
The Influence of Digital Marketing Strategy, Product Quality, and Price on Purchase Decisions for Imported Second-Hand Clothing

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Abstract: The growing popularity of imported second-hand clothing (thrifting) has been driven by digitalization, shifting consumer lifestyles, and increasing awareness of affordable and sustainable fashion, leading to changes in consumer purchasing behavior. This study aims to examine the influence of digital marketing strategy, product quality, and price on consumers' purchase decisions at OB Second Cirebon. A quantitative approach was employed using a survey method, with data collected through structured questionnaires distributed to consumers who had purchased products within the past year. The sample was determined using purposive sampling based on specific criteria relevant to the study. Data analysis was conducted using multiple linear regression supported by SPSS, preceded by validity, reliability, and classical assumption tests, as well as hypothesis testing using t-test and F-test. The results indicate that digital marketing strategy, product quality, and price have a positive and significant effect on purchase decisions, both individually and simultaneously. Among these variables, product quality emerges as the most influential factor in shaping consumer decisions. These findings suggest that optimizing digital marketing activities, maintaining consistent product quality, and setting appropriate pricing strategies are essential for enhancing consumer purchase decisions and supporting the growth of the thrift fashion industry.

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INTRODUCTION

In recent years, attention toward the consumption of imported second-hand clothing (thrifting) has increased significantly, particularly alongside the development of social media, e-commerce platforms, and the digitalization of the fashion retail sector. Second-hand clothing is no longer seen solely as an economical alternative but is increasingly considered part of a lifestyle that reflects environmental awareness, individuality, and preferences for sustainable fashion (Prisco, 2025). Koay et al. (2022) emphasize that the intention to purchase second-hand clothing is influenced by a combination of product quality, promotion, and price, making digital marketing strategies and pricing important variables in global consumer behavior. In Indonesia, the thrifting trend has grown alongside the emergence of various local thrift shops that utilize social media as a promotional and sales channel (Sari et al., 2024).

The growth of thrifting in Indonesia is also driven by increasing awareness of the negative environmental impacts of fast fashion. Horn et al. (2025) state that consumers are increasingly motivated to choose second-hand clothing in order to reduce textile



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waste and the environmental impact of mass production. This development is supported by the ease of digital access through social media and online marketplaces, which allow consumers to obtain various second-hand clothing options quickly and conveniently. Bendidi & Develi (2023) highlight that digital marketing, including the use of influencers and creative content on social media, can increase consumer awareness and purchase interest in second-hand products. (Hanifah, 2024) also found that brand image and digital marketing strategies enhance purchase intentions for local fashion products, which is relevant for thrift businesses in Indonesia.

In addition to digital marketing strategies, product quality is a crucial factor influencing the purchase decisions of second-hand clothing. Consumers assess quality based on the physical condition, materials, durability of the product, and trust in the seller (Naufal et al., 2025). Mintawati et al. (2024) emphasize that perceived quality influences consumers' switching behavior from new clothing to second-hand clothing. Vicamara et al. (2023) add that product quality is one of the main determinants in the purchase of second-hand clothing in local markets. Therefore, product quality cannot be separated from marketing strategies, as consumers tend to purchase products when they are confident about the condition and durability of the items offered.

Price is also an important variable influencing second-hand clothing purchase decisions. Santang & Subongkod (2023) found that affordable prices are a major factor encouraging consumers to switch from new clothing to second-hand clothing. Naufal et al. (2025) further explain that competitive pricing combined with digital promotions can significantly increase purchase interest. This indicates that price and product quality interact with digital marketing strategies to shape consumer purchase decisions, making research that integrates these three variables highly relevant.

In addition to product quality, price, and digital marketing strategies, social media now plays a crucial role in shaping consumer behavior toward imported second-hand clothing. Consumers not only consider physical quality and price but are also influenced by recommendations, reviews, and creative content on digital platforms (Bendidi & Develi, 2023). Chaffey & Ellis-Chadwick (2022) show that interactions through social media increase consumer engagement and build positive perceptions of second-hand products, thereby encouraging purchase intentions. Therefore, understanding the integration of digital strategies, product quality, price, and social media influence is important in examining how purchase decisions for imported second-hand clothing are formed in local markets.

