THE INFLUENCE OF ISLAMIC MARKETING, LIFESTYLE, AND PRICE ON PRE-LOVED CLOTHING PURCHASES: INTENTION AS A MEDIATOR

Novi Indriyani Sitepu[1]
Syifa Salsabila Akustia[2*]
[1,2] Faculty of Economics and Business, Universitas Syiah Kuala
[*2]*Corresponding Email: syifaakustia17@gmail.com*

ABSTRACT - This study investigates the influence of Islamic marketing strategies, lifestyle factors, and pricing on pre-loved clothing purchase decisions, mediated by purchase intention. The study employs Structural Equation Modeling (SEM) to analyze data collected through questionnaires distributed to 120 respondents in Banda Aceh City, following a sample size determined by the Hair formula. The findings reveal that purchase intention directly impacts purchasing decisions. Additionally, Islamic marketing strategies, lifestyle factors, and pricing all exert a direct influence on purchase intention. Interestingly, the study identifies that lifestyle factors do not have a significant direct effect on purchasing decisions. Furthermore, the analysis demonstrates that purchase intention partially mediates the relationship between Islamic marketing strategies, lifestyle factors, price, and pre-loved clothing purchase decisions. These results suggest that Islamic marketing strategies can be a valuable tool for businesses operating in the pre-loved clothing market.
Keywords: Islamic Marketing Strategy, Lifestyle, Price, Purchase Decision, Purchase Intention

ABSTRAK – Pengaruh Pemasaran Islami, Gaya Hidup, dan Harga terhadap Pembelian Pakaian Pre-Loved: Minat sebagai Mediator. *Penelitian ini bertujuan untuk mengkaji pengaruh strategi pemasaran Islam, gaya hidup, dan harga terhadap keputusan pembelian pakaian pre-loved dengan minat beli sebagai mediator. Data dikumpulkan melalui sebaran kuesioner kepada 120 responden di Kota Banda Aceh, yang ditentukan dengan rumus Hair. Analisis data dilakukan dengan menggunakan Structural Equation Modeling (SEM) dalam software AMOS 22. Hasil penelitian menunjukkan bahwa minat beli secara langsung memengaruhi keputusan pembelian. Strategi pemasaran Islam, gaya hidup, dan harga juga secara langsung memengaruhi minat beli. Selain itu, strategi pemasaran Islam secara langsung memengaruhi keputusan pembelian. Namun, gaya hidup tidak menunjukkan pengaruh positif dan signifikan terhadap keputusan pembelian. Lebih lanjut, minat beli memediasi secara parsial pengaruh strategi pemasaran Islam, gaya hidup, dan harga terhadap keputusan pembelian. Oleh karena itu, bisnis preloved disarankan untuk terus menerapkan strategi pemasaran Islam dalam menjalankan usahanya.*
Kata Kunci*: Strategi Pemasaran Islam, Gaya Hidup, Harga, Keputusan Pembelian, Minat Beli*
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INTRODUCTION

The contemporary landscape of consumer behavior presents a complex and dynamic puzzle. Needs evolve rapidly, priorities shift, and predicting consumer choices becomes increasingly challenging (Matondang, 2019; Afiany & Fajari, 2022). This complexity is particularly pronounced within the fashion domain, where apparel has transcended its practical purpose to become a powerful symbol of self-expression and societal identity (Dewi & Mahargiono, 2022; Trisnawati, 2016). This relentless pursuit of fashion trends fuels the rapid-production fashion industry, yet paradoxically coincides with a burgeoning interest in sustainable consumption practices (Nafiri, 2023).

