

## RINGKASAN

Penelitian ini merupakan survei pada mahasiswa di Purwokerto dengan judul “Analisis Pengaruh *Fashion Consciousness* dan Persepsi Harga terhadap Keputusan Pembelian Produk *Thrift Shop* dengan Persepsi Risiko sebagai Variabel Moderasi (Studi pada Mahasiswa di Purwokerto)”.

Penelitian ini bertujuan untuk mengetahui pengaruh *fashion consciousness*, pengaruh persepsi harga, serta pengaruh dari variabel moderasi persepsi risiko terhadap keputusan pembelian. Populasi dalam penelitian ini adalah mahasiswa di Purwokerto dengan jumlah 220 responden yang diambil dari perhitungan rumus Hair et al. dan teknik pengambilan sampel *purposive sampling*.

Berdasarkan hasil penelitian diperoleh kesimpulan yaitu : 1) *Fashion consciousness* berpengaruh positif terhadap keputusan pembelian produk *thrift shop*, 2) Persepsi harga berpengaruh positif terhadap keputusan pembelian produk *thrift shop*, 3) Persepsi risiko memoderasi hubungan antara *fashion consciousness* dan keputusan pembelian produk *thrift shop*, 4) Persepsi risiko memoderasi hubungan antara persepsi harga dan keputusan pembelian produk *thrift shop*.

Implikasi manajerial berdasarkan hasil penelitian yaitu : 1) Pebisnis *thrift shop* lebih memperhatikan tren yang sedang berkembang serta melakukan seleksi terhadap model pakaian bekas yang akan dijual kembali, 2) Pebisnis *thrift shop* hendaknya mempertimbangkan harga dengan kualitas produk yang ditawarkan dan tidak menjual dengan harga yang terlalu mahal bagi jenis pakaian bekas yang sudah langka maupun produk bermerek, 3) Pebisnis sebaiknya lebih mengontrol kualitas dan performa pakaian bekas yang akan dijual pada *thrift shop*, 4) Ketidaksterilan pakaian bekas menjadi risiko yang cukup ditakutkan oleh para konsumen *thrift shop*, sehingga akan lebih baik jika pakaian bekas yang dijual berasal dari sumber yang terpercaya serta sudah disterilisasi dan dicuci bersih sebelum dipasarkan agar kepercayaan konsumen tetap terjaga. Sedangkan implikasi teoritis berdasarkan hasil penelitian yaitu penelitian ini dapat mengkonfirmasi perbedaan pendapat pada penelitian sebelumnya serta mengembangkan penelitian mengenai faktor-faktor yang mempengaruhi keputusan pembelian produk *thrift shop*.

**Kata Kunci** : *Fashion Consciousness*, Persepsi Harga, Persepsi Risiko, Keputusan Pembelian, *Thrift Shop*

## SUMMARY

*This research is a survey of students in Purwokerto with the title "Analysis of the Influence of Fashion Consciousness and Perceived Price on Thrift Shop Products Purchase Decisions with Perceived Risk as a Moderating Variable (Study on College Students in Purwokerto)".*

*This study aims to determine the effect of fashion consciousness, the effect of price perceptions, and the influence of the perceived risk as moderating variable on purchase decisions. The population in this study were students in Purwokerto with a total of 220 respondents taken from Hair et al. calculation formula and purposive sampling technique.*

*Based on the research results, it can be concluded that: 1) Fashion consciousness has a positive effect on thrift shop products purchase decisions, 2) Perceived price has a positive effect on thrift shop products purchase decisions, 3) Perceived risk moderates the relationship between fashion consciousness and thrift shop products purchase decisions, 4) Perceived risk moderates the relationship between perceived price and thrift shop products purchase decisions.*

*Managerial implications based on research results are: 1) Thrift shop owner need to pay more attention towards developing trends and more selective in choosing which type of used clothing to sell, 2) Thrift shop owner should consider the price with the quality of the products offered and shouldn't set a price that is too expensive for rare or branded products, 3) Thrift shop should control the quality and performance of used clothes that will be sold, 4) Non-sterilization of used clothing is a risk that thrift shop consumers are quite afraid of, so it would be better if the second-hand clothing products come from a trusted source and has been sterilized and washed before being marketed so that consumers' trust is maintained. While the theoretical implications based on the research results are this research can confirm the research gap and develop more about factors that influence purchase decision on thrift shop products.*

**Keywords :** *Fashion Consciousness, Perceived Price, Perceived Risk, Purchase Decision, Thrift Shop*