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THE INFLUENCE OF PRICE LEVEL AND PRODUCT EXCELLENT TOWARDS THRIFTING PURCHASE DECISION WITH CONTENT MARKETING AS MODERATION

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ABSTRACT

The purpose of this study was to examine and analyze the effect of price level and product excellent on thrifting purchase decisions with content marketing as a moderator. The sample in this study consisted of 159 respondents who were thrifting customers and students who liked different fashions. Respondent coverage is based on the hair approach. The data collection technique used simple random sampling by distributing research questionnaires in Google form format and then sharing them on social media. The research data processing method uses smart pls (partial least square) software which is used for hypothesis testing. The results of this study indicate that price level affects purchasing decisions, excellent product influences purchasing decisions, content marketing influences purchasing decisions, content marketing can moderate the effect of price level on purchasing decisions, content marketing can moderate the influence of price level on purchasing decisions. Recommended, if you want to increase the price level, then it is advisable to be able to further improve excellent product and content marketing if you want to increase the price level, because some of the respondents in this study stated that in increasing purchasing decisions one must be able to maintain excellent product and good content marketing.

KEYWORDS: price level, excellent product, thrifting purchase decision, content marketing

INTRODUCTION

Looking at the current phenomenon, one form of buying and selling that moves in the fashion industry and is in demand by various social strata is used clothes (thrifting). Used clothes are items that have been used by other people to cover their bodies (Makhmudah & Anwar, 2022). The thrifting fashion industry has a very rapid turnover of production and sales; therefore, it causes a rapid turnover of product purchases as well. The fashion industry depends on social media socialization, namely the way of communication and the superiority of the product that influences purchasing decisions (Siregar et al., 2022). Thrifting products in 2021 are worth 37.42 million and increase by 607.6% or worth



264.42 million in 2022 (Central Statistics Agency) (Heryanto et al., 2022). Teenagers are now starting to take an interest in used clothes. Some people think that used clothing has a good and unique fashion and is a fashionable thing so that the popularity of used clothes is increasingly in demand. Trend is a movement which follows the direction in which the market is moving. This explains that trends are dynamic because they are always changing (Manurung, 2023). So that the existence of used clothes is a new phenomenon that is popular among the younger generation. Therefore, sellers need to understand the importance of a marketing strategy for the business they have.

Previous researchers proved Price level (Bahari & Dermawan, 2022; Hena, 2022; Cesariana et al., 2022). Price level is a number indicating value, price, and production based on a certain unit of measurement; insurance premium costs; charges, fees, or prices. Someone who has good price quality will be better in the buying process and will have a good effect on purchasing decisions. Apart from the price level, the existence of an Excellent product is also influenced by content marketing which is related to an increase in purchasing decisions (Utama & Murti, 2022; Alfia, 2022; Lukiyana & Nurudin, 2023). Price level capability allows one to plan purchasing decisions and organize and achieve the desired goals. Students who are able to manage themselves are more interested in buying superior products and achieve higher buying interest. Excellent products have an effect on increasing purchasing decisions (Putri & Suci, 2022; Setyowisisto, 2023; Fazri et al., 2023). Product advantages are everything that makes the product have advantages and value in the eyes of customers so that it encourages them to buy it.

Purchasing decisions are defined as a process of making a decision in evaluating a product (Cesariana et al., 2022). The information available to the public through various sources ranging from magazines, advertisements, friends, family, bloggers, and even celebrities greatly influence the thrifting decision. The trend of thrifting seems to be very socialized through social media to the public and tends to be followed. The community builds new needs with the existence of the fashion industry so that people begin to be interested and finally a purchase decision occurs, some people, namely the younger generation of the city of Jakarta, are starting to have an interest in thrifting (Ambardi et al., 2023). In this study, researchers reviewed the effect of price level and product Excellent on thrifting purchase decisions with content marketing as a moderator. The difference between this study and previous studies is that none of the researchers saw content marketing as price level moderation and product excellence on thrifting purchase decisions.

This research is expected to provide a significant contribution in the field of marketing. Referring to the results of theoretical understanding and previous research. Therefore, the researcher explains, the effect of price level on thrifting purchasing decisions, the effect of product Excellent on thrifting buying decisions, the effect of content marketing on thrifting buying decisions, content marketing



moderation on the effect of price level on thrifting buying decisions, content marketing moderation on the effect of Excellent products on thrifting purchase decision. Therefore, researchers are interested to find how the influence of price level and excellent product on thrifting purchase decisions with content marketing as moderation.

