

THE EFFECT OF LIFESTYLE, PRICE PERCEPTION, AND LOCATION ON PURCHASING DECISIONS AT THRIFT CLUB STUDIOS DENPASAR

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ABSTRACT

The objective of this study was to examine the correlation between lifestyle, price perception, and location in influencing purchasing decisions. The present study employed quantitative methodologies. The population of this study comprised consumers of Thrift Club Studios Denpasar who had made purchases at the aforementioned establishment. The sample size was determined to be 95 individuals. The data processing in this study was carried out through a series of analytical techniques, including reliability testing, validity testing, classical assumption testing, multiple correlation testing, multiple linear regression analysis, coefficient of determination testing, F-test, and t-test. The findings of the study indicate that lifestyle exerts a substantial positive influence on purchasing decisions, price perception demonstrates a significant positive impact on purchasing decisions, and location exhibits a substantial positive impact on purchasing decisions. It is the author's hope that Thrift Club Studios Denpasar will consistently offer a comprehensive array of products that align with buyers' needs, thereby establishing itself as a leading choice in the market. To this end, the implementation of regular discounts and the augmentation of signage to enhance visibility from major thoroughfares and public spaces are recommended. Furthermore, the pursuit of products that are of superior quality, competitively priced, and highly functional is advised.

Keywords: lifestyle, price perception, location, purchase decision

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1. INTRODUCTION

The fashion industry has undergone substantial growth in the modern era, driven by the advancements in social media as a mass communication platform (Ulfah & Yulianita, 2024). The rapid dissemination of information concerning fashion trends, facilitated by social media platforms, has led to the swift evolution of these trends, with shifts occurring within a span of just a few months (Pardede et al., 2023). In the context of popular culture, fashion, and trends, young people, or teenagers, consistently demonstrate a high level of attentiveness. Adolescents often allocate a portion of their financial resources to aligning their spending habits with prevailing fashion trends. This behavior can be attributed to a desire to maintain relevance within their social circles and to garner the acknowledgment and approval of their peers. However, this tendency frequently results in teenagers exhibiting impulsive and wasteful behaviors, with their purchasing decisions being influenced to a greater extent by psychological and social factors than by considerations of value.

In accordance with the escalating consumerism observed within the fashion industry, the practice of acquiring secondhand garments, commonly referred to as "thrifting," is experiencing a notable surge in popularity. This phenomenon can be attributed to a decline in the purchasing power of consumers. Despite this decline, consumers still endeavor to distinguish themselves by wearing branded products. However, Sella & Banowo (2023) contend that thrifting can be conceptualized as an activity that transcends the mere acquisition of secondhand goods. They posit that this practice engenders a sense of satisfaction when individuals succeed in obtaining rare items at a fraction of their original cost. In addition to the economic benefits, Julia et al. (2024) posit that the utilization of secondhand clothing can also

contribute to a reduction in fashion waste. The paradigm shift in public perception, wherein the practice of acquiring secondhand attire is now widely regarded as a prevailing trend, is substantiated by data from Goodstats (2022), which indicates that 49.4% of young individuals have engaged in thrifting, as well as data from BPS (2022), which demonstrates a substantial surge in secondhand clothing imports, reaching 26.22 tons.

This phenomenon has precipitated the proliferation of thrift stores across various regions, encompassing both online and offline domains. Thrift Club Studios Denpasar serves as a prime example of this phenomenon. The store has been in operation since 2019. The selection of Thrift Club Studios Denpasar as the subject of this study was motivated by its demonstrated growth in popularity in recent years. The present study was conducted at the physical location of the store, which is located at Jl WR. The address of the subject is Supratman No. 222, Kesiman Petilan, East Denpasar, Denpasar City, Bali. Thrift Club Studios Denpasar offers a diverse array of apparel and accessories, including shirts, T-shirts, pants, jackets, hats, and shoes. This assortment is designed to stimulate consumer interest and encourage them to make informed purchasing decisions.