Although various studies have discussed individual factors such as quality, price, or consumer behavior toward second-hand clothing, research that examines these three variables simultaneously is still limited. Meiliya (2025) examined thrift shop marketing strategies in Surabaya but did not combine product quality and price within a single research model. Arinda et al. (2025) emphasize the need for research that integrates these factors to better understand consumer behavior comprehensively. This indicates a significant research gap in the context of thrift businesses in Indonesia, particularly in medium-sized cities such as Cirebon.

This study is important because it places the three variables digital marketing strategy, product quality, and price within a single research framework aimed at analyzing purchase decisions for imported second-hand clothing. By integrating these factors, the study is expected to provide empirical insights into how thrift business actors can design effective strategies, improve product quality, and determine appropriate pricing to attract consumers. The findings can also help local thrift businesses compete in the digital era, where consumers are increasingly critical of product quality, pricing, and digital interaction with brands.

From an academic perspective, this study is expected to expand the development of consumer behavior theory and digital marketing strategies, particularly in the context of second-hand clothing in Indonesia. This research enriches the thrifting literature by The Influence of Digital Marketing Strategy, Product Quality, and Price on Purchase Decisions for Imported Second-Hand Clothing

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integrating three major variables that are rarely examined simultaneously (Koay et al., 2022; Sari et al., 2024). From a practical perspective, the study provides implications for thrift business owners, particularly OB.Second Cirebon, to design effective digital marketing strategies, maintain product quality to remain attractive to consumers, and set prices that align with consumers' perceived value. This approach is expected to increase purchase decisions, customer loyalty, and the competitiveness of thrift businesses in local markets.

Therefore, this research is relevant both theoretically and practically. The case study of OB.Second Cirebon provides concrete empirical insights into consumer behavior toward imported second-hand clothing in Indonesia, particularly within the context of a growing sustainable fashion market. This study highlights how digital marketing strategies, product quality, price, and social media interactions along with the emerging role of digital trust shape consumer purchase decisions in thrift shopping. By focusing on consumers in a local market such as Cirebon, this research offers contextualized evidence that reflects real purchasing behavior in developing urban areas.

The novelty of this study lies in its integrated examination of key marketing variables within the specific context of imported second-hand clothing consumers in Indonesia, a segment that remains underexplored in prior studies. Furthermore, this research contributes to the literature on sustainable fashion consumption by emphasizing the behavioral dynamics of thrift consumers and the importance of digital trust in influencing online purchase decisions. In addition, it provides localized empirical evidence from Cirebon, which enriches the understanding of consumer behavior beyond major metropolitan areas. Thus, this study not only advances theoretical development in marketing and consumer behavior but also offers practical implications for thrift businesses to enhance competitiveness and adapt to evolving digital and sustainability trends (Vicamara et al., 2023; Wiedmann et al., 2021).

LITERATURE REVIEW

The Effect of Digital Marketing Strategy on Purchase Decision

Digital marketing strategy has become an essential tool for influencing consumer behavior in the digital economy, as it enables firms to communicate product value effectively through various online platforms (Dwivedi et al., 2023). From the perspective of consumer behavior theory, digital channels such as social media, online advertising, and interactive content facilitate information accessibility and shape consumers' attitudes toward a brand. Empirical studies generally confirm that digital marketing activities positively affect purchase decisions by enhancing engagement, brand awareness, and trust through continuous interaction (Alalwan, 2022). However, prior findings are not always consistent, as some studies report weaker or insignificant effects due to differences in market characteristics, levels of digital literacy, and the type of products being marketed. In particular, products that require direct physical inspection often reduce the effectiveness of digital marketing compared to products that are easily evaluated online.

This study extends earlier models by integrating digital marketing strategy with product quality and price in a single framework to provide a more comprehensive explanation of purchase decisions. Unlike many previous studies that focus on new products or general e-commerce contexts, this research specifically examines imported second-hand clothing, where uncertainty regarding product condition is relatively high. As highlighted in prior research, digital marketing not only influences awareness but also plays a role in shaping consumer trust and perceived value (Kannan & Li, 2021). Therefore, in the context of thrift shopping, digital marketing must function as a trust-

building mechanism through transparent information, authentic visuals, and responsive communication. The second-hand clothing market requires separate investigation because consumer decisions are more sensitive to perceived risk, making digital interaction a critical determinant in reducing uncertainty and encouraging purchase decisions.

