

The Influence of Fashion Influencers and Self-Image on Thrifting Purchase Decisions with Brand Image as a Moderating Variable

Lala Komala^{1*}, Nono Arief Rachman², Taryanto³, Bachtiar Rifa'i S.⁴, Asep Syiarudin⁵

^{1,2,3,4,5}Universitas Mathla'ul Anwar, Indonesia

E-mail: lakommm881@gmail.com^{1*}, nonosister52@gmail.com², taryanto.kr@gmail.com³,
saffafather@gmail.com⁴, syiarudinasep@gmail.com⁵

*Corresponding Author

ABSTRACT

This study aims to analyze the influence of fashion influencers and self-image on the purchasing decisions of second-hand clothing (thrifting), with brand image as a moderating variable. The study employs a quantitative approach using a survey method by distributing online questionnaires to 100 respondents. The sampling technique used is purposive sampling and area sampling, and the data is analyzed using Moderated Regression Analysis (MRA). The results indicate that both fashion influencers and self-image have a positive and significant effect on purchasing decisions. Furthermore, brand image has been shown to strengthen this influence as a moderating variable. These findings provide implications for marketing strategies that optimize public figures based on social media for the digital-native segment and enhance brand image in influencing consumer behavior, particularly among Generation Z.

Keywords: brand image; fashion influencer; buying decision; self image; thrifting

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SDGs: Good Health and Well-being (3); Decent Work and Economic Growth (8); Industry, Innovation, and Infrastructure (9); Responsible Consumption and Production (12)

INTRODUCTION

Background

The fashion industry continues to evolve, with significant changes in consumption patterns, particularly among Generation Z. Clothing, as an expression of self-identity, is judged not only based on objective aesthetics but also on subjective individual preferences (Farhansyah, 2024). The phenomenon of thrifting, or purchasing secondhand clothing, has become a popular alternative for acquiring quality clothing at affordable prices (Ardrarani & Rachmawati, 2023). This trend is growing rapidly among Gen Z, who view thrifting not simply as a shopping activity but as a part of their identity that combines creativity and financial intelligence (Anisa, 2024).

The concept of the Green Economy, as defined by the United Nations Environment Programme, emphasizes improving social welfare and social justice through the creation of sustainable jobs. The decision to purchase secondhand clothing aligns with this principle, enabling consumers to discover unique items while contributing to the reduction of textile waste (Amana & Rochdianingrum, 2024). Data shows that used clothing imports will reach 1.5 million tons with a value of USD 1.5 billion by 2024, indicating significant demand, largely driven by digital footprints on the internet (Krisdamarjati, 2024).

Purchasing decisions are a series of processes leading up to a transaction, influenced by both external and internal factors (Jakaria & Fitriani, 2023). Fashion influencers are a significant external factor, while self-image is an internal factor. Generation Z, with limited financial resources but a desire for quality products, often bases their secondhand clothing purchasing decisions on these factors.

Fashion influencers on social media platforms like Instagram, TikTok, and YouTube have become a fashion inspiration (Alfinaldi & Astuti, 2023). They not only showcase their personal style but also provide attractive and up-to-date product recommendations and reviews (Amana & Rochdianingrum, 2024). Their ability to influence consumer perceptions of product quality and value, as well as help identify unique features and style used clothing for a fashionable look, makes them crucial in purchasing decisions.

Self-image, as part of self-concept, plays a crucial role in identity formation. It encompasses physical appearance, encouraging individuals to showcase their own characteristics (Afifurrahman & Saputri, 2021). Fashion is a platform for self-image expression, and secondhand clothing offers the opportunity to create unique looks without significant expense. Self-image influences purchasing decisions because individuals choose brands or styles that reinforce their identity.

Brand image is also a factor that can strengthen or weaken purchasing decisions. A positive brand image creates a lasting impression in consumers' minds (Novizal & Rizal, 2020). Brand image is the sum of consumer attitudes and actions toward a brand, formed from beliefs, ideas, and impressions (Jakaria & Fitriani, 2023). An article by Paperlicious.id (2025) found that Uniqlo is the most popular brand among thrifting enthusiasts. Brands with a strong and positive image are more trusted, making recommendations from fashion influencers more effective. Brand image can also strengthen self-image if there is a congruence between the two.

Previous Research

Many previous studies have examined the role of fashion influencers on consumer purchasing behavior and decisions, with mixed results. For example, Chetioui, Benlafqih, and Lebdaoui (2021) showed that attitudes toward fashion influencers positively influence consumers' brand attitudes and purchase intentions, through the mechanisms of credibility, expertise, and perceived congruence (Youssef & Lebdaoui, 2020). Influencer credibility, perceived behavioral control, and influencer expertise influence attitudes toward influencers, which then influence brand attitudes, purchase intentions, and actual purchasing behavior (Handranata & Kalila, 2025). On the other hand, Ciufu et al. (2023) in their study stated that influencers can shape consumers' clothing styles, but do not always drive direct purchase decisions. (Kondort et al., 2023) In the broader context of digital influencer marketing, a study in Greece confirmed that influencer marketing significantly influences consumers' decision-making processes through engagement and marketing effectiveness.

