



Toward an Understanding of Purchase Decision at Totu Thrift House: A Mediation Analysis of Trust

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Abstract, Objective – This study aims to analyze the effect of store atmosphere, variety of products, and social media marketing on purchase decisions with trust as a moderating variable on the consumer Totu Thrift House, Jakarta. **Methodology** – This research uses a quantitative approach with descriptive and causal research types. Primary data was collected by distributing questionnaires; then, the data was processed using Smart-PLS 3.0. The population of this study is the customers of Totu Thrift House who had visited and followed the store's Instagram account. Data collection was conducted from March to May 2023, and collected 150 respondents as the samples. **Findings** – The results showed that the store atmosphere and variety of products positively and significantly affect purchase decisions. Contrary to expectations, the findings revealed that the effect of social media marketing on purchase decisions is insignificant. However, the trust variable is a mediator for all independent variables: store atmosphere, variety of products, and social media marketing, which positively and significantly affect the purchase decision. This research results can be treated as a reference for thrift stores in offering products concerning the store atmosphere and variety of products sold and building trust so that the consumers want to come and are interested in buying in the store. **Novelty** – Investigating the mediating role of trust in the relationship between the independent variables (Store atmosphere, product variety, and social media marketing) and purchase decisions. This adds depth to understanding the underlying mechanisms influencing consumer behavior in this context.

Keywords: store atmosphere, variety of products, social media marketing, trust, purchase decision, thrift store

1. INTRODUCTION

Thrift shopping activities have become a trend for Indonesians, which is growing as people start hunting for vintage clothes and branded items (Vanie et al., 2023). The existence of second-hand goods helps the community to get goods that are different from other goods and, of course, also accessible to all groups (Abdurrasyid, 2020). The phenomenon of fashion thrift is increasingly loved by people it is supported by the difficulty for Indonesian people to reach big brands with non-affordable prices (Fitria et al., 2022). It resulted in most people feeling unable to buy these items to fulfill their lifestyle. Accordingly, to appear fashionable and up-to-date, people are starting to turn to thrift fashion (Sariwaty et al., 2021).

The increasing of thrift fashion during the pandemic also triggered an increase in the quantity of thrift stores (Lopez & Ouattara, 2021). One of the well-known thrift stores in Jakarta is Totu Thrift House, with 17.9K Instagram followers. As a newcomer to the thrift business, Totu Thrift House must allocate considerable funds to compete with thrift shops that already have experience in getting customers. Even though Totu Thrift House has relatively low prices, it cannot be denied that other shops also have very inexpensive clothes to sell. That is because a thrift shop is a place to sell branded used goods at more affordable prices, which makes it easier for buyers to move to other stores that provide lower prices. That problem is challenging

for Totu Thrift House to understand consumer purchase decisions and gain their trust to shop at the store.

Consumer's decision to purchase is the most crucial factor in determining the viability of a firm; this encourages managers to enhance marketing tactics and track consumer behavior to ensure that customers receive quality service and develop trust in the company (Hanasya, 2018). Understanding consumer behavior is a challenging matter.

Previous studies reported that a good and pleasant store atmosphere for consumers will directly influence the shopping decisions made by consumers (Husnain et al., 2019; Wisesa & Ardani, 2022; Hanaysha, 2018). According to Kotler and Keller (2016), store atmosphere is a combination of the store's physical characteristics, including architecture, layout, signage, display, color, lighting, temperature, music, and aroma, all of which will build an image in the minds of consumers. However, inconsistent results have been reported in another study conducted by Hidayah and Marlina (2021), they got different results in which store atmosphere does not affect someone's impulse buying.

Meanwhile, Maiyaki and Mohktar (2016) found that a variety of products significantly affects consumers' shopping behavior. Gilbert (2003) noted that product diversity refers to the depth, breadth, and caliber of the products presented and their constant availability in the store. On the other hand, this result is inconsistent with research by Wu et al. (2019), revealing that product diversity has no significant effect on consumer shopping decisions.

Furthermore, social media marketing carried out by a business can influence someone's thinking, which will impact other people's thinking more broadly before making a purchase decision (Kurniasari & Budiatmo, 2018). It is in line with the research of Ardiansyah and Sarwoko (2020), who found that social media marketing significantly affects a person's purchase decision. According to Gunelius (2010), social media marketing is a form of advertising that utilize social web technologies like blogging, microblogging, and social networking to promote a brand, product, company, person, or organization by raising awareness, recognition, memory, and even action. Interactions that occur through social media will significantly impact customer purchasing decisions (Elwalda & Lu, 2016). Nevertheless, this result is inconsistent with a previous study which found that social media marketing has an insignificant effect on consumer purchasing decisions (Hanasya, 2018).

