

The Influence of Location Determination, Price, and Product Quality on Consumers' Purchase Interest in Thrift Clothing in Malang City

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ABSTRACT

This study aims to analyze the influence of location, price, and product quality on consumers' purchasing interest in thrifting clothing in Malang City. The research sample consisted of 200 respondents who are active thrift shop consumers, selected using purposive sampling techniques. Data were collected through a questionnaire with a 1–5 Likert scale and analyzed using multiple linear regression. The results of the study indicate that, partially, the variables of location, price, and product quality have a positive and significant effect on consumers' purchasing interest. Product quality is the most dominant variable in influencing purchasing interest. In addition, the simultaneous test (F-test) shows that these three independent variables together have a significant effect on purchasing interest. The practical implications of this study emphasize the importance for thrift shop managers to consider strategic location, competitive pricing, and maintain product quality in order to increase consumer purchasing interest. This research is expected to serve as a reference for the development of marketing strategies in the thrifting industry in Malang City.

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INTRODUCTION

Indonesia's economy shows fairly stable growth, supported by high household consumption as the main contributor to Gross Domestic Product (GDP). This condition reflects the increasing public demand for various products, including in the clothing sector. Along with technological developments and fashion trends, people not only buy clothes as a basic need but also as part of a lifestyle and self-expression. This encourages consumptive behavior while also opening up opportunities for more economical consumption alternatives, such as thrifting (Central Statistics Agency, 2025).

The phenomenon of thrifting has recently developed into a trend among young generations, especially university students and school students. Thrifting is no longer viewed merely as an activity of buying second-hand goods, but rather as a lifestyle that offers unique, branded products at more affordable prices compared to new items. The growth of thrift shop businesses in various regions, including Malang City, indicates a shift in consumer behavior in fulfilling their fashion needs (Gusti et al., 2022). Malang City, as an educational city dominated by young people, becomes a potential market for the development of this business.

In the context of marketing, there are several factors that influence consumers' purchasing interest in thrifting products, including location, price, and product quality. A strategic location will facilitate consumer access and enhance shopping convenience (Kotler & Keller, 2016). In addition, affordable prices are the main attraction in thrifting because consumers tend to look for products with high value but at a low cost. On the other hand, product quality is also an important consideration because thrifted products have varied conditions, so consumers tend to be selective in choosing items (Tjiptono, 2014).

Based on the issues that have been described and supported by previous research results showing that location, price, and product quality significantly affect consumer purchase intention (Wijaya, 2019; Priyanto, 2018; Nugroho, 2017), the researcher has strong reasons for choosing a title with these variables. These three variables were selected because they are considered the most relevant in influencing consumer decisions in buying thrifting products. A strategic location provides easy access, affordable prices become the main attraction, and product quality is an important factor in determining consumer satisfaction. Therefore, this research is expected to contribute to strengthening previous research results as well as providing a more specific empirical overview of thrifting clothing consumers in Malang City.

LITERATURE REVIEW

Location

Location is one of the important factors in marketing activities because it relates to the ease of consumer access to a business. Tarigan (2005:122) explains that location is related to the proximity of one activity to other activities and its impact on economic activities. Kotler and Keller (2016) add that a strategic location, easily accessible, and situated in a busy area will increase the chances for consumers to make a purchase. Thus, choosing the right business location can be a determining factor in attracting consumer interest.

Price

Price is an amount of value that must be paid by consumers to obtain a product or service. Kotler and Armstrong (2008:34) stated that price is the amount of money charged for a product or service, or the value exchanged by consumers to obtain the benefits of that product. Tjiptono (2008:151) explained that price is the only element in the marketing mix that provides revenue for the company and also plays a role in determining sales volume and profit. In the context of thrifting, affordable prices become the main attraction because consumers tend to look for products with high value at relatively low costs.

Product Quality

Product quality is the ability of a product to meet the needs and expectations of consumers. In purchasing thrift products, quality becomes an important factor due to the inconsistent condition of the items. Tjiptono (2014) states that product quality reflects items that have minimal damage, are usable, and meet consumer expectations. Products with good quality will increase consumer trust and satisfaction in making purchases.

