



Original Article

The Effect of Price and Product Quality on Purchase Decisions for Imported Used Clothing

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Abstract:

This study aims to determine the effect of price and product quality on purchasing decisions on imported used clothing in Sampit City. This study used purposive sampling technique. Respondents of this study amounted to 120 people. The analysis technique used in this research is multiple linear regression analysis using SPSS software version 22. The test results for the Price variable (X1) are equal to $0.008 < 0.05$. So it can be concluded that H_0 is rejected and H_{a1} is accepted, meaning that the price variable has a positive and significant effect on purchasing decisions (Y). The test results for the Product Quality variable (X2) are equal to $0.000 < 0.05$. So it can be concluded that H_0 is rejected and H_{a2} is accepted, meaning that the product quality variable has a positive and significant effect on purchasing decisions (Y).

Keywords: Price, Product Quality and Purchase Decision.

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Introduction

In the current era of globalization, lifestyles are changing rapidly, including in fashion and clothing. For example, many people today are highly concerned about their appearance, as it enhances their look. Each era has its own distinct trends, and the trend of imported secondhand clothing, or thrift clothing, is a popular fashion trend. For some, this hobby serves as an alternative, as they view their appearance as a lifestyle. The practice of wearing secondhand clothing that is still in good condition and can be recycled is known as fashion thrifting ([Agnesvy, 2022](#)).

Thrifting began in the 19th century, during the Industrial Revolution and mass production, which occurred between 1760 and 1840. This period saw the introduction of mass-produced clothing, which changed the way people viewed clothing. Due to the low cost of clothing, people believed that clothing was disposable and disposable, leading to a highly consumerist society where clothing was often discarded in large piles. This practice continues to this day, commonly referred to as thrifting ([Ristiani, 2022](#)). Imported secondhand clothing is highly sought after due to its high value. Imported secondhand clothing is a product that attracts consumers compared to local products, as imported goods are considered to be of higher quality and lower in price. The popularity of imported clothing continues to grow, fulfilling the Indonesian market. Besides being affordable for enthusiasts or consumers, the clothing also comes from well-known brands and is still usable due to its quality. Therefore, it could be argued that the primary driver behind people's purchases of imported secondhand clothing is not only price but also product quality. The primary attraction for people seeking secondhand clothing is its availability at affordable prices ([Rorong et al., 2021](#)). The popularity of shops selling imported secondhand clothing has spread throughout Indonesia in recent years, particularly in the city of Sampit. Sampit has a diverse population and diverse fashion trends. Currently, in Sampit City, many stores sell imported secondhand clothing, both online and in-person. They offer a variety of prices according to the quality of the products they provide. The presence of these imported secondhand clothing stores has led to the emergence of consumer behavior among young people seeking to fulfill their fashion style without having to spend a lot of money. Consumers will seek information about goods and services that suit their needs. Before making a purchase, consumers can find this information on social media, friends, and relatives ([Kotler and Keller, 2009](#)). Consumers will consider their options after learning more about the items they wish to purchase. Factors such as price and product quality are also taken into account in this process. The decision about whether or not to purchase an item is part of the purchasing decision-making process, and this information is derived from previous experiences or actions ([Assuari, 1966](#)). Price can be a factor that has the potential to influence a buyer's purchasing decision regarding a product or service. Price is the total amount of money a customer pays to obtain a product or service, or the value they must pay to obtain the benefits of using or owning that product or service. A company's success can be influenced by pricing, as pricing plays a role in determining the amount of profit a business can earn from the sale of its goods and services ([Hayati, 2016](#)). Product quality reflects the extent to which the product meets customer needs and expectations. According to Tjiptono (2012), product quality encompasses meeting customer expectations by meeting desired quality standards and controlling nonconformities to achieve that level of quality. Another factor besides price and product quality that can influence purchasing decisions is brand image. Brand image is a consumer's evaluation of a particular product brand, formed from information obtained through direct or indirect experience with the product. Secondhand goods

