

*ANALISIS MINAT BELI PADA TOKO FASHION KELONTONG ONLINE*

By:

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**Abstract:** The purpose of this research is to analyze what attracts customer purchase intention in the Online Fashion Thrift Store. This research is descriptive qualitative research. Informants in this study are sellers of online fashion thrift store that joined the social media community, "Klontong Manado (Online Shop Sulut)", whom have been actively selling fashion products for a minimum six month-long. The second type of informants is the consumer that had made purchase inside the community at least once. Analysis method in this study will use Miles and Huberman analysis technique for qualitative research, which are data reduction, data display, and then drawing conclusion. Based on the result provided, it is concluded that the variables, which are perceived risk, perceived benefit, trust, brand image, and price are positively influence customer purchase intention considering the agree responses is more than other result such as doubtful and disagree. Although there are several responses go toward competing with agree responses, the agree responses is always more than half. Price and perceived benefit are the most agreeable variables influencing customer purchase intention. It is concluded that every variable is agreeable to be creating or improving customer purchase intention in general

**Keyword:** purchase intention

**Abstrak:** Tujuan dari penelitian ini adalah untuk menganalisa apa yang menarik niat beli konsumen di toko kelontong Online Fashion. Penelitian ini merupakan penelitian deskriptif kualitatif. Informan dari penelitian ini adalah para penjualan toko kelontong yang menjual produk fashion yang bergabung dengan komunitas media sosial "Klontong Manado (Online Shop Sulut)", yang telah aktif menjual produk modis minimal enam bulan. Tipe informan yang kedua adalah konsumen yang telah melakukan pembelian di dalam komunitas tersebut sekurang-kurangnya sekali. Metode analisis yang digunakan di dalam penelitian ini adalah analisis Miles dan Huberman teknik untuk penelitian kualitatif, yakni reduksi data, penunjukkan data, dan kemudian penarikan kesimpulan. Berdasarkan hasil yang ditarik, dapat disimpulkan bahwa variabel-variabel, yakni resiko yang diharapkan, fungsi yang diharapkan, kepercayaan, citra merek, dan harga secara positif mempengaruhi niat membeli konsumen dengan memperhatikan respon setuju yang lebih besar daripada hasil yang lain seperti ragu-ragu dan tidak setuju. Meskipun ada beberapa respon yang nyaris menyamai respon setuju, respon setuju selalu lebih dari setengah. Harga dan keuntungan yang diharapkan adalah variabel yang paling disetujui sebagai yang mempengaruhi minat beli konsumen. Dapat disimpulkan bahwa setiap variabel dapat disetujui dalam menciptakan atau meningkatkan minat beli konsumen secara umum.

**Kata Kunci:** minat beli

## INTRODUCTION

### Research Background

Technological developments in the industrial era 4.0 have driven changes in various aspects of human life, including in the world economy. Technology has changed people's behavior, both in terms of producers and consumers. The use of the Website for business activities has several advantages such as increasing efficiency and effectiveness in the marketing process, improving the competitiveness of the company, data exchange or

information so much easier, making it easier for prospective buyers to make purchases of products or services, especially prospective buyers whose residence is far from the company. Meanwhile, the weakness of the use of the website for business interests is less secure in conducting transactions because it is prone to cybercrime action, explanation of the product/service is not explained in detail, and prospective buyers cannot see the product directly so that the fraud prone action (Haryono and Brahmana, 2015).

The existence of e-service has changed the behavior of consumers' community from physical activities to online activities. At present, e-service has had a significant influence on Indonesia's economic growth. The development of e-commerce in Indonesia shows growth from year to year. The British Research Institute Merchant Machine n 2018 mentioned that e-commerce is slicing the country with the fastest-growing e-commerce in the world, showing that Indonesia is the fastest growing country with 78 percent growth followed by Mexico with a growth rate of 59 percent and the Philippines with 51 percent. From the results of research conducted by the Indonesian Internet Service Providers Association (APJII), in 2018, internet users in Indonesia increased by 10.12 percent to 64.8 percent from 264 million people, this shows that as many as 171.17 million internet users in Indonesia and this numbers are predicted to continue to grow. The large use of the Internet, which reaches more than half the population in Indonesia, has changed the behavior of Indonesian people from conventional shopping to online shopping (e-commerce).