REVIEW LITERATURE AND HYPOTHESIS

Bloom's Taxonomy and Planned Behavior

The grand theory that underlies this research is Bloom's taxonomy of individual understanding. In addition to the main theory, there are other supporting theories, namely the theory of purchasing decisions related to product quality (Fishbein & Ajzen, 1991). This theoretical approach has been used to study how thrifting purchase decisions are. Therefore, Price level and Product Excellent affect the thrifting purchase decision.

Effect of price level on thrifting purchase decision.

Effect of price level on thrifting purchase decisions (Dermawan & Rahmidani, 2022). The price level is the general price level in an economy, which is measured by a price index (Hena, 2022). Price level can influence thrifting purchasing decisions (Fitri et al., 2022). Using the theoretical studies above, the following first hypothesis is the effect of price level on thrifting purchase decisions.

Effect of product Excellent on thrifting purchase decision.

Product Excellent for thrifting purchase decisions decides about what is offered to customers, so the superiority of the product makes the product have advantages and value in the eyes of customers so that it encourages them to buy it (Utama & Murti, 2022). Product Excellent can be defined as a product that has advantages and has various advantages when compared to competing products which will help strengthen the share of these brands and products (Alfia, 2022). Product Excellent has a large positive impact on thrifting purchase decisions (Lukiyana & Nurudin, 2023). Using the theoretical studies above, the following second hypothesis is the effect of product Excellent on thrifting purchase decisions.

Effect of content marketing on thrifting purchase decisions.

The effect of content marketing on purchasing decisions (Putri & Suci, 2022). Content marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire and engage a clear and understandable target audience with the goal of driving profitable customer action (Setyowisisto, 2023). Content marketing has a significant and positive direct effect on purchasing decisions (Rachmah & Madiawati, 2022). Using the theoretical studies above, the following third hypothesis is the effect of content marketing on purchasing decisions.



Content marketing moderation on the effect of price level on thrifting purchase decisions.

This content marketing will support the impact of price level quality on purchasing decisions, if the price level is negative, it will have a negative impact on purchasing decisions and vice versa (Rizani et al., 2022). Content marketing will be able to influence the price level so that it will have an impact on purchasing decisions (Oktavia et al., 2022). Previous research has proven that content marketing and price level have a positive or negative effect on purchasing decisions (Nada, 2022). In connection with the above arguments, the following fourth hypothesis is content marketing is able to moderate the effect of price level on purchasing decisions.

Content marketing moderation on the effect of Excellent products on thrifting purchase decisions.

This content marketing will support the impact of Excellent products on purchasing decisions, purchasing decisions will be achieved if the customer sees and checks the product, he wants to buy is very good and superior (Yanis, 2023). The use of content marketing allows promoting and trusting these Excellent products in increasing purchasing decisions (Maulyan et al., 2022). Content marketing can influence between Excellent products and purchase decisions that are quite significant based on descriptive analysis (Ayuni & Aulia, 2022). In relation to previous research, the fifth hypothesis is content marketing is able to moderate the influence of excel products on purchasing decisions.

RESEARCH METHODS

The research population is thrifting product customers. The research sample is representative of the selected population to answer questions related to research variables. The method of determining the number of samples uses the hair method, where the number of samples is estimated to be 5 to ten times the number of indicators or the number of questions in the questionnaire (Hair & Alamer, 2022). The sample selection used the convenience method (Sudaryana et al., 2022). This method explains that the sample is selected based on the ease of meeting or communicating. The analysis used is regression analysis accompanied by a moderation test or also called path analysis with the partial leasquare method (Sekaran & Bougie, 2017).

