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The Effect of Lifestyle, Consumer Trust, and Perceived Value on Purchase Intention of Thrift Shop in Sidoarjo

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ARTICLE INFO	ABSTRACT
  	The purpose of this study was to determine the effect of lifestyle, consumer trust, and perceived value on consumer buying interest in Thrift Shop products in Sidoarjo. This research uses a quantitative approach with the population being Generation Z and who have purchased Thrift Shop products in Sidoarjo. The sampling technique of this research was carried out by non-probability sampling method with purposive sampling technique with a total of 102 respondents. The data source collection technique used in this study is primary data using an online questionnaire through Google form media and disseminated through social media. Based on the results of this study, it proves that Lifestyle affects purchase intention, consumer trust affects purchase intention and perceived value affects Thrift Shop purchase intention in Sidoarjo. Customers consider the perceived value of Thrift Shop to be good, thus having an impact on buying interest. Perceived value makes sense to consumers, encouraging high buying interest in thrift shop products The managerial implications of the discussion and analysis results in research on lifestyle consumer trust and perceived value in thrift shop products in the functional and symbolic dimensions are expected to be useful for interested parties, especially for second-hand clothes sellers. This study implies that consumers have a perceived value related to the quality and benefits of the products they will get. So, this has implications for consumers in making decisions to buy thrift shop products

Introduction

Following the era of increasingly advanced civilization, the culture of clothing has evolved into a fashion trend that greatly influences consumer behavior today. increasingly, clothing is no longer limited to body protection, it is becoming more complex because it is used as a social status, it is said that fashion can enhance a person's self-image and personality through the clothes worn to create consumer buying interest by potential buyers (Loestefani et al., 2022). Clothing was one of the primary needs that cannot be separated from the daily lives of humans. As culture of human become more sophisticated, more and more different fashion styles emerge. It various kinds of fashion styles can increase consumer interest, increase purchasing power, and increase consumer willingness to shop, consumers used to shop to meet their needs, but now it has shifted to the media to fulfill their needs.

As the world's population increases, human needs increased causing the clothing industry trade also increase. As a result, more and more clothing industries operating at home and abroad (Maidah & Sari, 2022). In Indonesia, in recent years there has been an increasing trend of buying second-hand clothes because second-hand goods are now sold at low prices. Therefore, people think it is okay to buy branded products at low prices to fulfill their needs. Due to the high public interest in imported second-hand clothing, more and more entrepreneurs are opening stores to sell imported second-hand clothing through online and offline shops (Ryandono et al., 2019).
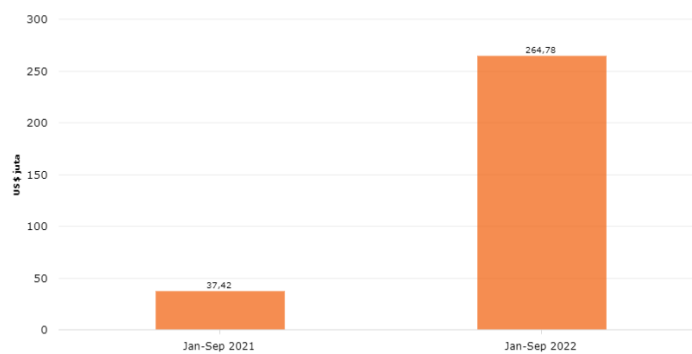

Figure 1. **Thrift Shop interest graph 2022**

Source: Databook of Indonesian Central Bureau of Statistics (BPS)

The import value of used clothing increased by 607.6% from January to September 2022, exceeding the import value of clothing and accessories (knitted) and clothing and accessories. The import value of these two products decreased (Mutia, 2022). Although the government has declared used clothing imports illegal, the Central Bureau of Statistics (BPS) has always officially recorded used clothing imports. Based on BPS data, in 2022, the total import value of used clothing and used goods imported was 272.14 thousand USD with a volume of 26.2 tons. This import value increased significantly from 2021, reaching 44.1 thousand USD and 7.9 tons. Meanwhile, BPS specifically noted that in January 2023 the import value was only USD 1,965 with a total of 147 kg. BPS data does not include illegal goods registered at customs (Chairy & Gultom, 2023).