According to Kotler and Armstrong (2012), the term "purchase decision" is defined as the decision-making process by which buyers determine whether or not to purchase a product. In accordance with the conceptualization of Lestari & Aslami (2022), the term "purchase decision" is defined as the consumer's definitive action of deliberation, which determines the decision to proceed with a transaction for a specific product. This determination is typically influenced by factors such as quality, price, and the extent to which the product is recognized by the public. These factors serve as the basis for assessment prior to engaging in a transaction. Conversely, Putri et al. (2025) posit that the decision to purchase is a cognitive process influenced by a multitude of considerations, intricately tied to the emotional dimension of the consumer. The ultimate result of this decision is indicative of the extent to which marketers have been successful in reaching and influencing customers.

The factors influencing consumer purchasing decisions are multifaceted, including, but not limited to, lifestyle. According to Kotler & Keller (2018), the term "lifestyle" is indicative of an individual's way of life in their social environment, as demonstrated by their activities, interests, and opinions. This phenomenon is influenced by economic class and social group, thereby creating differences in the needs and desires of each individual. In contemporary Indonesian society, the concept of lifestyle has emerged as a compelling subject for academic inquiry (Silaban et al., 2024). Lifestyle can also be interpreted as the manner in which individuals respond to maintaining equilibrium in their social interactions within the context of their environment. In contemporary society, the demands imposed on individuals by their lifestyles are becoming increasingly intricate (Syaraahiyya & Rusadi, 2023). The results of the researcher's observations of consumers at Thrift Club Studios Denpasar indicate that lifestyle issues related to secondhand or thrift clothing have been identified. The findings reveal that the younger generation aspires to maintain an aesthetically pleasing appearance, aligning with prevailing trends, while also prioritizing financial prudence. This phenomenon underscores the notion that purchasing decisions are not solely dictated by functional needs but are also influenced by the aspiration to project one's personality and create a distinct impression among others. This underscores the necessity for Thrift Club Studios Denpasar to comprehend the characteristics of contemporary, discerning consumers.

In addition to lifestyle factors, consumer purchasing decisions are influenced by price perception as a crucial factor. As posited by Hawkins et al. (2007), perception is defined as "a process that begins with consumer interpretation and attention to stimuli and ends with consumer interpretation." In the context of the extant literature, Prakoso & Susanti (2024) offer a definition of price perception as the manner in which consumers perceive prices, including the extent to which they are considered affordable and whether they are commensurate with the benefits obtained. Peter & Osmon (2014) posit that price perception is the interpretation of price information by buyers, which results in the formation of a particular meaning. The assessment of the price of a product by consumers is largely determined by their

behavior during the evaluation process. A further issue associated with the acquisition of pre-owned attire at Thrift Club Studios Denpasar pertains to the evaluation of product pricing by consumers. It has been posited by some consumers that the selling price of the secondhand clothing was relatively high, as evidenced by the customer reviews on Google Maps. Nevertheless, a segment of consumers persisted in making purchases, driven by their perception that the products' quality, distinctiveness, and fashionable appeal justified the cost.

In addition to price perception and lifestyle, the next aspect that determines consumer purchasing decisions is location. According to the definition established by Lupiyoadi & Hamdani (2011), location can be conceptualized as a decision-making process undertaken by a company or agency to determine the operational point and distribution of human resources necessary to support the activities of the institution. In accordance with this perspective, Tjiptono (2019) underscores that the concept of "location" encompasses marketing initiatives designed to ensure the effective delivery of services and goods to consumers. This encompasses not only the strategic placement of business premises to facilitate consumer access, but also the efficiency of the distribution process and the optimization of the supply chain as a whole. Preliminary findings from observations indicate potential issues with the visibility and layout of Thrift Club Studios Denpasar. Despite its location on a thoroughfare with high traffic volume, the store's position, which juts inward and is situated on a corner, renders it less conspicuous and tends to be obscured by the surrounding environment. The author's interviews with several consumers revealed that the majority of consumers became aware of the store's existence through social media (Instagram and TikTok) and Google Maps. This is in contrast to the awareness of the store's existence through physical observation when passing by the location. Consequently, further exploration is necessary to ascertain how location and the use of digital media influence consumers' decisions to visit and make purchases.

