



## Factors that influence thrift product online purchasing decisions

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### ABSTRACT

Factors that influence the decision to purchase online thrift products. The aim of this research is to find out which factors are most prominent in influencing the decision to purchase online thrift products and the data collection method is to first conduct interviews with ten people who usually shop for thrift products online and after that identify them in the sample using a questionnaire and to method analysis uses factor analysis. The factor analysis used is exploratory factor analysis. Exploratory factor analysis or main component analysis is a factor analysis technique in which some of the factors that will be formed are like determinants that cannot be determined before the analysis is carried out. From the existing results, the twenty-six statements measured can be simplified or concluded that there are three factors that are more prominent and influence the decision to purchase online thrift products.

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### 1. INTRODUCTION

Thrift products are very much favored by the public, thrift products are used products such as shoes, bags or various clothes. Although there are many admirers of thrift products, there are also many negative characteristics attached to thrift products, one of which is considered to be able to discourage domestic product manufacturing activities which can make it difficult to compete because the prices offered are more affordable and there are also many well-known trademarks, but even so there are still very many admirers of thrift products (Khurin, 2021). Increasingly, thrift products are getting higher and higher, coupled with the widespread use of social media that facilitates users to share content or interact like shopping via online (Tukuboya, 2023)

Thrift products have a special charm for many audiences and also increasingly everyone has many diverse needs including clothes, shoes or bags where fashion trends in this era are growing and have become the main needs compared to other needs. Some people prioritize style needs in order to follow the latest fashion trends. Fashion is very, very fast in Indonesia, with the very rapid business of importing thrift products can be reflected in the number of online shops that offer a variety of thrift products such as on

the facebook platform, instagram, tik-tok, shopee and many others. Nowadays it is very easy to find thrift products either through online sites or offline physical stores, for many people buying thrift products is a very alluring thing because one of the reasons is that thrift products are very economical so they can save money (Saputro & Irawati, 2023).

Social media or the internet in this day and age is familiar because the internet is a technology that contains a lot of information that can be used for many jobs, one of which can be for business, with the internet it is very helpful and easier because the internet prepares all information infinitely, with the presence of the internet the circulation of information can be very agile and can be reached very slowly. The use of social media is growing very quickly at 130 million and in addition to what is commonly known as social mobile its use is 120 million and this has grown by 30% since 2017. This information displays the development of the use of social media and also the internet in Indonesia itself is very large, online or internet media in marketing is commonly known as internet marketing which after that switches to other forms of marketing as we now know E-Marketing or Electronic Marketing. This online media or internet media is used for marketing media and also business media, namely by shopping online or selling online. With online media, entrepreneurs can easily promote marketed products and can also reach consumers very slowly (Irawan I. C., 2020). By seeing the development of online media which is very good, it also has an impact on industrial fashion, especially Thrift Products, industrial fashion thrift products have a very smooth rotation, both in sales rotation and very smooth purchases. (Nurdin, 2021). In addition, there are also influencing factors so that there are so many enthusiasts such as affordable thrift product prices, prices according to quality, cheaper prices online, consumer perceptions, product quality, environmental influences, social media platforms or service quality, with these factors also supporting the decision to buy thrift products online and besides that, this thrift product for thrift product executors views that thrift products can mandate useful and economical quantities (The reason why thrifting is popular at this time?, 2022).

Previous research has widely discussed the factors that influence online purchasing decisions, including in the context of thrift products. However, from the literature review conducted, there are significant research gaps. Some previous studies tend to focus more on new products and not thrift products. In addition, some studies also do not explore the specific factors that influence thrift product online purchasing decisions, such as material quality, website quality, and friendly service. Therefore, this research is expected to fill this gap with a more in-depth focus on thrift products and relevant factors. This research is expected to make a significant contribution to the field of science, particularly in expanding the understanding of the factors that influence thrift product online purchasing decisions. By identifying key factors such as material quality, website quality, and friendly service, this study can provide valuable insights for business practitioners and researchers in the field of e-commerce. In addition, the findings of this study are also expected to be the basis for developing more effective marketing strategies and improving the consumer experience in shopping for thrift products online.