Although many imported used clothes can reduce the competitiveness of domestic products, increase waste, and hurt the environment. As well as the increasing number of imported used clothing entering Indonesia, the loss endangers consumers because used clothing has been worn by someone who does not know whether their conditions are clean or free of skin diseases that can be transmitted (Astasari

& Sudarwanto, 2021). However, this is only a reference because many producers sell thrift clothes through offline stores and online shops. The level of community needs that are increasing and diverse results in the emergence of interest in buying something that when seeing an item someone feels interested in trying so that the desire to own the item arises (Wardhana et al., n.d.).

In addition, people are also aware that they will spend money on fairly expensive prices for new goods. Therefore, the alternative way was to buy used goods. Besides being able to save expenses was the brand factor and the quality of the products obtained. can be seen at this time many online and offline stores sell thrift, especially in the online marketplace. they can market freely and spread widely, especially in the Sidoarjo area. Because social media makes it very easy to develop one's business because social media users are very numerous and come from various circles. Social media create easier way of transactions and give consumers choices for purchasing decisions (Lidya Nur Hanifati, 2021). They can use this information to assess the feasibility of goods, such as whether the price matches the quality. Consumers can use this information to determine whether the price of the item they want matches its quality. Lifestyle can also affect purchase intention (Iman et al., 2022).

The term lifestyle is used to describe a person. The more trend-following a person's lifestyle is, the more likely they are to try to keep up with the latest trends in the goods that consumers purchase. Then another factor that can play an important role in purchase intention is the perceived value of purchase intention through the mediation of customer satisfaction showed that the value of high product quality forms consumer confidence, which in turn affects their purchase intention (Afiany & Fajari, 2022).

Many previous studies have found factors that influence purchase intention. However, one of the researchers conducted have research results that consumer trust and perceived value partially and simultaneously have a significant positive effect on buying interest in online and offline second-hand stores (Fandy et al., 2021). And contrary to research that shows the results of lifestyle variables on buying interest have no significant effect, many factors are taken into consideration to be developed in further research (Rizky et al., 2022). The above phenomenon is related to the variables that influence purchasing decisions.

However, the results obtained with mixed and inconsistent results (Evidence Gap) is a type of research that highlights gaps in research evidence. In this context, it is necessary to reconsider whether the variables studied have an influence. The statements above showed that there was a gap (research gap) between the variables and the results of previous studies. lifestyle, consumer confidence, and perceived value on buying interest in thrift shops in Sidoarjo city. The novelty of this research lies in the location of the research and the variables to be studied based on this, it is necessary to conduct research again This is what encourages researchers to analyze the phenomenon that is happening with the title *The influence of lifestyle, consumer trust, and perceived value on buying interest in thrift shops in Sidoarjo city*?

Literature Review
Lifestyle

A person's lifestyle can be defined as the pattern of life expressed in their activities, interests, and opinions, which are shaped by their social class and occupation. However, having the same social class and occupation does not mean having the same lifestyle (Firmansyah, 2018). In addition, it can be interpreted that lifestyle is how a person lives his life, including his activities, hobbies, and thoughts, as well as what they think and feel after using the product. From the theory put forward by the experts above, lifestyle refers to a person's life activities, hobbies, and thoughts, especially in terms of how it reflects a person's life position (Fauziana et al., 2022).

Consumer Trust

Customer trust means believing that customers are willing to act in a certain way because they believe that their partners will deliver what they expect, and because they generally expect their words, promises,

or statements to be kept (Nora Anisa Br. Sinulingga, 2023). It can also be interpreted that trust is the company's attitude in trusting its business partners. From the theories of the experts above, trust is determined by many interpersonal and inter-organizational factors, such as competence, honesty, integrity, and goodness of the company. Consumer trust is defined as the willingness of one party to take risks from another party with the assumption that the other party will act as expected, even though the two parties do not know each other (Juliansyah et al., 2021).

