

## Research Article

# Marketing Mix Strategy and Online Purchase Decisions: The Mediation Role of Consumer Trust (Case Study at Butiek Bu Adah)

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**Abstract:** *Butiek bu Adah, as a new player in the women's clothing industry, offers services through retail stores and online shop platforms in Lampung. In recent years, the online clothing business has experienced significant growth, driven by increasing internet usage and the ease of online shopping. This allows businesses to reach consumers in various locations more effectively. E-commerce platforms provide an easy, fast, and convenient shopping experience for consumers, allowing them to find products, compare prices, and make purchases easily. The marketing mix, which includes product, price, place, and promotion, is a key tool in determining marketing strategies. This study aims to analyze the factors that influence the level of trust and purchasing decisions of Butiek bu Adah customers. The research sample consisted of 130 respondents who responded to the questionnaire. The sampling technique used was convenience sampling, where respondents were selected based on availability and ease of access. The results showed that of the five proposed hypotheses, four hypotheses were accepted and one hypothesis was rejected. The factors that had a significantly positive influence were product, which influences trust with a p-value of  $0.032 < 0.05$ . Price on trust with a p-value of  $0.010 < 0.05$ . Promotion on trust with a p-value of  $0.049 < 0.05$ . Trust on purchasing decisions with a p-value of  $0.010 < 0.05$ .*

**Keywords:** *Marketing Mix, Trust, Selling Decicion.*

## 1. INTRODUCTION

Government policies in early 2021 were a significant step toward national economic growth. Entrepreneurs were able to revitalize their businesses, which had been disrupted by COVID-19 for more than three years. The impact of COVID-19 was not only negative; it also had a positive impact, allowing entrepreneurs to gain access to new markets, namely online markets with a broader reach (Lovelock & Wirtz, 2021). This situation led to more competitive business development, as consumers could easily select and purchase the products they desired without having to leave their homes. With the emergence of online markets, many new competitors emerged, forcing established businesses to find the right strategies to retain their customers (Kotler and Armstrong, 2021).

Butiek bu Adah as one of the new players as a clothing provider service Butiek bu Adah which is a retail store and Online Shop that sells various women's ready-made clothing such as Muslim clothing located in Lampung. One of the tools used in determining marketing strategies is the marketing mix. The marketing mix includes product, price, place and promotion. Online marketing mix strategy on Products; (a) Ensure the product description displayed online is very clear and attractive. Include high-quality product photos and adequate information about the features, benefits, and specifications of the product. (b) Improved user experience: focus on a satisfying user experience with a responsive website or

application interface, intuitive navigation, and a smooth purchasing process. (c) Product diversification: if possible, offer a variety of products or bundle packages to meet the needs and preferences of diverse customers.

Online marketing mix strategies on Price: (a) Competitive pricing: conduct market research to determine competitive and profitable prices. Offer discounts or special offers to increase the attractiveness of your product's price. (b) Price transparency: ensure product prices and additional costs (if any) are clearly displayed on your website or app. Avoid hidden costs that could disappoint customers. Online marketing mix strategies on Place: (a) The right online platform: choose an online platform that suits your target market. This could be an online store, a popular e-commerce platform like Amazon or Lazada, or relevant social media. (b) Optimize Search: ensure your product is easily found through search engines by using appropriate search engine optimization (SEO) techniques. This includes the use of relevant keywords, quality content creation, and backlinks.

Online marketing mix strategies for Promotion: (a) Engaging marketing content: use engaging and high-quality content to promote the product. This can be in the form of social media posts, blog articles, video tutorials, or product reviews. (b) Targeted online advertising: utilize online advertising such as Google Ads, Facebook Ads, or Instagram Ads to reach the right customers according to the target market profile. (c) Collaboration and endorsement: consider collaborating with influencers or other brands that have an audience relevant to the product. Endorsements from trusted parties can increase customer trust in the product.

