

CHAPTER IV

**THE INFLUENCE OF THE INTENSITY OF ACCESSING THRIFTING
CONTENT IN TIKTOK AND PEER GROUP COMMUNICATION ON
THE BUYING INTENTION OF THRIFT FASHION AMONG
INDONESIAN'S GEN Z**

This chapter presents a detailed discussion of the research findings, focusing on the results of hypothesis testing for each of the variables examined in the study. The primary goal of this hypothesis testing is to explore and understand how different factors influence the buying intention of thrift fashion among Indonesia's Generation Z. Specifically, this research investigates two main variables: the intensity with which individuals access thrifting-related content on TikTok (X1), and the nature of communication within their peer groups (X2). These two variables are analyzed in relation to their effect on the dependent variable, buying intention (Y).

To ensure meaningful results, the study surveyed a total of 114 respondents. These participants were selected based on specific criteria: they were male or female individuals aged between 18 and 28 years old, active users of TikTok, and had previous experience participating in thrift-related activities, such as buying or browsing secondhand fashion. These criteria were established to ensure the relevance of respondents to the research objectives, as they represent the core demographic most engaged in the thrifting trend driven by social media and peer influence.

Through hypothesis testing, this chapter aims not only to reveal statistical relationships between variables but also to interpret the broader behavioral patterns of Gen Z consumers in the context of digital and social influences. By analyzing the impact of both TikTok content and peer group dynamics, the findings offer valuable insights into how digital media and social circles shape fashion-related decisions in a rapidly evolving consumer landscape.

4.1 Classical Assumption Test

The prerequisite for regression analysis is the classical assumption test, which aims to assess the condition of the data used in the study. This procedure is conducted to ensure that an appropriate regression analysis model is obtained. The regression analysis model employed in this study requires assumption testing of the data, including tests for normality, heteroscedasticity, and multicollinearity.

4.1.1 Normality Test

The normality test aims to determine whether the dependent and independent variables in the regression model follow a normal or approximately normal distribution. To assess whether the data are normally distributed, the shape of the data distribution can be examined. Two criteria are commonly used in this normality test. The first involves graphical analysis using a normal probability plot (P-P plot), while the second involves statistical testing through the Kolmogorov–Smirnov test. The following presents the graphical analysis of the normal probability plot in this study:

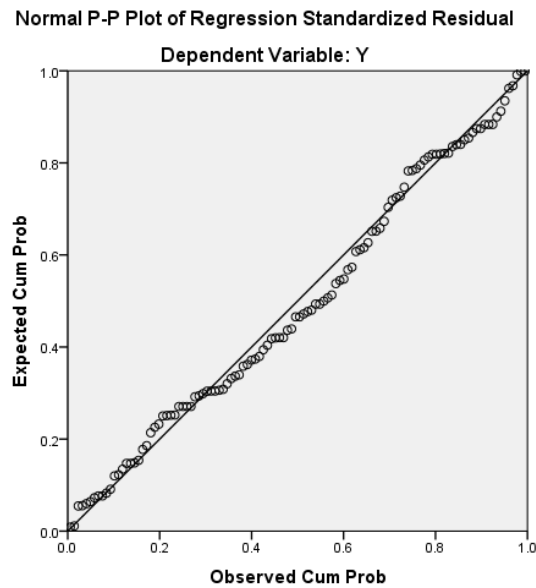


Figure 4.1 P-Plots Result

Based on the normal probability plot above, the data points representing this study are distributed along the diagonal line, with no points deviating substantially from it, indicating that the data are normally distributed. This observation of the diagonal line is further supported by statistical testing using the Kolmogorov–Smirnov test, as presented in the table below:

Table 4.1 Results of the Kolmogorov–Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		114
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.10720127
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.048
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the results of the Kolmogorov–Smirnov normality test shown in the table above, the Kolmogorov–Smirnov statistic is 0.066 with an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the significance level of 0.05. Therefore, it can be concluded that the research data are normally distributed.

4.1.2 Heteroscedasticity Test

The heteroscedasticity test aims to examine whether there is inequality in the variance of the residuals across observations in the regression model. A good regression model is one that exhibits homoscedasticity, meaning that heteroscedasticity does not occur. The results of the heteroscedasticity test in this study can be observed through the scatter plot as follows:

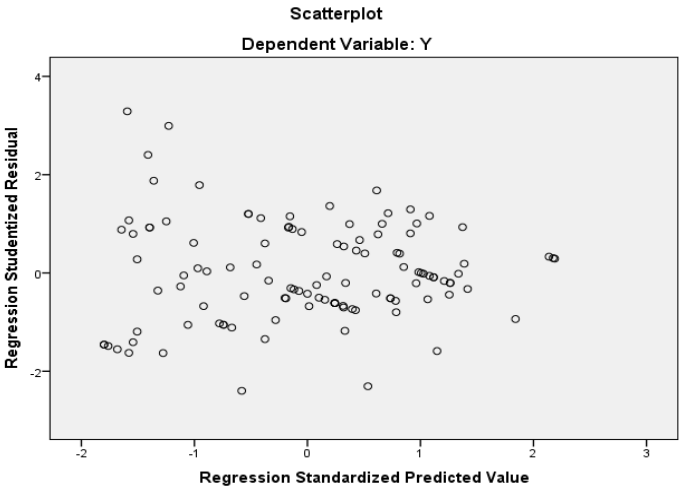


Figure 4.2 Scatterplot Graph

Based on the results of the heteroscedasticity test shown in the figure above, no clear pattern is observed, and the data points are scattered both above and below zero on the Y-axis. Therefore, it can be concluded that the data are free from heteroscedasticity, indicating that the regression model is appropriate for predicting purchase intention based on the input of the independent variables.

