

The Influence of Price and Product Quality on Purchasing Decisions of Thrift Store Clothing in Ujungbatu District

Tika Wulandari¹, Putri Maurisni², Tiara Rocmawati³

¹²³ Entrepreneurship Study Program, Pasir Pengaraian University

Corresponding Author: tikawulandaribm@gmail.com

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Abstract: This study aims to determine and analyze the influence of price and product quality on purchasing decisions of thrift store clothing in Ujungbatu District. The growing development of thrift store businesses has made price and product quality important factors that influence consumers' purchasing decisions. Therefore, this study was conducted to determine the extent to which these two variables affect purchasing decisions. This research employed a quantitative research method. The population of this study consisted of consumers who had purchased thrift store clothing in Ujungbatu District. The sampling technique used was purposive sampling. Data were collected through questionnaires and analyzed using classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results showed that, partially, price has a positive and significant effect on purchasing decisions of thrift store clothing in Ujungbatu District. Product quality also has a positive and significant effect on purchasing decisions. Simultaneously, price and product quality have a positive and significant effect on purchasing decisions of thrift store clothing in Ujungbatu District. The coefficient of determination (R^2) indicates that price and product quality explain 52.9% of the variation in purchasing decisions, while the remaining 47.1% is influenced by other factors not examined in this study.

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Introduction

The development of the fashion industry in Indonesia is undergoing very dynamic changes along with improving lifestyles and changing consumer behavior. One rapidly growing phenomenon is the increasing public interest in purchasing secondhand clothing, or thrifting. Thrifting is no longer seen as an alternative for low-income communities, but has

become part of a lifestyle, especially among the younger generation who prioritize product uniqueness, affordability, and concern for the concept of sustainable fashion. These changes in consumer behavior encourage thrift store businesses to better understand the factors that influence purchasing decisions in order to maintain competitiveness amidst the increasing number of businesses operating in the same sector (Aliyas et al., 2023; Fadila et al., 2023). This condition also shows that consumer purchasing decisions are no longer solely influenced by needs, but also by perceptions of product value, quality, and price.

The growing public interest in thrifting is evident in the growing number of consumers who have purchased used clothing and the continued growth of thrift stores in various regions. Data from the research document shows that the majority of respondents have experience purchasing thrifted clothing. While sales turnover and import volumes of used clothing have fluctuated, market demand for thrifted products remains quite high. Meanwhile, the government has implemented various policies restricting the import of used clothing for reasons of protecting the national textile industry and public health. Nevertheless, the high consumer interest demonstrates that the appeal of lower prices, quality products that are still usable, and the availability of well-known brands remain the primary reasons people choose thrifted products. This phenomenon demonstrates a discrepancy between government policy and consumer behavior, which continues to consider thrifting as an alternative fashion shopping option.

A similar phenomenon occurred in Ujung Batu District, Rokan Hulu Regency, where thrift store businesses experienced a post-pandemic surge. Customer data shows that the number of consumers fluctuates periodically, with a tendency to increase in certain months. Furthermore, initial observations and consumer interviews indicate that relatively low prices compared to new clothing and good product quality are the dominant factors in purchasing decisions. Consumers tend to compare prices between thrift stores, while also considering the physical condition of the clothing, material quality, cleanliness, and uniqueness of the models before making a purchase. This situation indicates that the success of a thrift store business is determined not only by competitive prices but also by the business owner's ability to maintain product quality to meet consumer expectations.

Many previous researchers have conducted research on the influence of price and product quality on purchasing decisions. Research by Anjani et al. (2024), Anggraini et al. (2025), and Agustina et al. (2023) indicates that both price and product quality influence purchasing decisions. However, most of these studies were conducted on new products, minimarkets, or the conventional retail sector, while research specifically examining consumer behavior in thrift stores in developing regions is still relatively limited. Furthermore, the characteristics of thrift consumers differ from those of new fashion consumers due to their influence on lifestyle factors, perceived quality of secondhand goods, economic value, and awareness of environmental sustainability. These differences in characteristics open up opportunities to produce empirical findings that differ from previous research.

