

The Mediating Role of Consumer Trust in the Effects of Price, Product Quality, and Social Media Marketing on Purchase Decisions among Used-Car Consumers in Banyuwangi

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Abstract

This study aims to analyze the influence of price, product quality, and social media marketing on purchase decisions, with consumer trust as a mediating variable among used car consumers in Banyuwangi. This research positions itself as a model development study that emphasizes the crucial role of trust in mediating the relationship between independent variables and purchase decisions. The rising prices of new cars have encouraged consumers to seek alternatives, such as used cars, leading to increased competition among showrooms like Al-Fatih, Rio Putra, and Rizki Mobil. Consumer trust is believed to play an essential role in shaping purchase decisions before price, product quality, and social media marketing exert direct influence. This study employs a quantitative approach using path analysis and involves 150 respondents. The results show that price, product quality, and social media marketing significantly influence both consumer trust and purchase decisions. Furthermore, consumer trust has a significant impact on purchase decisions and mediates the relationship between the three independent variables and purchase decisions. This study offers theoretical contributions by strengthening the role of trust as a mediator in consumer behavior and practical contributions for used car businesses to focus on trust-based marketing strategies.

Keywords: Purchase decision, price, product quality, social media marketing, trust.

INTRODUCTION

Indonesia's used-car market has continued to grow in response to rising new-car prices and persistent economic uncertainty. Industry reports indicate that used-car sales

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climbed by 11.2 % in 2024, whereas new-car sales slipped to roughly 1.8 million units in the same year (Kompas, 2024). Entrepreneurs have taken advantage of this shift, intensifying competition even in provincial cities such as Banyuwangi. Three local dealerships established in 2021 Al-Fatih, Rio Putra, and Rizki Mobil have responded by combining competitive pricing, rigorous product-quality controls, and active social-media engagement to nurture consumer trust.

Prior studies consistently demonstrate that pricing, product quality, social-media marketing, and customer satisfaction exert significant influences on purchase decisions (Satriawan & Setiawan, 2020; Sudaryanto et al., 2021; Irfan et al., 2022; Faradila & Silitonga, 2025). Yet most investigations have overlooked the mediating role of trust even though trust mitigates information asymmetry and shapes consumers' perceptions of price fairness, product reliability, and promotional messages. Incorporating trust as a mediator therefore promises a more comprehensive and context-specific analysis, especially in the used-car sector where asymmetric information is pervasive.

Moreover, while several studies (e.g., Faradila & Silitonga, 2025; Brahmana & Shiratina, 2024) confirm a positive impact of social-media marketing on purchase decisions, others report nonsignificant effects (Cahyani et al., 2022). These mixed findings reveal a research gap that warrants further investigation. Accordingly, the present study examines how price, product quality, and social-media marketing affect purchase decisions, with consumer trust modeled as a mediating variable among used-car buyers in Banyuwangi.

LITERATURE REVIEW

Price is one of the primary factors consumers consider before making a purchase. While high prices are often perceived as indicators of quality, excessively low prices may raise doubts about product reliability. Therefore, companies must set appropriate pricing to foster consumer trust and encourage purchase behavior. Previous studies have found that price significantly influences both consumer trust and purchasing decisions (Irfan et al., 2022; Rahmawati & Mangifera, 2024; Abidin & Triono, 2020; Satriawan & Setiawan, 2020).

In addition to price, product quality is a crucial determinant in consumer evaluation. Quality reflects the product's ability to meet consumer expectations and deliver satisfaction. High-quality products tend to build trust and motivate purchase decisions. Several studies affirm the significant impact of product quality on consumer trust and



purchase behavior (Maharani et al., 2023; Religia et al., 2024; Sirus, 2023; Faradila & Silitonga, 2025).

Social media marketing has emerged as an effective strategy to reach broad audiences. It facilitates more interactive and efficient communication between brands and consumers. Research shows that social media marketing positively influences both trust and purchasing decisions (Arianto et al., 2020; Husna, 2022; Brahmana & Shiratina, 2024), although contrasting evidence exists for example, from Cahyani et al. (2022), who found no significant effect.