One of the most fashionable fashion businesses in Indonesia is the online thrift store, one of which is clothing, which uses various media social platforms. This may be influenced by the desire of the consumer to buy clothes at a lower cost and to look for the type of clothing that suits current trends like the research in Rio de Janeiro by Corrêa and Dubeux (2015) that factors such as price, exclusivity, and quality are considerations for the consumer in purchasing second to new products. There are so many reasons online thrift store is getting deep interest from customers. In addition to the quality of goods, consumers are interested in online thrift store because of the low prices. It cannot be denied that thrift store is now increasingly in demand, especially by young people. Online shopping activities have become the primary means of society to meet their wants and needs. This makes business people increasingly compete in marketing their products or services through social media by using the services of reviewers to attract consumers to shop. According to Bardhi and Arnould (2005), the role of thrift store in an economical and hedonic shopping process that attracts the attention of customers. In addition, there are six ways in which consumers practice thrift in thrift store and the hedonic benefits that they derive from this money-saving activity.

Fashion Thrift stores are very popular among the public, especially in urban areas. Customers' buying interest in Fashion Thrift Store is very high, this is of course related to the lifestyle of modern society which always pursues prestige and a more affordable price range factor with good quality clothes. The high number of active mobile phone users certainly provides dependence on the platforms in it, such as mobile apps. Mobile apps have provided convenience in various fields, one of which is in the world of trading. Because of the reasonably close synergy between the world of trade and technology, a new term has emerged, which is often called e-commerce, which is a form of internet use through applications that includes buying and selling goods or services between individuals and company (Laudon and Traver, 2014:10). Databoks in 2019 also stated that the percentage of e-commerce service usage in Indonesia has reached the highest figure in the world, 96%. E-commerce is becoming increasingly superior in business transactions, thus changing consumer habits from direct shopping to online shopping. This is because high lifestyles greatly affect customers in consuming goods. The lifestyle factor will also greatly affect the quality and price of the products offered, customers will reconsider the quality and price of these products. This means that the interest in Fashion Thrift Store is getting higher because of the vintage trend, especially among young people in modern society.

### **Research Objective**

Based on the background and identification of the problem that has been described, the objective of this study is to analyze factors that attracts customer purchase intention in the Online Fashion Thrift Store.

## **THEORETICAL FRAMEWORK**

### **Marketing**

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with other (Kotler et al., 1999). Marketing can also be interpreted as an activity carried out by companies to be able to implement promotions in buying or selling services or products. The marketing strategy is essentially a comprehensive, integrated plan in the marketing of goods and

services. In other words, the marketing strategy is a set of policy objectives and goals, and rules that give direction to the marketing of goods and services. The marketing strategy is a targeted form of the plan, to produce an optimum result (Untari and Fajariana, 2018).

### **Purchase Intention**

Purchase Intention in general is any preference of consumer to buy or consume any product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on consumers' intention with large external factors (Kotler and Keller, 2012). Purchase intention can be regarded as the subjective tendency of consumers to choose specific products, and has been proved to be an important indicator to predict consumer behavior (Liu, 2021).

### **Perceived Risk**

The concept of risk has been accepted as one of the main considerations in customer decision making. Bauer (1960) in Hong and Cha (2013) affirm that it is NOT the risks in "the real world" which affecting customer's behavior, their subjective perception on the risks that might be happen is. The customers are starting to perceive it when they are facing two factors which are uncertainty and (negative) consequences (Cox and Rich, 1964, in Hong and Cha, 2013). The higher the uncertainty and negative consequences are, the higher the perceived risks (Hong and Cha, 2013).

### **Perceived Benefit**

Chen and Dubinsky (2003) explained perceived benefit as a reward expected by consumers. Kim, Ferrin, and Rao (2007) defined perceived benefit as to how far consumers believe that they will be better by doing an online transaction with a specific website. Wu (2003) mentioned the perceived benefit in their research as the total benefit that satisfies consumer's needs and wants. Perceived benefit is measured through shopping convenience, product selection, and shopping flexibility (Sozer and Civelek, 2018).

### **Trust**

In an online transaction, Kimery and McCord (2002) defined trust as the willingness of the consumer to accept the disadvantages of online transactions because they have positive expectations for the online store behavior in the future. Trust is measured through four key dimensions which are integrity, competency, consistency, and transparency (Robbins and Judge, 2007). Those four dimensions have covered the trustworthiness in e-commerce transaction. Those are honesty and truthfulness, competency in knowledge and technical skill, reliability, and excellent promotion and services.

