

ENVIRONMENTAL AWARENESS: AN EMPIRICAL STUDY ON SHOES THRIFT IN INDONESIA

Ahmad Wajih Wastiq Wajdie^{1a*}, Wira Bharata^{2b}

Business Administration, Faculty of Social and Political Sciences, Mulawarman University, Indonesia

^aE-mail: jediab21.b@gmail.com

^bE-mail: wrbharata@fisip.unmul.ac.id

(*) Corresponding Author

jediab21.b@gmail.com

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ABSTRACT

Green environmental activities play an important role in influencing individual consumer behaviour to produce purchase intentions on a product. This study implements the impact of Environmental Awareness in the thrifting business to measure the influence of Purchase Intention using Brand Awareness, Promotional Effort in Social Media, and Perceived Value conducted on Uncharted social media followers. This type of research is quantitative using associative methods and the number of respondents is 110 collected through online surveys using Google Form. Testing was carried out using the Structural Equational Model (SEM). The research findings prove that Brand Awareness has a positive effect on Perceived Value and Purchase Intention, Promotional Effort in Social Media has a positive effect on Perceived Value and Purchase Intention, and Perceived Value has a positive effect on Purchase Intention. In addition, Perceived Value can mediate the relationship of both Brand Awareness and Promotional Effort in Social Media to Purchase Intention.

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INTRODUCTIONS

The fashion industry has become very popular among young people. In order to keep up with the times, young people will try to follow the latest fashion trends (Ramadani et al., 2022). With the rapid development of fashion styles, many young people choose their fashion style based on their idols and friends around them. However, young people's financial capabilities are not necessarily the same as their idols, which is why there are now many thrift stores that sell branded accessories, clothing, and shoes at lower prices. Thrift stores that resell used fashion products reduce fashion product waste caused by consumerist behaviour that can harm the environment (Ramadani et al., 2022).

In Indonesia, approximately 49.4% of the population has purchased thrifted products, and in 2022, imports of second-hand clothing in Indonesia reached 26.22 tonnes, a significant increase compared to the previous year, which only reached 8 tonnes (Hidayah, 2023). This indicates that thrifting consumption in Indonesia is quite high because people can obtain these products at affordable prices and also address environmental issues by reducing fashion product consumption (Sham et al., 2024).

Thrifted products are not limited to clothing; shoes are also one of the most sought-after items among young people, and there are many shops that sell second-hand branded shoes, one of which is Uncharted. Uncharted sells a variety of well-known branded shoes such as Nike, Adidas, New Balance, and so on. These second-hand shoes are

obtained from people who sell their personal shoes to Uncharted, and these shoes are branded shoes that have resale value in the community. The buying and selling activities, both from people who sell their shoes to Uncharted and Uncharted who resells these shoes, will play a role in protecting the environment. This is related to Environmental Awareness, which is considered a major determinant of environmentally friendly behaviour (Ahmed et al., 2021). The sale of second-hand goods is an environmentally friendly activity because it can reduce shoe waste and play a role in protecting the environment. In addition, this aspect plays an important role in influencing the behaviour of individual consumers (Ahmed et al., 2021).

The results of Environmental Awareness activities can generate consumer intent to purchase a product (Abeysekera et al., 2022). Trust can be built through activities that protect nature and influence the attitudes of individual consumers. The more purchase intent increases, the more it will encourage the possibility of purchasing a product (Rizal et al., 2022). In a study conducted by Tian et al., 2022, purchase intention is built on perceived value. Perceived value plays an important role in encouraging purchase intention (Rizal et al., 2022; Viopradina & Kempa, 2021). Perceived Value focuses on the values obtained from a product and the services provided (Rizal et al., 2022). Second-hand products that are resold provide added value by raising consumer awareness that the store is environmentally friendly and that consumers who buy products from the store are participating in protecting the environment.

In product marketing, promotional efforts in social media and brand awareness play an important role in building perceived value (Koranti & Wicaksana, 2021; Tian et al., 2022). Promotional activities on social media aim to serve as a communication medium to increase consumer awareness of the products being sold and to build consumer trust in the store and the products being sold (Tian et al., 2022; Alwan & Alshurideh, 2022). Similarly, Brand Awareness plays an important role as consumers' individual knowledge in recognising a product, whether from its name, logo, symbol, or exposure embedded in consumers' minds (Natasha & Bharata, 2024). Acquiring brand identity and having products of a certain class will increase the chances of brand awareness for the products being sold (Pratama et al., 2022).

