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The Influence of Fashion Lifestyle and Price Perception on Purchasing Decisions for Secondhand Clothing (Monza) at Puspa Collection

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Abstract

This study aims to analyze the influence of fashion lifestyle and price perception on the purchasing decisions of second-hand clothing (Monza) at Puspa Collection. This study employed a quantitative approach with a sample of 96 respondents selected using a non-probability sampling technique through purposive sampling. The data were analyzed using multiple linear regression with a significance level of 5% and processed using the Statistical Package for Social Science (SPSS) version 25.00. Based on the results of the F-test, it can be seen that Fhitung (404,744) > Ftabel (3,09) and Significance (0,000) < (0,05). These findings indicate that fashion lifestyle and price perception simultaneously have a positive and significant effect on the purchase decision of second-hand clothing (Monza) at Puspa Collectio. Furthermore, the coefficient of determination (R^2) of 0.897 (89,7%) indicates that 89,7% of the variation in purchasing decisions can be explained by fashion lifestyle and price perception, while the remaining 10,3% is influenced by other factors that were not examined in this study.

Keywords Fashion Lifestyle, Price Perception, Purchase Decision.

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INTRODUCTION

Clothing is a basic necessity that serves not only to protect the body but also forms part of personal appearance and self-expression. When choosing clothing, consumers consider style, brand, quality, comfort, and price. One alternative that attracts consumers is second-hand clothing, or Monza, which offers a wide range of products with different characteristics and conditions. Therefore, decisions to purchase second-hand clothing are thought to be associated with fashion lifestyle and price perception.

Fashion lifestyle reflects consumers' interests and involvement in fashion, while price perception relates to consumers' assessment of whether a price is appropriate for a product's condition, quality, and benefits. These two factors are relevant to Puspa Collection, a second-

hand clothing business located at Jalan Banten No. 12, Tanjung Mulia, Medan. Based on the information obtained, sourcing second-hand clothing has become increasingly difficult because supplies from vendors are unstable. This condition may affect product variety and acquisition costs, which are considerations in setting selling prices.

This phenomenon is also reflected in fluctuations in Puspa Collection's sales from November 2024 to March 2025, which amounted to 952, 865, 1,007, 724, and 1,112 pieces, respectively. These changes indicate sales dynamics. One identified issue concerns consumers' fashion lifestyles. Consumers have different tastes and clothing styles. Some prioritize comfort, while others pay greater attention to style, brand, fabric quality, size, color, and suitability for their activities. These differing preferences mean that not every product available at Puspa Collection meets all consumers' needs. Consequently, some types of clothing take relatively longer to sell because they do not match consumers' tastes and clothing styles.

In addition, differences in price perception are another issue at Puspa Collection. Difficulty in obtaining Monza clothing increases acquisition costs and affects the prices offered. Some consumers consider the prices appropriate for the quality and condition of the clothing they receive. Others, however, compare these prices with those offered by other second-hand clothing stores. These differing assessments show that consumers perceive product prices differently. Price perception is therefore one factor that may influence consumers' purchase decisions at Puspa Collection.

Several previous studies have examined the influence of fashion lifestyle and price perception on second-hand clothing purchase decisions. Fashion lifestyle is an individual's way of life, reflected in attitudes, views, interests, and attraction to fashion. This lifestyle can influence how consumers select and determine fashion products that suit their needs and preferences. Previous studies by Rahmayanti and Saifuddin (2021), Narvatinova et al. (2023), Christina et al. (2025), Arianti et al. (2025), Adriansyah and Gumilar (2024), and Lukiyana (2023) indicate that fashion lifestyle has a significant or positive effect on purchase decisions for fashion, thrift, and preloved products. Ambardi et al. (2023) also found a significant influence of fashion lifestyle on decisions to purchase branded preloved clothing. Meanwhile, Kamalia and Alsukri (2024) found that fashion lifestyle and price perception simultaneously have a positive and significant effect on decisions to purchase branded preloved clothing. However, Widyaratna and Zainuri (2023) found that fashion lifestyle did not have a partial effect on second-hand clothing purchase decisions.

These differing findings indicate a research gap that warrants further

examination. The novelty of this study lies in testing the simultaneous influence of fashion lifestyle and price perception on purchase decisions for second-hand clothing (Monza) at Puspa Collection, Medan, while considering sales fluctuations and consumer characteristics. Accordingly, this study is entitled "The Influence of Fashion Lifestyle and Price Perception on Second-Hand Clothing (Monza) Purchase Decisions at Puspa Collection." It is expected to contribute to marketing knowledge and provide considerations for developing business marketing strategies.

