

Short Communication

The Effect of Price and Lifestyle on Consumer Satisfaction with Thrifting Products Among Faculty of Economics and Business Students at Mataram University

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This article contributes to:



Abstract. This study aims to examine the effect of Price and Lifestyle on Consumer Satisfaction on Thrifting Products among Faculty of Economics and Business (FEB) Students at Mataram University. The population in this study were all FEB students at Mataram University. The number of samples in this study was 100 respondents with a sampling technique using non-probability sampling with a purposive sampling method. Data analysis used was Multiple Linear Regression to prove the research hypothesis. Data that had met the validity test, reliability test and classical assumption test were then processed to obtain a regression equation. The data analysis technique used the SPSS Version 30 Program. Based on the results of the data analysis, it was found that Price (X1) had a positive and significant effect on Consumer Satisfaction (Y) on Thrifting Products, with a regression coefficient value of 0.182 and obtained a calculated t value greater than the t table ($2.077 > 1.985$) with a significance of $0.040 < 0.05$. Lifestyle (X2) has a positive and significant effect on Consumer Satisfaction (Y) for Thrifting Products, with a regression coefficient value of 0.495 and a calculated t-value greater than the t-table ($6.241 > 1.985$) with a significance of $0.001 < 0.05$.

Keywords: Price, Lifestyle, Consumer Satisfaction.

1. Introduction

The current era of globalization has brought many changes and influences to various aspects, one of which is fashion/appearance [1]. Fashion has generally become ingrained in society. Fashion can also reflect a person's personality, such as their lifestyle and character [2]. Fashion itself is anything worn on the body to protect the body and also to enhance one's appearance [3]. Fashion has made many Indonesians become consumptive in their shopping in the country. Fashion can also be a significant and profitable opportunity because it will always be a necessity for all groups. Fashion is no longer just a primary need, but has evolved into a trend and a lifestyle. The high middle-income Indonesian population makes it difficult for them to afford branded, high-quality items in new condition [4].

As time goes by, an alternative shopping activity has emerged that can minimize expenses to meet consumer lifestyles [5]. This alternative to reducing expenses is thrifting. Thrifting is the activity of searching for and purchasing used goods. Thrift products themselves are various types of secondhand or used goods, both local and imported, that are still of good quality, even nearly as good as new, and also include many well-known brands. These thrift goods can also come from old stock or defective products

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that did not make it to the sales stage [6]. The price of these thrift products is much cheaper than the selling price of new goods, so many people prefer to buy thrifted goods [7]. Thrifting is a practice that has emerged as an increasingly popular shopping alternative. It involves purchasing used or secondhand goods, such as clothing, accessories, and more. The popularity of thrifting has begun to increase with technological developments. Needs and desires, if not balanced by sufficient funds, thrift products become an alternative for people.

A survey conducted by Goodstats from August 5-16, 2022, involving 261 young Indonesian respondents revealed that 49.4% had purchased thrifted items. Furthermore, 34.5% stated they had never purchased thrifted items, and 16.1% stated they would never purchase thrifted items. This survey demonstrates a high level of interest among young Indonesians in thrifting products, making it a widespread phenomenon [8]. The thrifting trend has become very popular recently, especially among the younger generation [9]. This explains that the younger generation is a generation that tends to follow trends, change, and increase diversity among each individual [10]. Therefore, to appear fashionable and contemporary, some young people are now turning to thrifting fashion. One young generation that enjoys thrifting is college students. Students have their own perspectives when thrifting or buying secondhand products. The phenomenon of thrifting or buying secondhand products among students is a form of lifestyle [11]. This means that when students thrift, it is their choice of how to use their money and time. This thrifting phenomenon has also become a trend in Mataram City.

The growth of the thrifting trend in this city can be seen from the emergence of thrifting shops, the always busy markets specifically selling thrifted goods, to the emergence of traders selling thrifted goods through shophouses and social media platforms or e-commerce [12]. Mataram University's Faculty of Economics and Business (FEB) students are a faculty that is sensitive to economic issues such as financial management, consumer behavior, and cost-benefit analysis. They also have a strong interest in fashion. Thrifting has become an alternative way to fulfill a lifestyle, especially for students. Students are attracted to thrift products because they have unique styles and designs rarely found in other products [13]. The purpose of this study is to analyze the influence of price and lifestyle on consumer satisfaction with thrifting products among students of the Faculty of Economics and Business, University of Mataram.

