

THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON THE INTEREST OF BUYING CONSUMER THRIFTING CLOTHES IN BANDAR LAMPUNG

SA Rafly Puji Maulana¹, Berlintina Permatasari², Larasati Ahluwalia³
Universitas Teknokrat Indonesia^{1,2,3}

raflymaulana0907@gmail.com

Abstract

Business competition in the fashion sector is very tight, especially in the clothing sector. Marketers compete in offering merchandise for clothing products to be sold. Various methods are used to make consumers interested in the goods offered by these business actors, one of which is selling thrifting clothing products. Thrifting activity is actually a shopping method that aims to save money, the items purchased are clothing items that have been used or commonly called second-hand or used goods, but the quality of the clothes from this thrift shop is still very feasible to wear. This study aims to examine the effect of price and product quality on consumer buying interest in thrifting clothing in Bandar Lampung. The type of research used in this study uses quantitative analysis methods. The population in this study are thrifting clothing consumers in Bandar Lampung. The sample in this study was 140 respondents. Based on the results of the analysis of Price and Product Quality together, it significantly influences the buying interest of thrifting clothing consumers in Bandar Lampung City with the Fcount value of $111.078 > 3.06$ Ftable and the value of Sig $0.000 < 0.05$, this indicates that the H3 hypothesis is accepted. Price and Product Quality have an effect of 61.9% on consumer buying interest in thrifting clothing users in Bandar Lampung City while the remaining 38.1% is influenced by other factors not examined in this study.

Keywords: Price, Product Quality, Buying Interest, Thrifting Clothes

INTRODUCTION

Clothing is one of the three main human needs, apart from food and shelter or shelter. Human needs clothing to protect and cover them self. Clothing is one of the basic needs that cannot be separated from everyday life. Humans need clothes because clothes have benefits for the wearer. The clothes used must be in accordance with the existing situation and conditions so as not to cause problems, both for themselves and with other people in the surrounding environment.

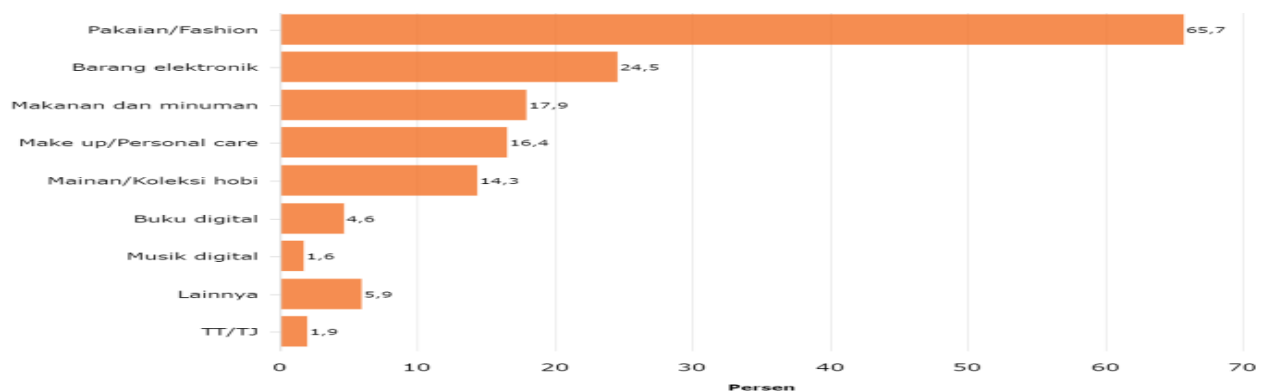


Figure 1.1 Categories of Goods/Services Most Interested by Consumers in Indonesia in 2022

Based on Figure 2.1 above, the survey results found that the majority of respondents admitted that they most often shopped for clothes or fashion with a percentage of 65.7%. Then, as many as 24.5% of respondents most often shop for electronic goods, and 17.9% buy food and beverages. There are also 16.4% of respondents who often shop for make-up. Then, 14.3% of respondents bought toys, 4.6% digital books, and 1.6% digital music. Meanwhile, 5.9% of respondents bought other goods and there were still 1.9% of respondents who did not answer.

Business competition in the fashion sector is very tight, especially in the clothing sector, marketers compete in offering merchandise for clothing products to be sold. Various methods are used to make consumers interested in the goods offered by these business actors, one of which is selling thrifting clothing products. Thrifting is a collection of items that are owned by someone and are no longer used or used. These items are then traded and can be reused by others. In other words, thrifting is the business of buying and selling used goods. This activity is actually a shopping method that

aims to save money, the items purchased are clothing items that have been used or commonly called second-hand or used goods, but the quality of the clothes from this thrift shop are mostly still very suitable for use. The buying and selling of used clothes has actually been around for a long time, but lately this activity is getting busy again, especially in the city of Bandar Lampung.