4.1.3 Multicollinearity Test

The multicollinearity test aims to examine whether correlations exist among the independent variables in the regression model. A good regression model should not exhibit correlations among independent variables. The results of the multicollinearity analysis for this study are presented as follows:

Table 4.2 Multicollinearity Test

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
B	Std. Error	Beta						
1	(Constant)	7.619	1.194		6.380	.000		
	X1	.119	.045	.506	2.639	.010	.151	6.614
	X2	.072	.115	.121	.629	.531	.151	6.614

a. Dependent Variable: Y

Based on the results of the multicollinearity test above, none of the tolerance values are below 0.10, and no variable has a Variance Inflation Factor (VIF) value greater than 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in the regression model.

4.2 Hypothesis Test

4.2.1 F-Test

The F-test, or simultaneous test, is used to verify the hypothesis collectively or overall. Its purpose is to determine the simultaneous effect of the independent variables (X) on the dependent variable (Y). The calculated F value (F_statistic) can be obtained using the SPSS program. The testing criterion is that if the p-value ≤ 0.05 , the null hypothesis (H_0) is rejected and the alternative hypothesis is accepted, indicating that the independent variables have a significant effect on the dependent variable. Conversely, if the p-value > 0.05 , H_0 is accepted and the

alternative hypothesis is rejected, indicating that the independent variables do not have a significant effect on the dependent variable (Ghozali, 2016). The results of the statistical test (F-test) in this study are presented in the table below:

Table 4.3 Simultaneous Test (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1183.414	2	591.707	34.456	.000 ^b
	Residual	1906.209	111	17.173		
	Total	3089.623	113			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the table above, the calculated F value is 34.456 with a significance level of 0.000, which is lower than the 0.05 threshold. Therefore, it can be concluded that there is a positive and simultaneous effect of the intensity of accessing thrift-related content on TikTok and the intensity of peer group communication on thrift fashion purchase intention.

4.2.2 t-Test

The t-test is intended to evaluate the extent to which an independent variable individually explains variation in the dependent variable. The decision-making procedure in this test is based on the t-significance value for each variable, using a significance level of 0.05 ($\alpha = 5\%$). If the significance value is greater than α , the hypothesis is rejected, indicating that the independent variable does not have a significant individual effect on the dependent variable. Conversely, if the significance value is less than α , the hypothesis is accepted, indicating that the independent variable has a significant individual effect on the dependent variable. The results of the partial (t-test) analysis are presented in the table below:

Table 4.4 t-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.619	1.194		6.380	.000
X1	.119	.045	.506	2.639	.010
X2	.072	.115	.121	.629	.531

Based on the table above, the variable representing the intensity of accessing thrift-related content on TikTok (X1) statistically shows a t-value of 2.639 with a significance level of 0.010 ($0.010 < 0.05$). This result indicates that the intensity of accessing thrift-related content on TikTok has a positive and significant effect on thrift fashion purchase intention among Generation Z in Indonesia.

Meanwhile, the variable representing the intensity of peer group communication (X2) statistically shows a t-value of 0.629 with a significance level of 0.531 ($0.531 > 0.05$). This result indicates that the intensity of peer group communication does not have a significant effect on thrift fashion purchase intention among Generation Z in Indonesia.

4.2.3 Coefficient of Determination

The coefficient of determination (R^2) is used to measure the extent to which the model explains the variation in the dependent variable. The value of the coefficient of determination ranges from zero to one. A low R^2 value indicates that the ability of the independent variables to explain the dependent variable is very limited. Conversely, a value close to one indicates that the independent variables almost entirely provide the information needed to predict the dependent variable. The results of the SPSS analysis yield the coefficient of determination as presented below.

Table 4.5 Result of Coefficient of Determination Test (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619 ^a	.383	.372	4.14404

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on the results presented in the table above, the Adjusted R Square value is 0.372, or 37.2%. This indicates that the dependent variable in this study, namely thrift fashion purchase intention (Y), is explained by the independent variables—intensity of accessing thrift-related content on TikTok (X1) and intensity of peer group communication (X2)—by 37.2%. The remaining 62.8% of the variation in purchase intention is influenced by other variables not included in this research model.

4.2.4 Multiple Regression Analysis

Multiple regression analysis is employed to identify the equation formed from the relationships among variables. The results of the multiple regression analysis in this study are presented in the table below.

