The Influence of Consumer Behaviour and Interest on The Purchase Decision of Second-Hand Clothing in Lubuk Pakam City

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| ARTICLE INFO	ABSTRACT
	Purpose: This research aims to determine the influence of consumer behaviour and interests on purchasing decisions for used clothing in Lubuk Pakam City. **Design/Method/Approach**: This research method is quantitative and associative. The type of data in this research is primary data. The data source was obtained from consumers through distributing questionnaires to consumers purchasing used clothing in Lubuk Pakam, who will be used as samples in the research. The population in this study was 93,064 people. The sample in this study was taken using a probability sampling technique using the Slovin formula, with a sample size of as many as 100 respondents. The data analysis used is multiple linear regressions. **Findings:** The results show that consumer behaviour has a positive and significant effect on purchasing decisions, indicating that purchasing second-hand clothing is primarily motivated by price considerations, product quality, and trend-following behaviour. Conversely, consumer interest does not significantly affect purchasing decisions, suggesting that although consumers may be attracted to second-hand clothing, it does not automatically translate into actual purchases, likely due to social stigma or hygiene concerns. Simultaneously, consumer behaviour and interest together significantly influence purchasing decisions, confirming that decision-making in this market is multifactorial and cannot rely solely on interest alone. **Originality/Values**: These findings contribute theoretically by enhancing the understanding of consumer behaviour in second-hand clothing purchases and offer direct practical implementations. For business actors, the insights enable the design of more targeted marketing strategies that emphasise consumer behaviour factors such as price sensitivity, brand perception, and trend adoption, rather than solely relying on consumer interest. For policymakers, the results support the development of more balanced regulations that protect public health and promote local industries while accommodating the strong consumer demand for second-hand clothing. Additionally, the findings help advocate for programs that ensure hygiene standards and legal compliance in the second-hand clothing trade in cities like Lubuk Pakam.
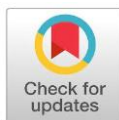
INTRODUCTION

In the era of globalisation and digitalisation, consumer consumption patterns have undergone a significant shift. One rapidly growing trend is the increasing interest in second-hand clothing or thrifting. This phenomenon has become increasingly popular in various regions, including Lubuk Pakam City, where people tend to choose second-hand clothing due to its more affordable price, decent quality, and the influence of foreign cultures, such as fashion trends.

However, despite thrifting being a choice for some people, the Indonesian government has imposed strict regulations regarding the import of second-hand clothing through Minister of Trade Regulation No. 40 of 2022. This ban was implemented to protect the domestic textile industry, safeguard public health from potential diseases that could be transmitted through used clothing, and reduce the negative environmental impact caused by textile waste.

Islam also teaches that every item consumed by Muslims must be halal (permissible) and *thayyib* (good and not harmful). This is aligned with Allah's command in the Qur'an:

يَٰٓأَيُّهَا النَّاسُ كُلُوا مِمَّا فِى الْأَرْضِ حَلَٰلًا طَيِّبًا وَّلَا تَتَّبِعُوا خُطُوَٰتِ الشَّيْطَٰنِ ۚ اِنَّهٗ لَكُمْ عَدُوٌّ مُّبِيْنٌ ۝

"O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy." (QS. Al-Baqarah: 168)

In second-hand clothing, the halal aspect relates to the product's source, whether from legitimate trade or involving prohibited practices such as theft or smuggling. Meanwhile, the *thayyib* aspect includes the cleanliness and health safety of the clothing being sold. Therefore, consumers must ensure that their second-hand clothing is properly washed and sterilised to avoid health risks.

Additionally, Islamic teachings emphasize moderation and avoiding wastefulness, as stated:

۞ يَٰبَنِيْٓ ءَادَمَ خُذُوا زِيْنَتَكُمْ عِنْدَ كُلِّ مَسْجِدٍ وَّكُلُوا وَاشْرَبُوا وَلَا تُسْرِفُوا ۚ اِنَّهٗ لَا يُحِبُّ الْمُسْرِفِيْنَ

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"O children of Adam, take your adornment at every masjid, and eat and drink, but are not excessive. Indeed, He likes not those who commit excess." (QS. Al-A'raf: 31)

Thus, purchasing second-hand clothing, if done with considerations of hygiene and legal acquisition, can manifest Islamic principles in consuming wisely, avoiding waste, and promoting sustainability.

Ironically, despite the ban, the demand for second-hand clothing remains high, sparking debates about the effectiveness of the regulation and consumer behaviour in purchasing second-hand clothing. However, second-hand clothing continues to attract Indonesian consumers, as seen in the following image.

Quoted from good stats. ID 2024, 49.4% of Indonesians have engaged in thrifting, 34.5% have never tried it, and 16.1% do not intend to thrift. This data shows that most Indonesians have participated in thrifting, including in North Sumatra Province, as seen in the following news report.