Bandar Lampung City is the capital city of Lampung Province which consists of 18 sub-districts. Besides being a center for government activities, social media, education and culture, it is also a center for economic activity, which is economically profitable for the growth and development of Bandar Lampung City, namely as a center for trade and industry. Currently there are many businesses that carry out business activities in the thrifting clothing sector.

Table 1.1 List of Thrifting Clothing Businesses in Bandar Lampung

No.	Kecamatan	Jumlah Usaha Pakaian <i>Thrifting</i>
1.	Bumi Waras	5
2.	Kedamaian	8
3.	Kedaton	7
4.	Kemiling	9
5.	Labuhan Ratu	7
6.	Langkapura	9
7.	Panjang	12
8.	Rajabasa	14
9.	Sukabumi	21
10.	Sukarame	16
11.	Tanjung Senang	16
12.	Tanjung Karang Barat	11
13.	Tanjung Karang Pusat	6
14.	Tanjung Karang Timur	13
15.	Teluk Betung Barat	11
16.	Teluk Betung Selatan	7
17.	Teluk Betung Timur	9
18.	Way Halim	28
Total		209

Based on Table 1.1 above, it is known that currently there are 209 thrifting clothing business actors in Bandar Lampung City. In selling the thrifting clothing business actors, of course, it cannot run completely smoothly. In addition to the many similar businesses that offer similar products, a strategy is needed for business actors to market their products so that consumers buy and are interested in using thrifting clothing products.

Based on the results of interviews conducted by the author in May-June 2022 to 10 (ten) consumers of thrifting clothing, it was found that several reasons made thrifting clothing so attractive to the public, including quality (on average imported used clothes were in very good condition). , the model of thrifting clothing is still the latest model, the price of imported thrifting clothing is very low, and the need for quality clothes at lower prices, as well as well-known foreign brands at lower prices.

For people, doing thrift shopping is an interesting activity, besides being able to save expenses, this activity tests consumers to choose clothes that are still good and still suitable for wearing today. This can hone the creativity of the actor in matching clothes without doubting the funds that must be spent, because the price of clothes at this thrift shop can be affordable. Price is the main factor that can influence a consumer's choice.

Based on the results of a pre-survey conducted by the author, it was found that the attraction of consumers is the very cheap price of thrifting clothes, usually the price for a new well-known brand if you buy it at a store, distro or mall can reach Rp. 200,000-Rp. 300,000. However, if they buy clothes, consumers get clothes with the same model and brand at a price of Rp. 40,000-Rp. 80,000. This shows that thrifting clothing has a low price but has a product quality that is not inferior to new products in distribution or malls.

Based on previous research conducted by Magetana (2015) which showed that the price had a positive and significant effect on the interest in buying Muslim clothes at online shops at Muhammadiyah University Surakarta students. Furthermore, research conducted by Arief (2017) which shows that price has a positive and significant effect on consumer buying interest in the A-36 clothing company. In addition, previous research conducted by Puput and Ninin (2020) which showed that product quality had a positive and significant effect on interest in buying Arawaza brand karate clothes in the city of Palembang. Further research conducted by Nunung (2018) which showed that product quality had a

positive effect and significant to consumer buying interest in Owner She Boutique. This study aims to examine the effect of price and product quality on consumer buying interest in thrifting clothing in Bandar Lampung.

LITERATURE REVIEW

I. Price (X_1)

According to Kotler & Armstrong (2016). Price is the amount of money paid for goods and services, or the amount of value that consumers exchange in order to obtain the benefits of owning or using the goods or services. Meanwhile, according to Tjiptono (2015), price is a monetary unit or other measure that is exchanged in order to obtain ownership rights or use of an item or service. According to Andreadi (2020) there are four indicators that characterize prices, namely:

1. Price Affordability

The prices given by companies for their products can be reached by their consumers. An appropriate and affordable price will certainly be a consideration for consumers to buy their products.

2. Price Match with Product Quality

The price given by the company to the product is in accordance with the quality of the product they produce, for example if the price is high then the quality of the product provided also has high quality so that consumers do not mind if they buy the product.

3. Price Competitiveness

In the market, the company should also pay attention that the price given has high competitiveness against its competitors. If the price given is too high above the price of the competitors, then the product does not have good competitiveness.

4. Price Match with Benefits.

The benefits of the product owned must be in accordance with the price given by the company to their product. It's good if the high price has high product benefits as well.