Consumer trust refers to the belief that a company can deliver on its promises, both in terms of product quality and service. When consumers trust a brand, they are more likely to make purchases without hesitation. Numerous studies support the significant role of trust in influencing purchase decisions (Irfan et al., 2022; Brahmana & Shiratina, 2024).

Purchase decisions are shaped by multiple factors, including price, product quality, social media marketing, and consumer trust. This decision-making process typically involves need recognition, information search, evaluation of alternatives, purchase action, and post-purchase behavior. Understanding the dynamics of purchasing decisions is essential for business sustainability, as product sales are critical for market survival (Sirus, 2023).

RESEARCH METHOD

This study employs a quantitative approach with an explanatory research design aimed at systematically and measurably examining causal relationships among variables. The data utilized are primary data obtained from respondents' responses to a questionnaire developed with valid and reliable measures to accurately capture the constructs under study. The data source consists of Banyuwangi residents who have purchased used cars from the Al-Fatih, Rizki Mobil, and Rio Putra showrooms within the past six months. Respondents were selected using a non-probability purposive sampling method with specific criteria to ensure data relevance and appropriateness to the target population. The research instrument is an online questionnaire distributed via the Google Form platform to facilitate data collection and broaden respondent reach. Data collection was conducted through online surveys, offering convenience and efficiency. The theoretical framework models the effects of price, product quality, and social media marketing on purchase decisions, with consumer trust serving as a mediating variable, thus allowing a more in-depth and comprehensive analysis of the relationships among

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variables. Data analysis was performed using path analysis using SPSS 27 to assess both direct and indirect effects as well as the validity of the research model. Data credibility was established through construct validity testing to ensure the instrument accurately measures the variables and Cronbach's alpha reliability testing to assess internal consistency, thereby ensuring the scientific accountability of the research findings.

RESULT

Validity Test and Reliability Test Result

The validity test aims to evaluate the extent to which a measurement instrument accurately and precisely measures what it is intended to measure. In this study, Pearson correlation analysis was employed to assess item validity. An item is considered valid if the resulting significance value (p-value) is less than 0.05 (5%). The validity test results are presented in Table 1.

Table 1 – Validity Test

Variable	Indicators	Sig.	Description
Price (X1)	X _{1.1}	0,000	Valid
	X _{1.2}	0,000	Valid
	X _{1.3}	0,000	Valid
Product Quality (X2)	X _{2.1}	0,000	Valid
	X _{2.2}	0,000	Valid
	X _{2.3}	0,000	Valid
Social Media Marketing (X ₃)	X _{3.1}	0,000	Valid
	X _{3.2}	0,000	Valid
	X _{3.3}	0,000	Valid
Trust (Z)	Z ₁	0,000	Valid
	Z ₂	0,000	Valid
	Z ₃	0,000	Valid
Purchase Decision (Y)	Y ₁	0,000	Valid
	Y ₂	0,000	Valid
	Y ₃	0,000	Valid



Based on the results shown in Table 1, each indicator item from the variables price (X1), product quality (X2), social media marketing (X3), consumer trust (Z), and purchase decision (Y) produced significance values below the 0.05 threshold. This indicates that all items within the research instrument meet the required validity criteria and are thus considered valid measures of their respective constructs.

The reliability test was conducted to assess the consistency and dependability of the measurement instrument. Cronbach's alpha was used as the reliability coefficient. An instrument is deemed reliable if the Cronbach's alpha value exceeds 0.60 (60%). The reliability test results are also presented accordingly.

Table 2 – Reliability Test

Variable	Cronbach's Alpha	Description
Price (X1)	0,925	Reliable
Product Quality (X2)	0,899	Reliable
Social Media Marketing (X3)	0,922	Reliable
Trust (Z)	0,913	Reliable
Purchase Decision (Y)	0,902	Reliable

As shown in Table 2, the reliability test results indicate that each variable price (X1), product quality (X2), social media marketing (X3), consumer trust (Z), and purchase decision (Y) achieved a Cronbach's alpha value greater than 0.60. This confirms that all constructs meet the minimum reliability threshold, indicating that the research instrument demonstrates acceptable internal consistency and can be considered reliable for further analysis.