(Migkos et al., 2025) Regarding self-image and its relationship to purchasing decisions, research has found that self-image congruence (the fit between self-image and brand image) and perceived brand authenticity directly influence online purchasing behavior. Furthermore, brand attachment mediates the relationship between self-image congruence and purchasing decisions (AlQahtani, 2025). This finding aligns with research suggesting that the relationship between brand image and purchasing behavior is often influenced by self-brand connection (Mocanu, 2013).

Research on brand image also demonstrates a fairly consistent impact on purchasing decisions. For example, Nasri, Karnit, Shamandour, and Khnouf (2025) in their study demonstrated that brand image has a significant influence on consumers' purchasing decisions for local products (the XO brand) (Nasri et al., 2023). Similarly, studies on brand image and consumer perceived values confirm that brand image and consumer perceived values (functional, emotional, and social) positively influence purchase intentions.

(DingGe & Hee, 2024) Based on this review, it appears that both influencers, self-image, and brand image play important roles in shaping purchase decisions. However, the relationship framework involving moderation and mediation—for example, brand image as a moderating variable—requires further research, particularly in the context of thrifting, to explain the inconsistencies in results across studies.

Phenomenon

The phenomenon that serves as the background for this research is the emergence of fashion influencers on social media as important figures shaping the attitudes and purchase intentions of consumers, especially the younger generation. The study Attitude toward fashion influencers and its impact on purchase behavior shows that perceptions of credibility, expertise, and perceived behavioral control of influencers significantly influence attitudes toward influencers, which in turn influence consumer brand attitudes and purchase intentions. (Handranata & Kalila, 2025) In line with this, the study How fashion influencers contribute to consumers' purchase intention confirms that positive attitudes toward influencers contribute to brand perceptions and consumer purchase intentions in the fashion industry. (Chetioui et al., 2020)

Di sisi lain, aspek **citra diri (self image / self-congruity)** turut menjadi bagian dari fenomena perilaku konsumen: konsumen cenderung memilih merek atau produk yang sesuai dengan citra diri mereka sendiri atau ideal diri mereka. Penelitian *Customers' self-image congruity and brand preference* mengungkap bahwa kesesuaian antara citra diri nyata dan ideal terhadap merek berpengaruh positif terhadap preferensi merek melalui koneksi diri-merek (self-brand connection), dan bahwa motivasi diri memoderasi hubungan tersebut. (Li et al., 2021) Lebih lanjut, studi *The Role of Self-Image Congruence and Brand Authenticity on Purchasing Behavior* menunjukkan

bahwa *self-image congruence* dan persepsi keaslian merek secara langsung mempengaruhi perilaku pembelian, dengan keterikatan merek (brand attachment) sebagai mediator. (AlQahtani, 2025)

An additional phenomenon arises from the role of brand image as a moderator or mediator in the relationship between influencers or self-image and purchasing decisions. For example, research on the mediating role of brand image in the relationship between storytelling marketing and purchase intention shows that brand image can mediate the influence of narrative marketing strategies on purchase intention. (Chang, 2025) Similarly, a literature review on the Impact of Social Media Influencer Marketing on Customer Purchase states that most studies use the theory of source credibility and the theory of planned behavior (TPB), and view brand image as one of the elements that can strengthen the influence of influencers on purchase intention. (George et al., 2025)

These phenomena reflect that in the context of thrifting (secondhand clothing), which also carries an element of sustainability, it is important to examine how fashion influencers and self-image interact in shaping purchasing decisions, as well as how brand image strengthens or limits these effects.

Research purposes

1. Based on the problems raised in the research, the objectives of this research are:
2. To determine the influence of fashion influencers on secondhand clothing purchasing decisions (thrifting).
3. To determine the influence of self-image on secondhand clothing purchasing decisions (thrifting).
4. To determine whether brand image moderates the influence of fashion influencers on secondhand clothing purchasing decisions (thrifting).
5. To determine whether brand image moderates the influence of self-image on secondhand clothing purchasing decisions (thrifting).

LITERATURE REVIEW

Fashion Influencer

A fashion influencer is a figure with a large following on social media who has the ability to influence the opinions and actions of their followers (Said & Yasir, 2023). Meanwhile, according to Fatharani & Putri (2023), a fashion influencer is someone who has successfully attracted people's attention because of their creative and innovative ideas in fashion. These fashion influencers have a sensitivity to changing trends and the ability to adapt their clothing styles in unique ways, making them inspirational figures in the fashion world, and their clothing styles often become a reference for many people.

Self Image

Self-image is a picture or characteristic that one presents to others with the aim of gaining respect or appreciation from those around them. According to Goffman's Dramaturgy theory, self-image in life can be likened to a theater stage, where each individual plays a specific role in social interactions.

Like an actor on stage, each individual strives to create a positive impression on the audience. This stage is divided into two areas: the front area, where individuals formally perform their roles by paying attention to appropriate appearance and behavior. The back area, where individuals can prepare, rest, and detach from the demands of their roles in the front area (Rejeki et al., 2020).