enthusiasts will consider brand image before making a purchase, which can impact consumers in making purchasing decisions. A positive brand image can increase a customer's purchasing decision to purchase a product. A good brand image will create a positive perception in the consumer's mind about the product. According to Kotler and Armstrong (2014:233), brand image consists of a collection of various views about a particular brand. Thus, perceptions and emotions are reflected in the brand image. Good customer perceptions of a brand have a stronger chance of persuading them to buy the product, when they hear or see it ([Firdaus et al., 2023](#)). Previous research that has examined this is research conducted by Malik et al., 2022. The findings of the study indicate a positive and influential correlation between product quality and purchasing decisions. Research conducted by ([Rosmaniar et al., 2021](#)) concluded that price significantly influences consumer purchase decisions. Research conducted by ([Ganesha et al., 2020](#)) concluded that price has a significant and positive impact on consumer purchasing decisions. Research conducted by ([Nadiya & Wahyuningsih, 2020](#)) concluded that product quality does not significantly influence purchasing decisions. Research conducted by ([Savira & Yulianti, 2022](#)) found that price, product quality, and brand image positively influence consumer purchasing decisions. Differences in research findings from previous researchers were found. Research by ([Pardede et al., 2023](#)) and ([Tukuboya, 2023](#)) determined that cost and product quality were the two most influential variables in purchasing decisions. Meanwhile, research findings by ([Putri Adilla, 2023](#)) and ([Retha, Salma et al., 2022](#)) concluded that elements such as product quality and price had no impact on purchasing decisions. Based on the context described above and previous research, this study will add a control variable in the form of brand image. The objectives of this study are to determine the effect of price on purchasing decisions for imported used clothing and to determine the effect of product quality on purchasing decisions for imported used clothing.

Methods

This study applies a quantitative method with an associative approach. The research sample is a portion of the total population taken to obtain raw data, providing information that is able to represent the entire population in the research context. In this research methodology, the Non-Probability Sampling technique is used, a type of Purposive Sampling technique. This study involved a sample of 120 individuals who had made purchases. Data collection tools such as questionnaires or checklists applying a 4-level Likert scale, namely Strongly Agree, Agree, Disagree, Strongly Disagree, with scores of 4, 3, 2, 1. The questionnaire for this study was given directly through the provided link. In the process of obtaining and collecting data in this study, primary data was used from questionnaire responses filled out through Google forms. Then, the Instrument Validity and Reliability Test was conducted. To see the level of validity, one can look at the 5% significance value, namely if the probability value <0.05 , the questionnaire statement is declared valid, conversely if the probability value >0.05 , the questionnaire statement is declared invalid. If the results show a significant value, then each statement or question indicator will be considered valid. A questionnaire is considered reliable if the Cronbach's alpha value is >0.60 , meaning the instrument is considered reliable. The data analysis approach refers to the method used to investigate and evaluate data in hypothesis testing, with the aim of achieving research results. This study used data analysis methods and the application of multiple linear regression models and the coefficient of determination (R^2). Conducting a normality test, the Kolmogorov-Smirnov test is necessary to evaluate

whether the data distribution is normal. If the significance value is >0.05 , the test is considered successful. Multicollinearity test: To evaluate whether there is a significant relationship between one or more variables in the regression model, a multicollinearity test is performed. The presence of multicollinearity can be detected through the correlation coefficient of each independent variable. This study used the Variance Inflation Factor (VIF), with the following evaluation criteria: If the VIF value is <3 , it can be considered that there is no multicollinearity. If the VIF value is >3 , it can be considered that there is multicollinearity. Heteroscedasticity Test: If the significance value between the independent variable and the absolute residual exceeds 0.05 , it means there is no heteroscedasticity problem. However, if the significance value is less than 0.05 , heteroscedasticity is present. Multiple Linear Regression Analysis: The complete structure of the multiple regression equation applied in this study can be formulated as follows: $Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3K + e$. Coefficient of Determination (R^2): The coefficient of determination assesses how well the model can explain the variation in the dependent variable. The coefficient of determination has a value range of 0 and 1. A low coefficient value indicates that the independent variable has a limited contribution in explaining variation in the dependent variable. Conversely, a value close to 1 indicates that most of the information needed to predict variation in the dependent variable comes from the independent variable. In the Hypothesis Testing, this study also conducted an F-Test (Model Feasibility) using a significance level of <0.05 , thus confirming that the independent variables in the linear regression model are capable of explaining the dependent variable. The t-Test (Partial Test) is used to assess the significance of the coefficients partially, which is useful for demonstrating the influence of each independent variable individually or separately on the dependent variable. The significance level used is 0.05 or 5% . The hypothesis formulas used in the t-test are as follows: $H_{01}:\beta_1 \leq 0$: price has no positive effect on purchasing decisions. $H_{a1}:\beta_1 > 0$: price has a positive effect on purchasing decisions. $H_{02}:\beta_2 \leq 0$: product quality has no positive effect on purchasing decisions. $H_{a2}:\beta_2 > 0$: product quality has a positive effect on purchasing decisions.

