

The Influence of Product Quality, Brand Import, and Lifestyle on Purchasing Decisions for Thrifting Fashion Products in Batam

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ABSTRACT

This study aims to evaluate the validity and reliability of a questionnaire instrument in measuring various constructs related to individuals' understanding and behavior toward financial, organizational, and purchase intention issues. Involving respondents with diverse demographic characteristics, the descriptive analysis results indicate that most respondents are female, within the productive age range (20–25 years), and have an undergraduate educational background from the social sciences field, particularly economics and accounting. The descriptive test of the indicators shows high and consistent average values, indicating positive perceptions from the respondents. The measurement model evaluation was conducted through outer loading tests, Average Variance Extracted (AVE), and discriminant validity. The outer loading results show that all indicators have values above 0.70, fulfilling the requirements for convergent validity. The AVE test also indicates that all constructions have values above the threshold of 0.50, signifying that the constructions can explain more than 50% of the variance of their indicators. In the discriminant validity test using the cross-loading approach, most indicators show appropriate results, although some values fall below the threshold. Overall, the instrument used in this study can be considered valid and reliable and is suitable for use in further structural model testing.

KEYWORDS - convergent validity, reliability, outer loading, AVE, discriminant validity, cross-loading, descriptive analysis, construct measurement.

1. INTRODUCTION

The fashion industry in Indonesia, particularly in major cities like Batam, has undergone a significant transformation in recent years, especially with the rise of the thrifting trend. Thrifting, which refers to buying second-hand clothing with maintained quality, has now become a popular alternative among young consumers, especially in a city like Batam. This city possesses a unique market character due to its position as an industrial hub and free port close to international markets. This creates a major opportunity for the thrifting market, with Batam consumers showing a preference for second-hand fashion products that offer high quality at more affordable prices. This phenomenon indicates that Batam consumers are increasingly considering quality, brand, and lifestyle as key factors in their decision-making process when purchasing thrifting fashion products.

Purchase decisions in the thrifting market are not only influenced by price but also by product quality, which serves as a dominant factor in attracting consumer attention. Even though the items are second-hand, Batam consumers tend to choose products that have quality and durability comparable to new ones. This aligns with previous findings stating that quality remains a primary consideration in the second-hand fashion market (Rosenbaum-Elliott et al., 2023). Consumers prefer products that not only provide economic value but also long-term usability. This phenomenon becomes even more relevant considering the growing consumer awareness of the importance of sustainability, which also influences their decisions in choosing second-hand fashion products. Besides quality, brand also plays an important role in purchasing decisions. Imported brands are often perceived as symbols of quality and prestige among consumers. Secondhand fashion products with international brands have a unique appeal, as consumers associate these brands with quality and trust. Imported brands provide consumers with a sense of security when purchasing secondhand products, with the belief that even though the products have been used, their quality remains intact. In Batam's thrifting market, the presence of imported fashion products adds value and increases consumer trust in these items (Khusyairi et al., 2024). These brands function not only as indicators of quality but also as status symbols that influence purchasing decisions.

Consumer lifestyle becomes the third factor influencing the decision to purchase thrifting fashion products. Along with the rising awareness of sustainability issues, many consumers in Batam, especially the younger generation, choose secondhand products for environmental reasons. A sustainable lifestyle, which emphasizes waste reduction and more responsible consumption, increasingly influences consumer behavior in the fashion market. Consumers who adopt this lifestyle tend to prefer secondhand products because they are aware that buying used goods can reduce negative environmental impacts, such as textile waste (Solomon, 2020). In this context, thrifting is not only about getting items at low prices, but also about being part of a responsible and sustainable consumption movement.

To analyze the factors influencing the purchasing decisions of thrifting fashion products, this study employs the theoretical frameworks of consumer behavior, brand theory, and lifestyle theory. Consumer behavior theory explains that purchasing decisions are influenced by personal preferences, needs, as well as social and psychological factors. In the context of thrifting, consumers in Batam not only consider the price of a product but also its quality and emotional appeal. Consumer behavior indicates that secondhand fashion products can provide satisfaction in terms of both quality value and sustainability (Simamora et al., 2024).

