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DECISION IN PURCHASING USED IMPORT CLOTHES IN SURABAYA

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Abstract: *The trend of fashion business development in Surabaya is growing rapidly, not only in new fashion, but also imported secondhand fashion. Although there are still different views on imported used clothes due to health and hygiene factors, there are still people in Surabaya who make use of imported clothes to fulfill their primary needs. The expected goal of this research is to determine the decision to use imported used clothing in Surabaya. Consumers who buy imported used clothes in Surabaya will act as the study population, with an infinite population type and the sample taken from 105 people. The data were collected using a questionnaire which was then tested for validity and reliability. Before testing the hypothesis, a classical assumption test and regression analysis is carried out first. The results show that the decision to use imported used clothing in Surabaya is influenced by lifestyle, product quality and price.*

Keywords: *Lifestyle, product quality, price, purchasing decision, imported used clothes*

1. Introduction

Currently, the clothing trade has undergone a transformation, where economic actors not only trade new clothes as a commodity but also used clothes. This commodity has become a rapidly growing and advancing trend since the nineteenth century. However, this trade has actually existed since the second half of the seventeenth century, according to the extensive exchange records of the used clothing industry among urban residents in the western world (Fitzwater, 2020).

According to Co Data (2018), there are around 2 million to 4 million tons per year of used clothing traded internationally to low- and middle-income markets, valued at around $1.5 Billion to $3.4 Billion, with the main market in the African region. Market research provider Euromonitor International reported that in 2016, the United States constitutes the largest exporter with a value of approximately $575 million, followed by the UK with a value of nearly $482 million and Germany with $394 million. The largest importer was Malaysia with a value of approximately $150 million followed by Russia at $117 million and India at $87 million. Indonesia itself imported used clothes from Malaysia and developed countries such as Korea, Japan and other developed countries with an estimated value of Rp. 42.01 billion (Afriyadi, 2019). The sale of used clothing in Indonesia, both local or imported, has been prohibited by the Law of the Republic of Indonesia Number 8 of 1999, Article 8, Paragraph 2, which regulates consumer protection. This is because used clothing may negatively impact its users by harboring harmful pathogens. This is backed by an official ministerial laboratory test that stated imported used clothes may contain up to 216.000 bacterial colony per gram. However, many consumers ignore this finding (Deny, 2015)

Several studies have been carried out related to the global used clothing phenomenon. Herjanto, et. al (2016) collected 131 academic articles between 1990 and 2014 published from various disciplines. The results show that research on used clothing focuses on the topic of consumption behavior, textile disposal, and issues related to the used clothing trade. The results also show that studies on used clothing are mostly conducted from a consumer's point of view. Wahyu (2018) in his research in

Yogyakarta stated that someone buying used clothes is driven by the need for clothing, income and the clothing brand being sold. Nowadays, the demands of an urban lifestyle, especially teenagers, are getting higher. To urban fashion lovers such as in Surabaya, fulfilling their wants can be expensive depending on the brands involved, especially global and well-known brands. However, high price does not prevent the desire of owning such clothing, especially in today's globalization era where teenagers often want to be seen as fashionable. Thus, buying used clothing represents an alternative way to obtain such desires, with an increased ease of obtaining due to lower price and easier access to shops carrying such items. There are many shops or outlets in Surabaya that offer imported used clothing while maintaining quality and affordable prices, making people feel comfortable using imported used clothes. Based on this background problem, we see it as necessary to study the relationship between lifestyle, product quality and price on the decision to use imported used clothing in Surabaya.

2. Literature Review

2.1 Lifestyle

Lifestyle is related to the habits of an individual; that is, how and what a person likes to live his life and shows his position in society. Sutisna in Luthfianto Dawud (2017) defines a lifestyle as a person's way of life that equates other people in spending time in their activities in terms of pleasure (food, fashion, clothing, family, recreation), work, shopping, sports and other social activities. In this case, lifestyle includes more than just social class or personality.

A subject's lifestyle concerns their shopping and social patterns that are reflected in habits, interactions with other people and daily hobbies (Dwiyantoro, et.al : 2014). Setiawan (2018) states that lifestyle is related to a) how an individual spends their time doing activities, b) what interests are considered the most important, c) how they view themselves and others, d) the characters in their life. Meanwhile, Prasetya (2014) argues that a lifestyle is a consumption pattern that reflects a person's choice of how to spend their time and money. Likewise Setiawan (2014) stated that market researchers who adhere to a lifestyle approach tend to classify consumers based on AIO variables, namely activities, interests, and opinions, as well as the lifestyle indicators presented by Mandey (2009).