### **Social Influence**

Social influence is defined as the combination of the social identity of a particular group's members, which facilitates them to produce the knowledge that is validated socially, to share a belief about a viewpoint, to have a certain way of thinking, and to do tangible work that is considered appropriate and objective. In this perspective, the collective identity of a particular group's members will form a viewpoint and way of thinking that is considered suitable and unbiased (Tjokrosaputro and Cokki, 2019). Social influence is a person's behavior or decision influenced by the meeting of their social groups (Wang and Lin, 2011). Such decisions may include a person's beliefs, attitudes, behaviors, or opinions about using, purchasing, and responding to a product or service offered. In addition, the decision may also be influenced by others who do the same or the existence of status and role in using the product or service.

### **Price**

Price is the sum of all values given by customers to benefit from having or using a product or service (Kotler, 1997). Price is the only element of the marketing mix that is often used as a consideration for consumers in making purchases. Price is the sum of amount of money a person must pay in order to obtain the right to use a product. The selling price of the product represents the value and function of the product. The higher the product price, the higher the value and function of the product, and vice versa. However, in some cases the product price is determined by the amount of inventory available.

**Previous Research**

Kawulur, Sumakul, and Pandowo (2022) determined the factors that motivate Generation Z to make online second-hand purchases. The population in this study is Generation Z, who have purchased second-hand a range of 18-26 years. The total sample that filled out the questionnaire was 105 respondents. Data analysis techniques use Multiple Linear Regression Analysis. The result shows that price has a significant effect on the purchase intention of secondhand Generation Z, offer has no significant effect on the purchase intention of the second-hand, uniqueness significantly affects the purchase intention of secondhand, nostalgia significantly affects the purchase intention of second-hand, and trust significantly affects the purchase intention of second-hand.

Koay, Cheah, and Lom (2022) investigated the influence of perceived risk, including financial, functional, aesthetic, sanitary, psychological, and social risks, on the intention to purchase second-hand clothing (SHC) between SHC consumers and non-SHC consumers based on perceived risk theory. A total of 290 responses were collected, with 110 from SHC consumers and 180 from non-SHC consumers. Partial least squares structural equation modelling was used to validate the hypotheses. Additionally, a permutation test and multigroup analysis (MGA) were performed. The findings indicate that different types of risk have varying effects on both SHC and non-SHC consumers' intention to purchase SHC. Financial, aesthetic, and social risks are found to be significant predictors of purchase intention for SHC consumers. By contrast, sanitary and psychological risks are significant predictors of purchase intention for non-SHC consumers. Furthermore, the MGA results indicate a significant difference between SHC consumers and non-SHC consumers in the relationship between financial risk, social risk, and purchase intention.

Humairoh and Annas (2023) determined the impact of sales promotion and service quality on purchasing decisions for Emina products in Lazada e-commerce, either partially or simultaneously. The study's approach makes use of a quantitative method. The sample is 96 respondents to Emina users who shop at Lazada e-commerce. The non-probability sampling method was taken by distributing questionnaires to the population in Tangerang City. Records were analyzed using SPSS version 26 software program. The studies resulted in sales promotion having an advantageous and giant impact on purchasing decisions on Emina products in Lazada e-commerce, service quality having a positive and significant effect on purchasing decisions on Emina products in Lazada e-commerce, as well as sales promotion and service quality simultaneously have a positive and significant effect on purchasing decisions on Emina products in Lazada e-commerce, sales promotion has a more have an impact on than service quality on purchasing decisions.

**RESEARCH METHOD****Research Approach**

This research is descriptive qualitative research. This type of research is used to describe the data that has been collected properly based on the facts that the study is a descriptive qualitative study using case study methods. The design of this study is to describe the circumstances of the research subject based on visible facts. This type of research aims to get an idea of factors that influence consumer purchase intention of online fashion seller's thrift shop.

**Research Informants**

Informants on this study is selected using the purposive sampling method, in which the researcher selected informants based on their knowledge and ability that considered can represent the population. Informants in this study are sellers of online fashion thrift store that joined the social media community, "Klontong Manado (Online Shop Sulut)", whom have been actively selling fashion products for a minimum six month-long. The second type of informants is the consumer that had made purchase inside the community at least once.

