

ANALYSIS OF FACTORS INFLUENCING THE BUYING INTEREST OF TEENAGERS IN BANU HAMPU DISTRICT TOWARDS TRIFTHING IN THE BUKITTINGGI SLOPE MARKET

**M. Erinaldo Tanjung, Anggun Pitri Ayu, Atika Sukma, Insan Nia,
Sabrina Ernina Fajar, Zuwardi**

Universitas Islam Negeri (UIN) Sjech M. Djamil Djambek Bukittinggi
Email: tanjung6878@gmail.com, anggunpitriayu@gmail.com,
atikasukma07@gmail.com, insannia55@gmail.com,
litdhalailatulsabrina@gmail.com, zuwardiizyi84@gmail.com

Abstract

Thrifting which is often interpreted as a business engaged in the sale of used clothing. Where this business is now popular, and many people like Thrifting products. The products available at Thrifting are also cheap and of good quality so that many consumers feel comfortable with the products available at Thrifting. A person's income greatly influences his buying interest in a product. Consumers first consider the price before deciding to buy a product. Interest in used clothing depends on the quality of the products produced from manufacturers, consumer buying interest, especially among teenagers in Banu Hampu District, is influenced by several factors, namely internal factors and external factors obtained using literature studies. The results of this literary study illustrate how the buying interest of teenagers in the Banu Hampu sub-district.

Keywords: Teenagers, Interest in Buying, Buying And Selling

INTRODUCTION

Our homeland is the homeland of Indonesia, where the majority of the population is Muslim, where Islam is a general and comprehensive religion (Hasan, 2014). The meaning of the general is that religion applies to everyone and does not see the differences of that person. Meanwhile, the meaning of comprehensive is a religion that is a perfect teaching, which has regulated all matters of human life including worship, muamalah (transactions and intransactions), political law, and social problems. In the aspect of muamalah Islam regulates firmly and directed in order to achieve the level of justice in all aspects of life. The ultimate goal is to achieve happiness, both in this life and in the life to come. (Ikit, Artiyanto, & Saleh, 2018).

The most prominent period of human development is adolescence, where adolescence is the transition period from childhood to adulthood. Various changes occur during this period, be it physical changes, changes in mindset. In adolescence, it is also called the period of determining one's identity. Adolescents are children who experience growth, development, and at this time also emotionally, their mental maturity will increase towards something. Teenagers really like something

new, a high interest in something, one of which is the interest in buying a product. Teenagers are interested in buying a product if the product is good, the price is cheap, and the goods can be seen directly. Buying interest is a consumer behavior where this consumer has the desire to choose a product (2017) kotler and keller. Wilkie defines buying interest as a mental process in which consumers turn their attention to an object of interest, which can then potentially influence their purchase decisions. He highlighted the importance of perception, cognition, and evaluation in shaping consumer buying interest.

In this era, especially in this modern era, of course. Revolutions are brought about from time to time, various kinds of mass media enter Indonesia so that information is always updated quickly. In this case, there is also a lot of development, small, medium and large businesses, both entrepreneurs are competing to increase the buying interest of teenagers. Consumer behavior where consumers have the desire to choose and consume a product. Buying interest will arise if a person has been affected by the quality and quality of a product and the information of a product. (Kotler in Abzari, et al, 2014)

The feeling of interest that arises after getting the product he sees in order to make a purchase to be able to own the product (Kotler and Keller, 2022). A driving force or as an intrinsic motive that is able to encourage a person to pay attention spontaneously, without coercion and selectively to a product to then make a purchase decision (Engel). The development of fashion trends among the public can increase buying interest in products, with this people are required to follow fashion trends with fashion that is popular and also cheap.

To satisfy the desire for fashion, someone will be willing to spend money, but with Thrifting can help someone to save more on fashion expenses, as we know that Thrifting is a business that sells used clothes but is still suitable for use and the quality of the product is satisfactory for consumers. However, it should be noted that the purchase activity that a person does depends on his buying interest. The desire for buying interest arising from a person Sri, Mar'atus, and Iqbal 3 is influenced by the existence of internal factors and external factors. So it is very important for us to know what I am that is an internal and external factor that is used as a determinant of buying interest for a consumer.

