

The Influence of Lifestyle, Product Price, Quality, and Brand on Interest in Buying Second Branded Clothing in STIKES MAHARDIKA Students

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Abstract. This study aims to determine the effect of lifestyle , product price, quality and brand on the intention to buy *second branded clothing among* STIKES Mahardika students . This type of research is associative quantitative research and distributes questionnaires through a Google form platform to respondents who are sampled for this study and then the data is processed using SPSS (Stastical Product and Service Solution) version 25.00. This study used a sample of 34 respondents. Sampling using *purposive sampling technique* . The test tools used are instrument test, classic assumption test and hypothesis test. From the results of this test it can be concluded that based on the results of the analysis of the first hypothesis it can be seen that $t_{count} (0.960) < t_{table} (2.042)$, as well as with a significance value of $0.345 < 0.05$ it can be concluded that the first hypothesis is rejected, meaning that the variable Lifestyle (X1) has no significant effect on Purchase Intention (Y). The second hypothesis can be seen that $t_{count} (2.064) > t_{table} (2.042)$, and the significance value is $0.048 < 0.05$, so it can be concluded that the second hypothesis is accepted, meaning that Product Price (X2) has an effect on Purchase Intention (Y).

Keywords: Lifestyle, Product Price, Quality, Brand, Purchase Intention

I. INTRODUCTION

The growth of the *fashion industry* is growing rapidly in this modern era, even a *trend Fashion* can change from month to month. A *fashion trend* is a fashion that is popular at a certain time. Clothing is a basic human need as a social being that cannot be separated from everyday life. Social creatures need clothes to protect and cover themselves. The development of *fashion trends* in Indonesia has been heavily influenced by European and Asian cultures, especially Korean clothing recently. Indonesian *fashion trends* tend to imitate Western styles both in terms of materials and designs used. Changes in this *trend* are influenced by differences in views and opinions of the public regarding *fashion appearance* . *Fashion trends* can be identified from how to express yourself and what you are interested in.



Figure 1.1 is an example of today's *fashion trends*

Fashion is now everyone's need, not only women who follow *fashion* , but men also follow *fashion* . When we follow *fashion* , we may feel like we don't want to spend a lot of money especially to buy what we want to buy and make it look good. Now there is no need to spend a lot of money looking for new items to make them look as fashionable as *secondhand clothes* . *Second* clothes are clothes that are bought by the first consumer and then resold to the second consumer and so on. For the community, this clothing has its own charm. That is, apart from relatively low prices, high quality and good brands, these remnants of imported brands are usually recognized for their quality and models that do not go out of style. *Second* hand clothing has been traded in Indonesia for decades. According to (Arifah, 2015) , the countries of origin of used clothing are

diverse, but more than Japan and Korea, because used clothing originating from these two countries has the advantage that the size is almost the same as that of Indonesians, besides *style* and *fashion* are the main factors of choice. clothes to be sold. Some people prefer to buy *second hand clothes* which are sold everywhere. This is because *second hand clothes* are considered cheaper and of higher quality compared to new clothes whose prices are very high. With the emergence of a market for trading *second* clothes in Indonesia.

The desire to have *branded goods* as one of the factors buying *second branded clothes*. In particular, teenagers who have a high desire but are inversely proportional to their ability to buy *branded goods* who have not received their own income know well-known brands in the world. Mention of clothing by name *second branded* recently become a *trend* and favored by the people of Indonesia. The products sold will fulfill the desires of the buyer, the desire of the consumer is in the product being sold, then the consumer buys the product as well as the interest in buying *second branded clothes*. According to Kotler & Keller (in Sari & Salmah, 2020) Purchase intention is customer behavior that appears in response to objects that indicate the customer's desire to make a purchase. According to (Basyir, 2019) said that potential consumers who have the desire to buy by searching for supporting information as a reference in determining a product that will fulfill these consumer desires. Interest is a convincing tendency towards something that results from a felt or not felt need or thirst for a certain thing. Because of interest in something that is desired, the desire to buy arises. Consumers' willingness to buy is strongly influenced by consumer confidence itself. Purchase intention is an important part that initiates consumer purchasing decisions later which are influenced by positive and negative views of the product in question, and are adjusted to their needs and expectations for the product. Therefore, this *second -hand product* has a low price, high quality, and a very good brand, which is one of the students' buying interest. Then there is an interest in trying so that the desire to buy the item arises. Based on this, to find out the phenomenon of buying interest that occurs in Semester VII students of STIE Bina Karya Tebing Tinggi, the research conducted a pre-survey of 34 respondents from Semester VII students of STIE Bina Karya Tebing Tinggi.