The demand for Muslim women's gamis clothing has increased in recent years, with the gamis creating a trend among Indonesian Muslim women, particularly for Eid. This requires Muslim women's gamis clothing companies to create designs that are always contemporary, this is useful for retaining loyal customers and attracting new ones. Trendy women's gamis clothing is an integral part of the ever-evolving world of Muslim fashion. The gamis, also known as a robe or abaya in some cultures, is a very popular fashion choice among Muslim women because it provides a fashionable and sharia-compliant solution. In recent years, trends in women's gamis design have undergone significant developments, reflecting changing tastes and preferences in Muslim women's fashion.

In women's gamis designs, there is a wide variety in terms of colors, patterns, details, and materials. For example, color trends can range from soft and bright palettes for spring and summer to deeper and richer hues for fall and winter. Patterns and motifs also vary, from romantic florals to more modern geometric patterns or culturally rich ethnic motifs. Furthermore, details and accents such as pleats, drapery, ruffles, or ribbons also play a significant role in adding dimension and visual interest to the gamis. Women often use accessories such as belts, brooches, or necklaces to add a personal touch to their outfits. The materials used to make gamis also vary, from lightweight and comfortable cotton to elegant chiffon, luxurious satin, or graceful brocade.

Trends in the silhouette and cut of the gamis also fluctuate over time. From loose, flowing silhouettes to more structured and sleek cuts, the wide variety allows women to choose a style

that suits their preferences and body shape. Designers continue to create variations in gamis designs, such as layering, asymmetry, or unique sleeves, providing a wider range of options for Muslim women who want to look fashionable while still adhering to Islamic principles. Thus, the gamis continues to be an important part of the Muslim fashion repertoire, reflecting the progress and development of an inclusive and diverse fashion industry.

According to Kotler & Armstrong (2021), a product is anything that can be offered to a market for attention, purchase, use, or consumption that might satisfy a want or need. Price is the total value exchanged by consumers for the benefits of owning a product or service. Furthermore, place is a distribution channel, a series of organizations involved in all activities used to distribute the product and its owner status from producer to consumer. Promotion is communication between sellers and buyers that originates from accurate information aimed at changing the attitudes and behavior of buyers, from those who were previously unfamiliar to those who became familiar with the product, thus becoming and retaining the product. People in this case are employees. Internal marketing is crucial to marketing success because it has the potential to influence buyer perceptions. Physical evidence is the state or condition that also includes the atmosphere. A process or transformation strategy is an organizational approach to converting resources into goods and services (Fajar, 2018).

This study aims to examine and analyze the level of consumer decision-making in purchasing products at Butiek Bu Adah. The phenomenon that occurs is that decisions in making online purchases are still not fully in accordance with desires, resulting in consumer trust in products purchased online that does not meet expectations. Several studies have explained that there are several levels of consumer decisions that can be influenced by system convenience and ease of payment. The novelty of this study is the 4P analysis that prioritizes the analysis of consumer trust levels in decision-making (Lovelock & Wirtz, 2016).

Butiek bu Adah as one of the business units in providing clothing services Butiek bu Adah which is a retail store and Online Shop that sells various women's clothing such as Muslim clothing located in Lampung, Butiek bu Adah managed to record product sales achievements of 400-500pcs per month in the period of November-December 2023 but the target should have reached 700pcs per month. This is considered to have not met the target that should be. A marketing mix analysis is needed to understand the weaknesses and strengths of Butiek bu Adah in carrying out marketing activities.