Brand equity theory explains that a brand plays a significant role in shaping consumers' perception of quality. Imported brands are often associated with higher quality and exclusivity, even if the products are secondhand. A strong brand image, whether local or international, can create a positive perception that encourages purchasing decisions. For example, imported brands are considered more valuable in the thrifting market, even though consumers are aware that the products have been previously used (Rosenbaum-Elliott et al., 2023). Brands play a key role in linking consumers with quality and social status, which is highly relevant in the increasingly popular thrifting market.

Lifestyle theory also provides an important contribution in explaining this phenomenon. Consumers who choose to shop for secondhand products often have a more sustainable lifestyle and are more aware of the environmental impact of their consumption. This lifestyle influences their purchasing decisions by choosing thrifting products as a more environmentally friendly alternative. Many consumers are increasingly aware that thrifting is a way to reduce textile waste and contribute to more sustainable consumption (Khusyairi et al., 2024). This theory helps to understand the relationship between consumer lifestyle and their decisions in choosing secondhand fashion products, which is becoming increasingly relevant in the context of the growing sustainability trend.

This study offers novelty by integrating the variables of frugality and eco-consciousness as key factors influencing product quality, imported brands, and lifestyle—within a single investigation of the thrifting fashion market in Batam. Although thrifting has become a growing phenomenon in various major cities across Indonesia, few studies have focused on the local market in Batam, which possesses distinct social and economic characteristics. As a port city with international access and a designated industrial zone, Batam presents a unique context that has not been widely explored in the literature on thrifting (Solomon, 2020). Therefore, this study addresses the gap by employing consumer behavior theory, brand equity theory, and lifestyle theory to understand purchasing decisions regarding second-hand fashion products in Batam.

2. LITERATURE REVIEW

This theory explains that purchasing decisions are influenced by individual preferences, social factors, and psychological factors (Solomon, 2020). In the context of thrifting, product quality becomes a primary consideration for consumers when choosing secondhand items, as they seek products that are still usable and have high utility value (Rosenbaum et al., 2015). In addition, consumers also tend to assess the durability and aesthetics of the product before making a purchasing decision (M. Setiawan et al., 2023).

According to Rosenbaum et al. (2015), brand equity theory explains that a brand plays a role in shaping consumer perceptions of a product. In the thrifting market, imported brands are often associated with high quality and social status, making them more desirable than local brands, even if the products are secondhand. Another study by Šeinauskienė et al. (2021) also shows that brand loyalty and perceptions of brand equity contribute to purchasing decisions for thrift products, especially for international brands with a strong reputation.

Consumers who adopt a sustainable and environmentally conscious lifestyle tend to choose thrifting products as a form of more responsible consumption (Goldsmith, 2021). This aligns with the study by (Alfarizi & Ningsih, 2023), which found that environmental awareness encourages consumers to prefer secondhand fashion products as a more eco-friendly alternative. Thrifting is not only an economic trend but also part of a lifestyle that supports sustainability and the reduction of textile waste (Khusyairi et al., 2024).

Moreover, this study offers a more comprehensive approach to consumer behavior in the thrifting market by integrating three main theories into a single analysis. This provides a new perspective on how these three factors interact in influencing purchasing decisions of secondhand fashion products. The study is expected to contribute to thrifting industry players in designing more effective marketing strategies, as well as enrich the understanding of the growing secondhand fashion market in Indonesia, particularly in Batam.

There are several issues that arise in this study regarding the purchase decisions of fashion thrifting products. One of the main issues is the perception of product quality. Some consumers still question the quality of secondhand items, even though the products have been selected and refurbished. The physical quality and durability of used goods often become key considerations in the purchasing decision, as consumers want products that are long-lasting and not easily damaged. Although thrifting products are more affordable, consumers still expect good quality that is comparable to new (Rosenbaum-Elliott et al., 2023).

Another issue is related to brand authenticity, especially imported brands sold in the thrifting market. Imported brands are often seen as symbols of quality, but consumers may doubt the authenticity of products sold as secondhand. Counterfeit or imitation brands frequently pose a problem in the secondhand fashion market, affecting consumer trust. Sellers of secondhand fashion products need to ensure that the items sold are authentic and meet the quality standards expected by consumers, in order to maintain trust and enhance purchasing decisions (Khusyairi et al., 2024).