METHODS

This study uses an associative quantitative approach to analyze relationships among the variables under investigation. The sample was determined using specific criteria: consumers who had purchased from Puspa Collection, were at least 17 years old, and were willing to participate. Sampling used a non-probability technique with purposive sampling. Data were collected through observation, interviews, and questionnaires distributed to eligible consumers. The questionnaire used a Likert scale ranging from 1 to 5 for each statement. The data analysis techniques were as follows:

Instrument Quality Tests

The validity test is used to determine whether a questionnaire measures what it is intended to measure (Sugiyono, 2019). An instrument is considered valid when the calculated r-value is greater than the table r-value at a 5% significance level (α = 0.05). This test ensures that each questionnaire statement is relevant to the variable being measured (Sugiyono, 2019). The reliability test determines the extent to which a research instrument produces consistent and trustworthy data when measurements are repeated under similar conditions. Reliability was tested using Cronbach's Alpha. An instrument is considered reliable when Cronbach's Alpha exceeds 0.60, indicating adequate internal consistency among questionnaire items (Ghozali, 2018).

Classical Assumption Tests

Classical assumption tests ensure that the regression model meets the requirements for further analysis. The normality test, using the Kolmogorov–Smirnov method, determines whether residuals are normally distributed; a significance value greater than 0.05 indicates a normal distribution. The multicollinearity test examines relationships among independent variables using VIF and Tolerance values; VIF below 10 and Tolerance above 0.10 indicate no multicollinearity. The heteroscedasticity test uses a scatterplot to assess whether points are distributed above and below zero on the Y-axis without forming a specific pattern. If these conditions are met, the regression model is considered free from heteroscedasticity.

Multiple Linear Regression Analysis

According to Erwan Agus Purwanto and Sari (2022), multiple linear regression analyzes the relationship between one dependent variable and two or more independent variables, with the aim of predicting or explaining the dependent variable based on the independent variables.

$$Y = a + b_1X_1+b_2X_2+e$$

Explanation:

Y = Purchase Decision
X1 = *Fashion Lifestyle*
X2 = Price Perception
a = Constant
b1, b2 = Regression coefficients of each independent variable
e = Error term

Hypothesis Testing

According to Ghozali (2021), the t-test is used to determine the partial effect of each independent variable on the dependent variable. Decisions are based on the significance value: if Sig. < 0.05, the effect is significant, whereas Sig. ≥ 0.05 indicates no significant effect. The F-test is used to determine the simultaneous effect of all independent variables on the dependent variable. The model is considered statistically significant when Sig. < 0.05; Sig. ≥ 0.05 indicates no significant simultaneous effect.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures the extent to which a model explains the dependent variable. Its value ranges from zero to one. A low R^2 indicates that the independent variables have limited ability to explain the dependent variable. Conversely, an R^2 close to 1 indicates that the independent variables provide nearly all the information needed to predict the dependent variable (Ghozali, 2018).

FINDINGS

Table 1. Gender

		Frequency	Percent
Valid	Male	26	27.1
	Female	70	72.9
	Total	96	100

Source: Research data processed using SPSS (25)

This study involved 96 respondents, meeting the minimum sample size for

quantitative research. This number was considered sufficient to support statistical analysis and provide a reasonable representation of the conditions under study.

Table 2. Respondents' Age

	Frequency	Percent (%)
19–24	44	45.8
25–30	30	31.3
31–36	11	11,5
37–42	6	6.3
43–48	1	1.0
49–54	2	2,1
55-60	2	2.1
Total	96	100,0

Source: Primary data processed, 2025.

The age distribution in Table 2 shows that most respondents were aged 19–24 years, totaling 44 people (45.8%). This was followed by 30 respondents aged 25–30 (31.3%) and 11 respondents aged 31–36 (11.5%). Six respondents (6.3%) were aged 37–42. One respondent (1.0%) was aged 43–48, while two respondents each (2.1%) were in the 49–54 and 55–60 age groups. These results indicate that respondents were predominantly 19–24 years old.

Table 3. Occupation

		Frequency	Percent
Valid	Other	23	24.0
	Civil Servant	6	6.3
	Private-Sector Employee	23	24.0
	Student	27	28.1
	Entrepreneur	17	17.7
	Total	96	100.0

Source: Research data processed using SPSS (25)

According to the occupational data in Table 3, most respondents were students, totaling 27 people or 28.1%. Private-sector employees and respondents in other occupations each accounted for 23 people (24.0%). Seventeen respondents (17.7%) were entrepreneurs, while six (6.3%) were civil servants.

