The Influence Of Product Quality, Price, And Promotion On Customer Buying Interest In Store Thrifting Uncle P Outfit Kediri

Yunia Dwi Safana[1], Samari[2]

University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No. 76, Mojoroto, Kediri City, East Java, 64112, Indonesia

safanayunia56@gmail.com[1], samari@unpkediri.ac.id[2]

*corresponding author

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Research aim : *The purpose of this study was to determine the influence of product quality, price, and promotion on customer buying interest in thrifting Store Uncle P Outfit Kediri*

Design/Methode/Approach : *This study takes a quantitative approach and using the causality method. This study's population consists of Uncle P Outfit Kediri consumers. The multivariate method was utilized for sampling, which involves multiplying the number of variables (both independent and dependent) by ten. So, with four variables, the sample amount for this study is forty buyer. Information was obtained through the distribution of questionnaires. The data is analyzed and the hypothesis is tested using the SPSS version 25 software.*

Research Finding : *The study's findings show that, the product quality variable significantly and favorably influences customers' desire to buy from Uncle P Outfit Thrifting Store in Kediri. price and promotion, favorably and no significantly influence Uncle P Outfit Thrifting Store Kediri consumers' desire to make a buy.*

Theoretical contribution/Originality : *According to the study's findings, thrift stores like Uncle P Outfit Kediri should be concerned with product quality since it will increase client interest in making a purchase and help them reach their objectives.*

Practitionel/Policy implication : *Uncle P Outfit Kediri Thrifting Store can increase consumer interest in purchases by implementing the practical implications of this research.*

Research limitation : *This study is restricted to a different sample. It is envisaged that a bigger sample size and more responders completing the questionnaire will be possible in subsequent studies.*

Keywords : *Product Quality, Price, Promotion, Purchase Intention, Thrifting*

1. Introduction

As Indonesia's economy continues to grow, the consumption patterns of the general public are also changing, including in the fashion industry. The rise of the thrifty lifestyle, also known as second-hand clothes shopping, is one of the most prominent trends among the general public, especially among the younger generation who are increasingly picky about lifestyle and low prices. Thrifting allows consumers to buy high-quality products at more affordable prices, while supporting the use of products in an environmentally friendly way. In this regard, one business that emphasizes lifestyle is fashion. However, thrifting is not just about buying used or cheap goods, but there is a special satisfaction in getting premium items that have a net selling value and are limited at an affordable price (1). Thrift, which has been around since the 2000s, is quite famous among lovers of unique models.

Based on data obtained by the development of the thrift business in Indonesia quoted from kompas.com, the development of used clothing imports has increased every year quite rapidly. The Central Statistics Agency (BPS) said that imports of used clothing jumped 55.46 percent on a monthly basis in July 2024. Then, imports of non-knitted clothing commodities rose by 29.01 percent on a monthly basis (2). This indicates that thrift stores in Indonesia are quite popular and this encourages business owners in the second-hand industry. In contrast, the Indonesian government and ministries have stated that imported thrift clothing is prohibited from being sold because it threatens local MSMEs. The Ministry of Cooperatives and SMEs has stated that the Ministry of Trade has banned thrifting activities as stated in MOT 51/2015 and 18-2021. According to the Ministry of Cooperatives and SMEs in katadata.co.id, the existence of thrift is associated with proud products made in Indonesia so that Indonesian-made products have decreased dramatically, so the Ministry of Cooperatives and SMEs will take measures to tighten thrift sales, especially through e-commerce sites and social media. Seen from the ban comment, the government's efforts actually make the public against the regulation because thrifts have become an alternative for thrifting who want to find unique and quality products at very cheap prices (3). Therefore, thrifters continue to buy thrift products compared to local products. Based on the above problems, the conflict between the many bans on thrift sales from the Indonesian ministry and the large number of thrift enthusiasts and suppliers makes thrift continue to grow and provide benefits for businesses engaged in thrift.

Based on the above problems and the high interest in thrift products compared to buying local products, it appears that customers have an interest in buying goods that suit their needs. This is in accordance with the theory of Kotler and Keller (2012) in Priansa (2017: 164) which states that Purchase interest reflects consumer behavior that emerges as a reaction to an object that does not fulfill a person's desire to buy. Therefore, purchase interest is a component of consumer behavior itself (4).