Analysis of research data used smartpls software (Musyaffi et al., 2022). This study examines 4 variables consisting of price level not only determined by the company but consumers also participate in price determination, the company determines the selling price influenced by several factors related to the economic situation in the region, demand, demand elasticity, competition with companies' others, costs, company objectives, government policies (Harnadi et al., 2022). From the consumer side, pricing is influenced by the supply of an item from a company. Price level indicators, namely, affordable prices, prices according to products, competitive prices. (Wardani et al., 2023). Product



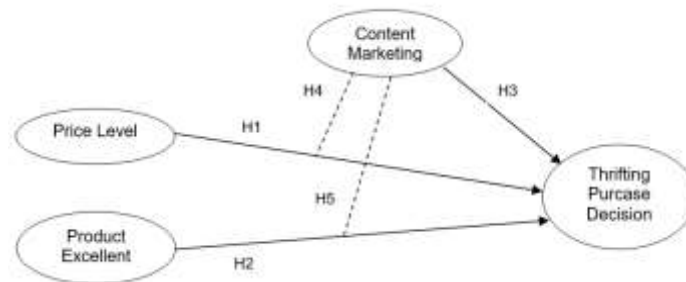
Excellent is a vital instrument for achieving success and prosperity in modern companies. Technological developments, increasing global competition, as well as the dynamics of market needs and wants, require companies to continuously develop products. There are only 2 choices, namely success in product development so as to produce a superior product, or failure in achieving its business goals because the product cannot compete in the market (Martínez-Lobatón & Seclen-Luna, 2023). Product Excellent indicators, namely very attractive products, very varied products, product convenience (Fazri et al., 2023). Purchasing decisions are a form of process of combining a knowledge to assess two or more behaviors in options and choose one of the items. From the design of purchasing decisions, a marketplace must know the characteristics of consumers in choosing and deciding to buy products, so that the process has relevance in consumer evaluation of a product, product messages and cost distribution with consumers. Brand Ambassadors must learn how to use it in the process of attracting attention and attracting buyer interest in a product, which ultimately builds the Brand Image marketplace both in the eyes of consumers who will influence decisions in choosing products and also attract buying interest in new customers of the marketplace. Thus, it can be concluded that the purchase decision and purchase intention of customers in the marketplace are strongly influenced by the Brand Ambassador and Brand Image as a support that can be used as a promotional tool in adjusting the target market. Purchasing decision variables namely, product advertising, product buying habits, providing recommendations to others, repurchasing (Kurniasih & Febrilia, 2022).

According to Lukiyana & Nurudin (2023), content marketing is the process of indirectly and directly promoting a business or brand through value-added text, video or audio content both online and offline. This can take the form of long-form (such as blogs, articles, e-books, and so on), short-form (such as Twitter updates, Facebook updates, pictures, and so on), or conversational forms (for example, sharing content via Twitter. or participate in active discussions via blog comments or via online forums). Content marketing variables namely, relevance, informative, reliability, value, uniqueness (Nurkhasanah & Theresiawati, 2022). The data analysis stage includes demographic data of respondents, variable descriptive statistics, validity and reliability tests, hypothesis testing, and descriptions of the coefficient of determination (Sugiarto, 2022). Respondent demographics are the respondent's data consisting of gender, age and other descriptive statistics variables are the average, maximum, and minimum values of the variables studied. The validity test tests the validity of survey questions or statements. The validity test is a test of the validity of the questions or statements in the research questionnaire. The reliability test is a test for the consistency of the respondent's answers or a test to see whether the respondent is serious or not in answering the questionnaire questions. Hypothesis testing is a temporary conclusion test that has been previously determined whether accepted or rejected. The coefficient of determination is the ability of an independent variable to explain the dependent variable (Nugroho & Haritanto, 2022).

RESULT AND DISCUSSION

This study used a selected sample of 159 respondents from the thrifting buying community with 93 female respondents (59%) and 64 male respondents (41%). The age of the respondents in this study was based on 3 age groups, namely 77 people aged 17-20 years, 75 people aged 21-25 years and 5 people aged > 25 years. Descriptive statistics using SPSS (Statistical Product and Service Solutions). Testing the quality of the data in this study used Partial Least Square (PLS) analysis, which is an equation model of the Structural Equation Model (SEM) with an approach based on variance or component based structural equation modeling. The software used is SmartPLS (Partial Least Square).

Figure 1 Research Model



Variable Operationalization

The operational definition of the research variables is a description of each variable used in the research, and these variables are the constituent indicators. This research activity is defined as follows:

- Price level is the general price level in an economy, as measured by a price index. The price level in two consecutive time periods is often compared as an indication of the level of inflation (inflation).
- The definition of product excellence if the product is about what is offered to customers, then Product Excellence is everything that makes the product have advantages and value in the eyes of customers so as to encourage them to buy it.
- Purchasing decision is a consumer decision-making process for purchases that combines knowledge to choose two or more available product alternatives influenced by several factors, including quality, price, location, promotion, convenience, service and others.
- Content marketing is a marketing strategy in creating and distributing valuable, relevant and consistent content to attract the attention of the intended audience.