Self-image is a part of the self-concept that describes how a person perceives themselves and attempts to present themselves physically. This makes individuals sensitive to physical appearance, leading them to make various efforts to conform to the demands of the social community. In other words, self-image is how individuals see themselves, influenced by personal perceptions and social demands.

Buying decision

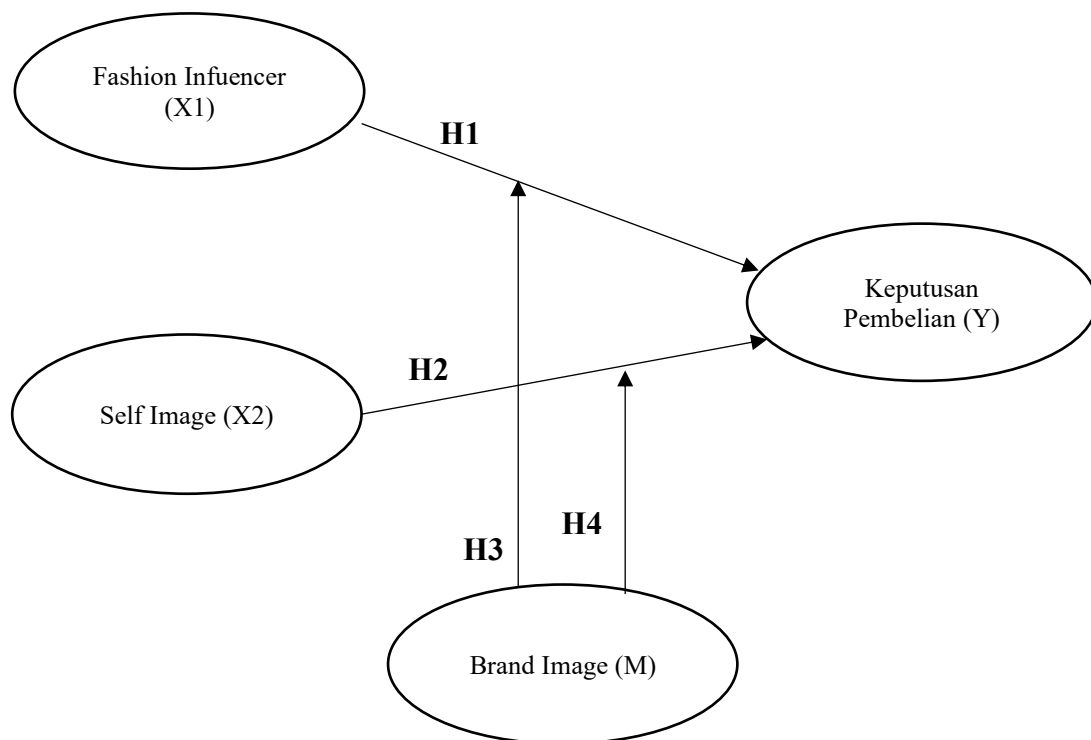
A purchasing decision is a consumer's action to purchase a product. In other words, customers have the right to choose a particular product from several options (Pratiwi et al., 2021). This purchasing decision is the final step taken by customers in the process of determining a product or service after evaluating various factors such as product quality and the benefits offered (Syakira et al., 2023). In marketing, understanding the elements that can influence consumers' purchasing decisions is crucial for businesses to develop the right approach to product sales. Furthermore, purchasing decisions are often influenced by psychological and social factors, which pose further challenges in understanding consumer behavior.

Brand image

Brand image is a perception and impression of a product, a feeling that remains in the minds of consumers (Novizal & Rizal, 2020). Brand image reflects consumers' perceptions and reactions to a brand. These attitudes and actions are influenced by their beliefs, ideas, and impressions of the product (Jakaria & Fitriani, 2023). Therefore, building and maintaining a positive brand image can be key to a product's long-term success.

Framework

A framework for thinking is not only a summary of the theory but also serves as a tool for researchers to plan analysis and explain the assumptions underlying the research (Syahputri et al., 2023).



Picture 1. Framework

RESEARCH METHODOLOGY

Population

A population is the entire group with the primary focus of the research, encompassing all objects, events, and individuals with specific characteristics and relevant to the research (Sahir, 2021). In this study, the population is the residents of Banten Province. According to data from the Central Statistics Agency (BPS), the population of Banten Province in 2024, both male and female, was 12,431,390.

Sample

The sampling techniques used were purposive sampling and area sampling. These techniques ensure that the data obtained aligns with the phenomenon being studied. The sample size was between 30 and 500 respondents (Sahir, 2021). This study also used the following sampling criteria:

- Residing in Pandeglang Regency, Lebak Regency, Serang Regency, Tangerang Regency, Cilegon City, Serang City, South Tangerang City, and Tangerang City.
- Born between 1997 and 2012.
- Having purchased used clothing from the Uniqlo brand.

According to Sugiyono (2023), when the population size is known, the Slovin Formula can be used to determine the sample size. The researcher concluded that the sample size was 99.99 respondents, rounded up by the researcher to 100 to avoid data processing issues and ensure better test results.

Types of research

A research method is a series of activities in a research study to seek truth. This begins with a problem formulation that generates an initial hypothesis, which is then processed and analyzed using previous research to form a conclusion (Sahir, 2021).