Results

1. Instrument Validity and Reliability Test

1.1. Research Instrument Validity Test Results

The following are the validity test results:

Table 1.1 Validity Test Results

Variabel	Statement	Significance	Description
Price	X1.1	0.02	Valid
	X1.2	0.00	Valid
	X1.3	0.00	Valid
	X1.4	0.00	Valid
Product Quality	X2.1	0.01	Valid
	X2.2	0.01	Valid
	X2.3	0.00	Valid
	X2.4	0.00	Valid
Purchase Decision	Y1.1	0.00	Valid
	Y1.2	0.00	Valid
	Y1.3	0.00	Valid
Brand Image	K1.1	0.00	Valid
	K1.2	0.00	Valid

K1.3	0.00	Valid
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Source: Data processed in 2025

Based on the table above, a validity test was conducted on 20 respondents to determine whether each statement item was valid or not. Validity can be defined as a significance value < 0.05 . Based on the table above, because the significance value is < 0.05 , it can be stated that all statements in the research questionnaire are considered valid.

1.2. Reliability Test

The following are the results of the reliability test:

Table 1.2 Reliability Test Results:

Variable	Cronbach's Alpha	Description
Price	0,711	Reliabel
Product Quality	0,701	Reliabel
Purchase Decision	0,751	Reliabel
Brand Image	0,730	Reliabel

Source: Data processed in 2025

Each variable in the reliability test results table above has a Cronbach's Alpha value > 0.60 . This indicates that all research variable items can be considered reliable and suitable for use in further testing.

1.3. Respondent Response Characteristics Based on Gender

Table 1.3 : Respondents by Gender

Gender	Total	Percentage %
Female	92 Orang	77%
Male	28 Orang	23%
Total	120 Orang	100%

Source: Data processed in 2025

As seen in the table above, women are more dominant or purchase more imported used clothing than men.

1.4. Respondent Response Characteristics by Age

Table 1.4 Respondents by Age

No	Age	Total	Percentage%
1.	18 - 23 Years Old	104 People	87%
2.	24 – 38 Years Old	16 People	13%
Total		120 People	100%

Source: Data processed in 2025

The table above shows that the average age of people who buy imported used clothing is 18-23 years old, representing 87%.

1.5. Characteristics of Respondents' Responses

1.5.1. Price Variable (X1)

Table 1.5 Characteristics of Respondents' Responses (X1)

Statement	Price (X1)							
	STS		TS		S		SS	
	F	%	F	%	F	%	F	%
X1.1	0	0,00%	7	5,83%	64	53,33%	49	40,83%
X1.2	0	0,00%	16	13,33%	75	62,50%	29	24,17%
X1.3	2	1,67%	12	10,00%	76	63,33%	30	25,00%
X1.4	3	2,50%	13	10,83%	85	70,83%	19	15,83%

Source: Data processed in 2025

For Item X1.2, "The price of imported used clothing is commensurate with the quality of service provided," the majority of respondents (75%) stated that (S), 29 (SS), and 16 (TS). Therefore, it can be concluded that 120 respondents agreed that the price of imported used clothing is commensurate with the quality of service provided.

For Item X1.3, "The price of imported used clothing offered is affordable compared to other clothing products," the majority of respondents (76%), (SS), 30 (TS), 12 (TS), and 2 (STS) agreed. Therefore, it can be concluded that 120 respondents agreed that the price of imported used clothing is cheaper than other clothing products.

For Item X1.4, "The price of imported used clothing is commensurate with the benefits received," the majority of respondents (85%), (SS), 19 (TS), 13 (TS), and 3 (STS) agreed. Therefore, it can be concluded that 120 respondents agreed that the price of imported used clothing provides comparable benefits.

