



THE INFLUENCE OF LIFESTYLE, PRODUCT PRICES, QUALITY AND BRAND ON INTEREST TO BUY SECOND BRANDED CLOTHING (Case Study on Semester VII STIE Bina Karya Tebing Tinggi Students)

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Abstract

This study aims to determine the effect of lifestyle, product prices, quality and brand on the interest in buying second branded clothes (a case study on STIE Bina Karya Tebing Tinggi students). this type of research is an associative quantitative research type and distributes questionnaires through a google form platform to respondents who are sampled for this research and then the data is processed using SPSS (Statistical Product and Service Solution) version 25.00. This study used a sample of 34 respondents. Sampling using purposive sampling technique. The test tools used are instrument test, classical assumption test and hypothesis test. From the results of this test, it can be concluded that based on the results of the analysis of the first hypothesis, it can be seen that $t_{count} (0.960) < t_{table} (2.042)$, Likewise, with a significance value of $0.345 < 0.05$, it can be concluded that the first hypothesis is rejected, meaning that the Lifestyle Variable (X_1) has no significant effect on Purchase Interest (Y). The second hypothesis can be seen that $t_{count} (2.064) > t_{table} (2.042)$, and the significance value is $0.048 < 0.05$, it can be concluded that the second hypothesis is accepted, meaning that Product Price (X_2) has an effect on Purchase Interest (Y). The third hypothesis can be seen that $t_{count} (2.538) > t_{table} (2.042)$, and the significance value is $0.017 < 0.05$, it can be concluded that the third hypothesis is accepted, meaning that Quality (X_3) has an effect on Purchase Interest (Y). The fourth hypothesis can be seen that $t_{count} (-0.094) > t_{table} (2.042)$, and the significance value is $0.926 < 0.05$, it can be concluded that the fourth hypothesis is rejected,

Keywords: *Lifestyle, Product Price, Quality, Brand, Buying Interest*

1. INTRODUCTION

The growth of the fashion industry is growing rapidly in this modern era, even fashion trends can change from month to month. Fashion trend is a fashion that is popular during a certain time. Clothing is a basic human need as a social being that cannot be separated from everyday life. Fashion is now a necessity for everyone, not only women who follow fashion, but men also follow fashion. When we follow fashion, we may feel like we don't want to spend a lot of money, especially to buy what we want to buy and make it look attractive. The desire to have branded goods is one of the factors in buying second branded clothes.

The term second branded clothing has recently become a trend and favored by the people of Indonesia. Products sold will meet the wishes of buyers, consumer desires are in the products sold, then consumers buy these products as well as buying second branded clothes. According to Kotler & Keller (in Sari & Salmah, 2020) Buying interest is a customer behavior that appears in response to an object that shows the customer's desire to make a purchase. Buying interest is an important part that initiates consumer purchasing decisions later which are influenced by positive and negative views of the product listed and is adjusted to the needs and expectations of the product. Therefore, this second product has a low price, high quality, and a very good brand which is one of the buying interests of students. Then the interest arises to try so that the desire to buy the item arises.

Based on this, to find out the phenomenon of buying interest that occurs in Semester VII STIE Bina Karya Tebing Tinggi students, the research conducted a pre-survey to 34 respondents of Semester VII STIE Bina Karya Tebing Tinggi students. Pre-survey results from questions containing "After you know the lifestyle, product prices, quality and brands, are you interested in

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buying second-brand clothes?" Then the results obtained as many as 28 respondents answered agree that they are interested in buying second-brand clothes and 6 respondents disagree because they are not too interested in second-hand clothes. This proves that knowing lifestyle, product price, quality and brand can influence buying interest.

The price of a product is a measure of the size of the value of a person's satisfaction with the product he buys. A person will dare to pay a high price for a product if he assesses the satisfaction he expects with the product he is going to buy is high. Son (2019) said the price also communicates to the market the value placement of the product or brand that a company is referring to. Pre-survey results from questions containing "Do you feel second-branded clothes are the inspiration for the outfit of the day?" then the results obtained as many as 21 respondents answered AGREE and 13 answered disagree. This proves that by knowing the current outfit of the day, students are interested in buying second branded clothes.