The approach used in this study is quantitative. Quantitative research methods are research approaches that utilize statistical tools for data processing. The data obtained and the results are presented in numerical form. Through the distribution of questionnaires, the data obtained are objective and then tested using validity and reliability processes (Sahir, 2021). By using this method, researchers can analyze the relationships between each variable more accurately and provide a clear picture of the phenomenon being studied.

Definition of variables

A research variable is an element that has been determined by the researcher to be used as research material to obtain results formulated in the form of a research summary (Sahir, 2021). This variable can be a characteristic, trait, or event to be analyzed and measured. In this study, the variables to be analyzed include:

1. Independent Variable

An independent variable is also known as an independent variable or a variable that influences other variables. In other words, this independent variable triggers changes in other variables (Sahir, 2021). Furthermore, an independent variable also has a single characteristic where it cannot be changed by other variables (Rahadi & Farid, 2021). The independent variables in this study include fashion influencers (X1) and self-image (X2).

2. Dependent Variable

The dependent variable is also known as the variable influenced by the independent variable (Sahir, 2021). This dependent variable cannot influence the independent variable, but conversely, the independent variable can influence the dependent variable (Rahadi & Farid, 2021). The dependent variable in this study is the decision to purchase secondhand clothing (thrifting) (Y).

3. Moderating Variable

A moderating variable is a variable that can change the relationship between the dependent and independent variables by strengthening or weakening it (Rahadi & Farid, 2021). The moderating variable in this study is brand image (M). It is expected that brand image can moderate the influence between the independent variable and the dependent variable.

Data analysis techniques

1. **Descriptive Statistical Analysis** Descriptive analysis is very helpful in organizing, compiling, and presenting data in an easily understood format. Therefore, this descriptive analysis can be the initial step before conducting other analyses, making it easier for researchers to identify the data. Descriptive analysis is not only about presenting data graphically; it also includes calculations that help to fully understand the data (Martias, 2021).
2. **Validity Test** Validity is a test conducted to determine the accuracy of the measuring instrument for each variable being studied. Validity indicates the extent to which the measuring instrument is reliable and the measurement results correspond to reality. If the measurement results are valid, they reflect the actual condition of the object being measured (Sanaky et al., 2021). This level of validity is the foundation for ensuring the reliability of the results obtained. Validity is the process of checking whether respondents interpret each question as intended. Validity also measures the extent to which research questions are clear and not confusing to respondents. This is crucial for ensuring that the answers provided align with the research objectives (Sahir, 2021). Validity testing can be conducted using the SPSS program. Researchers use a testing technique using Pearson's Bivariate Correlation (Pearson Product Moment) to determine whether the questionnaire questions are valid or not. This is done by comparing the score of each question with the total score of all questions using numbers called "r-count" and "r-table." If the r-count $\geq$ r-table at a significance level of 0.05, the question is considered valid, meaning the scores for each question have a strong relationship and help measure what is being studied (Sanaky et al., 2021).
3. **Reliability Test:** Reliability is a measure that shows how consistent a measuring instrument is. This reliability assesses whether the measuring instrument produces stable results. When the measuring instrument is used repeatedly to measure the same thing and the results obtained are relatively similar, the measuring instrument is considered reliable (Sanaky et al., 2021). This reliability is expressed numerically, usually as a coefficient; a higher coefficient indicates higher reliability or consistency (Sahir, 2021). A high reliability score indicates that the collected data is consistent and usable.

High reliability can be seen from an rxx value approaching one. A measurement instrument is considered sufficiently reliable when the rxx, or Cronbach's Alpha, value is at least 0.70. An alpha value greater than 0.70 indicates good reliability. However, an alpha value greater than 0.80 indicates that all items in the instrument are highly reliable and the instrument has strong overall reliability. Furthermore, some experts offer alternative interpretations: an alpha value above 0.90 indicates perfect reliability, an alpha between 0.70 and 0.90 indicates high reliability, an alpha between 0.50 and 0.70 indicates moderate reliability, and an alpha below 0.50 indicates low reliability. A low alpha value indicates that one or more items in the instrument are likely unreliable and need to be revised or removed (Sanaky et al., 2021). The minimum acceptable reliability threshold is 0.70. A value above this value is considered highly reliable. A higher reliability value indicates greater consistency; conversely, a lower reliability value indicates less consistency.

4. Uji Korelasi

Correlation is a statistical tool for assessing the strength of the relationship between two variables. Essentially, correlation measures the relative strength of a relationship, indicating the extent to which two variables change together. In other words, correlation helps understand whether changes in one variable are related to changes in the other, and how strong that relationship is. A simple correlation focuses on the relationship between just two variables: the independent variable (X) and the dependent variable (Y). This helps understand whether there is a significant relationship between the independent variable (X) and the dependent variable (Y), and how strong that relationship is (Qothrunnada, 2022). The concept of correlation can be likened to observing the movement of two objects simultaneously. If both objects move in the same direction, up or down, they are said to have a positive correlation. Conversely, if one object moves up while the other moves down, they are said to have a negative correlation. Therefore, correlation can help understand the extent of changes in one variable relative to the other.