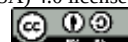
Based on these conditions, this study has a high urgency because it can provide an empirical picture of the factors that influence consumer purchasing decisions in thrift stores. The results of the study are expected to be a basis for business actors in developing

competitive pricing strategies without neglecting product quality, thereby increasing business competitiveness. In addition, this study can also provide academic contributions in enriching the study of consumer behavior in the thrifting industry which is currently growing rapidly in Indonesia, especially in Rokan Hulu Regency. The novelty of this study lies in examining the influence of price and product quality on purchasing decisions at Thrift Store objects in Ujung Batu District using local consumer characteristics as the research focus. This approach is expected to be able to provide the latest empirical evidence regarding consumer purchasing behavior in the thrifting industry which has not been widely studied in previous research.

Research Methods

This study uses a quantitative approach with a comparative causal method that aims to analyze the influence of price and product quality on purchasing decisions of thrift store consumers located on Jalan Garuda, Ujung Batu Old Market, Ujung Batu District, Rokan Hulu Regency, Riau Province. The study population is all consumers who have made purchases at the thrift store, either directly (offline) or through online media, with a population of 1,500 consumers based on sales data from January to June. The sampling technique used purposive sampling with the criteria of respondents aged 17–40 years, male or female, having made at least one purchase directly at the thrift store, and domiciled in Ujung Batu District. The number of samples was determined using the Slovin formula with a 10% error rate, resulting in 94 respondents.

The data used consisted of primary data obtained through questionnaires using Google Forms, as well as secondary data sourced from books, scientific journals, and articles relevant to the research. In addition to questionnaires, data collection techniques were also carried out through observation, interviews, and literature studies to support the completeness of the information. The collected data were analyzed using the IBM SPSS version 27 application through descriptive statistical analysis and multiple linear regression analysis. Before testing the hypothesis, a classical assumption test was conducted which included a normality test, a multicollinearity test, and a heteroscedasticity test to ensure the feasibility of the regression model. Furthermore, testing was carried out using the coefficient of determination (R^2), a t-test to determine the partial effect of each independent variable on purchasing decisions, and an F-test to test the effect of price and product quality simultaneously on purchasing decisions with a significance level of 5%.



Results and Discussion

Structural Model Evaluation (Inner Model)

Classical assumption test

1. Normality Test

Table 1. Results of the One-Sample Kolmogorov-Smirnov Test for Normality

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			94
Normal Parameters ^{a,b}	Mean		.0000000
	Standard Deviation		2.44204463
Most Extreme Differences	Absolute		.053
	Positive		.053
	Negative		-.036
Test Statistics			.053
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.755
	99% Confidence Interval	Lower Bound	.743
		Upper Bound	.766

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1502173562.

Based on the results of the normality test, it can be seen that the results of the One-Sample Kolmogorov-Smirnov Normality Test with a significant Asymp. value of 0.200 is greater than 0.05, so it can be concluded that the residual value of this study is normally distributed.

2. Multicollinearity Test

Table 2. Multicollinearity Test Results

		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients	Standardized Coefficients	t	Sig.		
Model		B	Beta			Tolerance	VIF
1	(Constant)	1,983		.402	.689		
	Price	.509	.391	5,319	.000	.957	1,045
	Product Quality	.581	.538	7,316	.000	.957	1,045

a. Dependent Variable: Purchasing Decision

Based on the results of the multicollinearity test above, it shows that the Tolerance

value for the Price (X1) and Product Quality (X2) variables is $0.957 > 0.10$ and the Variance Inflation Factor (VIF) value is $1.045 < 10.00$. Therefore, it can be concluded that there are no symptoms of multicollinearity among the independent variables in this regression model, so the model is declared suitable for use in further analysis.