Thrifting is known as a business engaged in the sale of used clothes, of course, providing a product that can generate profits or profits even though it is known as a second-hand clothing business. To be able to increase profits, Thrifting in the Hillside market is required to be able to produce quality products so that consumers are interested in shopping there, so that later they can provide the desired profit.

Furthermore, regarding a person's buying interest, a person's buying interest is very influential because from this buying interest arises a person's desire to

determine whether or not he is interested in a product (Grunet et al., 2020). Buying interest is a very important thing because buying interest is the main problem for consumers.

This research was carried out in the Banu Hampu District Environment, because this object was chosen because we saw teenagers who liked Trifthing. Trifthing is a new culture that is growing rapidly today, trifthing is very popular with some people, especially teenagers. Trifthing is also interpreted as the activity of buying used products that are still suitable for use. In addition, nowadays the Thrifting business has spread widely, even in every region we can get a Thrifting business. The number of thrifting businesses nowadays is a big possibility because someone who runs a thrifting business gets a profit or profit that can prosper the economy.

Influence is the force that causes something to happen; something that can shape or change something else; submissive or following due to the power or power of others Badudu and Zain (2001:1031) Influence: Definition and Interpretation Influence is a broad concept and can have various meanings depending on the context.

Here are some definitions of influence according to experts:

1. Robert B. Cialdini

Robert B. Cialdini, a well-known social psychologist, defines influence as a person's ability to change the behavior, attitudes, or decisions of others through a variety of persuasive strategies. He identified six principles of influence which include consistency, authority, likes, shortcomings, social, and needs.

2. Harold D. Lasswell

According to Harold D. Lasswell, a political scientist, influence is the power that an individual or group has to influence the thoughts, attitudes, and actions of others. This influence can be done through mass media, political communication, or social influence.

3. Joseph P. Forgas

Joseph P. Forgas, a social psychologist, defines influence as a change in a person's thoughts, attitudes, and behaviors caused by the presence of others or the social environment. These influences can be positive or negative, depending on the context and characteristics of the person who is influencing.

4. Albert Bandura

Albert Bandura, a well-known psychologist in the field of social learning theory, defines influence as the process by which individuals learn new behaviors through observation and imitation of others. Bandura argues that social influences have an important role in shaping and changing individual behavior.

5. Carl Hovland

Carl Hovland, a communication psychologist, describes influence as the effect of persuasive communication that can change a person's attitudes, beliefs, and behavior. According to him, factors such as trust, credibility, and the attractiveness of communicators can affect the effectiveness of influencers.

The definition of influence according to the great dictionary of the Indonesian language (2001:849) is: "Influence is a power that exists or arises from something (person, or thing) that helps shape a person's disposition, beliefs and deeds". So this study was raised in order to find out the causes of factors that affect consumer buying interest (teenagers in Banu Hampu sub-district) and how much interest in buying teenagers in Banu Hampu sub-district to trifthing in the hillside market.

RESEARCH METHODS

The research method used is to use a qualitative approach with a descriptive type. An approach with a descriptive qualitative type to find out the picture, the application of parents in communication that motivates children's education. The research subjects used were parents in the Pareviewuan country from adolescents. Meanwhile, the researcher acts as an analyst and observer who simultaneously reports the results of the research using the interview method. The commonly used qualitative research methods: Interview, This method involves direct interaction between the researcher and the research participant. Interviews can be structured interviews (predefined questions) or unstructured interviews (questions that develop naturally based on participants' responses). Analysis, Documents This method involves collecting and analyzing data from written documents, such as letters, memos, recordings, or other documents relevant to the research. Library research approach, By studying books, magazines, and other reading resources. Data analysis techniques are data analysis processes that do not involve numbers. The data obtained for the research using qualitative data analysis techniques are generally subjective. Reduction, Data The process of collecting, selecting the most important data and concentrating research in finding the main points and selecting the necessary data. Data analysis that does not involve numbers. The data obtained for the research using qualitative data analysis techniques are generally subjective. Conclusion, Drawing conclusions from data that has been processed, but still temporary, can also change if accurate evidence is not found and supports the research. Data Presentation, In the presentation of this data, the researcher will show the data that has been researched in the form of a brief description.

