

RINGKASAN

Tren pakaian thrift semakin berkembang, khususnya di kalangan generasi muda yang sadar akan keberlanjutan dan gaya hidup ekonomis. Fenomena ini turut didukung oleh tingginya penggunaan media sosial sebagai alat promosi utama bagi pelaku usaha thrift. Social Media Marketing (SMM) memungkinkan interaksi langsung antara brand dan konsumen, membentuk persepsi positif melalui konten visual, ulasan pengguna, dan keterlibatan influencer. Dalam konteks ini, niat beli terhadap pakaian thrift dipengaruhi oleh persepsi konsumen terhadap keberlanjutan, keunikan produk, serta aksesibilitas dan kemudahan pembelian melalui platform digital seperti Instagram dan TikTok.

Penelitian ini mengadopsi *Theory of Planned Behavior (TPB)* untuk menjelaskan hubungan antara SMM dan niat beli pakaian thrift melalui tiga aspek utama: sikap, norma subjektif, dan persepsi kontrol perilaku. Gender diposisikan sebagai variabel moderasi karena adanya perbedaan signifikan antara laki-laki dan perempuan dalam merespons strategi pemasaran. Perempuan cenderung lebih dipengaruhi oleh aspek emosional dan sosial, seperti estetika konten dan ulasan influencer, sedangkan laki-laki lebih mempertimbangkan faktor fungsional seperti harga dan efisiensi.

Penelitian ini bertujuan untuk mengisi gap dalam studi terdahulu yang masih terbatas membahas keterkaitan antara SMM dan niat beli pakaian thrift dengan mempertimbangkan moderasi Gender. Temuan diharapkan dapat memberikan kontribusi praktis bagi pelaku usaha thrift dalam merancang strategi pemasaran yang lebih efektif dan berbasis segmentasi konsumen.

Kata Kunci:

Social Media Marketing (SMM), Niat Beli, Pakaian Thrift, Gender, Theory of Planned Behavior (TPB)

SUMMARY

The trend of thrift clothing continues to grow, particularly among younger generations who are increasingly aware of sustainability and economical lifestyles. This phenomenon is further supported by the widespread use of social media as a primary promotional tool by thrift business actors. Social Media Marketing (SMM) enables direct interaction between brands and consumers, shaping positive perceptions through visual content, user reviews, and influencer engagement. In this context, purchase intention toward thrift clothing is influenced by consumer perceptions of sustainability, product uniqueness, and the ease and accessibility of digital platforms such as Instagram and TikTok.

This study adopts the Theory of Planned Behavior (TPB) to explain the relationship between SMM and the purchase intention of thrift clothing through three main aspects: attitude, subjective norms, and perceived behavioral control. Gender is positioned as a moderating variable due to significant differences between male and female responses to marketing strategies. Women tend to be more influenced by emotional and social aspects, such as content aesthetics and influencer reviews, while men are more likely to consider functional factors like price and efficiency.

This research aims to fill the gap in previous studies, which are still limited in discussing the correlation between SMM and purchase intention for thrift clothing while considering gender as a moderating factor. The findings are expected to provide practical contributions to thrift business actors in designing more effective and consumer-segment-based marketing strategies.

Keywords:

Social Media Marketing (SMM), Purchase Intention, Thrift Clothing, Gender, Theory of Planned Behavior (TPB)