Quoted from Kompas.id (2024), the high public interest in imported second-hand clothing in North Sumatra presents a unique challenge for the government in enforcing the ban on importing used clothing. One of the main reasons for this attraction is the relatively low price and the perceived decent quality when worn. Additionally, imported second-hand clothing often consists of well-known international brands that are otherwise unaffordable at new prices, making them highly sought after by consumers who want to look stylish on a budget. The popularity of second-hand clothing indicates that economic and lifestyle factors influence consumer preferences, despite the potential health and environmental risks that must be considered.

Consumer purchasing decisions result from various factors, including consumer behaviour and interest.[1] According to Kotler and Keller (2020), consumer behaviour is influenced by cultural, social, personal, and psychological factors. These factors determine how individuals choose and purchase a product. In the context of second-hand clothing, consumer behaviour is primarily driven by economic aspects (lower prices), social aspects (thrifting trends), and psychological aspects (satisfaction from obtaining high-quality, branded products at a lower price).[2]

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[1] Dedek Susanto, Muinah Fadhilah, and IBN Udayana, "Pengaruh Persepsi Keamanan, Kualitas Informasi Dan Kepercayaan Terhadap Keputusan Pembelian Online (Study Kasus Pada Konsumen Shopee Di Yogyakarta)," *Jurnal Manajemen DIVERSIFIKASI* 3, no. 2 (2023): 279–87, https://doi.org/10.24127/diversifikasi.v3i2.3911.

[2] Muhammad Anasrulloh, Maria Agatha W.H., and Hesti Nur Haliza, "Pengaruh Online Customer Review Terhadap Keputusan Pembelian Secara Online Pada Market Place Shopee," *Jurnal Ilmiah Ecobuss* 12, no. 1 (2024): 13–18, https://doi.org/10.51747/ecobuss.v12i1.1728.

Conversely, consumer interest is an individual's attraction to a product, which can drive purchasing decisions.[3] Trends, promotions, and internal factors such as needs and preferences can influence this interest. However, research findings show that although consumer interest in second-hand clothing is high, it does not always lead to purchasing decisions. External factors such as social stigma and a preference for new products hinder some consumers when buying used clothing.

Research on consumer behaviour and purchasing decisions has been widely conducted, particularly on new or branded products. Several previous studies, such as Duha (2021)[4] In his study, "The Influence of Consumer Behaviour on Purchasing Decisions at UD. Anisa in Teluk Dalam District, South Nias Regency," he found that consumer interest significantly affects purchasing decisions. In contrast, this study found that interest does not considerably influence second-hand clothing purchasing decisions in Lubuk Pakam City.

Previous research on consumer behaviour toward second-hand clothing has shown that price, quality, and social value play essential roles in purchase decisions. A study by Mulyan et al. (2021) in the journal *"Consumer Motivation to Buy Second-hand Clothing at the Karang Sukun Flea Market, East Mataram Subdistrict, Mataram City"* found that consumer motivations for purchasing second-hand clothing include the desire to obtain unique items, lower prices, and a drive to contribute to sustainable consumption.[5] Research by Ambo and Tuasela (2024) in *"Analysis of Determinant Factors in the Decision to Purchase Second-hand Clothing Online and Offline in Timika City"* also revealed that besides economic factors, emotional aspects and identity-seeking drive consumers, especially the younger generation, to choose second-hand clothing.[6] In Indonesia, a study by Haque

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[3] Fadillatunnisa and Fauzi Arif Lubis, "Faktor-Faktor Yang Mempengaruhi Minat Mahasiswa Asuransi Syariah Menjadi Agen Di Industri Asuransi: Studi Kasus Pada PT Asuransi Prudensial Syariah Binjai," *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam* 4, no. 3 (2022): 513–22, https://doi.org/10.47467/elmal.v4i3.1511.

[4] Menitulo Gohae Paskalis Dakhi dan Timotius Duha, "Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Pada Ud. Anisa Kecamatan Telukdalam Kabupaten Nias Selatan," *Jurnal Ilmiah Mahasiswa Nias Selatan* 4, no. 2 (2021): 297–308, https://jurnal.uniraya.ac.id/index.php/jim/article/view/245.

[5] Andi Mulyan and Akhmad Muzakkir, "Motivasi Konsumen Membeli Pakaian Bekas Di Pasar Loak Karang Sukun Kelurahan Mataram Timur Kecamatan Mataram Kota Mataram," *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)* 5, no. 3 (2021): 200–211, https://doi.org/10.36312/jisip.v5i3.2114.

[6] Antje Tuasela Ambo, Oktariani, "Analisis Faktor Penentu Keputusan Masyarakat Membeli Pakaian Bekas Secara Online Dan Offline Di Kota Timika," *JEBI: Jurnal Ekonomi Dan Bisnis* 2, no. 11 (2014): 2104–46.

(2020) titled *"The Influence of Product Quality and Price on Purchase Decisions"* indicated that although second-hand clothing is often associated with used goods, perceptions of quality and a good store image can enhance purchase decisions.[7] Meanwhile, Winingsih (2022) in *"The Influence of Price, Promotion, and Lifestyle on the Decision to Purchase Second-hand Clothing (Study on Students of STIESIA Surabaya)"* stated that affordable prices and acceptable quality are the dominant reasons why consumers opt for second-hand clothing, while a frugal and environmentally conscious lifestyle further strengthens purchase interest.[8] Thus, these studies are relevant to the current research, which focuses on how consumer behaviour and interest influence purchase decisions for second-hand clothing in Lubuk Pakam, within social, economic, and Islamic values.