In this study, the researcher uses a qualitative method, which is a research method based on positivist respondents to research several populations, with which this study collects data, then continues with quantitative or statistical

research to test the hypothesis that has been determined, In this method it is explained by the population. The population that became the object of this study was teenagers from Banu Hampu District, who had shopped and knew trifthings.

The data collection instrument of this study is using the survey method and questionnaire, the survey method is a primary data collection method by providing a demonstration of individual respondents. The survey method is assisted by distributing questionnaire links through social media such as whataaps, to teenagers in Banu Hampu sub-district.

RESULTS AND DISCUSSION

Buying and selling is a noble act and those who practice it will be pleased by Allah SWT and even the Prophet Muhammad SAW. There is a postulate that states that the Prophet PBUH when he was asked: "What is the best job?" He replied, "The best work is the work done with one's own hands and every mabrur buying and selling, what mabrur means here is the absence of treachery and deceit in it." There is a hadith of the Prophet Muhammad PBUH narrated by Ibn Majah: "Buying and selling must be done on the basis of mutual consent and mutual willingness".

Based on the results of an interview conducted by the author on students of the State Islamic University (UIN) Sjech M. D. Jamil D.jambek Bukittinggi who have a business of buying and selling used clothes, that they buy and sell based on what they understand about the terms and principles of buying and selling in Islam. Among other things, they have carried out the harmony of buying and selling, namely the existence of sellers and buyers with several conditions such as both must be sensible both physically and spiritually and puberty in order to be able to carry out buying and selling transactions in a conscious state, both are not in a state of being forced when making buying and selling transactions.

Furthermore, the second pillar of buying and selling is the existence of sellers and buyers with several conditions such as ijab by UMS students who sell their products and qabul by UMS students who buy their products, in this case with their own willingness and done in writing through Instagram social media. Ijab qabul has been carried out in a conscious state and on the basis of consensuality and without any element of coercion when transacting. This principle is very clear in the Qur'an Surah An-Nisa verse 29 which means, "... In trade that applies on the basis of mutual consent between you...".⁷ Based on this, if viewed in terms of subject matter and ijab qabul, the implementation of buying and selling used clothes carried out by students of the University of Muhammadiyah Surakarta has fulfilled the principles and conditions in the perspective of Sharia Economic Law.

Buying and Selling Used Goods (Thrifting)

Thrifting is the activity of shopping for used goods in the form of clothes, jewelry, furniture accessories, collectibles that have been used by other people and usually the goods are imported from abroad and are still suitable for use. (Donovan, 2014). From the data found, it is evident that some thrifting enthusiasts have different interests.

1. This is due to the price difference, where goods or clothes sold at second-hand stores have relatively cheap prices but still have good quality.
2. In addition, the goods or clothes sold have unique characteristics and vintage, such as clothes that were once popular in the 1990s and then resold to give a vintage or antique feel.
3. The item or clothing sold can also be a limited edition or even none of the same. Because most of the goods or clothes sold in thrift shops are imported from abroad and do not have the same inventory. (Adji & Claretta, 2023)

But there are still many people who are afraid to buy used goods because their cleanliness and quality are still questionable. Perhaps for as many people who like to collect thrifting items, there are several ways to clean and care for them.

1. Clothing
 1. Be careful in reading the instructions on the clothes.

Not all clothes can be washed in the washing machine, and not all clothes can be washed in hot or cold water. Because the quality of each of these clothes is different.
 2. Washing clothes based on color

It is unfortunate when we combine the clothes we want to clean or we wash in one container, because we avoid the fading of the clothes.
 3. Clothes soaked in hot water

After buying used clothes, it is mandatory to soak the clothes with hot water to clean bacteria and dirt from the clothes. (Wicakso, 2021)

Analysis Results Factors influencing buying interest in Trifthing

Based on research that has been conducted in the hilltop market, especially teenagers who like to dress up. By using interview methods and a literature approach directly to adolescents to find out what adolescents need to fulfill their fashion. The role of teenagers plays a role in trifthing, because it can minimize the possibility of the accumulation of used clothes, used clothes are not clothes that are not suitable for use, but used clothes or also called trifthing are clothes in well-known stores that are already in the store or have outdated the style of a trend.

