

The Influence Of Digital Marketing And Product Quality On Thrifting Purchase Decisions At Toko Loka Lampung

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Abstract

Evaluation of information technology with the internet in this digital era has now had an important impact at sundry vacet of exsistence, suchlike as the business sector. One of the most obvious impacts is the transformation in the way companies market their products and services through digital platforms, known as digital marketing. Apart from technological developments, lifestyle trends are also changing, one of which is the increasing popularity of thrifting or buying quality used goods. This study intend for analyse the effect digital marketing and product quality in thrifting purchase decisions at Toko Loka Lampung. Digital marketing as an independent variable includes social media, online promotions, and digital interactions, while product quality is measured through indicators of durability, design, and product conformity with consumer expectations. The purchasing decision which is the dependent variable are reviewed based on the desire to buy, frequency of purchase, and post-purchase satisfaction. This study utilize a quantitative method by an associative approach and the sample taken utilize a purposive sampling technique, consisting of Toko Loka Lampung consumers who have made purchases. Data was be gathered via questionnaires and analyzed utilize multiple linear regression. The results of this study are that X1 and X2 have an influence on Y.

Keywords: Digital marketing, product quality, purchasing decisions, thrifting



INTRODUCTION

Evaluation of information technology with the internet in this digital era has now had an important impact at sundry vacet of exsistence, suchlike as the business sector (kholidah & Arifiyanto, 2020). One of the most obvious impacts is the transformation in the way companies market their products and services through digital platforms, known as digital marketing (Sari, 2021). Maintly at the product-based treatment sector, product innovation and product quality am the major factors at structure competitive gain (Wijaya & Purnomo, 2024). In addition to the quality of raw materials, the production process also has a significant impact on the final quality of chip products (Purnomo & Tsany, 2024). Apart from technological developments, lifestyle trends are also changing, one of which is the increasing popularity of thrifting or purchasing quality used goods (Andrianto & Firmansyah, 2019). Thrifting is increasingly sought after by consumers, especially among millennials and Gen Z, because it offers several benefits, such as more affordable prices, product uniqueness, and contribution to the environment by reducing textile waste. This phenomenon does not only occur in big cities but also in areas such as Lampung. Toko Loka Lampung is one of the thrifting businesses that has earned a place in the hearts of the people of Lampung by offering various quality used clothing products (Lifani et al., 2022).

However, in the middle the more many tight company competition, the success of a thrifting shop like Toko Loka Lampung does not only depend on the thrifting trend itself, but also on the marketing strategy and quality of the products offered (Najib & Nindiati, 2023). This is where the role of digital marketing becomes very important. Through the use of digital platforms such as Tiktok, Instagram, Facebook and the marketplace, Toko Loka Lampung can expand its marketing reach and build better interactions with potential consumers (Adonis & Silintowe, 2021). Digital marketing allows stores to display products visually, provide attractive descriptions, and run promotions that can encourage buyers to buy (Haroen, 2020)

Constumers are progressively critical on evaluating the products their buy, including in the context of thrift products. Products that have poor quality, both in terms of function and aesthetics, tend not to be chosen by consumers, even if the price is cheaper (Gunawan, 2022). Therefore, even though thrift products are used goods, maintaining quality remains an important priority for businesses like Toko Loka Lampung. According to (Winasis, Widiанти, and Hadibrata 2022) product quality in this digital era is greatly influenced by how the product is managed and presented to consumers. Sellers must pay attention to quality elements such as durability, cleanliness and appearance of

1182



goods, even if the product is used goods (Sambara et al., 2021). In the thrift business, if the goods being sold are of superior quality, customers may not only be interested in buying, but also find that their are getting more value than the price their have to pay. Specifically at Toko Loka Lampung, purchasing decisions are related to consumer actions in selecting and purchasing the thrifting products offered. The two main factors that influence this decision are digital marketing and product quality (Yogastrian, 2020). Digital marketing plays an important role in helping consumers find thrifting products online, through social media, digital advertising, or e-commerce platforms (Chaffey, 2023). Apart from that, product quality is also a major factor, where consumers decide to buy based on the condition of the used product, whether it meets the expected quality standards or not. Thus, at Toko Loka Lampung, purchasing decisions are basis on a combination of the attractiveness of digital marketing and consumer trust in the quality of the thrifting products offered (Ma'arif, 2023).