II. Product Quality (X_2)

Product quality according to Kotler and Armstrong (2016) is a set of characteristic features of goods and services that have the ability to meet needs which is an understanding of a combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product. Furthermore, Nasution (2015) argues that product quality is a dynamic condition related to products, people/labor, processes and tasks, as well as the environment that meets or exceeds consumer expectations. According to Wati (2014), the quality of a product in the form of goods or services needs to be determined indicators. The product quality indicators include:

1. Performance

The performance of a product is a reflection of how a product is presented or displayed to consumers. The level of performance measurement basically refers to the level of the basic characteristics of the product that it operates. A product is said to have good performance if it can meet expectations.

2. Durability

Durability relates to how long the product can be used or it can be said that the ability of a product to survive use.

3. Conformance to Specifications

Conformance to specifications is the extent to which design and operating characteristics meet predetermined standards.

4. Features

Features are characteristics of a product offered

5. Reliability

Reliability relates to the small probability that it will be damaged or fail to be used.

6. Aesthetics

Aesthetics is the ability of the attractiveness of a product offered

7. Perceived Quality

The impression of quality is the image and reputation of the product and the company's responsibility towards it.

III. Buying Interest (Y)

According to Durianto and Liana (2014), buying interest is something related to consumer plans to buy certain products or services and how many units of products are needed in a certain period. Assael (2014) defines that buying interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers making purchases. The indicators of buying interest according to Andreadi (2020) are:

1. Self-indulgence

If consumers are interested in a product and have an interest in using it, the consumer will feel satisfied with his desire to have the product.

2. Time

If consumers have an interest in a product, they will wait for the right moment to be able to have the product.

3. Information

If consumers are interested in a product, they will tend to look for references about the product that consumers are interested in.

IV. Hypotehsis Development

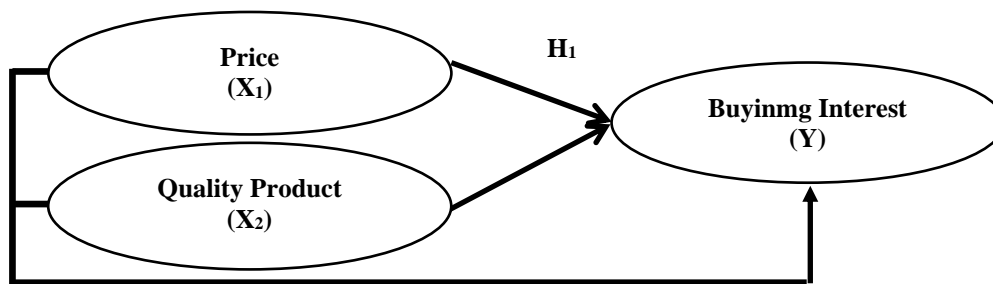


Figure 2.1 Framework for Thinking

Based on the description above to clarify the variables that affect price and product quality on consumer buying interest in this study, the authors propose the following framework

1. The Influence of Price on Buying Interest

In general, the price is the amount of money that consumers have to pay to the seller to get the goods or services they want to buy. Therefore, prices are generally determined by the seller or service owner. However, in the art of buying and selling, buyers or consumers can bid the price. The cheaper the price of the product that is offered to consumers, the consumers will tend to want to own the product. Based on research conducted by Magetana (2015) which has proven that price has a positive and significant effect on consumer buying interest in Muslim clothes in online shops at Muhammadiyah University Surakarta students. Therefore, the price of a product is important and influences consumer buying interest, so the following hypothesis is formed:

H₁ : Price has a positive and significant effect on consumer buying interest in thrifting clothing in Bandar Lampung.

2. The Effect of Product Quality on Buying Interest

Basically, product quality is one of the most important factors in running a business, where product quality will determine the level of interest of a consumer in owning a product. Consumers tend to choose products that have good quality compared to those with poor quality. Based on previous research conducted by Puput and Ninin (2020) which showed that product quality had a positive and significant effect on buying interest in the Arawaza brand of karate clothes in Palembang City. So the hypothesis in this study are:

H₂: Product quality has a positive and significant effect on consumer buying interest in thrifting clothing in Bandar Lampung

3. The Influence of Price and Product Quality on Buying Interest

Price and product quality are closely related to the interest of a consumer to buy a product or service. High buying interest can be formed by the price and quality of products offered by providers of goods or services. With affordable product prices supported by good product quality, consumers will certainly be very interested in buying the products or services they want. Based on research conducted by Desi Sentiawati (2021) where the results of the study show that product quality and price have a positive and significant effect on consumer buying intentions at GBK-Shop Bandar Lampung. Therefore, price and product quality are important and affect consumer buying interest, so the following hypothesis is formed:

H₃ : Price and product quality together have a significant effect on consumer buying interest in thrifting clothing in Bandar Lampung

RESEARCH METHODS

Population and Sample

The population in a study is a collection of individuals or objects which are general characteristics. Arikunto (2015) explains that the population is the entire research subject. Meanwhile, according to Sugiyono (2015) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this research is the consumer of thrifting clothing in Bandar Lampung. The population in a study is a collection of individuals or objects which are general characteristics. Arikunto (2015) explains that the population is the entire research subject. Meanwhile, according to Sugiyono (2015) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are thrifting clothing consumers in Bandar Lampung.

