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THE INFLUENCE OF LIFESTYLE AND BRAND ON THE PURCHASE DECISION OF THRIFT CLOTHING PRODUCTS AMONG UIN MATARAM STUDENTS

Fatimah Rabbaniyah[1], Nur'aeda[2]

[1] Universitas Islam Negeri Mataram, Indonesia
[2] Universitas Islam Negeri Mataram, Indonesia

ABSTRACT

This study aims to analyze the influence of lifestyle and brand on the purchase decisions of thrift clothing among students at UIN Mataram. A quantitative approach with an associative method was employed, involving 100 student respondents selected through purposive sampling. Data were collected via questionnaires and analyzed using SPSS version 26 software. The results indicate that lifestyle significantly affects purchase decisions (t-value 6.105 > t-table 1.984, sig. 0.000 < 0.05), as does brand (t-value 9.160 > t-table 1.984, sig. 0.000 < 0.05). Simultaneously, lifestyle and brand also have a significant impact on purchase decisions (f-value 42.075 > f-table 3.09, sig. 0.000 < 0.05). The coefficient of determination (Adjusted R^2) of 0.453 shows that 45.3% of purchase decisions are influenced by lifestyle and brand, while 54.7% are influenced by other factors outside this study.

Keywords: Lifestyle, Brand, Purchase Decision, Thrift Clothing

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CORRESPONDING:
Name : Fatimah Rabbaniyah
E-mail: fatimahrbbn@gmail.com

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INTRODUCTION

The rapid growth of the clothing industry has led to environmental challenges, notably the increase in textile waste, prompting greater public awareness of sustainable consumption practices such as thrifting. Currently, fashion has become an essential and evolving need, generating new trends in a short period, with thrifting emerging as a popular choice among the younger generation, particularly students. In Indonesia, the thrifting phenomenon is driven by the desire to enhance social prestige through fashion, with students being the primary consumers of high-quality second-hand clothing.

Lifestyle, as defined by Uci Reza Oktaviani (2022), reflects an individual's interaction with their environment through the management of time and financial resources, ultimately influencing their consumption choices. Meanwhile, a brand, according to M. Wisnu Nafiri (2023), is a critical element that adds value to a product, serving as a symbol of identity, quality, and differentiation from other products, thereby fostering consumer trust in the purchased item. Purchase decisions, as explained by Muhammad Akbar Ardiansyah (2023), involve a detailed information search, evaluation of options, and selection to fulfill consumer needs.

In Mataram City, second-hand clothing stores, both online and offline, are easily accessible, with Pasar Karang Sukun being a popular thrifting destination. This market offers a wide variety of second-hand clothing, such as sweaters, hoodies, shirts, and dresses, as well as accessories like shoes and bags, with prices varying based on quality and buyers' bargaining skills.

Students at Universitas Islam Negeri (UIN) Mataram show significant interest in thrift products due to their fashionable dressing style, which is perceived as a reflection of personal identity. High-quality clothing not only boosts self-confidence but also motivates participation in social and academic activities. Thrifting serves as an economical solution for students with limited financial resources, enabling them to acquire quality clothing at affordable prices. The primary appeal of thrift clothing lies in its unique, exclusive designs, which are not mass-produced, and the opportunity to find renowned brands such as Uniqlo, Zara, H&M, Adidas, Nike, Guess, Prada, GAP, and GU, which enhance social prestige for their users.

Based on this background, this study aims to examine the influence of lifestyle and brand on the purchase decisions of thrift clothing among UIN Mataram students.

The research questions include: (1) Does lifestyle influence the purchase decisions of thrift clothing among UIN Mataram students? (2) Does brand influence the purchase decisions of thrift clothing among UIN Mataram students? (3) Do lifestyle and brand collectively influence the purchase decisions of thrift clothing among UIN Mataram students? The objectives of this study are to identify and analyze the influence of lifestyle and brand, both individually and simultaneously, on the purchase decisions of thrift clothing among UIN Mataram students, to provide deeper insights into the dynamics of consumer behavior in the context of thrifting.

LITERATURE REVIEW

1. Lifestyle

According to Kotler, lifestyle refers to an individual's way of living in the world, expressed through their activities, interests, and opinions. In general, a person's lifestyle can be observed through their routine activities, their thoughts about their surroundings, the extent to which they care about these matters, and their perceptions of themselves and the external world. In the modern era, lifestyle has become a primary focus across various societal groups, with trends in food, clothing, health, and daily activities shaping contemporary lifestyle patterns. According to Setiadi, as cited in Dewi and Prabowo (Mufarizzaturrizkiyah et al.), the indicators of lifestyle include:

a. Activities, indicated by work and hobbies.
b. Interests, indicated by products offered that align with needs and interests due to their quality.
c. Opinions, indicated by the perception that branded products are part of a lifestyle and competitive product pricing.

