LUXURY RECYCLED: AN ANALYSIS OF CONSUMER PURCHASE INTENTIONS FOR SECOND-HAND LUXURY GOODS IN INDONESIA

KARYA AKHIR

Untuk Memenuhi Persyaratan
Memperoleh Gelar Sarjana

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ABSTRAK

Pasar barang mewah bekas (pre-loved luxury) telah berkembang dari alternatif yang bersifat khusus menjadi pilihan konsumsi yang semakin umum, didorong oleh meningkatnya kesadaran terhadap keberlanjutan, perubahan gaya hidup, dan pertumbuhan platform resale. Penelitian ini bertujuan untuk menganalisis niat pembelian terhadap barang mewah bekas berdasarkan Theory of Planned Behavior, dengan berfokus pada perceived value, recycling awareness, subjective norms, dan perceived behavioral control, serta income sebagai variabel moderasi. Perceived value mencerminkan penilaian konsumen terhadap manfaat fungsional, emosional, dan sosial dari pembelian barang mewah bekas, sedangkan recycling awareness merepresentasikan pertimbangan lingkungan dan moral terkait perpanjangan siklus hidup produk. Subjective norms mencerminkan persepsi terhadap penerimaan sosial dari keluarga, teman, dan kelompok referensi, sementara perceived behavioral control menunjukkan keyakinan konsumen dalam menggunakan platform resale dan memverifikasi keaslian produk. Income digunakan sebagai variabel moderasi karena berkaitan dengan daya beli dan toleransi risiko konsumen. Penelitian ini menggunakan data survei dari 200 responden yang dianalisis dengan metode Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa perceived value, recycling awareness, subjective norms, dan perceived behavioral control berpengaruh positif dan signifikan terhadap purchase intention. Subjective norms menjadi prediktor terkuat, diikuti oleh perceived value, perceived behavioral control, dan recycling awareness. Income secara signifikan memperkuat keempat hubungan tersebut, dengan efek moderasi yang lebih besar dibandingkan efek langsung variabel yang dimoderasi, terutama pada hubungan subjective norms terhadap purchase intention. Hasil ini menunjukkan bahwa motivasi psikologis, lingkungan, dan sosial lebih mungkin diterjemahkan menjadi niat pembelian ketika didukung oleh kapasitas finansial yang memadai. Penelitian ini memberikan implikasi praktis bagi platform resale dan pemasar dengan menekankan pentingnya validasi sosial, kepercayaan konsumen, dan segmentasi pasar berdasarkan pendapatan dalam mendorong pembelian barang mewah bekas di Indonesia.

Kata kunci: Nilai Persepsi, Norma Subjektif, Kontrol Perilaku Persepsian, Niat Pembelian, Barang Mewah Bekas.

ABSTRACT

The pre-loved luxury market has evolved from a niche alternative into a mainstream consumption choice, driven by increasing sustainability awareness, changing lifestyles, and the growth of resale platforms. This study examines purchase intention toward pre-owned luxury goods based on the Theory of Planned Behavior, focusing on perceived value, recycling awareness, subjective norms, and perceived behavioral control, with income as a moderating variable. Perceived value reflects consumers' assessment of the functional, emotional, and social benefits of purchasing used luxury goods, while recycling awareness represents environmental and moral considerations related to extending product life cycles. Subjective norms capture perceived social approval from family, friends, and reference groups, while perceived behavioral control reflects consumers' confidence in using resale platforms and verifying product authenticity. Income is proposed to moderate these relationships by influencing consumers' purchasing power and risk tolerance. Using survey data from 200 respondents, the relationships were analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that perceived value, recycling awareness, subjective norms, and perceived behavioral control all have significant and positive effects on purchase intention. Subjective norms emerge as the strongest predictor, followed by perceived value, perceived behavioral control, and recycling awareness. Income significantly strengthens all four relationships, with its moderating effects exceeding the corresponding direct effects, particularly for subjective norms. These findings suggest that psychological, environmental, and social motivations are more likely to translate into purchase intention when supported by adequate financial capacity. The study provides practical implications for resale platforms and marketers by emphasizing social validation, consumer trust, and income-based market segmentation to encourage the adoption of pre-owned luxury goods in Indonesia.

Keywords: Perceived Value, Subjective Norms, Perceived Behavioral Control, Purchase Intention, Second-hand Luxury Goods.

