

## **The Influence Of Product, Price, And Promotion On Customer Trust In The Thrifting Business In Tulungagung Outfit**

**Ilham Quddus Ramadani<sup>1</sup>, Ahmad Syaichoni<sup>2</sup>, Handri<sup>3</sup>**

<sup>1</sup>Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, <sup>3</sup>Universitas Islam Bandung  
[iqddus99@gmail.com](mailto:iqddus99@gmail.com)<sup>1</sup>, [syaichoniahmad@gmail.com](mailto:syaichoniahmad@gmail.com)<sup>2</sup>, [handrihsn@gmail.com](mailto:handrihsn@gmail.com)<sup>3</sup>,

### **INTRODUCTION**

According to Dwi Kresdianto, today's teenagers tend to be consumptive because they want to keep up with the times. To be accepted and become the center of attention in their environment, teenagers usually try to follow current clothing trends, for example by consuming clothes with famous and newest brands by shopping (Kresdianto, 2014), this can also happen because of the influence of social media used by teenagers when this. The lifestyle of today's teenagers is indeed very much influenced by their surroundings, especially the idols they follow, while the financial ability of these teenagers is not necessarily the same as their idols, which results in coercion to buy the same things. Especially along with the rapid development of clothing models, it will certainly increase expenses and increase consumptive behavior among adolescents. This consumptive behavior is not only self-defeating, it can also harm the environment because of clothing waste which can cause new problems.

With the emergence of this consumptive behavior, it is able to prove that there is trust given by the community to the sellers of various models of clothing, which indeed increases people's spending and increases consumptive behavior among people, especially those who are teenagers. However, having a thrifting at Outfit Tulungagung also helps teenagers who have a small budget but expect good product quality because the thrifting business itself sells products at economical prices but the product brand itself is also a well-known brand. As an example of an illustration of customer trust in the thrifting at Outfit Tulungagung, I obtained interview data from a customer named Putri, who comes from Trenggalek and chose to shop at Outfit Tulungagung, which is engaged in the thrifting. According to the daughter, she explained that shopping at Outfit Tulungagung, which is engaged in the thrifting really helps her, who has a mediocre budget, but can get clothes with well-known brands, even though these items are used goods, both domestically and abroad, and are resold.

According to Mrs. Hartini, a customer of the thrifting at Outfit Tulungagung: "I like shopping for used goods to buy my children. business thrifting helps me to save expenses because the prices are cheap and the goods are good. I often buy clothes at Outfit Tulugagung because my child likes to buy branded clothes. So having a thrifting business that sells used goods both from abroad and within the country helps me make it easier to fulfill my child's

wishes and instead of having to spend a lot of money on new clothes, I choose to buy used goods but the quality is still good.

With the results of the interview descriptions of the two thrifting at Outfit Tulungagung, it shows that both of them feel comfortable and trust the products traded by Outfit Tulungagung so that regarding customer trust thrifting at Outfit Tulungagung, it can be explained that the presence of the business is able to have a positive impact on they are teenagers and adults who have a mediocre budget but can get clothes with good product quality. Another phenomenon is known by the thrifting at Outfit Tulungagung who uses thrifting at the age of 15-25 years by 60% while those aged 25-45 years by 40%. This was conveyed by one of the thrifting at Outfit Tulungagung named Dewi Ratna that there are indeed more interested people who are still teenagers.phenomenon has resulted in the expansion of the thrifting which recommends products to meet the wishes of thrifting lovers, especially among teenagers and shows the level of their trust in the thrifting.

This is in accordance with what was stated by Gefen and Straub in the journal Dede Solihin entitled "The Effect of Customer Trust and Promotion on Consumer Purchase Decisions at Online Shop Mikaylaku Intervening Variable" that the higher consumer trust, the higher the level of consumer purchase interest ( Solihin, 2020). Meanwhile, the higher or lower the trust can be influenced by several factors such as product, price and promotion. Meanwhile, according to Mowen states that consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits (Mowen, et al., 2002). Trust is a characteristic of feelings. Customer trust has a very influential place in a business, therefore a business is required to maintain products, prices and promotions in doing business. The key to trust is experience, if positive experiences are often experienced by customers (consumers) then customers (consumers) will put their trust in products, prices and promotions and vice versa. One of the strategies to maintain customer trust is to maintain product quality, which is a standard that must be maintained by businesses. Because without product standardization, its function will change. Product quality is highly maintained by business people because this supports the image of business people and also maintains customer trust. Smart consumers will certainly look for products which are of good quality and suitable for use as expected.

