

SELF CONCEPT IN RELATION TO PURCHASING DECISIONS OF THRIFT FASHION PRODUCTS AMONG UNIVERSITY STUDENTS IN PONTIANAK

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Abstrak

Maraknya thrift fashion di kalangan mahasiswa Pontianak tidak hanya dipengaruhi oleh alasan ekonomi, tetapi juga berkaitan dengan cara individu mengekspresikan diri dan membentuk identitas. Hal ini menunjukkan kemungkinan adanya hubungan antara konsep diri dengan keputusan pembelian produk thrift. Penelitian ini bertujuan untuk mengetahui pengaruh konsep diri terhadap keputusan pembelian thrift fashion pada mahasiswa. Subjek dalam penelitian ini adalah mahasiswa yang berkuliah di Pontianak yang berjumlah 100 orang. Alat yang digunakan dalam pengumpulan datanya menggunakan skala konsep diri dan skala keputusan pembelian. Data yang terkumpul kemudian di analisis dengan teknik analisis regresi linear sederhana melalui bantuan program SPSS. Hasil penelitian ini menunjukkan nilai signifikansi $0,000 < 0,050$, yang berarti terdapat pengaruh antara konsep diri terhadap keputusan pembelian dengan nilai $R=0,647$ yang dapat diartikan pengaruh korelasi sedang. Selanjutnya nilai koefisien determinasi adalah sebesar 0,419 yang diartikan bahwa sumbangan efektif konsep diri dengan keputusan pembelian sebesar 41,9% dan sisanya 58,1% dipengaruhi oleh faktor lain yang tidak diteliti pada penelitian ini. Penelitian ini membuktikan thrift fashion merupakan sarana ekspresi identitas, sehingga strategi bisnis perlu berpindah dari penekanan pada harga murah ke pengutamakan keunikan dan personalisasi.

Kata kunci: keputusan pembelian; konsep diri; mahasiswa; regresi linier; thrift fashion

Abstract

The increasing prevalence of thrift fashion among university student in Pontianak is driven not only by economic considerations, but also by individuals' efforts to express themselves and construct their identities. This phenomenon indicates a potential correlation between self-concept and purchasing decisions related to thrift products. The present study aims to examine the influence of self-concept on the purchasing decisions of thrift fashion among univesity students. The subjects in this study were 100 university students studying in Pontianak. The data collection instruments used were the Self-Concept Scale and the Purchasin Decision Scale. The collected data were analyzed using simple linear regression analysis with the assistance of the SPSS program. The results of the study showed a significance value of $0,000 < 0,050$, indicating a significant influence of self-concept on purchasing decisions, with an R value of 0,647, which indicates a moderate correlation. Furthermore, the coefficient of determination (R^2) was 0,419, meaning that self-concept contributes 41.9% to purchasing decisions, while the remaining 58.1% is influenced by other factors not examined in this study. This study proves that thrift fashion serves as a means of identity expression, therefore business strategies need to shift from emphasizing low prices to prioritizing uniqueness and personalization.

Keywords: purchase decision; self-concept; students; linear regression; thrift fashion

INTRODUCTION

The phenomenon of thrift fashion or buying thrift fashion clothes is booming among the college students of Pontianak. This trend is driven not only by economic factors but also by the desire to express a unique individual style and support the principle of sustainability. According to a study conducted by Goodstats in August 2022 on 261 young Indonesians regarding their

fashion preferences, it was found that nearly half of the respondents, or 49,4%, admitted to having purchased thrift fashion clothing through thrifting. Meanwhile, 34.5% said they had never tried it, and another 16.1% chose to never buy thrifted items (Hidayah, 2023). In align with this, a survey by ECBD, an e-commerce database institution, through Kompas (2024) shows that as many as 67% of young people buy thrift fashion clothes (Sarwindaningrum, 2024). Thrift fashion opens up opportunities for individuals to look different and express themselves in a way that suits their personality without having to be bound by mass-produced fashion trends. In this case, the decision to buy thrift fashion is not solely driven by functional needs, but is closely related to how students view and express themselves.

Purchase decisions are one form of consumer behavior in using or consuming a product. According to Kotler and Armstrong (in Zusrony, 2021), purchase decisions are a decision-making process that includes determining a purchase or not making a purchase in. Consumer decision-making involves all the processes that consumers go through to identify problems, to find solutions, to evaluate alternatives, and to choose among options (Sangadji & Sophiah, 2014). According to Swastha and Irawan (in Khairina & Restya, 2023) the aspects of purchasing decisions consist of product type, product form, brand, seller, product quantity, time of purchase, and payment method.