Classical Assumption Tests Result

Normality Test

Table 3 – Normality Test

Variable	Asymp Sig	Description
X ₁ , X ₂ dan X ₃ → Z	0,200	Normal
X ₁ , X ₂ , X ₃ dan Z → Y	0,200	Normal



Normality was examined with the Kolmogorov–Smirnov procedure. A data set is deemed normally distributed when the associated probability value exceeds 0.05. Table 3 shows that, for both Path I (price [X1], product quality [X2], social-media marketing [X3] → consumer trust [Z]) and Path II (price [X1], product quality [X2], social-media marketing [X3], and consumer trust [Z] → purchase decision [Y]), all asymptotic significance values were greater than 0.05. The data therefore satisfy the normality assumption.

Multicollinearity Test

Table 4 - Multicollinearity Test

Path	Tolerance	VIF	Description
X1 → Z	0,508	1,967	There is no multicollinearity
X2 → Z	0,240	4,172	There is no multicollinearity
X3 → Z	0,264	3,793	There is no multicollinearity
X1 → Y	0,483	2,071	There is no multicollinearity
X2 → Y	0,222	4,496	There is no multicollinearity
X3 → Y	0,252	3,974	There is no multicollinearity

Multicollinearity was assessed by inspecting Tolerance and Variance Inflation Factor (VIF) statistics. A model is considered free of multicollinearity when the Tolerance for every independent variable exceeds 0.10 and the corresponding VIF is below 10. As reported in Table 4, both Path I and Path II met these criteria, confirming the absence of multicollinearity among the explanatory variables.

Heteroskedasticity Test

Table 5 - Heteroskedasticity Test

Path	Sig.	Description
X1 → Z	0,418	There is no heteroskedasticity
X2 → Z	0,935	There is no heteroskedasticity
X3 → Z	0,120	There is no heteroskedasticity
X1 → Y	0,253	There is no heteroskedasticity
X2 → Y	0,571	There is no heteroskedasticity
X3 → Y	0,394	There is no heteroskedasticity



Heteroskedasticity was evaluated using the Glejser method. If the significance value for each predictor exceeds 0.05, the residuals are regarded as homoscedastic. Table 4.18 indicates that all variables in both analytical paths produced significance levels above 0.05, demonstrating that the regression residuals are homoscedastic and the heteroskedasticity assumption is not violated.

Collectively, the results confirm that the data fulfil the classical regression assumptions of normality, independence (no multicollinearity), and homoscedasticity, thereby supporting the robustness of subsequent path-analysis estimations.

Hypothesis Testing

T – Tes Result

Table 6 – T Test

Path	Sig.	Description
X1 → Z	0,006	H1 is accepted
X2 → Z	0,001	H2 is accepted
X3 → Z	0,009	H3 is accepted
X1 → Y	0,048	H4 is accepted
X2 → Y	0,000	H5 is accepted
X3 → Y	0,012	H6 is accepted

The t-test was conducted to assess the significance of the influence of each independent variable on the dependent variable. The decision criterion is based on the p-value, where a p-value less than 0.05 indicates a statistically significant effect. The results of the hypothesis testing using the t-test are presented in Table 6 and summarized as follows:

- The influence of Price (X1) on Consumer Trust (Z) resulted in a significance value of $0.006 < 0.05$, indicating a significant positive effect. Thus, H_0 is rejected, and H_1 is accepted.
- The influence of Product Quality (X2) on Consumer Trust (Z) yielded a significance value of $0.001 < 0.05$, indicating a significant effect. H_0 is rejected, and H_2 is accepted.
- The influence of Social Media Marketing (X3) on Consumer Trust (Z) showed a significance value of $0.009 < 0.05$, indicating a significant effect. H_0 is rejected, and H_3 is accepted.