Perceived Value

Perceived value is the customer's overall evaluation of the usefulness of a product based on what it receives and gives. Perceived value is the trade-off between perceived advantages and perceived disadvantages or positive and negative effects (Zulki Zulkifli Noor, 2021). Perceived value is the result or benefit received by the customer and refers to the total costs associated with the buying process. From the theory put forward by the experts above, the perceived value of customers and the value that companies should consider when marketing their products are based on how valuable people consider the value to them, we can conclude that it means buying the product (Ryandono et al., 2020).

Purchase Intention

Purchase intention is a desire that arises after realizing the benefits of the product so that finally the need arises to buy it to own it (Dr. Marissa Grace Haque Fawzi, 2022). It can also be interpreted that purchase interest or one of the elements of consumer behavior in a consuming attitude is purchase intention, which is the respondent's tendency to act before a decision is made (Amrullah, 2023). The curiosity that arises when purchasing a product generates an impulse that is embedded in the mind and develops into an effective activity. As a result, when the customer needs to fulfill his request, the curiosity will be realized. According to the theory put forward by the experts above, it can be concluded that purchase intention is part of consumer behavior and their attitude toward the goods they buy. Respondents tend to act before they make a buying decision (Qosim et al., 2023).

Methodology

This type of research uses a quantitative approach with descriptive methods. The quantitative approach is research based on positivistic concrete data which is positively oriented and used to survey a certain sample of the existing population (Sugiyono 2016). The population in this study are all people in Sidoarjo who have made thrift shop purchases. Determination of the sample in this study using sampling techniques non-probability side with purposive sampling technique (Pratiwi et al., 2022). Non-probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. Meanwhile, purposive sampling is a sampling technique with certain considerations (Sugiyono 2016).

The criteria set are men or women in gen-Z the age of 17 years - 26 years who have made purchases at least 2 times at thrift shops because Generation Z was born when access to information, especially the internet, has become a global culture, thus influencing values, views, and life goals in a decision-making process. Besides that, Generation Z is more open and accepting of thrift fashion trends because they are more aware of environmental and social issues, and tend to support sustainable practices (Mutia, 2022). The population in this study is unknown (infinite population). Therefore, this study uses the formula to determine the number of samples.

$$n=\left(\frac{Za/2\sigma}{\varepsilon}\right)^2$$

Description:
n   : Number of Samples

$z_{a/2}$: Normal Table Values for Confidence 95% = 1,96

σ : Standard Deviation 25% = 0,25

ε : Eror 5% = 0,05

Meanwhile, the sample size to be taken uses the following formula:

$$n = \left(\frac{Z_{a/2}\sigma}{\varepsilon}\right)$$

$$n = \left(\frac{1,96.0,25}{0,05}\right)2$$

$$n = 96,4$$

With the calculation in the formula above, the number of samples needed is 100 samples, the determination of the number of samples is said to be feasible based on the theory of equivalent samples saying that in a study there are between 30 and 500 samples (Supranto, 2016). The data source used in this study is primary data using an online questionnaire through Google form media which is circulated online through social media. Then the primary data that has been obtained is analyzed using the SPSS (Statistical Product and Service Solution) version 26 tool and tested using an instrument test with a validity test. and reliability test (Fauziana et al., 2022).