Table 4. Descriptive Statistics

	Mean	Std. Deviation	N

Purchase Decision	45.4896	7.39131	96
Fashion Lifestyle	30.0521	4.58228	96
Price Perception	30.0833	5.16602	96

Source: Research data processed using SPSS (25)

The Fashion Lifestyle variable (X1) had a mean of 30.0521 and a standard deviation of 4.58228. This mean indicates that consumers tend to consider fashion when purchasing second-hand clothing (Monza). Consumers' fashion lifestyles appear reasonably strong, but could be further developed to encourage more purchase decisions.

The Price Perception variable (X2) had a mean of 30.0833 and a standard deviation of 5.16602. This indicates that consumers have a reasonably favorable perception of the prices of second-hand clothing (Monza). Nevertheless, price perception could be improved so that consumers view the prices offered more favorably and are more inclined to purchase.

The Purchase Decision variable (Y) had a mean of 45.4896 and a standard deviation of 7.39131. This mean indicates that consumers tend to decide to purchase second-hand clothing (Monza). However, purchase decisions could still be strengthened to improve purchasing activity.

Table 5. Validity Test for Fashion Lifestyle (X1)

Statement	r_{hitung}	r_{tabel}	Description
X1	0,623	0,200	Valid
X2	0,622	0,200	Valid
X3	0,706	0,200	Valid
X4	0,784	0,200	Valid
X5	0,782	0,200	Valid
X6	0,758	0,200	Valid
X7	0,711	0,200	Valid
X8	0,713	0,200	Valid

Source: Research data processed using SPSS (25)

The SPSS validity test results for Fashion Lifestyle show that all statement items are valid because their calculated r-values exceed the table value (0.200). Therefore, all instruments for this variable are suitable for use in the subsequent analysis.

Table 6. Validity Test for Price Perception (X2)

Statement	r_{hitung}	r_{tabel}	Description
P1	0,764	0,200	Valid

P2	0,686	0,200	Valid
P3	0,794	0,200	Valid
P4	0,785	0,200	Valid
P5	0,762	0,200	Valid
P6	0,767	0,200	Valid
P7	0,787	0,200	Valid
P8	0,775	0,200	Valid

Source: Research data processed using SPSS (25)

The validity test results for Price Perception show that all statement items are valid, as their calculated r-values exceed the table value (0.200). This indicates that each statement adequately measures the Price Perception variable in accordance with the study's objectives.

Table 7. Validity Test for Purchase Decision (Y)

Statement	r_{hitung}	r_{tabel}	Description
Y1	0,704	0,200	Valid
Y2	0,699	0,200	Valid
Y3	0,782	0,200	Valid
Y4	0,785	0,200	Valid
Y5	0,770	0,200	Valid
Y6	0,757	0,200	Valid
Y7	0,667	0,200	Valid
Y8	0,786	0,200	Valid
Y9	0,671	0,200	Valid
Y10	0,696	0,200	Valid
Y11	0,611	0,200	Valid
Y12	0,742	0,200	Valid

Source: Research data processed using SPSS (25)

All statement items for the Purchase Decision variable are valid because their calculated r-values exceed the table value (0.200). This indicates that each item appropriately represents and measures purchase decisions in accordance with the study.

Table 8. Reliability Test

Variable	Cronbach's Alpha	N of Items	Description
Fashion Lifestyle	0.862	8	Reliable
Price Perception	0.898	8	Reliable
Purchase Decision	0.916	12	Reliable

Source: Research data processed using SPSS (25)

The reliability test results in Table 8 show Cronbach's Alpha values of 0.862 for Fashion Lifestyle, 0.898 for Price Perception, and 0.916 for Purchase Decision. All values exceed 0.60. Therefore, all statements demonstrate good consistency and the instrument meets the reliability criteria.

Table 9. Kolmogorov–Smirnov Normality Test (K–S)

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.64539822
Most Extreme Differences	Absolute	.083
	Positive	.071
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.102[c]

a Test distribution is Normal.
b Calculated from data.
c Lilliefors Significance Correction.

Source: Research data processed using SPSS (25)

The Kolmogorov–Smirnov normality test produced an Asymp. Sig. (2-tailed) value of 0.102. Since this value exceeds 0.05, the research data can be considered normally distributed.