However, while previous studies have provided insights into economic, emotional, and social factors influencing second-hand clothing purchases, there remains a research gap in exploring how these factors interact with Islamic values, particularly in regions like Lubuk Pakam, where religious considerations are deeply embedded in daily life. Most existing studies have predominantly focused on price, quality, lifestyle, and brand image without integrating the halal-thayyib framework or examining consumer behaviour from an Islamic ethical consumption perspective.

Moreover, the novelty of this research lies in its effort to comprehensively analyse consumer behaviour and interest toward second-hand clothing purchases by incorporating Islamic principles (*halal, thayyib*, and moderation) alongside social and economic influences. This study does not merely assess economic and psychological motivations, but also evaluates how religious teachings shape and moderate purchasing decisions in the second-hand clothing market. This research offers a more holistic understanding of consumer decision-making in a predominantly Muslim society, which has been minimally addressed in previous literature.

LITERATURE REVIEW

Consumer Behavior

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[7] Marissa Grace Haque, "Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian," *E-Mabis: Jurnal Ekonomi Manajemen Dan Bisnis* 21, no. 1 (2020): 31–38, https://doi.org/10.29103/e-mabis.v21i1.476.

[8] Aisyah Nur Winingsih, "Pengaruh Harga, Promosi, Dan Gaya Hidup Terhadap Keputusan Pembelian Pakaian Bekes (Studi Pada Mahasiswa Stiesia Surabaya) Triyonowati Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya," *Jurnal Ilmu Dan Riset Manajemen* 11, no. 1 (2022): 2461–0593.

Consumer behaviour is an essential discipline in economics and marketing. It aims to understand how individuals make decisions when purchasing products and services. According to James F. Engel, consumer behaviour is the actions of individuals directly involved in obtaining and using economic goods and services, including the decision-making processes that precede and determine these actions.[9]

According to James, three factors influence consumer behaviour:[10]

Environmental Influences include culture, social class, family, and situation. Understanding the environmental influences that shape or hinder individuals' consumption decisions is essential, as they are the primary foundation of consumer behaviour. Consumers live in a complex environment where these four factors affect their decision-making.

Individual Differences and Influences include motivation and involvement, knowledge, attitudes, personality, lifestyle, and demographics. Individual differences are internal (interpersonal) factors that drive and influence behaviour. These five factors expand the impact on consumers' decision-making processes.

Psychological Processes include information processing, learning, and changes in attitudes and behaviour. These three factors contribute significantly to consumer research and influence purchasing decision-making behaviour.

Consumer Interest

Consumer purchase interest is the stage where consumers form their choices among several brands included in their consideration set and eventually make a purchase based on their most preferred alternative. It is the process through which consumers buy a product or service based on various considerations.[11]

Consumer buying interest can be driven by focusing on several aspects, including psychological factors such as motivation, perception, knowledge, and behaviour, which are internal motivators (Bobby Suryo Laksono, 2022). On the other hand, social factors involve how a person's behaviour is influenced by the

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[9] Malisa Wahyu Wiranti and & Hari Susanta Nugraha, "Analisis Strategi Customer Engagement Terhadap Loyalitas Pada Pt. Nasmoco Magelang," *Jurnal Economica E-ISSN: 2963-1181* 2, no. 1 (2019): 1–11.

[10] Duha, "Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Pada Ud. Anisa Kecamatan Telukdalam Kabupaten Nias Selatan."

[11] Pandu Prakasa Ritonga Nurul Aulia Dewi, Alika Hariani, "Analisis Manfaat Media Sosial Sebagai Pengembangan Umkm Di Kabupaten Deli Serdang," *Kabillah (Journal of Social Community)* 8, no. 14 (2023): 129–43.

family environment, social status, and peer groups, thereby expanding the marketing mix.

Several key factors influence the emergence of interest:[12]

1. Concentration of Attention: A person may not receive and respond to all stimuli; most stimuli are filtered through a concentration of attention.

2. Curiosity: Curiosity is the desire to know, identify, and understand what is around oneself. This causes a person to be more interested in something that attracts their attention.

3. Motivation or Inner Behaviour: A strong desire or curiosity about something will trigger interest. Motivation is important because it is the cause, channel, and support for human behaviour.

4. Needs: Needs are ongoing issues for humans as long as they are alive. Needs are the natural feelings that arise within a person to fulfil what is required in their life.