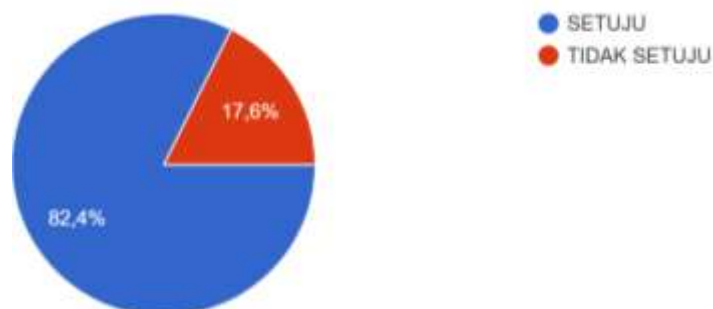


Figure 1.2. Pre-Survey Regarding Interest in Buying *Second Branded Clothing*

Figure 1.2 is the result of the pre-survey of questions that contain "After you know the lifestyle, product prices, quality and brands, are you interested in buying *second-hand branded clothes*?" Then the results obtained were 28 respondents answered that they agreed to be interested in buying *second hand branded clothes* and 6 respondents answered that they did not agree because they were not too interested in *second hand clothes*. This proves that knowing lifestyle, product price, quality and brand can influence buying interest.

Literature Review

1. Marketing

According to (Indrasari, 2019), Marketing is a comprehensive, integrated and planned activity, which is carried out by an organization or institution in conducting business in order to be able to accommodate market demand by creating selling value products, determining prices, communicating, delivering, and exchanging offerings of value to consumers, clients, partners and the general public. In simple terms, the definition of marketing is more identified with the process of introducing a product or service to potential consumers. These aspects of marketing include advertising, public *relations*, promotion and sales. Sumarwan (in Indrasari, 2019), marketing is a process of how to identify consumer needs and then produce these goods or services, resulting in transactions or exchanges between producers and consumers. Meanwhile, according to Sunyoto (in Indrasari, 2019), Marketing is a managerial process that manifests themselves in a carefully formulated program to obtain the desired response.

Based on the definition above, marketing is a system of activities that operate in an environment that is limited by the sources of the company itself, regulations and social concentration of companies that try to generate profits from the sales results achieved. So the task of a marketing manager is to select and carry out activities in marketing that can help achieve the goals of an organization.

2. Marketing Management

According to (Indrasari, 2019), Marketing Management is a series of processes of analysis, planning, implementation, as well as monitoring and controlling a marketing activity where the goal is to achieve company targets effectively and

efficiently. Can also be interpreted as a tool for analysis, planning, implementing and controlling a program within a company that has been designed to create, build and also maintain exchanges in order to provide benefits. This advantage will later be used as a way to achieve the main goals of a business or company. Sofjan Assauri (Indrasari, 2019) , The definition of marketing management is the analysis, planning, implementation and control of various programs arranged in the formation, development and maintenance of profits resulting from transactions/exchanges through target markets to achieve company goals in the long term. Meanwhile, according to Kotler & Keller (in Indrasari, 2019) , marketing management is the art and science of choosing target markets and getting, keeping, and growing customers by creating, delivering, and communicating superior customer value.