Before data is analyzed, a classical assumption test is carried out. There were four stages of the classical assumption test namely; the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. This study uses multiple linear regression to analyze the data to observe the effect of independent variables on dependent variables. A simple Linear Regression Equation can be seen below:

Y = α + b1x1 + b2x2 + b3x3

Y = Predicted value of the dependent variable

B = regression coefficient, the value of increasing or decreasing variable Y based on variable X

X = independent variable

Hypothesis Development

H1 = Lifestyle affects buying interest in Thrift Shop in Sidoarjo

H2 = Consumer Trust affects buying interest in Thrift Shop in Sidoarjo

H3 = Perceived value affects buying interest in Thrift Shop in Sidoarjo

Relationship between Variables

This research used independent (X) namely life, consumer trust, and perceived value, the dependent variable is purchase intention, with the relationship between variables as in the figure below :
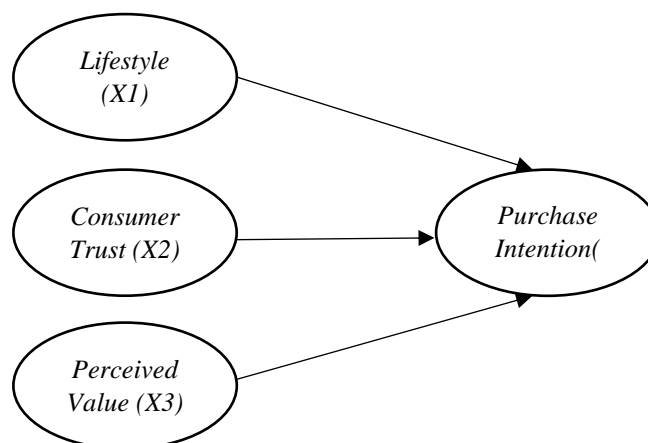

Figure 2. Model of variables

Source: Author (2024)

Results and Discussion

The research results using descriptive analysis, namely a form of research data analysis that aims to present and describe the characteristics of data obtained from one research sample (L.M.Nasution, 2021). From the results of distributing questionnaires through Google Forms, the total number of respondents obtained was 102 people. Based on the data obtained, it can be seen that female respondents dominate around 59.8% of the total respondents obtained while the male gender is only 40.2%. Then the work obtained the most is that most of the respondents are still students. The target population is Generation Z people with an age range of 17-26 years. Then because the highest respondent is a student, in the category of income per month, the percentage of respondents who have not earned the highest value is 26.5%.

The output results above explain testing the validity of a variable as it is known that the person correlation method is a method of testing validity by correlating each total item. Therefore, the results seen are the results of the total correlation. In determining whether a statement is valid or not, there are two ways, namely by looking at the significance value <0.05, aka the item is valid, if the significance value is> 0.05, it is declared invalid and comparing the calculated r value with the r table. If the value of r count: t table then the item is declared valid and vice versa if r count: r table then the item is invalid.

Table 1. Validity Test

Item	significance value	R value	R table value	Description
X1	0,00	0,767		
		0,867		Valid
		0,796		
X2	0,00	0,796		
		0,769		Valid
		0,634		
		0,666	1.661	
X3	0,00	0,805		
		0,803		Valid
		0,684		
Y	0,00	0,722		
		0,815		Valid
		0,807		

Source: Data processed by SPSS version 2.6 (2024)

From the results of the validity test calculation, it is found that all statement items from each variable have an r-count> r-table value, so this study is declared valid and can be used as a tool to measure the variables studied because the significance value is> 0.05, which is 0.00.

Indicators of reliability measurement according to now, which divides the level of reliability with the following criteria: if alpha or r count 0.8-1.0 can be said to be good reliability, 0.6-0.799 can be said to be acceptable reliability, while less than 0.6 can be said to be poor reliability. The reliability test below was carried out using Cronbach's Alpha technique.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Critical R-Value	Description
Lifestyle (X1)	0,737	0,60	Reliability Accepted
Consumer Trust (X2)	0,669	0,60	Reliability Accepted
Perceived Value (X3)	0,634	0,60	Reliability Accepted

Purchase Intention (Y)	0,681	0,60	Reliability Accepted

Source: Data processed by SPSS version 2.6 (2024)

Based on the table above, it is known that the reliability test value in this study is declared reliable with Cronbach's Alpha test results greater than (0.6). In the Lifestyle variable with a value of 0737, Consumer Trust of 0.669, Perceived Value of 0.634, and purchase intention of 0.681. Then all variables can be stated that they have reliability.