Purchase Decision

A purchase decision is the consumer's understanding of their wants and needs for a product, which is based on evaluating available resources, setting purchasing goals, and identifying alternatives. This leads to the decision to buy, followed by post-purchase behaviour.[13]

When making a purchase, consumers go through an alternative evaluation stage by forming preferences among brands or products, which then leads to purchase intentions. According to Kotler, two factors may arise between purchase intention and the actual buying decision: the attitudes of others and unexpected situational factors.[14]

Attitudes of Others: The extent to which the attitudes of others reduce the consumer's preferred alternative depends on two things: (1) the intensity of the other person's negative attitude toward the consumer's preferred alternative, and (2) the consumer's motivation to comply with the wishes of others. If the

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[12] Siti Nurhalita and Imsar, "Peran Pemerintah Daerah Dalam Pemberdayaan Usaha Mikro Kecil Menengah (Umkm) Di Kabupaten Langkat," *Maro: Jurnal Ekonomi Syariah Dan Bisnis* 5, no. 1 (2022): 84–90, https://doi.org/10.31949/maro.v5i1.2282.

[13] Tri Inda Fadhila Rahma Nur 'Alimah, Marliyah, "Faktor-Faktor Yang Mempengaruhi Minat Mahasiswa FEBI UINSU Dalam Menggunakan Uang Elektronik Pada Aplikasi Dana," *Jurnal Manajemen Akuntansi (JUMSI)* 3, no. 1 (2023): 347–61.

[14] Anasrulloh, W.H., and Haliza, "Pengaruh Online Customer Review Terhadap Keputusan Pembelian Secara Online Pada Market Place Shopee."

attitudes of others are positive, the purchase transaction is likely to occur. If the attitudes are negative, the individual may reconsider their intention to purchase.

Unexpected Situational Factors: These are external circumstances, such as specific information from the consumer's surrounding environment, including close acquaintances, that may change the consumer's purchasing intentions.

RESEARCH METHOD

Research Design

This study used quantitative research with an associative approach. Quantitative research relies heavily on numerical data and encompasses data collection, interpretation, and result presentation. The associative nature of this research aims to test hypotheses regarding the relationships between variables, allowing for an analysis of their influence.

Data and Data Collection Procedure

The type of data used in this study is primary data. Data were obtained directly from consumers through surveys or questionnaires to second-hand clothing buyers in Lubuk Pakam, who were selected as research samples.

The population in this research consisted of 93,064 individuals. The sample was determined using a random sampling technique based on the Slovin formula. In this study, the researcher set an error tolerance of 10% (0.1). Based on the Slovin formula calculation, 100 respondents were selected as the sample, involving the random selection of consumers purchasing second-hand clothing in Lubuk Pakam.

Data Filtering

Filtering was done by ensuring only respondents with experience purchasing second-hand clothing were included. Respondents were selected across different demographic backgrounds (age, gender, and occupation) to ensure the sample was representative of the consumer behaviour in Lubuk Pakam related to the second-hand clothing market.

Data Analysis Approach

The analysis method used to test the hypotheses in this study is multiple linear regression analysis. Multiple regressions analyse the causal relationship between one or more independent variables and a dependent variable.

The regression model used is:

$$Y = a + b1X1 + b2X2 + e$$

Where:
Y	= Predicted value (Purchase Decision)	
a	= Constant/intercept	
b_1, b_2	= Regression coefficients (slopes)	
X_1	= Independent variable (Consumer Behaviour)	
X_2	= Independent variable (Consumer Interest)	
e	= Residual value (error term)	

RESULT AND DISCUSSION

This study aims to analyse the influence of consumer behaviour and interest on purchasing decisions for second-hand clothing in Lubuk Pakam City. About the theoretical framework, this research refers to the consumer behaviour theory proposed by Kotler and Keller (2020), which states that consumer behaviour is influenced by cultural, social, personal, and psychological factors. Additionally, this study also considers the consumer interest theory, which suggests that interest is a key determinant in the purchasing decision-making process.[15]

Therefore, the researcher conducted several tests to obtain research results. In the validity and reliability tests, validity refers to the degree of accuracy between the data observed in the research object and the data reported by the researcher. Thus, valid data does not differ between the researcher's reports and what occurs in the research object. The validity test was conducted using the Product-Moment Correlation technique, where the correlation coefficient value for each item was compared to the r-table value at a 5% significance level. The questionnaire is valid if the calculated R-value (r-count) exceeds the r-table value (r-table). Conversely, the questionnaire is considered invalid if the r-count is less than the r-table.

Table 1. Validity Test Results

Variable	Item	r count	r table	Information
Behaviour (X1)	X1,1	0,792	0,165	Valid
	X1,2	0,708	0,165	Valid
	X1,3	0756	0,165	Valid
	X1,4	0,613	0,165	Valid
	X1,5	0,688	0,165	Valid
	X1,6	0,839	0,165	Valid

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[15] Fadillatunnisa and Fauzi Arif Lubis, "Faktor-Faktor Yang Mempengaruhi Minat Mahasiswa Asuransi Syariah Menjadi Agen Di Industri Asuransi: Studi Kasus Pada PT Asuransi Prudensial Syariah Binjai."

