

INTISARI

Tujuan penelitian yakni untuk mengetahui pengaruh harga, kualitas, dan citra merek terhadap *pembelian pakaian second (Thrift Shop)* Dan *Brand Local*. Penelitian ini menggunakan desain penelitian Dimana kuantitatif yakni kategori penelitian dengan menyusun pertanyaan secara khusus dan *generic*, membatasi pertanyaan, dan berujung pada data yang sudah dikumpulkan terukur dan dianalisa angka angkanya menggunakan beberapa uji statistik. Survei dilakukan dengan menggunakan kuesioner terbuka yang ditujukan untuk mengetahui apakah target pasar mengetahui serta memahami dari kajian penelitian yang dibahas. Berdasarkan hasil survei pasar, terdapat 101 responden mengetahui *thriftshop* Dan *Brand Local* sedangkan sisanya belum memahami. Selain itu, Berdasarkan hasil pembahasan bahwa telah terjadinya peningkatan minat beli yang disebabkan oleh harga, kualitas, serta citra merek yang ditawarkan dari kedua objek kajian penelitian yakni Ofgoodsupply dan Erigo.

Kata Kunci: Persepsi, Gen Z, Pakaian

ABSTRACT

The purpose of the study was to determine the effect of a price, the quality, and a brand image on the purchase of a thrift Shop (the second Brand) and the local Brand clothing. This study uses a quantitative research design, namely the research category by formulating specific and generic questions, limiting questions, and ending with data that have been collected and measured and analyzed using several statistical tests. The survey was conducted using an open questionnaire aimed at finding out whether the target market knows and understands from the research studies discussed. Based on the market survey results, there are 101 respondents who know the thriftshop and brand local while the rest does not understand. In addition, based on the results of the discussion that there has been an increase in buying an interest caused by the price, a quality, and the brand image offered from the two research objects, Ofgoodsupply and Erigo.

Keywords: Perception, Gen Z, Clothing