

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kesadaran merek dan gaya hidup terhadap keputusan pembelian *fashion thrifting* dengan minat pembelian sebagai variabel intervening pada konsumen *Live Shopee GalleryDNA*. Metode yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif. Populasi penelitian mencakup 30.000 pengikut akun *Shopee GalleryDNA*, dengan sampel sebanyak 140 responden yang ditentukan berdasarkan jumlah indikator penelitian (14 indikator $\times$ 10 responden per indikator) menggunakan teknik *purposive sampling*. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) melalui aplikasi Smart PLS 4.0. Hasil penelitian menunjukkan bahwa gaya hidup berpengaruh signifikan terhadap minat pembelian dan keputusan pembelian, sedangkan kesadaran merek berpengaruh signifikan terhadap minat dan keputusan pembelian secara langsung. Minat pembelian berpengaruh signifikan terhadap keputusan pembelian, namun pengaruh kesadaran merek dan gaya hidup terhadap keputusan pembelian melalui minat pembelian tidak signifikan. Temuan ini mengindikasikan bahwa pengaruh variabel independen terhadap keputusan pembelian lebih kuat terjadi secara langsung dibandingkan melalui jalur mediasi minat pembelian. Secara praktis, hasil penelitian ini memberikan wawasan bagi pelaku usaha *fashion thrifting*, khususnya *GalleryDNA*, untuk mengoptimalkan strategi pemasaran melalui citra merek yang konsisten dan penyesuaian dengan gaya hidup target pasar di *platform Shopee Live*. Bagi pengembangan ilmu pengetahuan, penelitian ini memperluas literatur tentang perilaku konsumen di sektor *fashion thrifting* dalam konteks *e-commerce live streaming*, serta memberikan kontribusi metodologis melalui pengujian empiris peran variabel mediasi minat pembelian.

Kata kunci: kesadaran merek, gaya hidup, minat pembelian, keputusan pembelian, *fashion thrifting*, *Shopee Live*.

ABSTRACT

This study aims to analyze the effect of brand awareness and lifestyle on purchase decisions for fashion thrifting, with purchase intention as an intervening variable among consumers of Live Shopee GalleryDNA. The research employed a quantitative method with a descriptive and verificative approach. The population consisted of 30,000 followers of the Shopee GalleryDNA account, with a sample of 140 respondents determined based on the number of research indicators (14 indicators $\times$ 10 respondents per indicator) using purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with Smart PLS 4.0 software. The results show that lifestyle has a significant effect on purchase intention and purchase decision, while brand awareness has a significant effect on purchase intention and direct purchase decision. Purchase intention significantly affects purchase decision; however, the indirect effects of brand awareness and lifestyle on purchase decision through purchase intention are not significant. These findings indicate that the influence of the independent variables on purchase decision is stronger when occurring directly rather than through the mediating path of purchase intention. Practically, this study provides insights for fashion thrifting business actors, especially GalleryDNA, to optimize marketing strategies by emphasizing a consistent brand image and aligning with the target market's lifestyle on the Shopee Live platform. Academically, the research expands the literature on consumer behaviour in the fashion thrifting sector within the e-commerce live streaming context and contributes methodologically by empirically testing the mediating role of purchase intention.

Keywords: brand awareness, lifestyle, purchase intention, purchase decision, fashion thrifting, Shopee Live.