The author's interest in conducting a study is predicated on the findings of previous issues, which indicated a need to examine the influence of lifestyle, price perception, and location on purchasing decisions at Thrift Club Studios Denpasar.

2. LITERATURE AND HYPOTHESES

Lifestyle

The term "lifestyle" was first coined in 1929 by two Austrian psychologists, Alfred Adler and Ferdinand the Bull, as a means to define an individual's pattern of life. According to the work of Wolff et al. (2021), the term "lifestyle" is defined as an individual's pattern of life, as measured by the way in which they engage in activities, their focus on their surroundings, and their perceptions or opinions of themselves in relation to the world around them. Lifestyle is also regarded as a broader social phenomenon. As A.M. (2011) explains, "lifestyle" is defined as a habit and pattern of life that is accepted in a society. This lifestyle is associated with the manner in which individuals address their physical and social needs. Furthermore, the influence of lifestyle on health outcomes is multifaceted, with factors such as educational attainment, occupational status, and cultural influences playing a role in shaping health behaviors and outcomes. According to Kotler & Keller (2018), the measurement of lifestyle is possible through the use of three primary indicators. Activities; Interests; and Opinions.

Price Perception

In the context of purchasing decisions, consumer considerations are often significantly influenced by price perception. Prior to reaching a purchase decision, buyers will first evaluate a product by comparing the price offered and the quality received. According to Kotler & Armstrong (2013), price perception is defined as the total cost that consumers should incur to obtain a service or product, while also reflecting the extent to which consumers recognize the value obtained in the exchange process for using the product or service. From the perspective of price-quality alignment, if consumers encounter relatively high prices that are not commensurate with product quality, the resultant price perception does not accurately reflect the inherent value derived from the utilization in the production process. As stated by Ramli in 2014. Subsequently, Stanton (2013) posits that price perception can be identified through four main indicators:

The following factors must be considered when assessing price affordability: price-quality match, price competitiveness, and benefit-price match.

Location

As Heizer & Render (2015:11) have noted, location is a critical element in the formulation of distribution channel strategy. The strategic location of a store can influence consumer behavior patterns by facilitating access, increasing the number of buyers, and potentially impacting shopping behavior. Concurrently, Tjiptono (2015:345) asserts that the term "location" encompasses a series of marketing activities meticulously designed to ensure the seamless distribution of goods or services. The primary objective is to facilitate consumer access to products offered by producers. The strategic selection of a location is of paramount importance to the optimization of corporate profits, whether in the context of establishing a new business, expanding operations, or relocating. Tjiptono (2016) posits that location can be measured through eight primary indicators, namely: The following factors must be taken into consideration: access, visibility, traffic, the availability of parking space, expansion, the environment, competitiveness (with regard to the location of competitors), and government policy..

Purchase Decision

As posited by Ragatirta & Tiningrum (2020), the practice of buying and selling has become an inextricable facet of human existence. Prior to the execution of a purchase, individuals invariably engage in a deliberative process to reach a decision regarding the product in question. In accordance with this perspective, Alma (2013:96) posits that purchasing decisions are shaped by a multitude of factors, ranging from macro-level elements such as technology, economics, politics, and culture, to micro-level components including the product, its location, physical evidence, price, promotion, human elements, and procedural aspects. These various factors then shape consumers' mindsets in processing information to produce certain responses and final decisions regarding the products they will purchase. As posited by Thompson (2016:57), the measurement of purchasing decisions can be achieved through the utilization of four primary indicators, namely: suitability to needs; benefits; accuracy in purchasing products; repeat purchases..