Indonesia serves as a compelling case study in this apparent contradiction. Recent data suggests a significant focus on fashion, with a staggering 61% of the population prioritizing fashion purchases (Databoks, 2023). However, such trends necessitate a critical evaluation through the lens of ethical and religious considerations, particularly within the framework of Islam (Septiana, 2015). Islamic principles promote moderation and responsible resource management (Sitepu, 2016), a perspective that resonates with the burgeoning popularity of preloved clothing in Indonesia.
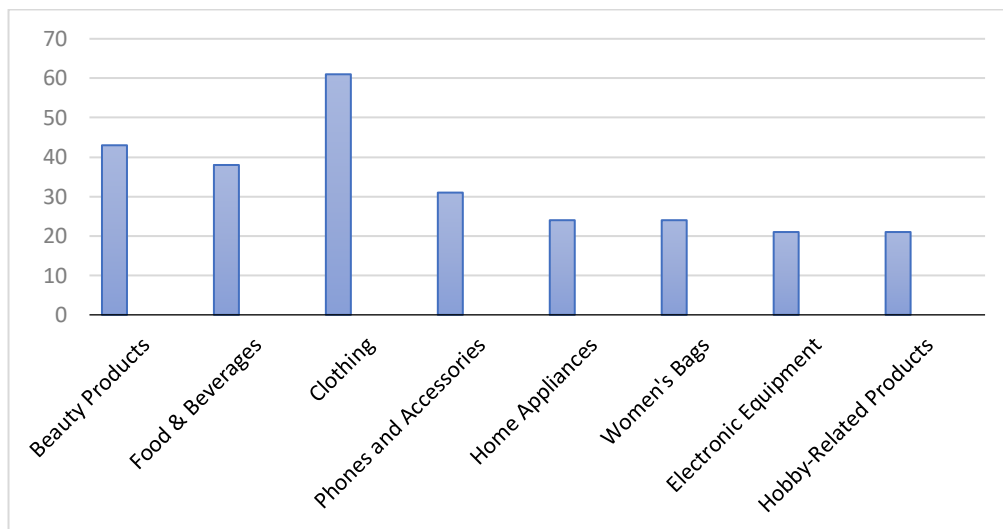

Figure 1. Purchasing Trend in Indonesia
(Source: databoks, 2023)

Figure 1 shows the consumptive behavior of Indonesian society, with a significant portion of the population prioritizing fashion purchases. In Islam,

consumption is guided by faith, emphasizing responsible resource management and moderation (Septiana, 2015). Prophet Muhammad SAW said, "Eat, give alms and dress without showing off and without being excessive" (HR. An-Nasa'I, no. 2559). Islamic principles promote balanced consumption, avoiding extravagance (*israf*) and prioritizing resource utilization (Sitepu, 2016). This perspective aligns with the growing popularity of preloved clothing in Indonesia, which is seen as a sustainable consumption practice by reducing waste and promoting reuse.

The desire to be fashionable and keep up with trends is particularly strong among students in this modern era (Rizka, 2022). However, economic disparities often make following trends difficult. Preloved clothing offers a solution, providing affordable and stylish options (Maulidah & Russanti, 2021). This trend aligns with the emphasis on prestige in modern society, as preloved clothing can often be brand-name at a fraction of the cost.

Preloved and thrift shops cater to this growing demand, particularly among fashion-conscious students (Aswadana, et al., 2022). In Indonesia, "thrift" typically refers to used goods imported from abroad, while "preloved" signifies used items from private property (Efrianti & Idrus, 2020). However, concerns exist regarding the smuggling of imported used clothing, with customs authorities detecting such activity in recent years (Pratama, 2023).

Selling imported used clothing is prohibited by Indonesian law (Dewi, Widiati dan Sutama., 2020). This regulation protects local businesses, particularly small and medium enterprises (SMEs) in the textile industry, from unfair competition with cheaper imported goods. Legitimate preloved businesses operate with permits and source their clothing from private sellers within Indonesia.

The fashion sector is characterized by constant innovation (Nafiri, 2023). To remain competitive, businesses need to develop effective marketing strategies that resonate with consumer desires and needs (Ardansyah, 2022). Sharia marketing strategies, which align with Islamic principles, have been shown to positively influence consumer intention (Astika, 2017). This approach emphasizes ethical business practices and aligns with the values of many Muslim consumers.

Lifestyle also plays a role in purchasing decisions, influencing product selection based on quality, taste, and affordability (Triadi, et al., 2021; Andriani & Srihandayani, 2021). Price is another significant factor, with consumers

willing to spend based on perceived value (Harahap, 2015; Kurriwati, 2019; Arista & Fikriyah, 2022). However, research on the influence of price on purchasing decisions shows inconsistencies (Pangestu & Suryoko, 2016; Setijadi & Wijaya, 2021; Listighfaroh, 2020). These discrepancies suggest the need for further investigation into the factors influencing consumer intention in preloved clothing, potentially including the variable of purchase intention.

Despite the growing popularity of preloved clothing in Indonesia, a crucial gap exists in existing research. While previous studies have explored various factors influencing consumer behavior in general (Triadi et al., 2021; Pangestu & Suryoko, 2016), and the influence of Islamic marketing strategies on consumer intention (Astika, 2017), the interplay of these factors within the context of preloved clothing purchases remains largely unexplored (Ardansyah, 2022). This research aims to bridge this gap by investigating the specific factors influencing consumer decisions to purchase preloved clothing in Indonesia, with a particular focus on the potential role of Islamic marketing strategies.