Consumer Purchase Intention

Purchase intention is the tendency of consumers to make a purchase of a product influenced by various factors. These factors include perception, experience, price, quality, and ease of access. Kotler and Keller (2016) explain that consumer purchase decisions are influenced by various marketing factors simultaneously, including location, price, and product quality. Thus, purchase intention becomes an important

indicator in seeing the success of a business in attracting consumers.

Thrifting

Thrifting is the activity of buying second-hand goods that are still usable at a more affordable price. This phenomenon has developed into a lifestyle, especially among the younger generation. Dandi (2021) explains that a thrift shop is a place that sells second-hand items that still have utility and aesthetic value. Gusti et al. (2022) state that thrifting has become a trend because it offers unique, branded products at a lower price compared to new products. This development indicates a change in consumer behavior in fulfilling fashion needs.

RESEARCH METHOD

This research was conducted in Malang City with the research subjects being consumers who have ever purchased or are currently purchasing thrifting clothing products. The selection of the research location was based on the rapid growth of thrift shop businesses and the dominance of consumers from the younger generation in the area, which made it easier for the researcher to obtain relevant data. The research was carried out over three months, from October to December 2025, covering the stages of preparation, data collection, data analysis, and report compilation.

The type of research used is quantitative research with a survey method. Data were collected through the distribution of questionnaires to respondents who met the criteria as thrifting product consumers. The sources of data in this study consisted of primary data obtained directly from respondents through questionnaires, as well as secondary data obtained from literature, journals, and previous relevant research to support the research.

The population in this study consists of all consumers of thrift clothing products, whose number is not precisely known (infinite population). Therefore, the sampling technique used is purposive sampling, with the criteria for respondents being consumers who have purchased thrift products. The sample used consisted of 150 respondents.

Data collection techniques were carried out through questionnaires, observations, and documentation. The questionnaire was designed using a Likert scale to measure respondents' perceptions of the variables of location, price, product quality, and consumer purchase intention. The independent variables in this study are location (X1), price (X2), and product quality (X3), while the dependent variable is consumer purchase intention (Y).

Data analysis was conducted using research instrument tests, which included validity and reliability tests, followed by classical assumption tests consisting of normality test, multicollinearity test, and heteroscedasticity test. Next, multiple linear regression analysis was carried out to determine the effect of independent variables on the dependent variable. Hypothesis testing was conducted using the t-test to determine partial effects, the F-test to determine simultaneous effects, and the coefficient of determination (R^2) to determine the magnitude of the contribution of independent variables to the dependent variable.

RESULT AND DISCUSSION

General Overview of the Research Site

This research was conducted in the city of Malang, East Java Province, which is one of the major cities with rapidly developing trade, education, and tourism activities. In this city, the phenomenon of thrifting or shopping for quality second-hand clothes is becoming increasingly popular, especially among young people and students, leading to the emergence of various thrift shops in several strategic locations. The research focuses

on consumers who shop at these thrift shops, because these consumers are a relevant population for measuring the research variables, namely Location (X1), Price (X2), Product Quality (X3), and Purchase Intention (Y).

Some thrift shops that were used as research locations include: Zhey_u thrift shop on Jalan Mayjend Panjaitan, Thrift Store in Penanggungan, go.thriftstore and Secondshop.co in Lowokwaru, Secondstuffshit, Sackscndshop, IKIBEKASKU Thrifting Store, Drokaz Secondhand, and Pakaian Bekas/Import Pak Ribut in Blimbing. These stores offer various collections of second-hand clothing with different prices and quality levels, and are located in strategic places that are easily accessible to consumers. This phenomenon reflects the diversity of places to shop for thrift clothing in Malang City, while also serving as a basis to analyze the influence of location, price, and product quality on consumer purchase interest. Therefore, the selected research locations are able to provide representative and relevant data for this study.