H1: Digital marketing strategy has a positive and significant effect on purchase decisions of imported second-hand clothing among consumers of OB.Second Cirebon.

The Effect of Product Quality on Purchase Decision

Product quality plays a crucial role in shaping consumer perceptions and determining whether consumers decide to purchase a product, as it directly reflects the value and benefits expected by buyers (Rachmawati & Suroso, 2024). Consumers typically evaluate product attributes such as durability, physical condition, functionality, and reliability before making a purchase decision. Prior studies indicate that high product quality significantly enhances consumer confidence and reduces uncertainty, thereby increasing the likelihood of purchase decisions (Pham et al., 2021). However, empirical findings are not always consistent, as some studies suggest that in price-sensitive markets, consumers may prioritize affordability over quality considerations. This variation indicates that the influence of product quality may depend on the type of product, consumer characteristics, and market context.

This study extends previous research by examining product quality within the context of imported second-hand clothing, where quality assessment becomes more complex and subjective. Unlike new products, second-hand items involve higher uncertainty regarding wear, defects, and usability, making quality perception a critical determinant in decision-making. According to perceived value theory, consumers weigh the benefits obtained from product quality against the monetary and non-monetary costs incurred (Zeithaml, 2022). Therefore, in the thrift market, product quality must not only meet functional expectations but also align with consumers' perceptions of value and sustainability. The second-hand clothing market requires separate investigation because consumers rely heavily on cues such as visual presentation, product descriptions, and prior experiences to evaluate quality, which ultimately influences their purchase decisions.

H2: Product quality has a positive and significant effect on purchase decisions of imported second-hand clothing among consumers of OB.Second Cirebon.

The Effect of Price on Purchase Decision

Price is one of the most important determinants in consumer decision-making because it represents the monetary sacrifice that consumers must make to obtain a product (Adhiyani & Winarni, 2025). Consumers typically evaluate price by comparing it with perceived benefits and alternative options available in the market. Empirical evidence shows that price perception significantly influences purchase decisions, particularly when consumers perceive the price as fair and aligned with product quality (Nguyen et al., 2022). However, previous studies have reported mixed results, as some findings indicate that in certain contexts such as premium or niche markets price may signal quality rather than act as a limiting factor. This suggests that the role of price may vary depending on consumer preferences, income levels, and the type of product being evaluated.

This study extends prior research by examining price within the context of imported second-hand clothing, where affordability and value perception are highly relevant to

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consumer behavior (Naufal et al., 2025). Unlike new products, second-hand clothing consumers are more sensitive to price fairness because they consider both product condition and uniqueness in their evaluation process. According to price fairness theory, consumers are more likely to make a purchase when they perceive that the price reflects a reasonable exchange for the benefits received (Hanaysha, 2021). In the thrift market, price not only serves as a cost factor but also interacts with perceived quality and digital information to shape overall value perception. Therefore, the second-hand clothing market requires separate investigation, as consumers tend to balance price, quality uncertainty, and perceived uniqueness when making purchase decisions.

H3: Price has a positive and significant effect on purchase decisions of imported second-hand clothing among consumers of OB.Second Cirebon.

The Simultaneous Effect of Digital Marketing Strategy, Product Quality, and Price on Purchase Decision

Consumer purchase decisions are generally influenced by multiple marketing factors that interact simultaneously to shape perceptions and behavior, rather than by a single variable in isolation (Trimalika & Iftikad, 2023). In contemporary marketing contexts, digital promotion, product quality, and price function as an integrated set of stimuli that collectively influence consumer evaluation processes. Empirical evidence suggests that the combination of effective digital marketing communication, high product quality, and appropriate pricing significantly enhances consumer purchase decisions (M. M. Rahman et al., 2023). Nevertheless, previous studies have reported varying results regarding the relative strength of each factor, as differences in product type, market structure, and consumer characteristics can alter their combined impact. This indicates that the interaction among these variables must be understood within a specific market context to produce more accurate conclusions.