Research Hypothesis

The Influence of Lifestyle on Purchase Decisions

According to Kotler & Keller (2018), the term "lifestyle" is defined as an individual's routine in life, which is reflected through activities, interests, and responses (AIO). The term "lifestyle" is a comprehensive concept that encompasses the manner in which individuals interact with their environment. In accordance with this perspective, Mowen & Minor (2012) underscore that lifestyle constitutes an articulation of how individuals manage their lives, encompassing the manner in which they allocate their financial resources and the temporal distribution of their activities. The correlation between lifestyle variables and purchasing decisions is strongly supported by a series of findings in previous research literature. Research conducted by Nabila & Lestari (2025); Iskandar, et al. (2025); Fitrika & Susilo (2024); Nomleni, et al. (2023); and Fitri & Abaharis (2025) consistently proves that there is a significant positive correlation between lifestyle variables and consumer purchasing decisions. Conversely, the findings of the 2020 study indicated that lifestyle variables exerted a negative yet statistically insignificant influence on consumer purchasing decisions. In accordance with the theoretical framework and the preceding studies outlined above, the following study hypotheses are proposed::

H₁: Lifestyle has a significant positive impact on purchasing decisions at Thrift Club Studios Denpasar.

The Influence of Price Perception on Purchasing Decisions

Price perception is defined as the comparative ratio between the price information obtained by consumers and their expectations of a product's functionality (Sandra & Prawoto, 2024). In the context of measurement, Kotler et al. (2018) identify four crucial dimensions that shape this perception. These include the economic level of price, the alignment of price with quality, the competitive aspect of price in the market, and the perceived value of benefits to consumers. The correlation between price perception

and purchase decisions is well-supported by a substantial body of research. A multitude of studies have been conducted by various researchers, including Azizah & Maskur (2024), Kamalia & Sukri (2024), Kusuma et al. (2025), Sinaga et al. (2025), and Melindawaty & Istikomah (2024), which have consistently demonstrated a positive and significant relationship between the price perception variable and consumer purchasing decisions. Conversely, the findings of Et al. (2023) demonstrated that the price perception variable exerted a negative yet insignificant influence on purchasing decisions. In accordance with the theoretical framework and the preceding studies outlined above, the following hypotheses are proposed: H₂: Price perception has a significant positive impact on purchasing decisions at Thrift Club Studios Denpasar.

The Influence of Location on Purchase Decisions

As Tjiptono (2019) emphasizes, the importance of location in distribution strategy is paramount, as it facilitates access to goods from producers to buyers. The implementation of a strategic location is intended to create optimal accessibility and operational efficiency. This perspective aligns with the assertion put forth in the 2015 study, which underscores the significance of geographical location in the formulation of distribution channel strategy. The determination of an optimal location is of paramount importance, as it not only facilitates access to the store but also attracts a greater number of consumers and significantly influences changes in buyers' shopping patterns for a given product. The correlation between location variables and purchasing decisions is strongly supported by a series of findings in previous research literature. A substantial body of research has been conducted on the subject, with findings that consistently demonstrate a significant positive correlation between location variables and consumer purchasing decisions. This research has been carried out by Abaharis & Juliardo (2025); Wahyuningtyas & Habib (2024); Agustin et al. (2025); Pertiwi et al. (2025); and Pitaloka & Juliandara (2024). Conversely, the findings of Et al. (2023) demonstrated that the location variable exerted a negative influence on purchasing decisions. In light of the theoretical exposition and extant studies described above, the following hypotheses are proposed:

H₃: Location has a significant positive impact on purchasing decisions at Thrift Club Studios Denpasar.