2. Brand

Musfar, as cited in Pratama et al., (2023) states that a brand is a symbol designed to identify a product offered by a seller. The function of a brand is to differentiate a product from competitors, facilitate consumer identification of the product, and assure consumers of consistent quality upon repeat purchases. Brands play a significant role in influencing purchase decisions. The indicators of a brand include:

a. Customer Loyalty, a strong indicator of brand trust. Continuous purchases by consumers demonstrate their confidence in the brand.
b. Customer Retention Rate, which measures how frequently consumers return to purchase a product or service. Repeated purchases indicate trust in the brand.
c. Net Promoter Score (NPS), a commonly used indicator of customer satisfaction to gauge how satisfied consumers are with the brand.
d. Product Return Rate, an indicator of consumer trust in a product or service. A low return rate suggests consumer confidence in the product's quality.
e. Brand Reputation, an indicator of consumer trust in a brand. A strong reputation reflects consumer trust in the brand.

3. Purchase Decision

Schiffman and Kanuk, as cited in Dr. Meithiana Indrasari, define a consumer purchase decision as the selection of two or more alternative options, implying that alternative choices must be available for a decision to be made. Conversely, if a consumer has no alternatives and is compelled to make a specific purchase or take a particular action, such a situation does not constitute a decision. According to Peter and Olson, a purchase decision is an integrative process used to combine knowledge to evaluate two or more alternative behaviors and select one. The indicators of purchase decisions, according to Soewito, as cited in Dr. Meithiana Indrasari, include:

a. Perceived Needs
b. Pre-Purchase Activities
c. Behavior During Use
d. Post-Purchase Behavior

RESEARCH METHOD

This study employs a quantitative approach, specifically an associative research design, to investigate the influence of lifestyle and brand on the purchase decisions of thrift clothing among students at Universitas Islam Negeri (UIN) Mataram. According to Sugiyono, associative research aims to identify causal relationships between two or more variables, enabling the development of theories to explain,

predict, and control phenomena. The population consists of UIN Mataram students from faculties such as FEBI, Sharia, FDIK, FUSA, and FTK who have purchased thrift clothing, though the exact population size is unknown. The sample comprises 100 respondents, rounded up from 96, selected through purposive sampling, where respondents were first asked if they had ever purchased or used thrift clothing to ensure they met the criteria of being UIN Mataram students with relevant experience.

Data analysis involved several techniques to ensure robust findings. Instrument testing included validity and reliability tests to verify the questionnaire's quality. Classical assumption tests, such as normality, heteroskedasticity, and multicollinearity tests, were conducted to validate the data's suitability for regression analysis. Hypothesis testing utilized partial t-tests, simultaneous F-tests, multiple linear regression analysis, and coefficient of determination tests to assess the individual and combined effects of lifestyle and brand on purchase decisions, providing a comprehensive evaluation of the relationships between variables.

RESULT AND DISCUSSION

Data Analysis Results

The Kolmogorov-Smirnov test yielded a significance value of 0.359, exceeding the threshold of 0.05, indicating that the data in this study are normally distributed. The significance values for the lifestyle (X1) and brand (X2) variables were also greater than 0.05, confirming the absence of heteroskedasticity. Multicollinearity tests showed that the lifestyle variable (X1) had a tolerance value of 0.490 and a Variance Inflation Factor (VIF) of 2.039, while the brand variable (X2) had identical values (tolerance 0.490, VIF 2.039). Since both variables exhibited tolerance values above 0.10 and VIF values below 10, no multicollinearity was detected.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.18013204
Most Extreme Differences	Absolute	.091
	Positive	.079
	Negative	-.091
Test Statistic		.091
Asymp. Sig. (2-tailed)		.041[c]
Exact Sig. (2-tailed)		.359
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.260	1.866		2.283	.025
	GayaHidupX1	-.061	.061	-.144	-.999	.320
	BrandX2	.012	.065	.028	.191	.849

a. Dependent Variable: Abs_RES

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	15.674	2.801		5.596	.000		
	GayaHidupX1	.070	.092	.082	.770	.443	.490	2.039
	BrandX2	.569	.097	.621	5.852	.000	.490	2.039

a. Dependent Variable: KeputusanPembelianY

Hypothesis Testing

The partial t-test for the lifestyle variable (X1) on purchase decisions (Y) produced a significance value of 0.000 (<0.05) and a t-value of 6.105, surpassing the t-table value of 1.984, indicating a significant positive effect of lifestyle on purchase decisions, thus accepting H1. Similarly, the brand variable (X2) showed a significance value of 0.000 (<0.05) and a t-value of 9.160, exceeding the t-table value of 1.984, confirming a significant positive effect on purchase decisions, accepting H2. The simultaneous F-test for the combined effect of lifestyle (X1) and brand (X2) on

purchase decisions (Y) resulted in a significance value of 0.000 (<0.05) and an F-value of 42.075, exceeding the F-table value of 3.09, indicating a significant joint effect, thus accepting H3.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	22.600	2.938		7.693	.000
	GayaHidup	.453	.074	.525	6.105	.000

