

## THE INFLUENCE OF SOCIAL INFLUENCE, IMPORT BRAND, TRUST, AND PRICE ON PURCHASE INTEREST IN THRIFT SHOPS ON E-COMMERCE PLATFORMS

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### Abstract

*This research aims to determine and analyse the influence of social influence, import brand, trust, and price on purchase interest in thrift shops on e-commerce platforms. This quantitative study has 96 respondents taken using a probability sampling technique and obtained the data through questionnaires and secondary data from journals and internet sources. The data analysis techniques used are multiple linear regression analysis, classical assumption testing, instrument testing (validity and reliability), hypothesis testing, and the coefficient of determination using the SPSS version 26.0 program. The results of partial tests reveal that social influence, import brand, trust, and price positively and significantly affect purchase interest in thrift shops on e-commerce platforms. Price is the dominant variable influencing purchase interest in thrift shops on e-commerce platforms. The Adjusted R Square value of 0.536 indicates that the dependent variable can be explained by the independent variables (social influence, import brand, trust, and price) by 53.6%, and the remaining 46.4% can be explained by other variables not examined in this study.*

**Keywords:** *Social Influence, Import Brand, Trust, Price, Purchase Interest*

### 1. INTRODUCTION

The development of the current era, human needs are increasingly diverse, the needs and desires of society that continue to increase make it difficult for society to distinguish between primary needs and secondary needs. Adnan & Abubakar, R. (2021) An entrepreneur is required to develop a business plan in the form of a good marketing strategy in increasing sales volume, so that it can build loyalty with customers and create product branding so that it becomes better known by consumers.

Used clothing is not only an item that is looked down upon, but has its own appeal to the community. Basically, basic human needs consist of clothing, food, and shelter. But at this time some people have various needs, one of which is clothing, which we know that fashion in this era has become a primary need rather than other needs. Thrift shop goods that were initially introduced to consumers through offline markets with enthusiasts who were still hesitant about the products, now thrift shops are not only trending in offline markets but have also dominated the online market. In today's digital era, thrift shop goods have become popular in the digital market e-commerce. Consumers are already convinced of the quality of the product, even if they only see photos in posts that show the details of the item.

Japarianto and Adelia (2020) The increasingly developing technology has caused trade to be increasingly unlimited in time and place, if in the past trade could only be done through face-to-face meetings, now through the internet network trade can be done without the need to meet face to face like decades ago. The rapid growth in the number of internet users can be a potential market for business people to enter, therefore more and more people are using the internet as a marketing and business medium.

Ferdinand in Erik (2017) identified purchase interest through indicators, namely: Transactional interest, namely a person's tendency to buy a product; Referential interest, namely a person's tendency to refer a product to others; Preferential interest, namely an interest that describes the behavior of a person who has a primary preference for the product; and Explorative interest, this interest describes the behavior of a person who is always looking for information about a product, a person who is always

looking for information about the product he is interested in and looking for information to support the positive qualities of the product.

The formulation of the problem in this study is how the influence of social influence, import brand, trust, and price on the interest in buying thrift shops on e-commerce platform consumers. The purpose of this study is to determine and analyze the influence of social influence, import brand, trust, and price on the interest in buying thrift shops on e-commerce platform consumers. The hypothesis in this study is that social influence (X1), import brand (X2), trust (X3), and price (X4) are suspected to have a partial and simultaneous effect on the interest in buying (Y) thrift shops on e-commerce platforms.

## 2. IMPLEMENTATION METHOD

The sampling technique that will be used in this study is *Non-Probability Sampling* with measurements using a *Likert scale*, namely an assessment scale used to collect respondents' attitudes and opinions. In this study, researchers used data instrument tests, namely validity tests and reliability tests. The method used in this study is multiple linear regression analysis and also uses classical assumption tests consisting of normality tests, heteroscedasticity tests, and multicollinearity tests which aim to provide certainty where the regression equation obtained has certainty and consistency. The hypothesis testing in this study uses partial tests (t), and correlation and determination coefficient tests.