In addition, the issue of sustainable lifestyle is becoming increasingly important. Many consumers now prefer secondhand products because they are aware of the negative impact of excessive consumption on the environment. Thrifting serves as an environmentally friendly alternative by reducing textile waste and supporting the circular economy. However, despite the awareness of sustainability, some consumers are still reluctant to purchase secondhand products due to the stigma surrounding cleanliness and product quality (Solomon, 2020). Therefore, sellers of thrifting products need to address this issue more wisely and provide education to consumers about the sustainability benefits of buying secondhand goods.

3. RESEARCH METHODS

This research uses quantitative design with a survey method. This approach was chosen to measure the influence of product quality variables, imported brands, and lifestyle on purchasing decisions for thrifting fashion products in Batam. The research was designed to collect data from thrifting consumers using a structured questionnaire. The theoretical framework used includes consumer behavior theory, brand equity theory, and lifestyle theory. The results of the study are expected to provide an in-depth understanding of the factors that influence purchasing decisions in the thrifting market (Prados-Peña et al., 2024).

Population and Sampling Technique

The research population is consumers who have purchased thrifting fashion products in Batam. Given that the population is very large and difficult to calculate exactly, purposive sampling technique was used to select relevant respondents (Petravičiūtė et al., 2021). The respondents selected were consumers with shopping experience in thrifting markets and an understanding of product quality, imported brands, and lifestyle.

In determining the sample size, this study refers to Krejcie and Morgan (1970), which provides an appropriate sample size based on the population size ((Bukhari, 2017). Based on the table, if the population in this study ranges from 1500 to 2000 people, the recommended sample size is around 306-322 respondents.

As for this study, the total population studied is estimated at 1800 people. With reference to the Krejcie and Morgan table, the appropriate sample size for this population is 384 respondents. However, to increase the validity of the study, reduce potential bias, as well as increase the power of statistical analysis, this study set the sample size at 405 respondents.

The selection of the sample size also considers the complexity of the research, and the analysis techniques used. With an adequate number of samples, the research results are expected to be more accurate and representative of the population under study.

Data Collection Method

Research data were collected using a structured questionnaire designed based on the research variables (Bascur & Rusu, 2020). The questionnaire consisted of several sections: first, demographic questions to identify respondents' characteristics; second, items measuring product quality, such as durability, materials, and aesthetics; third, questions related to perceptions of imported brands, including reputation and status; fourth, lifestyle items measuring sustainable consumption preferences; and finally, items assessing purchase decisions, such as purchase intensity and consumer satisfaction. All questions were designed in a 1-5 Likert scale format, where 1 indicates strongly disagree and 5 indicates strongly agree.

Data Analysis Technique

The data obtained were analyzed in stages. First, descriptive analysis was used to describe the characteristics of respondents and the distribution of variables. Second, validity and reliability tests were conducted to ensure the questionnaire had consistency and accuracy in measuring the variables. Next, multiple linear regression analysis was applied to examine the influence of product quality, brand import, and lifestyle on purchasing decisions. The regression equation used is (Bhandari, Garza-Reyes, et al., 2022):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$$

Where:

Y is the purchase decision,

X1 is product quality,

X2 is an imported brand,

X3 is lifestyle,

a is a constant,

b1, b2, b3 are regression coefficients, and

ϵ is the error term.

F-test and t-test are used to assess the significance of the regression model as a whole and individually. Data were processed using statistical software such as SPSS or R to ensure accurate and reliable analysis results (Pourazad et al., 2024).

