

***ANALYSIS OF PERSONAL AND SOCIAL FACTORS ON
PURCHASING DECISIONS OF PRELOVED AND
THRIFTING FASHION THROUGH TIKTOK LIVE (A
CASE STUDY OF THE COMMUNITY IN BENGKALIS
REGENCY)***

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ABSTRACT

This study aims to analyze the influence of personal factors and social factors on purchasing decisions of preloved and thrift fashion products through TikTok Live among the people of Bengkalis Regency. This research employed a quantitative method with an associative approach. Data were collected through questionnaires distributed to 100 respondents selected using a purposive sampling technique. Data analysis was conducted using multiple linear regression with the assistance of SPSS version 25.

The results indicate that personal factors and social factors simultaneously have a significant effect on purchasing decisions. Partially, personal factors have a positive and significant effect on purchasing decisions, and social factors also have a positive and significant effect on purchasing decisions.

The regression analysis further reveals that personal factors are the most dominant factor influencing purchasing decisions. The coefficient of determination of 60.8% indicates that variations in purchasing decisions can be explained by personal factors and social factors, while the remaining 39.2% is influenced by other factors not examined in this study.

Keywords: Personal Factors, Social Factors, Purchasing Decisions, TikTok Live, Preloved, Thrifting.