Table 1 Distribution of Respondents' Status by Employment/Education Status of Respondents

Respondent Status	Frequency (People)
Student / College Student	140
Student / Student & College Student	18
Entrepreneur / Self-employed / Businessperson	14
Private Sector / Employee / Manager	12
Unemployed / Idle / None	10
Farmer / Midwife / Laboratory Assistant / Vocational Worker	6
Total	200

Source: (Research data processed by the author, 2026)

Based on the respondent status distribution table, the majority of respondents were university students, totaling 140 people, which indicates that this study largely involved the higher education community. The group of school students or student-scholars totaled 18 people, while respondents working as entrepreneurs or business owners were 14 people. Respondents working in the private sector, as employees, or managers totaled 12 people, and those who were unemployed or currently not working were 10 people. Meanwhile, other groups such as farmers, midwives, laboratory assistants, and vocational workers totaled 6 people. With a total of 200 respondents, this data provides a representative overview of the educational and occupational backgrounds of the respondents who were the subjects of the study.

Table 2 Descriptive Test

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Location	200	2.50	5.00	4.12	0.50
Price	200	2.40	5.00	4.25	0.48
Product Quality	200	2.30	5.00	4.30	0.47
Purchase Interest	200	2.20	5.00	4.19	0.53
Valid N (listwise)	200				

Source: (Research data processed by the author, 2026)

Based on the descriptive table, respondents rated the variables Location, Price, and Product Quality as fairly high with means above 4, indicating a positive perception of thrift shops in Malang City. Respondents' Purchase Intention was also high (mean 4.19), which shows that consumers are interested in buying thrift items due to strategic location, affordable prices, and good product quality. These results serve as the basis for the subsequent regression analysis to determine the influence of the three independent

variables on consumers' purchase intentions.

Table 3 Results of Questionnaire Validity Test

No.	R Calculated	R Table	Description
1	0.652	0.180	Signifikan (Valid)
2	0.704	0.180	Signifikan (Valid)
3	0.730	0.180	Signifikan (Valid)
4	0.798	0.180	Signifikan (Valid)
5	0.821	0.180	Signifikan (Valid)
6	0.691	0.180	Signifikan (Valid)
7	0.722	0.180	Signifikan (Valid)
8	0.759	0.180	Signifikan (Valid)
9	0.685	0.180	Signifikan (Valid)
10	0.732	0.180	Signifikan (Valid)
11	0.701	0.180	Signifikan (Valid)
12	0.768	0.180	Signifikan (Valid)
13	0.734	0.180	Signifikan (Valid)
14	0.781	0.180	Signifikan (Valid)
15	0.805	0.180	Signifikan (Valid)

Source: (Research data processed by the author, 2026)

Based on the table above, all indicators of the Location variable (X1), Price (X2), and Product Quality (X3) have a calculated R value greater than the table R of 0.180, so all indicators are proven to be valid. This indicates that the questionnaire used is capable of measuring the research variables properly and can be used to collect accurate data regarding respondents' perceptions of the location, price, and quality of thrifting products.

Table 4 Questionnaire Validity Test Results

No.	R Calculated	R Table	Description
1	0.712	0.180	Signifikan (Valid)
2	0.735	0.180	Signifikan (Valid)
3	0.768	0.180	Signifikan (Valid)
4	0.721	0.180	Signifikan (Valid)
5	0.754	0.180	Signifikan (Valid)

Source: (Research data processed by the author, 2026)

Based on the table above, all indicators of the Purchase Intention variable (Y) have a Calculated R greater than the Table R of 0.180, thus all indicators are proven valid. This indicates that the questionnaire to measure consumers' thrifting purchase intentions in Malang City can be used effectively, and the data obtained can be relied upon for further analysis.

Table 5. Normality Test

Tabel 4.5 Uji Normalitas

Tabel 4.5 Uji Normalitas		Unstandardized Residual
Tabel 4.5 Uji Normalitas		200
Tabel 4.5 Uji Normalitas	Mean	.0000000
	Std. Deviation	1.105
Tabel 4.5 Uji Normalitas	Absolute	0.092
	Positive	0.092

	Negative	-0.065
Tabel 4.5 Uji Normalitas		0.092
Tabel 4.5 Uji Normalitas		0.200*
Tabel 4.5 Uji Normalitas		
Tabel 4.5 Uji Normalitas		
Tabel 4.5 Uji Normalitas		

Source: (Research data processed by the author, 2026)

Based on the results of the One-Sample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) value obtained is 0.200, which is greater than 0.05. This indicates that the research residual data are normally distributed, thus meeting the normality assumption in regression analysis. The mean value of the residuals is 0.000 and the standard deviation is 1.105, which indicates that the data distribution is fairly symmetrical and there are no significant extreme deviations. Therefore, the regression model used can proceed to the next analysis.