RESEARCH METHODS

This study utilize a quantitative oncoming to purpose testing the effects of digital marketing and product quality in thrifting purchase decisions at Toko Loka Lampung. The kind which research used is associative, the aim of which is for determine connection or effect between two independent variables at one dependent variable. The population in this study are buyers who made purchases at Toko Loka Lampung, respondents who has purchase thrifting products at the store in the last three months. Digital marketing variables are measured through indicators of social media, online promotions and digital interactions, while product quality is measured through indicators of durability, design and conformity with consumer expectations. Purchase decisions are measured based on factors such as desire to purchase, frequency of purchase, and post-purchase satisfaction.

RESULTS AND DISCUSSION

Table 1. Characteristics of respondents based on gender

Gender	frequency	Presentase (%)
Male	66	68,8%
Female	30	31,3%
Amount	96	100%

Source: Primary data processed by researchers, 2024



According to the data presented in the table, the distribution of respondents based on gender shows that 66 men represent 68.75% of the amount respondents, and 30 women represent 31.25%. Therefore, the total number of people taking part in this study was 96 people, representing all participation. This data shows a clear composition of respondents.

Table 2. Characteristics of respondents based on Age

Age	frequency	Presentase (%)
17-25 Years	64	66,7%
26-35 Years	18	18,8%
35-45 Years	12	12,5%
>45 Years	2	2,1%
Amount	96	100%

Source: Primary data processed by researchers, 2024

According to the data presented in the table, the distribution of respondents based on gender shows that 66 men represent 68.75% of the amount respondents, and 30 women represent 31.25%. Therefore, the total number of people taking part in this study was 96 people, representing all participation. This data shows a clear composition of respondents.

Table 3. Characteristics of respondents based on a job

Job	frequency	Presentase (%)
Student/Students	57	59%
Private Sector	17	18%
Employee	17	18%
Atc	25	5%
Amount	96	100%

Source: Primary data processed by researchers, 2024

Based on the job distribution table, the majority of respondents were students or students, as many as 57 people (59%). Private employees and entrepreneurs were each represented by 17 respondents (18%), the remaining 5 people (5%), came from other job categories. The total respondents in this study were 96 people, with an overall percentage of 100%.



Table 4. Validity Test Results

Variable	Item	level of significance	R(Count)	R(Table)	Information
Digital Marketing (X1)	X.1.P.1	0.05	0.679	0.2006	Valid
	X.1.P.2	0.05	0.682	0.2006	Valid
	X.1.P.3	0.05	0.441	0.2006	Valid
	X.1.P.4	0.05	0.523	0.2006	Valid
	X.1.P.5	0.05	0.642	0.2006	Valid
	X.1.P.6	0.05	0.759	0.2006	Valid
	X.1.P.7	0.05	0.703	0.2006	Valid
	X.1.P.8	0.05	0.674	0.2006	Valid
	X.1.P.9	0.05	0.7	0.2006	Valid
	X.1.P.10	0.05	0.747	0.2006	Valid
Product Quality (X2)	X.2.P.1	0.05	0.736	0.2006	Valid
	X.2.P.2	0.05	0.622	0.2006	Valid
	X.2.P.3	0.05	0.645	0.2006	Valid
	X.2.P.4	0.05	0.661	0.2006	Valid
	X.2.P.5	0.05	0.671	0.2006	Valid
	X.2.P.6	0.05	0.629	0.2006	Valid
	X.2.P.7	0.05	0.627	0.2006	Valid
	X.2.P.8	0.05	0.608	0.2006	Valid
	X.2.P.9	0.05	0.689	0.2006	Valid
	X.2.P.10	0.05	0.611	0.2006	Valid
Decision Buying (Y)	Y.P.1	0.05	0.613	0.2006	Valid
	Y.P.2	0.05	0.603	0.2006	Valid
	Y.P.3	0.05	0.658	0.2006	Valid
	Y.P.4	0.05	0.68	0.2006	Valid
	Y.P.5	0.05	0.716	0.2006	Valid
	Y.P.6	0.05	0.698	0.2006	Valid
	Y.P.7	0.05	0.606	0.2006	Valid
	Y.P.8	0.05	0.725	0.2006	Valid
	Y.P.9	0.05	0.557	0.2006	Valid
	Y.P.10	0.05	0.651	0.2006	Valid