2. Method

The type of research used in this study is associative research. Associative research is research conducted with the aim of determining the influence of the relationship between two or more variables. In this study, there are three variables to be studied: Price as X_1 , Lifestyle as X_2 , and Consumer Satisfaction as the dependent variable (Y). The population in this study was all FEB students at Mataram University who had purchased thrifting products. The sample consisted of 100 student respondents, using a non-probability sampling technique with a purposive sampling method. The criteria for determining the sample are: (a) FEB students at Mataram University who have made more than one purchase transaction on thrifting products, and (b) respondents are 18 years and above. The analysis technique used in this study is quantitative data analysis, using instrument quality tests (validity and reliability tests), classical assumption tests (normality and multicollinearity tests), and to quantitatively estimate the influence of several independent variables simultaneously (simultaneous f-test) or partially (individual t-test) on the dependent variable. Using the coefficient of determination essentially measures how far the model's ability to explain the variation of the independent variable.

The functional relationship between the independent variable and the dependent variable can be done by multiple regression.

3. Results and Discussion

3.1 Validity and Reliability Test

Validity testing is used to determine the validity of each variable used in the study. The criterion used to determine the questions or statements in the study is $\alpha = 5\%$. If r count is greater than r table and the value is positive, then the question item or indicator is declared valid.

Table 1.
Validity and
Reliability Test
Results

Variables	Item	r count	r table	Cronbach's Alpha	Information
Price (X1)	X1.1	0.546	0.196	0.724	Valid and Reliable
	X1.2	0.585	0.196		Valid and Reliable
	X1.3	0.540	0.196		Valid and Reliable
	X1.4	0.528	0.196		Valid and Reliable
	X1.5	0.550	0.196		Valid and Reliable
	X1.6	0.556	0.196		Valid and Reliable
	X1.7	0.605	0.196		Valid and Reliable
	X1.8	0.578	0.196		Valid and Reliable
	X1.9	0.588	0.196		Valid and Reliable
Lifestyle (X2)	X2.1	0.599	0.196	0.717	Valid and Reliable
	X2.2	0.581	0.196		Valid and Reliable
	X2.3	0.533	0.196		Valid and Reliable
	X2.4	0.317	0.196		Valid and Reliable
	X2.5	0.476	0.196		Valid and Reliable
	X2.6	0.650	0.196		Valid and Reliable
	X2.7	0.548	0.196		Valid and Reliable
	X2.8	0.692	0.196		Valid and Reliable
	X2.9	0.600	0.196		Valid and Reliable
Consumer Satisfaction (Y)	Y.1	0.561	0.196	0.839	Valid and Reliable
	Y.2	0.742	0.196		Valid and Reliable
	Y.3	0.654	0.196		Valid and Reliable
	Y.4	0.766	0.196		Valid and Reliable
	Y.5	0.752	0.196		Valid and Reliable
	Y.6	0.750	0.196		Valid and Reliable
	Y.7	0.775	0.196		Valid and Reliable

Based on Table 1, the instrument testing results indicate that all questionnaire items measuring Price, Lifestyle, and Consumer Satisfaction (25 items in total) are valid, as each item's corrected item-total correlation (r-count) exceeds the r-table value. For the Price variable, r-count ranges from 0.528 to 0.605; for Lifestyle, from 0.317 to 0.692; and for Consumer Satisfaction, from 0.561 to 0.775. In addition, the reliability test shows that the Cronbach's Alpha values for all variables are greater than 0.60, confirming that the instrument is reliable and the questionnaire is appropriate for use in this study.

3.2 Normality Test

Based on Table 2, Kolmogorov-Smirnov test, namely with the criteria if the Asymp.Sig value (2-tailed) > 0.05 then the data contributes normally. In the test results above, the results of primary data processing can be seen that the magnitude of the Asymp.Sig value (2-tailed) is $0.080 > 0.05$, which can be said to be normally distributed.

3.3 Multicollinearity Test

The results of the Multicollinearity Test can be seen in Table 2.

Table 2.
Multicollinearity
and Normality
Test Results

Model	Collinearity Statistic		Asymp. Sig. (2-tailed)
	Tolerance	VIF	
Price	0.730	1.370	0.080
Lifestyle	0.730	1.370	

Based on Table 2, it shows that the tolerance value of the Price (0.730) and Lifestyle (0.730) variables is > 0.10 and the VIF of the Price (1.370) and Lifestyle (1.370) variables is < 10.00 . Therefore, it can be concluded that the data is free from multicollinearity symptoms, meaning there is no correlation between the independent variables.

3.4 Multiple Linear Regression Analysis

The independent variables in this study are Price (X1) and Lifestyle (X2), while the dependent variable is Consumer Satisfaction (Y). The researcher used the Unstandardized Coefficients B table because the table aims to explain the increases and decreases caused by the dependent variable.