The sampling technique that will be used in this study is non-probability sampling, namely purposive sampling technique. This is because the size of the population is not known for certain, so a method for determining the number of samples is needed cumulatively (Sugiyono, 2018). The number of population is not known with certainty, the sample size in this study was carried out using an approach that refers to Roscoe's Theory in Sugiyono (2018) is a minimum of 5 and a maximum of 10 times the number of indicators (independent indicator + dependent indicator). The number of indicators that will be used in this study is 14 which consists of the independent variable (price and product quality) and the dependent variable (buying interest). Based on these considerations, the authors determined the number of samples with the provisions of 10 x 14 indicators, namely 140, thus the number of research samples was 140 respondents

Data Collection Technique

Data collection techniques used in this study are as follows:

1. Literature Study

According to Sugiyono (2015) literature studies are related to theoretical studies and other references related to values, culture and norms that develop in the social situations studied, besides that literature studies are very important in conducting research. This is subject to research that cannot be separated from the scientific literature. Literature study is a method of collecting data obtained from books related to the topic to be discussed and adapted to observations by comparing and adjusting between theory and practice or it can also be done by collecting data that can be obtained from various library sources by utilizing books.

2. Observation

Observation is a way of collecting data by direct observation and systematic recording of the object to be studied. Observations were made in order to obtain data directly to the object of research, namely thrifting clothing consumers. Observations were made by researchers by observing and recording consumers' buying interest in buying thrifting clothes.

3. Documentation

Documentation is a data collection technique used in the context of collecting data. Documentation is done by collecting documentation data and various other sources or references that are still related to the writing of this thesis, such as books, magazines, or other literature.

4. Interview

According to Sugiyono (2015), an interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic. In this study, researchers conducted open interviews with people who were respondents from the researchers, this was done so that when the interviews were conducted, they could develop and not be rigid, so that researchers could obtain the necessary data.

5. Questionnaire

According to Sugiyono (2015), a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The use of questionnaires aims to obtain the information needed and to support the making of this thesis. As stated by Sugiyono (2015), the Likert scale is used to reveal the attitudes, opinions, and perceptions of a person or group of people about social phenomena. In the Likert Scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items which can be in the form of statements or questions.

Operational Variables

According to Sugiyono (2018), research variables are everything in any form determined by the researcher to be studied, so that information is obtained and conclusions are drawn. This study consists of two interrelated variables, namely the independent variable (free) and the dependent variable (bound).

1. Independent Variable

The independent variable (Independent Variable) is a type of variable that explains or influences other variables. As the independent variables in this study are Price (X_1) and Product Quality (X_2).

2. Dependent Variable

According to Sugiyono (2018), the dependent variable is a variable that is influenced or is the result of an independent variable. In this study, the dependent variable is buying interest (Y).

Research Instruments

The data collection method uses giving a set of written statements to respondents to be answered to obtain accurate data. The measurement scale used in this study is a Likert scale. According to (Sugiyono 2018), the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

Validity Test

In this research, it is done by doing a correlation between each indicator score and the total construct score. In general, there are two formulas or methods of Validity Test, namely the Pearson Bivariate Correlation and the Correlated Item-Total Correlation. Pearson Bivariate Correlation is one of the formulas that can be used to test the validity of the data with the SPSS program. The test uses a two-party test with a significance level of 0.05 with the following decision making:

- a. If r count r table, then the statement is declared valid.
- b. If r count r table, then the statement is not valid.

Reliability Test

According to Ghozali (2015) which states that a data is declared reliable if two or more researchers in the same object produce the same data. A questionnaire is said to be reliable if a person's answers to questions are consistent or stable over time.

Data Analysis Technique

Multiple Linear Regression Analysis

Multiple linear regression analysis measures whether or not there is an influence between Price and Product Quality as the independent variable and Purchase Interest as the dependent variable. The following is the multiple linear regression formula in this study:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

- Y : Consumer Buying Interest
- α : Constanta
- β_1, β_2 : Coefficientr Regression
- X_1 : Price
- X_2 : Quality Product
- e : *error*

Hypothesis testing

Model Test (F Test)

According to Ghozali (2015), the basis for decision making is to use a significance probability number, namely:

1. If the significance probability is > 0.05 , then H_0 is accepted and H_a is rejected.
2. If the probability of significance is < 0.05 , then H_0 is rejected and H_a is accepted.

