

ABSTRAK

PENGARUH KELENGKAPAN PRODUK, DESAIN, HARGA TERHADAP KEPUTUSAN PEMBELIAN *ONLINE* PAKAIAN *THRIFTING* DI AMSTORE MANADO

BRAYEN VALENTINO KALIMBE [19342059]

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Pembelian pakaian *thrifting* mulai diminati sejak masuk pandemi Covid-19 di Indonesia. Sejak saat itu juga, kebanyakan masyarakat khususnya di Kota Manado mulai membuka usaha bisnis pakaian *thrifting* dengan cara memasarkannya secara *online*. Semakin banyaknya orang yang membuka usaha bisnis *thrifting* maka semakin ketat pula persaingan bisnis sehingga perlu meninjau hal-hal apa saja untuk membuat pelanggan lebih banyak membeli di AMStore Manado yang tentunya berkaitan dengan keputusan pembelian. Pengumpulan data dilakukan dengan metode Wawancara, Kuesioner serta informasi dari jurnal terakreditasi yang berhubungan dengan penelitian ini. Variabel Independen yang digunakan pada penelitian yaitu Kelengkapan Produk (X1), Desain (X2) dan Harga (X3) sedangkan untuk Variabel Dependen yaitu Keputusan Pembelian (Y).

Perhitungan data menggunakan aplikasi SPSS versi 29 dengan hasil pengujian t -hitung 2,051 > t -tabel 1,97529 dengan nilai Sig. 0,042 < 0,05 artinya Kelengkapan Produk (X1) memiliki pengaruh terhadap Keputusan Pembelian (Y). Variabel Desain (X2) bernilai t -hitung 3,066 > t -tabel 1,97529 dengan nilai Sig. 0,03 < 0,05 artinya memiliki pengaruh terhadap Keputusan Pembelian (Y) dan t -hitung 4,279 > t -tabel 1,97529 dengan nilai Sig. 0,001 < 0,05 artinya Variabel Harga (X3) memiliki pengaruh terhadap Keputusan Pembelian (Y). Uji R dengan nilai $R = 0,684$. Jadi, Variabel Kelengkapan Produk (X1), Desain (X2), dan Harga (X3) memiliki korelasi 68,4% terhadap Keputusan Pembelian (Y) di AMStore Manado dan Uji R^2 dengan nilai 0,467 atau 46,7% berarti Variabel Kelengkapan Produk (X), Desain (X2), Harga (X3) mempunyai pengaruh terhadap Keputusan Pembelian (Y), sedangkan 53,3% ada pengaruh dari faktor lainnya.

Kata Kunci: Pakaian *Thrifting*, Desain, Harga, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF PRODUCT COMPLETENESS, DESIGN, AND PRICE ON ONLINE PURCHASE DECISIONS FOR THRIFTED CLOTHINGS AT AMSTORE MANADO

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Purchasing thrifted clothings has become popular since the Covid-19 pandemic entered Indonesia. Since then, most people, especially in the city of Manado, have started opening thrifted clothing businesses by marketing them online. The more people who open thrifting businesses, the tighter the business competition becomes, so it is necessary to review what things can be done to make customers buy more at AMStore Manado, which of course is related to purchasing decisions. Data collection was carried out using interviews, questionnaires and information from accredited journals related to this research. The Independent Variables used in the research were Product Completeness (X1), Design (X2) and Price (X3) while the Dependent Variable was Purchase Decision (Y).

The data was calculated using the SPSS version 29 application with t-count test results of $2.051 > t\text{-table } 1.97529$ with a Sig value. $0.042 < 0.05$ which means product completeness (X1) had an influence on purchasing decisions (Y). Design Variable (X2) had a t-count value of $3.066 > t\text{-table } 1.97529$ with a Sig value. $0.03 < 0.05$ which means it had an influence on Purchasing Decisions (Y) and t- count $4.279 > t\text{-table } 1.97529$ with a Sig value. $0.001 < 0.05$ which means that the Price Variable (X3) had an influence on Purchasing Decisions (Y). R test with a value of $R = 0.684$. So, the Product Completeness (X1), Design (X2), and Price (X3) variables had a correlation of 68.4% to the Purchase Decision (Y) at AMStore Manado and the R^2 Test with a value of 0.467 or 46.7% which means the Completeness Variable Product (X), Design (X2), Price (X3) had an influence on Purchasing Decisions (Y), while 53.3% had influence from other factors.

Keywords: *Thrifted Clothings, Design, Price, Purchasing Decisions*

This translation has been checked and proven accurate.



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