Based on the inconsistency of the results of previous research related to the marketing strategy of store atmosphere, variety of products, and social media marketing, the authors are interested in conducting further research on these marketing strategies. Additionally, to complete the previous study's gap, this study offers other variables to get precise results by

adding trust as the mediating variable. Manzoor et al. (2020) stated that the credibility and reputation of a store are closely related to trust, and trust plays an essential role in determining consumer decisions.

2. LITERATURE REVIEW

Based on Kotler and Keller's (2016) study, each store must have a planned appearance according to its market share to generate a desire to buy and influence consumer decision to purchase. A store atmosphere that is tailored to the characteristics of the customer will create a direct influence on the comfort of the customer (Hanaysha, 2018). In the decision-making process, consumers do not only focus on the goods and services offered but also respond to the buying environment created by the store (Barros et al., 2019). That is consistent with Hanaysha's (2018), found that store atmosphere affects consumer purchase decision at department stores in East Coast Malaysia. From the discussion above, the authors propose the following hypothesis:

H1: Store atmosphere has a positive effect on purchase decisions.

Customers are more likely to make purchases at a store to meet their desires and needs when there is a wider selection of goods available there (Harahap et al., 2017). A store needs to know what products can be offered according to the needs and desires of customers (Farida & Setiawan, 2022). Business actors must make wise choices regarding the range of items offered because a wider selection will make it simpler for customers to choose and make decisions about what to buy based on their needs and preferences (Amanah & Harahap, 2018). Harahap et al. (2017) found that the variety of products affects customer purchasing decisions at the Pajus SMEs market in Medan. It is in line with the research by Park et al. (2012), which explains that the variety of products affects customer purchasing decisions. Hence, the author proposes the following hypothesis:

H2: Variety of products has a positive effect on purchase decisions.

Social media marketing carried out by a business can influence a person's thinking which will impact other people more broadly before making a purchase decision (Seo & Park, 2018). Implementing social media marketing is the key for a company to reach and influence customer purchasing decisions (Hanaysha, 2018). Therefore, it gives an understanding that social media marketing influences purchasing decisions (Elwalda & Lu, 2016). Based on the results of previous research conducted by Ardiansyah & Sarwoko (2020) they found that social media marketing has a significant influence on purchase decisions. From the discussion above, the authors propose the following hypothesis:

H3: Social media marketing has a positive effect on purchase decisions.

The store environment will positively impact customer impulse purchases (Barros et al., 2019). The store environment is a characteristic of a store designed to be used as a puller and increase the customer's mood to buy (Husnain et al., 2019). A good room arrangement, aesthetic decoration, and appropriate music can increase consumer trust and satisfaction (Venter et al., 2016). The influence of consumer trust and the store environment indicates direct involvement in purchasing decisions (Istiasih & Fiantika, 2021). Mathur and Goswami (2014) posited that the better the store atmosphere, the higher the customer's purchase intention. It is consistent with past research which claims that the atmosphere of a cafe influences consumer buying interest (Suprina et al., 2020). Levy and Weitz (2011) mentioned that customer trust is also influenced by the atmosphere of the store, with this trust will increase customer purchasing decisions. Therefore, this research proposes the following hypothesis:

H4: Trust plays a mediating role in the relationship between store atmosphere and purchase decisions.

Variety of products is one of the strategies carried out by a store to attract customers to visit and make purchases (Amanah & Harahap, 2018). Customers will be happy shopping if the store they visit can provide the choice of goods they need (Harahap et al, 2017). The more choices available, the higher the customer's intention and satisfaction in shopping at the store (Wu et al., 2019). Customers who are satisfied when shopping at a store will form a trust, which will become an encouragement for these customers to make purchases at that store (Danesh et al., 2012). Companies that want to win the competition in the market must pay full attention to customer trust (Marakanon & Panjakajornsak, 2017). Trust is the main factor that will encourage customers to make purchasing decisions for products or services at a store they trust (Nuraini et al., 2022; Hidayat et al., 2020). In this discussion, this study proposes the following hypothesis:

H5: Trust plays a mediating role in the relationship between variety of product and purchase decisions.

