

## INFLUENCE OF LIVE STREAMING, PRODUCT QUALITY, LIFESTYLE, AND FASHION TRENDS ON THRIFT PRODUCT PURCHASE DECISIONS

Diny Aggita Hayuningtyas<sup>1</sup>), Rizal Ula Ananta Fauzi<sup>2</sup>), Hendra Setiawan<sup>3</sup>)

<sup>1</sup>Management, Faculty of Economics and Business, University PGRI Madiun  
email: [aggitadiny@gmail.com](mailto:aggitadiny@gmail.com)

<sup>2</sup>Management, Faculty of Economics and Business, University PGRI Madiun  
email: [rizalula@unipma.ac.id](mailto:rizalula@unipma.ac.id)

<sup>3</sup>Management, Faculty of Economics and Business, University PGRI Madiun  
email: [hendrasetiawan@unipma.ac.id](mailto:hendrasetiawan@unipma.ac.id)

### Abstrak

Perkembangan teknologi digital telah mengubah cara konsumen berinteraksi dengan produk, salah satunya melalui fenomena pembelian produk *thrift* yang dipasarkan melalui fitur *live streaming* di aplikasi TikTok. Penelitian ini bertujuan untuk menganalisis pengaruh *live streaming*, kualitas produk, *lifestyle*, dan *trend fashion* terhadap keputusan pembelian produk *thrift* pada masyarakat Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *purposive sampling*. Jumlah responden dalam penelitian ini sebanyak 387 orang yang pernah melakukan pembelian produk *thrift* melalui TikTok. Pengumpulan data dilakukan melalui penyebaran kuesioner dan analisis data dilakukan dengan uji validitas, uji reliabilitas, uji asumsi klasik, regresi linear berganda dan uji hipotesis, menggunakan bantuan SPSS versi 25. Hasil penelitian menunjukkan bahwa secara parsial *live streaming*, kualitas produk, *lifestyle*, dan *trend fashion* berpengaruh positif dan signifikan terhadap keputusan pembelian. Saran dalam penelitian ini adalah agar studi selanjutnya menambah variabel, memperluas responden dan wilayah, serta menggunakan teori yang lebih beragam, sehingga dapat memperkaya kajian perilaku konsumen dan pemasaran digital.

**Kata Kunci:** *Live Streaming*, Kualitas Produk, *Lifestyle*, *Trend Fashion*, Keputusan Pembelian

### Abstract

The development of digital technology has transformed how consumers interact with products, one of which is through the phenomenon of purchasing thrift products marketed via live streaming features on the TikTok application. This research seeks to examine how live streaming, product quality, lifestyle, and fashion trends impact purchasing decisions of thrift products among the people of Madiun City. This research employs a quantitative approach with purposive sampling technique. The total number of respondents was 387 individuals who had previously purchased thrift products through TikTok. Data collection was carried out using questionnaires, and the analysis involved validity testing, reliability testing, classical assumption testing, multiple linear regression, and hypothesis testing, utilizing SPSS version 25. The findings indicate that, to some extent, live streaming, product quality, lifestyle, and fashion trends have a positive and significant effect on purchase decisions. The suggestion in this study is that future research should add more variables, expand the number of respondents and research areas, and apply more diverse theoretical perspectives, so as to enrich the study of consumer behavior and digital marketing.

**Keywords:** Live Streaming, Product Quality, Lifestyle, Fashion Trends, Purchase Decision.

## **A. INTRODUCTION**

The evolution of digital technology has significantly altered consumer behavior, especially within the fashion sector. In Indonesia, the phenomenon of thrifting, or purchasing second-hand yet wearable products, has emerged as a popular trend among young people, especially Generation Z. This activity is not only perceived as a form of saving but also as a lifestyle choice that emphasizes sustainability, uniqueness, and cost efficiency (Aswadana et al., 2022). The transformation of consumer behavior has been further reinforced by the presence of digital technology. Social media, particularly TikTok, plays a crucial role in popularizing the thrift shop trend. TikTok functions not only as an entertainment platform but also as a digital marketing medium through its live streaming feature. This feature enables sellers to showcase products in real time while simultaneously fostering interactions that enhance consumer trust. According to DataReportal (2024), Indonesia ranks as the largest TikTok user base worldwide, with 157.6 million users. This positions TikTok as a potential ecosystem for online transactions, including thrift product sales.

