

THE INFLUENCE OF FASHION TRENDS, PRODUCT QUALITY, AND PRICES ON THRIFT PURCHASING DECISIONS IN MUHAMMADIYAH UNIVERSITY SURAKARTA STUDENTS

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Keyword

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Abstract

The purpose of this research is to examine the influence of fashion trends, product quality and price on thrift purchasing decisions among Muhammadiyah University Surakarta students. The type of research used by researchers is quantitative with a correlational research design. The instrument used in this research was a questionnaire using the Google Form platform. The place of research was carried out at the Muhammadiyah University of Surakarta. The population in this study were 92 active students of the Accounting Education Study Program at Muhammadiyah University of Surakarta with a research sample of 62 respondents. The data analysis technique used is multiple regression analysis technique. From the analysis of existing data, the following research results were obtained: 1) fashion trends have a negative effect on purchasing decisions with a calculated t value of 0.597; 2) product quality has a positive effect on purchasing decisions with a calculated t value of 0.155; 3) price has a positive effect on purchasing decisions with a calculated t value of 0.002; 4) fashion trends, product quality and price have a significant influence on purchasing decisions with a calculated f value of 9.159.

INTRODUCTION

In everyday life, we are often faced with various spending choices. However, by adopting a thrift attitude, we learn to choose wisely and avoid unnecessary waste. By managing our expenses frugally, we can save money and allocate it for more important things or a better future. Apart from that, thrift also involves managing resources efficiently. We learn to use energy, water and other materials wisely so that they are not wasted. In this way, we can reduce negative impacts on the environment and create sustainability in the use of resources (Susanti & Muhammad Fithrayudi Triatmaja, 2023). The thrift attitude also has an impact on our awareness of the values of a simpler and less materialistic life. We learn to appreciate what we have and not get caught up in excessive consumerism (Holmes, 2019). In today's fast-paced and consumerist world, the thrift attitude is becoming increasingly relevant. By adopting this attitude, we can create financial stability, reduce financial stress, and maintain environmental sustainability. Consumers make decisions to buy a product after having awareness and desire to buy the product. Purchasing decisions, according to (Kesuma et al., 2021), are defined as the process in which buyers recognize information about a particular product or brand, regardless of whether they actually buy the product.

From time to time, fashion always changes. In the world of fashion, new trends emerge every year, even every season. Factors such as culture, art, music, media, celebrities and social

developments influence fashion trends (Kurniawati & Pratiwi, 2021). Not only clothes, but also accessories, shoes, bags and even hairstyles are part of fashion. Both individuals and groups in society have the same preferences and tastes. Additionally, fashion trends can serve as a source of inspiration and a way for self-expression. Fashion is a way that many people use to reveal their identity, lifestyle or personality (Nurapriyanti & Hartono, 2023). Fashion has become a way to show our identity and how we want to be seen by others. However, it is important to remember that fashion trends are not permanent and can change quickly. When something becomes popular, it may no longer be (Ratuzzahrah et al., 2021). Therefore, you don't need to force yourself to follow all the new trends. The most important thing is to find a style that makes us feel comfortable and confident in our own skin. Creativity and innovation are very important in the world of fashion to create new trends. Fashion fans, influencers and designers contribute to shaping trends and inspiring others. It shows transformation and progress in culture and society (Dios, 2018).

Consumer decisions about what they buy are greatly influenced by product quality. When customers decide to buy a product, they expect that the product will meet their expectations in terms of quality, functionality, and satisfaction (Rachman, 2017). Performance, durability, reliability, design, raw materials, and build quality are some of the factors that can be used to determine product quality. High-quality products will provide a good consumer experience, increase trust, and strengthen brand reputation. Products that meet consumer expectations and needs are also related to consumer satisfaction, so customers tend to become loyal customers and recommend the product to others. To maintain and improve product quality, manufacturers must have good quality control, which includes testing, monitoring and continuous improvement (Hidayah et al., 2019).

Price is very important for consumers to make a decision to buy a product. They tend to compare the price of the product with the benefits or value they get from the product. Prices of goods at thrift shops are influenced by many factors, including the condition of the goods, brand, design, uniqueness and current fashion trends. Used goods at thrift shops are usually cheaper than new goods because they are usually still in good condition or have never even been used (Voi.id, 2020). A product price that is reasonable and in line with its quality can be an important consideration when choosing one product over another. Price can also influence how customers perceive the quality and exclusivity of a product; high-priced products tend to be perceived as having higher quality or higher social status, while lower-priced products may be perceived as a cheaper option for their money than lower-priced products (Nursiam et al., 2020). Price also affects the profitability and sustainability of a business.

