

ABSTRAK

Dengan adanya *Tren Fashion* baru yang diciptakan oleh generasi saat ini, menyebabkan persaingan bisnis pakaian semakin ketat. Untuk itu bisnis pakaian seperti produk *Second Hand Clothing* harus memiliki strategi pemasaran yang tidak hanya berorientasi pada produk tetapi memperkuat persepsi efektivitas konsumen, membangun kepedulian strategi pemasaran, serta menciptakan diferensiasi dalam banyak aspek untuk memuaskan kebutuhan dan keinginan konsumen agar dapat mempengaruhi *Purchase Intention* dan juga dapat bersaing dengan produk kompetitor. Maka penelitian ini bertujuan untuk menganalisis Pengaruh *Attitude*, *Social Influence*, Dan *Perceived Behavioural Control (Pbc)* Terhadap *Purchase Intention* Pada *Second Hand Clothing* Penelitian ini menggunakan sampel 100 responden yang mengetahui tetapi belum pernah membeli produk *Second Hand Clothing*. Teknik pengumpulan data yang digunakan yaitu survei dengan instrumen penelitian adalah kuesioner. Hasil Uji Instrumen menyatakan bahwa data dalam penelitian ini terbukti valid dan reliabel. Pada Uji Asumsi Klasik dinyatakan dalam penelitian ini terdistribusi secara normal dan menghasilkan model regresi yang bebas dari multikolinearitas dan heteroskedastisitas. Hasil penelitian ini membuktikan bahwa: (1) *Attitude* berpengaruh positif dan signifikan terhadap *Purchase Intention* konsumen pada produk *Second Hand Clothing*, (2) *Social Influence* berpengaruh positif dan signifikan terhadap *Purchase Intention* konsumen pada *Second Hand Clothing* produk, dan (3) *Perceived Behavioural Control (Pbc)* berpengaruh positif dan signifikan terhadap *Purchase Intention* pada produk *Second Hand Clothing*.

Kata Kunci: *Attitude*, *Social Influence*, *Perceived Behavioural Control (Pbc)* *Purchase Intention*.

ABSTRACT

The emergence of new fashion trends created by today's generation has intensified competition in the clothing business. As a result, clothing businesses such as second hand clothing products must adopt marketing strategies that are not only product-oriented but also focus on enhancing consumer perception of effectiveness, raising awareness of marketing strategies, and creating differentiation in various aspects to meet consumer needs and desires. These efforts aim to influence purchase intention and enable second hand clothing products to compete with competitors. This study aims to analyze the effect of Attitude, Social Influence, and Perceived Behavioural Control (PBC) on Purchase Intention toward second hand clothing. The study involved a sample of 100 respondents who are aware of second hand clothing products but have never purchased them. Data was collected through a survey using a questionnaire as the research instrument. Instrument testing results show that the data in this study is valid and reliable. Classical assumption tests indicate that the data is normally distributed and the regression model is free from multicollinearity and heteroscedasticity. The findings of this study show that: (1) Attitude has a positive and significant effect on consumers' Purchase Intention toward second hand clothing products, (2) Social Influence has a positive and significant effect on consumers' Purchase Intention toward second hand clothing products, and (3) Perceived Behavioural Control (PBC) has a positive and significant effect on Purchase Intention toward second hand clothing products.

Keywords: Attitude, Social Influence, Perceived Behavioural Control (PBC), Purchase Intention.