

**PENGARUH CITRA MEREK DAN KUALITAS PRODUK
TERHADAP KEPUTUSAN PEMBELIAN PAKAIAN BEKAS *THRIFTING*
(Studi Pada Konsumen Pakaian *Thrift*ing Di Kota Denpasar)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek dan kualitas produk terhadap keputusan pembelian pakaian bekas *thrift*ing pada konsumen di Kota Denpasar. Penelitian menggunakan pendekatan kuantitatif dengan desain penelitian asosiatif kausal. Data penelitian diperoleh melalui penyebaran kuesioner kepada 97 responden yang merupakan konsumen pakaian *thrift*ing di Pasar Kreneng, Pasar Badung, dan Pasar Becing-Becing Marlboro Kota Denpasar. Teknik pengambilan sampel menggunakan non probability sampling dengan pendekatan *cluster sampling*. Analisis data dilakukan menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa 1) citra merek berpengaruh terhadap keputusan pembelian pakaian bekas *thrift*ing, 2) kualitas produk berpengaruh terhadap keputusan pembelian pakaian bekas *thrift*ing, dan 3) citra merek dan kualitas produk secara simultan berpengaruh terhadap keputusan pembelian pakaian bekas *thrift*ing pada konsumen di Kota Denpasar. Hasil penelitian ini menunjukkan bahwa konsumen mempertimbangkan citra merek dan kualitas produk sebelum melakukan pembelian pakaian *thrift*ing. Berdasarkan hasil tersebut, disarankan agar pelaku usaha *thrift*ing meningkatkan citra merek produk serta menjaga kualitas pakaian yang dijual agar mampu meningkatkan keputusan pembelian konsumen secara berkelanjutan.

Kata-kata kunci: citra merek, kualitas produk, keputusan pembelian, *thrift*ing

**THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON THE
PURCHASE DECISION OF SECOND-HAND THRIFT CLOTHING
(A Study of Thrift Clothing Consumers in Denpasar City)**

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ABSTRACT

This study aims to examine the influence of brand image and product quality on the purchase decisions of second-hand thrift clothing among consumers in Denpasar City. The research employed a quantitative approach with a causal associative research design. The data were collected through questionnaires distributed to 97 respondents who were consumers of thrift clothing at Kreneng Market, Badung Market, and Becing-Becing Marlboro Market in Denpasar City. The sampling technique used was non-probability sampling with a cluster sampling approach. The data were analyzed using multiple linear regression analysis. The results of the study indicate that: (1) brand image has a significant influence on the purchase decisions of second-hand thrift clothing; (2) product quality has a significant influence on the purchase decisions of second-hand thrift clothing; and (3) brand image and product quality simultaneously have a significant influence on the purchase decisions of second-hand thrift clothing among consumers in Denpasar City. These findings suggest that consumers consider both brand image and product quality before purchasing thrift clothing. Based on these results, it is recommended that thrift business operators strengthen the brand image of the products they offer and maintain the quality of the clothing sold in order to sustainably enhance consumers' purchase decisions.berkelanjutan.

Keywords: brand image, product quality, purchase decision, thrift clothing