3. RESEARCH METHOD

This study was conducted at Thrift Club Studios Denpasar (Jl. WR Supratman No.222, Kesiman Petilan, East Denpasar, Bali) to examine the effect of lifestyle, price perception, and location (independent variables) on purchasing decisions (dependent variable) among consumers who had purchased at the store. The population included all Thrift Club Studios Denpasar customers who had made purchases. Purposive sampling was applied, targeting customers aged 15 years and above (including those over 30) who had previously purchased products. The sample size followed et al. (2014), calculated as the number of indicators multiplied by five, resulting in 95 respondents, which met the minimum requirement for multivariate analysis. Data were collected through observation, interviews, documentation, and Likert-scale questionnaires. Data analysis included instrument testing (validity and reliability), descriptive analysis, classical assumption tests (normality, multicollinearity, autocorrelation, and heteroscedasticity), and hypothesis testing using multiple linear regression. Model feasibility was assessed using Adjusted R², the F-test, and multiple correlation, while the t-test was used to evaluate the partial effect of each independent variable.

4. RESULTS AND DISCUSSION

Research Instrument Testing

a. Validity Testing

Table 1. Instrument Validity Test Results

No	Variable	Item Statement	Item-Total Correlation	Description
1	Lifestyle (X1)	X1.1	0.914	Valid
		X1.2	0.869	Valid
		X1.3	0.850	Valid

No	Variable	Item Statement	Item-Total Correlation	Description
2	Price perception (X2)	X2.1	0.838	Valid
		X2.2	0.938	Valid
		X2.3	0.915	Valid
		X2.4	0.907	Valid
3	Location (X3)	X3.1	0.879	Valid
		X3.2	0.824	Valid
		X3.3	0.855	Valid
		X3.4	0.849	Valid
		X3.5	0.875	Valid
		X3.6	0.851	Valid
		X3.7	0.854	Valid
		X3.8	0.855	Valid
4	Purchase decision (Y)	Y.1	0.840	Valid
		Y.2	0.789	Valid
		Y.3	0.880	Valid
		Y.4	0.890	Valid

Source: Processed Data, 2025

As shown in Table 1, all variable indicators listed in the table have a correlation coefficient value > 0.30 . This proves that each statement item in this study instrument has sufficient validity characteristics and is suitable for use in further analysis.

b. Reliability Testing

Table 2. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Keterangan
Lifestyle (X1)	0,850	Reliable
Price perception (X2)	0,920	Reliable
Location (X3)	0,948	Reliable
Purchase decision (Y)	0,867	Reliable

Source: Processed Data, 2025

As shown in Table 2, the Croinbach's Alpha scores for the variables of lifestyle, location, price perception, and overall purchase decision have exceeded the threshold of 0.60. Therefore, it can be concluded that all study instruments are reliable, so that testing can proceed to the next step.

Descriptive Analysis Test

a. Research Respondent Criteria Based on Gender

The test results show that the majority of respondents were male, numbering 62 people (65.3%), while female respondents numbered 33 people (34.7%).

b. Research Respondent Criteria Based on Age

The test results show that respondents aged 20-24 years old dominated with 40 people or (42.1%), while the smallest number of respondents were in the > 30 age group, namely 7 people or (7.4%).

c. Research Respondent Criteria Based on Domicile

The test results show that the majority of respondents reside in East Denpasar, numbering 25 people or 26.3%, while the fewest respondents reside in North Denpasar and West Denpasar, each numbering 23 people or 24.2%.

d. Research Respondent Criteria Based on Occupation

The test results show that the majority of respondents were students, numbering 50 people or 52.6%, while the smallest number of respondents were civil servants, numbering 7 people or 7.4%.

Classical Assumption Test

a. Normality Test

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		95
Normal Parameters ^{a, b}	Mean	0.00000
	Std. Deviation	2.14851730
	Absolute	0.069
Most Extreme Differences	Positive	0.069
	Negative	-0.069
Test Statistic		0.069
Asymp. Sig. (2-tailed)		0.200 ^{c, d}

Source: Processed Data, 2025

The normality test results as listed in Table 3 show that the Asymp. Sig. (2-tailed) score is 0.200. Because this score is > 0.05 (significance level), it can be concluded that the regression modeling satisfies the normality assumption and the data is normally distributed.

