



## The Influence of Price Perceptions, Product Quality and Personality on Purchase Decisions of Women's Clothing Thrifting Products in Manado

Debora Indriani Rondonuwu, Willem JFAlfa Tumbuan, Rudy S. Wenas

Master of Management Study Program, Faculty of Economics and Business, Sam Ratulangi University, Manado, Indonesia

**Abstract:** Current economic progress is followed by the increasing needs of an increasingly diverse society and progressive makes it difficult for people to determine which needs are prioritized. One of them is in the world of fashion where many people will try to always look fashionable and fashionable to maximize the achievement of their goals. The alternative or method taken is through the consumption of used clothing or fashion thrift, which is better known as thrift shopping. Where in the world of thrifting we can find various kinds, good and unique clothing models at prices which are of course much cheaper. This study has 3 independent variables namely; price perception, product quality and personality, while the dependent variable is purchasing decisions. This study aims to analyze the effect of perceived price, product quality, and personality on purchasing decisions for thrifting women's clothing in Manado. The method used in this study is through a questionnaire instrument. The sample used in this study were women who used thrift clothing products with a total of 100 respondents. The analytical method used is validity, reliability, classical assumptions and multiple regression using the SPSS application. The results of the study show that simultaneously the perception of price, Product quality and personality have a positive and significant effect on purchasing decisions for women's clothing thrifting products in Manado. Partially the product quality and personality variables have a positive and significant effect on the purchasing decision of women's thrifting products in Manado, while price perceptions have a positive and insignificant effect on the purchasing decisions of women's thrifting products in Manado.

**Key words:** price perception, product quality, personality, purchase decision.

### INTRODUCTION

#### Research Background

In fact, fashion thrift cannot be separated from popular culture, this is because fashion is a product of popular culture. Barker's book argues that popular culture can refer to what remains after everything that could be considered high culture has been established. This can be interpreted that a phenomenon can be categorized as popular culture when the phenomenon or subject has been mass-produced. So in this phenomenon, because thrift shopping activities are now being carried out more and more by the public, this activity can be categorized as a form of popular culture. Using used clothes or thrifting is also for some people in order to make savings. Thrifting is now no stranger to women, especially fashion lovers. The thrift shopping trend for fashion lovers is very interesting. For thrift fashion connoisseurs, they can get unique clothes, with good quality, and they can get branded clothes at lower prices. This fact makes thrift shopping felt as the most appropriate consumption alternative so that now this activity is becoming increasingly popular. Thrift is used or second goods

originating from imported goods. The condition of thrift goods is like new and there are also goods that are defective in production or not 100% smooth. Thrift goods are usually in great demand because the goods are limited and not marketable. We can even find items or clothes that are second-hand in these used goods. Thrifting is the activity of hunting for thrift items. This activity can be done by taking a walk to the market or it can also be purchased at an e-commerce that provides thrift goods. Many people like to do this activity because apart from being able to get goods at low prices, they also get a challenging sensation if they do it at the thrift market while fighting for goods with other people. While the thrift shop itself is a shop or container for selling used goods. The thrift shop itself is now a new business opportunity among young people because the capital spent is small while the demand is very large. also get a challenging sensation if done in a thrift market while fighting over goods with other people. While the thrift shop itself is a shop or container for selling used goods. Thrift shop itself is now a new business opportunity among young people because the capital spent is small while the demand is very large. also get a challenging sensation if done in a thrift market while fighting over goods with other people. While the thrift shop itself is a shop or container for selling used goods. The thrift shop itself is now a new business opportunity among young people because the capital spent is small while the demand is very large.

### Research Objectives

Based on the main issues raised in this study, the objectives of this study are as follows:

1. Analyzing the significant positive effect simultaneously on the perception of price, product quality, and personality on the purchasing decision of thrifting women's clothing products in Manado
2. Analyzing the significant positive influence of price perceptions on purchasing decisions of thrifting women's clothing products in Manado
3. Analyzing the positive significant influence of product quality on the purchasing decision of thrifting women's clothing products in Manado
4. Analyzing the significant positive influence of personality on the purchasing decision of thrifting women's clothing products in Manado

### LITERATURE REVIEW

#### Marketing

Marketing is one of the main activities carried out by the company in order to achieve its goals, namely maintaining survival, developing and earning profits. Marketing is also an important factor in meeting consumer needs. For this reason, marketing activities must be able to provide customer satisfaction if the company wants its business to continue or wants consumers to have a good view of the company.