5. Analisis Koefisien Determinan (R^2)

The coefficient of determination is often symbolized by R^2 . This coefficient of determination is a statistical measure to see how much influence the independent variables have on the dependent variable. The R^2 value is between zero and one percent or zero percent to one hundred percent. If the R^2 value is close to zero, it indicates that the independent variables have a small influence on the dependent variable. However, if the R^2 value is close to one or one hundred percent, this indicates that the independent variables have a significant influence on the dependent variable. In other words, the closer the R^2 value is to one hundred percent, the greater the influence of the independent variables on the dependent variable (Sahir, 2021). This means that R^2 can tell how well the independent variables explain their influence on the dependent variable; the higher the R^2 value, the stronger the influence.

6. Uji Moderated Regression Analysis (MRA)

Moderated Regression Analysis (MRA), also known as the interaction test, is a specialized application of multiple linear regression (Zakiy, 2021). This analytical technique examines how the relationship between two variables can change due to the presence of a third variable (the moderating variable). This can be achieved by incorporating an interaction term, the product of two or more independent variables, into the regression equation (Rahadi & Farid, 2021). Moderated Regression Analysis (MRA) is necessary to determine how moderating variables influence the relationship between the independent and dependent variables. With Moderated Regression Analysis (MRA), researchers can identify stronger or weaker moderating variables and provide deeper insight into the variables under study. Therefore, the results of the Moderated Regression Analysis (MRA) test can provide a deeper understanding of how the relationship between the independent and dependent variables can change due to the moderating variable, where this moderating variable can alter the pattern of the relationship between these variables.

7. Uji Hipotesis

Hipotesis dalam penelitian merupakan sebuah pernyataan awal dimana pernyataan ini masih memerlukan pembuktian lebih lanjut, pernyataan ini masih bersifat sementara yang dimana kebenarannya belum bisa dipastikan sehingga masih perlu diuji melalui pengumpulan dan analisis data (Sholeha, 2024). Hipotesis ini bisa diartikan juga sebagai dugaan sementara, kemudian untuk mengetahui kebenarannya maka diperlukan uji hipotesis. Pengujian hipotesis ini tujuannya agar dapat mengetahui ada atau tidak pengaruh variabel bebas terhadap variabel terikat.

Pengujian hipotesis dapat dilakukan dengan membandingkan nilai t-hitung dengan t-tabel dengan kriteria yaitu sebagai berikut:

$t\text{-hitung} \geq t\text{-tabel}$ maka H_0 ditolak dan H_a diterima.

$t\text{-hitung} \leq t\text{-tabel}$ maka H_0 diterima dan H_a ditolak.

RESULTS AND DISCUSSION

Karakteristik Responden

Of the 100 respondents, 51% came from Pandeglang Regency, 15% from Serang City, and the remainder were spread across other areas of Banten. The majority of respondents (55.9%) were born between 2002 and 2006. The most popular thrifting outlets were Langgeng Jaya - Pandeglang and Thriftshop Online (23.3% each).

Statistik Deskriptif

Tabel 1. Hasil Uji Statistik Deskriptif

	N	Minimum	Maximum	Mean	Std. Deviation
<i>Fashion Influencer</i>	100	10	50	41,60	6,950
<i>Self Image</i>	100	15	50	42,59	6,818
<i>Keputusan Pembelian</i>	100	10	35	28,42	5,315
<i>Brand Image</i>	100	10	50	41,51	6,978
Valid N (listwise)	100				

Sumber: Output SPSS 27

Based on table 1 Fashion Influencer (X1): Mean 41.60 (Maximum 50), indicating a "Very Strong" perception. Self-Image (X2): Mean 42.59 (Maximum 50), indicating a "Very Strong" perception. Purchase Decision (Y): Mean 28.42 (Maximum 35), indicating a "Very Strong" perception. Brand Image (M): Mean 41.51 (Maximum 50), indicating a "Very Strong" perception.

Uji Validitas dan Reliabilitas

All statement items for the variables Fashion Influencer (X1), Self-Image (X2), Purchase Decision (Y), and Brand Image (M) were declared valid because the calculated r-value was greater than the r-table (0.1654). In addition, all variables showed high reliability with Cronbach's Alpha values above 0.70

(Fashion Influencer: 0.942; Self-Image: 0.922; Purchase Decision: 0.884; Brand Image: 0.928). Uji Korelasi

The level of correlation relationship can be seen based on the following table 2:

Tabel 2. Interpretasi Nilai Korelasi

Interval Korelasi (r)	Tingkat Hubungan
0,00 - 0,199	Sangat rendah
0,20 - 0,399	Rendah
0,40 - 0,599	Sedang
0,60 - 0,799	Kuat
0,80 - 1,000	Sangat kuat

Sumber: Sugiyono, (2023)

Tabel 3. Hasil Uji Korelasi Variabel *Fashion Influencer*

Correlations			
		<i>Fashion Influencer (X1)</i>	Keputusan Pembelian (Y)
<i>Fashion Influencer (X1)</i>	Pearson Correlation	1	,668**
	Sig. (2-tailed)		,000
	N	100	100
Keputusan Pembelian (Y)	Pearson Correlation	,668**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Sumber: Hasil Output SPSS 27

Based on Table 3, the correlation test results between the fashion influencer variable (X1) and purchasing decisions (Y) have a correlation value of 0.668. Based on the interpretation of the numbers in Table 2, the value of 0.668 is between 0.60 and 0.799, indicating a strong correlation (Sugiyono, 2023)..