FINAL PROJECT SUMMARY
How Financial Literacy Moderate The Herding Behavior, Social Media, and FOMO to Investment Decision Crypto in Gen Z

1. Background

The growth of the second-hand luxury market in recent years has been driven by increasing sustainability awareness, affordability considerations, and the expansion of digital commerce. In Indonesia, consumers are increasingly interested in pre-loved luxury fashion products as more affordable and sustainable alternatives to newly purchased luxury goods. This phenomenon reflects a shift in consumer behavior, in which consumers consider not only prestige and exclusivity but also value efficiency and environmentally responsible consumption.

In the context of consumer behavior, perceived value plays an important role in shaping purchase intention. Consumers evaluate the functional, emotional, and social benefits of pre-loved luxury goods against the costs and risks associated with purchasing previously owned products. In addition, recycling awareness encourages consumers to consider the environmental benefits of extending product life cycles and reducing waste.

Social factors also influence consumer behavior through subjective norms, which reflect the expectations and approval of family, friends, and other reference groups. Furthermore, perceived behavioral control represents consumers' confidence in their ability to purchase pre-loved luxury goods safely, including their access to reliable platforms and ability to verify product authenticity.

On the other hand, income is an important demographic factor that influences consumers' purchasing power and their ability to act on psychological and social motivations. Higher-income consumers may have greater access to trustworthy resale platforms, while lower-income consumers may face financial constraints and greater concerns about affordability and authenticity.

Although previous studies have examined the determinants of purchase intention toward second-hand luxury goods, research explicitly investigating income as a moderating variable in the Indonesian market remains limited. Therefore, this study aims to analyze the effects of perceived value, recycling awareness, subjective norms, and perceived behavioral control on purchase intention toward pre-loved luxury goods, while examining the moderating role of income in these relationships.

2. Problem

1) Does perceived value affect purchase intention toward second-hand luxury goods in Indonesia?
2) Does recycling awareness affect purchase intention toward second-hand luxury goods in Indonesia?
3) Do subjective norms affect purchase intention toward second-hand luxury goods in Indonesia?
4) Does perceived behavioral control affect purchase intention toward second-hand luxury goods in Indonesia?

5) Does income moderate the relationship between perceived value and purchase intention?
6) Does income moderate the relationship between recycling awareness and purchase intention?
7) Does income moderate the relationship between subjective norms and purchase intention?
8) Does income moderate the relationship between perceived behavioral control and purchase intention?

3. Research Objectives

1) To test and analyze the influence of perceived value on purchase intention toward second-hand luxury goods.
2) To test and analyze the influence of recycling awareness on purchase intention toward second-hand luxury goods.
3) To test and analyze the influence of subjective norms on purchase intention toward second-hand luxury goods.
4) To test and analyze the influence of perceived behavioral control on purchase intention toward second-hand luxury goods.
5) To examine the moderating role of income in the relationship between perceived value and purchase intention.
6) To examine the moderating role of income in the relationship between recycling awareness and purchase intention.
7) To examine the moderating role of income in the relationship between subjective norms and purchase intention.
8) To examine the moderating role of income in the relationship between perceived behavioral control and purchase intention.

4. Research Method

This study employs a quantitative explanatory research design with a causal approach. Primary data were collected through a cross-sectional online survey distributed to respondents across Indonesia.

The population consists of individuals who have knowledge of second-hand luxury products. The sampling technique uses non-probability sampling through purposive sampling, with the following criteria: (1) aged 18 years and above, (2) domiciled in Indonesia, (3) understanding the characteristics of second-hand luxury products without requiring previous purchase experience, and (4) having an understanding of or concern for environmental issues.

The minimum sample size was determined using the Lemeshow formula for an unknown population at a 95% confidence level, with a minimum of approximately 196 respondents. The final sample consisted of 200 respondents.

The research instrument was developed based on established theoretical frameworks and previous empirical studies. The study examines perceived value,

recycling awareness, subjective norms, perceived behavioral control, income, and purchase intention.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The measurement model was evaluated through factor loadings, Cronbach's Alpha, Composite Reliability (CR), Average Variance Extracted (AVE), and the Heterotrait–Monotrait Ratio (HTMT). Hypothesis testing was performed using path coefficients and bootstrapping at a 5% significance level. Income moderation was tested through interaction variables.