b. -Multicollinearity Test

Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.989	1.090		2.742	0.007		
Lifestyle	0.486	0.121	0.367	4.010	0.000	0.538	1.857
Price perception	0.254	0.080	0.285	3.169	0.002	0.557	1.795
Location	0.118	0.045	0.241	2.609	0.011	0.527	1.897

Source: Processed data, 2025

As shown in Table 4, all independent variables have a Tolerance value > 0.10 and a Variance Inflation Factor (VIF) score < 10 . Therefore, it can be concluded that the regression modeling used does not exhibit signs of multicollinearity.

c. Autocorrelation Testing

Table 5. Autocorrelation Test Results
Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.768 ^a	0.591	0.577	2.184	1.767

Source: Processed Data, 2025

The statistical value of 1.767 is shown by the test results listed in Table 5, which further represents the Durbin-Watson (DW) value. At a significance level of 5%, with a sample size of 95 (n) and a total of three independent variables ($k = 3$), the upper limit score (du) is 1.731. Since the DW value is higher than du (1.731) and lower than the score of $4-du$, which is 2.269, this condition shows that the regression modeling does not exhibit autocorrelation.

d. Heteroskedasticity Test

Table 6. Heteroskedasticity Test Results

Model	Unstandardized Coefficients		Standar dized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Contant)	3.319	0.633		5.244	0.000
Lifestyle	-0.047	0.070	-0.093	-0.674	0.502
Price perception	-0.041	0.047	-0.119	-0.880	0.381
Location	-0.020	0.026	-0.108	-0.779	0.438

Source: Processed data, 2025

As shown in Table 6, each variable in the regression model has a significance score > 0.05. Therefore, it can be concluded that this regression model does not exhibit heteroscedasticity, which means that the variance of the residuals from one observation to another is homogeneous (constant).

Data Analysis Results

Table 7. Summary of Multiple Linear Regression Analysis Results Coefficients^a

Model	Unstandardized Coefficients		Standar dized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Contant)	2.989	1.090		2.742	0.007
Lifestyle	0.486	0.121	0.367	4.010	0.000
Price perception	0.254	0.080	0.285	3.169	0.002
Location	0.118	0.045	0.241	2.609	0.011

Source: Processed data, 2025

a. Multiple Linear Regression Analysis Results

As shown in Table 7, the following are the results of the statistical analysis that produced the multiple linear regression equation:

$$Y = 2.989 + 0.486 X_1 + 0.254 X_2 + 0.118 X_3$$

The following is an explanation of the interpretation of the regression coefficients in this study:

- 1) $\beta_1 = 0.486$, indicating that if there is an increase in the lifestyle variable (X_1) while other independent variables are assumed to be constant, the purchase decision (Y) will also increase.
- 2) $\beta_2 = 0.254$, indicating that if there is an increase in the price perception variable (X_2), while other independent variables are assumed to be constant, the purchase decision (Y) will also increase.
- 3) $\beta_3 = 0.118$, indicating that if there is an increase in the location variable (X_3) while other independent variables are assumed to be constant, the purchase decision (Y) will also increase.

Regression coefficients with positive signs indicate the presence of a direct impact, where if lifestyle, price perception, and location increase, it means that purchasing decisions at Thrift Club Studios Denpasar also increase.

b. F-test

Table 8. F Analysis Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	625.810	3	208.603	43.748	0.000 ^b
Residual	433.916	91	4.768		
Total	1059.726	94			

Source: Processed Data, 2025

As shown in Table 8, the F test results show that the calculated F score is 43.748, which is > F Table, namely 2.70, with a significance score of 0.000 (less than 0.05). This confirms that the variables of lifestyle (X_1), price perception (X_2), and location (X_3) together have a significant impact on purchasing decisions (Y), which means that the study model is valid for testing and hypothesis testing can be continued.

c. Multiple Correlation Test

Table 9. Results of Multiple Correlation Testing

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.768 ^a	0.591	0.577	2.184

Source: Processed Data, 2025

As shown in Table 9, the correlation coefficient (R) score is 0.768, which is very strong. This shows that lifestyle, price perception, and location are closely correlated with purchasing decisions.