Table 3. Multiple
Linear
Regression Test
Results

Predictor	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (β)	t	p-value
Constant	3.678	2.947	—	1.248	0.215
Price	0.182	0.088	0.184	2.077	0.040
Lifestyle	0.495	0.079	0.553	6.241	0.001

Based on Table 3, the constant value is 3.678, while the price value is 0.182 and the lifestyle value is 0.495. Thus, the multiple linear regression equation can be obtained as follows:

$$Y = 3.678 + 0.182 (X1) + 0.495 (X2) + e$$

The constant value of 3.678 indicates the expected level of Consumer Satisfaction when the independent variables are held at zero. The coefficient for Price is 0.182, showing a positive relationship such that, holding the other variable constant, a one-unit increase in Price is associated with a 0.182 increase in Consumer Satisfaction. Likewise, the coefficient for Lifestyle is 0.495, indicating that a one-unit increase in Lifestyle is associated with a 0.495 increase in Consumer Satisfaction, *ceteris paribus*. Overall, the results demonstrate that both predictors positively and significantly affect Consumer Satisfaction with thrifting products among students of the Faculty of Economics and Business, University of Mataram (Price: $p = 0.040$; Lifestyle: $p < 0.001$).

3.5 T-test

Based on Table 3, the t-value for Price is 2.077 with a significance level of 0.040. Since $p < 0.05$ and t-count (2.077) exceeds the t-table value (1.985), H_0 is rejected and H_a is accepted; therefore, Price has a positive and significant effect on Consumer Satisfaction. Similarly, the t-value for Lifestyle is 6.241 with $p < 0.001$. Because this p-value is below 0.05 and t-count (6.241) is greater than 1.985, H_0 is rejected and H_a is accepted; thus, Lifestyle has a positive and significant effect on Consumer Satisfaction.

3.6 F test and Coefficient of Determination

The ANOVA results and coefficient of determination can be seen in Table 4.

Table 4.
ANOVA F Test
Results

Model	Sum of Squares	df	Mean Square	F count	F table	Sig.	Adjusted R ²
Regression	473.418	2	236.709	38.868	3.09	< 0.001	0.439
Residual	590.742	97	6.090				
Total	1,064.160	99					

Based on Table 4, the F-value is 38.868 with a significance level of $p < 0.001$. Since the calculated F-value exceeds the critical F-value ($38.868 > 3.09$) and the significance value is below 0.05, it can be concluded that Price and Lifestyle simultaneously have a

significant effect on Consumer Satisfaction with thrifting products among students of the Faculty of Economics and Business, University of Mataram. Furthermore, based on Table 4, the R value is 0.436.

3.7 Discussion

3.7.1 The Effect of Price on Consumer Satisfaction

From the overall results of the data analysis, it shows that the Price variable has a positive and significant influence on Consumer Satisfaction of thrifting products. This is evidenced by the results of multiple linear regression testing which obtained a regression coefficient value of 0.182 and a t-test obtained a value of t count greater than *t tabel* ($2.077 > 1.985$) and a significance level of $0.04 < 0.05$. From these criteria, it can be interpreted that the Price variable has a positive and significant influence on Consumer Satisfaction of thrifting products among FEB Students of Mataram University. The results of this study strengthen the research conducted by Suciningrum and Usman [14] with the results of the study showing that Price has a positive effect on Consumer Satisfaction.

3.7.2 The Influence of Lifestyle on Consumer Satisfaction

From the overall results of the data analysis, it shows that the Lifestyle variable has a positive and significant influence on Consumer Satisfaction of thrifting products. This is proven by the results of multiple linear regression testing which obtained a regression coefficient value of 0.495 and the t-test obtained a value of t count greater than *t tabel* ($6.241 > 1.985$) and a significance level of $0.001 < 0.05$. From these criteria, it can be interpreted that the Lifestyle variable has a positive and significant influence on Consumer Satisfaction of thrifting products among FEB Students of Mataram University. The results of this study strengthen the research conducted by Leecharoen and Chaiyapan [15] with the results of the study showing that Lifestyle has a positive effect on Consumer Satisfaction.

4. Conclusion

Based on data collected from 100 students of the Faculty of Economics and Business, University of Mataram, aged 18 years and above who had made more than one purchase of thrifting products, and based on statistical analysis using IBM SPSS Version 30, this study concludes that price has a positive and significant effect on consumer satisfaction with thrifting products, indicating that more appropriate and affordable prices lead to higher levels of student satisfaction ($\beta = 0.182$; $t = 2.077 > 1.985$; $p = 0.040$). Furthermore, lifestyle also has a positive and significant effect on consumer satisfaction with thrifting products, suggesting that stronger alignment between thrifting products and students' lifestyles significantly enhances satisfaction as the products are perceived as relevant and supportive of daily activities ($\beta = 0.495$; $t = 6.241 > 1.985$; $p = 0.001$). Sellers should maintain competitive pricing and consistently adapt product offerings to the lifestyle characteristics of students to improve consumer satisfaction.

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6. Declaration

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