

## **ABSTRACT**

*In recent years, thrift products or used goods have become an increasingly popular trend among consumers, especially among the younger generation. The thrift market not only offers quality goods at more affordable prices, but also provides consumers with the opportunity to express their personal style in a unique and sustainable way. Basically, thrifting business is not prohibited by the Indonesian Government, if you make purchases at legitimate thrift shops and have carried out strict checks on the goods received by the seller from the source. One of the locations which is the trading center for thrift products in Bandung is Cimol Gedebage Market, which was inaugurated by the Mayor of Bandung on December 23 2010 and is managed directly by PD Pasar Bermatabat Bandung City together with PT Javana Arta Perkasa.*

*This research was conducted to determine the influence of product quality, price and lifestyle on interest in buying thrift products at Cimol Gedebage Market, Bandung city. The research method used was a quantitative research method with data collection techniques and distributing questionnaires online via Google Form and obtained as many as 400 respondents. The sampling technique uses probability sampling with a simple random sampling approach. This research also uses a Likert Scale to describe variables into variable indicators. In processing data, this research uses SMART PLS software. The results of this research show that product quality, price and lifestyle have a positive and significant effect on interest in purchasing thrift products at Cimol Gedebage Market, Bandung City.*

**Keywords:** *Thrift Products, Product Quality, Price, Lifestyle, Purchase Interest*