

## APPENDICES

### ANGKET PERSEPSI BELANJA DI THRIFT SHOP

Name : **Jevon Candra Darmawan**

Nim : 17.J2.0021

Faculty of Language and Arts  
Soegijapranata Catholic University, Semarang

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Kuesioner ini untuk mendapatkan data dari responden tentang persepsinya terhadap pembelian pakaian di thrift shop. Adapun data yang saya dapatkan akan dijaga kerahasiaannya

Penulis

Petunjuk:

Mohon menjawab pernyataan yang ada pada kuesioner dibawah ini secara lengkap dan benar

A. Data Responden

Lengkapilah data tentang diri Anda

1. Nama : \_\_\_\_\_
2. Usia : \_\_\_\_\_
3. Jenis kelamin : Pria/Wanita
4. Pekerjaan :

1. Apakah Anda membeli pakaian di thrift shop (toko baju bekas)

- a. Ya
- b. tidak

2. Seberapa Sering Anda Membeli pakaian di thrift shop?

a. 1-2 kali dalam setahun

b. 3-4 kali dalam setahun

c. 4-6 kali dalam setahun

d. Lebih Dari 6 kali

e. Lainnya \_\_\_\_\_

B. Pilihlah berdasarkan pendapat anda dengan memberi centang (✓)

SS : SangatSetuju

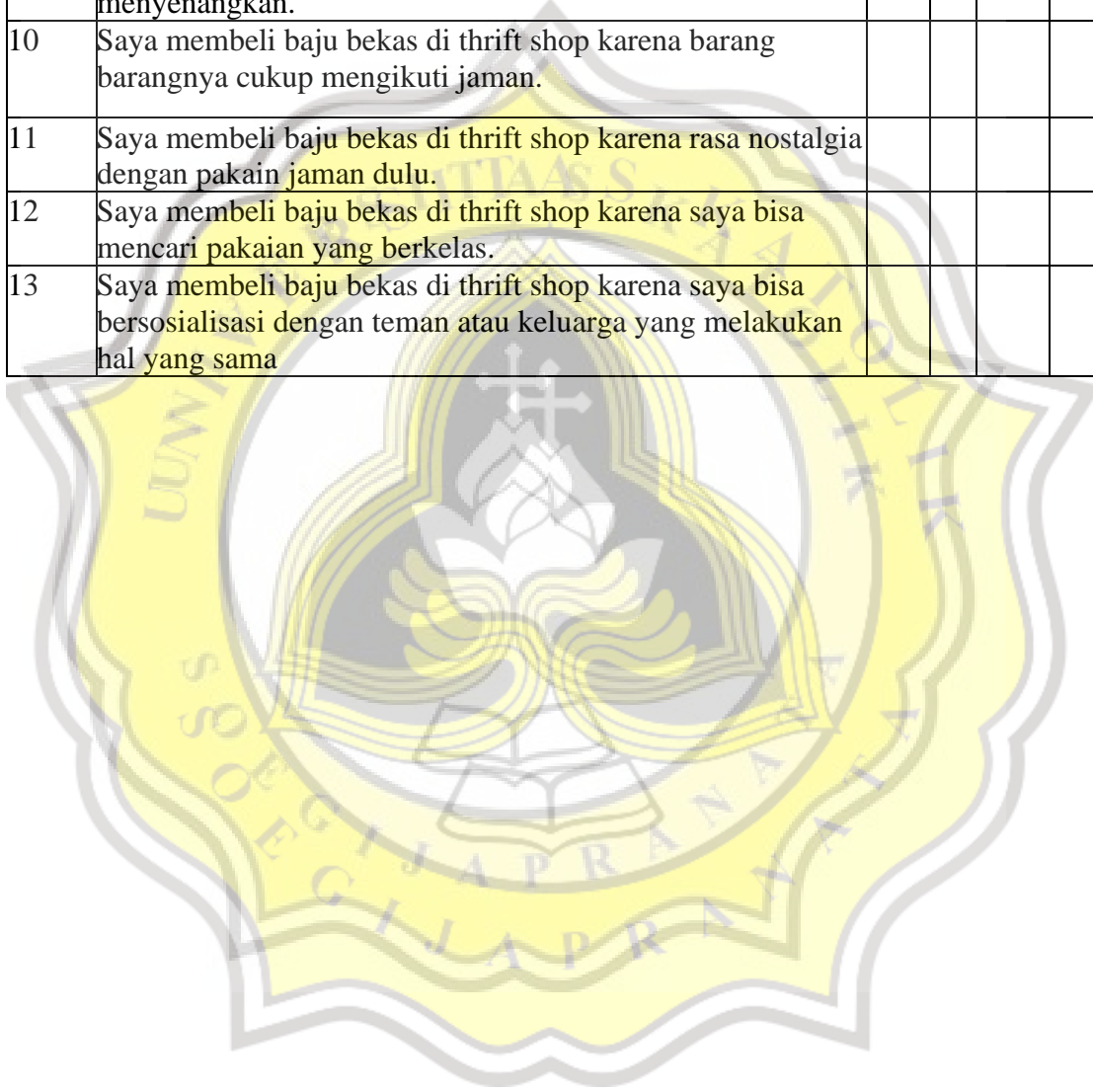
S : Setuju

TS : TidakSetuju

STS : SangatTidakSetuju

No	Pernyataan	SS	S	TS	STS
1	Dengan berbelanja barang bekas, saya merasa keluar dari sistem konsumsi dimana orang membeli karena orang lain melakukannya				
2	Saya membeli baju bekas di thrift shop karena masalah kepedulian lingkungan dengan cara membeli pakaian yang masih layak pakai				
3	Saya membeli baju bekas di thrift shop karena mendukung daur ulang untuk menyelamatkan lingkungan				
4	Saya membeli baju bekas di thrift shop karena harganya yang terjangkau.				
5	Saya membeli baju bekas di thrift shop karena saya bisa mencari dan menawar pakaian yang akan saya beli.				
6	Saya membeli baju bekas di thrift shop karena saya tahu harga barang barang bermerek yang bisa didapat di thrift shop dengan harga yang murah				

7	Saya membeli baju bekas di thrift shop karena bisa menghemat pengeluaran belanja sehingga dana bisa dialokasikan untuk kebutuhan lain.				
8	Saya membeli baju bekas di thrift shop karena saya mencari pakaian bekas yang unik				
9	Saya membeli baju bekas di thrift shop karena hal itu menyenangkan.				