Social media used by a company allows consumers to get as much information as possible about the product and the company itself (Chan et al., 2020); the information obtained will help build trust in consumers (Alfeel & Ansari, 2019). Because it facilitates access to information sources, which in turn promotes the willingness and capacity of knowledge transmission, trust plays a critical role in the flow of knowledge (Supardi et al., 2019). Rebelo (2017) states that trust is the best dimension in establishing company credibility in influencing customer purchasing decisions. When the element of trust is missing, customers will be less motivated

in making purchases because marketing done through social media will be considered to contain uncertainty (Irshad et al., 2020). Therefore, social media marketing will help companies form customer trust, which is essential in increasing customer purchase intention (Manzoor et al., 2020), leading to purchase decisions (Ardiansyah & Sarwoko, 2020). Based on the discussion above, the researcher wants to propose the following hypothesis:

H6: Trust plays a mediating role in the relationship between Social Media Marketing and Purchase Decision.

This study is designed to examine the direct relationship between store atmosphere, variety of product, social media marketing and purchase decision. In addition, it also assesses the indirect relationship between store atmosphere, variety of product, social media marketing and purchase decision through the mediating role of trust. Therefore, the proposed conceptual framework developed in this study is shown in Figure 1.

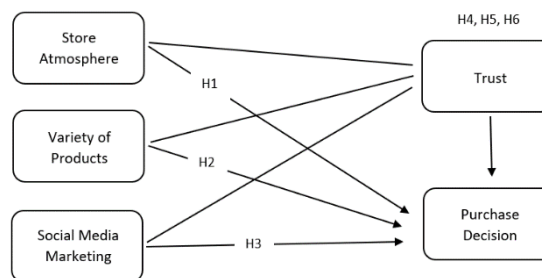


Figure 1 Framework Model

3. METHODOLOGY

This research uses a quantitative approach with descriptive and causal research types. Primary data collection began in February 2023 through an online questionnaire that distributed to 150 customers of Totu Thrift House who follow social media accounts and have shopped at Totu Thrift House store. The online questionnaires were distributed using both online and offline approaches. The online platforms used to distribute the questionnaires are Whatsapp and Instagram. In addition, the offline approach is carried out by visiting the Totu Thrift House store directly by asking consumers who come to fill out an online questionnaire.

Table 1 Measurement of Constructs

Construct	Code	Loadings
Store Atmosphere	SA1	The ambience and decor of the Totu Thrift House store encourages me to revisit it.

Construct	Code	Loadings
	SA2	I had the pleasure of listening to the music posted at the Totu Thrift House store.
	SA3	The cleanliness of the Totu Thrift House store makes me feel comfortable.
	SA4	I feel that the lights inside the Totu Thrift House store produce good lighting.
	SA5	In my opinion, the layout of the goods in the Totu Thrift House store makes it easier for me to choose existing products.
	SA6	I like the neatness with which Totu Thrift House stores arrange their goods.
Variety of Products	VP1	In my opinion, the Totu Thrift House store has a complete selection of products.
	VP2	In my opinion, the Totu Thrift House store has a wide variety of products at different prices.
	VP3	In my opinion, the Totu Thrift House store has a wide selection of clothing brands.
	VP4	In my opinion, the Totu Thrift House store always updates the collection of clothes they sell.
	VP5	I can easily find what I'm looking for at Totu Thrift House stores.
Social Media Marketing	SM1	I often see Totu Thrift House content/advertisements on social media.
	SM2	I found Totu Thrift House store's social media content/ads very interesting.
	SM3	In my opinion, the content/advertisement on social media of the Totu Thrift house shop is better than the others.
	SM4	In my opinion, the content/advertisement on social media of the Totu Thrift House store is easy to remember.
	SM5	In my opinion, the social media content (Instagram) of Totu Thrift House store is very trendy.
Trust	TR1	I believe that Totu Thrift House stores are consistent in quality and service.

Construct	Code	Loadings
	TR2	I believe that the Totu Thrift House store sells original branded goods.
	TR3	I believe that the information contained in the social media posts of Totu Thrift House store is true.
	TR4	I feel comfortable when shopping at Totu Thrift House stores.
	TR5	After visiting a Totu Thrift House store either in person or via social media, I have good reason to trust the information it provides.
Purchase Decision	PD1	I feel happy when I buy products from Totu Thrift House.
	PD2	I would positively recommend the Totu Trhift House store to others.
	PD3	I often buy from the store brand Totu Thrift House.
	PD4	I intend to purchase more products from Totu Thrift House stores in the future.
	PD5	Overall, I am satisfied with my purchases from Totu Thrift House.