This study holds significant novelty and potential impact. By exploring the unique convergence of consumer behavior and Islamic marketing strategies within the preloved clothing market, this research offers valuable theoretical insights. Moreover, it aims to inform strategic interventions for businesses operating within this rapidly evolving market. Ultimately, this study contributes to a more comprehensive understanding of consumer behavior in Indonesia's preloved clothing market, with potential benefits for both academics and industry practitioners.

LITERATURE REVIEW

Used Clothing (Preloved)

In general, used clothing, also referred to as preloved clothing, is an article of clothing that has been previously used by someone (Kasim, 2020). The condition of used clothing found in markets varies greatly, with some items in near-new condition and others no longer suitable for wear (Muhyiyudin, 2023). They come in a wide range of styles, patterns, and states of repair.

Purchase Decision

Suharno and Sutarso (2010) define a purchasing decision as the stage where buyers choose, acquire, and consume products. Within Islamic principles,

strong purchasing decisions are based on honesty, fairness, trust, transparency, and sincerity, ensuring that all marketing and transaction processes comply with Islamic muamalah provisions (Nasution, et al., 2019).

Purchase Intention

According to Kim and Ahmad (2020), purchase intention refers to the positive feelings or emotions an individual experiences towards a product or brand. This intention influences their decision to buy or use that particular product or service.

Islamic Marketing Strategy

Strategy refers to an organization's overall plan outlining its direction to achieve its mission by leveraging internal and external strengths (Wulandari, et al., 2021). Defines marketing strategy as a statement (explicit or implicit) outlining how a brand or product line can achieve its goals (Sula, 2016). In Islamic marketing, strategies must be grounded in Islamic values, reflecting the spirit of worshipping Allah SWT and prioritizing the benefit of the community and general welfare, over group or personal interests (Wibisono, et al., 2020).

Lifestyle

Sutisna, as cited by Suprihhadi (2017), defines lifestyle broadly as a way of life determined by how people spend their time (activities), what they value in their surroundings (hobbies), and their perceptions of themselves and the world around them (opinions).

Price

Price refers to the value exchanged for the use of a product. The total value is typically determined through negotiation between buyers and sellers or set directly by the seller (Wibowo, 2019). Price is often the most significant factor influencing consumer purchasing decisions (Fauzan & Rohman, 2019).
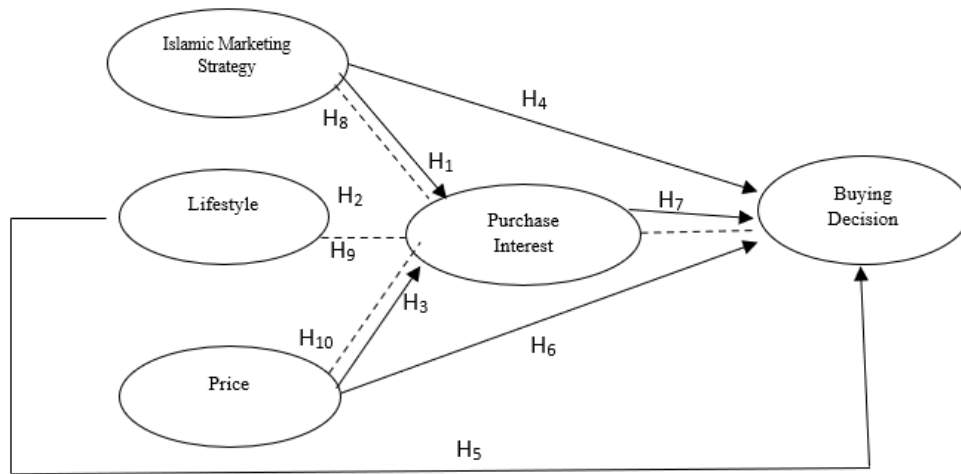
Figure 2. Research Model

METHODOLOGY

This study adopts a quantitative research design, which emphasizes the collection and analysis of numerical data to test hypotheses and examine relationships between variables (Saunders et al., 2016). This approach allows for the application of statistical techniques and the generalization of findings to a wider student population.

Target Population and Sampling Strategy

The target population for this research comprises undergraduate and graduate students enrolled in universities within Banda Aceh City, Indonesia. A random sampling technique will be employed to ensure each student within the target population has an equal probability of selection. Sample size determination will utilize Hair et al.'s formula (Ibrahim, 2023), considering factors like the desired confidence level and anticipated effect size. The target sample size is 120 students.

Sampling Criteria

To ensure the sample reflects the research focus on preloved clothing consumers, only students who have purchased preloved clothing within the past six months will be eligible to participate. This time frame helps capture recent purchasing behaviors and preferences.

