
THE INFLUENCE OF LIFESTYLE, *BRAND IMAGE* AND *BRAND EQUITY* ON THE PURCHASE DECISION OF *THRIFT STORE* IN YOGYAKARTA

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ABSTRACT

This study aims to determine the influence of *lifestyle*, *brand image*, and *brand equity* on the *purchase decision* of thrift stores in Yogyakarta. The study population and sample consisted of 70. Data collection is carried out through the use of questionnaires; this method will be used by researchers to obtain data on the influence of *lifestyle*, *brand image*, and *brand equity* on *thrift store purchase decisions* in Yogyakarta. Furthermore, classical assumption tests such as normality, heteroscedasticity, and multicollinearity are carried out to ensure the suitability of the data with the assumptions required in regression analysis. The hypothesis results were obtained from analysis using T, F, and R² tests using SPSS software version 23. From these results, it was concluded that *lifestyle* variables had no effect on the decision to purchase Thrift Store in Yogyakarta, *brand image* variables had a positive and significant effect on the decision to purchase Thrift Store in Yogyakarta, variable *brand equity* had a positive and significant effect on Thrift Store in Yogyakarta. Variables *lifestyle*, *brand image*, and *brand equity* together effect the *purchase decision* of Thrift Store in Yogyakarta.

Keywords : *Lifestyle, Brand Image, Brand Equity, Thrift Store Purchase Decision*

INTRODUCTION

At this time, the Indonesian state is experiencing cultural changes caused by the era of globalization. Globalization has made it easier for foreign cultures to enter through various print and electronic media that are widely imitated by the younger generation, while not all of these foreign cultures can be applied in. (Kaswadi. D, *et al*, 2018).

In Indonesia, in the 80s and 90s, Indonesia still upheld the oriental spirit with a high element of politeness, but lately in the world of fashion, fashion has mixed with western culture, which violates many moral boundaries of the younger generation. Therefore, young people must be taken into account as the younger generation because they are a sensitive consumer market; thus, the young generation is an action as well as a reaction to consumer culture; young people are a symbol of change in the production and consumption cycle (Pratama, G. 2020).

Brand image is a collection of customer perceptions of a brand where one of the important conditions in influencing consumers is the image of the brand (Wahyudi, M. 2019).

Brand equity is the added value given to products and services. The value in question is the way consumers think, feel, and act towards a brand. Introducing the brand to the public and gaining customer loyalty and brand equity is very important for large brands, such as thrift store companies (Pandiangan *et al.*, 2021).

The development of fashion in the current era has spurred growth in many business competitions in the world of thrift store companies in Yogyakarta. Fashion, or what we know as fashion, is an important part that cannot be separated from people's daily lives. Therefore, the trend of purchasing fashion products continues to develop from time to time (Alja, N. 2022). There are several things that make thrift clothing so in demand by



the public, one of which is because the average quality of imported thrift clothing is in very good condition, but there are still thrift products sold on the market, usually clothes that are failed products (rejects) or foreign products that are not sold, so that in addition to being at risk to health, some products also have functional risks of the product, namely the quality of clothes that may be bad and obsolete, causing thrift products to quickly deteriorate when used. Consumers who buy thrift products think that thrift stores sell unique, cheap, branded models and imported goods (Rostinawan, A. 2020).

Lifestyle influences the decision to buy *imported* used clothes. The desire for *branded* goods is one of the reasons for a person to buy *thrift* or *secondhand* products. People who have a *brand-minded* lifestyle if they can't buy *branded* goods then they will buy *branded secondhand* goods for their own satisfaction so that they unconsciously build a person's self-image. (Dewi & Mahargiono, 2022) So the purpose of this study is to find out whether there is an influence of *lifestyle*, *brand image*, and *brand equity* on the decision of thrift stores in Yogyakarta.

The results in this study did not have a lifestyle influence on the decision to buy *Thrift Store* in Yogyakarta. This shows that if there is no desire for consumers to display their lifestyle, the purchase decision will decrease. However, the *brand image* and *brand equity* have a positive and significant effect on the purchase decision of *Thrift Store* in Yogyakarta. This explains that the higher the consumer tendency towards the *brand image* of *Thrift Store* in Yogyakarta, it will also increase their purchase decision at *Thrift Store* in Yogyakarta.

RESEARCH METHODS

In this study, a quantitative research design is employed to explore the factors influencing consumer purchase decisions at thrift stores in Yogyakarta. The data gathered for this research is numerical and is obtained through questionnaires. These questionnaires are designed to capture information relevant to

the research problem, allowing the researcher to examine the relationship between lifestyle, brand image, and brand equity in the decision-making process of thrift store customers.