d. Determination Coefficient Test

Table 10. Determination Analysis Results

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.768 ^a	0.591	0.577	2.184

Source: Processed Data, 2025

As shown in Table 10, the Adjusted R Square score is 0.577. This indicates that the variables of lifestyle, price perception, and location can explain 57.7% of the variation in purchasing decisions, while the remaining 42.3% is explained by other factors outside the scope of this study.

e. t-test

Table 11. Results of the t-Test Statistical Analysis Coefficients^a

Model	Unstandardized Coefficients		Standar dized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Contant)	2.989	1.090		2.742	0.007
Lifestyle	0.486	0.121	0.367	4.010	0.000
Price perception	0.254	0.080	0.285	3.169	0.002
Location	0.118	0.045	0.241	2.609	0.011

Source: Processed data, 2025

As shown in Table 11, the results of the partial test (t-test) can be explained as follows:

1) Impact of Lifestyle on Purchase Decisions

A significant positive effect on purchasing decisions (Y) is indicated by the lifestyle variable (X_1), as reflected in the regression coefficient score of 0.486. This condition is reinforced by the t-score of 4.010 > t Table, which is 1.661, and the recorded significance level of 0.000, which is < 0.05. This shows that lifestyle has a significant and positive impact on purchasing decisions (Y). Therefore, the null hypothesis (H_0) is rejected, while the alternative hypothesis (H_1) is accepted.

2) The Impact of Price Perception on Purchase Decisions

A significant positive impact on purchasing decisions (Y) is reflected in the price perception variable (X_2), as indicated by a regression coefficient of 0.254. This finding is reinforced by a t-value of 3.169, which exceeds the t-table value of 1.661, and a significance level of 0.002, which is < 0.05 . This shows that price perception has a significant and positive impact on purchasing decisions (Y). Therefore, the null hypothesis (H_0) is rejected, while the alternative hypothesis (H_2) is accepted.

3) Impact of Location on Purchase Decisions

The location variable (X_3) through its regression coefficient score of 0.118, t-score of $2.609 > 1.661$ (t-table), and significance score of $0.011 < 0.05$. This shows that location has a significant and positive impact on purchasing decisions (Y), which leads to the rejection of H_0 , and the acceptance of H_3 .

Discussion

The Influence of Lifestyle on Purchase Decisions

The results of this study indicate that lifestyle has a positive and significant influence on purchase decisions at Thrift Club Studios Denpasar. This is supported by a regression coefficient of 0.486, a t-statistic value of 4.010, which is higher than the t-table value of 1.661, and a significance value of 0.000, which is below 0.05. These findings show that the higher the lifestyle tendency of consumers, the stronger their decision to purchase thrift fashion products.

Lifestyle reflects consumers' activities, interests, opinions, preferences, and the way they express themselves through product choices. In the context of Thrift Club Studios Denpasar, consumers with a strong lifestyle orientation may consider thrift products not only as affordable clothing, but also as a form of fashion identity, uniqueness, sustainability, and personal expression. Therefore, lifestyle becomes an important psychological and behavioral factor that encourages consumers to evaluate, choose, and purchase products that match their values and daily life patterns.

This finding is consistent with Kotler and Keller (2018), who explain that lifestyle describes how individuals live, interact with their environment, and express their interests through consumption behavior. The result also supports previous studies by Nabila and Lestari (2025), Iskandar et al. (2025), Fitrika and Susilo (2024), Nomleni et al. (2023), and Fitri and Abaharis (2025), which found that lifestyle has a positive and significant effect on purchase decisions. Thus, Thrift Club Studios Denpasar should continue strengthening product concepts, store atmosphere, and promotional strategies that align with consumers' lifestyle preferences and trends, especially among young consumers seeking distinctive, affordable, and sustainable fashion.