Interest (X2)	X2,1	0,726	0,165	Valid
	X2,2	0,768	0,165	Valid
	X2,3	0,807	0,165	Valid
	X2,4	0,756	0,165	Valid
	X2,5	0,620	0,165	Valid
	X2,6	0,676	0,165	Valid
Buying decision (Y)	Y,1	0,637	0,165	Valid
	Y,2	0,565	0,165	Valid
	Y,3	0,533	0,165	Valid
	Y,4	0,663	0,165	Valid

Source: Processed Data, 2024

Table 1 shows that the significance value (sig) of the statement indicators is less than 0.05, and the calculated r-value is greater than the table r-value. Therefore, each indicator item is valid, meaning it can be used to measure the research variables.

Reliability is used to determine the extent to which measurement results remain consistent when the same phenomenon is measured two or more times using the same measurement instrument. A research instrument using the Cronbach's Alpha technique is considered reliable if the reliability coefficient (r11) is greater than 0.6.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Information
Behavior	0,873	Reliabel
Interest	0,912	Reliabel
Buying decision	0,782	Reliabel

Source: Processed Data, 2024

Table 2 shows that the Cronbach's alpha value for all variables is greater than 0.6. All variables used in this study are considered reliable based on the previously mentioned criteria.

Various statistical tests are applied, ranging from the simplest to the most complex, depending on the type of data being analysed and the research problem or objective.

The simplest normality test involves creating a frequency distribution graph of the available scores. Due to its simplicity, the assessment of data normality largely depends on the ability to inspect the data plotting visually. If the data set is large and the distribution is not 100% normal, conclusions may lead to potential errors.

The researcher employs two methods for the normality test. The first is the Kolmogorov-Smirnov normality test for each variable. To minimise errors, the normality test can also be conducted using the Probability Plot method. The overall results can be seen as follows.

Table 3. Kolmogorov-Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test

		Behavior	Interest
N		100	100
Normal Parameters[a,b]	Mean	,000	,000
	Std. Deviation	3,685	5,718
Most Extreme Differences	Absolute	,176	,138
	Positive	,113	,067
	Negative	-,176	-,138
Test Statistic		,176	,138
Asymp. Sig. (2-tailed)		,153[c]	,150[c]

Source: Processed Data, 2024

Table 3 above shows that the Kolmogorov-Smirnov normality test for the Behaviour variable resulted in a significance value of 0.153, and the Interest variable resulted in a significance value of 0.150. The normality test results indicate a normal distribution if the significance value is greater than 0.05.

The hypothesis testing design is evaluated by establishing the null hypothesis and the alternative hypothesis, conducting statistical test analysis, calculating statistical test values, evaluating the hypothesis, determining the significance level, and drawing conclusions.

Table 4. Partial Test Results
Coefficients[a]

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1,073	,810		1,325	,000
	Behavior	1,396	,075	1,006	18,644	,000
	Interest	-,508	,087	-,314	-5,825	,000

a. Dependent Variable: Buying decision

Source: Processed Data, 2024

From Table 4 above, the regression equation is obtained as follows: The partial test is used to examine the independent variables against the dependent variable individually. The table above shows the calculated t-values

for each variable X1 and X2 with a significance value (sig) < 0.1, to determine whether they influence the dependent variable Y. This is done by comparing the t-table value with N = 100 (sample size) and α = 0.05, resulting in a t-table value of 1.66023. Thus, the results are as follows:

The T-test for the Behaviour variable (X1) resulted in a t-value of 18.644 with a significance level of 5%. Since the t-value of 18.644 is greater than the t-table value of 1.66023 and the significance value of 0.00 is less than 0.05, it can be concluded that the Behaviour variable partially has a significant effect on the Purchase Decision variable (Y). The decision is to accept Ha, meaning that the Behaviour variable influences the increase in Purchase Decisions in Kota Lubuk Pakam.

The T-test for the Interest variable (X2) resulted in a t-value of -5.825 with a significance level of 5%. Based on these results, since the t-value of -5.825 is smaller than the t-table value of 1.66023 and the significance value of 0.00 is less than 0.05, it can be concluded that, partially, the Interest variable does not have a significant effect on the Purchase Decision variable (Y). The decision is to reject Ha, meaning that the Interest variable does not influence the increase in Purchase Decisions in Kota Lubuk Pakam.

After that, the researcher will conduct the Simultaneous Test (F-Test). This test aims to determine whether all independent variables included in the model collectively influence the dependent variable (Y). The testing steps are as follows:

1. Formulating the null hypothesis (Ho) and the alternative hypothesis (Ha) regarding the overall relationship between the independent variables, namely Behaviour and Interest, and the dependent variable, namely Purchase Decision.

2. Determining the significance level (α) of 5% or 0.05 and the degrees of freedom (d = k; n − k − 1) to identify the F-table value as the threshold for the acceptance and rejection regions.

3. Comparing the calculated F-value (F-count) with the F-table value based on the significance level (α) = 5%, the numerator degrees of freedom = k, and the denominator degrees of freedom = n-k-1.