3. Heteroscedasticity Test

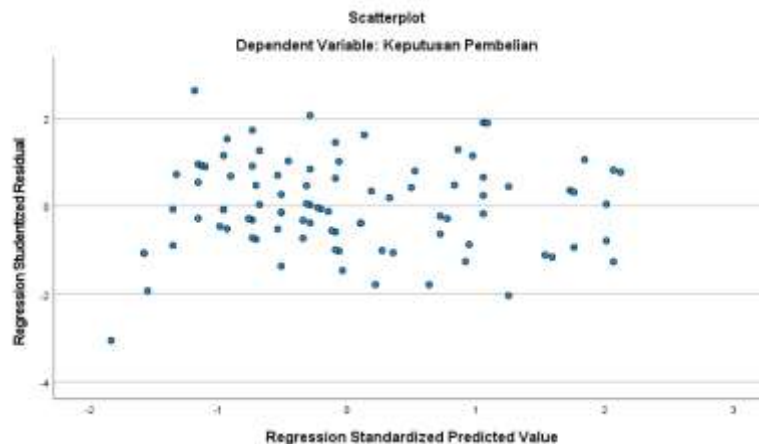


Figure 1. Heteroscedasticity Test Results

Based on Figure 1, it can be seen that the points are spread out and do not form any pattern, so there are no symptoms of heteroscedasticity in this study.

Multiple Linear Analysis Test

Table 3. Multiple Linear Regression Test Results

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
Model					Sig.
1	(Constant)	1,983	4,930		.402
	Price	.509	.096	.391	5,319
	Product Quality	.581	.079	.538	7,316

a. Dependent Variable: Purchasing Decision

Based on table 3, the regression equation can be concluded as follows: $Y = a + b_1X_1 + b_2X_2 + e$ $Y = 1.983 + 0.509 X_1 + 0.581 X_2$

From the above explanation it can be seen that:

1. The constant value of 1.983 indicates that if the variables Price (X1), Product Quality (X2) are considered non-existent or have a value of zero, then the value of the Purchase Decision (Y) remains at 1.983. This value represents the level of Purchase Decision that occurs without being influenced by the two independent variables.

2. The Price variable (X1) has a regression coefficient value of 0.509 with a significance value of 0.000, which means that partially X1 has a significant influence on Purchasing Decisions.
3. The product quality variable (X2) has a regression coefficient value of 0.581 with a significance value of 0.000, which means that partially X2 has a positive and significant effect on Purchasing Decisions.
4. The sig. value for price and product quality is $0.000 < 0.05$, meaning that both variables have a significant influence on purchasing decisions.

Hypothesis Testing

1. Partial Test (T-Test)

Table 4. Partial Test Results (T-Test) of Price Variable (X1)

		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	
Model		B		Beta			VIF
1	(Constant)	26,276	4,568		5,753	.000	
	Price	.654	.117	.503	5,576	.000	1,000

a. Dependent Variable: Purchasing Decision

Based on the results of the partial test (t-test), it is known that the Price variable has a calculated t value of 5.576 which is greater than the t table of 1.662 and a significance value of 0.000 which is smaller than 0.05. This shows that the Price variable partially has a positive and significant effect on Purchasing Decisions. Therefore, it can be concluded that the better the consumer's perception of the price offered, such as affordable prices, according to quality, and competitive compared to competitors, the higher the level of purchasing decisions made by consumers. Thus, price is one of the important factors that consumers consider before making a purchase, so that setting the right price can increase consumer interest and purchasing decisions. The T-Test (partial) of the Product Quality variable (X2) is as follows:

Table 5. Partial Test Results (T-Test) of Product Quality Variable (X2)

		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	
Model		B		Beta			VIF
1	(Constant)	17,239	4,567		3,775	.000	
	Product Quality	.668	.088	.619	7,557	.000	1,000

a. Dependent Variable: Purchasing Decision

Based on the results of the partial test (t-test), it is known that the Product Quality variable has a calculated t value of 7.557 which is greater than the t table of 1.662 and a significance value of 0.000 which is smaller than 0.05. This indicates that the Product Quality variable partially has a positive and significant effect on Purchasing Decisions. Therefore, it can be concluded that the better the product quality perceived by consumers, such as product durability, reliability, attractive appearance, and conformity to consumer expectations, the higher the purchasing decision made. Thus, product quality is a very important factor in influencing consumers to make purchases.

