

**THE INFLUENCE OF PRICE PERCEPTION AND PRODUCT ATTRIBUTES ON CONSUMER PURCHASE DECISION OF SECOND-HAND CLOTHES IN SOUTH MINAHASA DURING ENDEMIC COVID-19**

*PENGARUH PERSEPSI HARGA DAN ATRIBUT PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PAKAIAN BEKAS DI MINAHASA SELATAN SELAMA ENDEMIK COVID-19*

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**Abstract:** The successful of the second-hand clothes industry caused by the consumer purchase decision of the product. In seeing a price, consumers have some different thoughts. Prices that have been determined are above competitors' prices, it can be seen that the quality of the goods is getting better and the prices of goods are very expensive. Meanwhile, Product attributes are the factors considered by the buyer at the time of purchasing the product, such as price, quality, completeness function (features), design, after-sales service and others. The purpose of this study is to know the simultaneous and partial influence of price perception and product attributes on consumer purchase decision of secondhand clothes in South Minahasa. This research used multiple regression analysis with sample of 90 respondents. The result shows price perception and product attributes have a simultaneous and partial influence on consumer purchase decision of second-hand clothes. Based on the result, all the seller should keep their price suitable with the market price and affordable for the consumer and also should choose a good supplier of the second-hand clothes and also choose a premium pack of clothes.

**Keywords:** *price perception, product attributes, consumer purchase decision*

**Abstrak:** Keberhasilan industri pakaian bekas dikarenakan keputusan pembelian konsumen terhadap produk tersebut. Dalam melihat harga, konsumen memiliki pemikiran yang berbeda-beda. Harga yang telah ditentukan berada di atas harga pesaing, terlihat kualitas barang yang semakin baik dan harga barang yang sangat mahal. Sedangkan atribut produk adalah faktor-faktor yang dipertimbangkan pembeli pada saat membeli produk, seperti harga, kualitas, kelengkapan fungsi (fitur), desain, layanan purna jual dan lain-lain. Tujuan penelitian ini adalah untuk mengetahui pengaruh persepsi harga dan atribut produk secara simultan dan parsial terhadap keputusan pembelian konsumen pakaian bekas di Minahasa Selatan. Penelitian ini menggunakan analisis regresi berganda dengan jumlah sampel 90 responden. Hasil penelitian menunjukkan persepsi harga dan atribut produk berpengaruh secara simultan dan parsial terhadap keputusan pembelian konsumen pakaian bekas. Berdasarkan hasil tersebut, semua penjual harus mempertahankan harga mereka sesuai dengan harga pasar dan dapat dijangkau oleh konsumen dan juga harus memilih pemasok pakaian bekas yang baik dan juga memilih pakaian kemasan premium.

**Kata kunci:** *persepsi harga, atribut produk, keputusan pembelian konsumen*

## INTRODUCTION

### Research Background

Fashion is defined as an expression that is generally accepted by a group of people over time and has been characterized by several marketing factors such as low predictability, high impulse purchase, shorter life cycle, and high volatility of market demand (Fernie and Sparks, 2004). More than ever, fashion means fast and becomes

unfashionable in a relative short period of time and make consumers to buy new clothes to feel fashionable. That leads to a new industrial trend, the fast fashion concept, which refers to the concept of shortening lead time and offering new products to the market as fast as possible. The increase of fast fashion is causing an important increase in the volume of clothing consumed especially in the developed countries of the world (Cuc and Tripa, 2018). According to the data at Statista, the revenue of Indonesia's fashion segment is projected to reach US\$9.30 billion in 2022 and is expected to show an annual growth rate (CAGR 2022-2025) of 4.23%, resulting in a projected market volume of US\$10.53 billion by 2025.

The secondhand clothing market is composed of two major categories, thrift stores and resale platforms. But it's the latter that has largely fueled the recent boom. Secondhand clothing has long been perceived as worn out and tainted, mainly sought by bargain or treasure hunters. However, this perception has changed, and now many consumers consider secondhand clothing to be of identical or even superior quality to unworn clothing. A trend of "fashion flipping" – or buying secondhand clothes and reselling them – has also emerged, particularly among young consumers. A massive force is reshaping the fashion industry: secondhand clothing. According to a new report, the U.S. secondhand clothing market is projected to more than triple in value in the next 10 years – from US\$28 billion in 2019 to US\$80 billion in 2029 – in a U.S. market currently worth \$379 billion. In 2019, secondhand clothing expanded 21 times faster than conventional apparel retail did. In Indonesia, The National Statistics Agency reported that secondhand clothing imports jumped 277.75 percent from 8 tons in 2021 to 26.22 tons last year. The used clothes imports in 2022 were also worth \$272,146, up 518.5 percent from \$44,000 in 2021. The figures are likely to be higher as many products enter Indonesia via illegal means through small ports in the country.