3. Interest to Buy

Kotler & Keller's buying interest (in Sari & Salmah, 2020) , is defined as customer behavior that appears in response to objects that indicate the customer's desire to make a purchase. Purchase intention is the desire that arises in consumers towards a product as a result of a process of observing and learning consumers about a product. Consumers who have an interest in buying a product show attention and pleasure towards the product which is then followed by realization in the form of buying behavior. Purchase intention is the stage where consumers form their choices among several brands that are incorporated into the choice set. Where in the end they make a choice on the most preferred alternative or the process that consumers go through to buy goods or services based on various considerations. Buying interest in a product accompanied by the ability to buy the product.

II. METHODS

a . Types of research

The type of research that will be used in this study is a type of associative quantitative research, namely the relationship between two or more variables (Sugiyono, 2016) . The relationship used in this study is a causal relationship. A causal relationship is a causal relationship. Which consists of independent variables (influencing variables) and dependent (influenced variables) (Sugiyono, 2016) . This study uses 5 variables, including four independent variables (X), namely Lifestyle, Product Price, Quality and brand and the dependent variable (Y), namely Purchase Intention.

b . Nature of Research

The nature of this research is development research. According to (Sugiyono, 2016) , development research is a research method used to produce certain products, and test the effectiveness of these products. This research is development research from (Rahmayanti & Saifuddin, 2021) with the title "The Influence of *Brand Image* , Price, and *Fashion Lifestyle* on Purchase Decisions for *Branded Preloved Clothing* at *Thriftshop Online* Instagram (Case Study on @rilyshop Consumers in Surabaya City)" with the addition of the independent variable (X), namely Quality and Brand. The difference between this research and the previous one is that the dependent variable (Y) is buying interest.

c . Location and Research Period

1. Research sites

This research was conducted at Mahardika College of Health Sciences Cirebon .

2. Research Period

This research was conducted in March 2020 .

d . Population And Sample

1. Population

According to (Sugiyono, 2016) , population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions.

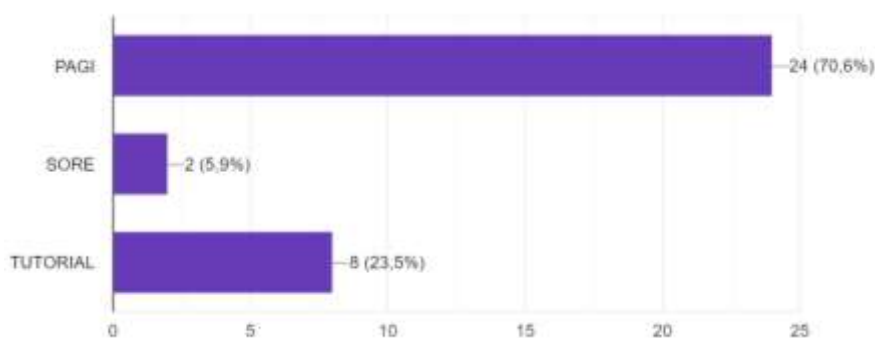


Figure 3.1
Pre Survey on Semester VII Students
Source : Processed by Researchers, (2020)

Based on the pre-survey that researchers have done It is known that the population in this study were students in semester VII of the Bina Karya Tebing Tinggi College of Economics , including 24 students in the morning class, 2 students in the afternoon class and 8 tutorial classes. The total number is 34 students who filled out the pre-survey .

2. Technique of Determining Sample Size

The sample according to (Sugiyono, 2016) , the sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds , manpower and time, the researcher can use samples taken from that population. The method of determining the sample used in this study is the census method. According to (Sugiyono, 2021) , census or total sampling is a sampling technique in which all members of the population are sampled. Research conducted on populations under 100 should be carried out by means of a census, so that all members of the population are sampled as subjects studied or as respondents who provide information. Based on this research, because the total population is not greater than 100 respondents, the authors took 100% of the population in Semester VII STIE Bina Karya Tebing Tinggi, namely 34 respondents.