## 3. RESULTS AND DISCUSSION

### 3.1 Results

The following are the results of the tests that have been carried out in this study with data processing using SPSS 26. Validity test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions or statements in the questionnaire are able to reveal something that will be measured, where the validity test itself is the basis for taking if the  $r_{\text{count}}$  value is greater than the  $r_{\text{table}}$  and the significant value is smaller than the significant level used, namely 0.05, then it can be concluded that the data in the study is valid.

**Table 1. Validity Test Results**

Item	$r_{\text{count}}$	value .	$r_{\text{table}}$	Information
X <sub>1.1</sub>	0,337	0,001	0,2006	Valid
X <sub>1.2</sub>	0,323	0,001	0,2006	Valid
X <sub>1.3</sub>	0,365	0,000	0,2006	Valid
X <sub>1.4</sub>	0,493	0,000	0,2006	Valid
X <sub>1.5</sub>	0,356	0,000	0,2006	Valid
X <sub>1.6</sub>	0,488	0,000	0,2006	Valid
X <sub>2.1</sub>	0,386	0,000	0,2006	Valid
X <sub>2.2</sub>	0,503	0,000	0,2006	Valid
X <sub>2.3</sub>	0,216	0,034	0,2006	Valid
X <sub>2.4</sub>	0,413	0,000	0,2006	Valid
X <sub>2.5</sub>	0,563	0,006	0,2006	Valid
X <sub>2.6</sub>	0,370	0,000	0,2006	Valid
X <sub>3.1</sub>	0,478	0,000	0,2006	Valid
X <sub>3.2</sub>	0,261	0,010	0,2006	Valid
X <sub>3.3</sub>	0,592	0,000	0,2006	Valid
X <sub>3.4</sub>	0,487	0,000	0,2006	Valid
X <sub>3.5</sub>	0,431	0,000	0,2006	Valid
X <sub>4.1</sub>	0,465	0,000	0,2006	Valid
X <sub>4.2</sub>	0,460	0,000	0,2006	Valid
X <sub>4.3</sub>	0,494	0,000	0,2006	Valid

Item	r <sub>count</sub>	value .	r <sub>table</sub>	Information
X <sub>4.4</sub>	0,541	0,000	0,2006	Valid
X <sub>4.5</sub>	0,447	0,000	0,2006	Valid
Y.1	0,450	0,000	0,2006	Valid
Y.2	0,506	0,000	0,2006	Valid
Y.3	0,477	0,000	0,2006	Valid
Y.4	0,535	0,000	0,2006	Valid
Y.5	0.281	0.006	0.2006	Valid

Source: Data processed by researchers (2024)

Based on the results of the validity test in Table 1, it shows that all statements from the variables of *social influence*, *import brand*, *trust*, *price*, and purchase interest obtain a calculated r value greater than the r<sub>table</sub>, and obtain a significant value smaller than the level of significance used, namely 0.05. Therefore, it can be concluded that the data used in this study is valid.

Reliability test is a test conducted to see to what extent the measurement results using the same object will produce the same data. The results of the reliability test in this study are as in the following table:

**Table 2. Reliability Test Results**

No	Variables	Cronbach's Alpha	Information
1	<i>Social Influence</i>	0.859	Reliable
2	<i>Import Brand</i>	0.736	Reliable
3	<i>Trust</i>	0.611	Reliable
4	<i>Price</i>	0.641	Reliable
5	Interest Buy	0.642	Reliable

Source: Data processed by researchers (2024)

Based on the results of the reliability test in Table 2, it shows that all variables used in this study consisting of *social influence*, *import brand*, *trust*, *price*, and purchase interest obtained a Cronbach's alpha value greater than 0.6. Therefore, it can be concluded that the data used in this study is reliable.