4. RESULTS AND DISCUSSION

This study involved a few respondents who had diverse demographic characteristics. Based on gender, most respondents were female, which indicates that women's participation in filling out the questionnaire was quite dominant compared to men. This may reflect the tendency of higher interest or involvement of women in the topics raised in this study. This finding is in line with (Hasan, 1941) who state that women tend to show higher interest and participation in studies related to social, economic, and psychological issues, especially those involving perceptions or attitudes. In terms of age group, respondents were dominated by the productive age group, which is between 20 to 25 years old, who are generally students or individuals who have just entered the workforce. This is relevant to the context of the research, which does target young age groups as the main focus. This age group is considered more open to the use of technology, more active in accessing information, and more critical in assessing contemporary issues that are developing. Furthermore, in terms of education level, most respondents are at the undergraduate level (S1), which strengthens the validity of the data because respondents are considered to have the ability to understand the contents of the questionnaire well. In addition, the background of the study program is also quite varied, although most of them come from the social sciences, especially economics and accounting, which are in accordance with the direction and objectives of the research. This diversity is important because it can present a broader perspective on the phenomenon being studied.

In terms of specific experiences or backgrounds related to the research theme, the variations found show that the data obtained reflect the perceptions of various groups. This demographic diversity contributes to the breadth of understanding of the phenomenon under study and enriches the interpretation of the results. This is in line with the view of Golan et al. (2022), who emphasize the diversity of respondent characteristics is very important in ensuring the quality and validity of data in social studies. This is because this diversity ensures that the data obtained reflects the various perspectives and experiences that exist in the population, so that the research results become more representative and reliable. When respondents have diverse characteristics, the data collected will be more complete and able to describe the complexity of the social phenomenon being studied.

Based on the results of the descriptive test presented, all indicators have relatively high average (mean) values, ranging from 4.244 to 4.375. This indicates that, in general, respondents gave positive assessments for each measured indicator. The indicator with the highest average value is OR 1 (4.375), followed by OR 2 (4.373), indicating that aspects related to these factors were rated most favorably by respondents. Meanwhile, the indicators with the lowest average values are BH 2 and FR 4, each at 4.244, although the differences are minimal compared to the other indicators. This shows that although all indicators were rated positively, there is slight variation in respondents' perceptions of certain aspects. In terms of value range, most indicators have a minimum value of 1.000 and a maximum value of 5.000, indicating variation in respondents' answers. However, the OR 1 indicator has a higher minimum value of 2.000, suggesting that no respondents gave the lowest rating in this respect. Furthermore, looking at the standard deviation, the values range from 0.611 to 0.736. The highest standard deviation is found in indicator EC 4 (0.736), indicating a greater variation in responses compared to other indicators. Conversely, the OR 1 indicator has the lowest standard deviation (0.611), indicating that respondents tended to give more consistent answers to this indicator.

Based on the results of the outer loading test presented, all indicators of each variable have loading values above the minimum threshold of 0.70 as recommended by (Hair et al., 2021). This indicates that each indicator has a strong contribution to its respective construct and can be considered convergently valid. For instance, in the BH (Barriers to Health) variable, all four indicators have very high outer loading values, ranging from 0.996 to 1.000. These values show that indicators BH1 to BH4 have a very strong correlation with the BH construct itself, and there are no weak indicators that need to be eliminated. Similarly, the EC (Economic Condition) variable has outer loading values ranging from 0.786 to 0.946. Although EC1 (0.786) is the lowest among its indicators, it is still above the minimum threshold and thus meets the validity criteria. The same applies to the FR (Financial Risk) variable, with indicator values ranging from 0.831 to 0.862, as well as the FU (Financial Understanding) variable, which has five indicators, all with outer loading values above 0.85, indicating consistency and strong relationships between the indicators and the construct. Meanwhile, the ITP (Intention to Purchase) variable shows very high outer loading values, ranging from 0.861 to 0.969. These values reinforce that each question or item in this variable significantly reflects the intent of the measured construct. Lastly, the OR (Organizational Readiness) variable has only two indicators, OR1 and OR2, both of which have outer loading values of 0.999. This indicates that both indicators almost completely represent the OR variable and are highly suitable for further testing. Thus, it can be concluded that all indicators in this study meet the requirements for convergent validity. No indicators need to be eliminated or revised. Therefore, the entire instrument is appropriate for proceeding to the next stage of analysis, such as reliability testing and discriminant validity. The strong validity at this stage also provides a solid foundation for producing an accurate and reliable structural model.