There are many business actors in Kediri City who are engaged in the thrifting industry. One of them is Uncle P Outfit Kediri which sells used or used clothing that has advantages, one of which is the quality of the products offered. Product quality is the main value that customers consider in choosing the products offered (5). Product quality will make customers happy and pusas with the results, which is believed to indicate that the products used are of high quality. Entrepreneurs must always strive to enhance the standard of their products and services because this will please consumers and push them to buy the same product again. Kotler and Keller (2016: 37) define quality as a product's capability to fulfill its intended purpose, which encompasses longevity, dependability, and precision, all of which are delivered

by the product as a whole.

In a sale, price is a consideration. According to Ramli (2013), price is the relative value of a product. The amount of resources required to make a product cannot be clearly determined by this value. According to Kotler and Armstrong (2001), The amount of money spent on a product, namely a service or product, or the amount that customers must pay in order to benefit from the product, is referred to as the price.

According to Tjiptono (2011), promotion is a marketing activity that aims disseminate information, influence or create, and promote a market or company and its products so that people are able to buy, and are loyal to the products offered. Meanwhile, according to Agus Hermawan (2013), promotion is a type of communication that will be conveyed to customers where a business offers a new product that entices them to carry out purchasing activities (6).

Customer purchase interest is a complex issue, but purchase interest is also the most important key thing to consider because it is a key factor in the success of product marketing campaigns. Customer buying interest can occur due to stimuli or inducements offered by the seller, such as when conducting promotions to offer prices and discounts, as well as the quality product itself, which is based on customer needs and preferences (5).

High product quality is believed to be able to increase customer trust and satisfaction, which in turn encourages buying interest. Competitive prices strengthen value perceptions and are an important consideration factor in purchasing decisions. On the other hand, effective promotions contribute to building brand awareness and influencing consumer behavior. Thus, product quality, price, and promotion are expected to affect customer purchase intention. Based on this, the hypotheses of this study are: (H1) Product quality has a positive effect on customer buying interest, (H2) Price has a positive effect on customer buying interest, (H3) Promotion has a positive effect on customer buying interest.

Given the background information provided above, the author is eager to carry out a study called "The Influence Of Product Quality, Price, And Promotion On Customer Buying Interest In Store Thrifting Uncle P Outfit Kediri".

1.1. Statement of Problem
1. Does product quality affects customer buying interest in Store Thrifting Uncle P Outfit Kediri?
2. Does price affect customer buying interest in Store Thrifting Uncle P Outfit Kediri?
3. Does promotion affect customer buying interest in Store Thrifting Uncle P Outfit Kediri?

1.2. Research Objectives
1. To identify and analyze how product quality influences customer buying interest at the Thrifting Store Uncle P Outfit Kediri.
2. To identify and analyze how price affects customer willingness to purchase at the Thrifting Store Uncle P Outfit Kediri.
3. To identify and analyze the effect of promotion on customer buying interest at the Thrifting Store Uncle P Outfit Kediri.

2. Method

This study takes a quantitative methodology and using the causality method. This study has two connected variables: the independent variable (free) is Product Quality (X1), Price (X2), and Promotion (X3), and the dependent variable (bound) is Purchase Intention (Y). This is primary research data. Primary data collection in this study was accomplished by delivering questionnaires directly to participants involved in the research done on thrift store clients at Uncle P Outfit Kediri. This study's population consisted of Uncle P Outfit Kediri consumers. The sampling methodology is based on the multivariate method, which multiplies the number of independent and dependent variables by ten. So, with four variables, there were 40 respondents samples in this study.

A questionnaire serves as the measurement tool for this research. The five-point Likert scale is applied, consisting of the following rating categories: "strongly disagree", "disagree", "quite agree", "agree", and "strongly agree." This study was carried out at the Uncle P Outfit Thrifting Shop Kediri which is located at Regency Ngasem Housing, Gg. Dahlia Ngasem, Kediri Regency, East Java.

Instrument test questionnaires are carried out which include validity and reliability tests, classical assumption tests are carried out consisting of normality tests, multicollinearity tests, heteroscedasticity tests. Furthermore, multiple linear regression tests will be carried out and then hypothesis testing using the T test (partial), F test (Simultaneous Significance Test) and R^2 test. The data processing tool used is SPSS version 25 software.