The quality of a product can have an important role in a company, because it can have a symbol of trust that is valuable in the eyes of consumers. The quality in the product makes consumer needs meet. According to Schreoder (in Arifin & Susanti, 2020) said quality is defined as "fit for use" means that the product or service meets customer needs, meaning that the product is suitable for customer use in terms of the value received by the customer and with customer satisfaction. Pre-survey results from questions containing "Does the price of second branded clothing products determine product quality?" Then the results obtained as many as 21 respondents answered agree and 13 respondents answered disagree because according to them the price does not determine the quality of the clothes. This proves that knowing the price does not determine the quality of the product.

Brands provide a positive image to consumers. Branding is part of a person's desire to buy a product. With second clothes, someone can have branded goods at affordable prices and don't need to buy new things. According to (Sari & Salmah, 2020) said consumers are attracted to brands that provide a positive image. Consumers who have a positive attitude towards a product or brand will be interested in buying that product or brand. Pre-survey results containing "Does second branded clothing brands determine good product quality?" Then the results obtained was that as many as 19 respondents agree and 15 respondents answered disagree because the brand is not necessarily able to create a good quality product. This proves that knowing the brand has not been able to influence the majority of respondents to buy second branded clothes.

Based on the above background, the author is interested in studying more deeply about what influences the interest in buying second branded clothes through lifestyle variables, product prices, quality and brands. So, the author conducted research and preparation of a thesis with the title "The Influence of Lifestyle, Product Prices, Quality and Brands on Interest in Buying Second Branded Clothing (Case Study on Seventh Semester Students of STIE Bina Karya Tebing Tinggi)".

2. IMPLEMENTATION METHOD

Types of research

The type of research that will be used in this research is quantitative associative research, namely the relationship between two or more variables (Sugiyono, 2016). The relationship used in this study is a causal relationship. A causal relationship is a causal relationship.

Nature of Research

The nature of this research is development research. According to (Sugiyono, 2016), Development research is a research method used to produce a particular product, and test the effectiveness of that product.

Research Location and Period

This research was conducted on Jl. Diponegoro (Simpang Rambung), Cliff High. This research was carried out in March 2022 until it was completed.



Population And Sample

Based on the pre-survey that the researcher has done, it is known that the population in this study is the seventh semester students of the Bina Karya Tebing Tinggi School of Economics, including the morning class of 24 students, the afternoon class of 2 students and the tutorial class of 8 students. The total number of students was 34 students who filled out the pre-survey.

Method of collecting data

According to (Sugiyono, 2016), Data collection techniques can be done by interview (interview), questionnaire (questionnaire), observation (observation).

3. RESULTS AND DISCUSSION

Data analysis

a. Instrument Test

1) Validity test

This test was carried out on 30 respondents, then $df = 30 - k = 30 - 4 = 26$, with $\alpha = 5\%$, the r table value was 0.3739 (Ghozali, 2016: 463), then the calculated r value will be compared with the value of r table as in table 1 below:

Table 1. Validity Test Results

Buying Interest (Y)			
Statement	rcount	rtable	Validity
1	0.769	0.3739	Valid
2	0.526	0.3739	Valid
3	0.645	0.3739	Valid
4	0.649	0.3739	Valid

Lifestyle (X1)			
Statement	rcount	rtable	Validity
1	0.655	0.3739	Valid
2	0.726	0.3739	Valid
3	0.566	0.3739	Valid

Product Price (X2)			
Statement	rcount	rtable	Validity
1	0.504	0.3739	Valid
2	0.629	0.3739	Valid
3	0.687	0.3739	Valid
4	0.774	0.3739	Valid

Quality (X3)			
Statement	rcount	rtable	Validity
1	0.513	0.3739	Valid
2	0.632	0.3739	Valid
3	0.732	0.3739	Valid
4	0.743	0.3739	Valid
5	0.794	0.3739	Valid
6	0.762	0.3739	Valid

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Brand (X4)			
Statement	rcount	rtable	Validity
1	0.735	0.3739	Valid
2	0.589	0.3739	Valid
3	0.489	0.3739	Valid

Table 1 shows that all statement points, both Purchase Interest (Y), Lifestyle (X1), Product Price (X2), Quality (X3) and Brand (X4) have an r arithmetic value that is greater than the r table value, so it can be concluded if all statement of each variable declared valid.