This study extends prior research by simultaneously examining digital marketing strategy, product quality, and price within the context of imported second-hand clothing, where consumer decision-making tends to be more complex (Mintawati et al., 2024). Unlike conventional retail markets, thrift consumers must evaluate not only price and quality but also uncertainty regarding product condition and seller credibility. From an integrated marketing strategy perspective, purchase decisions occur when perceived value, promotional communication, and price fairness are aligned with consumer expectations (Kotler & Keller, 2021). In this context, digital marketing also plays a role in reducing perceived risk and strengthening trust, which becomes particularly important in second-hand transactions. Therefore, the second-hand clothing market requires separate investigation, as the simultaneous interaction of these variables operates differently compared to new product markets.

H4: Digital marketing strategy, product quality, and price simultaneously have a positive and significant effect on purchase decisions of imported second-hand clothing among consumers of OB.Second Cirebon.

METHODS

This study employs a quantitative approach with a causal associative research design to analyze the influence of digital marketing strategy, product quality, and price on consumer purchase decisions (Creswell & Creswell, 2022). The research was conducted at OB.Second Cirebon, a thrift shop business specializing in imported second-hand clothing in Cirebon, Indonesia. The study focuses on consumers who have previously purchased products from the store, as they are considered capable of

providing relevant insights into purchasing decisions. The selection of this location is based on its representation of a growing thrift business that actively utilizes digital marketing strategies in promoting its products.

The data used in this study consist of both primary and secondary sources (Hair et al., 2021). Primary data were collected through a structured questionnaire distributed to consumers who met the sampling criteria, namely those who had purchased imported second-hand clothing within the last year. The questionnaire employed a five-point Likert scale, ranging from strongly disagree to strongly agree, to measure respondents' perceptions of the research variables. The sampling technique applied was purposive sampling, resulting in a total of 200 respondents. The demographic profile of respondents includes variations in gender, age groups, and occupations, providing a more comprehensive representation of consumer characteristics in the study. Meanwhile, secondary data were obtained from academic journals, books, and previous studies to support the theoretical framework and provide empirical context for the research.

The data analysis technique used in this study is multiple linear regression analysis to examine the effects of digital marketing strategy, product quality, and price on purchase decisions, both partially and simultaneously. Prior to conducting the main analysis, validity and reliability tests were performed to ensure the accuracy of the measurement instruments. In addition, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure that the regression model met statistical requirements. Hypothesis testing was carried out using t-tests, F-tests, and the coefficient of determination (R^2) with a significance level of 5%. All statistical analyses were performed using SPSS software to ensure accuracy and reliability in data processing and interpretation.

RESULTS AND DISCUSSION

The descriptive analysis of respondents aims to provide an overview of consumer perception of the variables of Digital Marketing Strategy (X1), Product Quality (X2), Price (X3), and Purchase Decision (Y). Data was obtained from 200 Thrifting OB consumer respondents. Second Cirebon who filled out a research questionnaire with a Likert scale of 1–5.

Table 1. Descriptive Statistics of Digital Marketing Strategies (X1)

No.	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	200	2	5	4,22	0,60
X1.2	200	2	5	4,19	0,63
X1.3	200	3	5	4,26	0,57
X1.4	200	2	5	4,14	0,65
X1.5	200	3	5	4,31	0,54
X1.6	200	2	5	4,17	0,62
X1.7	200	3	5	4,28	0,56
X1.8	200	2	5	4,12	0,68
X1.9	200	3	5	4,25	0,58
X1.10	200	2	5	4,20	0,61
Mean X1				4,21	

Source: Data that has been processed by the author (2026)

Based on Table 1, the digital marketing strategy variable has a mean of 4.21 (good), indicating effective implementation and consistent consumer perceptions.

Table 2. Product Quality Descriptive Statistics (X2)

No.	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	200	3	5	4,33	0,55
X2.2	200	3	5	4,29	0,58
X2.3	200	2	5	4,21	0,62
X2.4	200	3	5	4,36	0,51
X2.5	200	3	5	4,31	0,53
X2.6	200	2	5	4,19	0,65
X2.7	200	3	5	4,34	0,54
X2.8	200	2	5	4,23	0,59
X2.9	200	3	5	4,30	0,56
X2.10	200	3	5	4,32	0,52
Rata-rata X2				4,29	

Source: Data that has been processed by the author (2026)

Table 2 shows that the product quality variable has an average of 4.29 (excellent), indicating that consumers perceive the products as high quality and a key factor influencing positive perceptions.