Table 2. 1 Validity Test Results

Variable	Question	Pearson Correlation	r table	Information
Product Quality (X1)	X1.1	0,800	0,312	Legitimate
	X1.2	0,834	0,312	Legitimate
	X1.3	0,854	0,312	Legitimate
	X1.4	0,695	0,312	Legitimate
	X1.5	0,707	0,312	Legitimate
	X1.6	0,834	0,312	Legitimate
	X1.7	0,783	0,312	Legitimate
	X1.8	0,765	0,312	Legitimate
	X1.9	0,838	0,312	Legitimate
	X1.10	0,584	0,312	Legitimate
	X1.11	0,702	0,312	Legitimate
	X1.12	0,829	0,312	Legitimate
Price (X2)	X2.1	0,695	0,312	Legitimate
	X2.2	0,680	0,312	Legitimate
	X2.3	0,763	0,312	Legitimate
	X2.4	0,907	0,312	Legitimate

Variable	Question	Pearson Correlation	r table	Information
	X2.5	0,789	0,312	Legitimate
	X2.6	0,819	0,312	Legitimate
	X2.7	0,851	0,312	Legitimate
	X2.8	0,700	0,312	Legitimate
Promotion (X3)	X3.1	0,760	0,312	Legitimate
	X3.2	0,611	0,312	Legitimate
	X3.3	0,837	0,312	Legitimate
	X3.4	0,702	0,312	Legitimate
	X3.5	0,718	0,312	Legitimate
	X3.6	0,848	0,312	Legitimate
	X3.7	0,875	0,312	Legitimate
	X3.8	0,711	0,312	Legitimate
Purchase Intention (Y)	Y1	0,717	0,312	Legitimate
	Y2	0,754	0,312	Legitimate
	Y3	0,814	0,312	Legitimate
	Y4	0,691	0,312	Legitimate
	Y5	0,792	0,312	Legitimate
	Y6	0,798	0,312	Legitimate
	Y7	0,838	0,312	Legitimate
	Y8	0,761	0,312	Legitimate

Source: SPSS Version 25 Processed, 2024

It is evident from table 1 above that every statement item measuring each aspect of product quality, price, promotion, and purchase intention is deemed legitimate. This occurs because r count > r table is the value of every statement item.

Table 2. 2 Reliability Test Results

Variable	Cornbach Alpha	Reliability Criteria	Information
Product Quality (X1)	0,935	0,60	Reliable
Price (X2)	0,905	0,60	Reliable
Promotion (X3)	0,890	0,60	Reliable
Purchase Intention (Y)	0,900	0,60	Reliable

Source: SPSS Version 25 Processed, 2024

It is evident from table 2's analysis results that each variable's Cornbach alpha value has surpassed > 0.60. As a result, every variable is deemed trustworthy.

3. Results and Discussion

Respondents Based on Gender

Gender is a consideration for consumers in choosing products and a reference for companies to determine target markets. The identity of respondents based on gender is presented in the following table:

Table 3. 1 Respondents Based on Gender

Jenis Kelamin	Jumlah Responden	Presentase (%)
Laki-Laki	10	25%
Perempuan	30	75%
Total	40	100%

Source: Data Processed, 2024

Based on table 3. 1, the majority of respondents were female as many as 30 people (75%), while men totaled 10 people (25%). This finding shows that women are more dominant in thrifting clothing purchases.

Respondents Based on Age

Age is one of the factors that influence consumer preferences in choosing products. The identity of respondents based on age is presented in the following table.

Table 3. 2 Respondents Based on Age

Tingkat Usia	Jumlah Responden	Presentase (%)
15-19 Tahun	5	12,5%
20-25 Tahun	35	87,5%
26-30 Tahun	0	0%
31-45 Tahun	0	0%
Total	40	100%

Source: Data Processed, 2024

Based on Table 3. 2. the majority of respondents aged 20-25 years were 40 people (87.5%), while respondents aged 15-19 years were 5 people (12.5%). Thus, the age group of 20-25 years dominates this study.

Normality Test

Table 3. 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Standart Criteria[a,b]	Mean	,0000000
	Std. Deviation	2,248911
Largest Deviations	Absolute	0,140
	Positive	0,140
	Negative	-0,085
Test Statistic		0,140
Asymp. Sig. (2-tailed)		,047[c]

a. The test follows a standard pattern.
b. Identified using observations.
c. The Adjustment Significance of Lilliefors.
 Source: SPSS Version 25 Processed, 2024

Table 3. 3 of the outcomes of the normality tests above indicates that the data on the variables of product quality, price, and promotion are normally distributed, with a significance value of 0.047 > 0.05.