Based on the results of the discriminant validity test using the Fornell-Larcker criterion, it can be concluded that all constructs in this research model meet the requirements for discriminant validity. The main principle of this test is that the square root of the AVE (Average Variance Extracted) for each construct must be greater than the correlations between that construct and any other constructs in the model. The square root values of AVE are presented on the diagonal table (indicated in bold), while the correlations between constructs are shown below the diagonal.

For example, the construct BH (Barriers to Health) has a square root of AVE value of 0.998. This value is clearly higher than its correlations with other constructs such as EC (0.261), FR (0.188), FU (0.217), ITP (0.710), and OR (0.454). Although the correlation between BH and ITP is relatively high (0.710), it remains lower than the square root of BH's AVE itself.

A similar pattern is seen with the EC (Economic Condition) construct, which has a square root of AVE of 0.864—higher than its correlations with FR (0.910) and FU (0.921), even though these correlation values are close to or slightly exceed the AVE of the respective construct. However, the presence of such high correlations, particularly between EC and FU (0.921) and FR (0.910), as well as between FU and FR (0.914), may indicate a strong relationship among the three constructs. Nevertheless, since the square root of the AVE for each construct (EC: 0.864, FR: 0.850, FU: 0.871) remains higher than their respective correlations, the discriminant validity criterion is still statistically fulfilled.

Furthermore, the construct ITP (Intention to Purchase) has a square root of AVE of 0.934, which is also higher than all its correlations with other constructs, including BH (0.710) and others, which are even lower. Lastly, the construct OR (Organizational Readiness) shows a square root of AVE of 0.999, significantly greater than its correlations with other constructs, indicating a very strong discriminant validity.

Thus, all constructs in this model have demonstrated adequate discriminant validity based on the Fornell-Larcker criterion. This means that each construct accurately represents the intended concept and can be clearly distinguished from the other constructs in the model, providing a strong foundation for proceeding to the structural analysis stage.

Based on the results previously carried out in the outer modeling test, the Inner Modeling Test is now carried out. With the aim of seeing the results of the causal correlation between the variables. This study will use Inner model testing in 5 hypotheses as follows:

Hipotesis 1= Bargain Hunting (BH) → Intention to Purchase (ITP)

The analysis results show that T-Statistics = 17.776 and P-Value = 0.000, which indicates that bargain hunting has a significant influence on intention to purchase. This finding is in line with previous research which states that customers who actively seek the best deals tend to have higher purchase intentions, especially in the context of e-commerce. Consumers who have a tendency to bargain hunt will be more interested in making purchases when they feel they are getting the best price compared to other alternatives.

Hipotesis 2=Eco-Consciousness (EC) → Bargain Hunting (BH)

T-Statistics = 5.948 and P-Value = 0.000, which shows that eco-consciousness has a significant effect on bargain hunting. This suggests that the higher one's ecological awareness, the more likely they are to bargain hunt when purchasing sustainable products. Consumers with high environmental awareness will be more selective in choosing products and tend to look for more affordable options to ensure that the eco-friendly products they buy are competitively priced.

Hipotesis 3=Frugality (FR) → Bargain Hunting (BH)

It was found that T-Statistics = 3.840 and P-Value = 0.000, which indicates that frugality has a significant influence on bargain hunting. Frugality encourages consumers to look for the best discounts or promotions before buying a product. Consumers who have a habit of frugality tend to research prices in depth and wait for the best opportunity before making a purchase.

Hipotesis 4=Functionality (FU) → Bargain Hunting (BH)

With T-Statistics = 2.197 and P-Value = 0.028, it was found that functionality also has a significant influence on bargain hunting. Consumers who pay more attention to the functionality aspect of a product will be more likely to look for the best value before buying. They do not only focus on price but also ensure that the product they buy has a function that suits their needs.

Hipotesis 5=Originality (OR) → Bargain Hunting (BH)

The results show that T-Statistics = 3.545 and P-Value = 0.000, which means originality has a significant influence on bargain hunting. Consumers who value the uniqueness of a product still want to get the best price for the product. This shows that even though they are looking for original or unique products, they still consider the price before making a purchase.

Hipotesis 6=bargain hunting > intention to purchase

Based on the results of the analysis, the value of t-statistics = 17.776 and p-value = 0.000, which shows that bargain hunting has a significant effect on intention to purchase. This is in line with previous research which states that consumers who look for the best deals tend to have higher purchase intentions. bargain hunting is one of the main factors in purchasing decisions, especially on e-commerce platforms that often provide attractive discounts or promos.