2. Product Quality Variable (X2)

Table 2.1 Respondent Response Characteristics (X2)

Pernyataan	Kualitas Produk (X2)							
	STS		TS		S		SS	
	F	%	F	%	F	%	F	%
X1.1	3	2,50%	12	10,00%	84	70,00%	21	17,50%
X1.2	1	0,83%	23	19,17%	57	47,50%	39	32,50%
X1.3	3	2,50%	41	34,17%	53	44,17%	23	19,17%
X1.4	3	2,50%	22	18,33%	62	51,67%	33	27,50%

Source: Data processed in 2025

In Item X2.1, with the statement "Imported used clothing is comfortable to wear," the majority of respondents (84) stated that (S), 21 (SS), 12 (TS), and 2 (STS) agreed that imported used clothing is comfortable to wear. Therefore, it can be concluded that 120 respondents agreed that imported used clothing is comfortable to wear.

In Item X2.2, with the statement "Imported used clothing has unconventional styles," the majority of respondents (57) stated that (S), 39 (SS), 23 (TS), and 1 (STS) agreed. Therefore, it can be concluded that 120 respondents agreed that imported used clothing does not have unconventional styles.

In Item X2.3, with the statement "Imported used clothing is not easily

damaged," the majority of respondents (53) stated that (S), 23 (SS), 41 (TS), and 3 (STS) agreed. Therefore, it can be concluded that 120 respondents agreed that imported used clothing is not easily damaged.

For Item X2.4, which states, "Imported used clothing has strong stitching quality," the majority of respondents (62) responded to the statement "S," followed by "SS" (33), "TS" (22), and "STS" (3). Therefore, it can be concluded that 120 respondents agreed that imported used clothing is of good quality.

3. Purchase Decision Variables (Y)

Table 3.1 Characteristics of Respondents' Responses (Y)

Pernyataan	Keputusan Pembelian (Y)							
	STS		TS		S		SS	
	F	%	F	%	F	%	F	%
Y1	1	0,83%	25	20,83%	71	59,17%	23	19,17%
Y2	19	15,83%	56	46,67%	34	28,33%	11	9,17%
Y3	1	0,83%	24	20,00%	73	60,83%	22	18,33%

Source: Data processed in 2025

For item Y1, with the statement "I am confident in buying imported used clothing," the majority of respondents (71) gave (S), (SS) 23, (TS) 25, and (STS) was 1 respondent. Therefore, it can be concluded that out of 120 respondents, they strongly agree with purchasing imported used clothing.

Item Y2, with the statement "I buy imported used clothing every month," stated that the majority of respondents (56 respondents) agreed with (TS), 34 with (S), 11 with (SS), and 19 with (STS). Therefore, it can be concluded that out of 120 respondents, they disagreed with purchasing imported used clothing every month.

Item Y3, with the statement "I recommend imported used clothing to friends," stated that the majority of respondents (73 respondents) agreed with (S), 22 with (SS), 24 with (TS), and 1 with (STS). Therefore, it can be concluded that out of 120 respondents, they strongly agree with recommending used clothing to friends.

4. Brand Image Variable (K)

Table 4.1 Characteristics of Respondents' Responses (K)

Statement	Brand Image (K)							
	STS		TS		S		SS	
	F	%	F	%	F	%	F	%
K1	0	0,00%	19	15,83%	81	67,50%	20	16,67%
K2	8	6,67%	35	29,17%	56	46,67%	21	17,50%
K3	1	0,83%	15	12,50%	78	65,00%	26	21,67%

Source: Data processed in 2025

Item K1, with the statement "I believe that imported secondhand clothing brands have a good reputation among the public," stated that the majority of respondents (S) were of the opinion (71), and (SS) were of the opinion (23). (TS) was 25 and (STS) was 1. Therefore, it can be concluded that out of 120 respondents, they agreed that imported clothing has a good reputation.

Item K2, with the statement "I feel that wearing branded goods can strengthen

my image as a classy individual," the majority of respondents (56) responded to (S), (21) responded to (TS), (35) responded to (STS), and (8) responded to (STS). Therefore, it can be concluded that out of 120 respondents, they agreed that imported clothing strengthens one's self-image.

Item K3, with the statement "Imported secondhand clothing brands have unique designs that differ from other brands," the majority of respondents (78) responded to (S), (26) responded to (SS), (15) responded to (TS), and (STS) was 1. Therefore, it can be concluded that out of 120 respondents, they agreed that imported clothing has unique designs.