The hypothesis testing criteria for the simultaneous test are as follows:

1. If F-count > F-table, with α = 5%, Ho is rejected, meaning the result is significant.

2. If F-count < F-table, with α = 5%, then Ho is accepted, meaning the result is insignificant.

The results are as follows:

Table 5. Simultaneous Test Results
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4167,992	2	2083,996	219,506	,000[b]
	Residual	1984,253	209	9,494		
	Total	6152,245	211			

a. Dependent Variable: Buying decision
b. Predictors: (Constant), Interest, Behaviour

Source: Processed Data, 2024

Based on Table 5, the calculated F-value is 219.506, greater than the F-table value of 3.94, and the F significance value is 0.00, less than 0.05. Therefore, the hypothesis can be accepted. This indicates that, collectively, the independent variables, namely Behaviour (X1) and Interest (X2), have a significant influence on the dependent variable, which in this case is Purchase Decision (Y).

The coefficient of determination (R^2) measures how well the regression model explains the variation in the dependent variable. A low R^2 value indicates that the independent variables cannot explain the dependent variable. The closer the R^2 value is to 1, the better the accuracy. Thus, Table 6 is obtained.

Table 6. Results of Determination Coefficient Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,823[a]	,677	,674	3,081

Source: Processed Data, 2024

The coefficient of determination test explains that the variables of Behaviour and Interest of the people in Kota Lubuk Pakam produce an Adjusted R Square of 0.674. It can be concluded that these independent variables influence 60%, while the remaining percentage is affected by other factors.

The multiple linear regression results include the presentation of test results to examine the relationship between the dependent variable (Y), Purchase Decision, and the independent variables (X), Behaviour and Interest. This study employs linear regression analysis. The results are shown in Table 7 below:

Table 7. Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardised Coefficients		Standardised Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1,073	,810		1,325	,000
	Behavior	1,396	,075	1,006	18,644	,000
	Interest	-,508	,087	-,314	-5,825	,000
a. Dependent Variable: Buying decision						

Source: Processed Data, 2024

From the table above, the multiple linear regression equation is obtained as follows:

$$Y = a + b1X1 + b2X2 + e$$
$$Y = 1,073 + 1,396\ X1 + -0,508\ X2 + e$$

Based on the equation, it can be explained that:

1. The constant (a) of 1.073 indicates that if the variables Behaviour and Interest remain steady, the Purchase Decision will increase by 1.073.
2. The regression coefficient of the Behaviour variable, which is 1.396, indicates that if the level of Behaviour increases by 1%, the Purchase Decision will increase by 1.396%.
3. The regression coefficient of the Interest variable, which is -0.508, indicates that if the community's interest increases by 1%, the Purchase Decision will decrease by 0.508%.

From a consumer behaviour perspective, the decision to purchase second-hand clothing can be influenced by economic factors (lower prices), social factors (thrifting trends), and psychological factors (satisfaction in obtaining quality products at a lower price). On the other hand, Interest Theory states that although a person may be interested in a product, it does not always lead to a purchase decision due to external factors such as social stigma and a preference for new products.

DISCUSSION

The research findings indicate that consumer behaviour positively and significantly influences purchasing decisions for second-hand clothing in Lubuk Pakam City. Thus, the Consumer Behaviour variable partially significantly affects the Purchase Decision variable, and the decision taken is to accept Ha. This aligns with consumer behaviour theory, which states that external factors such as trends and economic needs can influence consumer preferences in

purchasing specific products.[16] Consumer behaviour is a crucial discipline in economics and marketing that aims to understand how individuals decide when buying goods and services.[17] These findings are also consistent with previous studies, such as Duha (Duha, 2021) titled *"The Influence of Consumer Behaviour on Purchase Decisions at UD. Anisa, Teluk Dalam District, South Nias Regency"*, and Erwani et.al[18] titled *"The Influence of Consumer Behaviour on Purchase Decisions at the Sumber Rezeki Panorama Market Wholesale Centre for Household Goods."* It is well established that consumer behaviour plays a significant role in purchasing decisions.

However, this study also found that consumer interest does not significantly influence purchasing decisions for second-hand clothing. The decision was to reject Ha, meaning that the Consumer Interest variable does not affect the purchase decision for second-hand clothing. Consumer purchase interest refers to the stage where consumers form their choices among various brands within their consideration set and eventually decide based on their preferred alternative or the process they undergo in purchasing goods or services based on multiple considerations.[19] These findings contradict previous studies suggesting interest has a strong relationship with purchase decisions. For instance, Kartikasari et al[20] In their study titled *"The Influence of Consumer Behaviour on Purchase Decisions (A Study on Business Administration Students of the 2012/2013 Batch at the Faculty of Administrative Sciences, Universitas Brawijaya, Who Consume Indomie Instant Noodles)"*, Laksono[21] In *"The Effect of Purchase Interest on Sales in Surakarta City."* This discrepancy can be explained by external factors such as the social stigma surrounding second-hand clothing and consumers' preference for new products, which influence purchasing behaviour.

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[16] Susanto, Fadhilah, and Udayana, "Pengaruh Persepsi Keamanan, Kualitas Informasi Dan Kepercayaan Terhadap Keputusan Pembelian Online (Study Kasus Pada Konsumen Shopee Di Yogyakarta)."