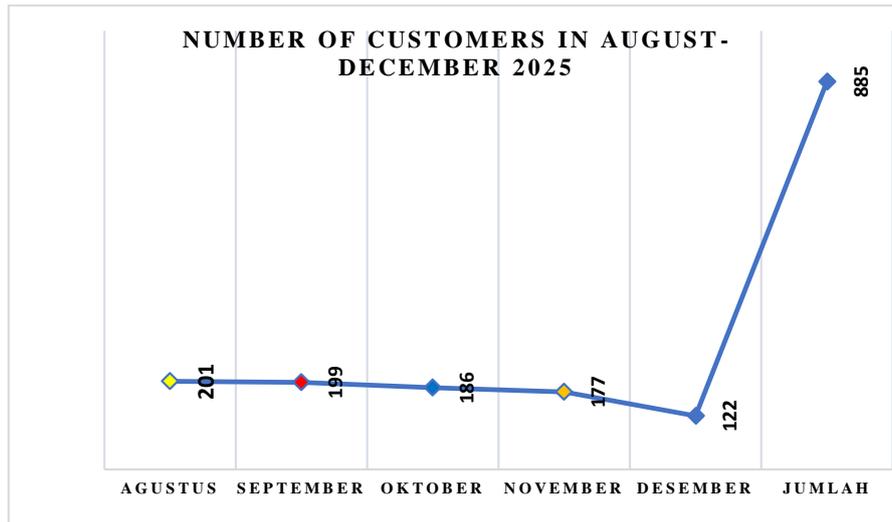


Figure 1 Monthly Sales Trend of Bu Adah Boutique

From Figure 1 above, it can be seen that the monthly target of 500 units per month for August-November 2025 has not yet reached the average sales target of 700 units per month. Therefore, researchers will focus on measuring product purchasing decisions with a level of trust measured by considering customer factors in choosing products based on the 4P marketing elements, namely product, price, place, and promotion.

**FORMULATION OF THE PROBLEM**

The competitiveness of the apparel industry creates new challenges for Butiek Bu Adah in meeting customer needs, one of which is online purchasing. Butiek Bu Adah, in this case, experienced a decline in weekly sales during the monthly sales period of November 2023. Therefore, it is necessary to conduct research to measure purchasing decisions for these products with the title "Marketing Mix Strategy and Online Purchasing Decisions: The Mediation Role of Consumer Trust (Case Study at Butiek Bu Adah)". Referring to the problem formulation explained previously, the research questions arise, namely:

1. Does the product influence online purchasing decisions mediated by trust in Butiek Bu Adah customers?
2. Does Price influence online purchasing decisions mediated by trust in Butiek Bu Adah customers?
3. Does place influence online purchasing decisions mediated by trust in Butiek Bu Adah customers?
4. Does promotion influence online purchasing decisions mediated by trust in Butiek Bu Adah customers?
5. Does trust influence online purchasing decisions of Butiek Bu Adah customers?

**2. LITERATURE REVIEW**

**Marketing Mix**

According to Lovelock & Wirtz (2016), the marketing mix is a crucial aspect in influencing consumers to use a product or service in the market. It is considered a vital tool in achieving marketing success, enabling businesses to remain competitive in a busy market. To develop an effective marketing strategy, a thorough understanding of the elements of the marketing

mix is necessary. The marketing mix serves as an instrument used by businesses to influence consumer perceptions of the products or services offered.

According to Cengiz & Yayla (2017), the marketing mix refers to the combination of tactics used by businesses to achieve their marketing objectives, particularly in reaching specific target groups. Kotler and Armstrong (2016: 51) define the marketing mix as a collection of tactical tools used by businesses to achieve their marketing objectives related to the target market. It consists of four main variables: product, price, promotion, and place (Kotler & Armstrong, 2016: 47), which are used to design a holistic marketing strategy. In addition, the conditions of the industry in which a business operates can also influence the approach to the marketing mix. For service-oriented businesses, there are three additional variables known as the 3Ps: process, physical evidence, and people, making a total of 4Ps (Lovelock & Wirtz, 2016).

### **Product**

Products are a crucial element in a business's marketing strategy, aiming to meet consumer needs and expectations. According to Dang (2015), a product can be defined as anything provided to consumers to satisfy their needs and expectations. Meanwhile, Uzniene (2021) defines a product as an entity that satisfies needs and expectations through use, consumption, or acquisition. In this context, products are not limited to physical goods but also include services, locations, experiences, activities, information, people, organizations, and possessions. Therefore, a product is not merely an object traded in the market but encompasses everything a business can offer to meet consumer needs and expectations. Products play a crucial role in determining exchange value, distribution through appropriate distribution channels, and delivery through appropriate promotions within the marketing mix. Therefore, a thorough understanding of the product offered is a prerequisite for designing an effective marketing strategy and winning the hearts of consumers.