Data Collection Instruments

This research will utilize a mixed-methods approach, employing both primary and secondary data sources. Primary data will be collected directly from participants through a self-administered questionnaire. The questionnaire will be meticulously designed to measure the key constructs of interest in the study. Following established protocols (Sekaran & Bougie, 2016), a pilot study will be conducted with a small group of students to assess the instrument's clarity, comprehensibility, and reliability. Secondary data will be obtained from credible academic journals, industry reports, and government publications relevant to consumer behavior, Islamic marketing strategies, and the preloved clothing market in Indonesia.

Data Analysis Techniques

Structural Equation Modeling (SEM) will be the primary method for data analysis. SEM is a robust statistical technique that allows for the simultaneous examination of multiple relationships between variables, including both direct and indirect effects (Hair et al., 2019). The software program AMOS will be used to conduct the SEM analysis. This analysis will help identify the factors influencing students' decisions to purchase preloved clothing and elucidate any potential mediating variables in the model.

RESULT AND DISCUSSION

Validity and Reliability Testing

Validity and reliability testing confirmed the instrument's effectiveness. The calculated value (r) for all variables exceeded the table value (r_{tabel}) = 0.1793 (n = 120, α = 0.05), indicating validity. This indicates that the questionnaire effectively measures the intended constructs within the acceptable level of significance (α = 0.05).

Meanwhile, in the reliability testing, the results show that the data is reliable because Cronbach's alpha > 0.60. Therefore, the reliability measurement of the Islamic Marketing Strategy, Lifestyle, Price, Purchase Decision, and Purchase Intention indicates that the measurement reliability meets the Cronbach Alpha credibility, where the alpha value is greater than 0.60. This ensures internal consistency within the scales used to measure these variables, minimizing measurement error.

Analysis of Structural Equation Modeling (SEM)

Figure 3 presents the results of the structural equation model (SEM) analysis. As hypothesized, all independent variables (Islamic Marketing Strategy - *Strategi Pemasaran Islam*, Lifestyle - *Gaya Hidup*, Price - *Harga*) have a significant positive influence on Purchase Intention *(Keputusan Pembelian)*. Islamic Marketing Strategy has a moderate positive effect ($\beta = 0.250$, $p = 0.048$), indicating a 25% increase in Purchase Intention for every unit increase in Islamic Marketing Strategy application. Lifestyle has the strongest influence ($\beta = 0.630$, $p = 0.000$), suggesting a 63% increase in Purchase Intention with a higher lifestyle focus. Price also exerts a positive influence ($\beta = 0.296$, $p = 0.046$), with a 29.6% increase in Purchase Intention associated with higher prices.

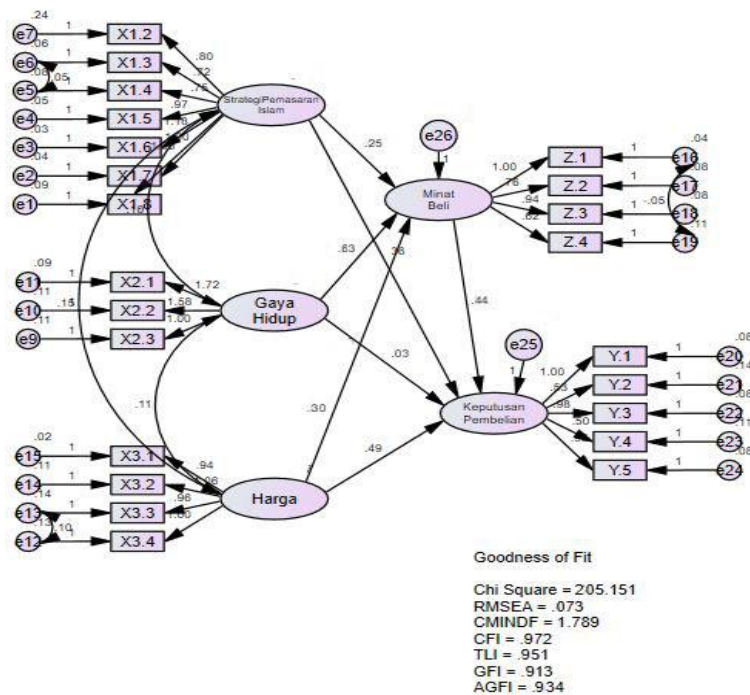

Figure 3. Structural Equation Model (SEM) Test Results

Further, Purchase Intention significantly impacts Purchase Decisions ($\beta = 0.442$, $p = 0.000$), suggesting a 44.2% increase in Purchase Decisions with a higher Purchase Intention. Interestingly, while Islamic Marketing Strategy and Price directly influence Purchase Decisions ($\beta = 0.257$, $p = 0.007$; $\beta = 0.326$, $p = 0.012$, respectively), Lifestyle does not ($\beta = 0.034$, $p = 0.807$).