Hipotesis 7=eco-consciousness > bargain hunting > intention to purchase

The t-statistics value for ec → bh is 5.948 and p-value = 0.000, while ec → itp has a t-statistics value = 6.065 and p-value = 0.000. These results indicate that eco-consciousness has a significant influence on the intention to purchase through bargain hunting as a mediating variable. consumers who care about the environment tend to look for eco-friendly products at the best price before deciding to buy.

Hipotesis 8=frugality > bargain hunting > intention to purchase

The results of the analysis show that the t-statistics value of fr → bh is 3.840 with p-value = 0.000, while fr → itp has a t-statistics value = 3.836 with p-value = 0.000. This shows that frugality has a significant influence on intention to purchase, with bargain hunting as a mediating factor. Consumers with a frugal lifestyle will be more careful in spending their money, so they tend to look for the best price before buying a product.

Hipotesis 9=functionality > bargain hunting > intention to purchase

The results of the analysis show that the t-statistics value of fu → bh is 2.197 with a p-value = 0.028, while fu → itp has a t-statistics value = 2.221 and p-value = 0.027. These results indicate that the functionality factor has a significant effect on intention to purchase through bargain hunting. consumers who prioritize the function of a product will ensure that they get the product at the best price before making a purchase.

Hipotesis 10=originality > bargain hunting > intention to purchase

The t-statistics value for or → bh is 3.545 with a p-value = 0.000, while or → itp has a t-statistics value = 3.555 with a p-value = 0.000. These results indicate that originality has a significant influence on intention to purchase through bargain hunting. Consumers who are looking for unique products still consider the best price before making a purchase, so bargain hunting is an important factor in purchasing decisions.

R-Square

The R-Square or **Coefficient of Determination** test results are used to evaluate the extent to which the linear regression model can explain variations in the data. The coefficient of determination is in the range 0-1, where the closer to 1, the stronger the influence of the independent variable in explaining the dependent variable (Hair et al., 2021). as the table below:

Table 1 Test Results R-Square

Variable	R-square	R-square adjusted
BH	0.279	0.272
ITP	0.505	0.504

(Source: Data processed by the author 2025)

Based on the analysis results, the Bargain Hunting (BH) variable has an R-Square value of 0.279 and an Adjusted R-Square of 0.272. This shows that the independent variables in this model can explain 27.2% of the variation in the Bargain Hunting variable, while the other 72.8% of the variation is influenced by other variables not included in this research model. The Intention to Purchase (ITP) variable has an R-Square value of 0.505 and an Adjusted R-Square of 0.504. This indicates that 50.4% of the variation in purchase intention can be explained by the independent variables in the model, while the remaining 49.6% is influenced by other factors not included in this study.

5. CONCLUSION

This study succeeded in describing the demographic characteristics of the respondents, which are quite diverse and relevant to the research context. Most respondents are female, in the productive age range (20-25 years old), and have an undergraduate educational background, especially from the social sciences such as economics and accounting. This diversity reflects a broad representation of the phenomenon under study, as well as indicating the validity and suitability of the respondents to the research focus. From the results of descriptive analysis of the

indicators tested, all items show a high average value, with a range of 4.244 to 4.375, which indicates a positive assessment of each variable from respondents. In addition, the results of the outer loading evaluation show that all indicators have values above the 0.70 threshold, which means that all indicators are convergently valid and suitable for use in further analysis. There is no single indicator that needs to be eliminated. Furthermore, the results of the Average Variance Extracted (AVE) test show that all variables have an AVE value above 0.50, even though most of them far exceed this minimum value. This indicates that each construct can explain more than 50% of the variance of its indicators, so it is valid in the context of construct measurement. However, in the discriminant validity test using the cross-loading approach, it was found that some indicators did not meet the criteria because they had a loading value below 0.70 on their own construct or had too high a value on other constructs. This indicates a potential overlap between constructs, which requires attention in the interpretation of the results and may require revision of some indicators to improve the clarity of each variable.

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