This phenomenon is also evident in Madiun City. Preliminary survey results indicate that 68.2% of the local community reported having purchased thrift products through TikTok's live streaming feature, signaling a strong trend among local consumers. This study will therefore be conducted in Madiun City, focusing on consumer purchasing decisions regarding thrift products. Several factors are identified as influencing the increase in thrift product purchases, namely live streaming, product quality, lifestyle, and fashion trends. Live streaming in thrift product marketing in Madiun plays an essential part in influencing consumer buying choices, as it enables buyers to visually inspect product conditions, communicate directly with sellers, and access real-time information, ultimately enhancing trust in purchasing thrift items. Product quality also plays a crucial role, as the better the quality of second-hand items, the greater the consumer interest in buying them. Moreover, the increasingly modern lifestyle of Madiun residents encourages thrifting

as part of a frugal yet stylish way of living. Additionally, the rapid development of fashion trends among young people has made thrift products increasingly attractive, as they enable consumers to follow fashion developments at more affordable prices. Thus, the combination of live streaming, product quality, lifestyle, and fashion trends can encourage consumers to purchase thrift products while also potentially increasing their loyalty toward these products.

This study is grounded in previous research findings that reveal inconsistent results regarding the factors influencing purchasing decisions. Research conducted by Anindasari & Tranggono (2023) demonstrated Live streaming positively and significantly influences purchasing decisions. However, a study by Zalfa et al., (2024) reported contrasting findings, indicating live streaming has little impact on buying decisions. Similarly, Selvia et al., (2022) discovered The quality of a product significantly and positively influences purchasing decisions, whereas Farhanah & Marzuqi (2021) concluded The quality of the product has minimal influence on purchasing choices. Furthermore, Subiyanto & Amirulmukiminin, (2023) stated The quality of the product has minimal influence on purchasing choices, while research by Fauziyah et al., (2023) found that lifestyle has no partial impact on buying decisions. In addition, conducted research by Kadafi et al., (2023) Revealed that fashion trends positively and significantly influence purchasing decisions. On the other hand, Aretha et al., (2024) argued that fashion trends do not significantly affect purchasing decisions.

### **1. *Grand Theory (Theory of Planned Behavior)***

According to Ajzen's (1991) Theory of Planned Behavior (TPB), behavior is determined by intention, which is influenced by attitudes, subjective norms, and perceived behavioral control. However, intention does not always translate into actual behavior, as successful action is also determined by the extent to which individuals perceive themselves as capable of controlling the situation. Previous studies support the relevance of TPB. For instance, Evelyn (2021) found that perceived behavioral control significantly affects consumer decision-making.

Similarly, Ferdiansyah & Pratomo (2023) Individuals are said to be more inclined to demonstrate a stronger intent to act when they feel a greater sense of control. Furthermore, Yasika et al., (2023) It has been established that behavioral intention is positively influenced by attitude, subjective norms, and perceived behavioral control.

## **2. Purchase Decision**

As referenced by Kotler and Keller (2016) in Susanti et al., (2023) purchase decision is a component of consumer behavior that encompasses The acts of choosing, buying, utilizing, and assessing products or services to fulfill needs and wants. This process goes beyond the mere act of buying, as it Includes multiple steps such as recognizing needs, searching for information, evaluating alternatives, and assessing post-purchase outcomes. In line with this, Dwijantoro et al., (2022) also emphasize that a purchase decision represents consumers' efforts to fulfill their needs and wants in a way that provides personal satisfaction, with the process being influenced by motivation, perception, experience, as well as social and cultural environments.

## **3. Live Streaming**

According to Agustina (2018) live streaming is a medium for delivering messages through Video intended for a broad audience or the general public. Furthermore, live streaming provides opportunities for businesses to promote products in detail, respond to consumer inquiries in real time, and build interactions that can encourage purchasing decisions and enhance sales performance (Saputra & Fadhilah, 2022).