According to Dang (2015), in the context of online marketing, products play a crucial role. Products in online marketing are not limited to physical goods, but also include various types of services, digital content, applications, and other virtual products. In online marketing, a product is often defined as anything a business offers to consumers through a digital platform. The importance of products in online marketing is as follows:

- a. Value Determination: Online products help businesses establish value for consumers. This can be through the various features, benefits, or unique features the product offers.
- b. Wide Selection: In the online world, consumers have access to a wide variety of products from a variety of brands and sellers. These products can be physical goods, such as clothing or electronics, or digital services, such as streaming subscriptions or software applications.
- c. Consumer Experience: Online products also contribute to the overall consumer experience. This includes a user-friendly interface, informative product descriptions, attractive product images, and helpful customer reviews.

- d. **Distribution and Delivery:** Online products allow businesses to offer flexible distribution and delivery options. From direct home delivery to instant digital downloads, online products make it easy for consumers to access the products they need.

### **Price**

Price is a measure of the sacrifice consumers must make to obtain the benefits of a product or service. The primary goal of pricing is to achieve profit, while considering the product's positioning based on its quality. According to Virvilaite et al. (2019), price is considered the most influential factor in determining customer satisfaction, as customers often evaluate the value of the service they receive based on price.

According to Nakhleh (2021), price reflects what consumers must sacrifice to obtain a product or service. Consumers' willingness to pay varies depending on their individual needs and preferences, so price perceptions can differ among individuals. Consumers often view price as an important indicator of a product's quality and benefits (Shih, 2022; Rahayu et al., 2021). They tend to associate higher prices with better quality, so products with well-known brands tend to have higher prices than lesser-known brands.

Furthermore, pricing is also related to payment methods (Cengiz & Yayla, 2017; Rahayu et al., 2022). Marketers have various objectives in pricing, including gaining market share or a reputation for superior quality, maximizing short-term profits, or ensuring business continuity. The choice of these objectives will influence the price level set for the product. However, total costs must also be considered to avoid losses for the company.

Price is a company's primary source of revenue and is one of the variables in the marketing mix, while the other variables are more cost-intensive. When setting prices, companies can employ two basic approaches: setting the lowest possible price (market-penetration pricing) and setting the highest possible price (market-skimming pricing). Therefore, pricing plays a crucial role for companies because it can directly impact their profitability (Shih, 2010).

### **Place**

According to Muala & Qurneh (2022), place refers to the accessibility of services provided to customers, including physical location and distribution systems. Place strategy requires the effective distribution of a company's products through various marketing channels, such as wholesalers or retailers. Distribution systems are a key external resource, and decisions regarding location require careful attention because they impact customer information, competition, promotions, and the overall marketing mission.

Distribution channels play a key role in managing physical distribution, serving as the place where marketing and logistics interact and consumer transactions occur. As noted by the experts cited above, location decisions encompass the operational location, sourcing, and distribution of goods or services related to business activities to consumers. Consumer purchasing decisions are often influenced by the presence of relevant locations for a company, thus influencing its target market.

According to Levy and Weitz (2021), location involves the implementation and planning of product or service distribution through appropriate locations. Location selection plays a key role in a business's success because:

- a. Consumers often prioritize location when choosing a store or service provider.
- b. Competitive advantage can be created through choosing the right location.
- c. Choosing a location is a risky decision, because consumers not only look at ease of access, but also associate it with the image and quality of the business.

The concept of a place marketing mix strategy in the context of online sales involves selecting the right online locations to effectively reach your target market. This includes e-commerce platforms, social media, company websites, and other online marketplaces.

