

The Role of Product Quality and Brand Image on Purchase Decisions of Thrift Fashion Products in Denpasar City

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ABSTRACT: This study aims to determine the influence of product quality and brand image on purchase decisions for secondhand (thrift) fashion products in Denpasar City. The research involved 150 respondents, predominantly male (78.7%) and aged 26–35 years (40.7%). The research instrument was tested for validity and reliability using SPSS version 23, showing that all items were valid ($r > 0.3$) and reliable (Cronbach's Alpha > 0.6). The results indicate that product quality (mean = 3.42), brand image (mean = 3.41), and purchase decision (mean = 3.44) are categorized as good. The regression analysis produced the equation $Y = 1.552 + 0.331X_1 + 0.263X_2$, with an R^2 value of 0.762. The t-test shows that product quality ($t = 7.749$; Sig. 0.000) and brand image ($t = 6.319$; Sig. 0.000) have a positive and significant effect on purchase decisions. The F-test ($F = 239.882$; Sig. 0.000) confirms that both independent variables simultaneously affect purchase decisions. It can be concluded that product quality and brand image are crucial factors influencing consumer purchase decisions for thrift fashion products in Denpasar City.

KEYWORDS: Product Quality, Brand Image, Purchase Decision, Thrifting, Denpasar City

I. INTRODUCTION

Over the past decade, the global fashion industry has undergone a major transformation alongside the rise of public awareness of sustainability and responsible consumption. One prominent trend emerging from this shift is the phenomenon of thrifting—purchasing secondhand fashion items that are still in usable condition for reuse. This trend has rapidly developed worldwide, including in Indonesia, as it accommodates a frugal, environmentally friendly lifestyle and supports the circular economy. In Indonesia, especially in Denpasar City, the growing public interest in thrifting can be seen from the proliferation of thrift shops operating both offline (traditional stores) and online (via e-commerce and social media). This phenomenon is driven not only by economic factors but also by lifestyle shifts, fashion preferences, and sustainability awareness.

Modern consumers no longer view clothing merely as a basic need but as an expression of identity and social status. According to **Marketing Management** (Kotler & Keller, 2023), consumer purchasing decisions are influenced by cultural, social, personal, and psychological factors. In the context of thrifting, product quality and brand image are two key factors motivating consumer purchases. Thrift product quality includes durability, cleanliness, physical condition, and comfort—elements that consumers carefully consider before buying used items. Meanwhile, brand image plays a significant role in shaping consumers' perceptions and trust in thrift items, which often originate from well-known brands.

A study by Rizki Utami (2024) found that product quality significantly affects consumer purchase decisions in the secondhand fashion sector in major Indonesian cities. Similarly, Hasan Basri (2023) revealed that brand image enhances perceived consumer value and motivates purchasing decisions, even for secondhand goods. Kim Johnson (2022) further emphasized that thrift consumers possess a unique orientation: they seek added value in authenticity, quality, and sustainability in the products they buy.

In addition, research by Nguyen Thi Lan (2023) highlights that consumer behavior in purchasing thrift products is influenced by minimalist lifestyles and environmental awareness. Many young consumers today prefer branded secondhand items over new but low-durability products. In Indonesia, this trend is further fueled by the popularity of thrift haul content on social media platforms such as TikTok and Instagram, which expand market exposure to younger audiences.

However, despite the growing interest in thrift fashion, academic studies examining factors influencing purchase decisions in Indonesia—particularly in Denpasar City—remain limited. Most prior studies have focused on the conventional fashion sector.

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Therefore, this research seeks to fill this gap by empirically analyzing the influence of product quality and brand image on purchase decisions for thrift fashion products in Denpasar City.

Practically, the study's findings are expected to help thrift business owners design more effective marketing strategies by strengthening brand image and maintaining product quality. Theoretically, the study contributes to the literature on consumer behavior in sustainable fashion and provides a foundation for developing sustainable thrift business strategies in the future.

II. RESEARCH METHODS

A. Research Location and Respondents

This study employed a quantitative approach using a survey method to analyze the influence of product quality and brand image on purchase decisions for thrift fashion products. The research was conducted in Denpasar City, Bali Province—one of Indonesia's centers for thrift market growth. This location was chosen due to the thriving thrift fashion trade in both physical and online marketplaces.

The population consisted of consumers who had purchased thrift fashion products in Denpasar City. The sampling technique used was purposive sampling, with criteria that respondents must be at least 18 years old and have prior thrift shopping experience. A total of 150 respondents participated through both online and offline questionnaires. Respondents were predominantly male (78.7%), aged 26–35 years (40.7%), and mostly held a high school education (67.3%). Data were analyzed using multiple linear regression to test relationships among research variables.

B. Data Collection Instrument

The data collection instrument consisted of a structured questionnaire developed from indicators of each variable: product quality, brand image, and purchase decision. The questionnaire included closed statements using a Likert scale from 1 to 5, asking respondents to indicate their level of agreement with each item. The questionnaires were distributed both online and offline to qualified respondents.

To ensure instrument quality, validity was tested using Pearson correlation, showing that all items were valid ($r > 0.30$). Reliability testing using Cronbach's Alpha yielded values above 0.60, indicating internal consistency. The results confirm that all questionnaire items were suitable for data collection in this study.

C. Data Analysis Techniques

Data analysis involved several statistical stages to test the relationships between the independent variables—product quality and brand image—and the dependent variable, purchase decision. The first step involved classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, ensuring that the regression model met the BLUE (Best Linear Unbiased Estimator) criteria. Multiple linear regression analysis was then employed to assess both simultaneous and partial effects of the independent variables on the dependent variable.