## **4. Product Quality**

As per Pertiwi (2023), product quality is defined as the condition or characteristics inherent in a good or service, which indicate that the product possesses value and quality that meet, or even exceed, predetermined standards or criteria. In line with this, Handoko as cited in Reken (2022) interprets product quality as the condition of a good that is determined by evaluating its conformity to applicable measurement standards. In other words, the greater the degree of conformity of a product to established standards, the higher the quality attributed to that product.

## 5. Lifestyle

According to Nur Qalby et al., (2023) lifestyle is a reflection of an individual's behavior, habitual patterns, and way of life, which are expressed through various activities, interests, and personal preferences. Similarly, Wowor et al., (2021) assert that lifestyle illustrates how individuals organize their lives, including financial management, time allocation, and the habits they choose to engage in. Both perspectives emphasize that lifestyle serves as a crucial factor and a primary driver in the decision-making process, including purchasing decisions.

## 6. Fashion Trends

According to Sudarto (2020) in Dewi et al., (2023) fashion trends are defined as clothing styles that are new, modern, up-to-date, and aligned with contemporary developments. Fashion trends are also understood as a lifestyle expressed through the way individuals dress, combine accessories, and manage their overall appearance. In other words, fashion trends represent how individuals construct their self-identity and adapt to evolving values within their social environment. Similarly, Srisusilawati et al., (2024) emphasize The evolution of fashion trends is deeply intertwined with technological advancements, especially the increasing impact of social media on shaping clothing styles. Current examples of emerging fashion trends include "Skena," "Starboy," and "Vintage," which have become popular fashion topics on social media platforms.

## B. METHOD

This study was conducted on the community of Madiun City who purchased thrift products through the TikTok application. The study adopted a quantitative method, using surveys to collect numerical data through the distribution of questionnaires aimed at testing specific hypotheses. The study's population comprised all Madiun City residents who had prior experience purchasing thrift products through TikTok. As the precise population size was uncertain, the Lemeshow The sample size was determined using a formula (Levy & Lemeshow, 2013), resulting in a total of 387

Participants. This study considered the following as independent variables Live Streaming (X1), Product Quality (X2), Lifestyle (X3), and Fashion Trends (X4), while the dependent variable was Purchase Decision (Y). The tool for research used was a questionnaire developed by the researcher According to the metrics of each variable, enabling respondents to provide answers relevant to the research problem. Data was gathered by distributing the questionnaire online through Google Forms. respondents who fulfilled the sample criteria. Data analysis was conducted using SPSS version 25, which included Tests of validity and reliability to assess the quality of the instrument and use multiple linear regression to examine how independent variables influence the dependent variable, t-tests to measure partial effects, F-tests to evaluate simultaneous effects, and the coefficient of determination ( $R^2$ ) To evaluate how independent variables influence the dependent variable.

## C. RESULTS AND DISCUSSIONS

### 1. Validity Test

The validity test results from this study show the correlation between each item's score and its corresponding variable as follows:

**Table 1. Validity Test**

Variable	Question	$R_{count}$	$R_{table}$	Conclusion
Live Streaming (X1)	X1.1	0,880	0,113	Valid
	X1.2	0,857	0,113	Valid
	X1.3	0,853	0,113	Valid
	X1.4	0,840	0,113	Valid
	X1.5	0,855	0,113	Valid
	X1.6	0,857	0,113	Valid
Product Quality (X2)	X2.1	0,848	0,113	Valid
	X2.2	0,852	0,113	Valid
	X2.3	0,852	0,113	Valid
	X2.4	0,873	0,113	Valid
Lifestyle (X3)	X3.1	0,899	0,113	Valid
	X3.2	0,900	0,113	Valid
	X3.3	0,891	0,113	Valid
Fashion Trends (X4)	X4.1	0,897	0,113	Valid
	X4.2	0,899	0,113	Valid
	X4.3	0,892	0,113	Valid

Purchase Decisions (Y)	Y1.1	0,921	0,113	Valid
	Y1.2	0,909	0,113	Valid
	Y1.3	0,903	0,113	Valid
	Y1.4	0,919	0,113	Valid

Sourch: Data processed by the researcher (2025)

Based on Table 1, the variables Live Streaming (X1), Product Quality (X2), Lifestyle (X3), Fashion Trends (X4), and Purchase Decision (Y) are declared valid, as the calculated correlation coefficient (Rcount) Each questionnaire item's value exceeds the critical threshold. (Rtable = 0.113) and the significance value is less than 0.05. Therefore, all items within each variable are considered valid.