Partial Test (t Test)

According to Ghozali (2015), the t test is used to determine the independent variable has a significant effect on the dependent variable partially. As a basis for making decisions, the following test criteria can be used:

1. If t count $> t$ table and the level of significance $< (0.05)$, then this means that the independent variable individually affects the dependent variable.
2. If t count $< t$ table and significance level $> (0.05)$, then this means that the independent variable individually has no effect on the dependent variable.

Coefficient of Determination

The coefficient of determination is intended to determine how much variation in changes in one variable (dependent) is determined by changes in other variables (independent). According to Ghozali (2015), the coefficient of determination (R square or R^2) is meaningful as a contribution to the influence of the independent variable or independent variable (X) simultaneously or together on the dependent variable or dependent variable (Y).

RESULTS AND DISCUSSION

Description of Respondent Data

1. Respondents by Gender

Table 4.1 Respondents by Gender

Gender	Frequency (Person)	Percentase (%)
Male	87	62,15 %
Female	53	37,85 %
Total	140	100%

Source: Data Processed by Researchers, 2022

Based on **Table 4.1** above, it can be seen that the respondents' criteria based on gender obtained the largest percentage of 62.15% with male respondents with a total of 87 respondents while for female sex with a percentage of 37.85% with a total of 53 respondents. Thus, most of the respondents in this study were male.

2. Respondents by Age Level

Table 4.2 Respondents by Age Level

Age	Frequency (Person)	Persentase (%)
18 years	27	19,29 %
18 – 24 years	62	44,29 %
26 – 35 years	31	22,14 %
36 – 45 years	20	14,29 %
Total	140	100 %

Source: Data Processed by Researchers, 2022

Based on Table 4.2 above, it can be seen that the respondents' criteria based on age level obtained the largest percentage of 44.29% with respondents aged 18-24 years with a total of 62 respondents. As for the lowest percentage of 14.29% with an age level of 36 -45 years with a total of 20 respondents. Thus, the majority of respondents in this study were aged 18-24 years.

3. Respondents Based on Employment Level

Table 4.3 Respondents by Employment Level

Employment Level	Frequency (Person)	Persentase (%)
Student	36	25,71 %
College Student	53	37,86 %
Private Employees	18	12,86 %
Government Employees	9	6,43 %
Profesion	11	7,86 %
Other	13	9,29 %
Total	140	100 %

Source: Data Processed by Researchers, 2022

Based on Table 4.3 above, it can be seen that the respondents' criteria based on the level of work obtained the largest percentage of 37.86% with respondents with the level of work as students with a total of 53 respondents. As for the lowest percentage of 6.43% with a job level as a civil servant with a total of 9 respondents. Thus the majority of respondents in this study with the level of work as a student.

4. Respondents Based on Income Level

Table 4.4 Respondents Based on Income Level

Income Level	Frequency (Person)	Persentase (%)
Rp. 500.000	27	19,29 %
Rp. 500.000 -1.000.000	84	60 %
Rp. > 1.000.000	29	20,71 %
Total	96	100%

Source: Data Processed by Researchers, 2022

Based on Table 4.4 above, it can be seen that the respondents' criteria based on the income level obtained the largest percentage of 60% with respondents with an income level of Rp. 500-1,000,000 with a total of 84 respondents. As for the lowest percentage of 19.29% with an income level of Rp. 500,000 with a total of 27 respondents. Thus the majority of respondents in this study with an income level of Rp. 500,000 – 1,000,000.

Validity Test

In testing the validity of 140 respondents, the r table value was 0.165 (r table attached). So that the validity test in this study can be explained as follows

Table 4.5 Validity Test Results

Variabel	Dimension	Items	r _{count}	r _{tabel}	Information
Price (X ₁)	Price Affordability	X _{1.1}	0,739	0,165	Valid
		X _{1.2}	0,771	0,165	Valid
	Price Compatibility with Product Quality	X _{1.3}	0,601	0,165	Valid
		X _{1.4}	0,695	0,165	Valid
	Price Competitiveness	X _{1.5}	0,747	0,165	Valid
		X _{1.6}	0,650	0,165	Valid
	Price Compatibility with Benefits	X _{1.7}	0,316	0,165	Valid
		X _{1.8}	0,225	0,165	Valid

Variabel	Dimension	Items	r _{count}	r _{tabel}	Information
Quality Product (X ₂)	Performance	X _{2.1}	0,607	0,165	Valid
		X _{2.2}	0,577	0,165	Valid
	Durability	X _{2.3}	0,445	0,165	Valid
		X _{2.4}	0,554	0,165	Valid
	Conformance to Specifications	X _{2.5}	0,803	0,165	Valid
		X _{2.6}	0,779	0,165	Valid
	Features	X _{2.7}	0,549	0,165	Valid
		X _{2.8}	0,628	0,165	Valid
	Reliability	X _{2.9}	0,788	0,165	Valid
		X _{2.10}	0,751	0,165	Valid
	Aesthetics	X _{2.11}	0,810	0,165	Valid
		X _{2.12}	0,633	0,165	Valid
	Perceived Quality	X _{2.13}	0,556	0,165	Valid
		X _{2.14}	0,587	0,165	Valid