This thrift shopping has even penetrated into online namely social media and platforms shopping online. This activity is actually a shopping method that aims to save money, the items purchased are clothing items that have been used or are commonly called second-hand (second-hand goods), but the quality of the clothes from thrift shops is mostly still suitable for use. At first, the people who carry out thrift shop will feel embarrassed, because of the pride of buying used goods. However, in 2017 thrift shop started to increase among teenagers, doing thrift shopping is an interesting activity, besides being able to save expenses, this activity tests consumers to sort out clothes that are still good and are still suitable for use today. This activity is considered to have more positive things than negative things.

lifestyle thrift shopping has indeed been widely practiced both abroad and domestically. Especially among students, this activity helps to fulfill their desires but can balance it with their financial condition. In most cases, they don't understand how to properly care for thrift shop . This is caused by a lack of information regarding this matter. Therefore, it is necessary to make information media regarding thrift shops in a visual communication design so that the messages conveyed are more easily received and attract thrift shoppers.

From a business perspective, thrift shop is still a relatively new business. Apart from the positive and negative sides, this business is still underestimated by the public. Public trust in the products offered at thrift shops business thrift shop and the low level of public trust cannot be blamed either because looking at what is happening in the field, second-hand have unclear origins and are inseparable. from the risk of using it.

The phenomenon of the problem found by the researcher refers to the closing of the thrifting at the Tulungagung Outfit by taking three selection criteria in buying, namely looking at the quality of the product, price, promotion. The choice of research location at the Tulungagung Outfit refers to the problems that the researchers found when they received information that the thrifting at the Tulungagung Outfit had closed with the experience of researchers getting interviews with several Tulungagung people in the field, namely always getting almost the same answers regarding product quality, price, and promotions. .

## Marketing Management

Discussion on customer buying interest which is influenced by product, promotion, price and service factors cannot be separated from marketing management. The role of marketing management in increasing sales quantity is very important. The level of sales will be directly proportional to the purchase decision and the purchase decision is influenced by buying interest. The cycle is covered in marketing management. Various activities within the company that must be carried out by managers and implementing groups require regulators and regulators, which is called management. The purpose of this management is to change existing resources to become a result that has value to achieve company goals (Anoraga, 2004).

First about the product. Product is anything that can be offered to a market for attention, purchase, use or consumption that might satisfy a want or need of a consumer. Products here can be either goods or services (Kotler, 2008). Products in the form of goods are generally physical, can be seen and felt. While products in the form of services are intangible but can be felt. The second is the price or price. Price is the sum of all the values given by customers to benefit from having or using a product or service. The selling price of the product represents the value and function of the product. The higher the product price, the higher the value and function of the product, and vice versa. However, in some cases the product price is determined by the amount of inventory available.

The third is place or place, which is a decision made by the company regarding operations and staff will be placed. For non-bank companies, location determination is usually used for factory or warehouse or branch locations, while location determination for the banking industry places more emphasis on determining branch locations (Kasmir, 2005). Simply put, every type of company in implementing a place has different views and ways. Fourth is promotion, activities that convey product benefits and persuade customers to buy them (Lupyoadi, 2008). The company is trying to increase the number of sales by targeting new customers by utilizing product promotions, promotions can be carried out independently or by using promotional services or in collaboration with other parties to maximize the promotions carried out.

The fifth is people (people). According to Zeithalm and Bitner, people are all actors who play roles and provide services so that they can influence buyer perceptions. Not much different from companies that have products in the form of goods, the person or actor in question is a party that has the authority and responsibility in designing a marketing strategy for the company so that the goals of marketing can be achieved. The sixth, namely process, is a combination of all activities, generally consisting of procedures, work schedules, mechanisms, activities and routine matters, which are produced and delivered to consumers. The process is closely related to the stages and time, along with the length of time the company has existed, more and more processes have been passed. No company is successful without going through a process, and it can be concluded that process is important in running a business without realizing that the company is going through or has even gone through a process.

