structured process. The type of research conducted is descriptive quantitative, with an explanatory descriptive nature. Explanatory descriptive research aims not only to describe a phenomenon but also to explain the relationships between the variables involved. It seeks to uncover not just the current conditions but also how and why certain variables influence one another (Sugiyono, 2020). The population in this study includes all consumers who purchase thrifting products at Pasar Melati, Medan City. However, the exact number of this population is unknown or considered biased. Therefore, the Lemeshow formula is applied to determine the appropriate sample size under such conditions where the population size is uncertain. The sampling method used in this research is accidental sampling, in which respondents are selected randomly based on their availability and willingness to participate in the study. As a result, a total of 96 research samples were obtained.

4. Results and Discussion

Normality Test

The normality test is for screening the normality of the data, which aims if there is normality, then the residuals will be distributed normally and independently. For testing the normality of the data, in this study the normality test will be detected through graphical analysis and statistics generated through regression calculations. A good regression model is to have a normal or close to normal data distribution. For the measurement of data normality, if the histogram graph follows a normal curve that forms mountains or bells, the data will be normally distributed. The normality test can be done in 2 ways, namely with a histogram graph and a normal probability plot of regression. If the data spreads around the diagonal line and follows the direction of the diagonal line, the histogram graph and the normal probability plot of regression show a normal distribution pattern, then the regression model fulfills the assumption of normality. If the data spreads far from the diagonal line and/or does not follow the direction of the diagonal line, the histogram graph of normal probability plot of regression does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.
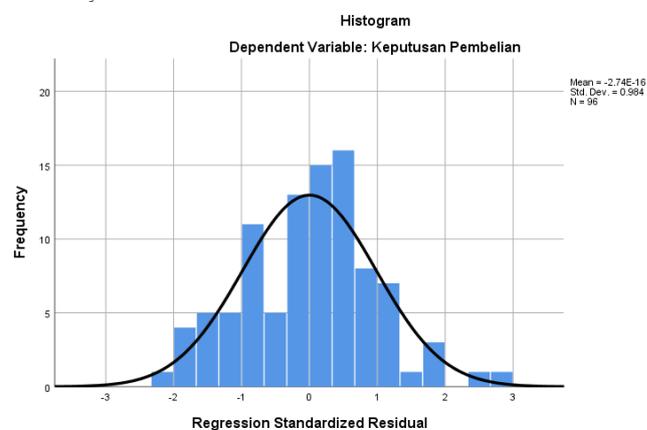

Figure 1. Histogram Graph

Based on the picture above, it can be seen that the line forms a bell, neither to the left nor to the right. This shows that the data are normally distributed and meet the assumption of normality.
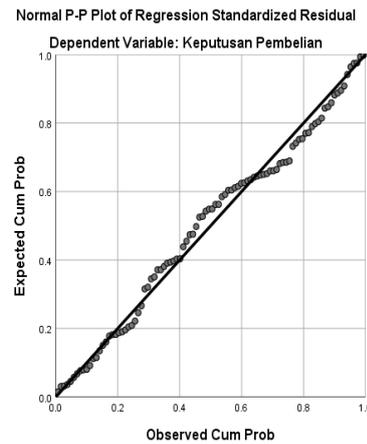
Figure 2. Normal Probability Plot of Regression Graph

Based on the picture above, it can be seen that the data (dots) spread around the diagonal line and follow the diagonal line. So from the picture it can be concluded that the residuals of the regression model are normally distributed.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.90947212
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.067
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.1, namely 0.200, so it can be concluded that the data is classified as normally distributed.

Multicollinearity Test

The multicollinearity test is used to see the relationship between the independent variables so that the simple linear regression test does not use the multicollinearity test because the simple regression test only has one independent variable.