Variabel	Dimension	Items	r _{count}	r _{tabel}	Information
Buying Interest (Y)	Self-indulgence	Y.1	0,769	0,165	Valid
		Y.2	0,782	0,165	Valid
		Y.3	0,628	0,165	Valid
		Y.4	0,690	0,165	Valid
	Time	Y.5	0,813	0,165	Valid
		Y.6	0,705	0,165	Valid
		Y.7	0,808	0,165	Valid
		Y.8	0,743	0,165	Valid
	Information	Y.9	0,549	0,165	Valid
		Y.10	0,800	0,165	Valid
		Y.11	0,721	0,165	Valid
		Y.12	0,624	0,165	Valid

Source: Data processed by researchers, 2022

1. Based on the validity test above the variable (X₁) Price that the test with 8 statement items was tested on 140 respondents where 8 statement items were valid. So that the variable (X₁) Prices for all statement items are declared valid.
2. Based on the validity test above the variable (X₂) Product Quality, it can be concluded that the test with 14 statement items was tested on 140 respondents where 14 statement items with valid conclusions. So that the variable (X₂) Product Quality for all statement items is declared valid.
3. Based on the validity test above the variable (Y) Buying Interest, it can be concluded that the test with 12 statement items was tested on 140 respondents where 12 statement items were valid. So that the variable (Y) Purchase Interest for all statement items is declared valid.

Reliability Test

The reliability test was carried out by comparing the Cronbach Alpha values. The Cronbach Alpha value of all variables is greater than 0.6 and is declared reliable, so it can be used as a research tool. The following are the results of reliability tests that have been carried out by research using SPSS software:

Table 4.6 Reliability Test Results

Variable	Cronbach Alpha . value	Information
Price	0.739	Reliable
Quality Product	0.889	Reliable
Buyinh Interest	0.9912	Reliable

Source: Data processed by researchers, 2022

1. Based on the calculation of the reliability test above the Price variable with 8 question items, the value of Cronbach's Alpha is $0.739 > 0.60$ so it can be interpreted that the research instrument on the Independent Variable (X1) Price is reliable with the reliability criteria accepted.
2. Based on the calculation of the reliability test above the Product Quality variable with 14 question items, the Cronbach's Alpha value is $0.889 > 0.60$ so it can be interpreted that the research instrument on the Independent Variable (X2) Product Quality is reliable with good reliability criteria.
3. Based on the reliability test of the Buying Interest variable with 12 question items with a Cronbach's Alpha value of $0.912 > 0.60$, it can be interpreted that the research instrument on the Bound Variable (Y) Buying Interest is reliable with good reliability criteria.

Data Analysis Technique

Multiple Linear Regression Analysis

Table 4.7 Multiple Linear Regression Test Results

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	10.430	3.150	
	Harga	-.430	.138	-.232
	Kualitas Produk	.898	.072	.934
a. Dependent Variable: Minat Beli				

Source: Data processed by researchers, 2022

The equation for the regression coefficient $Y = 10,430 + -0,430 X1 + 0,898 X2$ with the following explanation:

- a. The constant value (α) is 10,430 if consumers who use thrifting clothes in Bandar Lampung City have absolutely no idea or understanding of Product Price and Quality, it is analogous to the level of interest in buying thrifting clothing products in Bandar Lampung City, the value is still 10,430.
- b. The regression coefficient of the independent variable (X1) is -0.430, which means that it shows that if every 1 unit increase in the price variable (X1), it will affect buying interest in thrifting clothing products in Bandar Lampung City by -0.430.
- c. The independent variable regression coefficient (X2) of Product Quality was obtained at 0.898, which means that it indicates that if every 1 unit increase in the Product Quality variable (X2) it will affect the Purchase Interest of thrifting clothing products in Bandar Lampung City by increasing by -0.898.

Hypothesis Test

Simultaneous Test (F Test)

Table 4.8 Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2564.243	2	1282.122	111.078	.000 ^b
	Residual	1581.328	137	11.543		
	Total	4145.571	139			
a. Dependent Variable: Minat Beli						
b. Predictors: (Constant), Kualitas Produk, Harga						

Source: Data processed by researchers, 2022

Based on the output results, it can be seen that the significant value for the effect of Price (X1) and Product Quality (X2) simultaneously or together on Purchase Interest (Y) is Fcount 111,078. With the basis of decision making If the value of Fcount > Ftable or the value of Sig < 0.05, then there is an effect of the independent variables (X1 and X2) together on the dependent variable (Y). Thus, Fcount 111.078 > 3.06 Ftable and the value of Sig 0.000 < 0.05, this indicates that the hypothesis H3 is accepted. So it can be concluded that Price (X1) and Product Quality (X2) simultaneously or jointly have a significant effect on Buying Interest (Y) of consumers who use thrifting clothing in Bandar Lampung City.