Finally, the seventh is Physical of Evidence. Physical evidence (Physical of Evidence) the physical appearance of a company is very influential on the decisions taken by consumers to buy the products offered. Physical facilities are part of physical evidence, the characteristics of which are value-added requirements for consumers in service companies that have character (Gaffar, 2007).

## Customer

Trust Trust is consumer knowledge about an object, its attributes, and its benefits, or in the sense of someone's willingness to entrust a brand to perform or carry out a function. Customer trust is defined as a customer's trust in a particular company or product. Some experts consider customer trust to be an important factor that can determine the success of relationship marketing (Berry; Morgan and Hunt; Garbarino and Johnson. An understanding of the concept of trust was started by Parasuraman, Zeithaml and Berry who saw that customers must have trust in the company, customers will feel safe in conducting transactions with companies and transactions carried out will be guaranteed for sure.

Imam Al-Qusairi said that the word *sadiq* 'an honest person' comes from the word *shidq* 'honesty'. The word *shiddiq* is a form of emphasis (*mubalaghah*) from *sadiq* and means a person who dominates honesty. Thus, in the soul of an honest person there is a spiritual value

component that reflects various attitudes in favor of truth and commendable moral attitudes (Tasmara, 2002). Honest

behavior is behavior that is followed by an attitude of responsibility for what one has done or integrity. Honesty and integrity are like two sides of a coin. It is not enough for someone to just have sincerity and honesty, but other driving values are also needed, namely integrity. As a result, they are ready to face the risks and all the consequences they face bravely, proudly, and full of joy, and never think of shifting their responsibilities onto others (Sutanto and Umam, 2013).

Honest and trustworthy (trustworthy) are morals that must exist in business. Amanah means to be "trusted, responsible, and credible". The consequence trust is to return every right to the owner. Little or a lot, does not take more than he has, and does not reduce the rights of others, whether in the form of sales, fees, services or labor wages.

In Islam, the relationship between honesty and the success of economic activities shows a positive thing. Any business based on honesty will gain the trust of others. This trust will add to the transaction value of business activities and ultimately increase profits.

The trust of customers, employees and business partners is the most valuable asset for a service company. Large service companies are high trust companies. Many customers today are not only looking for a high-quality product or service, but they also need added value emotionally.

## Product

Product is anything that can be offered to a market for attention, purchase, use or consumption that might satisfy a want or need of a consumer. Products here can be either goods or services (Kotler and Philip, 2001). Products in the form of goods are generally physical, can be seen and felt. While products in the form of services are intangible but can be felt. Regardless of the two product classifications, the product offered is inseparable from the name of quality.

Product quality is the overall characteristics of a product that can meet customer needs in accordance with what the customer expects. The explanation regarding product quality that has been put forward can be stated that if the company can provide or offer quality food products, then the company will be able to create consumer satisfaction. A customer will feel satisfied usually because of the experience of making a purchase of a product that is consumed or used. Product quality has an important role in influencing customer satisfaction and forming customers to be loyal to the products offered by the company. Customer satisfaction is an expression of a customer's feelings which is described after comparing what is expected with what the company has to offer.

## Price

Price is the sum of all values given by customers to benefit from having or using a product or service (Kotler, 2008). Price is the only element of the marketing mix that is often used as a consideration for consumers in making purchases. Price is the amount of money a person has to pay to obtain the right to use a product (J and Nandan, 2001). The selling price of the product represents the value and function of the product. The higher the product price, the higher the value and function of the product, and vice versa. However, in some cases the product price is determined by the amount of inventory available.

Many consider that price is the key activity of the free trade system, the market price of a product affects wages, rent, interest and profits, meaning that the price of a product affects the cost of the factors of production of labour, land, capital and entrepreneurship. So price is the basic measurement tool of an economic system because prices affect the allocation of factors of production. Errors in determining prices can lead to various consequences and impacts.

#### Promotion

Promotion is an activity that conveys the benefits of the product and persuades customers to buy it (Kasmir, 2012). The company is trying to increase the number of sales by targeting new customers by utilizing product promotions, promotions can be carried out independently or by using promotional services or in collaboration with other parties to maximize the promotions carried out.