10	Saya membeli baju bekas di thrift shop karena barang barangnya cukup mengikuti jaman.				
11	Saya membeli baju bekas di thrift shop karena rasa nostalgia dengan pakain jaman dulu.				
12	Saya membeli baju bekas di thrift shop karena saya bisa mencari pakaian yang berkelas.				
13	Saya membeli baju bekas di thrift shop karena saya bisa bersosialisasi dengan teman atau keluarga yang melakukan hal yang sama				



## Classification of the Reason for Buying Secondhand Clothes

No	Statement	Reason
1	By shopping for used goods, I feel I am getting out of the consumption system where people buy because other people do	Critical Reason (Avoidance of conventional channels)
2	I buy secondhand clothes at a thrift shop because of environmental concerns by buying clothes that are still usable	Critical Reason (. Ethical and ecological dimension)
3	I buy secondhand clothes at the thrift shop because I support recycling to save the environment	Critical Reason (. Ethical and ecological dimension)
4	I buy secondhand clothes at the thrift shop because the prices are affordable.	Economic Reason (wish to pay less)
5	I buy secondhand clothes at thrift shops because I can find and bid on the clothes I will buy.	Economic Reason (Bargain hunting)
6	I buy secondhand clothes at thrift shops because I know the prices of branded items that can be found at thrift shops at cheap prices	Economic Reason (search for a fair price)
7	I buy secondhand clothes at a thrift shop because I can save on shopping expenses so that the funds can be allocated for other needs.	Economic Reason (Gratificative role of price)
8	I buy secondhand clothes at a thrift shop because I was looking for unique used clothes	Experiential Reason (need to be unique)
9	I buy secondhand clothes at the thrift shop because it's fun.	Fun Reason
10	I buy secondhand clothes at the thrift shop because the items are quite up-to-date.	Hedonistic Reason
11	I buy secondhand clothes at the thrift shop because I feel nostalgic for old clothes.	Experiential Reason (nostalgic pleasure)
12	I buy secondhand clothes at thrift shops because I can find classy clothes.	Hedonistic Reason