This test is used to assess the distribution of data in a group or variable, to determine whether the data has a normal distribution or not. The non-parametric Kolmogorov Smirnov method was chosen as the test method in this study, with the following conditions: The outstanding data is declared abnormal if the significance value in the Kolmogorov Smirnov test is less than 0,5. It means that the data was declared normal or good if the significance value in the Kolmogorov-Smirnov test is equal to or more than 0,5.

Table 3. Normality test results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		101
Normal s[a,b]	Mean	.0000000
	Std. Deviation	1.46683493
Most Extreme Differences	Absolute	.171
	Positive	.171
	Negative	-.140
Test Statistic		.171
Asymp. Sig. (2-tailed)		.000[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed by SPSS version 2.6 (2024)

The results of the normality test above show the Kolmogorov Smirnov test value of 1.466, in other words, these results are the same as the test provisions of 0, 5. So it can be concluded that the data has a normal distribution. The results of the Plot of Regression Residual to find out whether it is normal or not. if the data distribution forms points that are close to the diagonal line, the data is said to be normally distributed
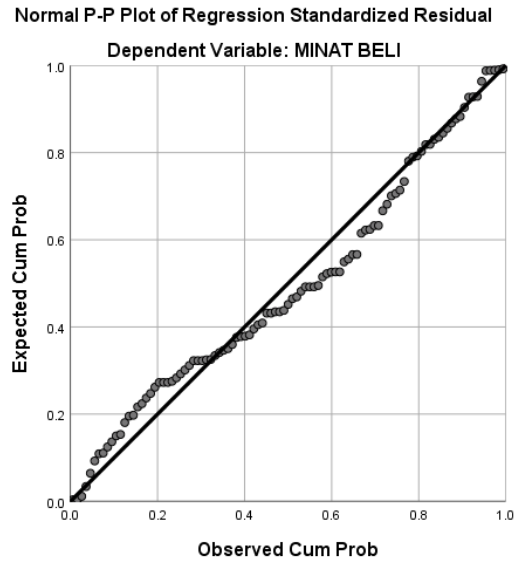
Figure 3. Normality Test

Source: Data processed by SPSS version 2.6 (2024)

Figure 3 shows that the data distribution lies in the diagonal line area. It means that the data were normally distributed. So, it can be concluded that the normality test in this study produces normal or good data. The next test was Linearity testing. It was a requirement for Pearson correlation or linear regression analysis. The Linearity Test explains that the purpose of the linearity test is to determine whether two variables have a significant linear relationship or not. To determine whether data is linear or not, the data can be seen as the level of significance. With the provisions, if the value (VIF) and tolerance are less than 10 and tolerance is more than 0.1, it is stated that there is no multicollinearity.

Table 4. Multicollinearity Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.246	.932		2.410	.018		
	Lifestyle	.249	.092	.263	2.701	.008	.560	1.787
	Consumer Trust	-.034	.085	-.039	-.400	.690	.550	1.819
	Perceived Value	.585	.113	.530	5.182	.000	.505	1.979
Dependent Variable: Purchase Intention								

Source: Data processed by SPSS version 2.6 (2024)

In the analysis results above, it is known that all variables are declared to have no multicollinearity because they get VIF results of less than 10 and a tolerance score of more than 0.1.