**Data Collection Method**

Data in this study will be collected using multiple methods, which are in-depth interview, observation, and literature study. Interviews are a standard part of qualitative research. According to Dessler (2005), interview is a procedure designed to obtain information from a person's oral response to oral inquires. There are several types of interviews in a research study, however semi-structured in-depth interview method is chosen to collect data in this study. An in depth-interview is an open-ended, discovery-oriented method to obtain detailed information about a topic from the informants (Guion, Diehl, and McDonald, 2011). Study will be conducted by having a one-on-one in-depth interview with informants to obtain information about factors influencing online fashion thrift shop consumer behavior and seller's income according to both the seller and consumer point of view. According

to Robert Wood Johnson Foundation (2008), observation is a systematic data collection approach which require researchers to use all their senses to examine people in natural settings or naturally occurring situations to make sure that the activities and events that occurred is in accordance with the reality. Observation will be carried out by observing the selling and buying activities of fashion thrift store in the “Klontong Manado (Online Shop)” community in which informants will be unaware of the observation that is being carried out. This method is also called covert observation. During this observation, documentation will be taken and added to the data collection. In addition to the three methods above, data in collection in this study will be compared with theories and previous data from various literature sources related to this research.

### Data Analysis Method

The data will be analyzed by examining all the collected data from various sources that are from in-depth interview observations that are written down in field notes, personal documents, photos and so on (Moleong, 2012). Analysis method in this study will use Miles and Huberman analysis technique for qualitative research, which are data reduction, data display, and then drawing conclusion (Miles and Huberman, 1994). Data reduction refers to the process of selecting, focusing, reducing, transforming, and organizing data that appear in written-up field notes. Data that has been collected in this study will be reduced and sorted to make sure the data that will be used further in the analysis are related to the topic about factors influencing online fashion thrift shop consumer behavior and seller’s income. Data display is the second process in Miles and Huberman’s model of qualitative data analysis. In this process, data is arranged in a text or a diagram, chart, or matrix that allow the analyst to extrapolate from the data to begin to discern systematic patterns and interrelationships. The last step of all the analysis process is drawing conclusion from the data. After collecting, reducing, and displaying data collected in this study, the researcher hoped to obtain clear conclusion about factors influencing online fashion thrift shop consumer behavior and seller’s income.

## RESULT AND DISCUSSION

### Result

#### Customer Purchase Intention of Thrift Shop

**Table 1. Customer Purchase Intention of Thrift Shop**

Variables	Respondents' Responses					
	Agree	%	Doubtful	%	Not Agree	%
<b>Perceived Risk:</b>						
Using thrift shop product doesn't have any risk	15	50	12	40	3	10
Transaction within thrift shop has a high privacy	18	60	11	37	1	3
Sellers are keen on the privacy and security of their transaction	18	60	12	40	-	-
I haven't got any problem doing business with thrift shop	17	57	13	43	-	-
<b>Perceived Benefit:</b>						
Thrift shop provide a good quality product	18	60	12	40	-	-
Thrift shop business is improving to be better than it used to	24	80	6	20	-	-
Thrift shop provides a product suitable to my taste	22	73	8	27	-	-
Thrift shop provides a lot of options of product	25	83	5	17	-	-
<b>Trust:</b>						
Thrift shop's business activities is trustworthy	22	73	7	24	1	3
Thrift shop business capable to keep their commitment to the customer	17	57	13	43	-	-
Thrift shop's information is trustworthy	20	67	8	27	2	6
Thrift shop is always fulfilling their responsibilities	20	67	10	33	-	-
<b>Brand Image:</b>						
Thrift shop provide a good quality product	17	57	12	40	1	3
If I want to buy clothing, thrift shop first come to my mind	25	83	5	17	-	-
Thrift shop is well-known in my area	26	87	4	13	-	-
Thrift shop provides a lot of affordable products	26	87	4	13	-	-
<b>Social Influence:</b>						

I receive a lot of support to buy from thrift shop	26	87	4	13	-	-
My family and friends think I should keep buying from thrift shop	22	73	7	24	1	3
My family and friend's opinion drives me to buy from thrift shop	21	70	8	27	1	3
My social status affects me to buy from thrift shop	20	67	8	27	2	6
Price:						
Thrift shop's product is affordable	28	94	2	6	-	-
Thrift shop's price able to compete with other product	24	80	5	17	1	3
Thrift shop's product is match with the benefit I get	27	90	3	10	-	-
Thrift shop's product quality is as I hoped	17	57	12	40	1	3