To collect the information about respondents, in the questionnaire, this study inquired about gender, age, work, where the respondents know about the store and the factors that made them purchase in the store. This study gives two options for gender: male and female. Moreover, this study provides a broad range of age options, which are below 17 to over 32 years old. This research also collected the respondent's occupations to know whether they are students, public or private employees, entrepreneurs, or housewives. In addition, to make sure the respondent knows about the Totu Thrift House, this research asked them where they knew and what factors stimulated them to purchase at the store. Lastly, since this study investigates which factor persuades the decision of the customer to buy in the store, the respondents will choose the option that figures out their experience. Lastly, this study provided a filtering question of whether they have visited the store Totu Thrift House.

This research questionnaire is presented as a Likert scale to measure respondents' answers. The Likert scale is designed to show how strongly respondents agree or disagree with a statement and measures one's attitudes, opinions, and perceptions of a phenomenon that has been specifically defined (Sekaran & Bougie, 2016). Based on the variables studied, this study

has two research models; the first model assesses the direct relationship between the dependent (purchase decision) and independent (store atmosphere, variety of products, and social media marketing) variables. The second model assesses the indirect relationship between the dependent and independent variables through the mediating (trust) variable.

Data analysis in this study used a quantitative approach with the Structural Equation Model (SEM). The Structural Equation Model program used in this study is Smart-PLS version 3.0. In the data analysis process, this study will test the reliability and validity of the variables used. This test aims to see whether the variables and their measurements are reliable and valid or not so that they can be used to test the relationship between variables. Additionally, the relationship between each variable is evaluated using the multicollinearity test (VIF), R-square, and hypothesis testing.

Table 2 Respondents' Profile

Characteristics	Item	Frequency	%
Gender	Male	91	61.3
	Female	59	38.7
Age	<17	15	9.7
	17–21	23	14.8
	22–27	43	30.3
	28–32	50	32.3
	> 32	19	12.9
Occupation	Students	49	34.2
	Government Employees	20	13.4
	Private Employees	33	21.3
	Entrepreneurs	21	13.5
	Housewives	18	11.6
	Others	9	6.0
Awareness about the Totu Thrift House	Social Media	64	43.2
	Friend	41	27.7
	Family	26	16.8
	Living around the store	19	12.3
Factor that stimulated to make a purchase	Comfortable place	44	29.7
	Interesting social media	15	10.3
	Diverse collection of clothes	78	51.6

	Friendly service	13	8.4
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4. RESULTS AND DISCUSSION

As seen in Table 2, the respondents are dominated by males, with 61.3% (91). Most customers who filled out the questionnaire were aged between 28–32 (50 respondents). Students became the more significant number of respondents that filled the questionnaire of this study, with 34.2% (49 respondents). Most respondents know the store from the media social of the Totu Thrift House, with 64 respondents (43.2%). Finally, more than half of the respondents decided based on the diverse collection of clothes offered by the store (78 respondents; 51.6%).

Furthermore, technical testing of the validity and reliability of data using Smart-PLS is carried out by assessing the outer model. The outer model shows the relationship between each indicator and its latent variable. Several tests on the outer model are Convergent Validity, Discriminant Validity, and Composite Reliability. Each type of test in the outer model has a standard value that is used to see whether the indicators used are valid and reliable. These standards are explained as follows: an indicator is considered valid if it has a value above 0.7, the standard of AVE value must be 0.5 or higher, and the data will be declared reliable if the composite reliability is higher than 0.7 (Hair et al., 2011).