Table 3. Price Descriptive Statistics (X3)

No.	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	200	2	5	4,11	0,67
X3.2	200	2	5	4,06	0,70
X3.3	200	3	5	4,19	0,59
X3.4	200	2	5	4,02	0,72
X3.5	200	3	5	4,16	0,61
X3.6	200	2	5	4,09	0,68
X3.7	200	3	5	4,21	0,58
X3.8	200	2	5	4,03	0,71
X3.9	200	3	5	4,13	0,64
X3.10	200	2	5	4,08	0,69
Rata-rata X3				4,11	

Source: Data that has been processed by the author (2026)

Based on Table 3, the price variable has an average of 4.11 (good), indicating that consumers perceive the price as affordable and aligned with the product quality.

Table 4. Descriptive Statistics of Purchase Decisions (Y)

No.	N	Minimum	Maximum	Mean	Std. Deviation
Y1	200	3	5	4,27	0,56
Y2	200	3	5	4,31	0,54
Y3	200	2	5	4,19	0,61
Y4	200	3	5	4,33	0,53
Y5	200	3	5	4,29	0,55
Y6	200	2	5	4,21	0,60
Y7	200	3	5	4,36	0,51
Y8	200	2	5	4,23	0,59
Y9	200	3	5	4,32	0,54
Y10	200	3	5	4,30	0,55
Rata-rata Y				4,28	

Source: Data that has been processed by the author (2026)

Table 4 shows that the purchase decision variable has an average of 4.28 (very good), indicating high consumer confidence, satisfaction, and a tendency for repeat purchases. Validity tests ensure that each questionnaire item accurately measures the

studied variables, while reliability tests assess the consistency of the research instrument.

Table 5. Results of Digital Marketing Strategy Validity Test (X1)

Item	r-count	r-table	Description
X1.1	0,612	0,138	Valid
X1.2	0,584	0,138	Valid
X1.3	0,641	0,138	Valid
X1.4	0,569	0,138	Valid
X1.5	0,658	0,138	Valid
X1.6	0,592	0,138	Valid
X1.7	0,635	0,138	Valid
X1.8	0,548	0,138	Valid
X1.9	0,621	0,138	Valid
X1.10	0,603	0,138	Valid

Source: Data that has been processed by the author (2026)

Based on Table 5, all items in the digital marketing strategy variable have r-count values greater than r-table (0.138), indicating that they are valid and accurately measure the construct.

Table 6. Product Quality Validity Test Results (X2)

Item	r-count	r-table	Description
X2.1	0,672	0,138	Valid
X2.2	0,645	0,138	Valid
X2.3	0,598	0,138	Valid
X2.4	0,689	0,138	Valid
X2.5	0,661	0,138	Valid
X2.6	0,574	0,138	Valid
X2.7	0,684	0,138	Valid
X2.8	0,606	0,138	Valid
X2.9	0,653	0,138	Valid
X2.10	0,671	0,138	Valid

Source: Data that has been processed by the author (2026)

Table 6 shows that all product quality items have r-count values greater than the r-table, indicating they are valid and suitable for measuring product quality.

Table 7. Price Validity Test Results (X3)

Item	r-count	r-table	Description
X3.1	0,563	0,138	Valid
X3.2	0,548	0,138	Valid
X3.3	0,602	0,138	Valid
X3.4	0,531	0,138	Valid
X3.5	0,589	0,138	Valid
X3.6	0,557	0,138	Valid
X3.7	0,618	0,138	Valid
X3.8	0,540	0,138	Valid
X3.9	0,594	0,138	Valid
X3.10	0,566	0,138	Valid

Source: Data that has been processed by the author (2026)

Based on Table 7, all price items have r-count values greater than the r-table, indicating they are valid and accurately measure price perception.

Table 8. Results of the Purchase Decision Validity Test (Y)

Item	r-count	r-table	Description
Y1	0,648	0,138	Valid
Y2	0,671	0,138	Valid
Y3	0,602	0,138	Valid
Y4	0,684	0,138	Valid
Y5	0,659	0,138	Valid
Y6	0,614	0,138	Valid
Y7	0,693	0,138	Valid
Y8	0,621	0,138	Valid
Y9	0,667	0,138	Valid
Y10	0,655	0,138	Valid

Source: Data that has been processed by the author (2026)

Table 8 shows that all purchase decision items have r-count values greater than the r-table, indicating they are valid and suitable for measuring purchase decisions.