Partial Test (t Test)

Table 4.9 Partial Test Results (t Test)

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.430	3.150		3.311	.001
	Price	-.430	.138	-.232	-3.106	.002
	Quality Product	.898	.072	.934	12.493	.000

a. Dependent Variable: Buying Interest

Source: Data processed by researchers, 2022

Based on the results of the t test in the table above, it can be concluded as follows:

1. Effect of Price (X1) on Purchase Intention (Y)
 - a. Based on the table above, the value of tcount Price is - 3.016 with a Sig value of 0.002.
 - b. With the basis of decision making, the value of tcount > ttable or the value of Sig < 0.05
 - c. Thus, it means that tcount - 3.072 < t table 1.977 (attached t table) with a level of Sig. 0.002 < 0.025. This shows that the hypothesis H1 is rejected.
 - d. So that it can be interpreted that the price variable (X1) has no significant effect on (Y) consumer buying interest in thrifting clothing products in Bandar Lampung City.
2. Effect of Product Quality (X2) Buying Interest (Y)
 - a. Based on the table above, the tcount value of Product Quality is 12,493 with a Sig value of 0.000
 - b. With the basis of decision making, the value of tcount > ttable or the value of Sig < 0.05
 - c. Thus, it means that tcount 412,493 > table 1,977 (attached ttable) with the level of Sig. 0.000 < 0.025. This shows that the hypothesis H2 is accepted
 - d. So that it can be interpreted that the Product Quality variable (X2) has a significant effect on (Y) Consumer Buying Interest in thrifting clothing products in Bandar Lampung City.

Coefficient of Determination Analysis

Table 4.10 Determinant Coefficient Results (R²)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 ^a	.619	.613	3.39743

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

b. Dependent Variable: Buting Interest

Source: Data processed by researchers, 2022

Based on the output described as follows:

- a. R: the value of the correlation coefficient is 0.786, which means the influence of the variable Price (X1) and Product Quality (X2) on Purchase Interest (Y)
- b. R Square: R2 of 0.619 which will be converted into a percentage of 61.9% which means that the variable Price and Product Quality has an effect of 61.9% on the Buying Interest of consumers who use thrifting clothing in Bandar Lampung City. While the remaining 38.1% is influenced by other factors not examined in this study.
- c. Adjusted R Square obtained at 0.613 means that the independent variables Price (X1) and Product Quality (X2) have a strong influence on the dependent variable Purchase Interest (Y).
- d. Std Error of the Estimate: A measure of the number of errors in the regression model in predicting the value of Y. From the regression results, the value is 3.39743. This means that the number of errors in the prediction of Buying Interest is 3.39743.

CONCLUSION

From the results of research that has been done, the authors make a conclusion that:

1. Price has a negative but significant impact on consumer buying interest in thrifting clothing in Bandar Lampung City. Based on the results of the t-test, the value of tcount Price is $-3.072 < t_{table} 1.977$ with the level of Sig. $0.002 < 0.025$. This shows that the hypothesis H1 is rejected. This shows that the price affects the buying interest of thrifting clothing consumers in Bandar Lampung City. Based on the statement items contained in the Price variable questionnaire, it consists of 4 indicators with 8 statements. The lowest mean value is found in the statement "the benefits obtained when using thrifting clothes are proportional to the selling price of the product". This shows that the price of thrifting clothing is not proportional to the benefits obtained when consumers use thrifting clothing.
2. Product quality has a positive and significant effect on consumer buying interest in thrifting clothing in Bandar Lampung City. Based on the results of the t-test, the tcount value is $12.493 > t_{table} 1,977$ with the level of Sig. $0.000 < 0.025$. This shows that the hypothesis H2 is accepted. This shows that product quality affects consumers' buying interest in thrifting clothing in Bandar Lampung City. Based on the statement items contained in the Product Quality variable questionnaire, it consists of 7 indicators with 14 statements. The lowest mean value is found in the statement "thrifting clothes do not fade easily". This shows that thrifting clothing is caused by second-hand branded clothing so that the quality of thrifting clothing products is easy to fade.
3. Price and product quality together have a significant effect on consumer buying interest in thrifting clothing in Bandar Lampung City. Based on the results of the simultaneous F test, the Fcount value is $111.078 > 3.06 F_{table}$ and the Sig value is $0.000 < 0.05$, this indicates that the H3 hypothesis is accepted. So that it shows that the price and quality of the product have a significant and significant influence on the buying interest of thrifting clothing consumers in the city of Bandar Lampung.