Based on qualitative interviews conducted with 13 university students in Pontianak from October 3-8, 2024, indicates that 10 participants selected thrift fashion not merely for economic considerations but equally for superior material durability and broader stylistic diversity. Thrift garments frequently demonstrate enhanced longevity compared to fast fashion alternatives, while their accessible pricing enables students to acquire more substantial quantities of items with varied aesthetic appeals. Respondents particularly emphasized the distinctive and authentic aesthetic appeal of thrift clothing originating from various East Asian markets, including Korean, Japanese, and Thai fashion sources. A significant majority expressed intentional divergence from conventional fashion norms through unconventional sartorial combinations such as layering formal blazers or vests over casual wear and incorporating atypical accessories like decorative pins as deliberate acts of personal identity expression and sartorial creativity. This observation aligns with the research by Ibrahim et al. (2024) which states that thrifting fashion serves as a medium for expressing creativity and personal style through unique combinations of thrift fashion items.

Based on the respondents' interviews, college students indicated that they often visit thrift stores without always making a purchase. The process generally involves an initial search for available items, and a purchase decision is only made if an item is found that meets aesthetic and uniqueness criteria, accompanied by sufficient funds. The dominant reasons for choosing thrift fashion include the uniqueness of the item, the quality of the material, and the suitability of the size. Respondents also stated that thrift clothing is considered more valuable due to its distinctive design, pattern, and colour characteristics, which are rarely found in mass-produced products. In addition, awareness of the negative impact of fast fashion on the environment has encouraged a preference for thrift as a more sustainable alternative. This preference is also influenced by style inspiration from the internet and family support both in the form of direct participation in thrift shopping and the freedom to express oneself through clothing choices.

Fashion is not only seen as a daily needs, but also serves as a means of representing identity that reflects personality and efforts to enhance self-existence among college students. This phenomenon is closely related to the desire to shape certain perceptions in the eyes of others and efforts to build a distinctive self-image in a social environment, which in social psychology

studies is known as the concept of self. Self-concept is defined as an individual's perception of themselves as a whole entity with specific characteristics, forming a unique identity that distinguishes them from others (Hartanti, 2018).

According to Calhoun and Acocella (in Ghufroon & Risnawati, 2017), self-concept can be categorized into two types namely positive self-concept and negative self-concept. A positive self-concept is characterized by confidence in one's ability to overcome problems, a perception of equality with others, acceptance of praise objectively without feeling awkward, awareness of the diversity of emotions, desires, and behaviors that may not always be in line with social norms, and the capacity to reflect on and improve aspects of one's personality that are less than optimal. On the opposite hand, a negative self-concept is reflected in excessive sensitivity to criticism, dependence on external validation through praise, a tendency to be hypercritical, persistent feelings of not being accepted by one's environment, and a pessimistic view of competitive situations.

This concept of self plays an important role in the social adjustment of individuals to college students in terms of appearance. The study by Syazaid et al. (2023) shows that there is a positive relationship between body image and self-concept with self-confidence in female students. The more positive their body image and self-concept, the higher their self-confidence. Self-concept does not develop on its own, but develops through interaction with other individuals, especially with the social environment (Ghufroon & Risnawati, 2017). This shows that appreciation or praise for physical appearance can play a role in forming a positive self-concept, which in turn increases an individual's self-confidence.

Previous studies have shown a significant positive influence between self-concept and purchasing decisions, indicating that the higher a person's self-concept, the greater their tendency to make purchasing decisions. Thus, low self-concept correlates with weak purchasing decision-making capacity (Tanjung et al., 2022). This positive relationship can be understood through the ability of a strong self-concept to reflect positive evaluations of an individual's physical, psychological, social, and moral aspects. While a good self-concept acts as a support for effective decision-making, a weak self-concept can actually prevent the process (Handayani & Indrawati, 2020). This is supported by an explanation by Syahraeni (2020) self-concept is the image, perspective, beliefs, thoughts, and feelings that people have about themselves in relation to their physical condition (body) and psychological condition, which includes social, emotional, moral, and cognitive aspects..