## 2. RESEARCH METHOD

This research uses both quantitative and qualitative approaches, the first step of which is to conduct in-depth interviews with all people who have purchased thrift products online. The interviews are implemented in order to obtain information that can be integrated into the question elements in the questionnaire that will be distributed. The interviews will be stopped when there is no more new information. The results of the interviews identified 26 questions that could be organized into a questionnaire. The questionnaire was carefully organized and also took into account the various perspectives manifested in the

interviews such as quality of a product, price of a product, convenience in shopping, reliability of the seller, web security, ease of purchase. After completing the questionnaire, we used the Google Forms platform to convert the questionnaire into a digital format that could be easily accessed and then distributed the link to the questionnaire through various online channels, a total of 145 respondents successfully completed the questionnaire. After collecting data through the questionnaire, the next step was to conduct validity and reliability tests to ensure the reliability of the questionnaire instrument used. This test was conducted using the software statistical package for the social sciences (SPSS). With a survey research design using questionnaires to collect data from consumers who are active in purchasing *thrift products online*. This research method uses and involves a questionnaire as the main instrument but before the preparation of the questionnaire, interviews were conducted with 10 people who usually buy *thrift products online*, to understand their perspectives and experiences firsthand. These interviews were aimed at ensuring that the questionnaire covered relevant aspects and provided in-depth insights into the factors that influence *online thrift product* decisions. The population of this research is consumers who purchase *thrift products online*, the sample taken is 145 respondents randomly selected to represent variations in *online thrift product* purchase decisions.

Table 1. Classification Results Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Woman	128	88.3	88.3	88.3
	Man	17	11.7	11.7	100.0
	Total	145	100.0	100.0	

Table 2. Classification Results by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25 Years old	92	63.4	63.4	63.4
	26-35 Years old	46	31.7	31.7	95.2
	36-45 Years old	6	4.1	4.1	99.3
	Up to 46 Years old	1	7	7	100.0
	Total	145	100.0	100.0	

Based on Table 1 and Table 2, which is the sample taken consisting of 145 respondents, the data processing revealed that the majority of respondents were female, which amounted to 88.3% and in addition the data results showed that the age group 16-25 years was the main contributor of 63.4% in understanding the factors that influence the decision to buy *thrift products online*. Untuk memvalidasi kuesioner yang digunakan dalam penelitian ini, dilakukan uji validitas dan reliabilitas. Uji validitas bertujuan untuk memastikan bahwa kuesioner yang digunakan benar-benar mengukur apa yang seharusnya diukur, sedangkan uji reliabilitas bertujuan untuk menilai sejauh mana konsistensi dan keandalan kuesioner tersebut.

The questionnaire validation process began by conducting a content validity test, in which the questionnaire was evaluated by a number of experts or experts in related fields to ensure that the questions asked were relevant and in accordance with the research objectives. Furthermore, an empirical validity test was conducted by analyzing the data from the questionnaire using statistical methods to examine the relationship between the measured variables.

In addition, a reliability test was also carried out by measuring the level of consistency of respondents' answers to the questions in the questionnaire. This can be done using statistical methods such as Cronbach's alpha to measure the internal reliability of the questionnaire.

### 3. RESULTS AND DISCUSSIONS

To be able to ascertain whether the questionnaire in the study is correct or not, you can conduct a validity test and also the instrument in the study must also be reliable. In the validation and reliability test of the questionnaire that of the twenty-six statements tested all were declared valid. First for the significant validity test, all of them are below 0.05 so that these results indicate that they are valid. Second, the reliability test where the provisions must have a value above 0.70 and from the results obtained the Cronbach alpha value = 0.96, so the reliability of the test has been fulfilled. The KMO and Bartlett's test are used in testing whether all existing variables are correlated. The results or value of KMO are approximately 0 to 1. If the KMO value is > 0.5 then you can do further analysis. In addition, the result or value of the significant Bartlett's test must be below 0.05. For the anti-image matrix is a tool used in knowing how much correlation there is between each variable, the benchmark value is MSA, the requirement at this stage is that the MSA value must be equal to or above 0.05, the MSA value is code a. If there are variables below 0.05, it indicates that it has not met the requirements and is not feasible, therefore do the process again only for variables that have a value below 0.05. Judging from the results obtained, all variables have a value greater than 0.05, so this means that all variables are feasible for factor analysis and after that they are processed and the processed results produce 3 factors, namely: Material Quality, Website Quality and Friendly Service. Table 3 shows that the value of Cronbach's Alpha on all factors > 0.6 which states that each factor that has been created has variables that do not change and are also balanced in forming factors.

Tabel 3. Cronbach' Alpha

No	Factor	Cronbach' Alpha
1	Product Quality	0,829
2	Website Quality	0,708
3	Friendly Service	0,799

As shown in table 4, the three factors that have been created subsume 66.103% of the total pooled variance of the factors that influence *thrift product online* purchasing decisions. 54,348 in factor cohesion is explained by the first factor, namely Material Quality, which can be concluded that this one factor provides the highest or largest results compared to other factors. And in choosing the validity of data in factor analysis efforts rely on the Bartlett test. From the research, the results obtained are 0.000, which means that the data results do not have similar metrix identities and indicate that they can be used in factor analysis. KMO measure of adequacy in sampling is 0.938 and is considered very good and acceptable.