Sales promotion is a direct stimulus aimed at consumers to make purchases. So we can conclude that sales promotions influence consumers in purchasing decisions. Through sales promotions, companies can attract new customers, influence their customers to try new products, increase impulse buying (purchases without prior plans), or seek closer cooperation with retailers. So sales promotion is a form of marketing communication that seeks to disseminate information, influence or persuade and remind the target market of the company.

### **RESEARCH METHOD**

This research uses a quantitative approach. According to Puguh Suharso stated that a quantitative approach is a type of research activity whose specifications are systematic, planned, and clearly structured from the start to the making of the research design, both regarding research objectives, research subjects, research objects, data samples, data sources and methodology ( from data collection to data analysis) (Suharso, 2009). The quantitative approach in this study was used to determine the effect of production, price, and promotion on customer trust in Outfit Tuluangagung.

The type of research used in this study uses a type of survey research. In survey research, information is collected using a questionnaire/questionnaire. The questionnaire / questionnaire will be filled in by a sample that has been selected and is felt to be representative



of the population under study. This research is classified into associative research. According to Sugiyono, associative research is research that aims to determine the relationship between two or more variables (Sugiyono, 2007). The variables referred to here are the independent variable (X) and the dependent variable (Y).

Yupono Bagyo states that the independent or independent variable is a variable that functions to explain/influence other variables, while the dependent or dependent variable is a variable that functions to receive explanations/influenced by other variables (Bagyo, 2003). In this study, the variables raised included the independent variables (X1, X2, X3) and the dependent variable (Y). The independent variable (X) in this study is product, price and promotion while the dependent variable (Y) is customer trust.

According to Ali Mauludi in the book *Statistics Learning Techniques 2* states that the population is the set of all individuals or objects that are the subject of discussion or research material (Mauludi, 2016). Sugiyono in his book *Business Research Methodology* says that the population is the entire object that is the target of research and samples will be taken from this population in the research area. In this study, the population taken was Outfit Tulungagung consumers who had carried out thrifting activities with a total of at least 150 people each month, this figure was obtained when researchers conducted interviews with business owners.

The sampling technique is the technique used to take samples in order to guarantee their representation of the population. Sampling was carried out using a non-probability sampling method, namely a sampling technique that does not provide equal opportunities for each element. While the sampling technique uses accidental sampling/incidental sampling, which is a technique of determining a sample based on chance, that is, anyone who happens to meet the researcher and can be used as a sample if that person is the right person to be used as a data source.

The sample is part of the number and characteristics possessed by the population. In this study the authors used a total sampling technique that used all members of the population because the population members were relatively small. So in this study the authors will use several Outfit Tulungagung consumers who have carried out thrifting activities with a total of at least 150 people each month.

In accordance with the population mentioned above, the sample for this study was determined by simple random sampling technique, meaning that all individuals in the population are given the same opportunity to be members of the sample.

Research instrument

Validity Testing Validity

is defined as a measure of how accurately a test tool performs its measurement function. The instrument is said to be valid if it is able to measure what it wants, and can reveal data from the variables studied appropriately. Validity indicates the extent to which the measuring instrument measures what is being measured. The level of instrument validity indicates the extent to which the collected data does not deviate from the description of the variables studied. By using the validity instrument, the research results automatically become valid. In this test the assumption is used that the correlation value of the Pearson product moment high, it is said to be valid, besides that if the significance shown is less than the value  $\alpha = 0.05$  it is also said to be valid.

### Reliability Testing Reliability

testing is intended to determine the consistency of measuring instruments in their use, or in other words, these measuring instruments have consistent results when used many times at different times. The instrument is said to be reliable if it is used many times at different times. The instrument is said to be reliable if it is used several times to measure the same object and will produce the same data. The reliability test is also used to test the consistency of the questionnaire measurement results which are closely related to the problem of trust. A test level is said to have a level of confidence if the test gives the right results. On the results of the reliability test with the Cronbach Alpha , it is known that a variable is said to be reliable if it gives a Cronbach alpha value  $> 0.6$  (Nunnally, 2010).

### Multiple Regression Analysis Multiple

regression analysis is used to determine how much influence the independent variables studied have on the dependent variable.