Research conducted by Rahmania and Waris (2024) analyzes the influence of price discounts and self-concept on purchasing decisions for a product that demonstrates the influence of purchasing decisions and self-concept. The results obtained in this study indicate that price discounts and self-concept simultaneously have a positive and significant influence on purchasing decisions. Research conducted by Azizah et al. (2024) observed the influence of self-concept and self-confidence on purchasing decisions, with results showing that self-confidence has a significant positive influence on purchasing decisions, but self-concept does not have a significant individual influence. Thus, further research is needed to examine the influence of self-concept on purchasing decisions for a product.

Based on the initial interviews that have been conducted and the descriptions that have been explained, this study will examine the influence of self-concept on thrift fashion purchasing decisions among college students in Pontianak. By understanding the influence between self-concept and purchasing decisions, this study is expected to provide deeper insights into the

motivations behind consumer behavior, especially among college students who are increasingly fond of thrift fashion.

The procedure of formulating rules that lead to acceptance or rejection of hypotheses is a main branch of inferential statistics called hypothesis testing. Hypotheses are discussed before the procedures and techniques of statistical tests. A hypothesis is a provisional statement that still needs to be tested for its validity. Researchers require hypotheses to guide their research plans and steps. Without a guiding hypothesis (idea), researchers find it difficult to collect relevant facts or determine what is relevant. In formulating hypotheses, both research hypotheses and statistical hypotheses involve two types: null hypothesis (H0) and alternative hypothesis (H1). H0 is a statement that forms the theoretical basis used in developing statistical tests, while H1 is formulated as the complement or negation of H0 (Azizah et al., 2024).

In this study, the hypotheses are formulated as follows:

H0 : There is no influence of self-concept on the purchase decision of thrift fashion products among students in Pontianak.

Ha : There is an influence of self-concept on the purchase decision of thrift fashion products among students in Pontianak.

METHOD

This study used a quantitative method with simple linear regression data analysis using SPSS 25.0 for Windows. The population and sample used in this study were college students in Pontianak City who had purchased thrift fashion products at least once in the last three months. The sampling technique used in this study was purposive sampling, which involves selecting subjects who meet specific criteria that align with the research objectives (Periantalo, 2016). The data collection method in this study used a Likert scale. The aspects of purchasing decisions used the aspects described by Swastha and Irawan (2023) and the aspects of self-concept used the aspects described by Fits (in Agustiani, 2009).

The validity test of this study uses content validity through professional assessment by the supervising lecturer of the psychological scale that has been designed based on clear measurement domains. The reliability coefficient will be measured using the Cronbach's Alpha internal consistency model approach, which is supported by the SPSS version 25.0 for Windows program to determine that the measuring instrument used is reliable. Data analysis in this study uses simple linear regression analysis, which aims to test the significance or otherwise of the relationship between two variables through regression coefficients. Validity test was conducted using content validity by experts, such as supervisors, to ensure that each item in the scale represented relevant aspects. A reliability test was also conducted with the following results Table 1.

Table 1.
Reliability Test of Self-Concept Scale and Purchase Decision

Variable	Cronbach's Alpha Value
Self-Concept	0,925
Purchase Decision	0,934

Cronbach's Alpha values for the self-concept variable were 0,925 and for the purchase decision variable were 0,934, indicating that the corrected items were reliable and could be used as

research measurement tools. Furthermore, the research was conducted by having college students fill out a questionnaire via Google Forms using a Likert scale.

RESULTS AND DISCUSSION

Before doing the research, a try out was done to check how reliable the measuring tools were so they could be trusted. The results of the trial run were analyzed using IBM SPSS 25.0 for Windows software to evaluate valid and invalid items on the self-concept and purchase decision scales using item discrimination according to (Periantalo, 2016). which then obtained 35 valid items on the self- concept scale and 37 valid items on the purchase decision scale. The aspects of purchase decision according to (Martini, 2015) are recognition of needs and wants, information search, evaluation of purchase alternatives, purchase decision, and post-purchase behavior Swastha and Irawan (2023). The aspects of self-concept according to Fitts are the physical self, moral-ethical self, personal self, family self, and social self (Agustiani, 2009).

Next, a Normality testing was performed using the Kolmogorov Smirnov method on the purchase decision and self-concept variables to assess whether the distribution of variable scores was normal. The distribution of normality test data can be seen in Table 2 as follows.

Table 2.

Normality Test of Self-Concept and Purchase Decision Data Distribution

Variable	Kolmogorov Smirnov	<i>p</i>	Result
Self-Concept	0,061	0,200	Normal
Purchase Decision	0,087	0,058	Normal

Linearity testing was conducted to determine the relationship between self-concept and purchasing decisions, whether linear or not. The test results can be seen in Table 3.