In this study, the data analysis that will be used is quantitative using multiple linear equations. The results of the multiple linear regression analysis can be seen in Table 3 below:

**Table 3. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficient		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	33,086	1,392		23,774	0,000
<i>Social Influence</i>	0,092	0,032	0,231	2,912	0,005
<i>Import Brand</i>	0,145	0,045	0,253	3,194	0,002
<i>Trust</i>	0,098	0,042	0.209	2,373	0.020
<i>Price</i>	0.156	0.040	0.339	3,905	0,000

Source: Data processed by researchers (2024)

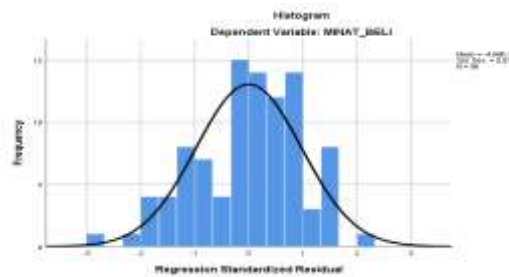
Based on the description of the results of the multiple linear regression equation in table 3, the results show that the *price variable* is the variable that has the highest influence on the purchasing interest of consumers in making *thrift shop purchases on the e-commerce platform*, which is 15.6%. While the variable that has the lowest influence is the *social influence variable* with an influence level of 9.2%.

The results of the data normality test using the normality test in this study are as shown in the following image:



**Figure 1. Probability Plot Test Results**  
Source: Data processed by researchers (2024)

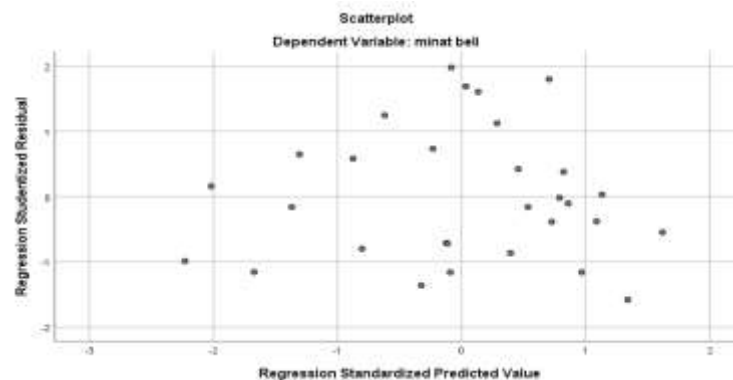
Based on the results of the data normality test using the *normality probability plot test* in Figure 1, it shows that the points in the *normality probability plot graph* are spread around the diagonal line or follow the diagonal line. Therefore, it can be concluded that the data used in this study are normally distributed.



**Figure 2. Histogram Test Results**  
Source: Data processed by researchers (2024)

Based on the results of the data normality test using the histogram graph in Figure 2, it shows that the diagonal line in the graph is symmetrical or does not deviate to the left or right. Therefore, it can be concluded that the data used in this study is normally distributed.

The heteroscedasticity test aims to test whether in the regression model there is inequality of *variance* from the residual of one observation to another. The results of the heteroscedasticity test in this study are as follows:



**Figure 3. Scatterplot Test Results**  
Source: Data processed by researchers (2024)

Based on the results of the heteroscedasticity test using the *scatterplot graph* in Figure 3, it can be seen that the points in the graph are spread out and do not form a clear particular model. Therefore, it can be concluded that the data used in this study does not have heteroscedasticity problems or is free from heteroscedasticity problems.

The multicollinearity test aims to test whether a regression model has a correlation or relationship between independent variables. A good regression model should not have a correlation between independent variables. The results of the multicollinearity test in this study are as in the following table:

**Table 4. Multicollinearity Test Results**

Variable	Colinearity Diagnostic		Information
	VIF	Tolerance	
<i>Social Influence</i>	1,080	0.926	Free Multicollinearity
<i>Import Brand</i>	1,030	0.971	
<i>Trust</i>	1,080	0.926	
<i>Price</i>	1,030	0.885	

Source: Data processed by researchers (2024)

Based on the results of the multicollinearity test in Table 4, it can be seen that all independent variables used in this study consisting of *social influence*, *import brand*, *trust* and *price* have a VIF value of less than 10 and obtain a *tolerance value* of more than 0.10. So it can be concluded that the data used in this study does not have a multicollinearity problem.