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13	I buy secondhand clothes at thrift shops because I can socialize with friends or family who do the same	Experiential Reason (social contact)
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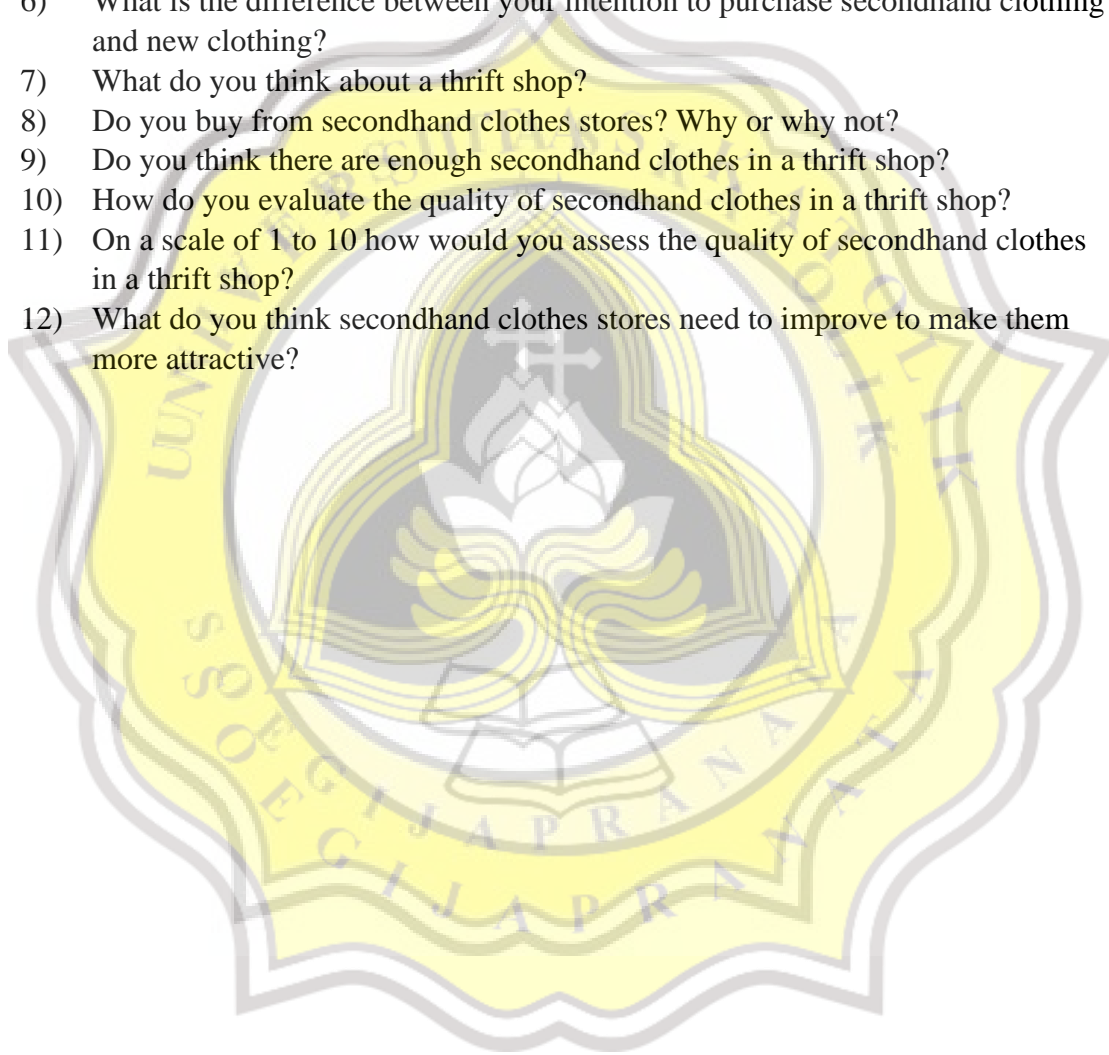
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### Questions for interview

- 1) What is your personal perception of secondhand products, especially clothes?
- 2) What kind of people do you think buying secondhand clothes?
- 3) What image does a person see when wearing secondhand clothing?
- 4) In your opinion what are the advantages of wearing secondhand clothing?
- 5) In your opinion what are the disadvantages of wearing secondhand clothing?
- 6) What is the difference between your intention to purchase secondhand clothing and new clothing?
- 7) What do you think about a thrift shop?
- 8) Do you buy from secondhand clothes stores? Why or why not?
- 9) Do you think there are enough secondhand clothes in a thrift shop?
- 10) How do you evaluate the quality of secondhand clothes in a thrift shop?
- 11) On a scale of 1 to 10 how would you assess the quality of secondhand clothes in a thrift shop?
- 12) What do you think secondhand clothes stores need to improve to make them more attractive?



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