Source: Data Processed, 2023

Table 1 reveals the more specific preferences of respondents/consumers, especially customers Thrift Shop in Manado City on considering the variables influencing purchase intention. In this study respondents/consumers are presented or given several statements which are indicators of several variables to be assessed/analyzed. These variables are: perceived risk, perceived benefit, trust, brand image, social influence, and price. Furthermore, the indicators of the variables above are presented in the form of a statement as shown in table 2 which is addressed to customer who wish to participate in the survey activities of this study, and the responses obtained from respondents are assumed to be potential answers from customer to be responded to with 3 response statements, namely: Agree (meaning the survey objects presented / presented by the thrift shop are in accordance with the existing reality), Doubtful (meaning that the respondent/customer still doubts or is not too sure about the survey object served/presented by the thrift shop business with the existing facts), Disagree (meaning the survey object presented/presented by the thrift shop business does not match the reality).

The feedback or responses from respondents were very positive and consumers stated that they were greatly helped, especially with how flexible thrift shop considered by so many variables to fulfil their needs with the presence of modern-styled thrift shop business. By the responses of respondents, which is showed in table 2, there are a few statements that got a lot of good responses such as: "Thrift shop's product is affordable" (94%), and "Thrift shop's product is match with the benefit I get" (90%). On the other hand, there are several statements that got higher percentage of disagree, such as: "Using thrift shop product doesn't have any risk" (10%), "Thrift shop's information is trustworthy" (6%), and "My social status affects me to buy from thrift shop" (6%). These statements got the highest amount of disagree answer from customers. Meanwhile, the statements that got the highest doubtful answer from respondents are: "Thrift shop business capable to keep their commitment to the customer" (43%), and "I haven't got any problem doing business with thrift shop" (43%). This result means that there is still a few factors or experience with instability or fluctuation result when customer bought fashion clothes in thrift shop.

From the perceived risk variables, it is shown that there is no significant amount of response from customer considering only 50% of customer agree that using thrift shop product does not have any risk, 60% of customer agree that transaction within thrift shop has a high privacy, 60% of customer agree that sellers are keen on the privacy and security of their transaction, and 57% of customer agree that they have not got any problem doing business with thrift shop. From the perceived benefit variables, it is shown that there is a significant amount of positive response rather than the previous variables from customer with 60% of customer agree that thrift shop provide a good quality product, 80% of customer agree that thrift shop business is improving to be better than it used to, 73% of customer agree that thrift shop provides a product suitable to customer's taste, and 83% of customer agree that thrift shop provides a lot of options of product.

From the trust variables, the result shown a high but not too high level of positive responses from customer with 73% of customer agree that thrift shop's business activities are trustworthy, 57% of customer agree that thrift shop business capable to keep their commitment to the customer, 67% of customer agree that thrift shop's information is trustworthy, and 67% of customer agree that thrift shop is always fulfilling their responsibilities. From the brand image variables, the result shown a higher positive response from customer with 57% of customer agree that thrift shop provide a good quality product, 83% of customer agree that if they want to buy clothing, thrift shop first come to their mind, 87% of customer agree that thrift shop is well-known in their area, and 87% of customer agree thrift shop provides a lot of affordable products.

From the social influence variables, there are a few significant positive answers, but there is also a few get lower, which 87% of customer agree that they receive a lot of support to buy from thrift shop, 73% of customer agree that their family and friends think they should keep buying from thrift shop, 70% of customer agree that their family and friend's opinion drives them to buy from thrift shop, and 67% of customer agree that their social

status affects them to buy from thrift shop. From the price variables, the responses shown a lot of positive responses, with 94% of customer agree that thrift shop's product is affordable, 80% of customer agree that thrift shop's price able to compete with other product, 90% of customer agree that thrift shop's product is match with the benefit they get, and 57% of customer agree that thrift shop's product quality is as they hoped.

