

**The Influence of Emotional Value, Economic Motivation, and Sanitary Risk on
Purchase Intention through Product Attitude Toward Secondhand Clothing
(Case Study On Generation Z In Padang)**

THESIS

Submitted as One of the Requirements for Bachelor Degree in Management
Department in Economics and Business Faculty of Andalas University



Submitted By:

Maizarfan Fajri

1710522031

Supervisor:

Dr. Yulia Hendri Yeni, SE, MT, Ak

**Department of Management
Faculty of Economics and Business
Andalas University
Padang
2023**



Alumni Number at University	MAIZARFAN FAJRI	Alumni Number at University
a) Place/Date of Birth : Payakumbuh, 14 May 1999 b) Parents Name : Yunizar, SP and Fifi Anggia c) Faculty: Economics and Business d) Department: International Management e) ID Number :1710522031 f) Graduation Date : 14 November 2023 g) Grade: Very Satisfactory h) GPA : 3,73 i) Length of Study : 6 years 3 month h) Parent's Address: Jl. Semangka No.19 Kel. Kotokociak Kubu Tapakrajo, Kec. Payakumbuh utara, Kota Payakumbuh		

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Thesis by: Maizarfan Fajri
Supervisor : Dr. Yulia Hendri Yeni, SE, MT, Ak

ABSTRACT

This study aim to determine the influence of Emotional Value, Economic Motivation, Sanitary Risk on Purchase Intention through Product Attitude Toward Secondhand clothing on Generation Z in Padang city. This quantitative study used non probability sampling technique where the data were obtained through online questionnaire with total sample of 147 people from Generation Z who domiciled in Padang city. The data were analyzed using the SmartPLS 4.0. The result on this study showed that Emotional Value Positively Influence Product Attitude, Economic Motivation Positively Influence Product Attitude, Sanitary Risk does not Influence Product Attitude, Product Attitude Positively Influence Purchase Intention.

Keywords: *Emotional Value, Economic Motivation, Sanitary Risk, Product Attitude, Purchase Intention, and Secondhand Clothing*

This thesis is already examined and passed on November 14th, 2023. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	Dr. Yulia Hendri Yeni, SE, MT, Ak	Syafrizal, SE, ME, Ph.d	Dr. Vera Pujani SE, MM.Tech

Acknowledged by,
 Head of Management Department

Hendra Lukito, S.E., M.M, Ph.d
NIP. 197106242006041007

Signature

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