The secondhand clothing trend also appears to be driven by affordability, especially now, during the pandemic COVID-19 economic crisis. Even though now the pandemic has changed status to endemic, the trend of fashion business development in South Minahasa is growing rapidly, not only in new fashion, but also imported secondhand fashion. Although there are still different views on imported used clothes due to health and hygiene factors, there are still people in South Minahasa who make use of imported clothes to fulfill their primary needs. Some business person on this business industry selling their product directly (at traditional market), some of them are selling through e-commerce and social media (facebook and instagram). The successful of the second-hand clothes industry caused by the consumer purchase decision of the product. According to a survey on second-hand fashion conducted in Indonesia in May 2022, the most common reason for buying second-hand fashion was the price, which was cheaper than brand-new items. Price perception generally refers to the value of money (monetary) and sacrifice (non-monetary) given by customers to get a product (Petrick, 2004). Price perception itself is an assessment of consumers and associated emotional forms about whether the price offered by the seller and the price compared to other parties makes sense and can be accepted or justified (Lee, Illia, and Lawson-Body, 2011). Prices that have been determined are above competitors' prices, it can be seen that the quality of the goods is getting better and the prices of goods are very expensive. Meanwhile, product attributes are the elements that are considered important by consumers and used as a basis for decision-making purchases (Tjiptono, 2015). Product attributes are the factors considered by the buyer at the time of purchasing the product, such as price, quality, completeness function (features), design, after-sales service and others.

### Research Objective

The research objectives used are as follows:

1. To identify the influence of price perception and product attributes on consumer purchase decision of secondhand clothes in South Minahasa.
2. To identify the influence of price perception on consumer purchase decision of secondhand clothes in South Minahasa.
3. To identify the partial influence of product attributes on consumer purchase decision of secondhand clothes in South Minahasa.

## THEORETICAL FRAMEWORK

### Marketing

The American Marketing Association defines marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

## Consumer Behavior

According to Jain (2014), consumer behavior is an activities people undertake when obtaining, consuming and disposing of products and services. Jain simply stated that consumer behavior has traditionally been thought of as the study of “why people buy”- with the premise that it becomes easier to develop strategies to influence consumers once a marketer knows the reasons why people buy specific products or brands.

## Price Perception

Price perception is the only one elements of the marketing mix that bring entry or income sharing company, while the other three elements (product, distribution and promotion) causing expenses (Tjiptono, 2015). Price perception (such as expensive or cheap, reasonable or unreasonable) has an important role in the customer's decision making process. Price perception influences customer decisions in making repeated purchases (Han and Sunghyup, 2015).

## Product Attributes

According to Olowogboye (2017), product attribute is the inherent attribute or characteristics of a product that bear on its capability to satisfy a need or wants. Product attributes are elements that are considered important by consumers and are used as the basis for making repurchase decisions. Attributes that can be added to a product include brand, packaging, and labels.

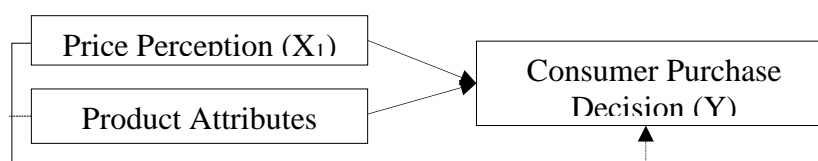
## Previous Research

Satyanegara and Setiawati (2016) determined how the influence of product attributes and price on purchase decisions partially or simultaneously. This study used a sample of 100 respondents who are users of Xiaomi smartphones in Bandung, Jakarta, and Depok. Data analysis technique used in this study is descriptive analysis and multiple linear regression. Product attributes and price partially give positive and significant impact on purchasing decisions. Simultaneously, product attributes and price significantly give influence on purchasing decisions by 42.2%. It can be concluded that either partial or simultaneous attributes of the product and the price have significant impact on product purchasing decisions of Xiaomi smartphone

Iskandar et al. (2020) determined the effect of price perception and product quality on purchasing decisions at PT. Pertamina EP Asset 2. The population in this study are all companies that are consumers who purchase gas at PT. Pertamina EP Asset 2 in 2019 as many as 17 companies. The sample used in this study were 102 respondents using a purposive sampling technique. The data collection method uses a questionnaire. The results of the multiple linear regression analysis showed that price perception had a positive and significant effect on gas purchasing decisions at PT. Pertamina EP Asset 2. Product quality has a positive and significant effect on gas purchasing decisions at PT. Pertamina EP Asset 2.