Testing of the 8 research hypotheses was carried out based on the Critical Ratio (CR) value of a causal relationship from the results of SEM processing as shown in Table 1.

Table 1. Standardized Regression Weight Structural Equational Model

			Estimate	S.E.	C.R.	P
Purchase Intention	←	Islamic Marketing Strategy	0.250	0.108	1.992	0.048
Purchase Intention	←	Lifestyle	0.630	0.108	4.186	0.000
Purchase Intention	←	Price	0.296	0.104	1.997	0.046
Purchase Decision	←	Islamic Marketing Strategy	0.257	0.133	2.695	0.007
Purchase Decision	←	Lifestyle	0.034	0.270	0.244	0.807
Purchase Decision	←	Price	0.326	0.194	2.525	0.012
Purchase Decision	←	Purchase Intention	0.442	0.086	4.192	0.000

(Source: Processed Primary Data, 2023)

Based on the results of the SEM analysis presented in Table 1, and using statistical equations (1) and (2), we can formulate the following results:

$$PI = 0.250\ IMS + 0.630\ L + 0.296\ P \tag{1}$$

$$BD = 0.257\ IMS + 0.034\ L + 0.326\ P + 0.442\ PI \tag{2}$$

The Influence of Islamic Marketing Strategy on Purchase Intention

The results of this study indicate a significant positive influence (p = 0.048) of Islamic Marketing Strategy on Purchase Intention, with a path coefficient of 0.250. This translates to a 25% increase in Purchase Intention for every unit increase in the effectiveness of Islamic Marketing Strategies employed. This finding highlights the importance of ethical and Sharia-compliant marketing practices in influencing consumer behavior within the preloved clothing market.

Consumers are driven by a complex interplay of factors, including product interest. However, traditional marketing practices often rely on exaggerated promises and misleading information, leading to disappointment and a decline in trust. Islamic Marketing Strategies, grounded in ethical principles and transparency, offer a refreshing alternative. By adhering to Sharia-compliant practices, which emphasize fairness, honesty, and social responsibility, Islamic marketing fosters trust and builds positive consumer attitudes towards brands

and products. This, in turn, translates to a heightened interest in purchasing products promoted through such ethical marketing approaches.

Our findings support existing research by Astika (2017) which demonstrated a positive and significant relationship between Sharia-based marketing strategies and consumer purchasing intention. This reinforces the notion that Islamic Marketing Strategies offer a viable and effective approach to influencing consumer behavior, particularly within markets where ethical considerations hold significant weight.

The Influence of Lifestyle on Purchase Intention

The results reveal a highly significant positive influence ($p = 0.000$) of Lifestyle on Purchase Intention, with a strong path coefficient of 0.630. This indicates that a 63% increase in Purchase Intention is associated with a higher level of Lifestyle alignment.

Lifestyle encompasses the activities, intentions, and opinions that reflect a person's way of living. Consumers with a strong sense of lifestyle often seek products and services that complement and enhance their self-perception and social identity. In the context of preloved clothing, individuals who prioritize sustainability, environmental consciousness, or a unique sense of style may find preloved clothing to be a more attractive option compared to mass-produced, fast fashion alternatives.

This finding suggests that marketing strategies for preloved clothing should resonate with the target audience's lifestyle aspirations. By emphasizing the environmental and social benefits of preloved clothing, aligning with sustainability values, and showcasing the unique styles available, marketers can tap into the strong influence of lifestyle on purchase intention within this market segment.

The Influence of Price on Purchase Intention

The findings indicate a significant positive influence ($p = 0.046$) of Price on Purchase Intention, with a path coefficient of 0.296. This suggests that a 29.6% increase in Purchase Intention is associated with a higher price point. However, it's important to interpret this finding with caution.

While price can sometimes act as a signal of quality, a simple positive relationship between price and purchase intention is not always the case. Consumers are likely to consider a product's perceived value – the balance between price and the benefits received. Highly priced preloved clothing may be attractive if it represents a rare or designer item, offering a unique style or exclusivity. However, excessively high prices for preloved clothing, especially for readily available items, could deter potential buyers who can find similar items at lower price points.

