

ANALYSIS OF PRODUCT QUALITY AND PRICE PERCEPTION REGARDING THRIFTING CLOTHING PURCHASING DECISIONS AMONG UNWAHAS STUDENTS

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Abstract. Used clothes are now mushrooming which are in demand by the community, especially in the student environment. The purpose of this study is to take advantage of business opportunities from the existence of thrifting, because it is well known that *thriftshops* are being loved by the community. *Thriftshop* is not a crowded business at a certain time, *thriftshop* can continue to be developed by always *upgrading fashion* from time to time. This research uses qualitative methods using structured and unstructured methods. The result of this study is that UNWAHAS students make the decision to consume thrift clothes *because of the quality of their products and have very affordable prices, so that these thrift clothes become a sought-after object to meet their clothing needs.*

Keywords : *Product Quality Analysis; Price Perception; Purchase Decision*

INTRODUCTION

1.1. Background

The growth of the fashion industry sector has indeed increased rapidly in the current era, fashion *trends* can change in a monthly period. Existing information technology is a medium for delivering information on the latest trend changes. This change *in trend* is influenced by points of view and differences of opinion in society regarding *fashion* in appearance. Everyone has a lifestyle that is characteristic of itself, this lifestyle is one of the factors causing choosing a product, the product chosen must be in accordance with consumer tastes must also be of quality and have a nominal price match with their financial capabilities. (Andriani & Menuk Sri, 2021)

The presence of *thrifting* is now familiar to the community, especially fashion lovers. For connoisseurs of *thrifting fashion* they can get cheap clothes, with good quality and unique. *Thrift shopping* is considered the most appropriate alternative and this activity has mushroomed.

The existence of *thrifting* starts from increasing awareness of sustainable communities. It can be said that this is because people understand that used clothes are the largest garbage in the world. Through this activity, used clothes that should be thrown away but can be reused by others. The emergence of the second-hand market is a great opportunity for young people who want to express themselves using hedon mode but at a minimum price and easily accessible to young people. (Suarningsih et al., 2021)

Among students, *thriftshop* can be said to be the main solution to meet their clothing needs because in addition to the low price, the quality of the material is also very good. Even many students are willing to scramble in a store to get their target items, because it is known that *there is only one* thrifting item and rarely can be *ready to stock* again.

The impact of this research is that students can get business opportunities through *thriftshops* because it is well known that *thriftshops* are being loved by the community. *Thriftshop* is not a crowded business at a certain time, *thriftshop* can continue to be developed by always *upgrading fashion* from time to time.

THEORITICAL FOUNDATION

2.1. Product Quality

"Quality is the overall characteristics and properties of a product or service that depend on its ability to be able to satisfy the needs expected by customers" (Kotler and Keller 2009: 143).

Product quality is the overall characteristics of a product that satisfy customer needs as customers expect. Product quality can be stated that the company can provide or offer quality products, then the company is able to create consumer satisfaction. Customers will feel satisfied usually because of the experience of buying products to be consumed or used.

Product quality has an important role in influencing customer satisfaction and for bringing in loyal customers. Customer satisfaction is an expression of the customer's feelings that are described after comparing what he expects with what is offered by the company.(Anggraeni et al., 2016)

2.2. Harga (Price)

a. Understanding Price According to Experts:

1. According to Kotler and Amstrong, price is a sum of money charged to a product (good or service) or a certain amount of value that must be paid consume in order to benefit from the product.
2. According to Philip Kotler, price is a sum of money charged to a product or service. This means that price is the amount of value that consumers must pay in order to own or benefit from a product or service.
3. According to Joko Untoro, price is the ability of a good or service expressed in the form of money.
4. According to Samsul Ramli, price is the relative value owned by a product. The value is not only a definite indicator that shows the amount of resources needed to produce the product.
5. According to Imamul Arifin, the price is compensation that must be paid by consumers in order to get goods and services.

b. Pricing Objectives

Price stability or price stability, where the company will control prices. In addition, price control efforts will be directed properly and correctly to

prevent price wars. This event will allow for a drastic decrease in demand and so on.

1). Cost

In general, this cost-based is an important aspect because it can affect supply and cost. Where the price will be determined based on the cost of marketing the product. Sometimes it is enough to cover direct costs, profits, losses and *overhead*.

2). Demand

This method is a method that emphasizes various types of factors that affect taste, it will affect the ability and willingness of customers to transact.

3). Profit

Profit is a balance between costs and revenues. So this approach has three approaches, namely *profit* pricing (pricing based on profit targets obtained), target turn on sales pricing (*pricing based on sales*), and target return on investment pricing.

1). Competition

In this competition method, pricing is determined by following the way competitors do pricing. In this case, there are three methods of approach, namely: the system of selling below price or known as discounts, giving high prices but much better product quality, the last is equalizing prices that aim so that competitors are not too big.

2.3. Purchasing Decision

According to Assuari (1966: 130) purchasing decision is a decision-making process of purchasing which includes determining what to buy or not to make a purchase and this decision, obtained from previous activities.

