

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

This study aims to find out the factors that influence the demand for imported thrift clothing in FEB Unsoed students. The conclusions obtained in this study are:

1. Based on the results of multiple linear regression analysis, income, the price of imported new clothes, and the price of local new clothes have a positive and significant effect on the demand for imported thrift clothes for FEB Unsoed students. While the price of imported thrift clothes has a negative and significant effect on the demand for imported thrift clothes on FEB Unsoed students.
2. Based on the results of the elasticity test, income has the greatest influence on the demand for imported thrift clothes for FEB Unsoed students.

B. Implication

Based on the results of this study, the implications are:

1. In this study, income has a positive effect on the demand for imported thrift clothes for FEB Unsoed students. This means that if student income increases, the demand for imported thrift clothes will also increase. It can be input for sellers to offer and sell imported thrift

clothes that match with student's income. This point of view is limited only for producers.

2. The price of imported thrift clothes has a negative effect on the demand for imported thrift clothes. The more expensive price of imported thrift clothes, the demand will decrease. It can be an input for sellers to always keep the prices affordable so that the demand for imported thrift clothes can still high.
3. Imported new clothes are substitution from imported thrift clothes. The price of imported new clothes has a positive effect on the demand for imported thrift clothes. According to respondents, the price of imported new clothes is more expensive than imported thrift clothes. So respondents prefer imported thrift clothes as an alternative to buying clothes.
4. Local new clothes are also substitutes for imported thrift clothes. The price of new local clothes has a positive effect on the demand for imported thrift clothes, so if the price of local new clothes increase, the respondents demand for imported thrift clothes was also increase.
5. Income has the highest elasticity value, so the demand for thrift clothes for FEB Unsoed students is most influenced by the income of each student.

C. Research Limitations

The limitations of this study are only uses the income variable, the price of imported thrift clothes, the price of imported new clothes, and the

price of local new clothes. Future research may add other variables such as taste variable that affect the demand for imported thrift clothes. Moreover, this research was only on the scope of FEB Unsoed students, so future research can use other populations or a larger population so that the results are more diverse.