## 2. Reliability Test

The following presents outcomes of the reliability assessment for each item of the variables:

**Tabel 2. Reliability Test**

Variable	<i>N of Items</i>	<i>Cronbach's Alpha</i>	Conclusion
Live Streaming	6	0,927	Reliable
Product Quality	4	0,878	Reliable
Lifestyle	3	0,878	Reliable
Fashion Trends	3	0,877	Reliable
Purchase Decisions	4	0,933	Reliable

Sourch: Data processed by the researcher (2025)

A variable can be considered reliable if the Cronbach's Alpha value is greater than 0.70. Based on the results of the reliability test presented in Table 2, It is evident that the Cronbach's alpha coefficients for all variables exceed 0.70. In conclusion, the instruments used for each variable in this study are reliable.

## 3. Normality Test

The outcomes of the normality assessment conducted in this study are as follows:

**Tabel 3. Normality Test**

One-Sample Kolmogorov-Smirnov Test	
	<i>Unstandardized Residual</i>
N	387

<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	2.17638801
<i>Most Extreme Differences</i>	<i>Absolute</i>	.035
	<i>Positive</i>	.035
	<i>Negative</i>	-.035
<i>Test Statistic</i>		.035
<i>Asymp, Sig. (2-tailed)</i>		.200 <sup>c,d</sup>

Source: Data processed by the researcher (2025)

Based on the results of the Kolmogorov-Smirnov normality test, the analysis indicates that the significance probability value is greater than 0.05, specifically 0.200. Hence, The data appears to follow a normal distribution.

#### 4. Multicollinearity Test

The aim of multicollinearity testing is to identify whether any relationship exists among the independent variables within the regression model. Presented below are the results of the multicollinearity analysis performed in this study:

**Tabel 4. Multicollinearity Test**

<i>Coefficients<sup>a</sup></i>			
Model		<i>Collinearity Statistics</i>	
		<i>Tolerance</i>	VIF
1	<i>(Constant)</i>		
	Live Streaming	.940	1.063
	Product Quality	.802	1.248
	Lifestyle	.505	1.980
	Fashion Trends	.495	2.018

Source: Data processed by the researcher (2025)

Based on Table 4, each The variable exceeds the specified tolerance value 0.1 and a Variance Inflation Factor (VIF) below 10. This suggests the absence of multicollinearity among the independent variables in the regression model.

#### 5. Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine if a regression model exhibits unequal variance in residuals across various observations. The results of the heteroscedasticity test analysis conducted in this study are presented below:

**Tabel 5. Heteroscedasticity Test**

<i>Coefficients<sup>a</sup></i>					
Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	Std. Error	Beta		
1 ( <i>Constant</i> )	2.101	.593		3.543	.000
Live Streaming	.016	.018	.047	.897	.370
Product Quality	-.024	.028	-.050	-.885	.377
Lifestyle	.043	.046	.067	.935	.350
Fashion Trends	-.073	.047	-.112	-1.548	.122

Sourch: Data processed by the researcher (2025)

Based on Table 5, The regression model reveals p-values (sig) higher than 0.05 for each independent variable when tested against the dependent variable. This suggests that the regression model in this study shows no signs of heteroscedasticity.