[17] Juliana Nasution et al., "The Effect of Cigarette Content Marketing on Students' Smoking Behavior and Decisions: A PLS-SEM Approach," *Asian Pacific Journal of Cancer Prevention* 25, no. 6 (2024): 1883–90, https://doi.org/10.31557/APJCP.2024.25.6.1883.

[18] Vina Yunita Erwani Yusuf, Herwan MDK, "Pengaruh Prilaku Konsumen Terhadap Keputusan Pembelian Di Sentra Grosir Barang Pecah Belah 'Sumber Rezeki' Pasar Panorama," *Jurnal Pendidikan Dan Kependidikan* 2, no. 2 (2023): 1–11.

[19] Rahmayati et al., "Preferences and Perceptions of MSME Entrepreneurs Towards Islamic Banking QRIS Products and Services in the City of Medan Post COVID 19 Era," *International Journal of Professional Business Review* 8, no. 5 (2023): e01099, https://doi.org/10.26668/businessreview/2023.v8i5.1099.

[20] Wiranti and Nugraha, "Analisis Strategi Customer Engagement Terhadap Loyalitas Pada Pt. Nasmoco Magelang."

[21] Bobby Suryo Laksono, "Efek Minat Beli Terhadap Penjualan Di Kota Surakarta," *2022*, 2022, 9–39.

Simultaneously, consumer behaviour and interest influence purchasing decisions, although interest does not show a significant individual effect. Consumer behaviour refers to the process and activities involved in searching for, purchasing, using, and evaluating products to fulfil needs, which are influenced by psychological, social, cultural, and personal factors.[22] Meanwhile, consumer interest is the attraction or attention toward a product that drives individuals to consider making a purchase. It is influenced by internal factors such as motivation and external factors such as promotions.[23] Consumer interest is the initial step in influencing behaviour. A high level of interest can encourage consumers to take actions such as seeking information or purchasing a product. Therefore, understanding both aspects is essential in designing effective marketing strategies.[24]

This study aligns with previous research, such as Ratnasary Devy & Purwowidodo[25] titled *"The Influence of Consumer Behaviour on Purchase Decisions at UD. Anisa, Telukdalam District, South Nias Regency"*, as well as Sari's *"The Relationship Between Purchase Interest and Consumer Purchase Decisions"*, and Repi et al's[26] *"The Influence of Consumer Behavior on Fast Food Purchase Decisions at KFC Tomohon"*. Findings from previous studies indicate that consumer behaviour and interest simultaneously influence purchasing decisions regarding second-hand clothing.[27] This confirms that behavioural factors play a more dominant role than interest in the context of second-hand clothing purchases. These results enhance the understanding of the dynamics of the second-hand clothing market

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[22] Vitra Della Irona and Marissa Triyani, "Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen: Kualitas Produk, Harga Dan Promosi (Literature Review Smm)," *Jurnal Ilmu Multidisplin* 1, no. 1 (2022): 174–85, https://doi.org/10.38035/jim.v1i1.26.

[23] Saidah Putri Sari, "Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen," *Psikoborneo: Jurnal Ilmiah Psikologi* 8, no. 1 (2020): 147, https://doi.org/10.30872/psikoborneo.v8i1.4870.

[24] Raja Sakti Putra Harahap, Asmuni Asmuni, and Andri Soemitra, "Islamic Smart City: Study of Literacy and Inclusion in Financial Behavior and Empowerment of Micro, Small and Medium Enterprises (MSMEs)," *Edukasi Islami: Jurnal Pendidikan Islam* 11, no. 03 (2023), https://doi.org/10.30868/ei.v11i03.3301.

[25] Jihan Farida Nur Aziza Fitria Ratnasary Devy and Agus Purwowidodo, "Implementasi Pembelajaran Nilai Profetik Dalam Membentuk Karakter Siswa," *Edukatif : Jurnal Ilmu Pendidikan* 6, no. 3 (2024): 1860–65, https://doi.org/10.31004/edukatif.v6i3.6568.

[26] Mayvita I. M.P. Repi, Joanne V. Mangindaan, and Dantje Keles, "Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Makanan Siap Saji Di KFC Tomohon," *Productivity* 2, no. 2 (2021): 158–62, https://ejournal.unsrat.ac.id/index.php/productivity/article/view/34253.

[27] Joni Hendra et al., "Creative Economic Development Strategy of Riau Province Community in As-Syatibi Shariah Maqasid Persfective," *Ikonomika* 6, no. 2 (2022): 291–308, https://doi.org/10.24042/febi.v6i2.11639.

in Indonesia and provide implications for policymakers in formulating marketing strategies and regulations for the second-hand clothing trade.