a. Dependent Variable: KeputusaPembelian

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16.381	2.641		6.203	.000
	Brand	.623	.068	.679	9.160	.000

a. Dependent Variable: KeputusaPembelian

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	868.579	2	434.290	42.075	.000[b]
	Residual	1001.211	97	10.322		
	Total	1869.790	99			

a. Dependent Variable: KeputusaPembelian

b. Predictors: (Constant), Brand, GayaHidup

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	15.674	2.801		5.596	.000		
	GayaHidupX1	.070	.092	.082	.770	.443	.490	2.039
	BrandX2	.569	.097	.621	5.852	.000	.490	2.039

a. Dependent Variable: KeputusanPembelianY

Regression Analysis

The multiple linear regression equation is expressed as Y = 15.674 + 0.070X1 + 0.569X2 + e. The constant (a) of 15.674 implies that if both lifestyle (X1) and brand (X2) are zero, the purchase decision (Y) value is 15.674. The regression coefficient for lifestyle (X1) is 0.070, meaning a 1% increase in lifestyle leads to a 0.070 (7%) increase in purchase decisions. The coefficient for brand (X2) is 0.569, indicating that a 1% increase in brand perception results in a 0.569 (56.9%) increase in purchase decisions. The coefficient of determination (R^2) is 0.453, suggesting that 45.3% of the variation in thrift clothing purchase decisions among UIN Mataram students is

explained by lifestyle and brand, while the remaining 54.7% is influenced by other factors not examined in this study.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15.674	2.801		5.596	.000
	GayaHidupX1	.070	.092	.082	.770	.443
	BrandX2	.569	.097	.621	5.852	.000

a. Dependent Variable: KeputusanPembelianY

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682[a]	.465	.453	3.213

a. Predictors: (Constant), BrandX2, GayaHidupX1

Discussion

1. Influence of Lifestyle on Thrift Clothing Purchase Decisions

The partial t-test conducted using SPSS revealed that lifestyle significantly influences the purchase decisions of thrift clothing among UIN Mataram students. With a significance value of 0.000 (<0.05) and a t-value of 6.105 (>1.984), H1 is accepted, confirming that lifestyle positively affects purchase decisions. This suggests that students' daily activities, interests, and opinions shape their preferences for thrift clothing, aligning with their desire for fashionable and unique attire.

2. Influence of Brand on Thrift Clothing Purchase Decisions

The brand variable also demonstrated a significant positive effect on purchase decisions, with a significance value of 0.000 (<0.05) and a t-value of 9.160 (>1.984), leading to the acceptance of H2. This indicates that the perception of brand quality and reputation strongly influences students' decisions to purchase thrift clothing, as branded items are associated with prestige and exclusivity.

3. Simultaneous Influence of Lifestyle and Brand on Thrift Clothing Purchase Decisions

The simultaneous F-test confirmed that lifestyle and brand collectively exert a significant positive influence on purchase decisions. With a significance value of 0.000 (<0.05) and an F-value of 42.075 (>3.09), H3 is accepted. This finding underscores

that the combination of lifestyle preferences and brand perception significantly drives UIN Mataram students' decisions to purchase thrift clothing, reflecting the interplay of personal identity and social prestige in their consumption behavior.

CONCLUSION AND SUGGESTION

Conclusion

The study on the influence of lifestyle and brand on thrift clothing purchase decisions among UIN Mataram students reveals that both variables significantly impact purchasing behavior. Lifestyle positively affects purchase decisions, with a t-value of 6.105 (>1.984, sig. 0.000 < 0.005), indicating its role in shaping students' preferences for unique and fashionable thrift clothing. Similarly, brand significantly influences purchase decisions, with a t-value of 9.160 (>1.984, sig. 0.000 < 0.005), highlighting the importance of brand reputation and prestige. Collectively, lifestyle and brand account for 45.3% of purchase decisions (Adjusted $R^2 = 0.453$), as evidenced by an F-value of 42.075 (>3.09, sig. 0.000 < 0.005), with the remaining 54.7% influenced by other factors. These findings confirm that students' consumption of thrift clothing is driven by their lifestyle preferences and the perceived value of branded items. The simultaneous effect of these variables underscores their critical role in shaping consumer behavior in the context of thrifting.

Suggestion

To enhance the thrifting experience, thrift store owners should ensure the availability of high-quality, wearable clothing to meet consumer expectations, fostering satisfaction and encouraging repeat purchases. Buyers are advised to carefully inspect second-hand clothing for quality and suitability before purchasing to ensure they acquire items that are both functional and stylish. Future researchers should consider incorporating additional variables, such as price perception or social media influence, to provide a more comprehensive understanding of thrift clothing purchase decisions. These efforts will improve consumer trust and market competitiveness in the thrift industry. For UIN Mataram students, engaging in workshops on sustainable fashion could further refine their thrifting skills. Collectively, these actions aim to strengthen the thrift clothing market and enrich research insights

into consumer behavior.

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