## 6. Multiple Linear Regression Test

Studies involving multiple independent variables utilize multiple linear regression. The results of the data analysis from the multiple linear regression test carried out in this study are presented below:

**Tabel 6. Multiple Linear Regression Test**

<i>Coefficients<sup>a</sup></i>					
Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	Std. Error	Beta		
( <i>Constant</i> )	2.138	.981		2.179	.030
Live Streaming	.180	.029		6.116	.000
Product Quality	.324	.046	.259	7.108	.000
Lifestyle	.166	.076	.326	2.184	.030
Fashion Trends	.175	.078	.126	2.240	.026
			.131		

a. Dependent Variable: TotalY

Sourch: Data processed by the researcher (2025)

Referring to Table 6, the data analysis results indicate a consistent value of 2.138, indicating that the consistent value of the purchase decision variable is 2.138. This represents the standard

level of purchase decisions when the four independent variables have no influence. The regression analysis also indicates that live streaming positively influences purchase decisions, accompanied by a coefficient of 0.180, product quality exerts the strongest influence with a coefficient of 0.324, lifestyle contributes an effect of 0.166, and fashion trends show an effect of 0.175. Thus, any increase in these four variables will lead to a rise in consumer purchase decisions, assuming other variables remain constant.

### 7. Partial Significance Test (T-Test)

The t-test is a statistical method used to assess the specific impact of each independent variable on the dependent variable. The results of the data analysis from the partial significance test are presented below:

**Tabel 7. Partial Significance Test (T-Test)**

<i>Coefficients<sup>a</sup></i>					
Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	Std. Error	Beta		
<i>(Constant)</i>	2.138	.981		2.179	.030
Live Streaming	.180	.029		6.116	.000
Product Quality	.324	.046	.259	7.108	.000
Lifestyle	.166	.076	.326	2.184	.030
Fashion Trends	.175	.078	.126	2.240	.026
			.131		

a. Dependent Variable: TotalY

Sourch: Data processed by the researcher (2025)

According to the table above, the significance values for the limited impacts of live streaming, product quality, lifestyle, & fashion trends on purchasing decisions are 0.000, 0.000, 0.030, and 0.026, respectively, < 0.05. In addition, > 1.966. Therefore, it can be inferred that every independent variable significantly impacts purchase decisions.

### 8. Coefficient of Determination (R<sup>2</sup> Test)

The coefficient of determination indicates the extent to which the model accounts for the variation in the dependent variable. The results of the data analysis based on the coefficient of determination the tests conducted in this study include the following:

**Tabel 8. Coefficient of Determination**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596 <sup>a</sup>	.355	.348	2.188
a. Predictors: (Constant), <i>Trend Fashion</i> , <i>Live Streaming</i> , <i>Kualitas Produk</i> , <i>Lifestyle</i> .				

Sourch: Data processed by the researcher (2025)

According to Table 8, the coefficient of determination ( $R^2$ ) test results indicate a value of 0.355signifying that the variables Live Streaming (X1), Product Quality (X2), Lifestyle (X3), and Fashion Trends (X4) collectively explain 35.5% of the variation in Purchase Decision (Y). Additional variables absent accounted for in this research model The rest 64.5%.

## D. CONCLUSIONS

The analysis results indicate that Live Streaming, Product Quality, Lifestyle, and Fashion Trends positively and significantly impact thrift product purchase decisions via the TikTok application within the Madiun City community. Live streaming enhances consumer interest and trust in online shopping. The good quality, usability, and attractiveness of thrift products encourage consumers to make purchases. A lifestyle that reflects an interest in fashion while maintaining frugality further strengthens purchase decisions. In addition, consumers' attraction to continuously evolving fashion trends increases the tendency of the community to purchase thrift products on TikTok.

## E. SUGGESIONS

Future research is encouraged to consider incorporating additional variables, according to the findings. beyond live streaming, product quality, lifestyle, and fashion trends in order to identify other factors that may have a more dominant influence on purchase decisions. Furthermore, it is recommended to expand the number of respondents, broaden the geographical scope, and incorporate other relevant theoretical perspectives to enrich the understanding of consumer behavior in purchasing thrift products in the digital era. This study's findings can act as

an academic resource for students and researchers studying consumer behavior, digital shopping trends, and social media marketing strategies, while also supporting theoretical advancements and future research in digital marketing, e-commerce, and consumer behavior.