In Islam, consumer behavior should be based on the principles of halal and thayyib, ensuring that the goods consumed are not only lawful according to Islamic law but also beneficial and wholesome for individuals and society as a whole. This aligns with Allah's command in the Qur'an, Surah Al-Baqarah (2:168):

يَٰٓأَيُّهَا النَّاسُ كُلُوا مِمَّا فِى الْأَرْضِ حَلَٰلًا طَيِّبًا وَّلَا تَتَّبِعُوا خُطُوٰتِ الشَّيْطٰنِّ اِنَّهٗ لَكُمْ عَدُوٌّ مُّبِيْنٌ ١٦٨

Meaning: "O mankind, eat of what is lawful and good on earth and do not follow the footsteps of Satan. Indeed, he is to you an open enemy." (QS: Al-Baqarah: 168)

When thrifting or purchasing second-hand clothing, consumer behaviour is influenced by trends, economic needs, and psychological factors such as the satisfaction of obtaining quality products at a lower price. Islamic principles of consumption also emphasise the balance between fulfilling needs and avoiding *israf* (extravagance) and *tabdzir* (wastefulness).

۞ يٰبَنِيْٓ اٰدَمَ خُذُوْا زِيْنَتَكُمْ عِنْدَ كُلِّ مَسْجِدٍ وَّكُلُوْا وَاشْرَبُوْا وَلَا تُسْرِفُوْاۚ اِنَّهٗ لَا يُحِبُّ الْمُسْرِفِيْنَۚ ٣١

Meaning: "O children and grandchildren of Adam, wear your beautiful clothes every time (enter) the mosque and eat and drink, but do not overdo it. Indeed, He does not like excessive people. (QS. Al-A'raf: 31)

Thus, purchasing second-hand clothing can be categorised as a behaviour that supports economic efficiency and reduces resource waste, as long as the products consumed meet hygiene and health standards.

This study has several practical and academic implications. Academically, it enhances the understanding of the factors influencing second-hand clothing purchase decisions, particularly in the context of consumer behaviour and interest. It also provides a new perspective on the relationship between interest and purchasing decisions, which do not always align directly in the context of second-hand goods.

From a practical standpoint, businesses can use this study's findings to develop more effective marketing strategies. Given that consumer behaviour has a more decisive influence than interest in purchasing decisions, marketing strategies that emphasise price, quality, and fashion trends may be more effective than those relying solely on promotional efforts based on consumer interest. Furthermore, this study offers valuable insights for the government in formulating more effective policies regarding the trade of second-hand clothing, both in terms of regulations and the empowerment of the local textile industry.

In conclusion, this research contributes to the development of consumer behaviour theory. It provides practical benefits for industry players and policymakers in understanding and managing Indonesia's second-hand clothing market dynamics.

The findings of this study contribute to the theoretical development of consumer behaviour and interest theories, particularly in the context of second-hand clothing purchasing decisions. The results strengthen the theory that consumer behaviour, rather than mere interest, is more dominant in purchasing decisions. This supports the concept proposed by Kotler and Keller (2020), emphasising that consumer purchasing actions are strongly influenced by cultural, social, personal, and psychological factors.

Moreover, the insignificant influence of consumer interest challenges the traditional assumption that high interest directly leads to purchase, especially in the second-hand clothing market, where external factors such as social stigma and hygiene concerns act as barriers. This enriches the theoretical understanding by introducing the importance of external moderating variables between interest and purchasing behaviour.

From a practical perspective, the results offer valuable guidance for businesses engaged in second-hand clothing. Marketers should prioritise strategies that enhance positive consumer behaviour, such as emphasising affordability, quality assurance, brand prestige, and hygienic handling of products, rather than relying solely on creating consumer interest through promotional activities.

For policymakers, these findings underline the necessity of regulating the second-hand clothing industry, not only by restricting imports but also by implementing hygiene standards and certification processes. This would thereby address public health concerns while supporting economic needs.

Based on the empirical findings, a new theory can be formulated:

"In the purchasing decision of second-hand clothing, consumer behaviour driven by economic, social, and psychological factors has a stronger direct influence than consumer interest, which may be moderated by external barriers such as social stigma and perceived product risks."

This theory suggests that behavioural factors are the primary driver of purchase decisions in the second-hand clothing sector, and that consumer interest alone is insufficient without eliminating social and environmental obstacles.

CONCLUSION

Based on the research findings, it is concluded that the consumer behaviour variable positively and significantly influences the decision to purchase second-hand clothing in Kota Lubuk Pakam. However, the consumer interest variable does not significantly affect purchasing decisions. Nevertheless, through testing both direct and indirect influences, the consumer behaviour (X1) and consumer interest (X2) variables can simultaneously influence the purchase decision (Y).

The researcher also suggests gaining a deeper understanding of consumer behaviour when shopping for second-hand clothing, such as by providing various products that align with their preferences. Marketing strategies that emphasise price, quality, and fashion trends may be more effective than relying solely on promotions based on consumer interest. Despite the high public interest in second-hand clothing despite the import ban, the government must evaluate related policies. Alternatives such as stricter regulations on cleanliness standards and the sustainability of second-hand clothing could be solutions to ensure that the local industry continues to grow without ignoring consumer preferences.

Future research should expand the scope by considering additional factors such as the influence of social media, fashion trends, and environmental awareness on second-hand clothing purchase decisions. Additionally, qualitative research methods could provide a deeper understanding of why consumers choose second-hand clothing despite import restrictions. ■

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