Table 2. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	8.931	1.910		4.675	.000		
	Harga	-.117	.053	-.138	-2.190	.031	.900	1.111
	Kualitas Produk	.153	.056	.224	2.741	.007	.539	1.855
	Merek	.519	.072	.595	7.219	.000	.527	1.896

a. Dependent Variable: Keputusan Pembelian

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10 which can be concluded that there is no problem in the multicollinearity test.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The measurement method uses a scatterplot where if there is a certain pattern, such as points that form a certain regular pattern, it identifies heteroscedasticity and vice versa if there is no clear pattern, and

the points spread above and below the number 0 on the Y axis. , then there is no heteroscedasticity.
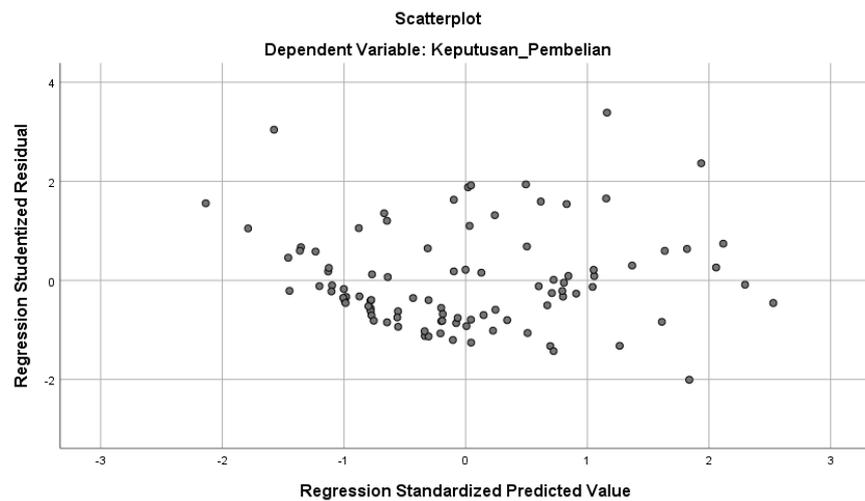

Figure 3. Normal Probability Plot of Regression Graph

      Based on the scatterplot graph presented, it can be seen that the points spread randomly and do not form a clear pattern and spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input of the independent variable.

Multiple Linear Regression Analysis
      Based on the number of independent variables, the regression is divided into 2, namely simple linear regression and multiple linear regression. For simple linear regression it only consists of one independent variable and one dependent variable, while for multiple linear regression it consists of 2 or more independent variables and one dependent variable.

Table 3. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	8.931	1.910		4.675	.000		
	Harga	-.117	.053	-.138	-2.190	.031	.900	1.111
	Kualitas Produk	.153	.056	.224	2.741	.007	.539	1.855
	Merek	.519	.072	.595	7.219	.000	.527	1.896

a. Dependent Variable: Keputusan Pembelian

Based on the above equation, the following explanations can be made:
- The constant (a) = 8.931. This means that if the independent variables, namely Price (X1), Product Quality (X2), and Brand (X3), are equal to 0, then the Purchase Decision (Y) is 8.931.
- If there is an increase in Price, the Purchase Decision will decrease by 11.7%.
- If there is an increase in Product Quality, the Purchase Decision will increase by 15.3%.
- If there is an increase in Brand, the Purchase Decision will increase by 51.9%.

Coefficient of Determination
      R Square (R2) is often referred to as the coefficient of determination is to measure the goodness of fit of the regression equation, which is to provide the proportion or percentage of total variation in the dependent variable described by the independent variable. The value of R2 lies between 0 – 1 and the fit of the model is said to be better if R2 is getting closer to 1. Therefore, to compare two R2 from two models, one must take into account the number of independent variables in the model. This can be done using Adjusted R Square. The term adjustment means that the value of R2 has been adjusted to the number of variables (degrees of freedom) in the model. Indeed, this adjusted R2 will also increase as the number of variables increases, but the increase is relatively small. It is often also recommended, if there are more than two independent variables, it is better to use Adjusted R Square.

Table 4. Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799[a]	.638	.626	2.144

a. Predictors: (Constant), Promosi, Harga, Pelayanan

b. Dependent Variable: Keputusan Penggunaan

Based on the table above, the value of the Adjusted R Square coefficient is 0.659. This indicates that the variables Price (X1), Product Quality (X2), and Brand (X3) are able to explain their influence on Purchase Decision (Y) by 65.9%. Meanwhile, the remaining 34.1% is influenced by other independent variables that were not analyzed in this study.