This reinforces the importance of considering the target market when setting pricing strategies for preloved clothing. Understanding the value proposition – the specific benefits and unique selling points of the preloved items – is crucial. Pricing should be competitive within the preloved clothing market, while still reflecting the perceived value of the specific item.

Our finding aligns with previous research by Utami and Putri (2015) and Setiawan (2018), which highlighted the interplay between price and quality in influencing purchasing decisions. This suggests that for the preloved clothing market, effectively communicating the unique value proposition of preloved items (e.g., sustainability, affordability, unique styles) alongside a competitive price point can be a successful strategy.

The Influence of Islamic Marketing Strategy on Purchasing Decisions

The results indicate a significant positive influence (p = 0.007) of Islamic Marketing Strategy on Purchasing Decisions, with a path coefficient of 0.257. This translates to a 25.7% increase in the likelihood of a purchase decision with a stronger Islamic Marketing Strategy. This finding highlights the potential of ethical and Sharia-compliant marketing practices to directly impact consumer behavior in the preloved clothing market.

Purchasing decisions are a complex process influenced by various factors. However, research by Kamri et al. (2014) suggests that ethics and integrity in marketing strategies, particularly those aligned with Sharia principles, can foster trust and empower informed consumer decisions. Islamic Marketing Strategies emphasize ethical practices such as honesty, transparency, and social responsibility. By adhering to these principles, marketers can build trust with consumers and create a positive perception of the brand and its products. This, in turn, can translate into a higher likelihood of purchase decisions.

The findings by Ibrahim and Afif (2020) offer complementary insights. Their research highlights the importance of various factors like price, location, and product integrity in influencing retail purchasing decisions. While our study focuses specifically on the preloved clothing market, it's likely that these additional factors interact with Islamic Marketing Strategies to influence purchasing decisions. For instance, a preloved clothing store that prioritizes ethical sourcing, fair pricing, and transparent product information alongside its Islamic Marketing Strategy could create a particularly compelling value proposition for consumers.

The Influence of Lifestyle on Purchasing Decisions

Interestingly, the results indicate a non-significant influence ($p = 0.807$) of Lifestyle on Purchasing Decisions directly. This means that, in the context of this study, a person's lifestyle characteristics did not directly translate into a higher likelihood of a purchase decision for preloved clothing.

There are a few possible explanations for this finding. Firstly, the concept of lifestyle may encompass a broad range of factors, and the specific aspects measured in this study might not have directly captured the elements that influence preloved clothing purchase decisions. For instance, while some consumers prioritize sustainability or a unique sense of style when buying clothes, aligning with their overall lifestyle, others might make preloved clothing purchases based on more immediate factors like price or specific item availability.

Secondly, Fatharani's (2013) research on the influence of lifestyle on purchasing a Blackberry cellphone highlights the context-specific nature of this relationship. The desire to project a luxurious image through a particular brand might be a stronger influence on cellphone purchases compared to preloved clothing, where other factors like affordability or environmental consciousness might play a more prominent role.

These findings suggest that a more nuanced understanding of how lifestyle interacts with other factors, such as price and Islamic Marketing Strategies, might be necessary to fully explain preloved clothing purchase decisions. Future research could explore how different lifestyle segments prioritize various factors when making preloved clothing purchase decisions.

The Influence of Price on Purchasing Decisions

The results reveal a significant positive influence ($p = 0.012$) of Price on Purchasing Decisions because the significant value obtained is <0.05. This indicates that price plays a significant role in preloved clothing purchase decisions. However, it's important to consider the direction of this influence.

Traditionally, it is assumed that a higher price translates to a lower likelihood of purchase. However, in the context of preloved clothing, the relationship might be more nuanced. Some consumers might associate a slightly higher price with better quality or a more unique item within the preloved market. Conversely, excessively low prices could raise concerns about the product's condition or authenticity.

Our findings support existing research by Satit et al. (2012) and Ahmetoglu et al. (2010) which emphasize the importance of price in consumer decision-making. However, it's valuable to consider the specific context of the preloved clothing market. Factors like perceived value, brand reputation, and transparency about product condition might interact with price to influence purchasing decisions.

The Influence of Purchase Intention on Purchasing Decisions

The results demonstrate a highly significant positive influence ($p = 0.000$) of Purchase Intention on Purchasing Decisions, with a strong path coefficient of 0.442. This indicates that a 44.2% increase in the likelihood of a purchase decision is associated with a higher level of Purchase Intention. In simpler terms, consumers with a stronger interest in preloved clothing are significantly more likely to ultimately decide to purchase.