Given the need for awareness in promoting a green environment, this study was conducted to determine the impact of Environmental Awareness on Uncharted's business. The purpose of this study is to determine the influence of factors that affect Purchase Intention using Brand Awareness, Promotional Effort in Social Media, and Perceived Value.

LITERATURE STUDY

Environmental Awareness

Environmental Awareness relates to contributing information or awareness of environmental issues (Ahmed et al., 2021). There are three factors that can trigger individual awareness, namely knowledge, motivation, and ability (Kokkinen, 2013). Kokkinen (2013) explains that environmental awareness can increase on its own by carrying out pro-environmental actions that collectively influence increased awareness. Environmental awareness is not only related to activities that protect the environment but also to the spread of environmental awareness to many individuals so that they participate in protecting the environment.

Brand Awareness and Perceived Value

Brand awareness is an individual's knowledge of a brand, ranging from its name, logo, symbol, and exposure, which is formed in the mind of an individual (Natasha & Bharata, 2024). The formation of identity and recognition of a brand will add value to the brand because individuals have given a perception of value based on brand awareness (Koranti & Wicaksana, 2021; Saidani et al., 2018). Previous research shows that there is a positive and significant influence between Brand Awareness and Perceived Value (Koranti & Wicaksana, 2021).

H1: Brand Awareness has a positive and significant effect on Perceived Value.

Promotional Effort in Social Media and Perceived Value

Promotional Effort in Social Media plays an important role as a means of communication with consumers through social media (Majdi Khaleeli, 2020). Online promotional strategies influence the creation of Perceived Value because they can remind consumers through social media marketing content (Al-Adamat et al., 2020; Tian et al., 2022). Previous studies have shown that there is a positive and significant influence between promotional efforts in social media and perceived value (Tian et al., 2022).

H2: Promotional efforts in social media have a positive and significant influence on perceived value.

Brand Awareness and Purchase Intention

Brand awareness is the first step in attracting consumers (Yunus et al., 2022). Selling products to specific segments makes it easier for consumers to recognise the products (Pratama et al., 2022). In addition, products with good brand perception and evaluation scores will increase consumer interest in those products (Rizal et al., 2022). Previous studies

have proven that there is a positive and significant influence on the relationship between brand awareness and purchase intention (Rizal et al., 2022).

H3: Brand awareness has a positive and significant effect on purchase intention

Promotional Effort in Social Media and Purchase Intention

The use of social media as a promotional tool can reach a wider audience. In practice, promotion on social media involves the process of creating, communicating, delivering, and exchanging products or services that can add value to the product or even the store (Bushara et al., 2023). Promotional activities on social media remind consumers about products and stores that have promoted themselves on social media, thereby triggering their intention to purchase the product (Zhang et al., 2020).

H4: Promotional Efforts in Social Media have a positive and significant effect on Purchase Intention

Perceived Value and Purchase Intention

Perceived Value relates to the evaluation of purchases based on product functions, considering what is received and what is given (Rizal et al., 2022). Perceived Value refers to detailed assessment through experience gained (Zhang et al., 2020). The knowledge and benefits that consumers gain from the product they are going to buy are crucial, as is the impression of value conveyed to them, because it will influence a consumer's purchase intention (Rizal et al., 2022). Apart from utility value, consumers also pay attention to the emotional value embodied in factors such as convenience, comfort, enjoyment, communication, and self-satisfaction (Liu et al., 2021). Previous studies have shown that there is a positive and significant influence between Perceived Value and Purchase Intention (Liu et al., 2021; Muthia & Ma'ruf, 2024; Rizal et al., 2022).

H5: Perceived Value has a positive and significant effect on Purchase Intention.