2.2 Product Quality

Product quality is the craftsmanship level of a product, where better products mean higher quality. Good product quality will lead to higher consumer satisfaction which leads to more customers, so that goods or serviced providers are pushed to create quality products that fulfill standards and can satisfy consumers. Kotler (2012) states that product quality is one of the factors that determine a given product's value, with good quality being hoped to garner better results and better customer satisfaction. A product's quality, then, represents the product's ability to demonstrate its abilities, such as durability, reliability, precission, dependence on other components, exclusivity, comfort, packaging, shape, color and ease of use. It is no different from the opinion of Assauri (2015) that product quality is a statement of a product's self-ability in carrying out its function as expected and is able to provide more satisfaction for a consumer. This condition cannot be separated from the statement that product quality is the product's ability to demonstrate various functions including durability, reliability, precision, dependence on other components, exclusivity, comfort, packaging, shape, color and ease of use

According to Lupiyoadi (2014), product quality can be defined as the extent to which a product or service can meet its specifications. The consistency of product or service quality can affect the success of a company in terms of customer satisfaction, employee satisfaction and company satisfaction itself. Better product and service quality translates to higher customer satisfaction. Sari (2018) stated that product quality is the sum of the features and characteristics of a product or service that depends on its ability to meet the customers' needs. Products need to have a strong appeal and are able to provide a strong stimulus for consumers to buy products. Untarini (2014) stated that a product's quality consists

of aspects of performance, appearance, reliability, suitability, durability, serviceability, aesthetics and quality offered.

2.3 Price

Price can be interpreted as the nominal that must be paid for a purchase. The price level can be used as a benchmark for the level of quality of an item, due to a common wisdom that higher price directly correlates to better quality and product image, though that is not always the case. Pricing is very important to attain the balance between company cost and consumer-facing prices to obtain the best profits. Price indicators consist of affordability, competitiveness, suitability for quality and suitability for benefits (Widodo, 2016). Sari (2018) argued that price is the amount of money or value that is exchanged by consumers to benefit from ownership or to be charged for a product or service. Ismail (2016) stated that price is the amount of money exchanged for a product or service. Price is the amount of value that consumers exchange for benefits in owning or using goods or services. The indicators used are in accordance with the opinion that price is the amount of money charged for a product or service; the amount of value the customer exchanges for the benefit of owning or using the product or service. Price is the main factor behind product satisfaction and loyalty, because customers will consider whether they will get the maximum benefit from the products they buy.

2.4 Purchasing Decision

Deciding on a purchase is the final act in the consideration of the purchase of goods or services. This consideration is based on the number of determining factors such as product or service factors or usage and ownership factors in the goods or services factors. Purchasing decisions is an approach to solving problems in human activities to buy goods or services in fulfilling their wants and needs in the form of recognition of needs and wants, information search, evaluation of purchasing alternatives, purchasing decisions, and post-purchase behavior. Maftukhan & Handayani (2017) states that decision making by consumers can be said to be a problem solving because in the decision-making process consumers have goals or behaviors that are expected to get satisfaction, which in the end consumers will make decisions which behavior that can be done in order to arrive at these targets.

Purchase decision process is a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternatives that can solve the problem, purchasing decisions, and post-purchase behavior, which begins long before the actual purchase was carried out by consumers (Kotler, 2012). The indicators in this action are determining the product, determining the brand, determining the number of purchases, determining the purchase channel, determining when to buy and how to pay.

2.5 Conceptual Frame and Hypothesis

Our conceptual frame is based on our basic theory as follows:

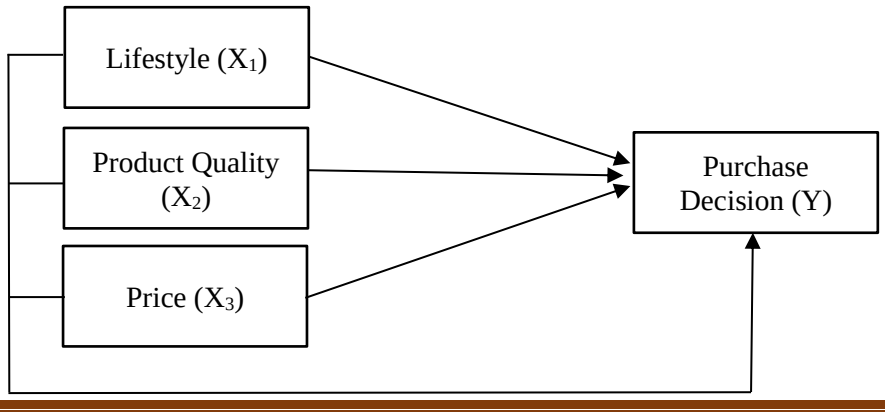


Figure 1: Research Conceptual Framework

Research Hypothesis

From our conceptual framework we may state our hypothesis as follows:

H_1 = Lifestyle, product quality and price partially influence the decision to use imported used clothing in Surabaya

H_2 = Lifestyle, product quality and price simultaneously influence the decision to use imported used clothing in Surabaya.