Table 3 Result of the Measurement Model

Construct	Items	Loadings	AVE	Composite Reliability
Store Atmosphere	SA1	0.794	0.638	0.899
	SA2	0.858		
	SA3	0.749		
	SA4	0.729		
	SA6	0.856		
Variety of Products	VP1	0.847	0.708	0.897
	VP2	0.879		
	VP4	0.780		
	VP5	0.856		
Social Media Marketing	SM1	0.909	0.879	0.973
	SM2	0.949		
	SM3	0.928		
	SM4	0.960		

Construct	Items	Loadings	AVE	Composite Reliability
	SM5	0.941		
Trust	TR1	0.873	0.706	0.899
	TR2	0.874		
	TR3	0.792		
	TR5	0.819		
Purchase Decision	PD1	0.917	0.740	0.858
	PD2	0.879		
	PD5	0.779		

Table 3 shows the results of the analysis measurement model after deleting the invalid items. Every construct loading value is more than 0.7, which mean that this model reaches the requirements for the standard of convergent validity. In addition, using discriminant validity for knowing whether a latent construct has a valid value by comparing the loading value of the selected construct, which must be greater than the loading value of the other constructs. Based on Table 3, all indicator values in the selected variables show higher indicator values compared to indicator values in other variables. So, all indicators tested in this study are considered valid. Next, the value of Average Variance Extracted (AVE) and composite reliability, the value listed in Table 3 show that all constructs meet the threshold. It can be declared all latent construct are valid and reliable.

In the next stage, multicollinearity and R-square. the multicollinearity test aims to test whether the regression model studied has a collinearity between the independent variables. Meanwhile, R-square is used to see how big and effective the relationship between variables is to characterize the inherent variability of dependent variables. This study uses the measurement standard proposed by Hair et al. (2021). The ideal VIF value should be below 3. Collinearity will appear when the VIF value is between 3 and 5, but the problem is uncritical, so it is still acceptable. In contrast, if the VIF value above 5 indicates a severe problem, it is recommended to delete the variable. The result can be seen in Table 4. For the value of R-square, if the value is 0.25 can be considered weak, 0.50 is moderate, 0.75 is substantial, and 0.9 or above happens when the model overfits the data. The result can be seen in Table 5.

Table 4 VIF Result

Items	VIF	Items	VIF
SA1	1.415	SM3	2.311

SA2	1.512	SM4	3.321
SA3	1.244	SM5	2.920
SA4	1.478	TR1	1.537
SA6	1.285	TR2	1.162
VP1	1.658	TR3	1.570
VP2	1.684	TR5	1.414
VP4	1.669	PD1	1.559
VP5	1.904	PD2	1.233
SM1	2.621	PD5	1.427
SM2	3.396		

Table 4 shows all VIF values for all indicators that were used in this study, most of the indicators have the VIF value below 3 except SM2 and SM4. For the indicator that has value below 3, it means that there is no multicollinearity issue between the independent variables. However, there are collinearity problems in this study because the VIF value for SM2 and SM4 is between 3 and 5, which means that the problem is uncritical and still acceptable. Framework model with the results can be seen in Figure 2.

Table 5 R-square

Construct	R-square
Trust	0.660
Purchase Decision	0.584

Based on the data in Table 5, the R-square value for the first model, trust, is 0.660. These values are above 0.5 and below 0.75, indicating this model has a moderate relationship. It reveals that independent variables can explain 66.0% of the variable trust. The remaining 34.0% can be influenced by other variables not included in the discussion of the research model.

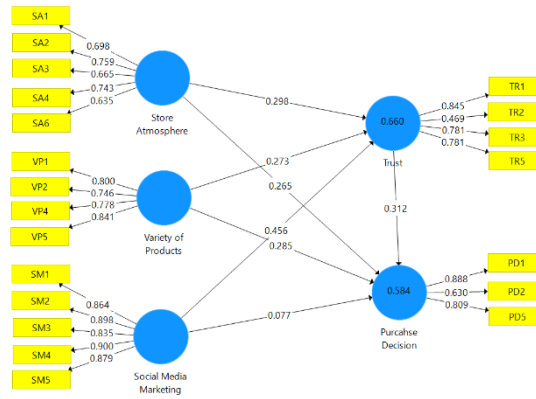


Figure 2 Framework Model with Results

Furthermore, the second model in this study, purchase decision, has an R-square value of 0.584. This model has values above 0.5 and below 0.75, so this model is considered to have a moderate relationship. In this model, there is a 58.4% influence of all independent variables in explaining the dependent variable, purchase decision. The rest, 41.6%, may be explained by the other variables not examined in this study.