- a. E-commerce Platform: Choosing an e-commerce platform that aligns with the type of product or service you offer is the first step in your location strategy. Platforms like Shopify, WooCommerce, or Magento provide the infrastructure for building an online store accessible to customers worldwide.
  - b. Social Media: Social media has become an essential platform for online sales. By utilizing platforms like Instagram, Facebook, or TikTok, businesses can build their online presence and engage with potential customers. Geographically targeted advertising campaigns can also help reach a more relevant audience.
  - c. Company Website: Having a responsive and easy-to-navigate company website is a key aspect of your brand strategy. The website is the central point where customers can find information about products or services, make purchases, and interact with the brand.
  - d. Online Marketplaces: Joining online marketplaces like Amazon, eBay, or Etsy can also be an effective strategy for reaching a wider customer base. These marketplaces have large customer bases and can help increase exposure for your products or services.
  - e. Local Optimization: If your business has a local focus, leveraging local optimization in your location strategy can be crucial. This involves listing your business in local online directories, utilizing Google My Business, and optimizing your content for local searches.
3. By paying attention to the marketing mix strategy of place in selling online, businesses can increase their visibility, reach, and sales success in the digital world.

### **Promotion**

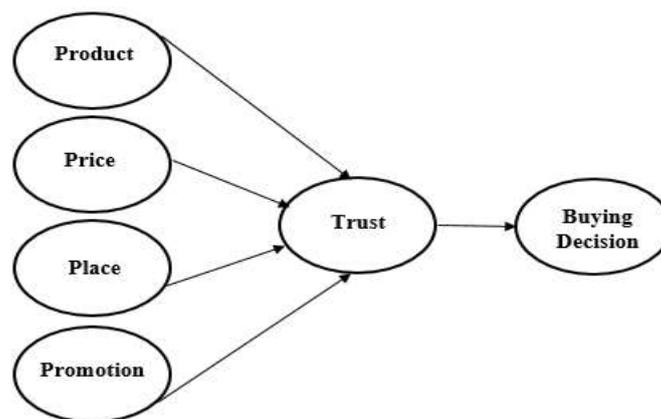
Promotion is an essential element for businesses when designing their marketing strategies for products or services. It plays a crucial role in creating awareness of products and services, particularly in environments where the relationship between consumers and producers is not always physical. However, it's important to remember that promotional activities must be implemented carefully to ensure long-term business sustainability.

According to Goi (2021) and Muala & Qurneh (2022), promotion is not only a crucial part of business operations but also a crucial element in the overall marketing process. Promotion encompasses various strategies such as sales promotion, advertising, personal selling, public relations, and direct marketing, which aim to generate consumer interest and awareness of the products and services offered.

When developing a promotional strategy, there are two approaches: push and pull strategies. A push strategy involves mobilizing the sales force and using promotional methods to push the product through distribution channels, while a pull strategy requires a focus on end-customers to generate demand that will then be passed on to the company's distribution channels.

The primary goal of promotion is to increase sales by influencing consumer purchasing decisions. This involves more than simply conveying information; promotions must also create an environment or situation that encourages consumers to choose and purchase a product or service. Therefore, each promotional activity must be carefully considered, taking into account several factors to achieve the desired results. In general, promotional activities have three main objectives:

- a. Inform: Providing consumers with knowledge about a product or brand, especially for new or lesser-known products on the market, with the aim of increasing consumer awareness.
- b. Persuading: Encouraging consumers to consider and choose a particular product or service, whether new or existing, by providing persuasive information.
- c. Remind: Maintaining consumer awareness of a particular brand or product through repeated promotions, with the aim of maintaining consumer loyalty and encouraging repeat purchases.
- d. By understanding the role and purpose of promotion well, businesses can design effective promotional strategies to introduce their products and services to the market.
- e. From the hypothesis above, the research model is obtained:



Picture 2. Research Model

### Research Hypothesis

The following research hypotheses are described below:

- H1: Products have a positive influence on customer trust in Butiek Bu Adah
- H2: Price has a positive effect on customer trust in Butiek Bu Adah
- H3: Place has a positive effect on customer trust in Butiek Bu Adah
- H4: Promotion has a positive effect on customer trust in Butiek Bu Adah
- H5: Trust has a positive effect on customer trust in Butiek Bu Adah

### 3. METHOD

The research method used in this study is a descriptive method with an explanatory survey. The survey method is a research method conducted on a sample taken from the population, so that relative events, distributions, and relationships between research variables are discovered (Cengiz & Yayla, 2017).