According to Laksana (2019: 1) marketing is a meeting between sellers and buyers to carry out transaction activities for goods or services. So that the understanding of the market no longer refers to a place but rather to the activities or activities of sellers and buyers meeting in offering a product to consumers.

#### Buying decision

Purchasing decision is a process where consumers choose and evaluate products or services, in this case it is found that consumers really consider various things that suit their needs in the purchasing decision process. the results of the selected product from the purchase decision become the product of choice from consumers to meet needs. The process of making a purchase decision according to Agusta (2020: 12) is the consumer's stage in deciding on a particular product which he thinks is the best from various alternatives according to certain interests by making the choice that is considered the most profitable. This selection and assessment process usually begins with identifying the main problems affecting the objectives, compiling,

## Price Perception

The use of the term "price" is generally used in buying and selling a product, both goods and services. The selling price is determined by the seller and takes advantage of this price, while consumers get their needs by paying for the product at a set price. Price is an element of the marketing mix that is flexible in nature where it can change at any time according to time and place. Prices are not just numbers on the label of a package or a store shelf, they take many forms and perform many functions.

According to Kotler et al., (2018) price is how much money is charged for merchandise or organizations, or the segment of value traded by buyers to help buy or use products or organizations.

## Product quality

Quality is one of the factors satisfying needs that cannot be separated from the products or services produced by the company. Product quality is the understanding that the product offered by the seller has more selling value that is not owned by competing products. Product quality shows the level of success in the product manufacturing process. A good product will be at a high quality level. The impact of good product quality will lead to consumer satisfaction, so companies providing goods or services must create quality products that meet standards and can satisfy consumers.

## Personality

Each individual has its own unique characteristics. A collection of behavioral characteristics that are owned by an individual and are permanent is usually called personality. More clearly, personality is a pattern of behavior that is consistent and enduring. Therefore, personality variables are deeper than lifestyle. The thing related to personality is self-concept. Self-concept is the views and attitudes of individuals towards themselves. Self-view is related to physical dimensions, individual characteristics, and self-motivation. Self-concept is the essence of individual personality. The personality core plays an important role in determining and directing the development of personality and positive individual behavior

## Previous Research

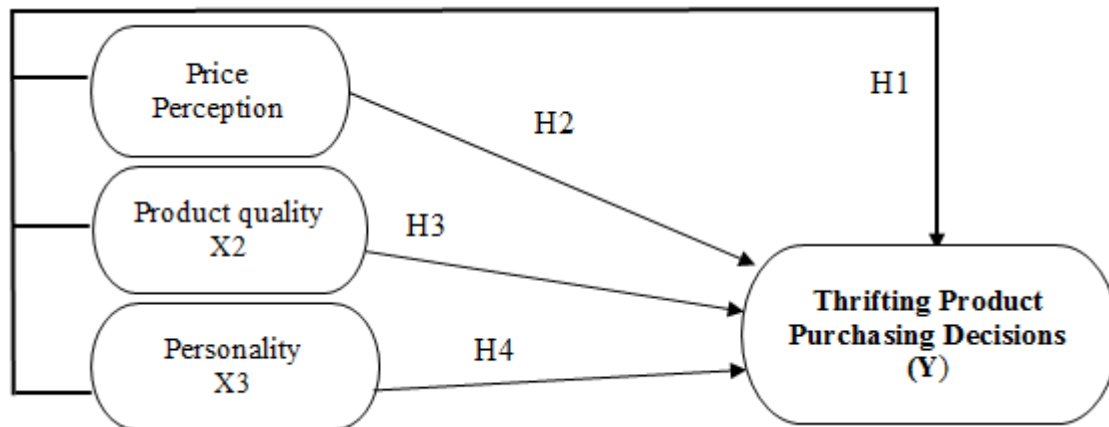
Lomban, Tumbel, Wenas (2021), in his research entitled "The Influence of Brand Image, Product Quality and Perceived Price on Consumer Purchase Decisions on Planet Surf Products in Manado Town Square". Research objective To determine the influence of product quality brand image and price perceptions on purchasing decisions. A sample of 98 respondents. The analysis used is multiple linear regression. The results showed that simultaneously brand image, product quality and price perceptions had a significant effect on consumer purchasing decisions on Planet Surf Manado Town Square products, but partially only product quality had an effect.