Rachim and Setiawan (2014) analyzed the effect of product attribute performance and price policy to customer buying decision on netbook product. Research methodology that used on this research is descriptive method, by observation, interview and questionnaire as the data collecting technique. The result of this research shows that the product attributes netbooks tend to have been doing well. This is evident from the respondents to four indicators include quality / product quality, product characteristics, product design, and the benefits of a product that puts both categories. Policy pricing measured either. This was seen in the percentage of each indicator in the pricing policy, which includes product competitiveness, rebates, and ease of payment method. Although the need to focus on indicators of competitiveness of products in the aspects of the sale price back above the netbook. The test results of the analysis of the performance of the product attributes affect purchase decisions. Product pricing policies influence the purchasing decisions. While the simultaneous performance of product attributes and product pricing policies influence the purchase decision.

## Conceptual Framework



**Figure 1. Conceptual Framework**  
 Source: Theoretical Framework, 2023

## RESEARCH METHOD

### Research Approach

This research type is causal which uses quantitative type of research. This research used multiple linear regression analysis method and SPSS as analysis tool.

### Population, Sample Size, and Sampling Technique

Population is citizen of South Minahasa who has been purchased the secondhand clothes. The reason of choosing the population is because the trend of buying a secondhand clothes or thrifting in South Minahasa is growing rapidly. The sample size is 90 respondents. The sampling design is purposive sampling because the research did not choose the respondents randomly but the respondent should be the people that already purchased secondhand clothes.

### Data Collection Method

This primary data generated by distributing the questionnaire with the relevant person in charge that become the point of interest for the research. In order to generate more accurate data. In this research the questionnaire distributed to buyers of secondhand clothes. Secondary data is data collected for some purpose other than the problem at hand. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, and discussions.

### Operational Definition of Research Variable

1. Price Perception. The thought of the customer about the secondhand clothes price. It's related to how price information is fully understood and provides deep meaning to consumers. (Indicators: Price Affordability, Price Competitiveness, Price Compliance, Price match with Benefit)
2. Product Attributes. Product attributes are all features of the product (secondhand clothes) that can be valued by customer and drive them to purchase the product. (Indicators: Product Quality, Physical Characteristic, Product Durability, Brand)
3. Consumer Purchase Decision. Process of purchasing decisions that determines what decisions will be purchased secondhand clothes or not. (Indicators: Seller Decision, Product Quantity, Recommendation, Repurchase)

### Data Analysis Method

#### Validity and Reliability Test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself which is valid at 0.01 level or higher. Reliability was measured by using Cronbach's Alpha coefficient, when the value of Cronbach's alpha increase the consistency also increases. If the coefficient value of Alpha less than 0.60 then the reliability is bad. Research instrument is acceptable if the test shows the alpha in the range of 0.7 and the reliability is good if above 0.80 (Sekaran and Bougie, 2010).

### Multiple Regression Analysis Model

Multiple regressions is a descriptive tool used to develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, to control confounding variables to better evaluate the contribution of other variables to test and explain a causal theory. The formula of multiple regression models in this research is shown below:

$$y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

- Y : Consumer Purchase Decision  
 a : Intercept  
 $\beta_1$ - $\beta_2$  : Regression Coefficient of Each Variable  
 $X_1$  : Price Perception  
 $X_2$  : Product Attributes  
 e : Error

**RESULT AND DISCUSSION****Result****Validity and Reliability Test****Validity Test**

This research use Pearson Correlation formula. The purpose of validity test is to know whether the instrument is valid or not. If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and  $\geq R_{table}$  (0.207) then the instrument is considered as valid (Sugiyono, 2006).