Table 3.

Linearity Test of Self-Concept Data and Purchase Decisions

Components tested	F Value	Sig.	Decision
Deviation from linearity	2,055	0,158	> 0,050
Linearity	139,871	0,000	< 0,000

The normality test shows that the self-concept variable obtained a Kolmogorov Smirnov value of 0,061 with a significance of 0,200 ($p > 0,05$), while the normality test results for the purchase decision variable obtained a value of 0,087 with a significance of 0,058 ($p > 0,05$). Both test results indicate that the two variables are normally distributed. Meanwhile, the linearity test results show that the relationship between the self-concept variable and the purchase decision variable produced an F value of 139.871 with a significance value of $p = 0,000$. This indicates that the two research variables are linear. With both tests fulfilled, regression analysis techniques can be used to determine the relationship between the two variables and the extent of each variable's influence.

Table 4 shows that there were 7 subjects with a high self-concept, representing 7% of the total; 92 subjects with a medium self-concept, representing 92% of the total; and 1 subject with a low self-concept, representing 1% of the total. It can be concluded that the majority of subjects have a medium self-concept. This shows that most college students have a fairly stable view of themselves, but do not yet fully demonstrate a high level of self-concept.

Tabel 4.

Categorization of Self-Concept

Categories	Formula	Raw Score	Number of Respondents	Percentage
High	$X > M + SD$	> 105	7	7%
Mid	$M - SD \leq X \leq M + SD$	70 - 105	92	92%
Low	$X < M - SD$	70	1	1%
Total			100	100%

Description :

X : Total score for each individual

Mean: Mean of Self-Concept (Hypothetical)

SD: Standard deviation of Self-Concept (Hypothetical)

Based on Table 5, it shows that there is 1 subject with a high self-concept category with a percentage of 1%, 99 subjects with a medium category with a percentage of 99%, and none with a low category with a percentage of 0%. It can be concluded that the majority of subjects have purchasing decisions in the medium category. This shows that in general, college students exhibit moderate purchasing behavior. College students are not entirely impulsive, but they also do not demonstrate entirely rational decision-making.

Table 5.

Categorization of Purchase Decision

Categories	Formula	Raw Score	Number of Respondents	Percentage
High	$X > M + SD$	> 111	1	1%
Mid	$M - SD \leq X \leq M + SD$	74 - 100	99	99%
Low	$X < M - SD$	75,5	-	-
Total			100	100%

Description :

X : Total score for each individual

Mean: Mean of Purchase Decision (Hypothetical)

SD: Standard deviation of Purchase Decision (Hypothetical)

Based on Table 6, the Sig. value is $p < 0,05$, so hypothesis H_0 is rejected and H_a is accepted, meaning that this linear regression model is statistically significant and it is stated that there is an influence of self-concept on students' purchasing decisions for a product.

Table 6.

Research Scale Hypothesis Test Results

Variable	F Value	p	Result
Self-Concept	70,666	0,000	Ha accepted
Purchase Decision			

Based on the calculation of the coefficient of determination in Table 7, a correlation value (R) of 0,647 was obtained, indicating a positive relationship between self-concept and purchasing decisions. This is reinforced by the results of the regression equation in Table 8.

Table 7.
Coefficient of Determination Research

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,647 ^a	0,419	0,413	4,136

Table 8.
Regression Line Equation Coefficient

Categories	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	125,281	3,294		-0,497	0,621
Self-Concept	-0,312	0,037	-0,647	-8,406	0,000

Based on the results of the regression line equation test, the value 125,281 is the intercept value (a) which will be interpreted as the baseline for purchasing decisions when self-concept is zero, while the value -0,312 is the regression coefficient (b) for the self-concept variable, which means that a one-point increase in self-concept will increase the purchasing decision score by -0,312. Therefore, the regression equation for purchase decisions can be described as purchase decision (**Y**) = **125,281 + (-0,312) X**. The t-test shows that the t-test statistical value (t-value) is 125,281 with a sig. value of 0,000 ($p < 0,05$).

Based on the results of data analysis, a significant influence was found between self-concept and purchasing decisions. This was proven through linear regression analysis, which showed a significance value of 0.000 ($p < 0.05$), confirming that the self-concept variable statistically influences purchasing decisions. However, the regression coefficient obtained was -0.312 with a significance of 0.000 ($p < 0.05$), indicating that the direction of the influence was negative. This means that the higher a person's self-concept, the lower their tendency to make purchasing decisions for thrift products. These findings indicate that there is specific consumer behavior related to thrift products, whereby college students with high self-concept actually show a lower preference for these products.