The population of interest in this study consists of consumers who buy thrift store products in Yogyakarta. However, the exact number of such consumers is not known. To address this, a sample of 70 respondents is chosen, with specific inclusion criteria established by the researcher. The sample consists of individuals aged 18-35, both male and female, who have previously purchased imported thrift fashion. This criterion ensures that the respondents have relevant experience with thrift store products, which is crucial for the study's focus on their purchase decisions.

Data collection in this research is conducted through questionnaires, which are distributed to the respondents using an online platform, Google Forms. This method is selected for its convenience, allowing respondents to complete the surveys at their convenience and from any location. The use of an online questionnaire facilitates the gathering of data in a time-efficient manner, ensuring a broad reach for the study while maintaining control over the survey distribution. This approach aims to collect insights into how lifestyle, brand image, and brand equity influence purchasing decisions in the context of thrift stores in Yogyakarta.

The data analysis for this study is carried out using a regression model, specifically a multiple linear regression approach. This method allows the researcher to examine the influence of several independent variables—lifestyle, brand image, and brand equity—on a single dependent variable, which in this case is the purchase decision of thrift store customers. The analysis is performed using SPSS software, which helps the researcher interpret the data and draw conclusions about the relationships between the variables. The multiple linear regression equation used in this study is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

In this equation, Y represents the purchase decision (the dependent variable), a is the constant value, and b₁, b₂, b₃ are the regression coefficients that correspond to the independent variables: lifestyle (X₁), brand image (X₂), and brand equity (X₃). The term e represents the standard error. This equation allows the researcher to quantify the relationships between the independent variables and the dependent variable, providing insights into how each factor influences consumer decisions in thrift stores.

To test the significance of the relationships between the independent and dependent variables, two statistical tests are used: the F-test (simultaneous test) and the t-test (partial test). The F-test is used to determine the overall significance of the independent variables when considered together. If the calculated F-value (F_{count}) is greater than the critical F-value (F_{table}), then the null hypothesis (H₀) is rejected, and the alternative hypothesis (H₁) is accepted,

indicating that the independent variables together have a significant influence on the purchase decision.

In addition, the t-test is conducted to assess the significance of each independent variable individually. The t-test evaluates whether each independent variable has a significant effect on the dependent variable, while holding the other variables constant. This is achieved by comparing the calculated t-value with the t-table value at a significance level (α) of 0.05. If the calculated t-value is greater than the t-table value, the null hypothesis (H₀) for that variable is rejected, indicating that the independent variable significantly influences the dependent variable.

By employing these tests, the researcher aims to understand the relative importance of lifestyle, brand image, and brand equity in shaping the purchase decisions of consumers at thrift stores in Yogyakarta, providing valuable insights for businesses and marketers in the thrift store industry.

RESULT AND DISCUSSION

Overview and research object

Table 4.1 Research Sample Data

| It | Information | Sum | Percentage % |
|----|---|-----|--------------|
| 1. | Number of questionnaires distributed | 81 | 100% |
| 2. | The number of questionnaires processed. | 81 | 100% |

Source: Primary Data, 2023

Table 4.2 Description of Research Respondents by Age

| Characteristics of Respondents | Number (people) | Percentage (%) |
|--------------------------------|-----------------|----------------|
| Age: | | |
| 18-23 | 30 | 37% |
| 24-29 | 42 | 51,9% |
| 30-35 | 9 | 11,1% |
| Sum | 81 | 100% |

Source: Primary Data, 2023

Based on the data presented in Table 4.2, it appears that most of the respondents in this study are between the ages of 24-29 with a percentage of 51.9% and the oldest

respondents are 30-35 years old with a percentage of 11.1%, and it can be seen that *Thrift Store* products are most in demand by consumers aged 24-29 years.

Table 4.3 Description of Research Respondents by Gender

| Characteristics of Respondents | Number (people) | Percentage (%) |
|--------------------------------|-----------------|----------------|
| Gender: | | |
| Woman | 38 | 46,9% |
| Man | 43 | 53,1% |

Sum 81 100%

Source: Primary Data, 2023

Based on the data presented in Table 4.3, it appears that the female respondents amounted to 38 and the male respondents amounted to 43, so that the total number of 81

people from the gender data can be known that men most need this *thrift* item to meet their clothing needs, which is because this *thrift* has good quality and at a very affordable price.

Table 4.4 Description of Research Respondents Based on Work

| Characteristics of Respondents | Number (people) | Percentage (%) |
|--------------------------------|-----------------|----------------|
| Type of work | | |
| Students/Students | 30 | 37% |
| Private Employees | 27 | 33,3% |
| Self employed | 13 | 16% |
| Other | 11 | 13,7% |
| Sum | 81 | 100% |

Source: Primary Data, 2023

Based on the data presented in Table 4.4, it appears that the respondents as students/students amounted to 30 people, private employees amounted to 27 people, self-employed amounted to 13 people, and others amounted to 11 people, so that the total

number of people was 81 people. From the work data, it can be explained that the most enthusiasts who use *thrift* goods originate from students, which is caused because all of them do not have a certain income but want to keep up with the current *fashion trend*.