3. Research Methods

The research method starts from determining the population for sampling. We treat the population as infinite due to being practically unable to determine the true size, then sampled 105 people using Ferdinand's theory (2014), that the sample consists of at least five times the number of parameter variables (indicators) to be used in an infinite study population as shown below:

Table 1. Variable Indicators

No	Variable	Indicator
1	Lifestyle	1) Activity 2) Interest 3) Opinion (Mandey: 2009)
2	Product Quality	1) Performance 2) Appearance 3)Reliability 4) Suitability 5) Durability 6) Serviceability 7) Aesthetics 8) Outward quality (Untarini: 2014)
3	Price	1) Price perception 2) Suitable offered prices 3) Fair pricing 4) Transparency (Ismail, et al., ; 2016)
4	Purchase decision	1) Product decision 2) Brand decision 3) Amount decision 4) Purchase channel decision 5) Purchase time decision 6) Payment type decision Kotler (2012)

The incidental sampling technique was used in sampling and the data were collected using a questionnaire. Data analysis was first carried out by instrument testing, followed by classical assumption testing, multiple regression analysis, hypothesis testing and discussion.

4. Research Results

4.1 Instrument Test

An instrument can be used if the instrument is proven to be valid and reliable. The validity and reliability of an instrument can be determined by testing an instrument. The instrument testing is carried out as follows:

a. Validity Test

The test instrument is valid if during test it obtained a product moment value greater than 0,3. Our instrument validity test obtained the results as follows:

Table 2. Validity Test

Variabel	Item Variabel	r_{table}	Correlation	Sig.	Note
Lifestyle	$X_1.A._1$	0,192	0,830**	0,000	Valid
	$X_1.A._2$		0,816**		
	$X_1.B._1$		0,883**		
	$X_1.B._2$		0,800**		
	$X_1.C._1$		0,819**		
	$X_1.C._2$		0,813**		
Product Quality	$X_2.A._1$	0,192	0,902**	0,000	Valid
	$X_2.A._2$		0,839**		
	$X_2.B._1$		0,756**		
	$X_2.B._2$		0,702**		
	$X_2.C._1$		0,661**		
	$X_2.C._2$		0,686**		
	$X_2.D._1$		0,732**		
	$X_2.D._2$		0,747**		
	$X_2.E._1$		0,766**		
	$X_2.E._2$		0,693**		
	$X_2.F._1$		0,742**		
	$X_2.F._2$		0,775**		
	$X_2.G_1$		0,768**		
	$X_2.G_2$		0,805**		
	$X_2.H._1$		0,752**		
	$X_2.H._2$		0,642**		
Price	$X_3.A._1$	0,192	0,886**	0,000	Valid
	$X_3.A._2$		0,735**		
	$X_3.B._1$		0,809**		
	$X_3.B._2$		0,707**		
	$X_3.C._1$		0,767**		
	$X_3.C._2$		0,718**		
	$X_3.D._1$		0,701**		
	$X_3.D._2$		0,614**		
Purchase Decision	$Y.A._1$	0,192	0,850**	0,000	Valid
	$Y.A._2$		0,805**		
	$Y.B._1$		0,792**		
	$Y.B._2$		0,738**		
	$Y.C._1$		0,761**		
	$Y.C._2$		0,752**		
	$Y.D._1$		0,718**		
	$Y.D._2$		0,754**		
	$Y.E._1$		0,761**		
	$Y.E._2$		0,740**		
	$Y.F._1$		0,801**		
	$Y.F._2$		0,784**		

Sumber : *Output* SPSS IMB 25

From the output results we discover that the test produced the product moment correlation coefficient value of ≥ 0,3 and r_{table} (0,192). Thus, the instrument is declared as valid and cleared for the next test

b. Reliability Test

An instrument is valid if it obtained an alpha Cronbach value of > 0,6. Our reliability test results are as follows:

Table 3. Variable Reliability Test

Variable	Alpha Cronbach	Critical Value	Note
Lifestyle	0,905	0,6	Reliable
Product Quality	0,948		
Price	0,882		

Purchase Decision	0,938

Source: *Output* SPSS IBM 25 Reliability Test, processed

From the output results we discover that the test produced the alpha Cronbach value of > 0,6. Thus, the instrument is declared as reliable and cleared for the next test.