When manufacturers determine the selling price of their products, they must consider production costs, distribution, and profit margins. Prices that are too low can reduce profits, while prices that are too high can reduce the attractiveness of customers and their demand. In addition, prices can be influenced by external variables, such as competition in the market, demand and supply, raw material costs, and currency fluctuations (Central Statistics Agency, 2022). Manufacturers must consider these variables when determining prices to remain competitive and make sufficient profits. Consumers today have easier access to compare prices from various vendors or brands in the internet era. They can find products at the best prices by using search engines or e-commerce platforms (Sri Harjanti & Murwanti, 2021). To win competition in the market, manufacturers must use competitive pricing strategies. They must balance price with product quality and benefits, and consider external factors that influence price.

METHOD

This quantitative study uses a correlational approach (Sugiyono, 2019). This method aims to find how each variable relates to each other. This study involved 92 students of the Accounting Education Study Program at Muhammadiyah University of Surakarta who had carried out thrift transactions. Consisting of 62 respondents and 30 instrument trial samples. In general, the

population is used as a research sample in saturated sampling (Danuri & Maisaroh, 2019). In this research, the questionnaire method was used via Google Form to collect data from independent and dependent variables. Data were tested for validity and reliability. Data analysis was carried out using multiple regression analysis techniques and using SPSS software.

The data used in the research is explained by the results of the analysis. The researcher tried to analyze the condition of the research sample respondents by testing the description of this data. With variables influenced by fashion trends (X_1), product quality (X_2), and price (X_3) and the independent variable purchasing decisions (AND). The sample was taken into two categories: 30 students as instrument trial samples, and 62 students as research samples. Researchers used documentation and online questionnaires as supporting data to obtain data. Students of the Accounting Education Study Program at Muhammadiyah University of Surakarta use the Likret scale to fill out the questionnaire directly.

RESULTS

The Influence of Fashion Trends on Thrift Purchasing Decisions

The development of digitalization during the 4.0 revolution has resulted in society having various fashion trends, some using old or vintage stays, others mixing traditional and modern trends or with foreign stays (Dios, 2018). Basically, fashion trends continue to develop over time, especially students, they are free to mix and match the outfits they like or follow the latest fashion trends without spending too much on their budget. From research conducted by researchers regarding fashion trends regarding thrift purchases among Muhammadiyah University Surakarta students, the following research results were obtained:

Table 1 Results of the Influence of Fashion Trend Variables on Purchasing Decisions

Variable	t value Calculate	t value Table
Tren Fashion (negative influence)	-1,764	0,67828

The results of data analysis from the fashion trend variable show that the t count is $-0.531 < t$ table of 0.67628 (see table 1), meaning that the variable has a negative effect on thrift purchasing decisions.

The Influence of Product Quality on Thrift Purchase Decisions

Product quality is an important component in various fields, especially in the textile or clothing sector. Generally, people look at the quality of a product, whether from the material, stitching or service life (for thrift users). From research conducted by researchers on product quality in thrift purchasing decisions at the Muhammadiyah University of Surakarta, the following research results were obtained:

Table 2. Results of the Influence of Product Quality Variables on Thrift Purchasing Decisions

Variable	t value Calculate	t value Table
Product Quality (positive influence)	2,509	0,67828

The results of data analysis from the fashion trend variable show that the t count is $2.509 < t$ table of 0.67628 (see table 2), meaning that the variable has a positive effect on thrift purchasing decisions.

The Influence of Price on Thrift Buying Decisions

Price is a very sensitive and important thing for consumers, because from the price people can judge and compare goods or products. Price influences purchasing decisions with the price function assisting buyers in determining how to obtain the highest expected benefit or utility based on their purchasing power; As a result, prices can help buyers allocate their money among various goods and services. Buyers decide how they want to spend their money on different goods and services. This is especially helpful when buyers have difficulty determining product advantages or features objectively (Nurfauzi et al., 2023). But apart from that, price is also a reference for consumers in making decisions to purchase an item. In other words, if an item offers a low price with good quality, consumers will be interested in buying that item (Andriani & Menuk Sri, 2021). From research conducted by researchers on prices in thrift purchasing decisions at the Muhammadiyah University of Surakarta, the following research results were obtained:

Table 3. Results of the Influence of Price Variables on Thrift Purchasing Decisions

Variable	t value Calculate	t value Table
Price (positive influence)	4,308	0,67828

The results of data analysis from the fashion trend variable show that the t count is $4.308 < t$ table of 0.67628 (see table 1), meaning that the variable has a positive effect on thrift purchasing decisions.

