

## **ABSTRAK**

Ekonomi sirkular dari model konsumsi alternatif untuk barang bekas telah menjadi subjek yang menonjol dalam beberapa tahun terakhir. Praktik jual beli barang bekas pun mulai menjadi pusat konsumsi yang kebanyakan diadopsi dan dinikmati oleh masyarakat kelas menengah secara luas. Tidak hanya menjadi fenomena di luar negeri tetapi konsumsi pakaian bekas juga menjadi bagian konsumsi fesyen masyarakat Indonesia sekarang ini. Konsumsi pakaian bekas yang masyarakat lakukan didorong dengan berbagai alasan guna mendukung konsumsi pakaian bekas.

Penelitian ini bertujuan untuk mengidentifikasi peran keberlanjutan, risiko, kebersihan, suasana toko, dan harga terhadap pengalaman membeli pakaian bekas. Penelitian ini menggunakan metode kuantitatif dengan 425 responden yang berusia >17 tahun dan mereka yang sudah pernah membeli pakaian bekas atau belum pernah membeli pakaian bekas. Kuesioner disebarkan melalui media sosial dan dianalisis menggunakan Binary Regresi Logistik SPSS.

Berdasarkan hasil pengujian, didapatkan bahwa aspek suasana toko, risiko, dan kebersihan berpengaruh terhadap pengalaman yang konsumen alami dalam membeli pakaian bekas. Di sisi lain, aspek keberlanjutan dan harga tidak berdampak signifikan secara positif terhadap pengalaman konsumen membeli pakaian bekas.

**Kata Kunci:** Pakaian Bekas, Keberlanjutan Risiko, Kebersihan, Harga, Suasana Toko, Pengalaman Membeli

## **ABSTRACT**

The circular economy of alternative consumption models for second-hand goods has become a prominent subject in recent years. Buying and selling second-hand goods began to become a center of consumption that was widely adopted and enjoyed by the middle class. Not only has it become a phenomenon abroad, but the consumption of second-hand clothes has also become part of the fashion consumption of Indonesian people today. The consumption of second-hand clothes that people do is encouraged for various reasons to support the consumption of second-hand clothes.

This study aims to identify the role of sustainability, risk, hygiene, store environment, and price in the experience of buying second-hand clothes. This study used quantitative methods with 425 respondents, aged >17 years, and those who had bought second-hand clothes or had never bought second-hand clothes. The questionnaire was disseminated via social media and analyzed using Binary Regression Logistic SPSS.

Based on the test results, it was found that aspects of store environment, risk, and hygiene affect the experience of buying second-hand clothes. On the other hand, sustainability and price aspects do not significantly impact the consumer experience of buying second-hand clothes.

**Keywords:** Second hand clothes, Risk, Sustainability, Price, Store Environment, Buying Experience