Research Limitations

Limitations in this research process, there are some limitations experienced and so that more attention is paid to further researchers in perfecting their research because a study of course has shortcomings which of course must be corrected in future researchers. The limitations of the problem in this study are as follows:

1. The object of research used is thrifting clothing business actors in Bandar Lampung City. The results obtained in the study cannot be generalized to all business actors because the problems of each business actor are different.
2. The variables studied are still limited to several variables, namely price and product quality. Suggestions for further research that wants to examine the same problem is to include other variables in order to help thrifting clothing business actors for the future to be even better.
3. The researcher did not give open questions to the respondents in the questionnaire. Therefore, further research is expected to include open-ended questions so that respondents can provide criticism and suggestions regarding the object of research.

Implication

The implications of this research consist of theoretical and practical implications. Theoretical implications relate to the contribution to the development of marketing management theories such as regarding price, product quality and buying interest. Meanwhile, the practical implications relate to the contribution of research to thrifting clothing business actors in Bandar Lampung City.

1. Theoretical Implications
 - a. This research is expected to be a new discourse for research related to price and product quality in relation to consumer buying interest in thrifting clothing in Bandar Lampung City. Furthermore, the results of this study can be used as a reference or reference for further researchers who want to conduct research related to price and product quality in relation to consumer buying interest.
 - b. The price variable in this study has no effect on consumer buying interest in thrifting clothing in Bandar Lampung City. This shows that the price of thrifting clothing is not proportional to the benefits obtained when consumers use thrifting clothing.
 - c. The product quality variable in this study affects the buying interest of thrifting clothing consumers in Bandar Lampung City. This shows that the quality of thrifting clothing products is not inferior to the quality of new products and branded clothing products circulating in the market.
2. Practical Implications
 - a. The results of this study can be used as a reference for clothing business actors, especially aimed at thrifting clothing businesses in Bandar Lampung City in paying attention to the prices offered to consumers. Prices that are in accordance with the benefits offered to consumers regarding thrifting clothing will increase consumers' buying interest in using thrifting clothing.
 - b. In terms of product quality, thrifting clothing business actors in Bandar Lampung City should be able to choose or sort the goods to be sold to consumers so that these goods have good qualities and of course will not fade along with the use of thrifting clothing.

REFERENCES

- Alma, Buchari. 2015. *Marketing Management and Services Marketing*. Alfabeta. Bandung.
- Arikunto, Suharsimi. 2015. *Research Procedure A Practical Approach*. Rineka Cipta. Jakarta.
- Ariani, Wahyu Dorothea. 2016. *Quality Management Qualitative Approach*. Indonesian Gahlia. Jakarta.
- Assael, Henry. 2014. *Consumer Behavior Indonesian Edition*. Kent. Jakarta.
- Assauri, Sofjan. 2015. *Marketing Management*. Grafindo King. Jakarta.
- Durianto, Darmadi and Liana, C. 2014. *Strategies to conquer the market through equity research and brand behavior*. Library Gramedia. Jakarta.
- Ferdinand, Augusty. 2016. *Management Research Methods*. Undip Press. Semarang.
- Ghozali, Imam. 2015. *Multivariate Application With IBM SPSS Program*. University of Diponegoro Press. Semarang.
- Haryanto, Rudy. 2016. *Integrated Marketing Communication Management*. Undip Press. Semarang.
- Kartajaya, Hermawan. 2015. *Marketing 4.0 Moves Towards Digital*. Library Gramedia. Jakarta.
- Kotler, Philip. 2015. *Marketing Management*. Salemba Four. Jakarta.
- Kotler, Philip & Armstrong, Gerry. 2016. *Marketing Principles*. Erlangga. Jakarta.
- Lupiyoadi, Rambat. 2016. *Competency-Based Service Marketing Management*. Salemba Four. Jakarta.
- Nasution, Arman Hakim. 2015. *Marketing Management For Engineering*. Andi Offset. Yogyakarta.
- Full moon, Linga. 2016. *Strategic Marketing Plan*. Library Gramedia. Jakarta.
- Transport. Freedy. 2015. *Marketing Research*. Central Gramedia. Jakarta.
- Sugiyono. 2015. *Quantitative, Qualitative and R&D Research Methods*. Alfabeta. Bandung.
- Private, Basu. 2017. *Modern Marketing Management*. Liberty. Yogyakarta.
- Tjptono, Fandy. 2015. *Marketing Strategy Fourth Edition*. Andi Offset. Yogyakarta.
- Omar, Hussein. 2015. *Marketing Research and Consumer Behavior*. Grammar. Jakarta.