3 . Sampling Technique

sampling technique is a sampling technique. The sampling technique in this study was to use *purposive sampling* . According to (Sugiyono, 2016) , *purposive sampling* is a sampling technique with certain considerations.

III. RESULTS AND DISCUSSION

A. Discussion

Based on the results of testing the hypothesis that has been done, then the stages next is an explanation of the relationship between the variables in this study which then associated with buying interest, previous studies and knowledge management so that could support statement which already existed before. Explanation result as follows:

1. The Effect of Lifestyle (X1) on Interest in Buying *Second Branded Clothing* (Y)

Based on results the test between the Lifestyle variable (X1) and Purchase Interest (Y) assisted by SPSS.25 and has been analyzed , it can be seen that all statements in the questionnaire are said to be valid provided that they exceed the value of r table and for reliability values above the standard can be said to be reliable so it can be used in this research. Test results t which found in table 4.15 it can be seen that the calculated t value of the lifestyle variable (X1) where $t_{count} (0.960) < t_{table} (2.042)$, as well as the significance value of $0.345 < 0.05$, it can be concluded that the first hypothesis is rejected , meaning that Lifestyle (X1) has no effect on Purchase Intention *Second Branded Clothing* (Y) for Semester VII Students of STIE Bina Karya Tebing Tinggi . This means that if the pattern of lifestyle is getting higher, then the interest in buying *second branded clothes* will decrease about the activities, interests and opinions held by consumers.

Lifestyle has an important role in a person's purchasing decision-making process. Lifestyle shows how a person's lifestyle in living his daily life is always changing with the development of the times expressed in activities, interests and opinions. Results study this could caused by a number of Thing, Among other lifestyle indicator used such as activities , interests , and opinions in study this no fully could influence buying interest.

Thing this no in line with study earlier which conducted by (Kamaluddin & Muhajirin, 2018) in a journal entitled "The Effect of Lifestyle on Consumer Purchase Interest in Shopping Online (Case Study on STIE BIMA Students)". Based on research and results analysis which has been done, then it is concluded that there is a positive and significant influence between Lifestyle on buying interest. However, it was different in this study where lifestyle was not influential positive and significant to buying interest.

2. The Effect of Product Prices (X2) on Interest in Buying *Second Branded Clothing* (Y)

Based on the results of the test between the variable Product Price (X2) and Purchase Intention (Y) assisted with SPSS.25 and have been analyzed, it can be seen that all statements in the questionnaire are said to be valid provided that the value exceeds the r table and for reliability values above the standard it can be said reliable so that it can be used in this study. Test results t which contained in table 4.15 it can be seen that the calculated t value of the Product Price variable (X2) obtained a t calculated value of 2.064 With $\alpha = 5\%$, $t_{table} (5\%; nk = 34 - 4 = 30)$ obtained a t_{table} value of 2.042 From From this description, it can be seen that $t_{count} (2.064) > t_{table} (2.042)$, and the significance value is $0.048 < 0.05$, so it can be concluded that the second hypothesis is accepted, meaning that product price (X2) affects purchase intention (Y). If the indicators on price (affordability, price compatibility with product quality, price competitiveness, price compatibility with benefits) increase, then the interest in buying *second branded clothes* will increase.

According to (Putra, 2019), the price of a product is a measure of the size of the value of a person's satisfaction with the product he buys. Someone will dare to pay for a product at a high price if he assesses the satisfaction he expects from the product he will buy is high. Prices are stated to affect the interest in buying *second branded clothes* because the prices offered are quite affordable for consumers. One important factor that consumers pay attention to every time they buy a product is price. Price has a very important role in influencing purchasing decisions, because most consumers want goods with good quality but the price is very affordable. If the price is low, the demand for the product offered will increase and if the product price is higher, the demand for the product will be lower. The selling price will determine the company's position in the competition. The company's ability to compete will affect the size of the amount of goods sold. While the amount of sales itself will affect the profit and loss of the company.