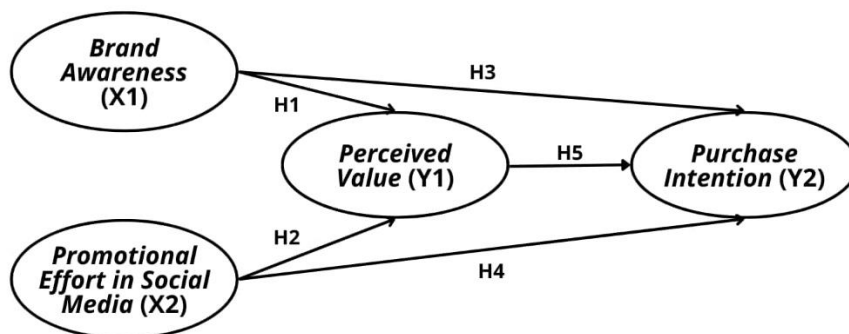


Figure 1. research model

METHODS

This study uses a quantitative approach with an associative method that tests the causal relationship between two or more variables. In this study, the population used is Uncharted customers, whose exact number is unknown, so the formula by Hair *et al.* (2018) is used to determine the sample size by multiplying the total number of indicators used by the observed variable value (5-10). With 11 indicators and 10 observed variable values, the sample size was determined to be 110 samples. The samples were collected using non-probability sampling techniques through purposive sampling with two criteria. First, the samples were followers of Uncharted social media. Second, the samples had purchased thrifting products. The data collection method was carried out by distributing online questionnaires to Uncharted social media followers.

RESULT

Respondent Criteria

There were 110 respondents in this study, all of whom were followers of Uncharted social media accounts. The descriptive analysis results show that 60% of respondents are female and 40% are male. Based on age, 4% are under 20 years old, 55% are 21-25 years old, 32% are 26-30 years old, and 9% are over 31 years old. Based on profession, 54% of respondents were private employees, 19% were entrepreneurs, 22% were students, and 5% were not currently working.

Based on monthly income, 20% earned < Rp1,500,000, 37% earned Rp1,500,000-2,500,000, 24% earn Rp2,500,000-3,500,000, and 19% earn > Rp3,500,000.

Convergent Validity

Test convergent validity is used to identify whether items from each indicator are valid or not. In other words, the indicators must be consistent in measuring the same concept and are accepted valid if the loading factor is >0.7 with AVE is >0.5.

Table 1. Convergent Validity Result

Variable	Item	Loading Factor	AVE
Brand Awareness (X1)	X1.1	0.880	0.682
	X1.2	0.760	
	X1.3	0.843	
	X1.4	0.838	
	X1.5	0.792	
	X1.6	0.837	
Promotional Effort in Social Media (X2)	X2.1	0.869	0.815
	X2.2	0.896	
	X2.3	0.892	
	X2.4	0.882	
	X2.5	0.932	
	X2.6	0.944	
Perceived Value (Y1)	Y1.1	0.793	0.722
	Y1.2	0.907	
	Y1.3	0.913	
	Y1.4	0.863	
	Y1.5	0.804	
	Y1.6	0.810	
Purchase Intention (Y2)	Y2.1	0.890	0.760
	Y2.2	0.846	
	Y2.3	0.884	
	Y2.4	0.896	
	Y2.5	0.841	

Based on Table 1, it was found that the value of loading factor of each item was >0.7 and it was also found that the AVE value was >0.5. Therefore, it can be declared from these values that each item has a valid convergent value.

Discriminant Validity

This test aims to show the extent to which indicators from one construct differ from indicators from another construct. Therefore, each construct must have its own identity and not overlap with other components. Discriminant Validity is considered valid if the value of loading factor is > 0.7 and must be greater than the loading factor for other constructs.

Tabel 2. Discriminant Validity Result

Item	Brand Awareness	Promotional Effort in Social Media	Perceived Value	Purchase Intention
X1.1	0.880	0.778	0.805	0.829
X1.2	0.760	0.555	0.610	0.622
X1.3	0.843	0.637	0.701	0.678
X1.4	0.838	0.773	0.790	0.790
X1.5	0.792	0.652	0.600	0.595
X1.6	0.837	0.727	0.743	0.814
X2.1	0.860	0.869	0.786	0.780

X2.2	0.791	0.896	0.814	0.785
X2.3	0.673	0.892	0.748	0.705
X2.4	0.693	0.882	0.716	0.720
X2.5	0.775	0.932	0.803	0.847
X2.6	0.742	0.944	0.799	0.805
Y1.1	0.688	0.649	0.793	0.748
Y1.2	0.704	0.794	0.907	0.788
Y1.3	0.750	0.782	0.913	0.807
Y1.4	0.787	0.747	0.863	0.808
Y1.5	0.706	0.785	0.804	0.769
Y1.6	0.775	0.631	0.810	0.767
Y2.1	0.819	0.729	0.824	0.890
Y2.2	0.713	0.761	0.817	0.846
Y2.3	0.820	0.794	0.799	0.884
Y2.4	0.780	0.721	0.807	0.896
Y2.5	0.713	0.739	0.762	0.841

Based on Table 2, it proven that the loading factor of each indicator is greater than the loading factor on other constructs. This indicates that each indicator has a stronger correlation with the construct it is supposed to measure, thus demonstrating good discriminant validity for each construct.