According to Kotler and Armstrong (2008: 181) the purchase decision is buying the most preferred brand, but two factors can be between purchase intention and purchase decision.

Furthermore, Kotler (1984) in Paulus Lilik (2011: 39) suggests there are five steps to make consumer decisions, namely:

1. Recognition of needs, the needs of life can be moved through stimuli from buyers or from outside, by collecting information from several consumers marketers can recognize stimuli that often occur to increase interest in certain types of products.
2. Information search, which is the center of attention of sellers are the main sources of information that consumers will pay attention to and the relative influence of each of these information on the series of buying decisions.
The source of this information can be obtained from several groups, namely:
 - a) Personal sources i.e. family, friends, relatives, neighbors , etc.
 - b) Commercial sources are advertising, sales, exhibitions, etc.
 - c) Common sources are mass media, consumer organizations, etc.
 - d) The source of experience is having handled, having tested the product, etc.
3. Alternative assessment, there are several consumer consideration factors to choose one alternative from several available alternatives, namely:
 - a. Product properties

- b. Brand trust
- c. Selection procedure
- 4. Buying decisions, on buying decisions can involve five sub-decisions, namely the decision about the brand, the decision of who buys, the decision about the amount, the decision of when to buy and the decision how to pay for it.
- 5. Post-purchase behavior, whether or not consumers are satisfied will influence the next behavior, if consumers are satisfied then there will be opportunities for consumers *to repeat orders* or buy back our products or it could be that consumers tell others that our products are good and suitable for consumption.

RESEARCH METHODOLOGY

This study uses qualitative methods that aim to enable researchers to understand what research subjects do when they are in the field. Researchers take qualitative methods because researchers need deep enough information from the subject. This qualitative research is considered very flexible and able to adjust the circumstances of the subject during the research process. Menurut Sugiyono, penelitian kualitatif merupakan sebuah indikasi studi kasus. Pada penelitian ini lebih mencari hasil dari data yang mendukung, kemudian data tersebut diolah sehingga menghasilkan temuan data. (Sugiyono, 2011:139).

3.1. Time and Place

This research was conducted at Wahid Hasyim University Semarang (UNWAHAS). Because the researcher is one of the students of Wahid Hasyim University Semarang (UNWAHAS). The time used by researchers to interview and observe students takes up students' free time, for example after class hours are over.

3.2. Subject

The subjects taken in this study were students of Wahid Hasyim University Semarang (UNWAHAS) because researchers knew that students of Wahid Hasyim University Semarang (UNWAHAS) had a considerable interest in using thrift or used goods.

The first subject was a student of the Faculty of Engineering UNWAHAS, according to him thrifting clothes have good product quality and the price is cheap enough to be bought many times. But when going to buy a product, you really need to be careful when choosing because there are usually rejects such as holes or dirty stains.

The second subject is a student of the Faculty of Economics UNWAHAS, according to her thrift clothes are her favorite clothes because in addition to the good quality of the product and have a low price, the model is rarely equal because thrift clothes only have one color one size and one stock, so the possibility of market models is only 5%. But there are difficulties when you want to buy thrift clothes, for example, the item to be bought has been bought by someone else first, considering that there is only one item, there is disappointment because there is no more everywhere.

3.3. Data Analysis Techniques

Data analysis techniques used by researchers use structured and unstructured interview techniques. For the previous structured interview technique, researchers have prepared several questions to get the expected answer. While the interview is not structured, the researcher asks about personal things such as where they usually buy thrift goods, where the store that the subject thinks the goods are very good or not good, and so on so that the subject can give detailed answers.

DISCUSSION

4.1. Research Overview

Thrift shopping is a shopping activity or shopping has been around for a long time, this shopping activity began to mushroom again starting in 2019. Because in 2019 there was a Covid-19 outbreak which caused a decline in the community's economy, so to cover their clothing needs, people chose to use thrift clothes or used clothes from abroad. Various location points, especially in Semarang City and Kendal Regency are locations that have the most thrift sellers and the price is also very cheap in the pocket than in other cities.

According to Gafara (2019) reported by the ussfeed.com site, this thrifting activity is not an activity that emerged and became popular, but this activity has existed around the 1760-1840s when the industrial revolution occurred.

Meanwhile, according to Aviecin (2021: 63) stated that thrift clothing is estimated to be known by the State of Indonesia in 1997-1998, when Indonesia experienced a monetary crisis. At that time thrifting clothes began to enter and mushroom in Indonesia and thrift clothes became a trend that was increasingly in demand, especially among young people. (Suarningsih et al., 2021)

4.2. Thriftshop in Semarang City and Kendal Regency

The presence of used clothes or thrift in Semarang City and Kendal Regency is one of the businesses that are visited by many people. Based on research, this used clothes or thrift business is a promising business and causes many sellers who are interested in selling used clothes, the initial capital is quite light, only around 10 million.