The results of this study support previous research conducted by (Putra, 2019) in a journal entitled "The Influence of *Perceived Quality*, Price and *Lifestyle* on Interest in Buying Oldman.co Products". Study this obtain results that hypothesis be accepted so that Product prices matter to buying interest. The research is also relevant to this research.

3. The Influence of Quality (X3) on Interest in Buying *Second Branded Clothing* (Y)

Based on the results of the test between Quality (X3) and Purchase Interest (Y) assisted with SPSS.25 and have been analyzed, it can be seen that all statements in the questionnaire are said to be valid with the condition that they exceed the value of r table and for reliability values above the standard can be said to be reliable so that can be used in this research.

Test results t which contained in table 4.15 it can be seen that the calculated t value of the Quality variable (X3) obtained a $t_{\text{calculated value}}$ of 2.538 With $\alpha = 5\%$, $t_{\text{table}} (5\%; nk = 34 - 4 = 30)$ obtained a $t_{\text{table value}}$ of 2.042 From the description it can be seen that $t_{\text{count}} (2.538) > t_{\text{table}} (2.042)$, and the significance value is $0.017 < 0.05$, it can be concluded that the third hypothesis is accepted, meaning that Quality (X3) affects Purchase Intention (Y).

Product quality is a very important role in marketing strategy. Consumers will be attracted by good quality and have advantages that are not owned by competitors, because product quality is an attraction before making a purchase. Of the four variables in this study, product quality is a variable that plays a very important role in influencing consumer buying interest. Someone buys goods or services because the goods or services are used as a tool to satisfy needs and wants. Or in other words, someone buys a product not only because of the physical product but because of the benefits that arise from the product purchased.

The results of this study support previous research conducted by (Sari & Salmah, 2020) in a journal entitled "Brand Image, Product Quality, Price and Their Influence on Interest in Buying Karate Arawaza Clothes in Palembang City". Study this obtain results that hypothesis be accepted so that influential quality to buying interest. The research is also relevant to this research.

4. The Effect of Brand (X4) on Interest in Buying *Second Branded Clothes* (Y)

Based on the test results between the Brand variable (X4) and Purchase Interest (Y) assisted by SPSS.25 and have been analyzed, it can be seen that all statements in the questionnaire are said to be valid provided that the value exceeds the r table and for reliability values above the standard it can be said to be reliable so it can be used in this research.

Test results t which found in table 4.15 it can be seen that the calculated t value of the Brand variable (X4) obtained a $t_{\text{calculated value}}$ of -0.094 With $\alpha = 5\%$, $t_{\text{table}} (5\%; nk = 34 - 4 = 30)$ obtained a $t_{\text{table value}}$ of 2.042 From From this description it can be seen that $t_{\text{count}} (-0.094) > t_{\text{table}} (2.042)$, and a significance value of $0.926 < 0.05$, it can be concluded that the fourth hypothesis is rejected, meaning that Brand (X4) has no effect on Purchase Intention (Y). This means that the respondent's trust has not been able to influence the respondent's love of a brand. Increase or decrease in buying interest is influenced by the brand.

Thing this no in line with study earlier which conducted by (Sari & Salmah, 2020) in a journal entitled "Brand Image, Product Quality, Price and Their Effect on Interest in Buying Karate Arawaza Clothes in Palembang City". Based on research and results analysis which has been done, then it is concluded that there is a significant influence between brands on buying interest. However, it is different in this study where the brand is not influential significant to buying interest.

5. The Effect of Lifestyle (X1), Product Price (X2), Quality (X3) and Brand (X4) on Intention to Buy *Second Branded Clothes* (Y)

Based on results explanation previously, could concluded that Lifestyle variable (X1) no influential in a manner significant to variable of Purchase Intention (Y), Product Price variable (X2) has a significant effect on Purchase Intention (Y), Quality variable (X3) has a significant effect on Purchase Intention (Y) while Brand variable (X4) influential in a manner significant to variable Purchase Interest (Y). Although there are unsatisfactory results on lifestyle and brand variables, but if the variables of lifestyle, product price, quality and brand are taken together it will significantly influence buying interest.