Table 4. Total Variance Explained (%)

Component	1	2	3
Variance	54.348	6.898	4.987
Cummulative	54.348	61.246	66.103

In table 5, the Rotated Component Matrix in this method is a way to determine which variable will be included in the uniform factor. In determining a variable to participate in which factor, namely by looking at the largest correlation weight. In the table above, it has been determined according to the greatest weight to the least weight per factor. The weight in the table proves that the factor weight proves the magnitude of a fit between the original variable and the factor that has been created or in short, the Rotated component matrix is the correlation value of each variable with the factors that have been formed. As in the table, the correlation or suitability between Q9 and factor 1 is worth 0.829 and Q15 with factor 2 is worth 0.708 and also Q20 is included in factor three and is worth 0.79. The results of this value are strong because > 0.5.

Table 5. Rotated Component Matrix Component

	1	2	3
Q9	.829	.132	.255
Q11	.801	.234	.310
Q8	.759	.255	.166
Q10	.711	.257	.259
Q25	.687	.307	.432
Q14	.679	.246	.216
Q13	.632	.543	-.049
Q26	.630	.439	.281
Q12	.616	.273	.414
Q17	.543	.337	.481
Q15	.353	.708	.252
Q3	.260	.691	.050
Q18	.415	.675	.239
Q7	.389	.636	.215
Q5	.127	.635	.506
Q22	.314	.633	.337
Q1	.018	.628	.392
Q16	.448	.584	.336
Q23	.293	.580	.293
Q2	.253	.554	.423
Q20	.410	.207	.799
Q19	.391	.251	.748
Q21	.443	.213	.745
Q6	.196	.457	.635
Q4	.126	.515	.593
Q24	.409	.437	.511

Variable Depreciation is to determine how many factors have been generated based on the eigenvalue by taking factors with eigenvalue > 1. So for example, factors are only factors with eigenvalue more than 1, which means they are considered as factors used. And also in comparing or comparing the amount of correlation factor loading in each row which can be seen in the Rotated Component Matrix table as a result of SPSS calculations. The rotation factor that is created aims to equalize more variables in a particular factor.

There are 3 factors obtained from 26 questions, the results of the loading values of all variables are in table 6, all variables have been arranged and have been columnized according to the largest to smallest loading value. The variable Material Quality (0.829) is the highest value obtained from factor one, namely Material quality. Website Quality (0.708) and for the highest value obtained from factor two, namely Website Quality. Friendly service (0.799) and the third highest value of factor loading obtained from this third factor, namely friendly service.

Table 6. Factors that influence thrift product online purchasing decisions

Variable	Factors		
	1	2	3
Material Quality	0.829	0.132	0.255
Complete Size	0.801	0.234	0.31
Many Models	0.759	0.255	0.166
Off-Market Models	0.711	0.257	0.259
Right Decision	0.687	0.307	0.432
Influence of Fashion Trends	0.679	0.246	0.216
Influence From Relatives	0.632	0.543	-0.049
Satisfied Online Shopping	0.63	0.439	0.281
Many Uniques Models	0.616	0.273	0.414
Promotion on Media Social	0.543	0.337	0.481
Quality of Website	0.353	0.708	0.252

Online Price are Cheaper	0.26	0.691	0.05
Secure	0.415	0.675	0.239
Easier	0.389	0.636	0.215
Good Rating or Review	0.127	0.635	0.505
As Needed	0.314	0.633	0.337
Affordable Prices	0.018	0.628	0.392
The Role of Social Media	0.448	0.584	0.336
Searching for Previous Information	0.293	0.58	0.293
Prices Matches Quality	0.253	0.554	0.423
Good Services	0.41	0.207	0.799
Professional Seller	0.391	0.251	0.748
Giving a Clear Information	0.443	0.213	0.745
Testimonials	0.196	0.457	0.635
Product Quality	0.126	0.515	0.593
Alternative Options	0.409	0.437	0.511

What is in Table 7 about Factor 1, namely there is Material Quality which can be explained that the quality of the material is good, the size is complete, there are many models and also the model is not market, the right decision, the influence of fashion trends and also the influence of relatives and satisfied shopping *online*, there are also many unique models and also promotions on social media. For the second factor, namely Website Quality, it can be explained by cheaper prices *online*, security, convenience, good reviews, according to needs. Affordable prices, the role of social media, looking for information first, prices according to quality. And for the third factor, friendly service can be explained, namely professional Seller, seller provides clear info, testimonials, *product* quality and alternative choices.