Composite Reliability

Reliability testing is used to determine whether a construct can be considered reliable or not. The criteria in reliability testing are Composite Reliability 0.6–0.7, which is considered acceptable, and Composite Reliability 0.7–0.9, which is considered satisfactory.

Table 3. Composite Reability Result

Variable	Composite Reliability
<i>Brand Awaneress (X1)</i>	0.928
<i>Promotional Effort in Social Media (X2)</i>	0.964
<i>Perceived Value (Y1)</i>	0.940
<i>Purchase Intention (Y2)</i>	0.941

Based on Table 4, the reliability test results show a composite reliability value greater than 0.9 for each variable, so it can be said that all variables are reliable.

R Square (R²)

R Square is used to measure a model's ability to explain dependent variables. This test predicts the percentage of independent variables that can explain dependent variables. The criteria for testing R Square are 0.25 for weak, 0.50 for moderate, and 0.75 for strong (Hair et al., 2019).

Table 4. R Square Result

Variable	R Square
<i>Perceived Value (Y1)</i>	0.674
<i>Purchase Intention (Y2)</i>	0.668

From R Square test result for Perceived Value (Y1) is 0.674, indicating a moderate prediction for the model. The result for Purchase Intention (Y2) is 0.668, indicating a moderate prediction for the model.

Predictive Relevance (Q-Square)

This test is used to measure the model's ability to predict variations in dependent latent variables. A model demonstrates good predictive relevance if its Q-Square value is greater than 0. In contrast, a Q-Square value below 0 indicates that the model is not very good at predicting data. Below is the calculation of predictive relevance (Q-Square) values.

$$Q^2 = 1 - (1 - R1^2) \times (1 - R2^2)$$

$$Q^2 = 1 - (1 - 0,674) \times (1 - 0,668)$$

$$Q^2 = 0,891768$$

Description:

Q^2 = Predictive Relevance Score

R^2 = R Square Score Perceived Score

R^2 = R Square Score Purchase Intention

Based on the calculation results, the Q^2 value is 0.891768. The resulting Q-Square value is positive and significant, which means that this model has good predictive relevance. So, the independent variables in this model have a strong ability to predict the dependent variable.

Hypothesis

This study measures the significant causal relationship from independent and dependent variables. Using path analysis, the relationship from variables can be determined through path coefficient values and t-tests. If the t-statistic > t-table (1.658) with p-values < 0.05, It was concluded that the relationship between these variables was significant and the hypothesis was accepted.

Table 5. Hypothesis Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
BA -> PV	0.508	0.507	0.083	6.115	0.000	Positive and Significant Effects
PE -> PV	0.405	0.410	0.084	4.842	0.000	Positive and Significant Effects
BA -> PI	0.188	0.190	0.097	1.939	0.028	Positive and Significant Effects
PE -> PI	0.199	0.209	0.073	2.736	0.004	Positive and Significant Effects
PV -> PI	0.508	0.504	0.094	5.423	0.000	Positive and Significant Effects

Indirect Effect

Indirect Effects are conducted to determine the indirect influence of independent variables on dependent variables through mediating variables. The indirect effect test will be considered to meet the criteria if the t-statistic value > t-table value (1.658) with p-values < 0.05.

Table 6. Indirect Effect Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
BA -> PV -> PI	0.258	0.253	0.055	4.697	0.000	Positive and Significant Effects
PE -> PV -> PI	0.206	0.209	0.065	3.149	0.001	Positive and Significant Effects

DISCUSSION

In the H1 test, it was shown that Brand Awareness had a positive and significant effect on Perceived Value, meaning that H1 was accepted. These results corroborate previous studies that stated that there is a positive and significant influence between Brand Awareness and Perceived Value (Koranti & Wicaksana, 2021; Saidani et al., 2018). Awareness of a brand helps consumers recognise and choose products sold by Uncharted, thereby triggering the formation of perceived value, especially since the shoes sold are branded items.

In testing H2, it was found that Promotional Effort in Social Media had a positive and significant effect on Perceived Value, thus concluding that H2 was accepted. These results are in line with previous studies which stated that Promotional Effort in Social Media is necessary to shape Perceived Value in consumers (Tian et al., 2022) Online promotional strategies, which then become part of social media marketing, create perceived value for consumers (Al-Adamat et al., 2020). The content created by Uncharted on social media adds to consumers' knowledge about genuine and fake shoes, thereby adding value to Uncharted.