Formulation of multiple regression test:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where:

- Y = Dependent Variable (Trust)
- a = Constant Number
- b<sub>1</sub> = Regression coefficient X<sub>1</sub>
- b<sub>2</sub> = Regression coefficient X<sub>2</sub>
- b<sub>3</sub> = Regression coefficient X<sub>3</sub>
- X<sub>1</sub> = Independent variable Product



- X2 = Independent variable Price  
X3 = Promotional independent variable  
e = Error variable

#### Hypothesis Testing This

research model is to determine whether there is an effect of the independent (free) variable on the dependent (dependent) variable simultaneously and partially by using the F test and t test with  $\infty$  (alpha) 5%, provided that if F count is more than F table, the proposed hypothesis can be accepted or it can be known in the coefficient table in the significant column.

#### Partial Correlation Coefficient

This test shows the influence of which independent variables from product, price, and promotion have the dominant influence on customer trust in the thrifting business at the Tulungagung outfit.

#### (R) and Determination Coefficient ( $R^2$ )

Coefficient1, it is said that there is a strong unidirectional relationship. This means that if the independent variables consist of product, price, and promotion, then the dependent variable, namely customer trust in the thrifting business at the Tulungagung outfit, will also increase, and vice versa.

The value of the coefficient of determination squaring the correlation coefficient of the independent variables simultaneously consisting of product, price, promotion variables on the dependent variable, namely customer trust in the thrifting business at the Tulungagung outfit. The percentage of influence of the independent variable on the dependent variable is indicated by the coefficient of simultaneous determination ( $R_{\text{square}} / R^2$ ).

#### The t test (partial test)

In this partial/individual test is used to see the significance of the partial effect of the independent variables consisting of product, price, and promotion variables on the dependent variable, namely customer trust in the thrifting business in the Tulungagung outfit. With the formula:

- t count > t table or sig t < 0.05 then the effect is considered significant

- t count < t table or sig t > 0.05, so the effect is not significant.

#### F test (simultaneous test)

In this test simultaneously (simultaneously) this is used to see the significant joint effect of the independent variables consisting of product, price, and promotion on the dependent variable, namely customer trust in the thrifting business in the Tulungagung outfit, with the formula :

- significant

considered F count < F table or sig F > 0.05, so the effect is not significant.

### RESEARCH RESULTS AND DISCUSSION

#### Research Results

Table 1 Regression between Product, Price, and Promotion on Customer Trust.

Variable	B	Beta	t-count	t-table	Prob. (sig)
X <sub>1</sub>	0.342	0.328	1.6550	4.073	0.000
X <sub>2</sub>	0.291	0.270	1.6550	4.054	0.000
X <sub>3</sub>	0.379	0.391	6.764	1.6550	0.000
(Const)	-0.188				0.000
Multiple R	= 0.860				
R <sup>2</sup>	= 0.739				

Fcount = 137,684

Ftable = 1.930

Probs = 0.000

Source: processed primary data, 2022

### Multiple Regression Equation

Based on the results of calculations on the data collected, the multiple regression equation is obtained as follows:

$$\text{Performance (Y)} = -0.188 + 0.432 X_1 + 0.291 X_2 + 0.353792 X_3 + e$$

The results of the regression equation can be explained as follows:

- $\beta_0$  = A constant of -0.188.

This figure shows the value of the Customer Trust variable. A constant value that shows negative can be said that if Customer Trust constantly decreases -0.188 if there is no increase in Products, Prices and Promotions.

- $\beta_1$  = 0.342

This figure indicates that if the product (X1) increases by 1 unit, there will be an increase in the value of customer trust by 0.342 units. It can be said that, if the product increases, it will be followed by an increase in customer trust in the same quantity.

- $\beta_2$  = 0.291

This figure indicates that if the price (X2) increases by 1 unit, there will be an increase in the value of Customer Trust by 0.291 units. It can be said that, if the price increases, it will be followed by an increase in customer confidence in the same quantity.

- $\beta_3$  = 0.379

This figure indicates that if Promotion (X3) increases by 1 unit, there will be an increase in the value of Customer Trust by 0.379 units. It can be said that, if the promotion increases, it will be followed by an increase in customer trust in the same quantity.

• e = confounding factors outside the model

t test (Partial)

The t test was conducted to prove the six independent variables consisting of Product ( $X_1$ ), Price ( $X_2$ ), Promotion ( $X_3$ ), to the variable Customer Trust (Y).