Without thrifting around us, there may be a lot of garbage accumulation, so how many clothes are not sold in stores that are out of trend but are suitable to wear. For this reason, the need to preserve it, teenagers can also take advantage of the thrifting to fulfill their fashion. Thrifting is not only sold cheaply and the goods are suitable for use, also some of the clothes that are sold have well-known names. Teenagers can buy thrifting clothes with a little baggage with good quality items to suit their style.

There are several advantages that can be obtained from the existence of thrifting, both for the thrifting and for the environment, including:

1. Affordable Value and Quality

One of the main advantages of thrift clothing is that it is much more affordable compared to new clothing. Many used clothes are still in good condition and of good quality. By shopping at thrift stores, one can find designer clothes or well-known brands at much lower prices than the original price. This provides an opportunity for people to get high-quality clothes at a more affordable price, without having to sacrifice their style or lifestyle. Thrifting helps consumers to shop at low prices so as to save consumers' expenses, one of which is teenagers in Banu Hampu district.

2. The Pleasure of Discovering Unique and Different Clothes

Wearing used clothes also provides an opportunity to have a unique and different style. The reason is, thrift items are usually second-hand items, you tend to find unusual options that you can't find in regular clothing stores. This allows you to express your personality and style in a more creative way. Thrifting clothes often have their own character and history, providing a compelling story behind every piece of clothing you wear.

By choosing second-hand clothes, you can create a unique look and differentiate yourself from others. In addition, products in Thrifting can also provide satisfaction to consumers, one of which is because consumers sometimes get uniqueness from products in Thrifting.

3. Sustainability and Reduction

Waste One of the main reasons why people prefer thrift clothing is to support sustainability and reduce waste. The new clothing industry has a huge impact on the environment. The process of producing new garments involves the use of abundant natural resources, such as water and energy, as well as the use of harmful chemicals. In addition, textile waste from new clothes often ends up in landfills, leading to a buildup of garbage that is detrimental to the environment.

1. History and Nostalgia

Thrift clothing also has a historical and nostalgic appeal. Many collectors are interested in clothes that have a story behind them. For

example, a vintage jacket from the 1980s could be a reminder of childhood or a popular trend of the time. Thrift clothing allows collectors to connect with the past and explore styles from previous generations. They can feel the uniqueness and charm contained in each outfit they choose, reliving memories and appreciating the cultural heritage associated with the outfit.

Thrift clothing offers a wide range of benefits, from environmental sustainability, affordable prices, to the opportunity to discover unique and vintage clothing. If we choose to buy thrift clothing, it is important to take the time and be careful in choosing products that suit our personal needs and standards. In an increasingly environmentally conscious era, thrift clothing is becoming an attractive option for many people who want to shop smartly and responsibly.

2. Increased Creativity

In Thrift products, manufacturers usually create creativity to be able to attract consumers. Like creating uniqueness in Thrift products from used clothes which will later become a cloth that is not seen or judged by someone unlike used clothes. So creativity is very important in the Thrift effort.

Factors that affect consumer buying interest

In general, the influence of consumer buying interest involves a combination of internal and external factors that affect consumers' desire and intention to buy a particular product or service. These factors include individual needs and wants, product perceptions, previous experiences, social influences, and purchasing situations. So there are several factors that affect consumer buying interest. Here are some of the key factors that can influence a consumer's purchasing decision:

1. Internal factors

Factors that come from within a person, there are several factors, namely:

1. Revenue

Revenue is one of the factors that can affect consumer buying interest. In general, if someone has a higher income, they tend to have the potential to make larger purchases. However, the relationship between consumer income and buying interest is not always linear and can be influenced by several other factors. However, it is important to remember that consumers' buying interest is also influenced by other factors such as personal preferences, the price of goods, product quality, brand perception, and market trends.

The higher a person's income level, the more likely a person is to buy a product. The difference in a person's income can also affect the amount of necessities of a person's life. Likewise with teenagers, dressing fashionably is a special need, to get it all requires a balance with the income generated by each individual. Thus, teenagers need a simple way and a way that can save them in the process of meeting food needs can be done by shopping at Thrifting, which is a business that sells used clothes.