### DAFTAR PUSTAKA

- Agustina, L. (2018). Live Video Streaming Sebagai Bentuk Perkembangan Fitur Media Sosial. *Diakom Jurnal Media Dan Komunikasi*, 1(1), 17–23. <https://media.neliti.com/media/publications/278576-live-video-streaming-sebagai-bentuk-perk-39e752ee.pdf>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Anindasari, A. P., & Tranggono, D. (2023). Pengaruh Live Streaming TikTok Terhadap Keputusan Pembelian Produk Skintific Pada Generasi Z Pengikut Akun @skintific\_id. *Jurnal Ilmiah Wahana Pendidikan*, 9(22), 13–26. <https://doi.org/https://doi.org/10.5281/zenodo.10077520>
- Aretha, N., Ramadhan, B. F., Yawan, H., Mashudan, M. V., & Sarah, S. (2024). Pengaruh Trend Fashion dan Promosi Live Streaming TikTok Shop terhadap Keputusan Pembelian. *Jurnal Ilmiah Manajemen FORKAMMA*, 7(2), 1. <https://doi.org/10.32493/skt.v6i1.23384>
- Aswadana, P., Rahayu, D. A. S., & Effendy, M. A. A. (2022). Pandangan Mahasiswa Universitas Negeri Surabaya Terhadap Perubahan Gaya Hidup Akibat Fenomena Thrifting. *Universitas Negeri Surabaya 2022* |, 532, 532–540. [https://proceeding.unesa.ac.id/index.php/sniis/article/download/108/93/347?\\_\\_cf\\_chl\\_tk=zF\\_E2iK4fsW9a4wYP3DHIuHDlnBSSJDdwO3AhAAKaSo-1748595701-1.0.1.1-4whhllImd4HQEg7ZyUIorrHwK09NPH7\\_RcjCd7c\\_FRpk](https://proceeding.unesa.ac.id/index.php/sniis/article/download/108/93/347?__cf_chl_tk=zF_E2iK4fsW9a4wYP3DHIuHDlnBSSJDdwO3AhAAKaSo-1748595701-1.0.1.1-4whhllImd4HQEg7ZyUIorrHwK09NPH7_RcjCd7c_FRpk)
- Dewi, A. R. K., Pudyaningsih, R., & Mufidah, E. (2023). Pengaruh Trend Fashion Muslim Dan Media Sosial Terhadap Perilaku Konsumtif Mahasiswi Universitas Merdeka Pasuruan. *Jurnal Pijar Studi Manajemen Dan Bisnis*, 2(1), 1–14. <https://e-journal.naurendigiton.com/index.php/pmb>
- Dwijantoro, R., Dwi, B., & Syarief, N. (2022). Pengaruh Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Marketplace Shopee. *Jurnal Riset Manajemen Dan Bisnis*, 16(2), 63. <https://doi.org/10.21460/jrmb.2021.162.392>

- Evelyna, F. (2021). Theory Of Planned Behavior Untuk Memprediksi Niat Pembelian Tiket Secara Online Pada Generasi Milenial. *Jurnal Bisnis, Manajemen, Dan Akuntansi*, 8(1), 1–19. <https://doi.org/10.54131/jbma.v8i1.113>
- Farhanah, A., & Marzuqi, A. M. (2021). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian pada Produk Herbal Beauty di Kabupaten Sukoharjo. *Academia: Jurnal Ilmu Sosial Humaniora*, 3(2), 107–123. <https://doi.org/10.54622/academia.v3i2.60>
- Fauziyah, A., Nur, Y., & Z, N. (2023). Pengaruh Lifestyle, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Kopi Break Di Kota Makassar. *Nobel Management Review*, 4(1), 141–156. <https://doi.org/10.37476/nmar.v4i1.3896>
- Ferdiansyah, Y., & Pratomo, L. A. (2023). Analysis of the Influence of Consumer Purchase Intentions on Green Product Purchase. *Jurnal Ekonomi Trisakti*, 3(2), 2561–2576. <https://doi.org/10.25105/jet.v3i2.17410>
- Imam, Ghazali. (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25. Edisi 9. Semarang: Badan Penerbit Universitas Diponegoro
- Ferdiansyah, Y., & Pratomo, L. A. (2023). Analysis of the Influence of Consumer Purchase Intentions on Green Product Purchase. *Jurnal Ekonomi Trisakti*, 3(2), 2561–2576. <https://doi.org/10.25105/jet.v3i2.17410>
- Nur Qalby, N., Arisman, A., & Muhamad Pauzy, D. (2023). Pengaruh Gaya Hidup Dan Ekuitas Merek Terhadap Keputusan Pembelian Sepatu Merek Nike (Survei Pada Mahasiswa Universitas Perjuangan Tasikmalaya). *Jurnal Rimba : Riset Ilmu Manajemen Bisnis Dan Akuntansi*, 1(3), 84–98. [www.topbrand-award.com](http://www.topbrand-award.com)
- Pertiwi, S. (2023). the Influence of Product Quality, Brand Image, and Price on Purchasing Decisionsle Minerale in Medan Polonia District With Promotion As Moderation Variable. *Jrak*, 9(2), 374–381. <https://data.goodstats.id>
- Reken, F. (2022). Analisis Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Deterjen Merek Boom di Kota Ambon. *Jurnal Pendidikan Dan Konseling*, 4(20), 1349–1358. <https://journal.universitaspahlawan.ac.id/index.php/jpdk/article/view/8733/6618>
- Saputra, G. G., & Fadhilah. (2022). Pengaruh Live Streaming Shopping Instagram Terhadap Kepercayaan Konsumen Online dan Dampaknya pada Keputusan Pembelian. *Ekonomi*,