**Table 1. Validity Test**

Variable	Item	R <sub>count</sub>	R <sub>table</sub>	Status
Price Perception (X <sub>1</sub> )	X <sub>1.1</sub>	0.749	0.207	Valid
	X <sub>1.2</sub>	0.722	0.207	Valid
	X <sub>1.3</sub>	0.870	0.207	Valid
	X <sub>1.4</sub>	0.763	0.207	Valid
Product Attributes (X <sub>2</sub> )	X <sub>2.1</sub>	0.775	0.207	Valid
	X <sub>2.2</sub>	0.822	0.207	Valid
	X <sub>2.3</sub>	0.846	0.207	Valid
	X <sub>2.4</sub>	0.826	0.207	Valid
Consumer Purchase Decision (Y)	Y <sub>1</sub>	0.670	0.207	Valid
	Y <sub>2</sub>	0.758	0.207	Valid
	Y <sub>3</sub>	0.833	0.207	Valid
	Y <sub>4</sub>	0.817	0.207	Valid

Source: Data Processed, 2023

All the total values for each indicator for independent variables (price perception and product attributes) and dependent variables (consumer purchase decision) are above R<sub>table</sub> (0.207). It means all the indicators are valid and can be used on this research.

**Reliability Test**

According to Sekaran (2003), the minimum value of Cronbach's alpha must be 0.6. It is better if the value is above 0.6.

**Table 2. Reliability Test**

No	Variables	Standard Deviation	Cronbach's Alpha
1	Price Perception	0.6	0.781
2	Product Attributes	0.6	0.829
4	Consumer Purchase Decision	0.6	0.765

Source: Data Processed, 2023

Table 2 shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables (price perception, product attributes, and consumer purchase decision) in this research is considered reliable and can be used to retrieve data.

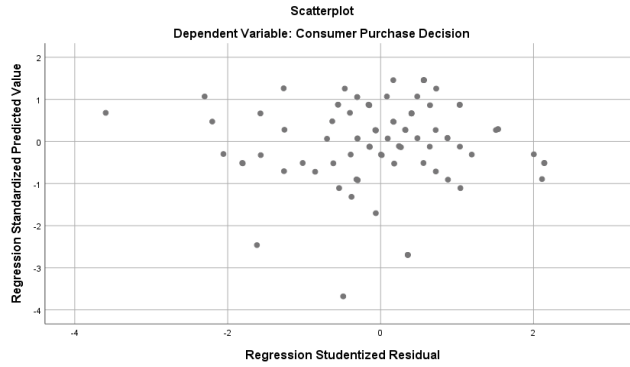
**Classical Assumption Test****Multicollinearity Test****Table 3. Multicollenearity**

Model	Collinearity Statistics	
	Tolerance	VIF
Price Perception	.585	1.710
Product Attributes	.585	1.710

Source: Data Processed, 2023

Table 3 shows that the tolerance and VIF values. The tolerance value of price perception and product attribute are more than 0.1. The VIF value are less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.

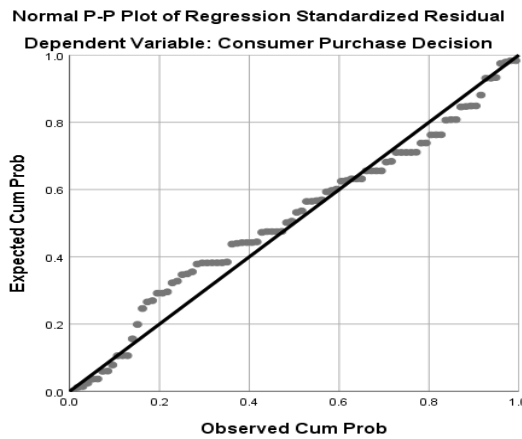
**Heteroscedasticity**



**Figure 2. Heteroscedasticity**  
 Source: Data Processed, 2023

Figure 2 shows that the dots is not created a specific pattern and also spread above and below 0 (zero). It proves that there is no heteroscedasticity in this regression model.

**Normality Test**



**Figure 3. Normality Test**  
 Source: Data Processed, 2023

Figure 3 shows that the dots are spear in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

**Multiple Linear Regression Analysis**

**Table 4. Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.629	.445		1.414	.161		
Price Perception	.395	.123	.351	3.211	.002	.585	1.710
Product Attributes	.408	.131	.341	3.126	.002	.585	1.710

Source: Data Processed, 2023

The result in the Table 4 can be expressed in regression equation as:

$$Y = 0.629 + 0.395 X_1 + 0.408 X_2 + e$$

The interpretation of the equation is:

1. Constant value of 0.629 means that in a condition of ceteris paribus, if all independents variables equal to zero, then consumer purchase decision (Y) as dependent variable is 0.629.
2. X<sub>1</sub> coefficient value of 0.395 means that if there is one unit increase in price perception (X<sub>1</sub>) then the consumer purchase decision (Y) will improve and increase by 0.395.