Table 9. Construct Reliability and Validity Test Results

Variable	Number of Items	Cronbach's Alpha	Description
Digital Marketing Strategy (X1)	10	0,872	Reliable
Product Quality (X2)	10	0,891	Reliable
Price (X3)	10	0,854	Reliable
Purchase Decisions (Y)	10	0,903	Reliable

Source: Data that has been processed by the author (2026)

Based on Table 9, all variables have Composite Reliability values above 0.70 and AVE above 0.50, indicating good reliability and that all constructs meet convergent validity. The classical assumption test was conducted to ensure that the multiple linear regression model meets basic assumptions, producing unbiased and accurate results, including tests of normality, multicollinearity, and heteroscedasticity.

Table 10. Normality Test Results (Kolmogorov–Smirnov)

Description	Value
N	200
Kolmogorov–Smirnov Z	0,067
Asymp. Sig. (2-tailed)	0,200

Source: Data that has been processed by the author (2026)

Based on Table 10, the Asymp. Sig. (2-tailed) value is 0.200 (>0.05), indicating that the residuals are normally distributed and the normality assumption is met.

The multicollinearity test assesses correlations among independent variables using Tolerance and VIF, with no multicollinearity indicated if Tolerance > 0.10 and VIF < 10 .

Table 11. Multicollinearity Test Results

Variable Independen	Tolerance	VIF	Description
Digital Marketing Strategy (X1)	0,621	1,610	Multicollinearity does not occur
Product Quality (X2)	0,584	1,712	Multicollinearity does not occur
Price (X3)	0,659	1,518	Multicollinearity does not occur

Source: Data that has been processed by the author (2026)

Table 11 shows that all independent variables have Tolerance > 0.10 and VIF < 10 , indicating no multicollinearity and that the regression model is feasible.

The heteroscedasticity test, using the Glejser method, assesses residual variance, where a significance value > 0.05 indicates no heteroscedasticity.

Table 12. Heteroscedasticity Test Results

Variable Independen	Sig.	Description
Digital Marketing Strategy (X1)	0,318	Heteroscedasticity does not occur
Product Quality (X2)	0,254	Heteroscedasticity does not occur

Source: Data that has been processed by the author (2026)

Based on Table 12, all independent variables have a significance value greater than 0.05. Thus, it can be concluded that the regression model does not experience heteroscedasticity and meets the assumption of homoscedasticity.

Multiple linear regression analysis was used to determine the influence of Digital Marketing Strategy (X1), Product Quality (X2), and Price (X3) on Purchase Decision (Y) in Thrifting OB consumers. Second Cirebon. The test was carried out through the t-test (partial), the F test (simultaneous), and the determination coefficient (R^2) test with a significance level of 5% ($\alpha = 0.05$). The first step is the t-test which is used to determine the influence of each independent variable partially on the dependent variable.

Table 13. Test Results t

Variable	B	Std. Error	t-hitung	Sig.	Description
Konstanta	3,214	0,842	3,817	0,000	—
Digital Marketing Strategy (X1)	0,214	0,054	3,963	0,000	Significant
Product Quality (X2)	0,356	0,061	5,836	0,000	Significant
Price (X3)	0,198	0,057	3,474	0,001	Significant

Source: Data that has been processed by the author (2026)

Based on Table 13, the Digital Marketing Strategy (X1) variable has a significance value of $0.000 < 0.05$, so it has a positive and significant effect on purchasing decisions. The Product Quality Variable (X2) also showed a positive and significant influence with a significance value of $0.000 < 0.05$ and was the variable with the most dominant influence. Furthermore, the Price variable (X3) has a significance value of $0.001 < 0.05$, which means that it has a positive and significant effect on the purchase decision.

Based on the results of data processing using SPSS, the regression equation is obtained as follows:

$$Y = 3,214 + 0,214X_1 + 0,356X_2 + 0,198X_3$$

The regression equation shows that purchasing decisions are positively influenced by digital marketing strategies, product quality, and price. A constant value of 3.214 indicates that without the influence of these three independent variables, the level of purchase decision remains at a certain base value. The regression coefficient of digital marketing strategy of 0.214 indicates that increasing the effectiveness of digital marketing will increase purchasing decisions, while the product quality coefficient of 0.356 as the largest value indicates that product quality is the most dominant factor in driving consumer purchase decisions. In addition, a price coefficient of 0.198 shows that appropriate and affordable pricing also plays a role in improving purchasing decisions, so that overall, these three variables contribute positively to the purchase decision of imported used clothes at Thrifting OB. Second Cirebon.