Rosmaniar, Rahmawati, Riandi, Martasari and Ganesha (2021), in their research entitled "The Influence of Price, Product Quality, and Consumer Satisfaction on Purchasing Decisions at Thrift Stores on Instagram". The purpose of this study was to examine the effect of price, product quality and customer satisfaction on purchasing decisions. The sample used amounted to 72 respondents. The research results show that price has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions. Consumer satisfaction has a positive and insignificant effect on purchasing decisions.

Immanuel J and Keni K (2020) in their research entitled The Impact of Price and Product Quality on Consumers Purchasing Decisions in Children's Shirts for Kids (KAFK) Clothing Shops. The purpose of this study was to analyze whether price and product quality affect consumer purchasing decisions in children's t-shirt stores. The research sample is as much 150 respondents. The results showed that the two independent variables, namely price and product quality, had an effect on determining the dependent variable, namely consumer purchasing decisions at children's clothing stores, Kaos Anak for Kids.

## Model and Research Hypothesis

### Research Model



Source: Processed data results for 2022

### Research Hypothesis

Hypotheses are statements or conjectures or temporary answers to statements in research problems, which will be tested with empirical data through this research. Based on the thought process framework above, the following hypothesis can be formulated

H0: Di suspect that there is no significant positive effect simultaneously on Price Perception, Product Quality, and Personality on the Purchase Decision of Women's Clothing Thrifting Products in Manado

H1: It is suspected that there is a significant positive effect simultaneously on Price Perception, Product Quality, and Consumer Behavior on the Purchase Decision of Women's Clothing Thrifting Products in Manado

H2: It is suspected that there is a significantly positive influence on Price Perception on the Purchase Decision of Women's Clothing Thrifting Products in Manado

H3: Allegedly there is a significant positive effect on product quality on purchasing decisions for women's clothing thrifting products in Manado

H4: It is suspected that there is a significant positive influence on Personality on the Purchase Decision of Women's Clothing Thrifting Products in Manado

## RESEARCH METHODS

### Types of research

In connection with the title put forward, looking at the effect of course will see the relationship between the independent variables on one dependent variable. The type of research used is associative research to determine a pattern of relationship between one variable or several interrelated variables.

### Population and Research Sample

According to Sugiyono (2019: 126), population is a generalized area consisting of objects/subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. The population in this study is Manado city residents who have bought and used thrifting clothing products.

According to Sugiyono (2019: 127), the sample is "part of the number and characteristics possessed by the population". In this study, sampling was carried out following the suggestions Sugiono (2012: 91), namely a feasible sample in a study is between 30 to 500, because the total population is not

identified. In accordance with the time of sampling and the results of verification of the number of samples obtained, this study determined 100 samples.

## RESEARCH RESULTS AND DISCUSSION

### Validity and Reliability Test Results

Based on processed data using SPSS software, the validity test results are obtained as follows:

**Table 1. Validity Test Results**

Variable	Statement	Pearson Correlation (r count)	Sig	Alpha	Status
Price Perception	X1P1	0.773	0.001	0.05	Valid
	X1P2	0.723	0.001	0.05	Valid
	X1P3	0.747	0.001	0.05	Valid
	X1P4	0.691	0.001	0.05	Valid
	X1P5	0.702	0.001	0.05	Valid
Product quality	X2P1	0.738	0.001	0.05	Valid
	X2P2	0.672	0.001	0.05	Valid
	X2P3	0.701	0.001	0.05	Valid
	X2P4	0.791	0.001	0.05	Valid
	X2P5	0.746	0.001	0.05	Valid
	X2P6	0.716	0.001	0.05	Valid
	X2P7	0.755	0.001	0.05	Valid
	X2P8	0.751	0.001	0.05	Valid
Personality	X3P1	0.811	0.001	0.05	Valid
	X3P2	0.828	0.001	0.05	Valid
	X3P3	0.700	0.001	0.05	Valid
	X3P4	0.786	0.001	0.05	Valid
	X3P5	0.773	0.001	0.05	Valid
Buying decision	YP1	0.764	0.001	0.05	Valid
	YP2	0.758	0.001	0.05	Valid
	YP3	0.856	0.001	0.05	Valid
	YP4	0.753	0.001	0.05	Valid
	YP5	0.740	0.001	0.05	Valid

Source: Processed Data, 2022

Based on the above data, the results of data processing for the price perception variable (X1) show that the lowest rcount value is in item X1P4 0.691 and the highest rcount value is in item X1P1 of 0.773. The results of data processing for the product quality variable (X2) show that the lowest rcount value is in item X2P2 of 0.672 and the highest rcount value is in item X2P4 of 0.791. The results of data processing for the personality variable (X3) show that the lowest rcount value is in item X3P3 of 0.700 and the highest rcount value is in item X3P2 of 0.828. The results of data processing for the purchase decision variable (Y) show that the lowest rcount value is in item YP5 of 0.740 and the highest rcount value is in item YP3 of 0.856.