Table 4.6 Multiple Linear Regression Result

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.619	1.194		6.380	.000		
X1	.119	.045	.506	2.639	.010	.151	6.614
X2	.072	.115	.121	.629	.531	.151	6.614

a. Dependent Variable: Y

Based on the results of the multiple linear regression analysis presented in the table above, the following regression equation is obtained:

$$Y = 7,619 + 0,119X1 + 0,072X2$$

The equation above can be explained as follows:

- a. The constant value of 7.619 indicates that if the intensity of accessing thrift-related content on TikTok (X1) and the intensity of peer group communication (X2) are both equal to zero, the value of thrift fashion purchase intention is 7.619.
- b. The coefficient value for the variable intensity of accessing thrift-related content on TikTok (X1) is 0.119 and is positive. This means that if other independent variables are held constant, a 1% increase in the intensity of accessing thrift-related content on TikTok (X1) will increase thrift fashion purchase intention by 0.119.
- c. The coefficient value for the variable intensity of peer group communication (X2) is 0.072 and is positive. This implies that if other independent variables are held constant, a 1% increase in the intensity of peer group communication (X2) will increase thrift fashion purchase intention by 0.072.

4.3 Discussion The Influence Of The Intensity Of Accessing Thrifting Content In Tiktok And Peer Group Communication On The Buying Intention Of Thrift Fashion Among Indonesian's Gen Z

Based on the descriptive analysis, the intensity of accessing thrifting content on TikTok is classified as high, indicating that Generation Z has a considerable interest in digital content. This exposure shapes positive beliefs and attitudes toward thrift fashion and encourages purchase intention in accordance with the Theory of Reasoned Action (TRA), which posits that intention is formed

from individual beliefs and attitudes. In contrast, the intensity of peer group communication is classified as low, resulting in a more limited influence on the formation of beliefs and attitudes. Although social interaction can reinforce perceptions through peer confirmation, its role appears to be more supportive rather than a primary determinant. Meanwhile, thrift fashion purchase intention is categorized as high, reflecting an accumulation of beliefs and attitudes formed through digital content exposure and social influence. This finding underscores that Generation Z's consumptive behavior is more strongly influenced by digital exposure, while peer group interaction functions as a complementary factor that reinforces the digital effect in shaping purchase intention.

This study demonstrates that the intensity of accessing thrifting content on TikTok has a positive and significant effect on thrift fashion purchase intention among Generation Z in Indonesia, as evidenced by a significance value of $0.010 < 0.05$. This indicates that the more frequently Generation Z accesses thrift-related content on TikTok, the greater their likelihood of being motivated to make a purchase. These results support and extend previous studies emphasizing the role of short-video platforms and digital communities in shaping consumer motivation and behavior (Mou et al., 2021; Wang et al., 2019; Omar & Dequan, 2020). Furthermore, research by Ouyang et al. (2021) on the influence of TikTok-marketed content on users further reinforces the understanding that user interaction with digital content—through algorithm-driven recommendations and community engagement—can stimulate higher purchase intention.

Conversely, the study finds that the intensity of peer group communication does not have a significant effect on thrift fashion purchase intention, as indicated

by a significance value of $0.531 > 0.05$. This finding suggests that although social interaction remains important in the daily lives of Generation Z, peer recommendations or discussions are not sufficiently strong to influence decisions to purchase thrift fashion. This result contrasts with the findings of Amargan and Cetin (2013), which showed that peer groups have a significant influence on adolescents' purchasing decisions. The discrepancy indicates a shift in the role of peers alongside the growing influence of social media and digital content in Generation Z's consumer decision-making processes. Thus, the findings highlight the dominance of digital interaction over direct social interaction in shaping the consumptive behavior of today's youth.

Based on these findings, it can be concluded that, simultaneously, the intensity of accessing TikTok content and peer group communication has a positive and significant effect on thrift fashion purchase intention among Generation Z in Indonesia, with a contribution of 37.2%. Within the framework of the Theory of Reasoned Action (TRA), purchase intention is formed from individuals' beliefs about the consequences of behavior and the attitudes arising from those beliefs. The intensity of TikTok content exposure shapes positive beliefs regarding the benefits and value of thrift fashion, enhances positive attitudes, and ultimately strengthens purchase intention. Zeithaml's (1988) concept of perceived value emphasizes that perceptions of product benefits relative to costs determine purchasing decisions; therefore, consistent exposure to digital content can increase perceived value and purchasing motivation.

Although the intensity of peer group communication is not independently significant, its presence can still reinforce the positive attitudes and beliefs formed

through digital content exposure. This indicates that the formation of Generation Z's purchase intention is the result of an interaction between digital exposure, perceived value, and social influence that mutually reinforce one another, in line with TRA principles articulated by Zeithaml (1988), whereby intention represents the cumulative outcome of beliefs and attitudes toward a particular behavior. Accordingly, multichannel marketing strategies that position digital content as the dominant factor, with social interaction serving as a supporting element, are highly relevant for enhancing thrift fashion purchase intention among younger generations.