Table 5. Autocorrelation Test

| | | | Adjusted R | Std. Error of the | |
Model	R	R Square	Square	Estimate	Durbin-Watson
1	.628ᵃ	.394	.376	1.61743	1.671

Model Summary (header spanning above)

a. Predictors: (Constant), Perceived Value, Consumer Trust, Lifestyle

Dependent Variable: Purchase Intention

Source: Data processed by SPSS version 2.6 (2024)

Based on the table above, it is known that the Durbin Watson value is 1.649 with dL < d < 4-dU (1.05290) < (1.6640) where these results are in the du < dw < 4-du criteria, it can be concluded that the data does not occur autocorrelation with other words, the autocorrelation test assumptions have been met. In the analysis results above, it is known that all variables are declared not to occur multicollinearity because they get VIF results less than 10 and tolerance more than 0.1
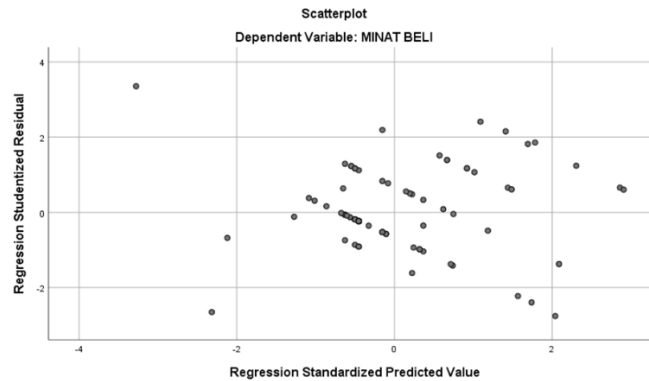

Figure 4. Heteroscedasticity Test Result

Source: Data processed by SPSS version 2.6 (2024)

From the picture above, it can be seen that there is no specific pattern formed, and the scatter dots are scattered randomly both above the number and below the number on the vertical axis or Y axis. So, it can be concluded that there is no heteroscedasticity in this test.

Table 6. Multiple Linear Regression Test

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.198	.929		3.444	.001
	LIFESTYLE	.303	.084	.344	3.603	.000
	CONSUMER TRUST	.123	.075	.156	1.635	.105
	PERCEIVED VALUE	.233	.086	.264	2.720	.008

a. Dependent Variable: Purchase Intention

Source: Data processed by SPSS version 2.6 (2024)

From the output obtained, the regression equation is obtained as follows:

Y = 3.198 + 0.303X1 + 0.123X2 + 0.233X3

Based on the results of obtaining the equation, the meaning and meaning of the regression coefficient can be explained as follows

a) Constant (a)
b) The constant value which is positive 3.198 This shows that without the influence of the independent variables, namely Lifestyle, Consumer Trust, and Perceived Value, the value of the dependent variable, namely purchase intention, remains constant at 3,198.
c) Lifestyle A positive coefficient value of 0.303 between the Lifestyle variable and purchase intention. So that the two variables have a positive relationship.
d) Consumer Trust A positive coefficient value of 0.123 between the Consumer Trust variable and purchase intention. So that the two variables have a positive relationship, and it can be concluded that if the Product Quality variable increases by one unit, the purchase intention variable will also increase by 0.123.
e) Perceived Value A positive coefficient value of 0.233 between the Product Limitations variable and purchase intention. So, between the two variables have a positive relationship, and it can be concluded that if the Product Limitations variable increases by one unit, the purchase intention variable will increase by 0.233

Table 7. T test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.198	.929		3.444	.001
	Lifestyle	.303	.084	.344	3.603	.000
	Consumer trust	.123	.075	.156	1.635	.105
	Perceived value	.233	.086	.264	2.720	.008
a. Dependent Variable: Purchase Intention						

Source: Data processed by SPSS version 2.6 (2024)

In the partial test results (T) on the effect of each variable X on the purchase interest variable (Y), using the assumption of a confidence level of 5% or 0, 5 with a degree of freedom value of K = 3. Described as follows:

a) Testing the coefficient of the lifestyle variable
From the results of the output data, it is known that t count X1 (lifestyle) (3,603) The significance is 0.000 (SIG <0.05) so it can be concluded that there is a significant influence between the lifestyle variable and purchase intention.
b) Testing the coefficient of the consumer trust variable
From the results of the output data, it is known that t count X2 (Consumer Trust) (1.635) The significance is 0.105 (SIG <0.05) so it can be concluded that there is a significant influence between the Consumer Trust variable and purchase intention.
c) Perceived Value variable coefficient test
From the results of the output data, it is known that t count X1 (lifestyle) (2.720) The significance is 0.008 (SIG <0.05) so it can be concluded that there is a significant influence between the lifestyle variable and purchase intention.