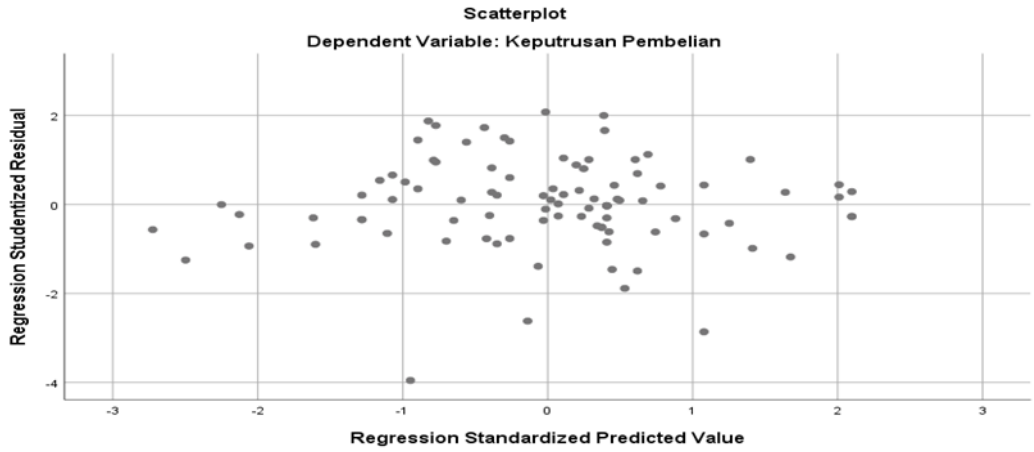
Table 10. Multicollinearity Test

	Collinearity Statistics	
Model	**Tolerance**	**VIF**
(Constant)		
Fashion Lifestyle	.294	3.401
Price Perception	.294	3.401

Source: Research data processed using SPSS (25)

The multicollinearity test shows that Fashion Lifestyle and Price Perception each have a Tolerance value of 0.294 and a VIF value of 3.401. Tolerance exceeds 0.10 and VIF is below 10. Therefore, the regression model does not exhibit multicollinearity, and the independent variables are suitable for further analysis.

The model therefore does not show multicollinearity, and the independent variables used are suitable for further analysis.



Source: Research data processed using SPSS (25)

Figure 1. Scatterplot

The scatterplot in Figure 1 shows that data points are randomly distributed above and below zero on the Y-axis. The points are not concentrated in one area and do not form a specific pattern, such as a wave, widening and narrowing, or a regular line. This indicates that the regression model does not exhibit heteroscedasticity.

Table 11. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.649	2.517		1.847	0.68
	Fashion Lifestyle	.563	.152	.349	3.698	.000
	Price Perception	.796	.135	.556	5.895	.000

a Dependent Variable: Keputusan Pembelian

Source: Research data processed using SPSS (25)

The multiple linear regression analysis in the table yields the equation Y = 4.649 + 0.563X1 + 0.796X2 + e. The equation is interpreted as follows:

a. The constant (a) of 4.649 indicates that when Fashion Lifestyle (X1) and Price Perception (X2) are held constant at zero, the predicted Purchase Decision (Y) value is 4.649.
b. The Fashion Lifestyle coefficient (b1) of 0.563 indicates a positive and significant effect on Purchase Decision. In other words, the stronger consumers' fashion lifestyle, the higher their likelihood of making a purchase.
c. The Price Perception coefficient (b2) of 0.796 indicates a positive and significant effect on Purchase Decision. Thus, the more favorable consumers' perception of a product's price, the more likely they are to purchase it.

Table 12. Simultaneous Test (F-test)

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3927.541	2	1963.771	144.664	.000[b]
	Residual	1262.448	93	13.575		
	Total	5189.990	95			

Source: Research data processed using SPSS (25)

The F-test produced F-count = 144.664, greater than F-table = 3.09, with significance of 0.000 < 0.05. Therefore, Fashion Lifestyle (X1) and Price Perception (X2) simultaneously have a significant effect on Purchase Decision (Y).

Table 13. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870[a]	0.757	0.752	3.68439

a Predictors: (Constant), Price Perception, Fashion Lifestyle

b Dependent Variable: Purchase Decision

Source: Research data processed using SPSS (25)

The table shows a coefficient of determination (R^2) of 0.757, obtained by squaring the correlation coefficient R (0.870 × 0.870 = 0.757). This indicates that Fashion Lifestyle (X1) and Price Perception (X2) explain 75.7% of Purchase Decision, while the remaining 24.3% is explained by factors not included in the study. This suggests that both variables make a substantial contribution to consumers' purchase decisions.