The object of this research is about the marketing mix, trust and purchasing decisions. This research was conducted on Butiek bu Adah customers, with a sampling technique of the number of indicators multiplied by 5-10, it is known that the indicators in this study are  $26 \times 5 = 130$ , so the number of samples is 130 respondents. The type of research used in this study is quantitative descriptive research. Quantitative research is a research method based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing predetermined hypotheses (Nakhleh., 2021).

### 4. RESULTS AND DISCUSSION

#### Respondent Identity

The research sample consisted of 130 respondents as Butiek bu Adah customers. The characteristics of the respondents were known to be predominantly female, with 105 people, based on age, the most dominant were in the 31-40 years age range, with the most dominant being customers for 5-10 years. As follows.

Table 1. Respondent Characteristics

No.	Gender	Frequency	Percentage
1	<b>Gender</b>		
	Man	25	8.00%
	Woman	105	92.00%
2	<b>Age</b>		
	21-30 Years	11	17.33%
	31-40 Years	99	76.00%
	>41 Years	20	6.67%
3	<b>Length of Time Being a Customer</b>		
	5-10 Years	98	75.33%
	11-15 Years	12	15.67%
	16-20 Years	10	5.00%
	>20 Years	10	5.00%

### Full Research Model Feasibility Test

The figure below shows the feasibility test for the full research model. As follows:

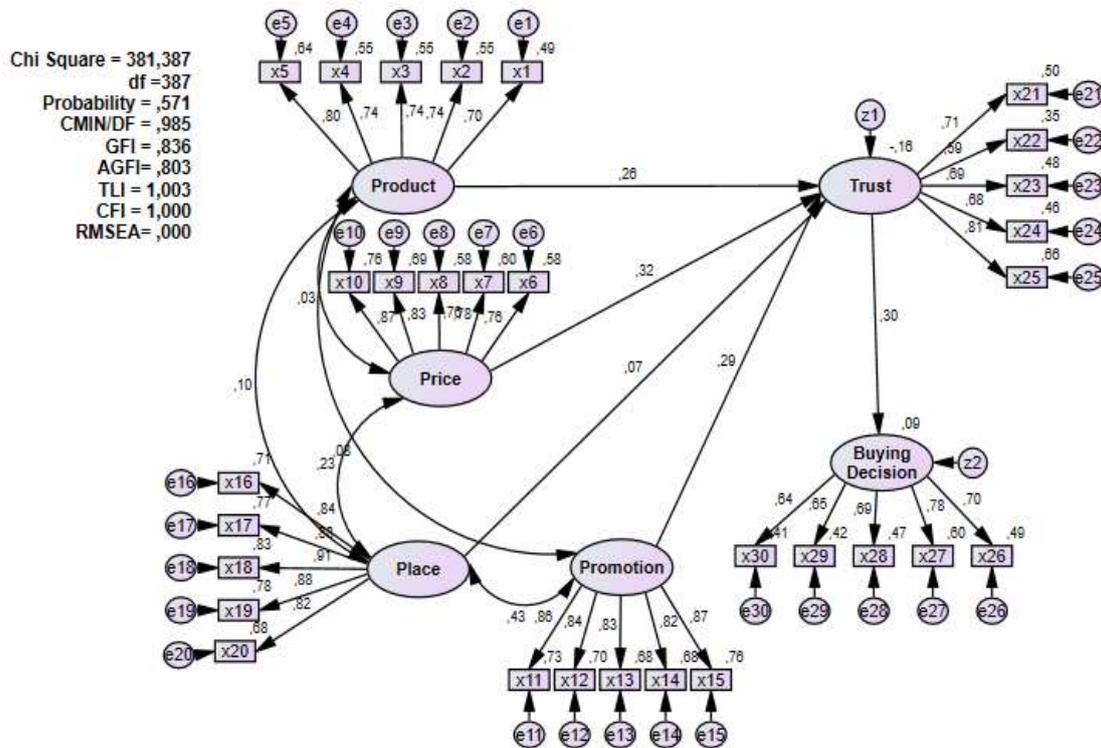


Figure 3. Full Model Test

The results of the full model feasibility test analysis can be presented as follows:

Table 2. Output of Full Model Feasibility Test Analysis

<i>Goodness of fit</i>	<i>Cut-off value</i>	<i>Analysis</i>	<i>Informa</i>
<i>Chi-Square</i>	< 122.107 (df:98,	381,387	<i>Fit</i>
<i>CMIN/DF</i>	< 2.00	0.985	<i>Fit</i>
<i>Probability</i>	> 0.05	0.571	<i>Fit</i>
<i>GFI</i>	> 0.90	0.836	<i>Marginal</i>
<i>AGFI</i>	> 0.90	0.803	<i>Marginal</i>
<i>TLI</i>	> 0.90	1,003	<i>Fit</i>
<i>CFI</i>	> 0.95	1,000	<i>Fit</i>
<i>RMSEA</i>	0.05-0.08	0,000	<i>Fit</i>

Table 2 presented in the study shows that the model has met the goodness of fit criteria test standards. The test results show that the chi-square value of 101.562 is smaller than the critical value of 381.387, with a CMIN/DF of 0.985 which is also smaller than the critical value of 2.00. In addition, the probability value of 0.571 is greater than the set alpha value of 0.05, as well as the TLI of 1.003 and CFI of 1.000, both exceeding the minimum standard of 0.95. However, there are two tests that indicate a mismatch, namely the GFI and AGFI, both of which are less than the cut-off value of 0.90. However, because the results of the appropriate tests are more dominant, the analysis can be continued to the next stage. Details of the weight regression test on the complete model are presented below:

Table 3. Regression Weight Full Model

			Estimate	SE	CR	P	Label
Trust	<---	Product	,164	,077	2,138	,032	par_27
Trust	<---	Price	,155	,061	2,561	,010	par_28
Trust	<---	Promotion	,127	,065	1,971	,049	par_29
Trust	<---	Place	,037	,075	,495	,620	par_30
Buying_Decision	<---	Trust	,304	,118	2,574	,010	par_42

In table 3 above, the regression weight test shows:

- There is a significant influence of product on trust, with a p-value of 0.032 and a positive coefficient of 0.164. This means that the quality of the product received by customers at Butiek Bu Adah can increase perceived trust.
- There is a significant influence of price on trust, with a p-value of 0.010 and a positive coefficient of 0.155. This means that the price set by Butiek Bu Adah can increase customer trust.
- Promotion has a significant influence on buying decisions, with a p-value of 0.049 and a coefficient of 0.127. This means that promotions carried out by Butiek Bu Adah can increase customer trust.
- There was no significant influence of Place on buying decisions, with a p-value of 0.620 and a coefficient of 0.037. This means that Place cannot increase customer trust.
- Trust significantly influences buying decisions, with a p-value of 0.010 and a positive coefficient of 0.304. This means that customer trust can improve buying decisions at Butiek Bu Adah.

## STATISTICAL ASSUMPTIONS

### Normality Test, Outlier Test and Multicollinearity Test

#### Normality Test

Data normality testing is a crucial step in evaluating whether the data used in a study exhibits a normal distribution for each observed variable. The analysis using AMOS showed a multivariate CR (critical ratio) value of 0.715, within the range of  $\pm 2.58$ , indicating that the data exhibits a multivariate normal distribution.

