

ABSTRACT

The Influence of Price, Product Quality, and Brand Image on the Decision to Purchase Preloved Bags at Desmar Boutique

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The fast-fashion industry influences modern fashion trends by providing cheap and fast products, causing a major environmental impact. In response, thriftshops are increasing in popularity as a more sustainable alternative to buying second-hand goods, including preloved bags, which are attracting consumer interest with their affordable prices and decent quality. The research aims to identify the influence of price, product quality and brand image on consumer purchasing decisions for preloved bags at Desmar Boutique. This research is a quantitative study that uses a multiple linear regression approach to identify the influence of price, product quality and brand image on consumer purchasing decisions for preloved bags at Desmar Boutique, by collecting data through online questionnaires and statistical data analysis. Based on the research results, the variables price, product quality and brand image significantly influence the decision to purchase preloved bags at Desmar Boutique, as proven through regression analysis and t test. Price, product quality and brand image each have a positive and significant impact on consumer purchasing preferences at Desmar Boutique. These findings provide an impact on the factors that influence consumer behavior in choosing preloved bags.

Keywords: *Brand Image, Consumer Preferences, Desmar Boutique, Price, Product Quality*