Multicollinearity Test

Table 3. 4 Multicollinearity Test Results

Variabel	Nilai Tolerance	Nilai VIF	Keterangan
Product Quality (X1)	,295	3,390	Non Multikolinearitas
Price (X2)	,278	3,592	Non Multikolinearitas
Promotion (X3)	,422	2,372	Non Multikolinearitas

Source: SPSS Version 25 Processed, 2024

Table 3. 4 findings confirm the absence of multicollinearity among the variables. This is indicated by tolerance values > 0.10 and VIF values < 10.
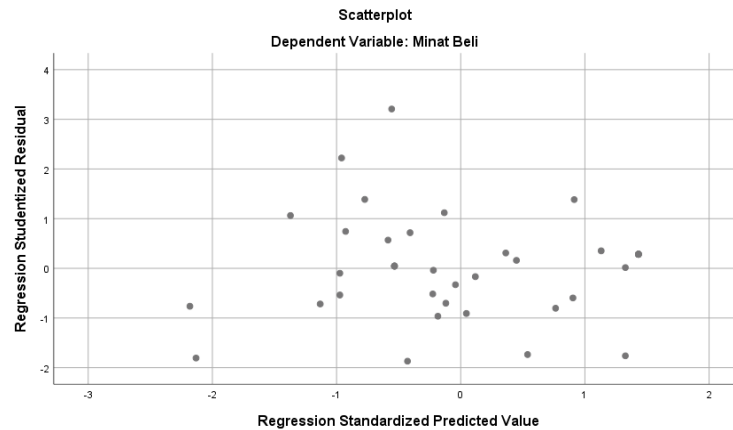
Source: SPSS Version 25 Processed, 2024

Figure 3. 1 Heteroscedasticity Test Results

Regression models that exhibit homoscedasticity or lack heteroscedasticity are considered to be good. A heteroscedasticity test was performed to ascertain this. Picture 3. 1 presents the findings from the assessment of variance inconsistency. It shows that heteroscedasticity does not exist since some of the dots in the scatterplot do not form a pattern.

Multiple Linear Regression Test

Table 3. 5 Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,021	3,292		0,614	0,543
	Product Quality	0,400	0,105	0,595	3,810	0,001
	Price	0,138	0,159	0,139	0,864	0,393
	Promotion	0,197	0,138	0,186	1,422	0,164

a. Outcome Factor: Buying Propensity

Source: SPSS Version 25 Processed, 2024

The regression equation model is derived from the multiple linear regression test as follows, with the findings in Table 3. 5 concluding the regression equation's coefficient:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 2,021 + 0,400X_1 + 0,138X_2 + 0,197X_3 + e$$

The constant value of Purchase Interest (Y) is 2.021 which states that if the variables X1, X2, X3 are equal to zero, namely product quality, price, and promotion, then Purchase Interest is 2.021.

The X1 a regression coefficient value is positive at 0.400, indicating that when the X1 variable increases, the Y variable raised by 0.400 while all other assumptions remain constant.

The X2 a regression coefficient value is positive at 0.138, indicating that if the X2 variable declines, the Y variable alleviates by 0.138, assuming that the other variables remain constant.

The X3 a regression coefficient value is positive at 0.197, indicating that as the X3 variable increases, the Y variable raised by 0.197 while all other assumptions remain constant.

Partial Test (t Test)

Table 3. 6 t Test Results (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,021	3,292		0,614	0,543
1 Product Quality	0,400	0,105	0,595	3,810	0,001
Price	0,138	0,159	0,139	0,864	0,393
Promotion	0,197	0,138	0,186	1,422	0,164

a. Outcome Factor: Buying Propensity
Source: SPSS Version 25 Processed, 2024

Based on table 3. 6, the t test results can be seen that:

1) The t value calculated on the Product Quality variable (X1) is 3.810 with a significance level of 0.001. Because the t value is 3.810 > t table value 2.026 with a significance level of 0.001 < probability a = 0.05, Ho is rejected and Ha is accepted. This shows that the Product Quality variable has a significant effect on Purchase Intention. This means that Product Quality has an influence on Purchase Interest.