2. Simultaneous Test (F-Test)

Table 6. Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	623,812	2	311,906	51,177	.000b
	Residual	554,613	91	6,095		
	Total	1178,426	93			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Product Quality, Price

Based on the results of the simultaneous test (F test) in Table 4.16, the calculated F value was $51.177 > F$ table 3.10 with a significance value of 0.000. Because the significance value is smaller than 0.05, it can be concluded that the Price (X1) and Product Quality (X2) variables simultaneously have a significant effect on the Purchase Decision (Y) variable. In other words, both independent variables together have a real influence on consumer purchasing decisions.

Coefficient of Determination

Table 7. Results of determination test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.728a	.529	.519	2,469

a. Predictors: (Constant), Product Quality, Price

b. Dependent Variable: Purchase Decision

Based on The results of the coefficient of determination test obtained an R value of 0.728, which indicates that The relationship between the independent and dependent variables is in the strong category. Meanwhile, the R Square value of 0.529 means that the independent variable is able to explain 52.9% of the dependent variable, while the remaining 47.1% is influenced by other factors outside the research model that were not examined in this study.



Discussion

a. **Price (X1) partially influences the purchasing decision (Y) of thrift store clothes in Ujungbatu District.**

The results of this study align with research conducted by Malik et al. (2024), which found that price partially had a positive and significant effect on thrift purchasing decisions at the Shabira Store in Tulang Bawang Regency. This indicates that price is a crucial factor in encouraging consumers to make purchasing decisions at thrift stores.

However, the results of this study contradict those of Anjani (2024), who stated that price had no significant influence on purchasing decisions. The difference in these results may be due to differences in respondent characteristics, research locations, consumer purchasing power, and the pricing strategies employed by each thrift store.

Based on the t-test results, it is known that the calculated t-value of 5.576 is greater than the t-table of 1.662, with a significance value of 0.000, which is less than 0.05. This indicates that price has a significant influence on purchasing decisions. Therefore, it can be concluded that in this study, price has a significant role in influencing consumer purchasing decisions in thrift store clothing businesses in Ujungbatu District.

This situation aligns with the situation in the field, where most consumers purchase thrift clothing because it offers more affordable prices than new clothing. Consumers in Ujung Batu District tend to consider their purchasing power before making a purchase, making price a key factor in determining their purchasing decision. The more the price aligns with the consumer's economic situation and expectations, the more likely they are to purchase the product.

Furthermore, competition among thrift stores in Ujung Batu District also encourages businesses to set competitive prices. Field observations indicate that many consumers compare prices between stores before making a purchase. Consumers not only seek low prices but also consider the appropriateness of the price compared to the quality of the clothing purchased, including factors such as condition, brand, cleanliness, and wearability. Therefore, prices perceived as reasonable and commensurate with product quality can boost consumer confidence and encourage purchasing decisions.

Product Quality (X2) Partially Influences Purchasing Decisions (Y) of Thrift Store Clothes in Ujungbatu District.

The results of this study align with research conducted by Anggraini et al. (2025), which stated that product quality significantly influences the decision to purchase used clothing (a study at the Wike Thrift Store in Batang Serangan District). This indicates that product quality is one of the main factors consumers consider when deciding to purchase at a thrift store.

However, the results of this study contradict those of Manik et al. (2023), who found that product quality had a partial negative effect on purchasing decisions. This difference in results is thought to be due to the increasing demand for used clothing among Hendra Store customers over the past three years. Furthermore, differences in respondent characteristics,



research locations, consumer purchasing power, and pricing strategies employed by each used clothing business may also be contributing factors.

Based on the t-test results, it is known that the calculated t-value of 7.557 is greater than the t-table of 1.662, with a significance value of 0.000, which is less than 0.05. This indicates that product quality has a significant influence on purchasing decisions. Thus, it can be concluded that in this study, product quality has a very important and dominant role in influencing consumer purchasing decisions in thrift store clothing businesses in Ujungbatu District.

Product quality has a partial positive influence on clothing purchasing decisions at thrift stores in Ujung Batu District. Based on actual conditions, consumers not only consider low prices but also pay close attention to the quality of the clothing they purchase. This is evident in consumers' habit of inspecting clothing before making a purchase, such as checking for stains, tears, damaged stitching, faded colors, and the comfort of the material.