This finding aligns with previous research by Septifani et al. (2014) who also found a positive and significant relationship between purchase intention and purchasing decisions. This underscores the importance of cultivating strong purchase intention among target consumers in the preloved clothing market.

Maghfiroh (2016) defines purchase intention as the stage where a potential customer leans towards action – considering a purchase before the final decision is made. Our findings suggest that marketing strategies for preloved clothing should focus on strategies that effectively pique consumer intention

and generate a positive perception of preloved clothing as a viable and attractive option.

Sobel Test

This section examines the mediating role of Purchase Intention in the relationships between the independent variables (Islamic Marketing Strategy, Lifestyle, Price) and Purchasing Decisions. A Sobel test was conducted to assess this mediation effect.

Islamic Marketing Strategy and Purchasing Decisions

The Sobel test result for the influence of Islamic Marketing Strategy on Purchasing Decisions mediated by Purchase Intention was 2.114 (Table 2), significant at $\alpha = 0.034$. This indicates that Purchase Intention partially mediates the relationship between Islamic Marketing Strategy and Purchasing Decisions. In other words, while Islamic Marketing Strategy directly influences Purchasing Decisions, a portion of this influence also operates indirectly through its effect on Purchase Intention.

Table 2. Sobel Test Results for Islamic Marketing StrategyConcerning Purchase Decisions Through Purchase Intention

Input:		Test statistic:	Std. Error:	p-value:
a 0.250	Sobel test:	2.11474512	0.05225216	0.03445168
b 0.442	Aroian test:	2.08284512	0.05305243	0.03726534
s_a 0.108	Goodman test:	2.14815721	0.05143944	0.03170127
s_b 0.085	Reset all	Calculate		

Lifestyle and Purchasing Decisions

The Sobel test result for the influence of Lifestyle on Purchasing Decisions mediated by Purchase Intention was 3.881 (Table 3), significant at $\alpha = 0.000$. This suggests that Purchase Intention fully mediates the relationship between Lifestyle and Purchasing Decisions. Therefore, the effect of Lifestyle on Purchasing Decisions is entirely explained by its influence on Purchase Intention. Individuals with a strong alignment with a preloved clothing-compatible lifestyle (e.g., sustainability-focused, budget-conscious) are more likely to develop a high Purchase Intention, which then translates into a purchase decision.

Table 3. Sobel Lifestyle Test Results Concerning Purchase Decisions
Through Purchase Intention

	Input:		Test statistic:	Std. Error:	p-value:
a	0.394	Sobel test:	2.38724054	0.02987298	0.01697538
b	0.181	Aroian test:	2.34214878	0.03044811	0.01917307
s_a	0.095	Goodman test:	2.43504115	0.02928657	0.0148901
s_b	0.062	Reset all		Calculate	

Price and Purchasing Decisions

The Sobel test result for the influence of Price on Purchasing Decisions mediated by Purchase Intention was 2.496 (Table 4), significant at $\alpha = 0.012$. This indicates that Purchase Intention partially mediates the relationship between Price and Purchasing Decisions. Similar to the findings for Islamic Marketing Strategy, price has a direct effect on Purchasing Decisions, but a portion of this effect also works indirectly through Purchase Intention.

Table 4. Sobel Price Test Results Concerning Purchase Decisions Through
Purchase Intention

	Input:		Test statistic:	Std. Error:	p-value:
a	0.296	Sobel test:	2.49664722	0.05240308	0.01253736
b	0.442	Aroian test:	2.46186416	0.05314347	0.0138217
s_a	0.104	Goodman test:	2.53294753	0.05165208	0.01131079
s_b	0.085	Reset all		Calculate	

Combined Results

The Sobel test was conducted to assess the mediating role of Purchase Intention. Results indicate that Purchase Intention partially mediates the relationship between Islamic Marketing Strategy and Purchase Decisions (Sobel = 2.114, $\alpha = 0.034$) and Price and Purchase Decisions (Sobel = 2.496, $\alpha = 0.012$). However, Purchase Intention fully mediates the relationship between Lifestyle and Purchase Decisions (Sobel = 3.881, $\alpha = 0.000$).

The findings highlight the complex interplay between various factors influencing preloved clothing purchase decisions. While Islamic Marketing Strategy, Lifestyle, and Price all have a significant direct effect, a substantial

portion of their influence is channeled through their ability to cultivate Purchase Intention. This underscores the importance of understanding and fostering Purchase Intention among target consumers in the preloved clothing market.