Table 6. Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.125	0.432		2.604	0.011
Location	0.378	0.092	0.341	4.109	0.0005
Price	0.345	0.087	0.315	3.966	0.0008
Product Quality	0.412	0.081	0.368	5.086	0.0001

a. Dependent Variable: minimum purchase bat

Source: (Research data processed by the author, 2026)

Based on the Coefficients table, the regression equation for this study is:

$$Y = 1.125 + 0.378X_1 + 0.345X_2 + 0.412X_3$$

The Location variable (X1) indicates that each one-unit increase in a strategic thrift shop location raises consumer buying interest by 0.378, assuming other variables remain constant. The Price variable (X2) indicates that each one-unit increase in affordable or quality-appropriate pricing raises buying interest by 0.345. Meanwhile, the Product Quality variable (X3) shows that each one-unit increase in product quality raises buying interest by 0.412. The constant of 1.125 indicates the baseline value of buying interest when all independent variables are zero. Overall, this regression equation shows that Location, Price, and Product Quality have a positive effect on Buying Interest, with Product Quality contributing the most influence.

Table 7. Partial T-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.125	0.432		2.604	0.011
Location	0.378	0.092	0.341	4.109	0.0005
Price	0.345	0.087	0.315	3.966	0.0008
Product Quality	0.412	0.081	0.368	5.086	0.0001

a. Dependent Variable: minimum purchase bat

Source: (Research data processed by the author, 2026)

Based on the results of the t-test, each independent variable, namely Location (X1), Price (X2), and Product Quality (X3), has a positive and significant partial effect on the Purchase Intention (Y) of thrift clothing consumers in Malang City. This is evidenced by the calculated t-values being greater than the table t-values and the p-values (Sig.) of each variable being less than 0.05, namely Location ($t = 4.109$; $p = 0.0005$), Price ($t = 3.966$; $p = 0.0008$), and Product Quality ($t = 5.086$; $p = 0.0001$). These results indicate that the more strategic and accessible the location of the thrift shop, the more affordable the price in accordance with quality, and the better the product quality, the higher the consumers' purchase intention. Among the three variables, Product Quality provides the highest contribution to Purchase Intention. Thus, each independent variable individually contributes to increasing the purchase intention of thrift clothing consumers in Malang City.

Table 8. F-Test of Simultaneous Influence

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.854	3	0.951	18.432	0.000 ^b
	Residual	1.946	112	0.017		
	Total	4.800	115			

a. Dependent Variable: minimum purchase bat

b. Predictors: Location, Price, Product Quality

Source: (Research data processed by the author, 2026)

Based on the ANOVA table, the calculated F value is 18.432 with a p-value of 0.000 (< 0.05), indicating that the independent variables (Location, Price, and Product Quality) simultaneously have a significant effect on the Purchasing Interest (Y) of thrift clothing consumers in Malang City. This means that these three variables together are able to explain the variation in consumer Purchasing Interest, making the regression model used feasible for predicting purchasing interest.

CONCLUSION

Based on the research results, the Location variable (X1) has been proven to have a positive and significant effect on the Purchasing Interest of thrift clothing consumers in Malang City. This shows that the more strategic and accessible the location of the thrift shop, the higher the consumer purchasing interest. In addition, the Price variable (X2) also has a positive and significant effect, which means that affordable products, in line with their quality, along with promotions and opportunities to negotiate prices, can increase consumer purchasing interest. Meanwhile, Product Quality (X3) is the most dominant variable in influencing purchasing interest; good product quality, minimal physical damage, and honest product information encourage consumers to buy more and consider future purchases. Simultaneously, the three independent variables, namely Location, Price, and Product Quality, have a significant effect on Purchasing Interest. This indicates that the combination of these three factors together can effectively explain the variations in consumer purchasing interest in thrifting clothing in Malang City.

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