

ABSTRAK

**PENGARUH MEREK, KUALITAS PRODUK, DAN HARGA
TERHADAP KEPUTUSAN PEMBELIAN
BAJU BEKAS (*THRIFTING*)
DI PASAR JODOH
KOTA BATAM**

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Penelitian ini bertujuan untuk mengetahui 1) Pengaruh secara simultan Merek, Kualitas produk, dan Harga terhadap Keputusan Pembelian Baju Bekas (*thrifting*), 2) Pengaruh secara parsial Merek terhadap Keputusan Pembelian Baju Bekas (*thrifting*), 3) Pengaruh secara parsial Kualitas Produk terhadap Keputusan Pembelian Baju Bekas (*thrifting*), 4) Pengaruh secara parsial Harga terhadap Keputusan Pembelian Baju Bekas (*thrifting*). Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan metode Survey. Populasi dalam penelitian ini adalah seluruh pembeli baju bekas (*thrifting*) dengan jumlah sampel sebanyak 68 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik analisis data dalam penelitian ini adalah analisis deskriptif dan analisis regresi linier berganda dengan menggunakan program SPSS 22. Hasil penelitian ini menunjukkan bahwa: 1) Merek, Kualitas Produk, dan Harga secara simultan berpengaruh terhadap Keputusan Pembelian Baju Bekas (*thrifting*), 2) Merek secara parsial berpengaruh terhadap Keputusan Pembelian Baju Bekas (*thrifting*), 3) Kualitas Produk secara parsial berpengaruh terhadap Keputusan Pembelian Baju Bekas (*thrifting*), 4) Harga secara parsial berpengaruh terhadap Keputusan Pembelian Baju Bekas (*thrifting*).

Kata Kunci: Merek, Kualitas Produk, Harga, Keputusan Pembelian

ABSTRACT

**THE INFLUENCE OF BRAND, PRODUCT QUALITY, AND
PRICE ON PURCHASING DECISIONS FOR
SECOND-HAND CLOTHING (THRIFTING)
AT THE JODOH MARKET
IN BATAM CITY**

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This research aims to determine: 1) The simultaneous effect of Brand, Product Quality, and Price on the Purchase Decision of Second-Hand Clothes (thrifting), 2) The partial effect of Brand on the Purchase Decision of Second-Hand Clothes (thrifting), 3) The partial effect of Product Quality on the Purchase Decision of Second-Hand Clothes (thrifting), 4) The partial effect of Price on the Purchase Decision of Second-Hand Clothes (thrifting). The type of research used is quantitative research with a survey method. The population in this study consists of all second-hand clothing buyers (thrifting) with a sample size of 68 respondents. The sampling technique applied is purposive sampling. The data analysis techniques employed in this research are descriptive analysis and multiple linear regression analysis using SPSS 22 software. The results of this study indicate that: 1) Brand, Product Quality, and Price simultaneously influence the Buying Decision of Second-Hand Clothes (thrifting), 2) Brand has a partial effect on the Buying Decision of Second-Hand Clothes (thrifting), 3) Product Quality has a partial effect on the Buying Decision of Second-Hand Clothes (thrifting), 4) Price has a partial effect on the Buying Decision of Second-Hand Clothes (thrifting).

Keywords: Brand, Product Quality, and Price, Purchasing Decisions.