Based on processed data using SPSS software, the reliability test results are obtained as follows:

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Status
Price Perception (X1)	0.775	Reliable
Product Quality (X2)	0.877	Reliable
Personality (X3)	0.834	Reliable
Purchase Decision (Y)	0.831	Reliable

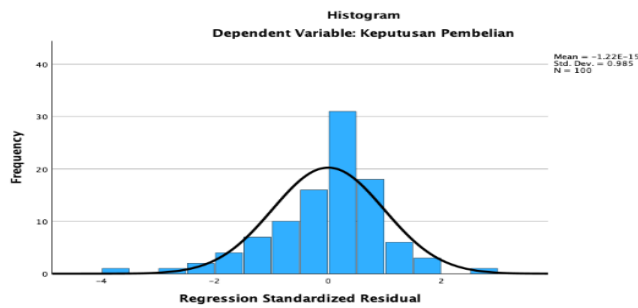
Source: Processed Data, 2022



From the results of the data above it can be seen that the variables used in this study are reliable, because the data shows that the Cronbach's Alpha of each variable has a value above 0.60.

**Classic assumption test**

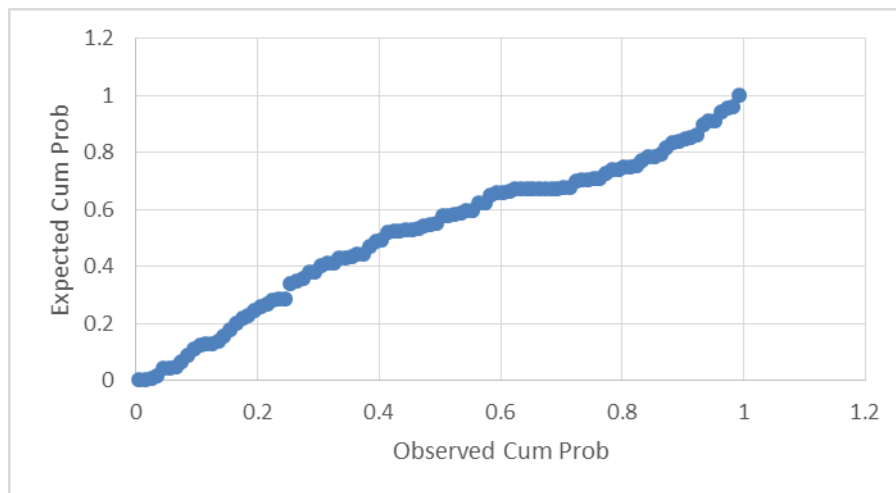
**Normality test**



**Figure 1. Normality Test**

Source: Processed Data, 2022

Looking at Figure 1, showing the normal curve in the histogram above, it can be said that the model is normally distributed, because it forms a bell. Another way is to look at the Standardized Normal P-Plot Regression, to see whether the model is normally distributed or not.



**Figure 2. Normal PP Plot of Regression Standardized Residual**

Source: Processed Data, 2022

The data in the figure above illustrates the spread of data around the diagonal line and the distribution follows the direction of the diagonal line of the graph. In other words, the existence of points around the linear line indicates that the model is normally distributed.