The second-hand clothing business sellers interviewed by researchers were mostly second-hand clothing wearers, but they got them from out of town. Then over time they got a second-hand clothing supplier and then they started trying to open a thrift shop.

Vinshop.id is a thrift shop seller located in Kendal Regency, Boja District which began operating in 2020. Vinshop.id sells several tops such as shirts, blouse sweaters, hoodies, crewnecks, and so on. This seller sells its products starting from IDR 25,000 – hundreds of thousands according to quality and brand. Vinshop.id markets its products through offline and online stores, for offline stores themselves are at home and online stores are usually marketed through social media, namely whatsapp, instagram, tiktok and shopee. Before selling used clothes or thrift sellers

vinshop.id is very concerned about the cleanliness of the products to be marketed, usually vinshop.id does laundry first so that the products to be marketed are clean, neat and suitable for use like new items. Thriftshop also provides business packages that aim to help young business people who are starting a business without large capital, the business packages also vary from Rp 250,000 – Rp 1,000,000.

Alishastore is a thriftshop located in Semarang City, precisely in Jatisari, Mijen and has been opened since early 2020. This thriftshop sells women's clothing ranging from tops and bottoms, namely shirts and pants. Prices start from IDR 35,000 – IDR 100,000. Alishastore also takes care of goods before being sold as well as vinshop.id sellers.

Owelthriftshop is a thriftshop seller located on the border of Semarang City and Kendal Regency, which was established in 2020 like other sellers. This thriftshop sells a lot of men's clothing, namely t-shirts, jackets, hoodies, crewnecks, chinos pants and so on. The price is also relatively cheap starting from IDR 35,000. This thriftshop also takes care of goods first before being sold as well as alishastore and vinshop.id. Owelthriftshop is a thriftshop seller located on the border of Semarang City and Kendal Regency, which was established in 2020 like other sellers. This thriftshop sells a lot of men's clothing, namely t-shirts, jackets, hoodies, crewnecks, chinos pants and so on. The price is also relatively cheap starting from IDR 35,000. This thriftshop also takes care of goods first before being sold as well as alishastore and vinshop.id.

Every business cannot be denied must have its own advantages and difficulties, it is also felt by thriftshop sellers. It is well known that thrift clothing is used imported clothing whose existence is prohibited by the government, this is in accordance with the Minister of Trade Regulation No. 51 of 2015. Imported clothing can pose health risks to its users and can disrupt MSMEs. But many people continue their lives by doing this second-hand clothing business because it is considered very profitable.

4.3. Thriftshop activities in Unwahas Student environment

Each individual must have their own reasons why they prefer thrift clothes as a fulfillment of their clothing needs, even though they already know that thrift clothes are used or second hand clothes. But even though the item is second-hand but the quality is maintained and guaranteed. In addition to the affordable price, the old style and sustainable look is a plus so that this thrift clothing mushrooms again in the community. (Suarningsih et al., 2021)

Broadly speaking, according to UNWAHAS students, thriftshop has become a mushrooming trend and is reintroduced through social media which has thousands of followers packaged in the form of content. The content contains introducing thrift products with various models that attract the attention of the general audience, especially students.

Using thrift clothes certainly does not escape the risks that can be felt by consumers, considering that these items are second items that are resold. However, some thrift sellers anticipate the transmission of the virus by doing treatment or laundry first so that the item is worth selling and does not cause the virus.

4.4. Factors of purchasing thrift clothes of UNWAHAS students

In determining the decision to buy thrift clothes, students also have factors that affect the consumption of used clothes, namely:

- 1) The price is affordable.
- 2) Have a well-known brand.
- 3) Unique and *limited edition*.
- 4) Has good quality materials.
- 5) *Looks fashionable*. (Sosiologi et al., n.d.)



Picture 1. Wawancara



Picture 2. Wawancara

CONCLUSION AND ADVICE

Thrift clothing is now a trend that is increasingly popular and in demand by the public. Thriftshop is an alternative consumption in the field of clothing that is most appropriate, especially for students. This understanding of thriftshop has been done by researchers through subjects or informants so that it can be concluded that the decision to purchase thriftshop goods is to look at product quality and price.

According to the results of the study, it was found that there was a selection of product quality by each subject before consuming the item. The quality of the products owned by thrift clothing is indeed different from the quality of domestic products. The fabric used is partly cool, soft and not easily damaged when often used, so it is comfortable and not easily hot considering the weather in Semarang City and Kendal Regency is quite hot.

This research also found the reason why price is the most important reason for using thrift clothing. It is well known that the price of thrift clothes is very cheap with such quality, so many people, especially students, prefer to consume thrift clothes because they can be bought many times but do not feel boncos pocketed. Especially in this day and age people are competing to post their coolness or often instagramable photos to get adsense on social media.

It is hoped that further researchers can examine more deeply the thrift clothing as an example of its supplier. And for students themselves, researchers hope that students can take advantage of this thrifting business opportunity because it is being loved by the community, especially students.

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