The next step is the F test which is used to determine the simultaneous influence of independent variables on dependent variables.

Table 14. F Test Results (ANOVA)

Model	Sum of Squares	df	Mean Square	F-hitung	Sig.
Regression	1.248,632	3	416,211	67,842	0,000
Residual	1.202,148	196	6,133		
Total	2.450,780	199			

Source: Data that has been processed by the author (2026)

Based on Table 14, the F-calculated value is 67.842 with a significance level of $0.000 < 0.05$. This shows that Digital Marketing Strategies, Product Quality, and Price simultaneously have a significant effect on the purchase decision of imported used clothes at Thrifting OB. Second Cirebon.

The next step is the determination coefficient test which is used to find out how much the independent variable is capable of explaining the variation of the dependent variable.

Table 15. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,714	0,510	0,503	2,477

Source: Data that has been processed by the author (2026)

Based on Table 15, the R Square (R^2) value is 0.510, which means that 51.0% of the variation in purchasing decisions can be explained by the variables of digital marketing strategy, product quality, and price. Meanwhile, the remaining 49.0% was influenced by other factors outside the research model, such as brand image, lifestyle, consumer trust, and social factors.

The Influence of Digital Marketing Strategy on Purchase Decisions

The findings of this study indicate that product quality emerges as the most dominant variable influencing purchase decisions, particularly in the context of imported second-hand clothing (Tania et al., 2023). This dominance can be explained by the higher level of uncertainty associated with thrift products, where consumers cannot physically inspect items before purchase and therefore rely heavily on perceived quality indicators. In comparison, price tends to have a relatively weaker influence because consumers in the thrifting market are often willing to tolerate slightly higher prices as long as the product condition meets their expectations and perceived value (Wiedmann et al., 2021). This suggests that quality serves as the primary determinant, while price acts as a supporting factor in the evaluation process. Consequently, consumers prioritize product condition, durability, and usability over purely monetary considerations when making purchase decisions.

Digital marketing plays a particularly important role for thrift consumers, as it functions not only as a promotional tool but also as a medium for reducing perceived risk and building trust. Through social media platforms, businesses can present detailed product visuals, descriptions, and customer interactions that help consumers evaluate product quality remotely (Tymoshchuk et al., 2024). This is especially relevant for Indonesian Gen Z consumers, who are highly active in digital environments and tend to rely on online reviews, visual content, and peer recommendations before making purchasing decisions. Moreover, Gen Z consumers are more inclined toward sustainable fashion trends, making them more receptive to second-hand clothing when supported by transparent and engaging digital communication (Meiliya, 2025). Therefore, integrating strong digital marketing strategies with consistent product quality and appropriate pricing is essential to effectively influence purchase decisions in the growing thrift market.

The Influence of Product Quality on Purchase Decisions

Product quality is a fundamental factor in the consumer decision-making process because it directly reflects the value and benefits expected from a product (Zeithaml, 2022). The results of this study confirm that product quality has a positive and significant effect on purchase decisions for imported second-hand clothing at Thrifting OB.Second Cirebon. These findings are consistent with prior research indicating that strong quality perceptions increase consumer trust and satisfaction, which ultimately drive purchasing behavior (Tjiptono & Diana, 2021). In the context of thrift products, consumers tend to prioritize physical condition, durability, and design attractiveness as key evaluation criteria. This explains why product quality becomes the dominant variable, as it directly reduces perceived risk and strengthens consumer confidence in making purchase decisions.

In the thrifting business, product quality is even more critical due to the inherent uncertainty associated with used goods (M. Rahman, 2022). Consumers evaluate quality based on tangible aspects such as material condition, cleanliness, and usability, which serve as primary indicators of product value. Compared to price, which is relatively flexible, quality is perceived as non-negotiable because it determines whether the product is acceptable for purchase. Previous studies also show that consistent product quality fosters customer satisfaction and loyalty, leading to repeat purchases (Santang & Subongkod, 2023). Therefore, maintaining high and consistent product quality is a key strategic priority for Thrifting OB.Second Cirebon to enhance competitiveness and ensure long-term business sustainability.