Based on the analysis results, an R Square of 0.419 was also obtained, which means that the self-concept variable has an influence of 41.9% on purchasing decisions, with the remainder being influenced by other factors outside the scope of this study. The results of this study are in line with research by Yudiati and Wening (2021) which found that self-concept contributes significantly to purchasing decisions for a product, accounting for 48% of the total influence. Other factors outside the scope of this study, such as brand image and brand awareness by Arianty and Andira (2020) contributed 75.5% to purchasing decisions, product quality contributed 46.5% by Haque (2020), and the influence of promotion and product innovation contributed 68.9% by Maryana and Permatasari (2019).

Based on the analysis of the categorization items in Table 4, the highest aspect was found to be the social self-aspect in the self-assessment indicator of social interaction, which stated that my friends often asked me about thrift clothing. This shows that the subject's thrift clothing style attracted the attention of their social environment, which then reflected the subject's clothing style as a social identity that shaped people's perceptions of the subject. This concept is in line with the opinion expressed by Agnesvy and Iqbal (2022) that thrift fashion is not only used as a style of dress, but also as a symbol to describe personality and a way to improve social status among friends. Attention from their friends towards their thrift fashion style

encourages them to further develop a strong sense of self. However, the presence of low-value items also indicates that there are still some subjects who do not yet feel completely unique or stand out when wearing thrift clothing, which may be influenced by certain appearance standards in society.

Based on the analysis of item categorization in Table 5, it was found that the seller aspect in the indicator "I am not comfortable shopping because the store is crowded" received the highest score. This finding indicates that the comfort of the shopping environment is a determining factor in college students' decision to purchase thrift clothing. These results are consistent with the research by Arianti et al. (2025) which proves that store atmosphere has a significant effect on purchasing decisions in thrift stores. Thus, overcrowded store conditions can act as a major obstacle in the purchasing process because they interfere with the shopping experience and comfort of college students.

The effect shown by the regression coefficient value of -0.312 indicates that the higher the self-concept, the lower the purchase decision. This finding does not represent the initial hypothesis based on theoretical studies and previous research results by Handayani and Indrawati (2020) and Tanjung et al. (2022) which predicted a positive influence of self-concept on product purchase decisions. This difference can be explained by the tendency of college students with high self-concept to be more selective and critical in choosing products. College students with high self-concept are not easily influenced by low prices, passing trends, or social pressure, but rather carefully consider the functional value, comfort, and suitability of products to their self-identity. This is supported by Lestari et al. (2021) who found that self-concept has a negative relationship with purchasing decisions. Individuals with high self-concept tend to be more aware of their values, standards, and self-image, so they are not easily influenced by cheap products and passing trends. In addition, economic constraints are also one of the factors limiting college students with high self-concept to be more selective in making purchasing decisions, according to the results of research by Salsabilla and Wicaksono (2025)

Thus, it can be concluded that although self-concept has a significant influence, the direction of that influence is negative on purchasing decisions. This indicates a tendency toward more selective consumption among individuals with high self-concept, whereby individuals with high self-concept only purchase thrift products that truly reflect their identity. This study has limitations in its measurement tools, which are less capable of revealing the deeper dimensions of self-concept and the motivations behind purchasing. The limited scope of variables also simplifies the findings by not considering mediating factors such as economic background or fashion involvement.

CONCLUSION

Based on the results of the research data analysis, it can be concluded that self-concept has a significant effect on college students' thrift fashion purchasing decisions. The significant negative relationship between the two variables is thought to be caused by college students with high self-concept being more selective in their product choices due to economic constraints and are very concerned about the comfort and suitability of products to their identity. Based on the research results obtained, it can be concluded that college students can better understand a strong self-concept so that they are more selective and responsible in shopping. Theoretically, these findings strengthen the theory of symbolic consumption by demonstrating that thrift fashion functions as a medium for students' self-identity expression, even in medium-sized cities like Pontianak. Practically, these implications require business

actors to shift from low-price strategies to approaches that emphasize uniqueness, personalization, and shopping experiences that support consumers' identity expression. For future researchers, it is recommended to improve and add other variables that may influence college students' thrift fashion purchasing decisions.

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