The basis for making decisions on partial regression tests is if the significant value is less than 0.05 and the  $t_{\text{calculated}}$  value is greater than the  $t_{\text{table}}$  value, then it can be concluded that the independent variable partially affects the dependent variable. The results of the partial regression test in this study are as in the following table:

**Table 5. Partial Test Results**

Model	Unstandardized Coefficient		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta		
(Constant)	33,086	1,392		23,774	0,000
<i>Social Influence</i>	0.092	0.032	0.231	2,912	0.005
<i>Import Brand</i>	0.145	0.045	0.253	3,194	0.002
<i>Trust</i>	0.098	0.042	0.209	2,373	0.020
<i>Price</i>	0.156	0.040	0.339	3,905	0,000

Source: Data processed by researchers (2024)

Therefore, the hypothesis stating that *social influence*, *import brand*, *trust*, and *price* partially have a significant effect on customer purchasing interest in *thrift shop purchases on e-commerce platforms* is accepted.

### 3.2 Discussion

From the results of the study above, it shows that *social influence* or social influence felt by customers has a significant influence on the purchasing interest of customers when making a purchase of a product or service. So the higher or greater the social influence felt by customers on a product, the intention to make a purchase will also increase. This is as previously explained by Soh et al., (2017), who explained that a person's purchase intention is influenced by environmental factors, in other words, consumers buy luxury goods not only because of taste but also because of the conformity of society, and consumers are very likely to be pressured socially by people close to them such as peers or



***The Influence of Social Influence, Import Brand, Trust, and Price on Purchase Interest in Thrift Shops on E-Commerce Platforms****Isna Apriliza Aisyah*<sup>1</sup>, *Adnan*<sup>2</sup>, *M.Subhan*<sup>3</sup>, *Khairina*<sup>4</sup>

the influence of social media/ *bloggers* /celebrities. So this shows that the greater the social influence felt by a customer, the higher the intention to make a purchase.

The results of the study above show that *import brands* or imported products perceived by customers have a significant influence on the purchasing interest of customers when making purchases of a product or service. So the greater or higher the quality of imported products perceived by customers towards a product, the intention to make a purchase will also increase. This is as previously explained by Ash Shidiqy (2023) the main reason behind the popularity of selling imported used clothing has superior quality and has a better reputation than local products. So this shows that the greater the quality of imported products perceived by a customer, the higher the intention to make a purchase.

The results of the study above show that *trust* or trust felt by customers has a significant influence on the purchasing interest of customers when making a purchase of a product or service. So the greater or higher the trust felt by customers towards a product, the intention to make a purchase will also increase. This is as previously explained by Tohirin, A. (2021) who stated that trust is a factor that influences consumer purchasing interest. So this shows that the greater the trust felt by a customer, the higher the intention to make a purchase.

The results of the study above show that *the price* or price felt by customers has a significant influence on the purchasing interest of customers when making a purchase of a product or service. So the smaller or lower the price felt by customers for a product, the intention to make a purchase will also increase. This is as previously explained by Bakti (2020) in the context of marketing, the term price is an amount of money (monetary unit) and other aspects (non-monetary) that contain certain utilities or uses needed to obtain a product. So this shows that the lower the price felt by a customer, the higher the intention to make a purchase.

**4. CONCLUSION**

Based on the results of the partial test research (t-test), it shows that the variables *social influence* ( $X_1$ ), *import brand* ( $X_2$ ), *trust* ( $X_3$ ), and *price* ( $X_4$ ) together have a positive and significant effect on the interest in buying *thrift shops on e-commerce platforms*. This is proven by the value of the partial test results (t-test) which shows that the  $t_{\text{calculated}} > t_{\text{table}}$  with a significance level of less than 0.05. So it can be stated that the hypothesis that states " *social influence, import brand, trust, and price* have a partial effect on the interest in buying *thrift shops on e-commerce platforms* " is accepted based on the assumption of the previous hypothesis.

This study only examines the influence of *social influence, import brand, trust, and price on thrift shop purchase interest on e-commerce platforms*, so further research is needed to examine the influence of other factors that have not been studied on purchase interest. The conclusions drawn are only based on data analysis, so it is hoped that there will be further research on *social influence, import brand, trust, and price* on purchase interest with different research methods, wider samples, and the use of different and more complete research instruments

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