

ABSTRAK

Putri Fadila Rahma. 2025. Analisis Pengaruh Harga, Kualitas Produk, *Fashion Lifestyle*, Dan *Brand Image* Terhadap Keputusan Pembelian *Thrifting* Di Madiun (Studi Kasus Pada Konsumen *Thrifting* Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Pembimbing (II) Metik Asmike, S.E., M.M.

Tujuan dari penelitian ini untuk mengetahui adanya pengaruh harga, kualitas produk, *fashion lifestyle*, dan *brand image* terhadap keputusan pembelian *Thrifting* di Madiun (Studi Kasus Pada Konsumen *Thrifting* Madiun). Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 170 responden. Metode pengambilan sampel yaitu dengan cara purposive sampling. Pengambilan data menggunakan kuesioner dengan penyebaran melalui google form. Teknik analisis data dilakukan dengan menggunakan bantuan *software* SPSS versi 22. Hasil penelitian ini menunjukkan bahwa (1) harga berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) *fashion lifestyle* berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Harga, Kualitas Produk, *Fashion Lifestyle*, *Brand Image*, Keputusan Pembelian

ABSTRACT

Putri Fadila Rahma. 2025. Analysis of the Influence of Price, Product Quality, Fashion Lifestyle, and Brand Image on Thrifting Purchase Decisions in Madiun (Case Study on Madiun Thrifting Consumers). Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Supervisor (II) Metik Asmike, S.E., M.M.

The purpose of this study was to determine the influence of price, product quality, fashion lifestyle, and brand image on Thrifting purchasing decisions in Madiun (Case Study on Thrifting Consumers in Madiun). This study is a quantitative study with a sample of 170 respondents. The sampling method is by purposive sampling. Data collection using a questionnaire distributed via google form. Data analysis techniques are carried out using SPSS software version 22. The results of this study are that price has a positive and significant effect on purchasing decisions. Product quality has a positive and significant effect on purchasing decisions. Fashion lifestyle has a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions.

Keywords: *Price, Product Quality, Fashion Lifestyle, Brand Image, Purchasing Decision*