Table 7. New factors

Factors	Variables
Factor 1 – Product Quality	Material Quality
	Complete Size
	Many Models
	Off-Market Models
	Right Decision
	Influence of Fashion Trends
	Influence From Relatives
	Satisfied Online Shopping
	Many Uniques Models
	Promotion on Media Social
	Quality of Website
	Online Price are Cheaper
	Secure
Factor 2 – Website Quality	Easier
	Good Rating or Review
	As Needed
	Affordable Prices
	The Role of Social Media
	Searching for Previous Information
Factor 3 – Friendly Services	Prices Matches Quality
	Good Services
	Professional Seller
	Giving a Clear Information
	Testimonials
	Product Quality
	Alternative Options

By identifying three main factors, namely Material Quality, Website Quality, and Friendly Service, it was found that these factors not only have a significant impact individually, but also interact with each other to shape consumers' overall purchase preferences. Material Quality is a major factor as it determines product reliability and

user satisfaction. High-quality materials can increase product durability and provide significant added value to consumers. On the other hand, Website Quality also plays an important role in the online shopping experience. User-friendly interface, intuitive navigation, and website speed are factors that can increase user convenience and satisfaction.

Previous findings highlight the importance of product quality, service, and user experience in the context of e-commerce. In an era where competition in e-commerce is intensifying, competitive advantage is often determined by how well companies can meet consumers' expectations and needs. Therefore, a deep understanding of the factors that influence consumers' purchasing preferences is essential. With a better understanding of the interaction between Material Quality, Website Quality, and Friendly Service, companies can develop more targeted and effective strategies to increase consumer loyalty and win market competition.

By better understanding the interaction between these factors, we can develop more effective strategies to meet consumer needs and preferences in an increasingly competitive e-commerce market. This can be done through improved product quality, website optimization and enhanced customer service. In addition, careful use of data and analysis can also help companies understand consumer purchasing behavior and adjust their strategies accordingly. Thus, companies can remain relevant and competitive in the ever-evolving and changing e-commerce market.

#### 4. CONCLUSION

There are three factors that make many people enamored with thrift products, the first three factors are due to the material quality of thrift products, the second is the quality of the website and the third is friendly service. Material quality is a factor that is very superior to the three factors that have been formed, the material quality of a product is one of the most important factors because it can be a force to compete with competitors, if the material quality of the product is in accordance with what the customer wants, the customer will not be hesitant to decide to buy, in line with research conducted by (Dewi & Mahargiono, 2022). (Dewi & Mahargiono, 2022) in the Journal of Management Science and Research

In purchasing thrift products, there must also be some influence from the image of a brand where it can have an impact on purchasing decisions and it can increase sales and can get loyal customers. (Savira & Yulianti, 2022). There are two factors that can influence purchases, namely internal factors and external factors. Internal factors include lifestyle and occupation, but have no significant effect. External factors that influence the interest of buyers are price, social factors and quality, price and quality are convinced as the most significant factors for buyers. (Russanti & others, 2021). Business owners must see the satisfaction of consumers, either after or before the buyers decide whether to buy or not. (Ganesha & Rinanda, 2020).

Based on the results of the analysis or research, it can be concluded with the following, namely the twenty-six statements that have been measured and have been simplified and form three main factors that have an impact on *online thrift product* purchasing decisions, and of the three dominant factors, namely material quality, web quality and friendly service. Of the three main factors that have been known can be used as a stepping stone for *thrift product* business owners *online* so that they can make improvements to change and develop even better.

The identification of three main factors that influence purchasing decisions, namely Material Quality, Website Quality, and Friendly Service, can be an important foundation for business practitioners in developing more effective marketing strategies. In addition, this study also provides valuable insights for researchers in the field of e-commerce to better understand consumer preferences in shopping for thrift products online.

Limitations of this study may include the limited sample size, reliance on self-report data from respondents, and limited focus on certain factors. For future research, it is recommended to expand the sample size to represent a wider population, use diverse data collection methods to reduce bias, and consider additional factors that may influence thrift product online purchase decisions, such as psychological or social factors.

In addition, future research can involve a more in-depth analysis of the interactions between factors that influence purchasing decisions, as well as explore the influence of the latest technological trends in the e-commerce industry on consumer behavior. Thus, future research can provide a more comprehensive and relevant understanding in the context of thrift product online purchases.

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