

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup, promosi, dan kualitas produk terhadap keputusan pembelian pakaian bekas di thrift shop Not Bad Secondhand. Jenis penelitian ini menggunakan penelitian kuantitatif. Populasi dalam penelitian ini yaitu konsumen yang pernah melakukan pembelian produk Not Bad Secondhand. Teknik pengambilan sampel menggunakan metode non probability sampling yaitu pengambilan sampel yang tidak memberikan peluang bagi setiap unsur anggota populasi untuk dipilih menjadi sampel. Pengambilan sampel dilakukan dengan metode purposive sampling. Jumlah sampel pada penelitian berjumlah 100 orang. Sumber data yang digunakan dalam penelitian ini yaitu data primer dengan metode kuisioner. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa variabel gaya hidup, promosi, dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian pakaian bekas di Thrift Shop Not Bad Secondhand.

Kata Kunci : Gaya Hidup, Promosi, Kualitas Produk, Keputusan Pembelian



ABSTRACT

This research aimed to find out the effect of lifestyle, promotion, and product quality on consumers' buying decisions of secondhand clothes at Thrift shop, Not Bad Secondhand. While the research was quantitative research. Moreover, the population was consumers who had ever bought products of secondhand clothes at Thrift shop, Not Bad Secondhand. Moreover, the data collection technique used a non-probability sampling technique. The collection did not give a chance for every member of the population to be chosen as a sample. Meanwhile, the sampling technique used purposive sampling technique. In line with that, there were 100 consumers as the sample. Furthermore, the data were primary. Additionally, the instrument in data sampling technique used questionnaires. Additionally, the data analysis technique used multiple linear regression.

The research result concluded that lifestyle, promotion, and product quality had a positive and significant effect on consumers' buying decisions of secondhand clothes at Thrift shop, Not Bad Secondhand.

Keywords: *Lifestyle, Promotion, Product Quality, Buying Decisions*



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