- d) The influence of Price (X1) on Purchase Decision (Y) produced a significance value of $0.048 < 0.05$, indicating a significant effect. H_0 is rejected, and H_4 is accepted.
- e) The influence of Product Quality (X2) on Purchase Decision (Y) showed a p-value of $0.000 < 0.05$, confirming a significant effect. H_0 is rejected, and H_5 is accepted.
- f) The influence of Social Media Marketing (X3) on Purchase Decision (Y) showed a significance value of $0.012 < 0.05$, indicating a significant effect. H_0 is rejected, and H_6 is accepted.
- g) The influence of Consumer Trust (Z) on Purchase Decision (Y) yielded a significance value of $0.002 < 0.05$, indicating a significant effect. H_0 is rejected, and H_7 is accepted.

Sobel Test Result

Table 7 – Sobel Test

Path	Sig.
$X_1 \rightarrow Z \rightarrow Y$	0,036
$X_2 \rightarrow Z \rightarrow Y$	0,020
$X_3 \rightarrow Z \rightarrow Y$	0,041

The Sobel test was used to evaluate the significance of the indirect effect of independent variables on the dependent variable through a mediating variable. P-value less than 0.05 indicates that the mediating effect is statistically significant. The results of the Sobel test are summarized in Table 7 as follows:

- a) The indirect effect of Price (X1) on Purchase Decision (Y) through Consumer Trust (Z) resulted in a significance value of $0.036 < 0.05$, indicating a significant mediating effect.
- b) The indirect effect of Product Quality (X2) on Purchase Decision (Y) through Consumer Trust (Z) yielded a significance value of $0.020 < 0.05$, confirming a significant effect.
- c) The indirect effect of Social Media Marketing (X3) on Purchase Decision (Y) through Consumer Trust (Z) produced a p-value of $0.041 < 0.05$, indicating a significant mediating effect.

Coefficient of Determination (R^2) Result

The coefficient of determination (R^2) was used to assess the extent to which the independent variables explain the variance in the dependent variable. A value closer to 1 indicates a stronger explanatory power.



Table 8 - Coefficient of Determination (R^2)

Path	R Square
$X_1, X_2 \text{ dan } X_3 \rightarrow Z$	0,593
$X_1, X_2, X_3 \text{ dan } Z \rightarrow Y$	0,707

According to Table 4.22, Path I resulted in an R^2 value of 0.593, indicating that Price (X_1), Product Quality (X_2), and Social Media Marketing (X_3) explain 59.3% of the variance in Consumer Trust (Z). Path II showed an R^2 value of 0.707, meaning that Price (X_1), Product Quality (X_2), Social Media Marketing (X_3), and Consumer Trust (Z) collectively explain 70.7% of the variance in Purchase Decision (Y). The remaining 29.3% is attributed to other factors not included in this research model.

DISCUSSION

Price Influence on Consumer Trust

The t-test results show that price significantly affects consumer trust in the used car market in Banyuwangi (significance = $0.006 < 0.05$). A positive coefficient indicates that better pricing at Al-Fatih, Rio Putra, or Rizki Mobil showrooms increases consumer trust. Fair pricing prevents suspicion since excessively low prices can raise doubts. Consumers perceive products as more acceptable when prices match product quality and benefits. Price was measured through indicators such as price-quality fit, price-benefit fit, and affordability. Trust was measured by seller competence, integrity, and kindness. For example, appropriate pricing that aligns with product quality enhances trust because consumers feel treated fairly and transparently. This finding is consistent with prior studies by Irfan et al. (2022), Rahmawati & Mangifera (2024), and Wahyuni et al. (2024).

Product Quality Influence on Consumer Trust

Product quality also significantly impacts consumer trust (significance = $0.001 < 0.05$) with a positive coefficient. Used cars in good condition—minimal scratches and well-functioning engines—increase consumer confidence. Quality was assessed by performance, durability, and features, while trust was measured similarly as above. Reliable performance and transparent condition reports build trust, supported by previous research from Irfan et al. (2022), Maharani et al. (2023), and Religia et al. (2024). Durable vehicles that require minimal repairs reinforce trust, as do additional useful features that meet consumer needs.