Based on these results, it is also known that the variable with the greatest level of influence is variable X1 (lifestyle) with a t value of 3.603. This can happen because the Lifestyle variable has a bigger score of positive results in the questionnaire compared to other variables in this study,

statements. Therefore, in the partial T-test, it is found that variable X1 (lifestyle) has the greatest influence on variable Y, namely the interest in buying used clothes (Thrift shop) in Sidoarjo.

Table 8. F-Test

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	165.229	3	55.076	21.053	.000ᵇ
	Residual	253.761	97	2.616		
	Total	418.990	100			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Perceived Value, Consumer Trust, Lifestyle						

Source: Data processed by SPSS version 2.6 (2024)

From the results of the output data, it is known that F count = 21.053 while F table (DK = N-K-1 with DF 1 (number of variables -1 = 2) = 3.4 (T table> T count) while the significance value obtained is 0.00 (SIG <0.05) So it can be concluded that there is a significant influence between lifestyle variables, consumer trust, and perceived value together with purchase intention.

H1: Lifestyle Affects Purchase Intention at a Thrift Shop in Sidoarjo

The analysis results prove that Lifestyle influences Thrift Shop Purchase Intention in Sidoarjo. This shows that the lifestyle variable has a significant level. People, especially gen-Z, are interested in buying Thrift Shop products because the price and quality are very affordable prices are subjective because prices are also motivated by the economic and environmental conditions of each individual which are of course different - this is evidenced that consumers visit Thrift Shop stores in the Sidoarjo area when there is free time to buy or just look at used clothing products. Furthermore, lifestyle affects consumer interest in buying second-hand products because there is an assumption that appearance is important so buying Thrift Shop clothes can support daily appearance (Mutmainah & Romadhon, 2023).

Lifestyle had a positive element in providing value for consumers to make purchasing decisions. The higher the lifestyle, it can influence consumers to make purchasing decisions. These results are in line with the theory, which suggests that lifestyle plays an important role in a person's decision-making process (Santoso & Kusuma, 2023). Someone who has felt that they have a different image will refer to make a purchase. Therefore, sellers need to provide new products so that later it can become a competitive advantage for Thrift Shop stores (Rasyid 2017).

H2: Consumer Trust affects Purchase Intention at the Thrift shop

Based on the results of the hypothesis testing analysis, it proves that consumer trust influences Thrift shop purchase intention. This shows that "thrift shop sellers in Sidoarjo can convince buyers of the quality and safety of the products on offer" and get the highest results from respondents. This willingness is shown by the result from a previous study conducted by (Afiany & Fajari, 2022) that respondents are willing to buy thrift shop clothes repeatedly even in different stores because the quality and price they get are appropriate and do not disappoint consumers. This is evidenced by the fact that most of Generation Z have bought and worn thrift shop-used clothing products. These results indicate that consumer trust in thrift shop-used clothing products is quite good, as evidenced by the results of data testing on consumer trust having the highest value than others. More positive trust in a brand or product will affect consumer confidence (Rasyid et al. 2021).

In addition, the consumer statement "Even though sometimes the quality I get is not always good, I do not hesitate to buy thrift shop products again even though it is in a different store". From the surveys

conducted. respondents pay attention to the impact that will be received when buying used clothing, therefore consumers place full trust in the information obtained for the good of consumers considering that there are many cases of used clothing or thrift shops circulating today. This priority arises as a result of awareness to be more careful in buying something. Furthermore, there is a statement "Thrift Shop sellers in Sidoarjo have honesty in providing correct and relevant information to customers" This proves that sellers always provide the best possible service to consumers. This priority arises as a result of the awareness possessed by Generation Z.