2) Reliability Test

Based on the results of data processing using SPSS 25.00, the following results were obtained:

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Constant	Reliability
Buying Interest (Y)	0.746	0.6	Reliable
Lifestyle (X1)	0.733	0.6	Reliable
Product Price (X2)	0.750	0.6	Reliable
Quality (X3)	0.771	0.6	Reliable
Brand (X4)	0.700	0.6	Reliable

Source: Data processed from SPSS 25.00 (2022)

Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring instrument).

b. Classic assumption test

The testing of classical assumptions with the SPSS 25.00 program carried out in this study includes:

1) Normality test

Normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016:154). Normality test using the graphical method can be seen in the following figure:



Image 1. Normal P Plot

Source: Data processed from SPSS 25.00 (2022)



Data that is normally distributed will form a straight diagonal line and plotting residual data will be compared with a diagonal line, if the distribution of residual data is normal, the line that describes the actual data will follow the diagonal line (Ghozali, 2016:154).

The test results using SPSS 25.00 are as follows:

Table 3.One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		34	
Normal Parameters, b	mean	.0000000	
	Std. Deviation	1.07905159	
Most Extreme Differences	Absolute	.169	
	Positive	.088	
	negative	-.169	
Test Statistics		.169	
asyp. Sig. (2-tailed)		.015c	
Monte Carlo Sig. (2-tailed)	Sig.	.353d	
	99% Confidence Interval	Lower Bound	.142
		Upper Bound	.564

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- Based on 34 sampled Tables with starting seed 2000000.

One Sample Kolmogorov Smirnov Test

*Source:*Data processed from SPSS 25.00 (2022)

2) Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The multicollinearity test in this study is seen from the tolerance value or variance inflation factor (VIF). The calculation of the tolerance value or VIF with the SPSS 25.00 program for windows can be seen in Table 4 below:

Table 4.Multicollinearity Test Results

		Coefficients ^a	
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	LIFESTYLE	.733	1.364
	PRODUCT PRICE	.479	2,086
	QUALITY	.654	1,529
	BRAND	.752	1.331

a. Dependent Variable: INTEREST TO BUY

Based on table 4, it can be seen that the tolerance value of Lifestyle (X1) is 0.733 Product Price (X2) is 0.479 Quality (X3) is 0.654 and Brand is 0.752 where all of them are greater than 0.10 while the VIF value of Lifestyle (X1) of 1.364 , Product Price (X2)

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of 2.086, Quality (X3) is 1.529 and Brand (X4) is 1.331 where all of them are smaller than 10. Based on the above calculation results, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also higher, smaller than 10 so that there is no correlation symptom in the independent variable.

3) Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity. The results of data processing using SPSS 25.00 show the results in the following table :

Table 5. Glejser Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.083	1.390		-.779	.442
	LIFESTYLE	-.012	.091	-.027	-.132	.896
	PRODUCT PRICE	-.052	.083	-.157	-.627	.535
	QUALITY	.036	.051	.151	.701	.489
	BRAND	.167	.092	.364	1.816	.080

a. Dependent Variable: ABS_RES

Source: Data processed from appendix 4 (2022)

The results of the glejser test show that the significance value of the Lifestyle variable (X1) is 0.896, Product price (X2) is 0.535, Quality (X3) is 0.489 and Brand (X4) is 0.080 where all of them are greater than 0.050 so it can be concluded that there are no symptoms of heteroscedasticity in this research model.

4) Multiple Linear Regression Test

Multiple linear regression testing explains the magnitude of the role of Lifestyle (X1), Product Price (X2), Quality (X3) and Brand (X4) on Purchase Interest (Y). Data analysis in this study used multiple linear regression analysis using SPSS 25.00 for windows. The analysis of each variable is described in the following description:

Table 6. Multiple Linear Regression Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.377	2,910	
	LIFESTYLE	.183	.191	.139
	PRODUCT PRICE	.358	.173	.369
	QUALITY	.274	.108	.389
	BRAND	-.018	.193	-.013

a. Dependent Variable: INTEREST TO BUY

Source: Data processed from appendix 4 (2022)



Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 - b_4X_4 +$, so that the equation is obtained: $Y = 1.377 + 0.183X_1 + 0.358X_2 + 0.274X_3 - 0.018X_4$.