Tabel 4. Hasil Uji Korelasi Variabel *Self Image*

Correlations			
		<i>Self Image (X2)</i>	Keputusan Pembelian (Y)
<i>Self Image (X2)</i>	Pearson Correlation	1	,767**
	Sig. (2-tailed)		,000
	N	100	100
Keputusan Pembelian (Y)	Pearson Correlation	,767**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Sumber: Hasil Output SPSS 27

Based on Table 4, the results of the correlation test between the self-image variable (X2) and purchasing decisions (Y) have a correlation value of 0.767. Based on the interpretation of the numbers in Table 2, the value of 0.767 is between 0.60-0.799, which means it has a strong correlation (Sugiyono, 2023).

Uji Koefisien Determinan (R^2)

Tabel 5. Hasil Uji Koefisien Determinan (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,872 ^a	,761	,754	2,637

a. Predictors: (Constant), Brand Image, Fashion Influencer, Self Image

Sumber: Hasil Output SPSS 27

Based on Table 5, the coefficient of determination (R^2) is 0.754, or 75.4%. This indicates that 75.4% of the influence of fashion influencers, self-image, and brand image can explain more than half of the decision to purchase used clothing. The remaining 0.246, or 24.6%, is influenced by other factors not observed in this study (Sahir, 2021).

Moderated Regression Analysis (MRA)

Tabel 6. Hasil Uji MRA Variabel *Fashion Influencer*

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,178	2,425		2,96	0		
	<i>FASHION INFLUENCER</i>	0,511	0,058	0,668	8,88	0	1	1
2	(Constant)	-0,56	1,755		0,321	0,75		
	<i>FASHION INFLUENCER</i>	0,125	0,052	0,163	2,426	0,02	0,551	1,816
	<i>BRAND IMAGE</i>	0,573	0,051	0,752	11,17	0	0,551	1,816
3	(Constant)	10,28	3,677		2,796	0,01		
	<i>FASHION INFLUENCER</i>	-0,24	0,121	-0,315	1,993	0,05	0,091	11,04
	<i>BRAND IMAGE</i>	0,289	0,099	0,379	2,921	0	0,135	7,427
	MOD 1	0,009	0,003	0,796	3,311	0	0,039	25,48

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Sumber: Hasil Output SPSS 27

Based on the analysis results in Table 4.18, the regression coefficient value is 0.009. The calculated t-value is 3.311 > t-table 1.660 and the p-value or significance is 0.001 < 0.10, so H_0 is rejected and H_a is accepted. Thus, brand image (M) moderates the influence of fashion influencers (X1) on purchasing decisions (Y) (Zakiy, 2021).

Tabel 7. Hasil Uji MRA Variabel *Self Image*

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	2,941	2,177		1,351	,180	
	<i>SELF IMAGE</i>	,598	,050	,767	11,851	,000	1,000 1,000
2	(Constant)	,016	1,741		,009	,993	
	<i>SELF IMAGE</i>	,130	,071	,167	1,833	,070	,310 3,223
	<i>BRAND IMAGE</i>	,551	,069	,724	7,962	,000	,310 3,223
3	(Constant)	8,993	4,159		2,162	,033	
	<i>SELF IMAGE</i>	-,144	,135	-,185	-1,067	,289	,082 12,229
	<i>BRAND IMAGE</i>	,281	,133	,369	2,121	,037	,081 12,393
	MOD 2	,008	,003	,685	2,366	,020	,029 34,272

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Sumber: Hasil Output SPSS 27

regression coefficient is 0.008. The calculated t-value is $2.366 > t\text{-table } 1.660$, and the p-value or significance is $0.020 < 0.10$. Therefore, H_0 is rejected and H_a is accepted. Thus, brand image (M) moderates the effect of self-image (X2) on purchasing decisions (Y) (Zakiy, 2021).

Based on the data processing results, the following hypotheses are formulated in this study:

H1: *Fashion influencer* memiliki pengaruh signifikan terhadap keputusan pembelian pakaian bekas (*thrifting*).

The data results indicate that fashion influencers have a positive and significant influence on secondhand clothing purchasing decisions. This is evident from the data analysis, which yielded a correlation value of 0.668, indicating a strong correlation. The regression coefficient is positive at 0.511, meaning that a one-unit increase in the fashion influencer's value, assuming other variables remain constant, will increase the purchase decision value by 0.511. The calculated t-value of $8.880 > t\text{-table } 1.660$, and the p-value or significance value of $0.000 < 0.10$, thus rejecting H_0 and accepting H_a , indicating a significant relationship between the independent variables and the dependent variable.