In Ujung Batu District, many thrift store customers seek clothing that is still wearable and close to new in quality. Consumers tend to be more interested in buying clothing that is clean, tidy, made from comfortable materials, and trendy styles. Although thrift clothing is relatively cheaper, consumers still want products that provide benefits and satisfaction after use. Therefore, the better the quality of the product offered, the higher the consumer interest and decision to purchase.

Based on field observations, several thrift store operators in Ujung Batu District sort clothing before reselling it. Good-quality clothing is separated from inferior items and then sold at prices that reflect the condition of the items. This strategy builds consumer confidence in the products offered and makes them feel that the price they pay is commensurate with the quality they receive. This trust encourages consumers to make purchases, even repeat purchases, from thrift stores deemed capable of providing quality products.

Price (X1), Product Quality (X2) simultaneously have a positive and significant influence on the purchasing decision (Y) of thrift store clothes in Ujungbatu District.

The results of this study align with research conducted by Budiman et al. (2024), which found that price and product quality simultaneously significantly influence purchasing decisions on Thrift Bought.id. This confirms that the combination of price and product quality is a crucial factor in increasing purchasing decisions in thrift stores.

The results of this study contradict the research conducted by Manik et al., (2023), which stated that product quality partially has a negative and significant effect on purchasing decisions, indicated by a calculated t value of -2.842 which is smaller than the t table of 1.662. In addition, the study also shows that price partially has no effect and is not significant on purchasing decisions, with a calculated t value of 0.145 which is smaller than the t table of 1.662. The difference in the results of this study can be caused by differences in consumer characteristics, research locations, and the conditions of the businesses studied. This can occur if an increase in product quality is followed by an increase in price that is considered not in accordance with consumer capabilities or expectations, so that purchasing decisions decrease.



Based on the results of the F test, the calculated F value was 51.177, which was greater than the F table of 3.10, with a significance value of 0.000, which was less than 0.05. Thus, it can be concluded that in this study, price and product quality together provide a significant contribution to consumer purchasing decisions in thrift store clothing businesses in Ujungbatu District.

Based on field conditions, price partially has a positive and significant influence on clothing purchasing decisions at thrift stores in Ujung Batu District. Most consumers purchase thrift clothing because the prices are more affordable than new clothing, thus aligning with people's purchasing power. Consumers tend to compare prices between thrift stores before making a purchase and choose stores that offer prices they consider reasonable and appropriate for the condition of the goods. Affordable prices create the perception that consumers can obtain attractive clothing without having to spend a large amount, thus encouraging purchasing decisions.

Besides price, product quality also has a positive and significant influence on purchasing decisions. Based on field observations, consumers are not only looking for affordable clothing, but also pay attention to the physical condition of the clothing, such as cleanliness, the absence of stains or tears, the quality of the stitching, the comfort of the material, and the style that is still in line with trends. Many consumers are more interested in buying thrift clothing that looks still wearable and has a quality close to new. Therefore, the combination of affordable prices and good product quality makes consumers feel satisfied and confident in the products they buy, thus increasing purchasing decisions at thrift stores in Ujung Batu District.

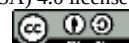
Conclusion and Recommendation

This study concludes that price and product quality have positive and significant associations with purchasing decisions for thrift store clothing in Ujungbatu District. Product quality has a relatively stronger association with purchasing decisions than price, as indicated by its higher standardized regression coefficient ($\beta = 0.538$) compared with price ($\beta = 0.391$). The two variables jointly explain 52.9% of the variation in purchasing decisions, while the remaining 47.1% is attributable to factors outside the research model.

Practically, thrift store owners should maintain product quality while offering competitive prices to meet consumer expectations. Consumers are advised to consider both price and product condition before purchasing. This study is limited to 94 respondents in Ujungbatu District and examines only price and product quality. Future research could include other relevant variables, such as promotion, location, service quality, and consumer trust, and involve broader samples to improve the generalizability of the findings.

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