Sumber: Data diolah peneliti menggunakan SPSS 25, 2024

Table 4 shows that these variables X1, X2, and Y each has a calculated r value that to much the table r value. The r table value was obtained through a two-way test with



a total of 96 data (n), so that the degrees of freedom (df) were calculated as $n-2$, namely $df = 96 - 2 = 94$, which conduce at an r table value of 0.2006. Basis on outcome, generated inference lest all questions in this study are valid.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Nilai Alpha	Information
Digital Marketing (X1)	0,848	0,70	Reliabel
Product Quality (X2)	0,841	0,70	Reliabel
Decision Buying (Y)	0,844	0,70	Reliabel

Sumber: Data diolah peneliti menggunakan SPSS 25, 2024

The reliability test results displayed in the table show the Cronbach's Alpha values for the three study variables. The Cronbach's Alpha values for each variable are 0.848, 0.841 and 0.844, all of which are above the minimum limit of 0.70. Therefore, the research instrument was declared reliable, showing good internal consistency in supporting data collection.

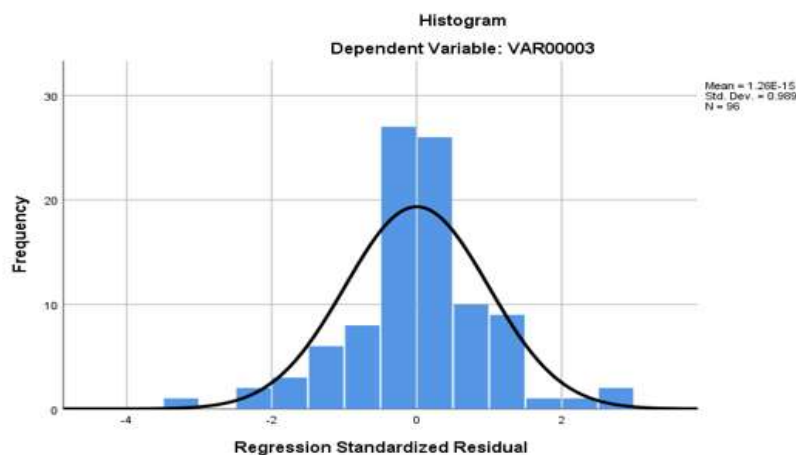


Figure 1. Histogram graph

Source: Data processed by researchers using SPSS 25, 2024

The histogram graph proven lest the residuals from the regression model are normally distributed. This strengthens the assumption of residual normality which is an important requirement in linear regression analysis.

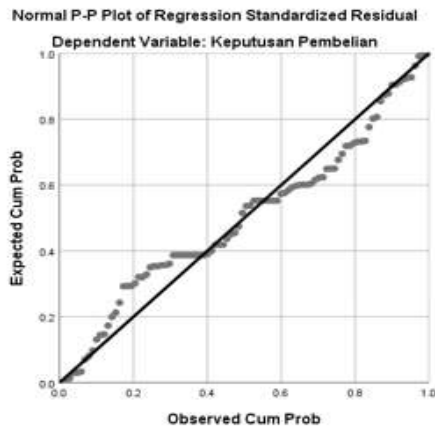


Figure 2. P-P Plot Normality Test Results

Source: Data processed by researchers using SPSS 25, 2024

Most of the points appear to follow a diagonal line with only slight deviations in some areas, especially at the ends. This indicates that the residual distribution is close to normal.

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	2.93043750
Most Extreme Differences	Absolute	.124
	Positive	.098
	Negative	-.124
Test Statistic		.124
Asymp. Sig. (2-tailed)		.001 ^c
Exact Sig. (2-tailed)		.096
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data processed by researchers using SPSS 25, 2024



Exact sig. (2 tailed) of $0.96 > 0.05$, claim lest this study is normally distributed.