Results which show that lifestyle, product price, quality and brand variables together influencing the variable of buying interest can be seen in the test results simultaneous (F test) and test the coefficient of determination (R^2). On the simultaneous test results (F test) got results that lifestyle, product price, quality and brand on buying interest shows the results $F_{\text{count}} (9.049) > F_{\text{table}} (3.33)$, and a significance value of $0.000 < 0.05$, it can be concluded that the third hypothesis is accepted,

meaning Lifestyle (X1) and Product Price (X2), Quality (X3), Brand (X4) have a simultaneous effect on Purchase Intention (Y). Meanwhile the test results of the coefficient of determination show the value of R ie of 0.745, where the value of this coefficient shows the relationship between Lifestyle, product price, quality, brand can explain the purchase intention enough tightly and score and score *adjusted R Square* show that lifestyle, product price, quality and brand contribute in a manner together as big 49.4% in influence buying interest variable. This shows that the hypothesis can be accepted, where H_5 namely "Lifestyle, Product Price, Quality and Brand influential in a manner together to Interest in Buying *Second Branded Clothing*." which means if the lifestyle variables, product prices, quality and brands increase, it will have a positive impact on buying interest.

IV. CONCLUSIONS

Based on the results of the analysis and discussion in the previous section, this study used a questionnaire and was processed using SPSS.25. The questionnaire was distributed to 34 respondents who were interested in buying *second-hand branded clothing*, so the following conclusions can be drawn:

1. Based on the hypothesis test, the t test related to the effect of the Lifestyle variable (X1) on Purchase Intention (Y) it is known that lifestyle has no significant effect on Purchase Intention. We can know these results by looking at the $t_{\text{count value}} (0.960) < t_{\text{table}} (2.042)$, as well as the significance value of $0.345 < 0.05$ so it can be concluded that the first hypothesis is rejected, meaning that Lifestyle (X1) has no effect on Interest in Buying *Second Branded Clothing* (Y).
2. Based on the hypothesis test, the t test related to the effect of the Product Price variable (X2) on Purchase Intention (Y) it is known that product prices have a significant influence on Purchase Interest. We can know these results by looking at the $t_{\text{count value}} (2.064) > t_{\text{table}} (2.042)$, and the significance value is $0.048 < 0.05$, so it can be concluded that the second hypothesis is accepted, meaning that Product Price (X2) has an effect on Purchase Intention (Y).
3. Based on the hypothesis test, the t test related to the effect of the variable Quality (X3) on Purchase Intention (Y) is known that quality has a significant effect on Purchase Intention. We can know these results by looking at the $t_{\text{count value}} (2.538) > t_{\text{table}} (2.042)$, and the significance value is $0.017 < 0.05$, so it can be concluded that the third hypothesis is accepted, meaning that Quality (X3) affects Purchase Intention (Y).
4. Based on the hypothesis test, the t test related to the effect of the brand variable (X4) on purchase intention (Y) is known that the brand has a significant influence on purchase intention. We can know these results by looking at the $t_{\text{count}} (-0.094) > t_{\text{table}} (2.042)$, and the significance value is $0.926 < 0.05$, so it can be concluded that the fourth hypothesis is rejected, meaning that brand (X4) has no effect on Buying Interest (Y).
5. Lifestyle, Product Price, Quality and Brand have a simultaneous influence. From this description it can be seen that $F_{\text{count}} (9.049) > F_{\text{table}} (3.33)$, and a significance value of $0.000 < 0.05$, it can be concluded that the fifth hypothesis is accepted, meaning Lifestyle (X1) and Product Price (X2), Quality (X3), Brand (X4) has a simultaneous (simultaneous) effect on Purchase Intention (Y).

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