5. Classical Assumption Test

5.1 Normality Test

The following are the results of the normality test:

Table 5.1 Normality Test
Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	,069	120	,200*	,988	120	,405

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Source: Data processed in 2025

In the figure above, the significance value for the normality test is 0.200, indicating that the data is normally distributed.

5.2 Multicollinearity Test

The results of the multicollinearity test are as follows:

Table 5.2 Multicollinearity Test

Variabel	Collinerity Statistik		Description
	Tolerance	VIF	
Price (X1)	0,605	1.652	No multicollinearity
Product Quality (X2)	0,600	1.667	
Brand Image (K)	0,690	1.450	

Dependent Variable: Purchase Decision

Source: Data processed in 2025

The tolerance and VIF values in the table above show that the price variable is 0.605 and 1.652, for the product quality variable is 0.600 and 1.667, for the brand image variable is 0.690 and 1.450. Thus, it can be concluded that there is no indication of multicollinearity in the price, product quality, and brand image variables, thus meeting the standards for regression analysis.

5.3 Heteroscedasticity Test

The following are the results of the heteroscedasticity test:

Table 5.3 Heteroscedasticity Test
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	,365	3	,122	2,301	.081 ^b
Residual	6,126	116	,053		
Total	6,491	119			

a. Dependent Variable: Abs_Res

b. Predictors: (Constant), Brand Image, Price, Product Quality

Source: Data processed in 2025

The table above shows that to demonstrate the absence of heteroscedasticity, the significance value must be >0.05 . In this study, the sig. value is 0.81, which means >0.05 . Therefore, it can be concluded that there are no symptoms of heteroscedasticity.

6. Results of Multiple Linear Regression Analysis

The following are the results of the multiple linear regression test:

Table 6.1 Multiple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.342	,291		-1,176	,242
Price	,301	,112	,219	2,684	,008
Product Quality	,345	,087	,324	3,944	,000
Brand Image	,377	,086	,337	4,407	,000

a. Dependent Variable: Purchase Decision

Source: Data processed in 2025

From this data, the regression equation is as follows:

$$Y = -342 + \beta_1(0.301) + \beta_2(0.345) + \beta_3(0.377) + e$$

From the regression equation, it can be explained that:

1. The constant value of -342 indicates that when variables x_1 (price), x_2 (product quality), and k (brand image) have a value of 0, the value of the purchase decision variable will be -342.
2. The table shows that the regression coefficient has a positive value of 0.301. Therefore, if the price variable increases by 1 point, the purchase decision variable will also increase by 0.301.
3. The table shows that the regression coefficient has a positive value of 0.345. So, if the product quality variable increases by 1 point, the purchase decision variable will increase by 0.345.
4. The table shows that the regression coefficient has a positive value of 0.377. This means that if the brand image variable increases by one point, the purchase decision variable will also increase by 0.377.

7. Coefficient of Determination (R^2) Test

The following are the results of the coefficient of determination test:

Table 7.1 Coefficient of Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729 ^a	.531	.519	.4064

a. Predictors: (Constant), Brand Image, Price, Product Quality
Source: Data processed in 2025

The results of the coefficient of determination test indicate that the variables price, product quality, and brand image have an impact on purchasing decisions, as reflected in the Adjusted R Square of 51.9%. Meanwhile, the remaining 48.1% is influenced by additional factors outside the scope of the study.

8. Hypothesis Testing

8.1. F-Test (Model Feasibility)

The following are the results of the F-test:

Table 8.1 F-Test (Model Feasibility)

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	21,726	3	7,242	43,839	.000 ^b
Residual	19,162	116	.165		
Total	40,888	119			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Price, Product Quality
Source: Data processed in 2025

The table shows an F-value of 43.839, with a significance level of $0.000 < 0.05$. This indicates that the research regression model is feasible and applicable.

8.2. t-Test (Partial Test)

The t-test is used to determine whether all independent variables individually influence the dependent variable. Therefore, the t-test, which tests the regression coefficients separately, is used.

The following are the results of the partial hypothesis test:

Table 8.2 t-Test (Partial Test)

Coefficients^a

Model		Sig.
(constant)	-1,176	.242
Price	2,684	.008
Product Quality	3,944	.000
Brand Image	4,407	.000

a. Dependent Variable: Purchase Decision

Source: Data processed in 2025

1. The t-test, with a value of 2.684 and a significance level for the Price (X1) variable of $0.008 < 0.05$, indicates that H_0 is rejected and H_{a1} is accepted. This indicates that the price variable has a significant and positive impact on purchase decisions.