3.  $X_2$  coefficient value of 0.408 means that if there is one unit increase in product attributes ( $X_2$ ) then the consumer purchase decision (Y) will improve and increase by 0.408.

**Table 5. R and R<sup>2</sup>**

Model Summary <sup>b</sup>		
Model	R	R Square
1	.627 <sup>a</sup>	.394

Source: Data Processed, 2023

R and R<sup>2</sup> or R Square are used to see the relationship between independent and dependent variables. Table 5 shows that the R<sup>2</sup> is 0.394 which mean the independent variable affecting the dependent variable with 39.4%.

### Hypothesis Testing

**Table 6. F-Test Output**

$F_{test}$  is commonly used as a test the hypothesis that price perception and product attributes influence consumer purchase decision simultaneously. If  $F_{count}$  is higher that  $F_{table}$ , the alternative hypothesis ( $H_1$ ) is accepted.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.007	2	11.503	28.239	.000 <sup>b</sup>
	Residual	35.441	87	.407		
	Total	58.447	89			

Source: Data Processed, 2023

Table 6 shows that the value of  $F_{count}$  28.239 with 0,000 significant. In this research  $F_{count}$  is higher than  $F_{table}$ ,  $F_{count} = 28.239 \geq F_{table} = 3.949$ ,  $H_1$  is accepted. Independent variables price perception and product attributes are simultaneously influence consumer purchase decision as the dependent variable.

**Table 7. T-Test Output**

Variables	$T_{count}$	$T_{table}$	Description
Price Perception ( $X_1$ )	3.211	1.987	Accepted
Product Attributes ( $X_2$ )	3.126	1.987	Accepted

Source: Data Processed, 2023

- Table 7 shows that that  $t_{count}$  is 3.211 and the level of significant is 5% (0.05) then the  $t_{table}$  is 1.987, the result is  $t_{count} = 3.211 \geq t_{table} = 1.987$ . Since the  $t_{count}$  is greater than  $t_{table}$  then  $H_2$  is accepted. It means that variable price perception is influencing consumer purchase decision.
- Table 6 shows that that  $t_{count}$  is 3.126 and the level of significant is 5% (0.05) then the  $t_{table}$  is 1.984, the result is  $t_{count} = 3.126 \geq t_{table} = 1.987$ . Since the  $t_{count}$  is greater than  $t_{table}$   $H_3$  is accepted. It means that variable product attributes is influencing consumer purchase decision.

Based on the result, price perception and product attributes has influence consumer purchase decision. Based on the result; all of the independent variable has an influence toward the dependent variable. Which mean, the hypotheses 1, 2, and 3 are accepted because price perception and product attributes has simultaneously and partially influence consumer purchase decision of second-hand clothes.

### Discussion

#### Price Perception and Consumer Purchase Decision

The term of price perception is related to how price information is understood entirely by consumers and gives a deep meaning to them. Price perception is something that is given to be given up in order to obtain services or products. In seeing a price, consumers have some different thoughts. Prices that have been determined are above competitors' prices, it can be seen that the quality of the goods is getting better and the prices of goods are very expensive (Agus and Rahmawan, 2020). The previous research by Iskandar et al. (2020), the result shows that price perception has a positive and significant effect on gas purchasing decisions at PT. Pertamina EP Asset 2. There are several dimension several dimensions are used in this study including the dimensions of price affordability, price suitability with gas quality, price competitiveness, and price suitability with benefits. Another

previous research by Ariyuni and Suhardi (2020), the result shows the same result that Price perceptions partially have a positive and significant effect on purchasing decisions. The results in the study indicate that there is an effect of price in purchasing decisions on Starbucks Coffee products at Gambir Station, which means that in the purchase decision process consumers still consider price as the main thing that is emphasized in buying Starbucks Coffee products. In this case, the result shows the same result as the previous research. It shows that price perception are significantly influence consumer purchase decision of second-hand clothes in South Minahasa. According to the consumer, the price of second-hand clothes is very affordable for all segment and the selling price of second-hand clothes has the same price between all sellers. The price of the second-hand clothes are compatible with the market price of second-hand clothing. The consumers also choose second-hand clothes because they get used clothes which are much cheaper but have the same quality as new clothes. It's reasonable, since the price of second-hand clothes are about 50-80 percent cheaper than the new one. Based on the result, all the seller should keep their price suitable with the market price and affordable for the consumer. Because considering that consumer still feel the impact of endemic COVID-19, people still tried to save cost and bought an imported clothes that affordable for them and also have a good quality in order to fulfill their primary needs.