Simultaneous Hypothesis Testing (F Test)

The F statistical test basically shows whether all independent or independent variables included in the model have a joint effect on the dependent variable. The following are the steps in the F statistical test at the 95% confidence level with degrees of freedom df 1 = (k-1) and df 2 = (n-k).

Table 5. Simultaneous Hypothesis Testing (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	703.362	3	234.454	62.272	.000[b]
	Residual	346.378	92	3.765		
	Total	1049.740	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Merek, Harga, Kualitas Produk

The F-table value is 2.70 with a significance level of $\alpha = 5\%$ (0.05), while the calculated F-value is 62.272 with a significance value of 0.000. These findings indicate that this study accepts the alternative hypothesis (Ha) and rejects the null hypothesis (H0). The comparison between the calculated F-value and the F-table value demonstrates that, simultaneously, Price, Product Quality, and Brand have a significant influence on Purchase Decision. These results are consistent with the study conducted by Herlambang (2021), which showed that price has a significant influence on consumers' purchase decisions for fashion products. Furthermore, research by Sucipto et al. (2023) indicated that product quality significantly affects consumers' purchase decisions regarding clothing products. Additionally, the study by Siregar and Sijabat (2023) found that brand has a significant influence on consumers' purchase decisions for clothing products.

Partial Hypothesis Test (t Test)

The t test is a test carried out to determine the relationship of the independent variable to the dependent variable partially. The level of significance is 5%.

Table 6. Partial Hypothesis Test (t Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	8.931	1.910		4.675	.000		
	Harga	-.117	.053	-.138	-2.190	.031	.900	1.111
	Kualitas Produk	.153	.056	.224	2.741	.007	.539	1.855
	Merek	.519	.072	.595	7.219	.000	.527	1.896

a. Dependent Variable: Keputusan Pembelian

Based on the table above, it can be seen that:

- For the Price variable (X1), the t-value is 2.190, which is greater than the t-table value (1.987), with a significance level of 0.031, which is less than 0.05. This indicates that there is a negative and significant partial influence between Price and Purchase Decision. This finding aligns with the study conducted by Herlambang (2021), which showed that price has a significant effect on consumers' purchase decisions for fashion products.

- For the Product Quality variable (X2), the recorded t-value is 2.741, which is also greater than the t-table value (1.987), with a significance level of 0.007, which is less than 0.05. Therefore, it can be concluded that Product Quality has a significant partial influence on Purchase Decision. This finding is consistent with the study conducted by Sucipto et al. (2023), which found that product quality has a significant effect on consumers' purchase decisions for clothing products.
- For the Brand variable (X3), the t-value is 7.219, which is greater than the t-table value (1.987), with a significance level of 0.000, which is less than 0.05. This shows that there is a significant partial influence between Brand and Purchase Decision. This result is in line with the study conducted by Siregar and Sijabat (2023), which demonstrated that brand has a significant influence on consumers' purchase decisions for clothing products.

5. Comparison

For the Price variable (X1), the t-value is 2.190, which is greater than the t-table value (1.987), with a significance level of 0.031, which is less than 0.05. This indicates that there is a negative and significant partial influence between Price and Purchase Decision. This finding aligns with the study conducted by Herlambang (2021), which showed that price has a significant effect on consumers' purchase decisions for fashion products.

For the Product Quality variable (X2), the recorded t-value is 2.741, which is also greater than the t-table value (1.987), with a significance level of 0.007, which is less than 0.05. Therefore, it can be concluded that Product Quality has a significant partial influence on Purchase Decision. This finding is consistent with the study conducted by Sucipto et al. (2023), which found that product quality has a significant effect on consumers' purchase decisions for clothing products.

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6. Conclusions

The conclusions drawn by the researcher from the results of this study are as follows:

- Price has a significant influence on consumers' purchasing decisions for thrifting products at Pasar Melati, Medan City.
- Product quality also affects consumers' purchasing decisions regarding thrifting goods at Pasar Melati, Medan City.
- Brand image contributes to consumers' considerations in determining their purchasing decisions for thrifting products at Pasar Melati, Medan City.
- Simultaneously, the factors of price, product quality, and brand have an influence on consumers' purchasing decisions for thrifting products at Pasar Melati, Medan City.

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