Table 4.5 Research Respondents Based on Pocket Money/Income

| Characteristics of Respondents | Number (people) | Percentage (%) |
|--------------------------------|-----------------|----------------|
| Allowance/income: | | |
| < 1 million | 10 | 12,3% |
| 1 - 2 Million | 31 | 38,3% |
| 2 - 3 Million | 27 | 33,4% |
| > 3 million | 13 | 16% |
| Sum | 81 | 100% |

Source: Primary Data, 2023

Based on the data presented in Table 4.5, it appears that most of the respondents in this study have an average income/pocket money of 1-2 million with a percentage of

38.3%. From this data, it can be seen that the price of this *thrift* product is very affordable, even those who have an income of less than 1 million can have it.

Table 4.15 Normality Test

| One-Sample Kolmogorov-Smirnov Test | | Unstandardized Residual |
|------------------------------------|----------------|-------------------------|
| N | | 81 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 2,52019465 |
| Most Extreme Differences | Absolute | ,091 |
| | Positive | ,049 |
| | Negative | -,091 |
| Test Statistic | | ,091 |
| Asymp. Sig. (2-tailed) | | ,091 ^c |
| Monte Carlo Sig. (2-tailed) Sig. | | ,487 ^d |

| | | |
|--|-------------|-----|
| 99% Confidence Interval | Lower Bound | 474 |
| | Upper Bound | 500 |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. Based on 10000 sampled tables with starting seed 2000000. | | |

Based on table 4.15, the results of data processing can be seen that the residual is normally distributed. This is shown by the significance value or asymp.sig. (2-tailed) greater than 0.05. This can be seen from the value of asymp.sig. (2-tailed) 0.487 which

means $0.487 > 0.05$. Therefore, it can be concluded that the model in the residual regression of the data is reproduced normally. This is in accordance with the normal graph of the plot which also shows that the regression model meets the normality test.

Table 4. 17 Multicollinearity Test Results

| Variable | Collinearity Statistics | |
|---------------------|-------------------------|-------|
| | Tolerance | VIF |
| Lifestyle | .355 | 2.819 |
| <i>Brand Image</i> | .571 | 1.751 |
| <i>Brand Equity</i> | .333 | 3.001 |

Source: Primary Data Processed, 2023

The results of the calculation of the tolerance value show that the tolerance value of the independent variables is 0.355, *Brand Image* is 0.571 and *Brand Equity* is 0.333, which means that the three variables have a tolerance of more than 0.10 which means there is no correlation between the independent variables. The results of the calculation of the Variance Inflation Factor

(VIF) value also show the same thing, there is no single independent variable, namely Lifestyle with a VIF value of 2.819, *Brand Image* with a VIF value of 1.751, and *Brand Equity* with a VIF value of 3.001 which means that these three variables have a VIF value of less than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

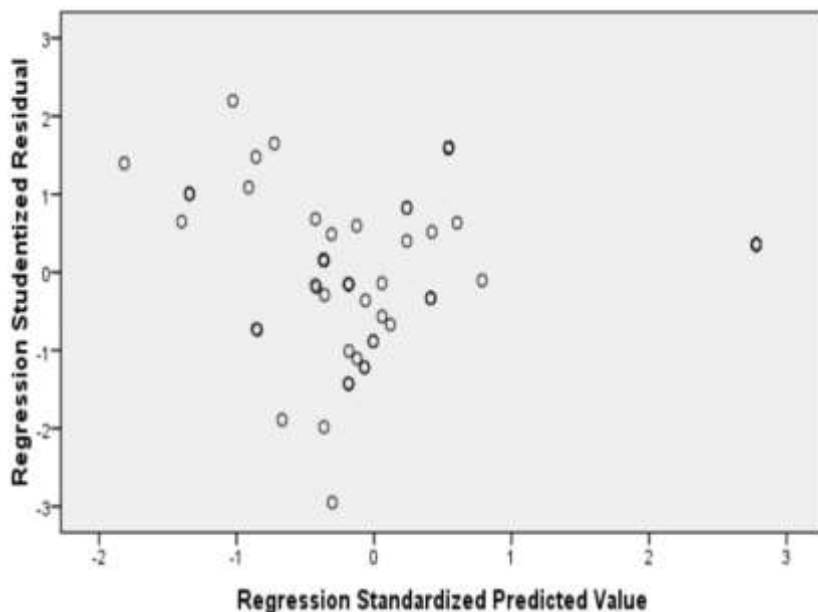


Figure 4.2 Scatterplot Variable Dependent: Purchase Decision

Based on figure 4.2, it shows that there is no specific pattern, such as points that form an orderly pattern and there is no clear pattern,

it can be concluded that the data does not have heteroscedasticity symptoms.