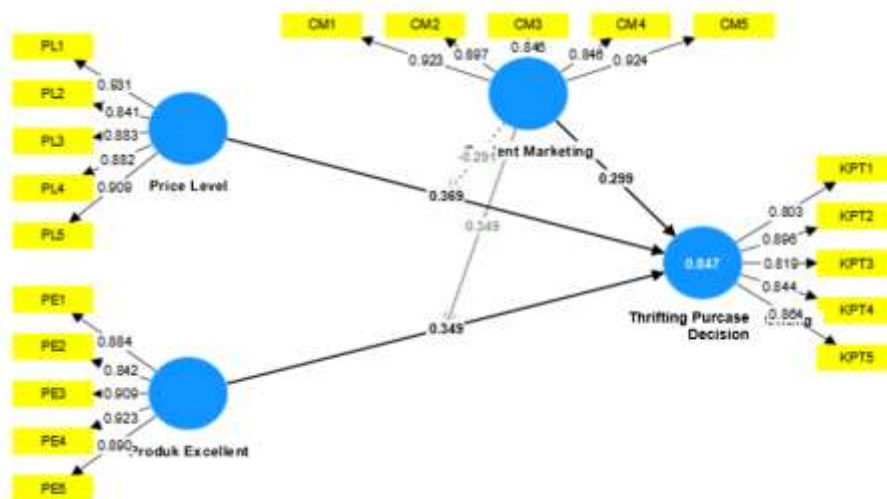
From the results of the validity test, the variables consist of price level, excellent product, purchasing decisions and content marketing. Already have a loading factor above 0.5. Even the factor loading in this study was more than 0.7, therefore all question instruments were appropriate to represent the

variables in this study. And it can be seen from the AVE of 0.5 which means the relationship between indicators and variables already meets the criteria/valid.

Reliability Test

The reliability test for each variable in the study was carried out by the following model: Cronbach's Alpha is reinforced with a minimum value of 0.7 for all variables. Rho_a is reinforced with a minimum value of 0.7 for all variables. Composite reliability has a minimum value of 0.7 to meet the reliability criteria. The AVE value is reinforced with a minimum value of 0.5 to meet the reliability criteria.

Figure 2. Validity Test Result



In this research model, the price level variable has a Cronbach's alpha value of 0.934, Rho_a 0.940, Composite reliability 0.950; excellent product has a Cronbach's alpha value of 0.934, Rho_a 0.937, Composite reliability 0.950; thrifting purchase decisions have value cronbach's alpha 0.901, Rho_a 0.906, Composite reliability 0.926; content marketing has a cronbach's alpha value of 0.933, Rho_a 0.938, Composite reliability 0.949. from the results of the reliability test the value of Cronbach's alpha, Rho_a, and Composite reliability is greater than 0.7, thus stating that the variable passes the reliability test in accordance with criteria. The reliability test in the price level has an AVE value of 0.792; excellent product has an AVE value of 0.792; thrifting purchase decision has an AVE value of 0.715; content marketing has an AVE value of 0.788. With the reliability test showing that the AVE is greater than 0.5, all variables in this study are said to have passed the reliability test.

Table 1 Reliability test results

	Cronbach's alpha	Rho_a	Composite reliability	(AVE)	Decision
Price Level	0.934	0.940	0.950	0.792	Approved
Product Excellent	0.934	0.937	0.950	0.792	Approved
Thrifting Purchase Decision	0.901	0.906	0.926	0.715	Approved
Content Marketing	0.933	0.938	0.949	0.788	Approved

Structural Model Test

This analysis is carried out to ensure that the resulting structural model is robust and accurate. This analysis can be considered significant if the T-statistic is greater than 1.96 and the P-value is less than 0.05. Below are pictures and tables of research results tested by Partial Least Square (PLS) to find out whether the data obtained influences or does not affect.