2) The t value calculated on the price variable (X2) is 0.864 with a significance of 0.393. Because the calculated t value is 0.864 < t table value 2.026 with a significance level of 0.393 > probability of significance a = 0.05, then Ho is accepted and Ha is rejected. This shows that the Price variable has no significant effect on Purchase Intention. This means that price does not really affect buying interest.

3) The calculated t value of the Promotion variable (X3) is 1.422 with a significance of 0.164, because the calculated t value of 1.422 < the t table value of 2.026 with a significance level of 0.164 > probability of significance a = 0.05, then Ho is accepted and Ha is rejected. This shows that the Promotion variable has no significant effect on Purchase Intention. This means that promotion does not really affect buying interest.

Simultaneous Test (F Test)

Table 3. 7 F Test Results (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
			ANOVA[a]			
1	Regression	563,529	3	187,843	34,284	,000[b]
	Residual	197,246	36	5,479		
	Total	760,775	39			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Promosi, Kualitas Produk, Harga

Source: SPSS Version 25 Processed, 2024

The results of the F test in Table 3. 7 demonstrate that the regression model is valid and applicable for forecasting purposes. This is supported by an F-count of 34.284, which exceeds the F-table value of 2.87 (34.284 > 2.87), along with a significance value of 0.000, which is below the 0.05 threshold (0.000 < 0.05).

Test Coefficient of Determination R_2

Table 3. 8 Determination Coefficient Test Results R_2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
			Model Summary	
1	,861[a]	0,741	0,719	2,341

a. Predictors: (Constant), Produc Quality, Promotion, Price

Source: SPSS Version 25 Processed, 2024

In Table 3. 8 above, it can be determined that the corrected R-squared value is 0.719, which is transformed into a percentage of 71.9%. This indicates that 71.9% of customers who use second-hand apparel at Uncle P Outfit Store in Kediri are influenced by the factors of merchandise excellence, cost evaluation, and marketing strategies. In the meantime, Other elements examined in this research contribute to the remaining 28.1% of the influence.

The Effect of Product Quality on Buying Interest

Product quality has a significant effect on buying interest, this is evidenced by a significant value of 0.001 less than 0.05. So this means that product quality has a positive and significant effect on buying interest. This is in accordance with the theory put forward by Susanti (2017) which reveals that quality is among the things that influence consumers' desire to buy a product where the product is said to be of quality if it meets the expectations of the buyer.

The Effect of Price on Buying Interest

Price has an insignificant effect on buying interest, this is evidenced by a significant value of 0.393 greater than 0.05. So this means that price has a positive and insignificant effect on buying interest. This research is not in accordance with the theory put forward by Kotler & Keller (2012) which describes price as having a significant effect on buying interest, because buyers in deciding to buy an item consider the price factor. Thus, the price offered by the company to consumers if it is felt to be suitable and affordable, it is likely that consumers will be interested in buying the product.

The Effect of Promotion Buying Interest

Promotion has an insignificant effect on buying interest, this is evidenced by a significant value of 0.164 greater than 0.05. So this means that promotion has a positive and insignificant effect on buying interest. This research is not in accordance with the theory put forward by Hermawan (2015) promotion is all activities that intend to communicate or convey a product to the target market to provide information about its features, uses and most importantly about its existence, to change attitudes or encourage people to act in this case buying.

4. Conclusion

Drawing from the result of the influence of product quality, price and promotion on customer buying interest at Store Thrifting Uncle P Outfit Kediri, the findings indicate that product quality (X1) Exerts a meaningful and noteworthy influence on customer buying interest. Meanwhile, price (X2) and promotion (X3) both have positive but insignificant effects on customer buying interest. These results suggest that product quality should be a key focus for Store Thrifting Uncle P Outfit Kediri, as improving it can further enhance customer buying interest and help achieve the store's objectives.

This study is expected to expand knowledge and provide references for future research on The Influence of Product Quality, Price, and Promotion on Customer Buying Interest in Store Thrifting Uncle P Outfit Kediri.

This study is limited to a sample of 40 respondents who shop at Uncle P Outfit Thrifting Store in Kediri. Future research is expected to include a larger sample size and a greater number of respondents completing the questionnaire to enhance the study's comprehensiveness.

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