2. The t-test, with a value of 3.944 and a significance value for the product quality variable of $0.000 < 0.05$, indicates that H_{a2} is accepted and H_0 is rejected. This indicates that purchase decisions are significantly and positively influenced by the product quality variable.

3. The t-test, with a value of 4.407 and a significance level for the brand image variable of $0.000 < 0.05$, indicates that H_0 is rejected and H_a is accepted. Therefore, purchase decisions are significantly and positively influenced by the brand image variable.

9. Discussion of Research Findings

9.1 The Influence of Price on Purchase Decisions for Imported Used Clothing

This study shows a positive and significant influence of price on purchasing decisions for clothing products. This is evident from the regression coefficient of 2.684 and a significance value of 0.008, which is < 0.05 . Therefore, the results of the study indicate acceptance of H_{a1} and rejection of H_0 . Therefore, the lower the price offered, the higher the consumer's purchase decision for that product. Price has a significant impact on a person's purchasing decision. Price determines the extent to which it influences a customer's considerations when purchasing a product. In other words, consumer decisions in choosing a product are often influenced by price. The price is determined by the company based on consumer desires or expectations. Price is an important factor in sales transactions. The higher the price of a good or service, the less likely customers are to purchase that good or service, and they tend to seek similar options. Conversely, if the price of a product or service offered is lower, consumers are more likely to purchase and use it and will not seek other options. The findings of this study align with previous studies conducted by ([Ganesha et al., 2020](#)) and ([Pardede et al., 2023](#)), which confirmed that price has a significant positive impact on purchasing decisions for imported used clothing.

9.2 The Influence of Product Quality on Purchase Decisions for Imported Used Clothing

The findings of this study indicate that product quality significantly and positively influences consumers' decisions to purchase imported used clothing at Ay_Thrift and Momo Thrift stores. This is evident from the regression coefficient value of 3.944 and the significance value of $0.000 < 0.05$. Therefore, it can be concluded that H_{a2} is accepted and H_0 is rejected. This means that the better the product quality, the more likely customers are to purchase it. Product quality refers to the ability of a product or service to fulfill its function. A quality product is one that can meet consumer demands and desires, thus encouraging them to purchase it. If a product is of good quality and meets consumers' needs, they will be more likely to purchase it. However, if the product quality is low, consumers will likely be reluctant to purchase it. When making purchasing decisions, customers carefully consider product quality. A quality product provides added value that differentiates it from competitors. Good

quality builds consumer trust, which encourages them to purchase the product. The findings of this study align with previous research conducted by (Tukuboya, 2023) and (Lotulung et al., 2023), which concluded that product quality has a significant positive impact on purchasing decisions for used clothing.

9.3 The Influence of Brand Image on Purchase Decisions for Imported Used Clothing

According to this study, purchasing decisions are significantly and positively influenced by the brand image variable. This is evident from the regression coefficient value of 4.407 and its significance value of $0.000 < 0.05$. Therefore, the better the brand image offered, the higher the consumer's purchasing decision to purchase the product. Brand image is the consumer's opinion of a product. Brand image reflects a product's ability to easily introduce itself to consumers without the need for further explanation. Thrift clothing has a strong brand image in the eyes of consumers, as they tend to choose well-known brands to enhance their social status. With a good brand image, the product has earned consumer trust and must be well-maintained. Thus, brand image has the potential to influence purchasing decisions. The results of this study align with previous research (Savira & Yulianti, 2022), which showed that brand image significantly and positively influences purchasing decisions.

Conclusion

The following conclusions can be drawn from the results of the study entitled "The Influence of Price and Product Quality on Purchase Decisions for Imported Used Clothing in Sampit City":

1. Price has a positive and significant effect on Purchase Decisions for imported used clothing in Sampit City.
2. Product Quality has a positive and significant effect on Purchase Decisions for imported used clothing in Sampit City.

Suggestion

As seen from the analysis conducted in this study, several recommendations for future research are available. One is that future research should broaden its scope by including other variables that can influence purchase decisions, such as discounts and service quality. For future research, it is recommended to maintain a focus on stores selling imported used clothing, but increase and expand the sample size to obtain more comprehensive results.

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