4.2. Classical Assumption Test

The classical assumption test results are as follows:

Table 4. Classical Assumption Test

Classical Assumption Test	Results	Note
Normality test	Asymp. Sig = 0,069	Normal distribution
Multicollinearity test		
• Lifestyle (X_1)	*Tolerance* = 0,755 VIF = 1,325	No multicollinearity
• Product quality (X_2)	*Tolerance* = 0,717 VIF = 1,395	
• Price (X_3)	*Tolerance* = 0,609 VIF = 1,643	
Heteroscedasticity test		
• Attached Scatterplot	No obvious dot pattern spread	No heteroscedasticity
• Glejser test	Sig. = 0,869	
• Lifestyle (X_1)	Sig. = 0,707	No heteroscedasticity
• Product quality (X_2)	Sig. = 0,731	
• Price (X_3)		
Autocorrelation test	DW = 1,975	No autocorrelation

Source: Output SPSS IBM 25 Classical Assumption Test, processed

From the results we discover as follows:

a. Normality Test

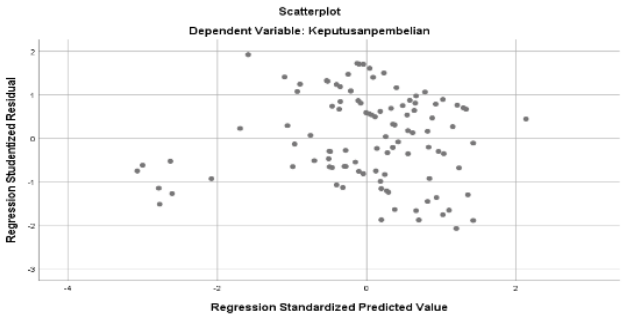
This test checks if the obtained data has an abnormal distribution or not, with the requirements for normal distribution if the sig value > 0.05. The test obtained a sig value of 0.069, thus the data has been declared as normally distributed and is feasible for further testing.

b. Multicollinearity Test

The multicollinearity test aims to determine the absence of correlation between independent variables in the regression model. The requirements for the multicollinearity test are VIF ≤ 10 and a tolerance of ≥ 0.1. The multicollinearity test results for lifestyle (VIF = 1.071, tolerance = 0.755), product quality (VIF = 1.395, tolerance = 0.717) and price (VIF = 1.643, tolerance = 0.609) each shows a VIF value below 10 and tolerance value below 0.1 The results obtained indicate that all have a VIF value below 10 and a tolerance value above 0.1. Thus the data has been declared as having no multicollinearity and is feasible for further testing

c. Heteroscedasticity Test

This test checks for similarities between each regression results. The test is divided into scatterplot test and Glejser test with the results as follows



Source: *Output* SPSS IBM 25 Heteroscedasticity test, processed
Figure 2: Scatterplot Test

The scatterplot test requirements are if the data has a spread under or around the Y axis. From the scatterplot results we infer that the data is very spread apart, therefore no heteroscedasticity occurs.

The Glejser test requirements are if the significance value > 0,05. From the Glejser test the sig value was > 0,05, therefore no heteroscedasticity occurs and is feasible for further testing

d. Autocorrelation Test

Autocorrelation test checks if the data has a correlation between one observation and another on the regression model residuals. The requirement for passing is to have a Durbin-Watson (DW) test result between -2 and +2. Based on the Durbin-Watson (DW) testing, the results (DW) were valued at 1.975. Thus, autocorrelation does not occur and passes the next test.

4.3. Multiple Linear Regression Analysis

This test checks if the free variable was able to influence the bound variables. The requirements for passing is to have r > α, passing Ho, or the reverse of r < α, then rejecting Ho. The results of the test are as follows:

Table 5. Multiple linear regression analysis

Variable	*Unstandardized Coefficients* (B)	t_{test}	Sig.	Note
Constant	12,621	2,494	0,014	Significant
Lifestyle (X_1)	0,641	3,647	0,000	
Product Quality (X_2)	0,148	2,002	0,48	
Price (X_3)	0,347	2,040	0,044	
R Square		= 0, 349		
R		= 0, 591[a]		
Sig. F		= 0,000[b]		
F_{test}		= 18,040		
A		= 0,05		
Note: Data amount		: 105 Respondents		
Dependent variable		: Purchase decision (Y)		