The Influence of Price on Purchase Decisions

Product quality emerges as the dominant variable because it directly addresses the core concern of consumers when purchasing imported second-hand clothing, namely uncertainty about product condition and usability (Mintawati et al., 2024).. Unlike new products, thrift items carry higher perceived risk, making quality evaluation the primary basis for decision-making. Consumers prioritize aspects such as material condition, durability, and cleanliness, as these determine whether the product is worth purchasing at all (Hanaysha, 2021).. In comparison, price tends to have a weaker influence because consumers are generally willing to pay slightly higher prices if the product quality meets their expectations and perceived value. This indicates that in the thrifting context, quality functions as the main driver of value, while price plays a complementary role in reinforcing purchase decisions.

Digital marketing is particularly important for thrift consumers because it serves as a bridge to reduce information asymmetry and build trust in the absence of physical product inspection (Brydges & Hanlon, 2022). Through social media platforms, sellers can present detailed visuals, descriptions, and real-time interactions that help consumers assess product quality remotely. This is especially relevant for Indonesian Gen Z consumers, who are highly digital-oriented and rely heavily on online content, peer reviews, and social media engagement in their decision-making process (Valkonen et al., 2023).. Moreover, Gen Z shows strong interest in sustainable fashion, making them more receptive to second-hand clothing when supported by transparent and engaging digital communication. Therefore, the integration of strong digital marketing, reliable product quality, and appropriate pricing becomes essential to effectively influence purchase decisions and sustain competitiveness in the evolving thrift market.

The Influence of Digital Marketing Strategy, Product Quality, and Price on Purchase Decisions

Product quality emerges as the dominant variable because it directly addresses the primary concern of consumers when purchasing imported second-hand clothing, namely uncertainty regarding product condition and usability (Kotler & Keller, 2021). The Influence of Digital Marketing Strategy, Product Quality, and Price on Purchase Decisions for Imported Second-Hand Clothing

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Unlike new products, thrift items involve higher perceived risk, making consumers rely heavily on quality cues such as material condition, durability, and cleanliness. As a result, quality becomes the main determinant of whether a product is worth purchasing, as it reduces uncertainty and increases confidence in the decision-making process (Grewal, 2022). In contrast, price tends to have a weaker influence because consumers are generally willing to accept slightly higher prices if the product quality meets their expectations and perceived value. This indicates that in the thrifting context, quality serves as the core driver of perceived value, while price acts as a supporting factor rather than the primary consideration.

Digital marketing plays a crucial role specifically for thrift consumers because it helps bridge the information gap and build trust in the absence of direct physical inspection (Lemon & Verhoef, 2021). Through social media platforms, sellers can provide detailed visuals, descriptions, and interactive communication that allow consumers to evaluate product quality remotely. This is particularly relevant for Indonesian Gen Z consumers, who are highly engaged in digital environments and rely heavily on online content, peer reviews, and social media interactions when making purchasing when supported by transparent and engaging digital communication (Hollebeek, 2021). Therefore, the integration of effective digital marketing, consistent product quality, and appropriate pricing is essential to influence purchase decisions and enhance competitiveness in the growing thrift market.

CONCLUSION

This study aimed to examine the influence of digital marketing strategy, product quality, and price on consumer purchase decisions at OB.Second Cirebon, and the findings reveal that all three variables play an important role in shaping purchasing behavior both individually and collectively. Among these factors, product quality emerges as the most dominant element, as consumers prioritize the condition, usability, and reliability of imported second-hand clothing when making purchase decisions. Digital marketing also contributes significantly by attracting consumer attention, providing accessible information, and facilitating interaction that supports decision-making processes. Meanwhile, price serves as a complementary factor that reinforces perceived value rather than acting as the primary determinant. These findings imply that thrift businesses need to integrate effective digital marketing strategies, maintain consistent product quality, and set appropriate pricing to enhance consumer trust and strengthen purchase decisions in a competitive and increasingly digital market environment. Future research should include additional variables such as brand image, consumer trust, and social media engagement in influencing purchase decisions. Expanding the study to different locations and larger samples can provide a more comprehensive understanding of consumer behavior in the second-hand fashion market. Generation Z also shows a strong interest in sustainable fashion, making them more open to second-hand products in the growing thrift industry.

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