The results of the  $t_{test}$ , to find out the hypothesis which states that partially the Product, Price, and Promotion variables affect Customer Trust in the Thrifting Business at Outfit Tulungagung.

The results of the study can be seen in the table below:

Table 2 T-test (Partial)

Mode	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Linearity Statistics	
	B	. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
istan)	8	3		72	0					
	2	4	8	4	0	9	9	2	6	0
	1	2	0	3	0	0	8	1	3	4
	9	6	1	4	0	5	8	6	5	1

1. Dependent Variable: Y

The partial hypothesis which states that " partially,  $X_1$  (Product) has a significant effect on Y (Customer Trust)" is proven. This can also be seen at a significant level of 0.000 which is below the tolerance value of 5%.

The partial hypothesis which states that " partially, X<sub>2</sub> (Price) has a significant effect on Y (Customer Trust)" is proven. This can also be seen at a significant level of 0.000 which is below the 5% tolerance value.

The partial hypothesis which states that " appropriately, X<sub>3</sub> (Promotion) has a significant effect on Y (Customer Trust)" is proven. This can also be seen at a significant level of 0.000 which is below the 5% tolerance value.

So the hypothesis which states that partially Product (X<sub>1</sub>) and Price (X<sub>2</sub>) and Promotion (X<sub>3</sub>) have an effect on Y (Customer Trust), is proven.

### Uji F (Simultan)

Pengujian pengaruh simultan ini dapat dilakukan dengan dua cara yaitu dengan membandingkan F-hitung dengan F-tabel (jika F hitung > F tabel maka hipotesis diterima) dan kedua dengan hanya melihat tingkat signifikannya (sig). Kedua cara ini menghasilkan hasil yang sama. Pada metode pertama, dilakukan dengan cara manual sedangkan dengan cara kedua, digunakan hasil print out SPSS. Cara pertama hanya sanggup untuk menguji maksimal pada tingkat 1%. Uji F dimaksudkan untuk membuktikan pengaruh variabel bebas secara simultan berpengaruh terhadap variabel terikat.

Hasil penelitian dapat dilihat pada tabel di bawah ini:

Tabel 3 Uji - F

	Model	Sum of Square	Df	Mean Square	F	Sig
1	Regression	28.580	3	9.527	137.684	0.000
	Residual	10.102	146	.069		
	Total	38.682	149			

For the calculated value of F-count has been known in the table (initial F) of 137,684, simultaneously, Product (X1), Price (X2) and Promotion (X3) affect Y (Customer Trust). It can also be seen at a significant rate of 0.000 (0%) which is well below 1 and 5%. Dominant Variables To determine the dominant hypothesis, it can be seen in the partial coefficient of determination. The variable that has the greatest coefficient of partial determination, that is what has the dominant influence on the variable Y (Customer Trust). The results of the analysis can be seen in the table below:

Table 4 Dominant Variables

Variabel	Koefisien korelasi parsial (r)	Koefisien determinasi parsial (r <sup>2</sup> )
Product (X1)	0,319	0,172
Price (X2)	0,318	0,171
Promotion (X3)	0,488	0,286

Source : primary data processed, 2022

The results of the analysis show that the dominant one that affects Customer Trust is Promotion (X3). Because it has the largest partial coefficient of determination, which is 0.488 or 48.0%. Coefficient of Determination Known value Adjusted R<sup>2</sup> = 0.733 or 73.3% this value implies that 73.3% of free variables consisting of Product (X1), Price (X2), Promotion (X3), contributed a large 73.3% to the change in the Customer Trust variable (Y) while 24.7% of variable Y was influenced by other factors not discussed in this study. Discussion The results of the hypothesis test show that simultaneously Products, Prices, and Promotions have a positive and significant effect on Customer Trust in the Thrifting Business in the Tulungagung Outfit.

The product has a positive and significant effect that is partially indicated, this indicates that the improvement of the product both internally and externally will have an impact on Customer Trust. Vice versa, if it is felt that there is a decrease in both internal and external knowledge, it will have an impact on Customer Trust as well. Thus the results of this study can be said to be consistent and can support based on Kotler's theory which says that products are everything that can be offered to the market to get attention, purchased, used, or consumed that



can satisfy the desires or needs of consumers. Products here can be in the form of goods or services. A customer will feel satisfied usually because of the experience of making a purchase of a product that is consumed or used. Product quality has an important role in influencing customer satisfaction and shaping customers to be loyal to the products offered by the company. Customer satisfaction is an expression of a customer's feelings that is described after comparing what is expected with what the company offers.