Table 4. 20 Test results t

| Variable | T | Sig. |
|---------------------|-------|------|
| Lifestyle | 1,334 | .186 |
| <i>Brand Image</i> | 2.965 | .004 |
| <i>Brand Equity</i> | 4.416 | .000 |

Source: Primary Data Processed 2023

Hypothesis 1 states that Lifestyle has no positive effect on Purchase Decisions. In the table, it can be seen that the value of t for the Lifestyle variable is 1.334 while the t of the table is at a significance level of 5% and df = 79 (81-2) is 1.664 which means t is calculated < t table (1.334 < 1.664). Meanwhile, the significance value is 0.186 which means greater than 0.05 (0.186 > 0.05).

Hypothesis 2 states that the Physical Work Environment has a positive effect on the Purchase Decision. In the table, it can be seen that the t value of the *Brand Image* variable is

2.965 while the t of the table is at a significance level of 5% and df = 79 (81-2) is 1.664 which means t calculates the > t of the table (2.965 > 1.664). Meanwhile, the significance value is 0.004 which means it is smaller than 0.05 (0.004 < 0.05).

Hypothesis 3 states that *Brand Equity* has a positive effect on Purchase Decisions. In the table, it can be seen that the value of t calculates the *Brand Equity* variable of 4.416 while the t of the table is at a significance level of 5% and df = 79 (81-2) of 1.664 which means t calculates > t table (4.416 > 1.667).

Table 4.21 Test F

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Type | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 1021,173 | 3 | 340,391 | 51,584 | ,000 ^B |
| | Residual | 508,110 | 77 | 6,599 | | |
| | Total | 1529,284 | 80 | | | |

a. Dependent Variable: TOTALKP

b. Predictors: (Constant), TOTALBE, TOTALBI, TOTALGH

Source: Primary Data Processed 2023

Intable 4.22 of the multiple regression test, to determine the influence of independent variables simultaneously on non-independent variables, it can be seen from the magnitude of the determination coefficient which shows the magnitude of the determination coefficient of 0.655 which shows that the independent variables together affect the non-independent variables by 65.5%, the remaining 55.5% are explained by other variables that are not examined in this research model.

DICUSSION

The Influence of Lifestyle on Purchase Decisions based on data processing results

The results of hypothesis 1 test in this study show that Lifestyle does not have a positive and significant effect on Purchase Decisions on Thrift Store Yogyakarta consumers. This result is supported by regression analysis with the t-value calculated < t table (1.334 < 1.667). Meanwhile, the significance value is 0.186 which means greater than 0.05 (0.186 > 0.05).

The Influence of *Brand Image* on Purchasing Decisions Based on Data Processing Results

The results of hypothesis 2 test in this study show that *Brand Image* has a positive and significant effect on Purchase Decisions on Thrift Store Yogyakarta consumers. These

results are based on regression analysis with t-values calculated $> t$ -tables ($2.965 > 1.667$). Meanwhile, the significance value is 0.004 which means it is smaller than 0.05 ($0.004 < 0.05$).

The Influence of *Brand Equity* on Purchase Decisions based on data processing results

The results of hypothesis 3 test in this study show that *Brand Equity* has a positive and significant effect on Purchase Decisions in Thrift Store Yogyakarta consumers. This result is supported by regression analysis with the value of t calculated $> t$ table ($4.416 > 1.667$). Meanwhile, the significance value is 0.000 which means less than 0.05 ($0.000 < 0.05$).

The Influence of Lifestyle, *Brand Image* and *Brand Equity* on Purchase Decisions based on data processing results

The results of hypothesis 4 test in this study show that Lifestyle, *Brand Image* and *Brand Equity* simultaneously affect Purchase Decisions in Thrift Store Yogyakarta consumers. This result is supported by regression analysis with a calculated F value of 51.584 and greater than the table F value of 2.721 obtained from $F = (K(3) ; n(81) - k(3)) = 78$, and with a significance level of 0.000 or less than 0.05.

CONCLUSION

From the results of the study, it can be concluded that the lifestyle is not effect the decision to purchase *Thrift Store* in Yogyakarta. It is shows that if there is no desire for consumers to display their lifestyle, the purchase decision will decrease, variable *brand image* has a positive and significant effect on the purchase decision of *Thrift Store* in Yogyakarta. This explains that if the higher the consumer tendency towards the *brand image* of *Thrift Store* in Yogyakarta, it will also increase their purchase decision at *Thrift Store* in Yogyakarta, variable *brand equity* has a positive and significant effect on *Thrift Store* in Yogyakarta. This explains that the better the level of *brand equity* of *Thrift Store* in Yogyakarta, the higher the purchase decision made by consumers, and the lifestyle, *brand image* and *brand equity* together affect the

purchase decision of *Thrift Store* in Yogyakarta.

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