

CHAPTER V

CLOSING

5.1 Conclusions

This research was conducted using a quantitative approach which included primary data collection, obtained from people who born in 1995-2010, who were domiciled in West Sumatra. This research use questionnaire as instrumental research which has collected 160 respondents through Goggle Form with 147 sample processed. There are four hypothesis formulation which has gone through several tests such as: descriptive analysis, validity and reliability test, structural model, and hypothesis testing. all data collected is processed using smartPLS4 and has the following conclusions:

In the context of secondhand clothing among Generation Z in Padang city, several factors play a crucial role in shaping their attitudes and purchase intentions. Firstly, emotional value has a positive and significant influence on product attitude. This suggests that the emotions and sentiments attached to these clothing items have a meaningful impact on how the respondent perceives and evaluates them.

Similarly, economic motivation is also has a positive and significant influence on product attitude, indicating that the economic incentives and benefits associated with secondhand clothing play a crucial role in shaping Generation Z's attitudes toward these items.

Conversely, the analysis on data reveals that sanitary risk, does not significantly influence product attitude. suggesting that concerns related to the cleanliness and hygiene of secondhand clothing may not be as influential as other factors in shaping the attitudes of Generation Z consumers in Padang city.

Furthermore, it is noteworthy that the product attitude itself plays a pivotal role in the purchase intentions of this demographic. It has been found to have a positive and significant influence on purchase intention, indicating that the overall attitude towards

secondhand clothing items strongly influences their likelihood to make a purchase. These findings show the relationship between emotional values, economic motivation, and sanitation risks in forming Generation Z consumers' product attitudes towards their intention to purchase secondhand clothing in the city of Padang.

5.2 Research Implication

The result of this research has certain implications for increasing emotional value, economic motivation, and product attitude toward secondhand clothing which can lead to an increase in purchase intention of secondhand clothing.

1. Based on the research results obtained from the emotional value variable, indicating that to create a good product attitude towards secondhand clothing, sellers can start by increasing the emotional value of secondhand clothing buyers, one of which is by selling secondhand clothing in good condition which can make the wearer feel happy and comfortable when wearing it, then the seller must create a pleasant experience when the buyer comes to the store by providing a clean and comfortable place which in turn can improve the product attitude of secondhand clothing.
2. Based on the research results obtained from the economic motivation variable, indicating that to create economic motivation for buyers, sellers must keep secondhand clothing prices below the market price of new clothes even though secondhand clothing has a well-known brand because one of the economic motivation indicators for a person to buy used clothing is by buying used clothing one can own goods in much large quantities at a lower price than buying new clothes.
3. Based on the research results obtained from sanitary risk variable, which indicates that sanitary risk has no significant influence on product attitude, A possible explanation could be that people who buy secondhand clothing are already familiar with using secondhand clothing and are well aware of the low sanitary risk. However, customers who don't buy secondhand clothing could be doubtful because they don't know how the seller washes the product before selling it or how to

properly clean secondhand clothing on their own, therefore sellers should increase the product attitude of secondhand clothing for ordinary buyers, namely by washing secondhand clothes thoroughly and informing the buyer that the clothes have been cleaned so that ordinary buyers are not worried about sanitation risks.

4. Based on the research results obtained from Product attitude variable, which indicates that generation Z in the city of Padang are interested in secondhand clothing, and think positively about used clothing, therefore used clothing sellers must take advantage of this to increase promotion of secondhand clothing.
5. Based on the research results obtained from Purchase Intention variable, indicating that there is a high opportunity to buy secondhand clothing in the city of Padang, which means that buyers can easily buy secondhand clothing in the city of Padang because there are several used clothing stores in the city of Padang and Bazaar secondhand clothing every year, but secondhand clothing sellers must improve the experience of secondhand clothing buyers so that these buyers do not hesitate to recommend purchasing used clothing to their acquaintances.

5.3 Research Limitation

This research has several limitations, which can see as follow:

1. There are no questions in the questionnaire about respondents' experiences regarding purchasing secondhand clothing, so researchers can not differentiate attitudes between respondents who have experience on purchasing secondhand clothing and respondents who have not experience.
2. The low respondent response rate for the questionnaire is due to using an online questionnaire
3. Not all of the distributed questionnaires can be processed in this research. The questionnaires that were filled were 160 units, and only 147 units could be processed.

5.4 Suggestion

Based on the findings and limitations of this study, a few suggestions for further research might be suggested. These suggestions include:

1. It is expected in future research to have a question in questionnaire about experience of respondents regarding purchasing secondhand clothing
2. To distribute questionnaire directly or offline so that the respondent response rate is high
3. Given that the results of the study reveal that sanitary risk has no significant influence in influencing Product Attitude, further research can examine whether generations other than generation z have different perceptions of health or sanitary risks in secondhand clothing products or comparisons between generations towards sanitation in secondhand clothing products.
4. It is expected the next researcher can conduct research in other location which believe can help to enrich the knowledge and the understanding of secondhand clothing topic.