Social Media Marketing Influence on Consumer Trust

Social media marketing positively affects consumer trust (significance = $0.009 < 0.05$). Effective use of platforms like Facebook, Instagram, and TikTok fosters broad consumer reach and builds relationships through engaging content, sharing, and fast responses. Indicators include content creation, sharing, and connections. Interactive and transparent communication through social media nurtures trust, as consumers appreciate honest product information and positive testimonials. This aligns with findings from Arianto et al. (2020) and Husna (2022).

Price's Effect on Purchase Decisions

Price also significantly influences purchase decisions (significance = $0.048 < 0.05$) with a positive coefficient, meaning appropriate pricing increases the likelihood of purchase. Consumers prefer products that offer value matching their price and budget, reflecting findings by Abidin & Triono (2020), Satriawan & Setiawan (2020), Sudaryanto et al. (2021), Irfan et al. (2022), Ritonga et al. (2023), and Rahmawati & Mangifera (2024). Price-quality and price-benefit alignment, as well as affordability, strongly drive purchasing decisions at the showrooms.

Product Quality's Effect on Purchase Decisions

Product quality significantly affects purchase decisions (significance = $0.000 < 0.05$). Higher quality used cars encourage buying due to their reliability, safety, and value. Key quality aspects performance, durability, and additional features positively influence consumers, confirming previous research by Abidin & Triono (2020), Satriawan & Setiawan (2020), Irfan et al. (2022), Sirius (2023), and Faradila & Silitonga (2025). Quality assurance minimizes consumer doubts and supports confident purchasing.

Social Media Marketing's Effect on Purchase Decisions

Social media marketing also has a significant positive effect on purchase decisions (significance = $0.012 < 0.05$). Well crafted and informative digital content attracts consumers, promotes engagement, and facilitates quick responses to inquiries. Content creation, sharing, and connection-building contribute to consumer decisions. This supports research by Faradila & Silitonga (2025) and Brahmana & Shiratina (2024).



Consumer Trust's Effect on Purchase Decisions

Consumer trust significantly drives purchase decisions (significance = 0.002 < 0.05). Trust reduces perceived risks related to used cars, such as doubts about vehicle condition and seller honesty. Trust indicators include competence, integrity, and seller goodwill. High trust encourages purchase by fostering confidence, as supported by Irfan et al. (2022), Abidin & Triono (2020), Brahmana & Shiratina (2024), and Rahmawati & Mangifera (2024).

Mediating Role of Consumer Trust

Sobel tests confirm that consumer trust mediates the influence of price (significance = 0.036), product quality (significance = 0.020), and social media marketing (significance = 0.041) on purchase decisions, all below the 0.05 threshold. This indicates that improvements in pricing, product quality, and social media marketing enhance purchase decisions primarily by increasing consumer trust. Trust acts as a critical bridge converting marketing efforts into actual purchases.

CONCLUSION

This study set out to determine how price, product quality, and social-media marketing shape consumer trust and, in turn, influence purchase decisions for used cars in Banyuwangi. The evidence confirms that all three marketing variables exert direct, positive, and statistically significant effects on trust. Reasonable, transparent pricing alleviates buyer suspicion; consistent product quality reflected in strong performance, durability, and value-adding features reinforces confidence; and engaging social-media activity strengthens credibility through informative content, testimonials, and prompt interaction. Each variable likewise has a direct impact on purchase decisions, while consumer trust itself emerges as a critical determinant of buying behavior. Sobel tests further show that trust partially mediates the relationships between the marketing variables and purchase decisions, underscoring its pivotal role in converting favorable perceptions into actual transactions.

Managerial Implications and Future Research

For showroom owners in Banyuwangi, the findings highlight the need to enhance the lowest-scoring indicators price affordability, vehicle features, and content sharing to bolster both trust and sales. Managers should align prices with perceived quality and consumer purchasing power, offer value-adding features, and encourage customers to

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share content that amplifies positive word-of-mouth. Future researchers are encouraged to broaden the analytical lens by incorporating additional constructs such as brand image, service quality, promotional mix, or experiential marketing to capture other facets that may influence trust and purchase decisions in the used-car sector.

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