Then, the H3 test showed that Brand Awareness had a positive and significant effect on Purchase Intention, which means that H3 was accepted. This result is in line with previous studies which stated that the higher the Brand Awareness of consumers, the higher their purchase intention (Rizal et al., 2022; Viopradina & Kempa, 2021). Brand Awareness plays an important role in consumer decisions, as the brand perception that is embedded in consumers' minds will increase their purchase intention for a particular brand (Yunus et al., 2022). Uncharted sells second-hand branded shoes that are well known to the public, thereby triggering individuals' desire to own these branded shoes.

Furthermore, testing H4 shows that Promotional Effort in Social Media has a positive and significant effect on Purchase Intention, so it can be concluded that H4 is accepted. Through promotional campaigns on social media, it will be possible to reach a wider range of consumers, and the promotional content can remind consumers about the products being sold (Tian et al., 2022). Promoting on social media will have a real impact on business (Al-Adamat et al., 2020). Uncharted active use of social media to promote its shoes and provide education about genuine and fake shoes gives consumers confidence to purchase the products sold by Uncharted.

Then, the H5 test showed that Perceived Value had a positive and significant effect on Purchase Intention, so it can be concluded that H5 was accepted. These results are in line with previous studies which also stated that the better the Perceived Value in the eyes of consumers, the higher their purchase intention (Muthia & Ma'ruf, 2024; Rizal et al., 2022; Viopradina & Kempa, 2021). The greater the value perceived by consumers in a product, the greater their willingness to pay more for that product (Bushara et al., 2023). The social value inherent in the products sold by Uncharted adds value to those products. Through unused shoes, Uncharted resells these shoes, which certainly reduces shoe waste. Furthermore, the second-hand shoes sold by Uncharted are branded shoes that are popular and well-known among the public, so these added values trigger the intention to buy shoes from Uncharted.

The Indirect Effect test shows that Perceived Value has a positive and significant effect in mediating the relationship between Brand Awareness and Purchase Intention. Perceived Value refers to a detailed assessment based on experience (Zhang et al., 2020). Through established brand identity and the impression of added value gained by consumers, it will influence a consumer's purchase intention (Koranti & Wicaksana, 2021; Rizal et al., 2022). Well-known shoe brands that are embedded in consumers' minds provide added value to the shoe brand, and the additional impression of the product's impact on the green environment influences consumers' attitudes and shapes their desire to purchase the product.

In another Indirect Effect test, it was also shown that Perceived Value had a positive and significant effect in mediating the relationship between Promotional Effort and Purchase Intention. Promotion on social media is related to the process of creating, communicating, delivering, and exchanging products or services that can add value to the product or even the store (Bushara et al., 2023). In Perceived Value, forming impressions and benefits of a product is important in influencing purchase intention (Rizal et al., 2022). With Uncharted focus on promoting on social media, which adds to consumers' knowledge about genuine and fake shoes, it creates an impression of added value for Uncharted, thereby influencing a person's purchase intention.

CONCLUSION

This study was conducted by implementing the impact of Environmental Awareness on business to measure the intention to purchase thrifting products using the factors of Brand Awareness, Promotional Effort in Social Media, and Perceived Value. The findings of the study indicate that Brand Awareness and Promotional Effort in Social Media have a positive and significant effect on Perceived Value. Furthermore, other tests also show that Brand Awareness, Promotional Effort in Social Media, and Perceived Value have a positive and significant effect on Purchase Intention. In addition, the Indirect Effect test shows that Perceived Value can mediate the relationship between Brand Awareness and Promotional Effort in Social Media on Purchase Intention. These findings prove that brand awareness and promotional content that consumers can remember, as well as products that provide added value to consumers both socially and emotionally, will create an impression of added value for the business. In addition, business strategies that can play a role in a green environment create a positive impression in the minds of consumers, triggering their intention to purchase the products being sold. This shows that environmental awareness has an important impact on business.

The results of this study are expected to encourage business people to continue developing their businesses so that consumers can feel the added value of the products sold and can be a reference for future researchers regarding the impact of environmental awareness in business.

This study still has shortcomings and limitations, in that it only distributed questionnaires online through social media. It is hoped that future researchers will expand the scope of questionnaire distribution beyond social media by

adding offline respondents. It is also hoped that future researchers will integrate factors related to environmental awareness beyond the variables used in this study.

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