## Discussion

Based on the result, it is concluded that price is the variable with highest positive responses from customer of thrift shop, while perceived risk gets the lowest positive responses from customer. Overall, all variables get positive result, but they vary with a free doubtful and disagree answer. Based on the result, only perceived benefit gets no disagree answer. In the perspective of perceived risk, the research from Komalasari, Christianto, and Ganiarto (2021) concluded that perceived risk has a significant influence on the purchase intention of e-commerce customers in Greater Jakarta. This research is considered align with this previous research considering the overall agree responses from customer is 56.75%. In general, online environment does not provide sufficient chances for consumers to physically inspect the products, which increases information asymmetry and, in turn, escalates the consumption uncertainty (Park and Nicolau, 2015). The limited interaction with service providers' causes consumers to feel insecure of potential deception and difficulties to reclaim flawed products in an online system (Bhatnagar and Ghose, 2004). Therefore, perceived risk of online transactions reduces perceived behavioural and environmental control and, subsequently, the lack of managerial control negatively affects usage of online technology for shopping. This is the reason for perceived risk as the variable with the highest percentage of disagree (10%) rather than other variables. Based on these studies, researcher could compare the result between agree and doubtful to be expected considering all these results of perceived risk as variable influencing customer purchase decision.

In the perspective of perceived benefit, the research from Komalasari, Christianto, and Ganiarto (2021), concluded that perceived benefit has a significant influence on the purchase intention of e-commerce customers in Greater Jakarta, which is also supported by research from (Khairunnisa, Hafidhuddin, and Tanjung, 2018) who found the positive and significant influence of perceived benefit towards online purchase intention of Islamic fashion in Indonesia. This result is supported by research conducted by Sinha (2003) which states that around 40 percent of consumers in India are buyers who consider shopping as entertainment. This proves that shopping online has its level of enjoyment for consumers. Consumers feel happy when searching for and choosing products that are widely offered with various types of goods. The entertainment they received from the video display and attractive advertisements in the online platform will also lead to their interest to purchase online (Ahmad et al., 2021). Consumers feel greater pleasure when receiving goods purchased online. Research conducted by Hsu and Bayarsaikhan (2012) which states that the ease and convenience of shopping have a direct influence on online purchase intentions. The intention of consumers in purchasing a product will always be related to the comforts and benefits to be obtained (Liu et al., 2013). Consumers will feel comfortable making online purchases because it is hassle-free and available wherever and whenever they want. It seems a great victory for their personal achievement. Based on researcher's observation, there are several social benefits expected when buying product online that could be summarized into two: unboxing and reviewing. Every time customer buying online, customer could make unboxing video that could lead to number of views in their social media. The same case happened in reviewing; customer could review the product they purchased online in their social media. Nowadays, social media influencers use buying product as their way to improve their income, and on the other hand, supplier or seller could improve their business by using these influencers' unboxing videos or reviewing videos as well.

In the perspective of trust, this result is similar to research done by Nia et al. (2018), in which they have found that trust is the most affecting factor of purchase intention in e-commerce. It also supports the findings of Meyliana (2019) that trust significantly influences the intention in the Fin-Tech industry. Trust plays a crucial role in e-commerce because consumers are unlikely to buy online if they do not trust the sellers. Trust is the consumers' expectation in seller that has appropriate behavior in fulfilling his/her commitment to consumers. The definition of trust is complicated because it is an abstract factor. When online purchasing, consumers are hard to validate the information offered by the sellers. The content of sellers in websites can influence consumers' perceived trust. The information quality given on the websites becomes an antecedent of trust that related to consumer's purchase intention (Mahliza, 2019). Based on the result and previous research, it is agreeable to conclude that trust plays significant role in creating or improving customer purchase intention. Therefore, online trust is essential in building and maintaining relationships with consumers since personal and financial information given could be easily retrieved. Perhaps this lack of trust may possibly deter consumers from shopping online. Trust is important because it helps consumers overcome perceptions of uncertainty and risks, it is difficult to know the motives and intentions of other people hence, trust is particularly important in online shopping

because consumers engage in trust related behaviours with e-tailers like sharing personal and financial information and conducting transactions without physically seeing each other. Thrift shop owner must first create customer trust to fully grab customer attention, which will lead to creating perception, and finally will create intention to purchase their product.