The Influence of Price Perception on Purchasing Decisions

The results of this study indicate that price perception has a positive and significant influence on purchasing decisions at Thrift Club Studios Denpasar. This is evidenced by a regression coefficient of 0.254, a t-statistic value of 3.169, which is higher than the t-table value of 1.661, and a significance value of 0.002, which is below 0.05. These results confirm that consumers with favorable perceptions of price are likely to make purchasing decisions.

Price perception reflects how consumers assess whether the price of a product is affordable, reasonable, competitive, and consistent with the benefits received. In the context of thrift fashion, consumers do not only consider low prices, but also evaluate whether the price is appropriate for product quality, uniqueness, brand condition, and fashion value. When consumers perceive the prices offered by Thrift Club Studios Denpasar as fair and attractive, they tend to feel confident, satisfied, and motivated to complete a purchase.

This finding is in line with Schiffman and Kanuk (2007), who explain that perception is a cognitive process through which individuals select, organize, and interpret information to form meaningful judgments. In purchasing decisions, price perception becomes an important consideration because it influences perceived value and transaction satisfaction. The results also support previous studies by Azizah and

Maskur (2024), Kamalia and Sukri (2024), Kusuma et al. (2025), Sinaga et al. (2025), and Melindawaty and Istikomah (2024), which found that price perception has a positive and significant effect on purchasing decisions. Therefore, Thrift Club Studios Denpasar should maintain pricing, clear price communication, and product value consistency.

The Influence of Location on Purchase Decisions

The results of this study indicate that location has a positive and significant influence on purchase decisions at Thrift Club Studios Denpasar. This is supported by a regression coefficient of 0.118, a t-statistic value of 2.609, which is higher than the t-table value of 1.661, and a significance value of 0.011, which is below 0.05. These findings confirm that consumers are more likely to purchase when the store location is considered strategic, accessible, and convenient.

Location plays an important role in consumer decision making because it determines the ease with which consumers can visit the store, compare products, and complete transactions. In the context of thrift fashion retail, a favorable location can increase store visibility, attract walk-in customers, and strengthen consumer convenience. Consumers tend to prefer stores located in areas that are easy to reach, close to activity centers, supported by adequate parking access, and surrounded by a suitable shopping environment. Therefore, although the regression coefficient is lower than other variables, location remains a meaningful factor in shaping purchase decisions.

This finding is consistent with Tjiptono (2019), who explains that location reflects the effectiveness of product distribution and marketing activities in connecting products with consumers. A strategic location supports accessibility, distribution efficiency, and customer convenience. Thus, location planning remains an important retail management priority. The results also support previous studies by Abaharis and Juliardo (2025), Wahyuningtyas and Habib (2024), Agustin et al. (2025), Pertiwi et al. (2025), and Pitaloka and Juliandara (2024), which found that location has a positive and significant effect on purchase decisions.

5. CONCLUSION AND LIMITATIONS

As indicated by the findings outlined in the preceding chapter, it can be posited that lifestyle variables, price perception, and geographical location exert a positive and significant influence on purchasing decisions at Thrift Club Studios Denpasar. This indicates that as consumers' lifestyles improve, as evidenced by their interest in fashion trends or thrift products, their perception of price affordability becomes more positive, and the location of the store becomes more strategic and accessible, leading to an increase in consumer purchasing decisions.

The extent to which purchasing decisions can be explained by the three independent variables was determined by a determination coefficient test, which yielded a result of 57.7%. The remaining 42.3% of variation is attributable to factors not included in this study. The limitations of this study are rooted in its scope, which is confined to a single unit of analysis, namely Thrift Club Studios Denpasar. Additionally, the utilization of a cross-sectional research design hinders the ability to capture the temporal dynamics of changes in consumer behavior. Consequently, further studies are recommended to expand the object and area of study, increase the number of respondents, and add other relevant variables, such as online customer reviews, product quality, and product variety. Therefore, it is hypothesized that the results of the study will engender a more comprehensive understanding and facilitate broader generalization.

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