Based on the Theory of Planned Behavior, purchasing decisions are heavily influenced by external factors such as opinions and recommendations from credible figures. Fashion influencers act as sources of information and behavioral models that shape consumers' attitudes and purchase intentions. Therefore, the positive influence found aligns with the concept that consumer behavior is influenced not only by internal needs but also by social interactions and effective marketing communications. This suggests that consumers' secondhand clothing purchasing decisions tend to be influenced by recommendations or content from fashion influencers. Fashion influencers' ability to build emotional connections with their followers and their ability to create trends can influence consumer perceptions of products.

The results of this study are similar to those conducted by Susanti (2020), who found that fashion influencers significantly influence purchasing decisions. Current trends demonstrate that fashion influencers play a significant role in triggering consumer purchasing decisions because their clothing styles encourage their followers to make repeat purchases.

H2: Self image memiliki pengaruh signifikan terhadap keputusan pembelian pakaian bekas (*thrifting*).

The data results indicate that self-image has a positive and significant influence on the decision to purchase used clothing. This is evident from the data analysis, which obtained a correlation value of 0.767, indicating a strong correlation. The regression coefficient is positive at 0.598, meaning that a one-unit increase in self-image, assuming other variables remain constant, will increase the purchase decision value by 0.598. The calculated t-value of 11.851 > t-table 1.660, and the p-value or significance value of $0.000 < 0.10$, thus rejecting H_0 and accepting H_a , indicating a significant influence between the independent variables on the dependent variable.

Based on the Theory of Consumer Values, consumers' personal values significantly influence their product choices. Self-image is one of the consumer values that influences how they assess a product's suitability to their identity. When used clothing is perceived as reflecting their desired character and lifestyle, consumers are encouraged to make purchases as a form of self-expression. This suggests that purchasing decisions are based not only on product functionality but also on the psychological values inherent in the product, strengthening the relationship between self-image and purchasing decisions. This suggests that self-image directly influences consumers' decision to purchase used clothing; consumers will make purchases when the product aligns with their personal values or characteristics.

The results of this study are similar to those of Sari (2025), who found that self-image significantly impacts organic skincare purchasing decisions. This means that consumers will purchase products that align with the self-image they desire to project.

H3: Brand image memoderasi pengaruh fashion influencer terhadap keputusan pembelian pakaian bekas (thrifting).

The data results indicate that brand image moderates the influence of fashion influencers on secondhand clothing purchase decisions. This is evident from the data analysis, which yielded a positive regression coefficient of 0.009. This means that if the value of fashion influencers, moderated by brand image, increases by one unit, assuming other variables remain constant, it will increase the purchase decision value by 0.009. The calculated t-value of 3.311 is greater than the t-table of 1.660, and the p-value, or significance, is $0.001 < 0.10$, indicating that the moderating variable strengthens the influence of the independent variable on the dependent variable.

The Theory of Planned Behavior emphasizes the importance of consumer perception of a brand as a factor influencing trust and loyalty in the decision-making process. A strong brand image can enhance the credibility of fashion influencers because the recommended products have a good reputation, making consumers more confident in following the advice, which ultimately significantly influences consumer attitudes and purchase intentions. This suggests that brand image plays a significant role in strengthening the influence of fashion influencers on thrift clothing purchasing decisions. Consumers are more likely to trust and follow the recommendations of fashion influencers who collaborate with reputable brands or have a strong brand image when purchasing used clothing.

The results of this study are similar to those conducted by Jakaria & Fitriani (2023), who found that brand image moderates the influence of independent variables on the dependent variable. The higher the brand image of a company's product, the higher the consumer's purchasing decision. Conversely, the lower the brand image of a company's product, the lower the consumer's purchasing decision.

H4: Brand image memoderasi pengaruh self image terhadap keputusan pembelian pakaian bekas (thrifting).

The data results indicate that brand image moderates the influence of self-image on secondhand clothing purchase decisions. This is evident from the data analysis, which yielded a positive regression coefficient of 0.008. This means that if self-image, moderated by brand image, increases by one unit, assuming other variables remain constant, it will increase the purchase decision value by 0.008. The calculated t-value of 2.366 is greater than the t-table of 1.660, and the p-value, or significance, is 0.020

<0.10, indicating that the moderating variable can strengthen the influence of the independent variable on the dependent variable.

Based on the Theory of Planned Behavior, brand image functions as a signal of quality and value that can strengthen the product's fit with consumers' self-image. When the brand image of a secondhand clothing product is perceived as positive and aligned with consumer characteristics, the influence of self-image on purchasing decisions is strengthened. Consumers consider not only the product's fit with their identity but also the brand's reputation as an indicator of trust and satisfaction. Therefore, brand image acts as a moderating factor that enhances the effectiveness of self-image in influencing purchasing decisions. This suggests that brand image plays a role in strengthening the influence of self-image on secondhand clothing purchasing decisions. Consumers focus more on the value of secondhand clothing that aligns with their personal characteristics and considers the product's good reputation.

The results of this study are similar to those conducted by Zulfa et al. (2024), which found that brand image significantly influences thrift clothing purchasing decisions. A positive brand image not only increases consumer trust in a product but also strengthens perceptions of value and quality, thus encouraging consumers to choose that product over other alternatives. Thus, brand reputation is a key factor influencing consumer preference and loyalty in the secondhand clothing market.