Hypothesis testing in this study was carried out by looking at the T-stat and coefficient values for each variable, and these values were obtained after running bootstrapping on the Smart-PLS application. There are two models of approaches that will be tested in this study. The first model examines the direct relationship between the dependent variable, purchase decision, and the independent variable, store atmosphere, variety of products, and social media marketing. The second model examines the relationship between dependent and independent variables mediated by trust. We can compare the T-stat and T-table to indicate whether the independent variable will affect the dependent variable. The following equation will get the value of the T table:

$$T \text{ table} = t(a/2; n-k) = t(0.025; 145) = 1.977$$

Table 6 Hypothesis Testing Result

Path	T Statistics	P Value	Result
SA → PD	3.571	0.000	Accepted
VP → PD	3.099	0.000	Accepted
SM → PD	0.814	0.417	Rejected
SA → TR → PD	2.666	0.009	Accepted
VP → TR → PD	2.740	0.007	Accepted
SM → TR → PD	2.967	0.004	Accepted

Based on the results, the first hypothesis (H1) is accepted. The store atmosphere positively and significantly affects the purchase decision and this in line with previous research (Husnain et al., 2019; Wisesa & Ardani, 2022; Hanaysha, 2018) stated that a good and pleasant store atmosphere for consumers will directly influence the shopping decisions made by consumers.

Next, the second hypothesis (H2) is accepted. It indicates that the variety of products positively and significantly affects purchase decisions. The result was supported by several previous studies (Maiyaki & Mohktar, 2016; Park et al., 2012) found that a variety of products significantly affects consumers' shopping behavior. For the third hypothesis (H3) surprisingly is rejected. The result of this construct shows that social media marketing does not affect the purchase decision.

Moreover, this study found that trust plays a mediating role between store atmosphere and purchase decision. Thus, the fourth hypothesis (H4) is accepted. This result aligns with previous research, explaining that store atmosphere affects consumer trust (Septiana et al., 2019), directly influencing purchasing decisions (Istiasih & Fiantika, 2021).

For the fifth hypothesis, the current study found that various products positively and significantly affected purchase decisions mediated by trust. This finding is consistent with previous research, which said the more choices available in a store, the higher the customer's intention and satisfaction in shopping at the store (Wu et al., 2019); customers who are satisfied when shopping at a store will form trust, which will become an encouragement for these customers to make purchases at that store (Danesh et al., 2012).

Finally, the sixth hypothesis (H6) predicted the role of trust as a mediator in the relationship between social media marketing and purchase decisions. As a result, social media marketing positively and significantly affects purchase decisions through trust. This result aligns with previous research, explaining that trust acts as a mediator in the effect of social media marketing on customer buying decisions (Mainardes & Cardoso, 2019).

5. CONCLUSION

This study examines how store atmosphere, variety of products, social media marketing, and the mediating factor of trust can influence the purchase decision of the Totu Thrift House's customer. The results of this study indicate that the store atmosphere significantly affects customer purchase decisions.

Furthermore, this research proves that the variety of products offered by Totu Thrift House significantly affects consumer purchasing decisions. Contrary to expectations, the findings

revealed that the effect of social media marketing on purchase decisions is insignificant. Insignificant results can be attributed to content/advertisements made by Totu Thrift House that are not effective and not trendy among buyers. Existing social media marketing has yet to succeed in engaging customers to the fullest. Additionally, negative reviews on social media platforms may influence consumers' attitudes and deter them from purchasing.

This study proves some theoretical implications regarding factors influencing purchasing decisions. The result can contribute to the existing literature on purchase decisions by providing a new, more relevant set of empirical data that can be used to validate current hypotheses and develop a valuable framework for future research. Furthermore, this research provides some managerial insight for businesspeople in marketing, especially in thrift shops. Totu Thrift House must always maintain the cleanliness of the store, pay attention to the completeness of their products, and create content about testimony from customers, store tours, and how to see and differentiate the original clothes from the brand itself. In addition, this study found that social media marketing has no direct effect on purchase decisions but will have an effect if there is trust in the store and the information on the social media of the store. Therefore, to maximize the results of the marketing strategy implemented to get buyers, businesspeople must be able to build and maintain consumer trust so that they want to come and not hesitate to shop.

This research has several limitations. The data collected was only from a small number of customers who met directly with the authors and were contacted via Instagram. Also, some data was obtained through a questionnaire distributed online to Totu Thrift House Instagram followers so that the accuracy of the data was mostly outside the authors' control.

This study offers two recommendations that other researchers might apply to their subsequent work. In order to obtain more samples and more effectively reach the store's consumers, future studies may first need the relevant store or business to assist in distributing research questionnaires. Second, because the marketing methods in this research are not restricted to only one type of organization, future research can apply and develop the factors investigated in other firms.

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