Table 7. Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	5.803	2.309		2.513	.014		
	Digital Marketing	.241	.075	.271	3.226	.002	.411	2.431
	Kualitas Produk	.635	.085	.628	7.478	.000	.411	2.431

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers using SPSS 25, 2024

The multicollinearity test claim lest thereat is don't multicollinearity since the independent variables digital marketing and product quality own a tolerance of 0.411, this > 0.10 and the VIF is $2,431 < 0.10$.

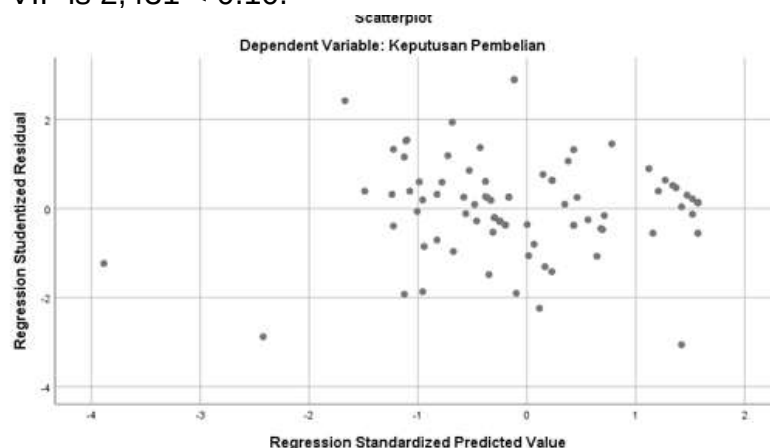


Figure 3. Heteroscedasticity test

Source: Data processed by researchers using SPSS 25, 2024

Because there is no particular pattern and the points are randomly distributed above and below the number 0, the research data does not show any indication of heteroscedasticity, as shown in Figure 2.

Table 8. Multiple Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	5.803	2.309		.014
	Digital Marketing	.241	.075	.271	.002
	Kualitas Produk	.635	.085	.628	.000

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers using SPSS 25, 2024

$$Y = a + B_1 X_1 + B_2 X_2 + e$$

$$= 5.803 + 0.241 X_1 + 0.635 X_2$$

Table 9. Simultaneous Regression Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2204.024	2	1102.012	125.626	.000 ^b
	Residual	815.809	93	8.772		
	Total	3019.833	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Digital Marketing

Source: Data processed by researchers using SPSS 25, 2024

The table F value is 2.701 < the calculated F value is 125.626, as shown. Apart from that, the Sig. of 0.001 is below the threshold of 0.050. Therefore, H_a accepted.

Table 10. Partial Regression Test (T Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	5.803	2.309		.014
	Digital Marketing	.241	.075	.271	.002
	Kualitas Produk	.635	.085	.628	.000

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers using SPSS 25, 2024

The t test results indicate that the Product Quality and Digital Marketing variables have a significance value that is below 0.05. Apart from that, the calculated t value for both variables is > t table, with t table of 1.661.

Table 11. Results of the Coefficient of Determination (R^2)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.730	.724	2.962

a. Predictors: (Constant), Kualitas Produk, Digital Marketing

b. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers using SPSS 25, 2024

The outcome of the coefficient of determination analysis test indicates that the R Square value is 0.730. This indicates that 73.0% of the dependent variable can be explained from independent variable. The rest 27.0% is effect by different variables not mentioned in terms of study.

CONCLUSION AND SUGGESTIONS

Conclusion

The conclusions of this research are:

1. Digital marketing variable (X1) has a significant influence on purchasing decisions (Y), with a value of sig. worth $0.002 < 0.05$. Therefore, H_0 is rejected.
2. Product quality (X2) also shows a significant effect in purchase decisions (Y), as evidenced by the sig value. equal to $0.000 < 0.05$.
3. Overall, digital marketing variables as well as product quality significantly influence purchasing decisions at Toko Loka Lampung.

Suggestions

Suggestions from this research are:

1. Toko Loka Lampung should be more aggressive in improving digital marketing and ensuring that the quality of the products sold always meets standards of cleanliness, durability and attractive design.



2. In future research, suggestions are made to conduct additional research on purchasing decision variables that can be influenced by using various data analyzes in future research. In addition, additional relevant variables should be included for broader and deeper research.

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