Furthermore, the coefficient of determination (R^2) was calculated to measure the extent to which the independent variables explained the dependent variable. The t-test evaluated partial effects, while the F-test measured simultaneous effects. All analyses were conducted using IBM SPSS Statistics version 23 to ensure accuracy and reliability. According to **Business Research Methods** (Sugiyono, 2022) and **Applied Multivariate Statistical Analysis** (Hair et al., 2019), these methods are widely used in quantitative studies to empirically and systematically examine causal relationships among variables.

III. RESULTS AND DISCUSSION

A. Descriptive Analysis

Descriptive analysis of the three research variables—product quality, brand image, and purchase decision—revealed that all variables fall into the “good” category. The average value of product quality (3.42) indicates that respondents perceived thrift fashion products in Denpasar City as wearable, made of satisfactory materials, and durable. This finding suggests that thrift consumers remain selective, with product quality as a key determinant in purchase decisions.

The brand image variable had an average score of 3.41, also in the “good” category, suggesting that brand reputation still holds strong appeal for consumers. The perceived authenticity and reputation of brands significantly shape consumer trust and pride in using thrift products. In other words, although thrift products are pre-owned, brand image remains a determining factor in perceived value.

The purchase decision variable recorded a mean value of 3.44, showing respondents' positive inclination to buy thrift products. Overall, these findings highlight the significant role of product quality and brand image in encouraging purchase decisions, signaling a promising potential for Denpasar's thrift fashion market if business owners can maintain product quality and strengthen brand identity.

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B. Regression Analysis

Multiple linear regression results produced the following equation:

$$Y = 1.552 + 0.331X_1 + 0.263X_2$$

Where Y represents purchase decision, X_1 is product quality, and X_2 is brand image. The constant value of 1.552 indicates that even when product quality and brand image remain unchanged, purchase decision remains at 1.552. The regression coefficient for product quality (0.331) implies that a one-unit increase in product quality raises purchase decision by 0.331 units, assuming other variables are constant. Similarly, the regression coefficient for brand image (0.263) indicates that a one-unit improvement in brand image increases purchase decision by 0.263 units.

The coefficient of determination (R^2) value of 0.762 shows that 76.2% of purchase decision variation is explained by product quality and brand image, while the remaining 23.8% is influenced by other factors. This confirms the strong role of both variables in driving thrift consumer purchase decisions in Denpasar City.

C. Hypothesis Testing

The t-test results show that product quality has a t-value of 7.749 with a significance level of 0.000 (< 0.05), meaning product quality has a positive and significant effect on purchase decisions. The better the product quality, the higher the consumer's likelihood to purchase. The brand image variable produced a t-value of 6.319 with a significance level of 0.000 (< 0.05), also indicating a positive and significant impact on purchase decisions. Consumers are more likely to purchase thrift products from reputable brands.

Furthermore, the F-test result ($F = 239.882$, Sig. 0.000 < 0.05) demonstrates that product quality and brand image simultaneously have a significant effect on purchase decisions. Thus, both variables play vital roles in shaping consumer behavior and can serve as a foundation for developing effective marketing strategies in thrift businesses.

D. Discussion

The study findings confirm that product quality and brand image significantly and positively affect purchase decisions for thrift fashion in Denpasar City. This aligns with the consumer behavior theory proposed by Philip Kotler and Kevin Lane Keller (2023), which states that purchase decisions are influenced by both functional (product quality) and psychological (brand perception) factors. High product quality provides functional value, while strong brand image creates emotional value and trust, strengthening purchase intentions.

These results are consistent with prior studies. Rizki Utami (2024) found that product quality significantly affects consumer purchase decisions in Indonesia's secondhand fashion market, where consumers emphasize durability and comfort. Similarly, Hasan Basri (2023) emphasized that brand image builds trust and consumer loyalty, even for used branded goods. The significant F-test ($R^2 = 0.762$) further supports that the combination of product quality and brand image contributes substantially to purchase decisions. Even though thrift items are pre-owned, consumers still expect a certain standard of quality and brand value, as also highlighted by Kim Johnson (2022) and Nguyen Thi Lan (2023).

Therefore, thrift business owners should focus on maintaining product quality and enhancing brand image through consistent communication strategies and curated product selections. These efforts not only boost purchase decisions but also expand the customer base and enhance competitiveness in the sustainable fashion market.

IV. MANAGERIAL IMPLICATIONS

This study offers several managerial implications for thrift fashion entrepreneurs in Denpasar City. First, they must ensure product quality by providing clean, wearable, and durable goods to maintain consumer trust. Second, it is crucial to strengthen brand image through curated branded products, consistent promotional strategies, and professional customer service to create added value for consumers. Third, digital transformation through e-commerce and social media should be optimized to expand market reach and engagement with younger consumers. Fourth, strategic collaboration among thrift shop owners, academics, and local governments should be encouraged to build a sustainable, innovative, and competitive thrift business ecosystem. Such synergy can facilitate training, promotion, and policy support for local thrift industry growth.

V. CONCLUSIONS

Based on the findings, it can be concluded that product quality and brand image have positive and significant effects on purchase decisions for thrift fashion products in Denpasar City. Consumers perceive product quality (mean = 3.42) and brand image (mean = 3.41) positively, which drives purchase decisions (mean = 3.44). The regression results indicate that both variables explain 76.2% of the variance in purchase decisions. The t-test and F-test confirm that product quality and brand image play essential roles in shaping thrift consumer behavior.

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It is recommended that thrift business owners continue to improve product quality, maintain strong brand reputation, and utilize digital platforms to expand their markets. Collaboration with academia and local governments should also be strengthened to develop a sustainable and competitive thrift business ecosystem, ultimately enhancing consumer trust and purchase interest.

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