Price has a positive and significant effect that is partially indicated, this indicates that an increase in Price both internally and externally will have an impact on Customer Confidence. Vice versa, if it is felt that there is a decrease in both internal and external knowledge, it will have an impact on Customer Trust as well. Thus the results of this study can be said to be consistent and can support based on J and Nandan's theory that Price is the only element of the marketing mix that is often used as a consideration for consumers in making purchases. The price is a sum of money a person has to pay to get the right to use the product. Many consider that price as the key activity of the free trade system, the market price of a product affects wages, rent, interest, and profit, meaning that the price of a product affects the cost of factors of labor production, land, capital and entrepreneurship. So price is the basic measuring tool of an economic system because price affects the allocation of factors of production. Mistakes in pricing can lead to various consequences and impacts.

Promotions have a positive and significant effect that is partially indicated, this indicates that the increase in Promotions both internally and externally will have an impact on Customer Trust. Vice versa, if it is felt that there is a decrease in both internal and external knowledge, it will have an impact on Customer Trust as well. Thus the results of this study can be said to be consistent and can support based on Khasmir's theory that Promotion is an activity that conveys the benefits of the product and persuades customers to buy it. A company in seeking to increase the number of sales by targeting new customers by utilizing product promotions, promotions that are carried out can be independently or by using promotional services or collaborating with other parties to maximize the promotions carried out. Promotion is one of the determining factors for the success of a marketing program. If consumers have never listened to it and are not sure that the product will be useful to them, then they will not buy it, in essence promotion is a form of marketing communication. Furthermore, promotion is seen from psychosocial conditions based on the results of research has been assessed well by respondents, so the social conditions in the field have supported the occurrence of communication and cooperation between consumers and sellers in completing work. This is mainly influenced by the promotion owned by the seller is an aspect that becomes its own assessment in increasing Customer Trust. It is expected that Customer Trust is achieved in accordance with the expectations of sellers.

The results of the analysis also show that promotion has a dominant effect on customer trust in the thrifting business at the Tulungagung outfit, this confirms that customer trust is very dependent on existing promotions. Conducive environmental conditions and support the

process of implementing promotions that will direct consumers better. So that various problems that arise in the promotion have a good impact for the future.

The results of the analysis also found a coefficient of determination ( $R^2$ ) = 0.733 or 73.3%, this value implies that 73.3% of the independent variables consisting of Product ( $X_1$ ), Price ( $X_2$ ), Promotion ( $X_3$ ), make a large contribution of 73.3% to changes in the Customer Trust variable (Y) while 24.7% of the Y variable is influenced by other factors not discussed in this study.

Descriptive analysis shows about respondents' perceptions, namely customer trust in the variables studied. From the results of respondents' answers about Promotion, the average respondent answered well/agree (score 4). This shows that the skilled and good promotion felt by customers or consumers in the thrifting business at the Tulungagung outfit has reached a good level, therefore it needs to be maintained and even increased so that it can contribute to customer trust.

The promotion variable has the best influence on customer trust, because the beta coefficient value is the biggest, namely 0.391. or 39.1% influence on Customer Trust in the Thrifting Business at Outfit Tulungagung. This also needs to be maintained and even increased in order to increase Customer Trust in the Thrifting Business at Outfit Tulungagung.

## CONCLUSION

Based on the results of the research and discussion on the Effect of Product, Price, and Promotion on Customer Trust in the Thrifting Business at Outfit Tulungagung, the following conclusions can be drawn: (1) Product, price, and promotion simultaneously have a significant effect on trust customers in the thrifting business at the Tulungagung outfit. (2) Products individually (partially) have a significant effect on customer confidence in the thrifting business in the Tulungagung outfit. (3) Individual (partial) prices have a significant effect on customer confidence in the thrifting business in the Tulungagung outfit. (4) Promotion individually (partially) has a significant effect on customer confidence in the thrifting business at the Tulungagung outfit. (5) Promotion has the most dominant effect on customer trust in the thrifting business at the Tulungagung outfit.

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