The results of this study are also in line with the theory which states that consumers are very interested in buying. This means that the higher the consumer confidence, the greater the consumer's desire to buy (L.M.Nasution, 2021). The results of this study are in line with previous research which also proves that consumer trust affects purchase intention (Rahmansyah et al., 2022). Consumer confidence has a negative impact due to a lack of information about products, quality, and unclear product prices. Moreover, it also gave consumers have clear information about second-hand shop products that are sold (Ryandono et al., 2022).

H3: Perceived Value affects Thrift shop Purchase Interest in Sidoarjo

Based on the results of this research analysis, prove that perceived value affects purchase intention at Thrift Shop stores in Sidoarjo. The results also prove that Thrift Shop consumers have a good opinion of the value and features of used clothing. Moreover, existing test results showed that perceived value partially has a positive and significant effect on purchase intention. It means that perceived value affected directly on consumer buying interest in Thrift Shop stores in Sidoarjo. consumers are interested in buying products and feel satisfied with the quality of the product when consumers get good quality goods. In addition, consumers also feel that Thrift Shop products can help improve their social image in the eyes of society.

A satisfaction survey on the questionnaire explained that thrift shops understand how society sees them, so they can take continuous improvement steps and build a more positive image such as wearing different clothes without having to spend a lot of money to improve their image in front of many people (Febriyanti et al., 2022). High perceived value of products will increase consumer buying interest and also perceived value that makes sense will increase consumer buying interest. Most consumers of Thrift Shop products in Sidoarjo considered that they were satisfied. This will increase the buying interest of consumers in the Thrift Shop to be high.

The results of this study are in line with the theory which states that perceived value is the perception of value in consumers of a product which is also related to the benefits of the product that will be felt and obtained (Handriana et al., 2020). This shows that in the context of selling used clothing in the Perceived Value indicator, consumers feel that Thrift Shop products in Sidoarjo can help improve their social image in the eyes of the surrounding community results of this study are also supported by previous research which proves that perceived value has a positive and significant effect on Thrift Shop Purchase Intention.

Conclusion

Based on the result above, it can be concluded that consumer confidence, lifestyle, and perceived value affect the purchasing interest of consumers. Positive consumer confidence, appropriate lifestyle, and perceived value increase consumer buying interest in second-hand shop products Consumer confidence affects buying interest in second-hand shops in Sidoarjo. Consumers are willing to buy used clothing, indicating positive trust in second-hand shop products and sellers. High consumer confidence in a brand or product increases self-confidence, thus influencing consumer buying interest. Lifestyle also affects the buying interest of thrift shops in Sidoarjo.

Lifestyle variables have good reliability and have a significant effect on buying interest. Perceived value has a significant positive effect on buying interest in second-hand shops in Sidoarjo. Customers

consider the perceived value of Thrift Shop to be good, thus having an impact on buying interest. Perceived value makes sense to consumers, encouraging high buying interest in thrift shop products. So, these findings can help thrift store sellers to improve their marketing strategies and competitive advantage.

This study also has several limitations that need to be considered. First, this research was conducted using variables that are rarely used on the topic of thrift shops, especially in the Sidoarjo area, then secondly, researchers also used a specific population, namely only focusing on Generation Z so that the results may not be filled and spread to other generations. So, researchers provide advice to consumers, sellers, and future writers to be wise in buying used clothes by understanding their needs and checking product conditions carefully before buying. Finally, the researcher advises future authors to use different testing technique methods, develop other factors or variables, and use research objects with a wider scale to gain a broader understanding and generalize more general results

Author's Contribution

All authors have contributed to the making of this scientific paper. The contribution of each author is as follows, as a good suggestion and revision.

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Declaration of Competing Interest

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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