CONCLUSION

Conclusion

Berdasarkan hasil analisis dan pembahasan yang telah diuraikan, maka dapat disimpulkan yaitu sebagai berikut:

1. *Fashion influencer* berpengaruh positif dan signifikan terhadap keputusan pembelian pakaian bekas (*thrifting*). Artinya, rekomendasi dari *fashion influencer* terutama melalui konten menarik yang disajikan serta mengikuti tren yang kekinian dapat menarik minat konsumen untuk melakukan pembelian pakaian bekas.
2. *Self image* berpengaruh positif dan signifikan terhadap keputusan pembelian pakaian bekas (*thrifting*). Artinya, produk yang memiliki keselarasan nilai dengan karakteristik diri akan cenderung menarik minat konsumen untuk melakukan pembelian.
3. *Brand image* memoderasi pengaruh *fashion influencer* terhadap keputusan pembelian pakaian bekas (*thrifting*). Artinya, *brand image* dapat memperkuat pengaruh *fashion influencer* terhadap keputusan pembelian. Produk yang memiliki citra merek yang baik serta adanya rekomendasi dari *fashion influencer* akan lebih menarik konsumen untuk melakukan pembelian dan dapat meningkatkan kepercayaan konsumen pada produk tersebut.
4. *Brand image* memoderasi pengaruh *self image* terhadap keputusan pembelian pakaian bekas (*thrifting*). Artinya, *brand image* dapat memperkuat pengaruh *self image* terhadap keputusan pembelian. Produk yang memiliki citra merek yang baik dan memiliki keselarasan nilai dengan karakteristik pribadi akan meningkatkan kepercayaan konsumen terhadap produk tersebut dan menarik konsumen untuk melakukan pembelian.

Peneliti ini memiliki beberapa keterbatasan, antara lain:

1. Jumlah responden yang terbatas pada wilayah tertentu dan kelompok usia hanya generasi Z, sehingga hasil belum dapat digeneralisasi secara luas.
2. Penelitian ini belum mempertimbangkan variabel lain seperti kualitas produk, harga atau kepuasan pelanggan yang mungkin turut memengaruhi keputusan pembelian.
3. Teknik pengumpulan data secara daring berpotensi dapat menimbulkan bias persepsi atau keterbatasan pemahaman terhadap kuesioner.

Berdasarkan hasil dan keterbatasan penelitian, maka disarankan hal-hal berikut:

1. Bagi pemasar atau pelaku industri pakaian bekas, disarankan untuk menjalin kerjasama dengan *fashion influencer* yang memiliki tingkat keterlibatan tinggi dan kredibilitas di mata konsumen, bukan hanya berdasarkan jumlah pengikut.

2. Terkait *self image*, perusahaan perlu mengidentifikasi nilai-nilai pribadi konsumen muda seperti orisinalitas dan kreativitas yang selaras dengan pesan merek agar menciptakan koneksi emosional.
3. Untuk membangun *brand image* yang kuat, pelaku bisnis perlu menjaga konsistensi visual, narasi merek, dan layanan pelanggan yang profesional agar memperkuat pengaruh konsumen dalam pengambilan keputusan pembelian.
4. Bagi peneliti selanjutnya, disarankan untuk memperluas cakupan wilayah dan mempertimbangkan penggunaan metode campuran (kuantitatif dan kualitatif) serta menambahkan variabel lain yang relevan untuk mendapatkan hasil yang lebih komprehensif.

Suggestion

1. Perguruan tinggi: Penelitian ini diharapkan dapat memiliki peluang untuk memberikan kontribusi khusus dalam pengembangan kajian ilmiah dalam konteks pemasaran, terutama mengenai marketing mix dan perilaku konsumen. Hasil penelitian ini juga dapat digunakan sebagai bahan referensi dalam pengembangan program pembelajaran yang relevan. Selain itu, penelitian ini juga dapat menjadi referensi bacaan untuk bahan pembelajaran bagi mahasiswa khususnya pada jurusan manajemen.
2. Masyarakat: Penelitian ini dapat memberikan wawasan kepada masyarakat khususnya generasi Z mengenai industri pakaian dimana pembelian pakaian bekas memiliki kontribusi pada identitas dan ekspresi diri. Penelitian ini juga dapat membantu masyarakat yang memiliki penghasilan rendah untuk memenuhi kebutuhan pakaian mereka dengan cara membeli pakaian bekas. Selain itu, penelitian ini dapat meningkatkan kesadaran masyarakat untuk mengurangi limbah tekstil yang dapat mencemari lingkungan.
3. Penulis: Penelitian ini dapat memberikan kontribusi dalam menghasilkan karya ilmiah sehingga dapat memberikan pengetahuan baru dalam pemasaran khususnya penjualan pakaian bekas. Selain itu, penelitian ini memberikan pemahaman kepada penulis bagaimana konsumen termasuk diri sendiri memandang nilai dari pakaian bekas. Hasil penelitian ini juga diharapkan dapat menjadi rujukan bagi penelitian selanjutnya khususnya dalam pemasaran thrifting.

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