The description of the multiple linear regression equation above is as follows:

1. The constant value (a) is 1.377 indicates the amount of Purchase Interest (Y) if Lifestyle (X1), Product Price (X2) Quality (X3), and Brand (4) are equal to zero.
2. Lifestyle regression coefficient value (X1) (b1) is 0.183 shows the magnitude of the role of Lifestyle (X1) on Purchase Intention (Y) with the assumption that Product Prices (X2) are constant. This means that if the Lifestyle factor (X1) increases by 1 unit value, it is predicted that Purchase Interest (Y) will increase by 0.183 unit value with the assumption that the Product Price (X2) is constant.
3. Product Price regression coefficient value (X2) (b2) is 0.358. shows the magnitude of the role of Product Price (X2) on Purchase Intention (Y) with the assumption that Quality (X3) is constant. This means that if the Product Price factor (X2) increases by 1 unit value, it is predicted that Purchase Interest (Y) will increase by 0.358 unit value with the assumption that Quality (X3) is constant.
4. Quality regression coefficient value (X3) (b3) is 0.274. shows the magnitude of the role of Quality (X3) on Purchase Intention (Y) with the assumption that Brand (X4) is constant. This means that if the Quality factor (X3) increases by 1 unit value, it is predicted that Purchase Interest (Y) will increase by 0.274 unit value with the assumption that the Brand (X4) is constant.
5. Brand regression coefficient value (X4) (b4) is -0.018. shows the magnitude of the role of the Brand (X4) on Purchase Intention (Y) with the assumption that Lifestyle (X1) is constant. This means that if the Product Price factor (X2) increases by 1 unit value, it is predicted that Purchase Interest (Y) will increase by -0.018 unit value with the assumption that Lifestyle (X1) is constant.

Hypothesis testing

a. Partial Significance Test (t Test)

The t statistic test is also known as the individual significance test. This test shows how far the influence of the independent variable partially on the dependent variable. In this study, partial hypothesis testing was carried out on each independent variable as shown in Table 7 below:

Table 7. Partial Test (t)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1.377	2,910			.473	.640
LIFESTYLE	.183	.191	.139		.960	.345
PRODUCT PRICE	.358	.173	.369		2,064	.048
QUALITY	.274	.108	.389		2,538	.017
BRAND	-.018	.193	-.013		-.094	.926

a. Dependent Variable: INTEREST TO BUY

- 1) From table 7, the tcount value is 2,390. With = 5%, ttable (5%; nk = 34 - 4 = 30) the ttable value is 2,042. From the description it can be seen that tcount (0.960) < ttable

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- (2.042), as well with a significance value of $0.345 < 0.05$, it can be concluded that the first hypothesis is rejected, meaning that Lifestyle (X1) has no effect on Buying Interest (Y).
- 2) From table 7, the tcount value is 2,064. With = 5%, ttable (5%; nk = 34 - 4 = 30) the ttable value is 2,042. From the description it can be seen that tcount (2,064) > ttable (2,042), and the the significance of $0.048 < 0.05$, it can be concluded that the second hypothesis is accepted, meaning that the product price (X2) has an effect on buying interest (Y). The results of this study are in accordance with the results of previous research conducted by(Son, 2019)in the journal entitled "The Effect of Percieved Quality, Price and Lifestyle on Interest in Buying Oldman.co Products".
 - 3) From table 7, the tcount value is 2,538. With = 5%, ttable (5%; nk = 34 - 4 = 30) the ttable value is 2,042. From the description it can be seen that tcount (2.538) > ttable (2.042), and the significance of $0.017 < 0.05$, it can be concluded that the third hypothesis is accepted, meaning that Quality (X3) has an effect on Purchase Interest (Y). The results of this study are in accordance with the results of previous research conducted by(Sari & Salmah, 2020)in the journal entitled "Brand Image, Product Quality, Price and Its Effect on Interest in Buying Arawaza Karate Clothes in Palembang City".
 - 4) From table 7, the tcount value is -0.094. With = 5%, ttable (5%; nk = 34 - 4 = 30) the ttable value is 2.042. From the description it can be seen that tcount (-0.094) > ttable (2.042), and the significance value is $0.926 < 0.05$, it can be concluded that the fourth hypothesis is rejected, meaning that the brand (X4) has no effect on buying interest (Y). The results of this study are not in accordance with the results of previous research conducted by(Sari & Salmah, 2020)in the journal entitled "Brand Image, Product Quality, Price and Its Effect on Interest in Buying Arawaza Karate Clothes in Palembang City".

b. Simultaneous Significance Test (F Test)

