

ANALISIS PERMINTAAN PAKAIAN BEKAS IMPOR PADA *MARKETPLACE* SHOPEE DI JAWA BARAT

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui apakah faktor harga, pendapatan, gaya hidup, lingkungan sosial dan kecerdasan emosional berpengaruh terhadap permintaan pakaian bekas impor pada *marketplace* shopee di Jawa Barat. Jenis penelitian yang digunakan yaitu penelitian kuantitatif. Populasi dalam penelitian ini adalah konsumen pakaian bekas impor yang berbelanja pada *marketplace* shopee. Pengambilan sampel menggunakan *Nonprobability Sampling* dengan jenis *Purposive Sampling*. Jumlah sampel dalam penelitian ini adalah 100 responden. Berdasarkan hasil analisis regresi, di lihat dari uji hipotesis, variabel pendapatan dan lingkungan sosial berpengaruh positif dan signifikan, variabel gaya hidup tidak berpengaruh, sedangkan variabel harga dan kecerdasan emosional negatif signifikan terhadap permintaan pakaian bekas impor secara parsial. Sedangkan secara bersama – sama variabel harga, pendapatan, gaya hidup, lingkungan sosial dan kecerdasan emosional berpengaruh signifikan terhadap permintaan pakaian bekas impor pada *marketplace* shopee di Jawa Barat. Berdasarkan hasil determinasi R^2 besarnya adalah 81,1% sedangkan sisanya 18,9% dijelaskan oleh faktor lainnya.

Kata Kunci: harga, pendapatan, gaya hidup, lingkungan sosial, kecerdasan emosional dan permintaan

**THE ANALYSIS OF DEMAND FOR IMPORTED
SECOND-HAND CLOTHES ON THE SHOPEE MARKETPLACE
IN WEST JAVA**

ABSTRACT

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This study aims to determine whether the factors of price, income, lifestyle, social environment and emotional intelligence affect the demand for imported used clothing on the shopee marketplace in West Java. The method used in this research is quantitative method. The population in this study were consumers of imported used clothing who shopped at the shopee marketplace. Method sampling used in this research is Nonprobability sampling with type Purposive sampling. The sample used in this study was 100 respondents. Based on the results of regression analysis, in terms of hypothesis test, income and social environment variables have a positive significant effect, lifestyle variable have no effect, while price and emotional intelligence variables have a significant negative effect on the demand for imported used clothing partially. While together the variables of price, income, lifestyle, social environment and emotional intelligence have a significant effect on the demand for imported second-hand clothing on the shopee marketplace in West Java. Based on the results of determination R^2 the amount is 81,1% while the remaining 18,9% is explained by other factors.

Keywords: price, income, lifestyle, social environment, emotional intelligence and demand