In addition, the number of teenagers who are still unemployed makes these teenagers still do not have a fixed income, so many still depend on their parents. This is also one of the reasons why teenagers cannot meet their own needs. So, it can be concluded that this income is an internal factor that can affect consumer buying interest, especially teenagers in Banu Hampu sub-district.

1. Desires

The definition of consumer desire is the desire or need owned by an individual or group that wants to be fulfilled through the purchase or consumption of a product or service. Consumer desires reflect their preferences, expectations, and interests in a particular product or service. Consumer desires can be influenced by a variety of factors, including personal factors, such as physiological, emotional, or social needs, as well as previous experience, education, and culture. External factors, such as advertising, the influence of family and friends, market trends, and environmental factors can also influence consumer desires.

It is important to understand consumer desires in product development and marketing strategies. Through market research and consumer analysis, companies can identify consumer desires, anticipate changing trends, and design products and services that meet customer expectations and needs. By understanding consumer desires, companies can develop effective marketing strategies and build long-term relationships with customers.

The existence of a desire and desire from a person to do something with the impulse due to a pressure from an unmet need. The sense of desire to buy something is usually based on a person's needs, as well as teenagers who want to buy something tend to be according to their needs. However, it should be noted that teenagers are sometimes more dominant in what they buy if they have a strong desire to have the product compared to owning the product because it is just a need. In addition, with Thrifting, teenagers can fulfill their desires at low prices and good quality to meet fashion trends.

Desire can also be associated with a person's buying interest, because usually a person is more based on interest in the product. So it can be concluded that these interests and desires are closely related because desires can affect a person's buying interest. A consumer if he wants to buy a product on the grounds that there is a desire for the product and there is an interest in buying the product. So desires greatly affect a person's buying interest so that it makes this desire an internal factor because this desire can only be determined by individuals.

A very strong impulse from an individual is very influential on a consumer's purchase because most consumers are more aware of their desires than of a need. So the desire of the individual is very influential.

External Factors

Factors that come from outside the individual, namely:

1. Pricing

Price has a significant influence on consumer buying interest. Price fluctuations can affect individual purchasing decisions and consumer behavior in general. Price can affect consumers' perception of the value of a product or service. If the price is considered too high, consumers may feel that the product does not provide value comparable to the price paid, which may reduce buying interest. Conversely, prices that are considered reasonable or cheap can increase buying interest.

Price is something that is very balanced in the buying process, because usually someone thinks about price if they want to buy a product. In addition, price is also a benchmark for someone to choose a product that is acceptable or not. Likewise, the price in Thrifting is very much thought about by consumers because in this Thrifting consumers can get cheap prices while getting quality products.

Price as a mechanism and indicator of the strength and demand for a product or service, the price must be affordable by the purchasing power of consumers and the compatibility between price and quality in a product. With low prices and good quality products, consumers can meet their fashion trends. At Thrifting, consumers get clothes with well-known brands but at affordable prices.

In reality, the lower middle class prefers Thrifting clothes to meet their lifestyle, getting clothes that are popular with the public at a price that tends to be lower than the price of new clothes offered in stores. For some teenagers, the price is very important to be determined in advance, even the price can also be calculated. influence purchases on

adolescents. For teenagers, they prefer to buy products whose prices are in accordance with bajad, one of which is shopping at Thrifting.

Most of the shopping at Thrifting we can find quality products but the price is cheap. So it is so important to consider the price, especially for the life of teenagers who want to look fashionable but achieve it with expenses that are not so expensive, so it is not surprising that many teenagers prefer to shop at Thrifting.

In this Thrifting business, prices are very much considered by consumers who think that Thrifting is used clothing, so consumers really consider the price in buying products at Thrifting. Price is inevitable in the buying and selling process because price is used as a determinant for consumers to buy the product. In fact, the low price is a price that is very much liked by consumers, especially teenagers, in the Banu Hampu sub-district.

1. Product quality

The quality of a product or service has a significant influence on consumer buying interest. When consumers experience good quality, they tend to have a higher interest in buying the product or using the service. High quality builds consumer trust in a brand or company.