Tabel 5. Combined Sobel Test Results

Independent Variable	Sobel Test Result	α-level	Mediating Role of Purchase Intention
Islamic Marketing Strategy	2.114	0.034	Partially Mediating
Lifestyle	3.881	0	Fully Mediating
Price	2.496	0.012	Partially Mediating

Research Implications

This study contributes to the understanding of preloved clothing purchase decisions by highlighting the complex interplay between Islamic Marketing Strategies, Lifestyle, Price, and Purchase Intention. The findings offer valuable insights for marketers to develop effective strategies and for consumers to make informed choices within the preloved clothing market.

For marketers targeting the preloved clothing market, it has several implications. First, the significant positive influence of Islamic Marketing Strategies on Purchase Intention underscores the effectiveness of ethical and Sharia-compliant practices. By adhering to these principles, marketers can build trust with consumers, fostering a positive brand perception that ultimately translates into purchase decisions. Second, the strong influence of Lifestyle on Purchase Intention suggests the importance of tailoring marketing strategies to resonate with the target audience's lifestyle values. Marketers can achieve this by emphasizing the environmental and social benefits of preloved clothing, promoting sustainability initiatives, and showcasing the unique styles available. This approach taps into the well-established notion that consumers with a strong sense of lifestyle seek products that complement their self-perception.

The influence of Price on Purchase Intention requires cautious interpretation, but the findings suggest it can act as a signal of value within the preloved clothing market. Understanding the target market and effectively communicating the unique value proposition of preloved items (e.g., affordability, unique styles) alongside competitive pricing can be a successful strategy. Finally, the critical mediating role of Purchase Intention emphasizes

the importance of strategies that cultivate a positive perception of preloved clothing as a viable and attractive option. Marketing efforts should focus on piquing consumer interest and generating excitement around preloved clothing.

For consumers, the study highlights the influence of Islamic Marketing Strategies, grounded in ethical principles and transparency, on purchase decisions. By recognizing these practices, consumers can make more informed choices that align with their personal values. Further, the findings emphasize the importance of considering lifestyle alignment when purchasing preloved clothing. Recognizing how one's lifestyle influences Purchase Intention can empower consumers to make conscious choices about preloved items that complement their values and self-perception. Finally, the research suggests that price can act as a signal of value within the preloved clothing market. This underscores the importance for consumers to consider the unique value proposition of preloved items, such as sustainability or affordability, alongside price to make informed decisions.

CONCLUSION

This study investigated the complex interplay between marketing strategies, consumer preferences, and purchasing behavior within the preloved clothing market. Key findings revealed both direct and indirect influences on preloved clothing purchase decisions. Direct influences included Islamic Marketing Strategies, Lifestyle, and Price. All three factors were found to have a positive and significant effect on a consumer's Purchase Intention. In other words, ethical marketing practices, alignment with a preloved clothing-compatible lifestyle (e.g., sustainability-focused), and price considerations all play a demonstrably positive role in a consumer's intention in purchasing preloved clothing. Interestingly, Islamic Marketing Strategies and Price also exerted a direct positive influence on Purchasing Decisions, indicating that these factors directly impact a consumer's choice to purchase preloved clothing, independent of Purchase Intention.

The study also identified a fascinating indirect influence. While Lifestyle did not directly impact Purchasing Decisions, the Sobel test revealed a fully mediating role of Purchase Intention. This suggests that a consumer's lifestyle may not directly translate into a purchase decision but rather influences their Purchase Intention, which then leads to the purchase decision. For instance, a consumer with a strong focus on sustainability might be more interested in

preloved clothing due to its environmental benefits. This heightened interest (Purchase Intention) then translates into a purchase decision. The research acknowledges limitations inherent to the study design, including a focus on a specific geographic region and a restricted sample size. To enhance the generalizability of the findings, future research endeavors could involve a broader participant pool from a wider geographic area. Additionally, investigating the influence of other relevant variables not explored in this research could provide a more comprehensive understanding of preloved clothing purchase decisions.

These findings offer valuable insights for preloved clothing entrepreneurs seeking to develop effective marketing strategies. By adhering to Islamic marketing principles, entrepreneurs can foster trust and broaden their customer base. Furthermore, emphasizing the environmental and social benefits associated with preloved clothing can resonate with consumers who prioritize a sustainable lifestyle. Understanding the role of price as a signal of value is also crucial. Entrepreneurs should strive to maintain competitive pricing while effectively communicating the unique value proposition of preloved items (e.g., affordability, unique styles). By acknowledging the interplay between direct and indirect influences, along with the role of purchase intention, preloved clothing entrepreneurs can develop targeted strategies to cultivate customer interest and ultimately drive sales within the preloved clothing market.

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