*Keuangan, Investasi Dan Syariah (EKUITAS)*, 4(2), 442–452.  
<https://doi.org/10.47065/ekuitas.v4i2.2353>

Selvia, M., Tumbel, A. L., & Djemly, W. (2022). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Scarlett Whitening Pada Mahasiswi Fakultas Ekonomi Dan Bisnis. *Jurnal Emba*, 10(4), 320–330.  
<https://doi.org/https://doi.org/10.35794/emba.v10i4.43797>

Srisusilawati, P., Prasetyo, S. N., Hamida, S. A. N., Rihhadatul, R. A., & Oktavia, R. (2024). Tren dan Perkembangan Fashion Syariah Pada Era MoAswadana, P., Rahayu, D. A. S., & Effendy, M. A. A. (2022). Pandangan Mahasiswa Universitas Negeri Surabaya Terhadap Perubahan Gaya Hidup Akibat Fenomena Thrifting. Universitas Negeri Surabaya 2022 |, 532, *Jurnal Ilmiah Ekonomi Islam*, 10(01), 953–961.  
<https://doi.org/https://doi.org/10.29040/jiei.v10i1.12319>

Subiyanto, R. S., & Amirulmukiminin. (2023). Pengaruh Lifestyle dan Iklan Terhadap Keputusan Pembelian Produk Somethinc di Kota Bima. *Journal of Student Research (JSR)*, 4(2), 556–560. <https://doi.org/10.47065/ekuitas.v4i2.1602>

Sugiyono. (2020). Metode Penelitian Kuantitatif, Kualitatif Dan R&D. Bandung: Penerbit Alfabeta.

Susanti, Mulyono, H., & Syamsuri, A. R. (2023). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian. *Manajemen Dan Kewirausahaan*, 4(1), 29–40.  
<https://doi.org/10.53682/mk.v4i1.5821>

Wowor, C. A. S., Lumanauw, B., & Ogi, I. W. J. (2021). Pengaruh Citra Merek, Harga Dan Gaya Hidup Terhadap Keputusan Pembelian Kopi Janji Jiwa Di Kota Manado. *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(3), 1058–1068.  
<https://doi.org/https://doi.org/10.35794/emba.v9i3.35233>

Yasika, R., Maftukhatusolikhah, & Sumantri, R. (2023). Analisis Keputusan Pembelian Dengan Religiusitas Sebagai Variabel Intervening. *Jurnal Iqtisaduna*, 9(2), 129–143.  
<https://doi.org/10.24252/iqtisaduna.v9i2.42481>

Zalfa, K. V., Indayani, L., & Supardi. (2024). Analisis Live Streaming, Electronic Word Of Mouth (E-WOM) Dan Affiliate MarkeAng Terhadap Keputusan Pembelian Produk Trend Fashion Pada Marketplace Shopee (Studi Kasus Pengguna Shopee). *Management Studies and*