This test basically shows whether all the independent variables included in this model have a joint effect on the dependent variable. The results of the F test can be seen in table 8 below:

Table 8.Simultaneous Test Results (F)

		ANOVAa				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,959	4	11.990	9.049	.000b
	Residual	38,424	29	1.325		
	Total	86,382	33			

a. Dependent Variable: INTEREST TO BUY

b. Predictors: (Constant), BRAND, LIFESTYLE, QUALITY, PRODUCT PRICE

Source: Data processed from SPSS 25.00 (2022)

The form of hypothesis testing based on statistics can be described as follows:

- 1) The hypothesis is accepted if the calculated F value > F table or Sig. < 0.05.
- 2) The hypothesis is rejected if the calculated F value < F table or Sig. > 0.05.

From table 8, the Fcount value is 66.125 With = 5%, dk numerator: k=4, dk denominator: nk-1=34-4-1=29 (5%; 4; 29) the Ftable value is 3.33 From the description it can be seen that Fcount (9.049) > Ftable (3.33), and a significance value of $0.000 < 0.05$, it can be concluded that the third hypothesis is accepted, meaning thatLifestyle (X1) and Product Price (X2), Quality (X3), Brand (X4) have a joint (simultaneous) effect on Purchase Interest (Y).



c. Coefficient of Determination Test (R^2)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R^2) is getting bigger (closer to 1), it can be said that the influence of the X variable is large on Purchase Interest (Y).

The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in Table 9 below :

Table 9. Coefficient of Determination

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.745a	.555	.494	1.15107	.555	9.049	4	29	.000

a. Predictors: (Constant), BRAND, LIFESTYLE, QUALITY, PRODUCT PRICE

b. Dependent Variable: INTEREST TO BUY

B

ased on table 9, it can be seen that the adjusted R square value is 0.494 or 49.4%. This shows that Lifestyle (X1), Product Price (X2), Quality (X3), Brand (X4) can explain Purchase Interest (Y) by 49.4%, the remaining 50.6% (100% - 49, 4%) is explained by other variables outside this research model.

4. CONCLUSION

Based on the results of the analysis and discussion in the previous section, this study used a questionnaire and processed using SPSS.25. Questionnaires were distributed to 34 respondents who are interested in buying second-brand clothing, so the following conclusions can be drawn:

1. Based on the hypothesis test, the t-test related to the effect of the Lifestyle variable (X1) on Buying Interest (Y) it is known that lifestyle has no significant effect on Buying Interest. We can know these results by looking at the value of tcount (0.960) < ttable (2.042), as well as the significance value of 0.345 < 0.05, it can be concluded that the first hypothesis is rejected, meaning that Lifestyle (X1) has no effect on Interest in Buying Second Clothes. Branded (Y).
2. Based on the hypothesis test, the t-test related to the effect of the Product Price (X2) variable on Purchase Interest (Y) it is known that the product price has a significant effect on Buying Interest. We can see these results by looking at the obtained value of tcount (2.064) > ttable (2.042), and the significance value of 0.048 < 0.05, it can be concluded that the second hypothesis is accepted, meaning that Product Price (X2) has an effect on Purchase Interest (Y).
3. Based on the hypothesis test, the t-test related to the effect of the Quality variable (X3) on Purchase Interest (Y) it is known that the quality has a significant effect on Buying Interest. We can know these results by looking at the obtained value of tcount (2.538) > ttable (2.042), and the significance value of 0.017 < 0.05, it can be concluded that the third hypothesis is accepted, meaning that Quality (X3) has an effect on Purchase Interest (Y).
4. Based on the hypothesis test, the t-test related to the effect of the Brand variable (X4) on Purchase Interest (Y) it is known that the brand has a significant influence on Buying Interest. We can know these results by looking at the obtained value of tcount (-0.094) > ttable (2.042), and the significance value of 0.926 < 0.05, it can be concluded that the fourth hypothesis is rejected, meaning that the brand (X4) has no effect on Purchase Interest (Y).

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5. Lifestyle, Product Price, Quality and Brand have simultaneous influence. From this description, it can be seen that $F_{count} (9.049) > F_{table} (3.33)$, and a significance value of $0.000 < 0.05$, it can be concluded that the fifth hypothesis is accepted, meaning that Lifestyle (X1) and Product Price (X2), Quality (X3), Brand (X4) has a simultaneous (simultaneous) effect on Purchase Interest (Y).

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