DISCUSSION

The Influence of Fashion Lifestyle on Purchase Decisions

Fashion Lifestyle (X1) has a calculated t-value of 6.132, greater than the table value of 1.985, with significance of 0.000 < 0.05. These results indicate that Fashion Lifestyle has a positive and significant effect on Purchase Decisions (Y) for second-hand clothing (Monza). The stronger consumers' fashion lifestyle, the greater their tendency to purchase second-hand clothing. This finding is consistent with Solomon (2020), who states that fashion lifestyle reflects how individuals express their interests, activities, and opinions about fashion and can therefore influence consumer purchasing behavior.

This finding is consistent with the study by Putri Dewi Ananda et al. (2025),

entitled "The Influence of Price and Fashion Lifestyle on Purchase Decisions for Branded Preloved Clothing through the Bossbadjoe Instagram Thrift Shop in Palembang," which found that fashion lifestyle has a positive and significant effect on purchase decisions.

The Influence of Price Perception on Purchase Decisions

Price Perception (X2) has a calculated t-value of 3.767, greater than the table value of 1.985, with significance of 0.000 < 0.05. These results indicate that Price Perception has a positive and significant effect on Purchase Decisions (Y) for second-hand clothing (Monza). The more favorable consumers' perceptions of the prices offered, the more likely they are to purchase. This is consistent with Schiffman and Wisenblit (2019), who explain that price perception forms part of the overall consumer perception process, through which consumers interpret a product's price when making purchase decisions.

This finding is consistent with Kamalia and Alsukri (2024), whose study, "The Influence of Brand Image, Fashion Lifestyle, and Price Perception on Purchase Decisions for Branded Preloved Clothing," found that price perception positively and significantly affects purchase decisions. It is also supported by Latifah (2023), whose study of brand image, price perception, and lifestyle in online Instagram thrift shops found a positive and significant effect of price perception on purchase decisions for preloved clothing.

The Influence of Fashion Lifestyle and Price Perception on Purchase Decisions

Fashion Lifestyle and Price Perception have a positive and significant effect on purchase decisions, as shown by F-count (404.744) > F-table (3.09) and significance (0.000) < 0.05. Under the hypothesis-testing criteria, when F-count exceeds F-table and significance is below 0.05, H0 is rejected and H1 is accepted. Thus, Fashion Lifestyle and Price Perception jointly have a positive and significant effect on purchase decisions for second-hand clothing (Monza) at Puspa Collection.

The coefficient of determination (R^2) is reported as 0.897, or 89.7%. This indicates that Fashion Lifestyle and Price Perception explain 89.7% of purchase decisions for second-hand clothing (Monza), while the remaining 10.3% is explained by factors not included in this study. Such factors may include promotion, business location, service quality, social environment, and other influences. Therefore, Fashion Lifestyle and Price Perception make a substantial contribution to purchase decisions at Puspa Collection.

This finding is consistent with Zahra et al. (2025), whose study, "The Influence of Fashion Lifestyle, Price Perception, and Product Quality on Thrift Fashion Purchase

Decisions among Gen Z in Bandar Lampung," found that fashion lifestyle and price perception simultaneously have a positive and significant effect on purchase decisions. This supports the conclusion that both variables jointly influence consumer purchasing decisions.

CONCLUSION

Based on the research findings and analysis, the following conclusions can be drawn:

1. *Fashion Lifestyle (X1) has a positive and significant partial effect on Purchase Decision. This indicates that clothing lifestyle can be one of the considerations consumers use when making choices. When clothing options match consumers' character, needs, and preferences, their likelihood of purchasing increases.*
2. Price Perception (X2) has a positive and significant partial effect on purchase decisions for second-hand clothing (Monza). Affordable prices that correspond to the benefits received are important considerations for consumers. The more favorable consumers' price evaluations, the higher their likelihood of purchasing.
3. *Fashion Lifestyle and Price Perception simultaneously have a positive and significant effect on purchase decisions for second-hand clothing (Monza). Purchase decisions depend not only on whether clothing matches consumers' lifestyles but also on how they evaluate the price. The better the product fits consumers' lifestyles and the more favorable the perceived price, the greater the likelihood of purchasing second-hand clothing (Monza) at Puspa Collection.*

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