### **Product Attributes and Consumer Purchase Decision**

The term of product attributes is everything that is attached to the product and will usually be considered by consumers in choosing a product. According to Kotler (2004), product attributes are characteristics that complement the basic function is the product. According to Olowogboye (2017), product attribute is the inherent attribute or characteristics of a product that bear on its capability to satisfy a need or wants. Product attributes are elements that are considered important by consumers and are used as the basis for making repurchase decisions. Attributes that can be added to a product include brand, packaging, and labels. According to Solomon et al. (2018), the product attribute variables are brand, packaging, label, product design, color, product quality, product warranty and product liability and product servicing. The previous research by Satyanegara and Setiawati (2016), the result shows that Product attributes partially give positive and significant impact on purchasing decisions of Xiaomi Smartphone. Consumers will consider the product attributes and the price offered as an alternative in making a purchasing decision. Another previous research by Rachim and Setiawan (2014), the result shows that product attributes has affected consumer purchase decision. The result of this research shows that the product attributes netbooks tend to have been doing well. This is evident from the respondents to four (four) indicators include quality/product quality, product characteristics, product design, and the benefits of a product that puts both categories. In this case, the result shows the same result as the previous research. It shows that product attributes are significantly influence consumer purchase decision of second-hand clothes in South Minahasa. According to the consumer, the quality of second-hand clothes are good and still proper to wear. It's also can be worn for a long time. The consumer think that another reason they are buying the second-hand clothes is because second-hand clothing has a unique and attractive model. They also think that many of second-hand clothes are well-known (popular) brands like Gucci, Balenciaga, Louis Vuitton, and many more. Based on the result, it's recommended for the second-hand seller to pay attention about the quality of the product. The consumer like a branded and unique clothes with a good quality. The seller should choose a good supplier of the second-hand clothes and also choose a premium pack of clothes. Premium pack of clothes mean a clothes with the best quality among all the pack of second-hand clothes. It's also contain many well-known (popular) brand which is what the consumer like.

### **Price Perception, Product Attributes, and Consumer Purchase Decision**

Consumer purchasing decisions refers to the process in which consumers identify their needs, collect information, evaluate alternatives and finally make the purchase decision. Solomon et al. (2017) posit that consumer purchasing decisions is the study of the process involved when individuals or groups select, buy, use or dispose of products, services, ideas or experiences to satisfy needs and desires. The previous research by Cahyadi (2014), the result shows that price perception and product attribute are simultaneously influence consumer purchase decision. In this case, the result shows the same result as the previous research. The result of  $R^2$  test of this research, shows that the independent variable price perception and product attribute influence the dependent variable consumer purchase decision with 39.4%. The result shows that before buying the secondhand clothes, the respondents are paying attention to the price perception dimension which are the price affordability, price competitiveness, price compliance, and the benefit that the consumer will get. About the attribute product, the consumer are paying attention about the quality of the secondhand clothes, the characteristic, durability, and also the brand name. According to the consumer, they are choose to buy a product online (social media/e-commerce) and bought more than one item every time they are purchased. Based on the result, sellers should use social media



more often to sell their clothes and always pay attention about the price perception and product attribute dimension. So, it will increase their product sales and also can get the consumer to keep purchasing the product.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the result of analyzing and discussing, the conclusion are:

1. The result shows that price perception and product attributes have a simultaneous influence on consumer purchase decision of second-hand clothes in South Minahasa.
2. The result shows that price perception has a partial influence on consumer purchase decision of second-hand clothes in South Minahasa.
3. The result shows that product attributes has a partial influence on consumer purchase decision of second-hand clothes in South Minahasa.

### Recommendation

There are two recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Based on the result, Price perception has significantly influence consumer purchase decision of second-hand clothes in South Minahasa. Based on the result, all the seller should keep their price suitable with the market price and affordable for the consumer. Because considering that consumer still feel the impact of endemic COVID-19, people still tried to save cost and bought an imported clothes that affordable for them and also have a good quality in order to fulfill their primary needs.
2. Product attributes has significantly influence consumer purchase decision of second-hand clothes in South Minahasa. Based on the result, it's recommended for the second-hand seller to pay attention about the quality of the product. The consumer like a branded and unique clothes with a good quality. The seller should choose a good supplier of the second-hand clothes and also choose a premium pack of clothes. Premium pack of clothes mean a clothes with the best quality among all the pack of second-hand clothes. It's also contain many well-known (popular) brand which is what the consumer like.

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