**Multicollinearity Test**

The multicollinearity test is tested by calculating the VIF (Variance Inflation factor) value and the Tolerance value. If the VIF value is less than 10, multicollinearity does not occur. If the Tolerance value is greater than 0.1 then Multicolonearity does not occur. The test results are shown in the following table:

**Table 3. Multicollinearity Test Results**

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics tolerance	VIF
		B	std. Error	Betas				
1	(Constant)	-.512	1,596		-.321	.749		
	Price Perception (X1)	.018	.094	.014	.186	.853	.561	1,782

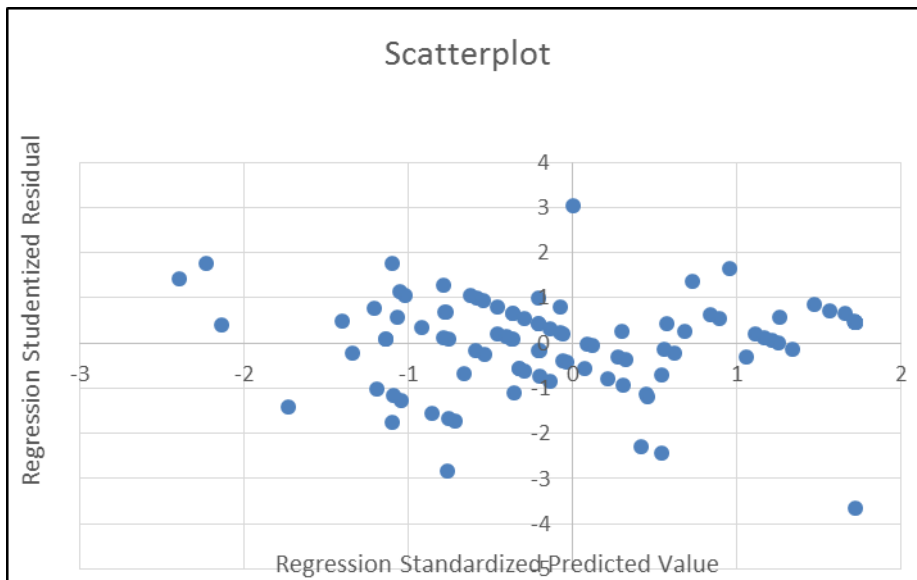
Product Quality (X2)	.403	.070	.553	5,753	001	.347	2,883
Personality (X3)	.327	.083	.327	3,951	001	.467	2,139

Source: Processed Data, 2022

According to the table above, the independent variables, namely price perception, product quality, and service quality, have VIF values <10 and for tolerance values > 0.1, it can be concluded that all variables do not experience multicollinearity.

**Heteroscedasticity Test**

The results of the heteroscedasticity test in this study are shown in the following figure:



**Figure 3. Figure Heteroscedasticity**

Source: Processed Data, 2022

If you look at the Scatterplot Graph, what is shown is the heteroscedasticity test which shows the points that spread randomly and no clear pattern is formed and in the distribution the points spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model, so that many regression models are suitable for predicting the purchasing decision variable (Y).

**Result of Research Hypothesis Test (F Test and T Test)**

The results of simultaneous hypothesis testing (Test F) can be seen in the table below:

**Table 4. F Test Results**

ANOVAa						
	Model	Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	650,630	3	216,877	71,950	.001b
	residual	289,370	96	3.014		
	Total	940,000	99			

a. Dependent Variable: Purchase Decision

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

Source: Processed Data, 2022

Based on the test results in SPSS, it is known that the sig value is 0.001 <0.05 and the calculated F value is 71.950 > 2.70, so it can be concluded that H0 is rejected and H1 is accepted, which means that there is a significant positive effect simultaneously on the variable Price Perception (X1), Product Quality ( X2), and personality (X3) on purchasing decisions for women's clothing thrifting products in Manado (Y).

**T test results**

**Table 5. T test results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	-.512	1,596		-.321	.749
	Price Perception (X1)	.018	.094	.014	.186	.853
	Product Quality (X2)	.403	.070	.553	5,753	.001
	Personality (X3)	.327	.083	.327	3,951	.001

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2022

The results of hypothesis testing (t test) partially can be seen in the table below:

1. In the price perception variable (X1) it is known that the sig value is 0.853 > 0.05 and the t-count value is 0.186 < 1.984, so it can be concluded that H2 is rejected which means that there is no influence between variable X1 on variable Y
2. In the Product Quality variable (X2) it is known that the sig value is 0.001 < 0.05 and the t-value is 5.753 > 1.984, so it can be concluded that H3 is accepted which means that there is an influence between variable X2 on variable Y
3. In the personality variable (X3) it is known that the sig value is 0.001 < 0.05 and the t-count value is 3.951 > 1.984, so it can be concluded that H4 is accepted which means that there is an influence between variable X3 on variable Y

**Multiple Linear Regression Test**

Based on the results of the regression data processed using the SPSS program, the following results are obtained:

**Table 6. Multiple Linear Regression Test**

Coefficients <sup>a</sup>			
Model		Unstandardized Coefficients	
		B	Standard Error
1	(Constant)	-.512	1,596
	Price Perception	.018	.094
	Product quality	.403	.070
	Personality	.327	.083

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2022

Based on the results of the table above, it can be seen that the regression equation formed is:

$$Y = -0.512 + 0.018 X1 + 0.403 X2 + 0.327 X3$$

1. A constant value of -0.512 gives the understanding that if Perceived Price, Product Quality, and Personality are not carried out or equal to zero (0), then the magnitude of the Decision to Purchase Women's Clothing Thrifting Products in Manado is -0.512
2. Price Perceived Coefficient (X1) gives a positive value of 0.018, meaning that every 1% change (X1) will affect efforts to increase Purchase Decision (Y) of 0.018 assuming other variables remain the same, the influence on Purchase Decisions for Thrifting Women's Clothing Products in Manado will increase .
3. Product Quality Coefficient (X2) gives a positive value of 0.403, meaning that every 1% change (X2) will affect efforts to increase Purchasing Decisions (Y) of 0.403 assuming other variables



remain the same, the influence on Purchasing Decisions for Thrifting Women's Clothing Products in Manado will increase .

- The Personality Coefficient (X3) gives a positive value of 0.327, meaning that every 1% change (X3) will affect efforts to increase Purchasing Decisions (Y) of 0.327 assuming other variables remain the same, so the influence on Purchasing Decisions for Thrifting Women's Clothing Products in Manado will increase.

### Correlation Coefficient Test Results and Determination

**Table 7. Determination Results**

Summary model b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.832a	.692	.683	1,736
a. Predictors: (Constant), Personality, Perceived Price, Product Quality				

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

b. Dependent Variable: Purchase Decision

Source: Processed Data, 2022

### Discussion

- The Influence of Perceived Price, Product Quality and Personality on Purchasing Decisions of Women's Clothing Thrifting Products in Manado.**Based on the test results in SPSS, it is known that the sig nil is  $0.001 < 0.05$  and the F-value is  $71.950 > 2.70$ , indicating that simultaneously Perceived Price, Product Quality, and Personality have a positive and significant influence on the Purchase Decision for Thrifting Women's Clothing Products in Manado which means H1 is accepted and H0 is rejected.
- The Influence of Price Perceptions on Purchasing Decisions of Women's Clothing Thrifting Products in Manado.**Based on the partial test for price perceptions, it is known that the sig value is  $0.853 > 0.05$  and the t value is 0.186 indicating that price perceptions have a positive and not significant influence on the decision to purchase thrifting women's clothing products in Manado.
- The Influence of Product Quality on Purchasing Decisions of Women's Clothing Thrifting Products in Manado.**Based on the results of partial testing for product quality, it is known that the sig value is  $0.001 < 0.05$  and the t value is  $5.753 > 1.984$ , indicating that product quality has a positive and significant influence on the purchasing decision of women's clothing thrifting products in Manado.
- The Influence of Personality on Purchasing Decisions of Women's Clothing Thrifting Products in Manado.**Based on the results of partial testing for personality variables, it is known that the sig value is  $0.001 < 0.05$  and the t value is  $3.951 > 1.984$ , so it can be concluded that personality influences the purchasing decision variable, which means it is significantly positive.

### CLOSING

#### Conclusion

- Simultaneously the perception of price, product quality and personality has a positive and significant effect on the purchasing decision of thrifting women's clothing products in Manado
- Partially, price perceptions have a positive and insignificant influence on the purchasing decision of thrifting women's clothing products in Manado.
- Partially, product quality has a positive and significant influence on the purchasing decision of thrifting women's clothing products in Manado
- Partially, personality has a positive and significant influence on the decision to purchase women's clothing thrifting products in Manado

## Suggestion

1. For sellers of thrifting products, in order to be able to maintain and even improve existing products, maintain the perception of the right price, and improve the quality of product quality.
2. This research is expected to be able to provide marketers with an understanding of the influence of price perceptions, product quality and personality on purchasing decisions of thrifting products for women's clothing in Manado. Through this understanding, marketers can determine strategies to increase consumer demand for thrifting products.
3. Researchers suggest that for further research it is better to increase the number of samples and other variables that support or strengthen the analysis of consumer attitudes towards decision making.

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