

**The Effect of Functional Value, Product Attitude to Purchase Intention
Mediated by Fashion Lifestyle in Secondhand**

*Thesis is submitted as Partial of The Requirement For a Bachelor Degree In
Management Department – Faculty of Economics*



Submitted by:

Fagian Rifki Prim

1510524013

**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
FACULTY OF ECONOMY**

**UNIVERSITAS ANDALAS
PADANG**

2022

BACHELOR DEGREE
MANAGEMENT DEPARTMENT
FACULTAS OF ECONOMICS
UNIVERSITAS ANDALAS

LETTER OF APPROVAL

Herewith, stated that:

Name	Fagian Rifki Prim
Student number	1510524013
Degree	S1 (Bachelor)
Field of study	International Management
Thesis title	The Effect Of Functional Value, Product Attitude To Purchase Intention Mediated By Fashion Lifestyle In Secondhand

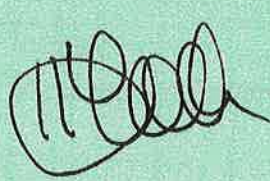
Has already passed the exam at November, 26 2021 based on procedures and regulations, which prevail in the faculty of economic.

Padang, 29 November 2021
Supervisor


DR. Yulfa Hendri Yeni, SE, MT, AK
196407021990002001

Approved

Head of Management Department


Hendra Lukito, SE, MM, PhD.
NIP. 197106242006041007

Head of Management International Department


Berti Brilliant Albar, SE, MM
NIP. 198506152019031009



Alumni Number at University

Fagian Rifki Prim

Alumni Number at Faculty

a) Place/ Date of Birth: Padang / October, 20th 1997 b) Parent's Name: Masrul & Aprisma c) Faculty: Economic d) Major: International Management e) ID Number :1510524013 f) Graduation Date : November, 26th 2021 g) Grade: graduate with honors h) CGPA : 3.12 i) Lenght of Study : 6 years, 3 months j) Parent's address : Jalan Kenanga no 3 Komplek Valencia, RT/RW 02/011 Air dingin, Balai Gadang, Kec. Koto Tengah, Lubuk Minturun, Kota Padang, Sumatra Barat.

The Effect Of Functional Value, Product Attitude To Purchase Intention Mediated By Fashion Lifestyle In Secondhand.

Bachelor Thesis By: Fagian Rifki Prim

Supervisor: DR. Yulia Hendri Yeni, SE, MT, AK

ABSTRACT

This study aims to determine the relationship between the effect of functional value, product attitude to purchase intention mediated by fashion lifestyle in secondhand. The data were obtained through a questionnaire, and samples were taken from 120 secondhand users in Indonesia. Data were analyzed using SPSS 16 and SmartPLS 3.2.8. The results showed that the level of product attitude has a significant influence on secondhand user's purchase intention. The level of functional value does not have a significant influence on secondhand user's purchase intention. The level of functional value does not have a positive influence on fashion lifestyle. Product Attitude does not have a positive influence on fashion lifestyle. Fashion lifestyle does not have a significant influence on secondhand user's purchase intention. There is a negative influence of Functional Value on the Purchase Intention Mediated by Fashion Lifestyle. There is positive influence of Product Attitude towards Purchase Intention, no positive and significantly influence of Product Attitude on the Purchase Intention Mediated by Fashion Lifestyle.

Keywords : functional value, product attitude, purchase intention, purchase intention

This thesis already examined and passed on November, 26 2021. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	DR. Yulia Hendri Yeni, SE, MT, AK	DR. Vera Pujani, SE, MM, tech	Chairunnisya, SE, MM

Acknowledged,
Head of Management Department



Hendra Lukito, SE, MM, PhD.
NIP. 197106242006041007

Alumnus has already registered at faculty/university and gets alumnus number

	Staff of Faculty/University	
Alumni's Number at Faculty	Name	Signature
Alumni's Number at University	Name	Signature

STATEMENT SHEET

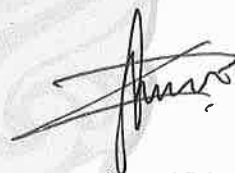
I, the undersigned, states that the thesis with the title :

**"THE EFFECT OF FUNCTIONAL VALUE, PRODUCT ATTITUDE TO PURCHASE
INTENTION MEDIATED BY FASHION LIFESTYLE IN SECONDHAND"**

is my own work, and there is no part or whole of the writing that contains sentences, ideas, ideas, or opinions that come from other sources without giving acknowledgment to the original author. As for the parts sourced from the work of other people, the sources have been stated in accordance with the norms, ethics, and rules of scientific writing. If in the future plagiarism is found in this thesis, I am willing to accept sanctions in accordance with the applicable regulations.

Padang, November 29, 2021

Who gave the statement



Fagian Rifki Prim

1510524013