The Influence of Fashion Trends, Product Quality, and Price on Thrift Purchasing Decisions

Consumer purchasing decisions are defined as decisions to make one or more choices. The decision to buy can influence the decision-making process and the drive to fulfill other people's desires. Buying the most preferred brand is a purchasing decision, but there are two things that can happen between the intention to purchase and the purchasing decision (Kotler & Keller, 2021). Every company must pay attention to service quality factors, by trying to provide high quality services that meet customer expectations. Because fast service means customers don't have to wait long to submit complaints, consumers will be more selective in choosing a marketplace. On the other hand, if the service takes a long time, customers will not feel satisfied after shopping (Cesariana et al., 2022). This is also one of the factors asked by researchers in consumer purchasing decisions. From research conducted by researchers on the influence of fashion trends, product quality and price on thrift purchasing decisions at Muhammadiyah University, Surakarta, the following research results were obtained:

Table 4. Results of the Influence of Fashion Trends, Product Quality, and Price on Thrift Purchasing Decisions

Variable	F value Calculate	f value Table
Tren Fashion Product Quality Price (simultaneous positive influence)	12,301	2,75

The results of data analysis show that there is a positive influence together with independent variables (X) to the dependent variable (AND). where the results obtained show that the calculated f value is $12.301 > f$ table 2.75 (see table 4). So, it can be concluded that fashion trends, product quality, and price have a positive influence simultaneously on thrift purchasing decisions or it can be said that students make purchasing decisions based on

current fashion trends, good product quality, and affordable prices which are their benchmarks. in thrift purchases.

DISCUSSION

The Influence of Fashion Trends on Thrift Purchasing Decisions

The fashion trends in this study have a negative influence on the purchase decision of thirfts in that not all thrift consumers see fashion trends from artists or fashion magazines, but they mix and match styles according to their own wishes. It is also not uncommon for potential consumers to prioritize limited edition goods from a brand and thrift goods that have a high market value. For them, these consumers have their own value for their satisfaction with their appearance. This review confirms that fashion trends have no influence on purchasing decisions for students. . This is also confirmed by research from (Goenawan & Monica, 2021) that the influence of traditional media (TV, Magazines, Radio and Newspapers) has a small impact on purchasing decisions, around 20% of the scope of consumer purchases. In other research, it was also explained that in the millennial era in 2000-2021, people did not understand much about social media, they only followed clothing styles from television shows, whereas consumers or society today are familiar with various social media to see significant fashion developments (Sari & Indrawati, 2022).

The Influence of Product Quality on Thrift Purchase Decisions

Product quality in this research can be interpreted as meaning that the higher the quality of a product, the higher the influence on thrift purchasing decisions. Therefore, product quality in this study has a positive effect on thrift purchasing decisions. Quality of goods can be considered as the property of goods insofar as its capacity to satisfy certain and immediate needs. As a result, customers' decisions to purchase products can be influenced by their perceptions of product quality (Nurfauzi et al., 2023). The overall characteristics and properties of goods and services that influence their ability to satisfy expressed or implied needs and desires, which are realized directly or face to face between sellers and potential customers during product presentations, can also provide an explanation of product quality. This is in line with research conducted by (Narvantinova et al., 2023) that the majority of consumers like thrift goods because of the quality and original materials imported from abroad. Product quality is a consideration for consumers when deciding to make a purchase. This question can be supported based on relevant research results according to (Duta et al., 2022). Not a few potential consumers read several product reviews left by previous consumers.

The Influence of Price on Thrift Buying Decisions

Price indicates that the higher the level of price influence, the higher the level of thrift purchasing decisions among students. In this research, the influence of price on thrift purchasing decisions is positive. With the results of other relevant research according to (Kesuma et al., 2021) in the current era a phenomenon that occurs in society, especially students, is the thrifting phenomenon where they want trendy or up-to-date styles with minimal budgets. This creates a sense of complacency in students because You can look fashionable without spending too much on your budget. The value of an item is defined as the ratio or comparison between the perceived benefits and the costs paid to purchase the item, called the price (Setyowati, 2017). This is also no less important, with low prices, many consumers and students are interested in thrift because of the many discounts they offer with various imported brands that are targeted by students. So it can be said that low prices have a big influence on students' thrift purchasing decisions.

The Influence of Fashion Trends, Product Quality, and Price on Thrift Purchasing Decisions

Purchasing decisions in this study were positive due to the influence of all variables, namely fashion trends, product quality and price. This is also in line with research conducted by (Maharani & Puspitadewi, 2021) which states that the results of the influence of fashion trends

are consumers who look fashionable following current trends in the student environment by using imported brands with affordable quality and prices which is a high attraction for the phenomenon. thrifting. Therefore, all aspects related to purchasing decisions will greatly influence the level of purchasing thrifting goods or clothing (Fadila et al., 2023).

CONCLUSION

Based on the research results and discussion above, it can be concluded that fashion trends do not have a significant influence on purchasing decisions with a calculated t value of -1.764; product quality has a significant effect on purchasing decisions with a t value of 2.509; and price has a significant influence on purchasing decisions with a calculated t value of 4.308; as well as fashion trends, product quality and price together have a significant influence on purchasing decisions and thrift purchasing decisions with a calculated f value of 12.301. From the results of the research above, the author suggests that future researchers add other variables so that the scope of the research is wider, and the number of respondents in this study is limited and most of the respondents are female, so this has a big influence on the research results, therefore it is hoped that future researchers will not limit the number of respondents.

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