Source: Output SPSS IBM 25, Double Linear Regression Test, processed

The test results in the r value of 0,000, thus implying r < α = 0,000 < 0,05 and rejecting Ho. This shows that there is a relationship between the variables. The regression formula derived from the test are as follows:

Y = 12,621 + 0,641Lifestyle + 0,148 Product Quqlity + 0,347 Price

The constant (α) of 12,621 means if the free variable = 0 then the bound variable value is 12,621, assuming other variables being static. The lifestyle regression coefficient of 0,641 shows that the purchase decision is influenced by lifestyle positively in one direction. If the lifestyle value increases by 1 point then the purchase decision also increases by 0,641.

The product quality regression coefficient of 0,148 shows that the purchase decision is influenced by product quality positively and in one direction. If the product quality value increases by 1 point then the purchase decision also increases by 0,148.

The price regression coefficient of 0,347 shows that the purchase decision is influenced by product quality positively and in one direction. If the price value increases by 1 point then the purchase decision also increases by 0,347.

The correlation coefficient (R) in variables X and Y of 0,591 shows that the relation between X and Y are adequate, fitting with the theory of Siregar (2017) where if R equals 0,40 – 0,599 then the inter-coefficient correlation interpretation is considered adequate. The determination coefficient R-Square of 0,349 or 34,9% shows the influence of free variables to the bound variables.

4.4. Hypothesis test

The hypothesis test checks for the truth of the hypothesis against the presented problems. The test encompasses the t test and the f test as follows:

Table 6. t Test

Model	T_{tabel}	T_{hitung}	Sig.
Constant		2,494	0,014
Lifestyle (X_1)		3,674	0,000
Product Quality (X_2)	1,983	2,002	0,048
Price (X_3)		2,040	0,044

Source: *Output* SPSS IBM 25, Double Linear Regression Test, processed

Table 7. F Test

Model	F_{tabel}	F_{hitung}	Sig.
Regression	2,69	18,040	0,000[b]

Source: *Output* SPSS IBM 25, Double Linear Regression Test, processed

The hypothesis test is explained as follows:

1. Hypothesis test (H_1)

The *t-test* outputs t_{test} for the lifestyle variable of 3,674, the product quality variable of 2,002, and for the price variable of 2,040. Each is higher than t_{table} (1,983), thus proving that the purchasing decisions are partially influenced by lifestyle, product quality, and price, and thus proving the truth of the hypothesis.

2. Hypothesis test (H_2)

The f-test outputs f_{table} value of 2,69 and $F_{test}$of 18,040, thus proving $F_{table} < F_{test}$, thus proving the truth of H_2. This proves that purchasing decisions are simultaneously influenced by lifestyle, product quality, and price, and thus proving the truth of the hypothesis.

5. Discussion

The first hypothesis H_1 states that purchasing decisions are partially influenced by lifestyle, product quality, and price. The *t-test* outputs t_{test} for the lifestyle variable of 3,674 with sig < 0,000, the product quality variable of 2,002 with sig < 0,044, and for the price variable of 2,040 with sig < 0,000. Each is higher than t_{table} (1,983) and sig < 0,05, thus proving the influence of free variables to the purchase decision. Similar results are also shown by Devy & Susanta (2014) with lifestyle influencing purchase decision, Sarfina (2016) with product quality partially influencing purchase decision, and Faedah (2016) with price partially influencing purchase decision. The results support Setiadi (2003), where in decising a purchase a consumer will be influenced by lifestyle, activities, interests and opinions, and Kotler (2012). Where the attribute hierarchy of quality, price and brand are capable of influencing the purchase decision.

The second hypothesis states that purchasing decisions are simultaneously influenced by lifestyle, product quality, and price. The f-test outputs F_{test} = 18,040, F_{table} = 2,69 and sig = 0,000. F_{test} is larger than f_{tabel} and Sig < 0,05, thus supporting Silalahi, (2018) where the product quality and price influences the purchase decision.

6. Conclusion

In accordance with the test results, it can be seen clearly if all variables have a t-count value greater than t table (1.983) and a significance value less than 0.05. Therefore it can be stated if the independent variables used have an impact on the decision to use imported used clothing, it can be concluded that:

1. Lifestyle significantly influences a person's decision to buy imported used clothes in Surabaya.
2. Product quality significantly influences a person's decision to buy imported used clothes in Surabaya
3. Prices significantly influence the decision to buy imported used clothing in Surabaya

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