In the perspective of brand image, it influences purchase intention in a positive manner. This finding is in terms of the research by Torlak et al. (2014), who have found that brand image significantly influences purchase intention of young cell-phone customers in Turkey. It is also supported by Arslan and Zaman (2014) in the retail industry, where they prove the significance of brand image towards purchase intention. Brands with a positive image tend to be more easily remembered and accepted by consumers. Positive brand image towards a brand has shown to influence consumers to buying product or service (Wang and Tsai, 2014). Brand Image is an image or an impression towards a certain brand in the mind of the consumer. Brand Image can also be considered as part of a brand that can be recognized but not spoken, such as symbols, letter design or color, or the consumers perception to a product or service that it represents. Brand image is a subjective concept created by the consumer and their personal emotions. This research is aligned with research from Muljani and Koesworo (2019) that concluded that brand image has a positive and significant effect on purchase intention, indicating that the better the consumer's perception of the brand, the consumer's purchase intention will also increase. This shows that consumers, in this case students, still have high buying intentions on popular brands of smartphone products. Brand trends or popularity are more attractive to this group. The results of this study are in accordance with the results of research by Suhaily and Darmoyo (2017) which state that brand image influences the purchase of Japanese electronic brands.

In the perspective of social influence, this result is aligned with the previous research from Puteri and Wijayangka (2020), in which is concluded that social influence is significantly influencing behavioral intention because the SMEs owner explained that they felt that their usage of Go-Pay and OVO (e-wallet) is mainly influenced by their environment such as family and friends. This research is also aligned with the previous research from Sulaeman and Ninglasari (2020) that concluded that social influence and behavioral intention shows a significant and positive relationship. Several previous studies have also stated that consumer principles in purchasing decisions are influenced by the opinions of their communities (Kurniasari and Budiarmo, 2018). The opinion includes recommendations, experiences, and information from peers and social influencers related to the products or services offered. These influencers are considered influential in spreading information digitally to their followers through EWom (electric word of mouth) and media posts on their platforms so that they can make their followers behave based on what they say. A social group can influence an individual through information that is trusted by someone and activates the related person's emotional side. The role of social influence to increase the consumption of products which are considered environmentally friendly is related with the perception of consumer value about a particular environmentally friendly product. The perceived value of a certain product or service is believed to be important for companies, because it can elicit interest and build consumer loyalty (Tjokrosaputro and Cokki, 2019).

In the perspective of price, consumers do not always know or remember the true price of a product or service. Instead, they make prices meaningful to them and remember prices as simply "cheap" or "expensive". The objective price is the amount of money needed to buy the product (Marlien, et. al., 2020). The result of this research is aligned with previous research from Marlien et. al., 2020, that concluded that price is affecting consumer purchase intention. Although trust appears to be one of the main factors affecting the success of e-commerce, previous research has also highlighted the importance of price in the purchasing process (Zeithaml, 1988). When goods or services are offered at a high discount rate or a lower price, the consumer tends to buy more. In the case of online stores, the ability to easily compare prices from different vendors gives consumers the advantage of getting cheaper products than in traditional stores (Lee, Yoon, and Lee, 2009). This situation seems to be more intense in s-commerce, where information, suggestions, and recommendations on vendors circulate more easily through social media, including both monetary and nonmonetary elements. However, consumer perceptions of high versus low prices are subjective and based on the perceived value they receive from the product in relation to the price they paid for the product. In this sense, attractive price — here called competitive price — represents one's subjective perception of the price at a particular Internet vendor as a price lower than that offered by the other vendors or a price made more attractive due to additional incentives, such as longer payment terms, lower risk, time, or efforts. The affordable price of thrift shop shown in the result of this research could significantly create or improve customer purchase intention. It is well resulted from the result of this research that price is the variable with highest positive responses from customer of thrift shop.



## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the result provided, it is concluded that:

1. Perceived risk, perceived benefit, trust, brand image, and price are positively influence customer purchase intention considering the agree responses is more than other result such as doubtful and disagree.
2. Although there are several responses go toward competing with agree responses, the agree responses is always more than half. Price and perceived benefit are the most agreeable variables influencing customer purchase intention. It is concluded that every variable is agreeable to be creating or improving customer purchase intention in general.
3. Even though there are a few variables such as price and perceived benefit, could create and improve better than other variables, such as perceived risk and trust, the continuation of buying products from thrift shop still has a lot of potential, considering the power of social media and online buying that could exceed the normal buying activities.

### Recommendation

There are some recommendations that can be recommended based on the overall research of this research, which are:

1. The thrift shop owner or management must consider the importance of variables in this research, as well as its importance in order to optimize the business activities.
2. The thrift shop owner should consider focusing on the variables that have a significant influence in preferences from customer to improve the business activities.
3. Future researcher to study the inter-variables relationship similar to this research an improving it with another research object or maybe other related variables for better understanding the scope of this subject or this research.

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