Table 2 Hypothesis Testing

	Real Sample	Sample Average	Deviation Standard	T-Statistic	P-Values	Decision
Content Marketing → Thrifting Purchase Decision	0.299	0.304	0.107	2.780	0.005	Approved
Price Level → Thrifting Purchase Decision	0.369	0.379	0.109	3.398	0.001	Approved
Product Excellent	0.349	0.330	0.126	2.779	0.001	Approved

→ Thrifting Purchase Decision						
Content Marketin g * Price Level → Thrifting Purchase Decision	-0.291	-0.301	0.118	2.466	0.014	Approve d
Content Marketin g * Product Excellent → Thrifting Purchase Decision	0.349	0.359	0.104	3.362	0.001	Approve d

From the data above it shows that all hypotheses are accepted, it can be seen from the T-statistic value greater than 1.96. Based on the results of the hypothesis test above, it can be described as follows.

Proof of the first hypothesis results from hypothesis one (h1) the data analysis above shows a t-statistic value of 2,780 or greater than the t table of 1.96 with an original sample value of 0.299 which is 29.9%. So it is stated that content marketing can influence thrifting purchasing decisions. This means, the better the content marketing, the better it will be in increasing thrifting purchase decisions. The results of this study are in accordance with research showing (Utama & Murti, 2022; Alfia, 2022; Lukiyana & Nurudin, 2023). *content marketing* influence on thrifting purchase decisions, it can be concluded that the first hypothesis (h1) is accepted.

Proof of the second hypothesis the price level is proven to have an effect on thrifting purchase decisions with a t-statistic value of 3.398. And the original sample value of 0.369 is 36.9%. This shows that the better the price level that is executed, the more thrifting purchasing decisions will increase, because the price level tends to affect someone's thrifting buying decision. The evidence from this study is in line with research by (Bahari & Dermawan, 2022; Hena, 2022; Cesariana et al., 2022). that



the price level can affect the thrifting purchase decision. From this it can be concluded that the second hypothesis (h2) is accepted.

Proof of the third hypothesis that excellent products have a positive and significant effect on thrifting purchase decisions with a t-statistic value of 2.779. And the original sample value of 0.349 is 34.9%. By creating a good excellent product, someone will feel a good thrifting purchase decision. The results of this study support and complement previous research (Putri & Suci, 2022; Setyowisisto, 2023; Fazri et al., 2023). Shows that excellent products influence thrifting purchase decisions. From this it can be concluded that the third hypothesis (h3) is accepted.

Proof of the fourth hypothesis shows that the original sample value is -0.291 and the sample mean is -0.301 so that it is declared a negative value, then content marketing strengthens the price level on thrifting purchase decisions. This positive influence can be explained that the better the content marketing is executed, the higher the price level in the thrifting purchase decision. So thus it can be concluded that the fourth hypothesis (h4) is accepted.

Proof of the fifth hypothesis that content marketing moderation has an effect and can moderate the effect of excellent products on thrifting purchasing decisions which shows a t-statistic value of 3.362. And the original sample value of 0.349 is 34.9%. The better the content marketing is in making excellent products, the better the thrifting purchase decision will be. So thus it can be concluded that the fifth hypothesis (h5) is accepted.

In the thrifting purchase decision variable, the coefficient of determination (r-square) is 0.847, which means that the ability of the independent variable to explain the dependent variable is 84.7%. So, there are still other variables that can affect the dependent variable in this study as much as 15.3% which can also be referred to as an error in this study. For the results of the analysis of the validity test of the research model, a coefficient of determination (r-square) value of less than 33% is considered weak, 33% to 66% is considered moderate, 66% to 100% is considered strong. In this study, this model is placed in the strong category because the r-square is greater than 66%. Because in this study the ability of the independent variable to explain the dependent variable is 84.7% which is considered strong.

CONCLUSIONS AND SUGGESTION

This study provides evidence of the impact of price level and excellent product on thrifting purchase decisions, using content marketing as moderating. The results of this study indicate that price level influences the thrifting purchase decision, excellent product influences the thrifting purchase decision, content marketing influences the thrifting purchase decision, content marketing can moderate the effect of price level on the thrifting purchase decision, content marketing can moderate the influence



of product excellent on thrifting purchase decisions. This research has limitations, namely that the respondents who were sampled were only customer thrifting and students in Jakarta aged 17-25 years. This study recommends that if you want to increase the price level, it is advisable to be able to further improve excellent product and content marketing, because some of the respondents to this study stated that in increasing thrifting purchase decisions one must be able to form price levels and excellent products well in order to increase purchasing decisions. . For future researchers, it is hoped that they can expand the sample because in this study the sample used was only Jakarta thrifting customers aged 17-25 years and adding other independent variables, and being able to add different moderating variables to complete the model that you wish to study further.

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