5. Research Results

1) The path coefficient (β) value of the effect of perceived value on purchase intention was obtained at 0.163, with a p-value of 0.004, which is less than 0.05 ($\alpha = 0.05$). This result indicates that perceived value has a positive and significant effect on purchase intention toward second-hand luxury goods in Indonesia. Therefore, the first hypothesis is supported.
2) The path coefficient (β) value of the effect of recycling awareness on purchase intention was obtained at 0.106, with a p-value of 0.024, which is less than 0.05 ($\alpha = 0.05$). This result indicates that recycling awareness has a positive and significant effect on purchase intention toward second-hand luxury goods in Indonesia. Therefore, the second hypothesis is supported.
3) The path coefficient (β) value of the effect of subjective norms on purchase intention was obtained at 0.195, with a p-value of less than 0.001, which is less than 0.05 ($\alpha = 0.05$). This result indicates that subjective norms have a positive and significant effect on purchase intention toward second-hand luxury goods in Indonesia. Therefore, the third hypothesis is supported.
4) The path coefficient (β) value of the effect of perceived behavioral control on purchase intention was obtained at 0.134, with a p-value of 0.015, which is less than 0.05 ($\alpha = 0.05$). This result indicates that perceived behavioral control has a positive and significant effect on purchase intention toward second-hand luxury goods in Indonesia. Therefore, the fourth hypothesis is supported.
5) The moderation path coefficient (β) value of the interaction between income and perceived value on purchase intention was obtained at 0.245, with a p-value of less than 0.001, which is less than 0.05 ($\alpha = 0.05$). This result indicates that income significantly and positively moderates the relationship between perceived value and purchase intention. Therefore, the fifth hypothesis is supported.
6) The moderation path coefficient (β) value of the interaction between income and recycling awareness on purchase intention was obtained at 0.268, with a p-value of less than 0.001, which is less than 0.05 ($\alpha = 0.05$). This result indicates that income significantly and positively moderates the relationship between recycling awareness and purchase intention. Therefore, the sixth hypothesis is supported.
7) The moderation path coefficient (β) value of the interaction between income and subjective norms on purchase intention was obtained at 0.372, with a p-

value of less than 0.001, which is less than 0.05 ($\alpha = 0.05$). This result indicates that income significantly and positively moderates the relationship between subjective norms and purchase intention. Therefore, the seventh hypothesis is supported.

8) The moderation path coefficient (β) value of the interaction between income and perceived behavioral control on purchase intention was obtained at 0.278, with a p-value of less than 0.001, which is less than 0.05 ($\alpha = 0.05$). This result indicates that income significantly and positively moderates the relationship between perceived behavioral control and purchase intention. Therefore, the eighth hypothesis is supported.

6. Conclusion and Suggestions

1) Conclusion

The results of this study indicate that purchase intention toward second-hand luxury goods in Indonesia is influenced by psychological, social, environmental, and economic factors. Perceived value, recycling awareness, subjective norms, and perceived behavioral control all have positive and significant effects on purchase intention. Among these variables, subjective norms demonstrate the strongest direct effect, followed by perceived value, perceived behavioral control, and recycling awareness. Furthermore, income plays a significant moderating role in all four relationships. The findings indicate that consumers' financial capacity influences the extent to which psychological and social motivations translate into purchase intention. The strongest moderation effect occurs in the relationship between subjective norms and purchase intention, suggesting that social approval and financial capacity jointly shape consumers' willingness to purchase pre-loved luxury goods. Overall, the findings demonstrate that purchasing second-hand luxury goods involves a combination of perceived value, environmental awareness, social acceptance, perceived behavioral control, and income-related purchasing capacity.

2) Suggestions

Second-hand luxury platforms can enhance purchase intention by motivating customers to share their experiences and recommendations. Testimonials and peer reviews may help establish trust among potential buyers. These strategies are particularly relevant for consumers with higher purchasing power, as income strengthens the link between social influence and purchase intention. Consumer trust is also crucial in the second-hand luxury market. Platforms can address concerns regarding authenticity and transaction risks by offering third-party authentication, clear product condition reports, and verified seller systems. Marketing strategies should additionally emphasize the value of second-hand luxury products. Awareness of recycling has a positive, yet relatively weaker, direct impact on purchase intention. Therefore, sustainability messages should be accompanied by clear information regarding pricing, the condition of the product, and the potential savings compared to purchasing new luxury items. Future research could incorporate additional variables that might

affect purchase intentions. A larger and more diverse sample would also contribute to a more comprehensive understanding of consumer behavior. Further studies could investigate how purchasing intentions vary among different income groups in Indonesia.

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