Consumers tend to be more confident and have a high buying interest in products or services that they believe have good quality. The value of customer satisfaction can be judged from the quality of the product in accordance with the consumer's wishes, then this can also be a benchmark that the quality of this product is very important to improve for a manufacturer, one of which is for Thrifting entrepreneurs because considering that Thrifting is a business to buy used clothes so that such things must have uniqueness and even something that is used as an advantage of another business, one of which is good quality and very liked by consumers according to the price but get very good product quality.

Product quality is the same as price is very important in the buying and selling system, because the quality of this product is one of the things that a consumer pays attention to if he wants to buy a product. Where if the quality of the product is good, there will be a sense of interest in consumers so that it causes a desire to buy the product, and vice versa if the quality of the product is lacking, then consumers will think first and it can even be said that the quality of the product that is not good can influence consumers not to buy a product.

Paying attention to and maintaining product quality is the main key needed by business actors to ensure that the business experiences a

good growth rate, without clear quality a business will be difficult to develop because it cannot attract customers to make purchases. In this case, Thrifting is not only providing used clothes but the result of importing goods that are still suitable for use and good quality and branded brands.

The state of a high-quality product that is considered to meet the desires of consumers or also with the satisfaction of consumers, of course, will be cheap prices and good quality products, consumers can meet their fashion trends. At Thrifting, consumers get clothes with well-known brands but at affordable prices.

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CONCLUSION

This chapter outlines the conclusions based on the results of the analysis that has been carried out in this study regarding internal factors and external factors, namely income, desire, price, and product quality. This study used a questionnaire distributed to 50 respondents who visited Thrifting at the Bukittinggi Slope market.

Regarding product quality, it has a significant influence on the buying interest of teenagers in Banu Hampu District against Thrifting in the Bukittinggi Slope market. Product quality has a positive influence on consumer buying interest, so the higher the product, the higher the consumer's buying interest. Consumers at

Thrifting Slope market in Bukittinggi are mostly satisfied with the quality of the products in the place so that they are liked by consumers, besides that this Thrifting has many buyers.

Price has an influence on the buying interest of teenagers in Banu Hampu sub-district towards Thrifting in the Bukittinggi Slope market, from the discussion above it can be concluded that the price strategy in Thrifting in the Bukittinggi Slope market has a significant role which has changed the consumer desire to make purchases in the sense that what Thrifting offers at the Slope Market in Bukittinggi is considered cheap for teenagers in Banu Hampu sub-district. Teenagers in Banu Hampu District feel that the price at Thrifting is cheap so that it is in line with income.

As for the income generated from the questionnaire link that we got, it was concluded that most of the teenagers in Banu Hampu sub-district were of the opinion that RP. 1,000,000. Teenagers in Banu Hampu District the number of purchases for Thrifting every month, from the questionnaire link we shared, most of the respondents shopped 3 times in one month.

As for the desire of teenagers in Banu Hampu sub-district for Thrifting at the Bukittinggi Slope market, it is actually high because from the statements of teenagers who like to shop at Thrifting a lot, we can conclude that the desire of teenagers to shop at Thrifting is very high. However, this desire can be hindered because of the uncertain income of teenagers and even teenagers who are still unemployed so they do not have their own income

So, it can be concluded that the buying interest of teenagers in Banu Hampu District towards thrifting is still lacking because of the results of the questionnaire link that we shared the respondents 3 times

Purchase against Thrifting in one month. This happens because the income from teenagers is uncertain and several factors that affect the buying interest of teenagers in Banu Hampu sub-district, including internal factors (income and desires), and external factors (price and product quality). Thrifting makes it very easy for teenagers to meet their needs at a cheap but quality price. Thriftin is also very popular with teenagers, but as we know, teenagers' income can influence them to shop at Thrifting.

ADVICE

It is hoped that with this thrifthing shop, it will reduce the impact of excessive accumulation of garbage, why so with the discarding of old clothes, there will be the creation of new clothes that will result in excessive use of energy sources, and the manufacture of new textiles often ends up in the garbage can, which will cause garbage accumulation. So with thrifthing, it can minimize that

something like that will happen. In addition, it is also hoped that the readers of this article can benefit after reading this article.

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