#### Outlier Test

Furthermore, the evaluation of outliers was carried out by observing the Chi-square table, with df 20 (indicator) and  $p < 0.001$ . The cut-off value  $\chi^2(16, 0.001) = 39.252$ . The results of the analysis using AMOS showed that the highest Mahalanobis distance value was 48.952, which was less than the cut-off value of 52.619, which indicated that there were no outliers in the research data. as follows:

Table 4. Data Outliers

Observation number	Mahalanobis d-squared	p1	p2
1	<b>48,952</b>	,016	,856
27	48,382	,018	,647
47	47,734	,021	,470
41	44,240	,045	,804
18	43,983	,048	,692
76	43,672	,051	,587
67	43,293	,055	,504
28	43,287	,055	,353
107	41,667	,076	,582
91	40,907	,088	,636
50	40,566	,094	,597

### Multicollinearity Test

A multicollinearity evaluation was also conducted to detect strong correlations between the independent variables. The analysis results showed a determinant of the sample covariance matrix of 0.000000804, indicating that the value is far from zero. Thus, it can be concluded that the research model is free from multicollinearity issues.

## DISCUSSION

### Product Influence on Purchasing Decisions

The analysis showed a significant effect between product and consumer trust at Butiek Bu Adah, with a significance value of  $0.032 < 0.05$  and a coefficient value of 0.164 indicating a positive effect. These findings support those of Kushwaha and Agrawal (2024) and Hiransomboon (2022), which found that product significantly influences trust.

Products have a significant influence on customer trust at Butiek bu Adah, a retail store and online shop offering a variety of women's apparel, including Muslim clothing. This is due to several reasons relevant to the business's characteristics and customer preferences. First, consistent and good product quality, especially in terms of materials, design, and comfort of use, gives customers confidence that they are getting value for their money. Second, customer satisfaction resulting from quality products and a satisfying shopping experience makes customers feel more confident to shop at the store again or recommend it to others. Third, a good brand reputation, built through superior products and good service, creates the perception that Butiek bu Adah is a business that customers can trust and rely on. The impact of product influence on customer trust can be felt through increased customer loyalty, positive recommendations to others, and sustainable business growth. This creates a conducive environment for Butiek bu Adah to grow and expand its market share, both offline and online.

### The Influence of Price on Purchasing Decisions

The analysis showed a significant effect of price on consumer trust in Butiek Bu Adah, with a significance value of  $0.010 < 0.05$  and a coefficient value of 0.155 indicating a positive effect. These findings support those of Bhardwaj (2017) and Kushwaha and Agrawal (2024), which stated that price significantly influences trust.

Price significantly influences customer trust at Butiek Bu Adah, a retail and online shop offering a variety of women's apparel, including Muslim clothing. This is due to several factors that are important to both customers and the business. First, competitive and fair pricing creates a positive perception of value for customers. When Butiek Bu Adah's product prices are perceived as reasonable and commensurate with the quality of the product offered, customers tend to feel they are getting value for their money. This builds confidence that the business is not exploiting or deceiving customers regarding pricing. Second, stable and transparent pricing creates greater trust among customers. When customers feel confident that the price they pay will not change unexpectedly or include hidden additional costs, they tend to feel more comfortable and trust the business. Consistency and clarity in pricing also reflect Butiek Bu Adah's integrity and professionalism.

The impact of price on customer trust can be felt in several ways. First, customers who trust the prices offered by Butiek Bu Adah tend to be loyal customers who make consistent purchases. Second, customer confidence in fair and stable prices can lead to positive recommendations to friends, family, or acquaintances, which in turn can help improve the reputation and growth of the business. Furthermore, the influence of price on customer trust can also have a negative impact if the price is perceived as not commensurate with the value provided. Prices that are too high or not commensurate with product quality can erode customer trust and even lead to the loss of potential customers to competitors offering more competitive prices. Overall, price plays a crucial role in building and maintaining customer trust at Butiek Bu Adah. When prices are perceived as fair, stable, and commensurate with the value of the product offered, this creates a conducive environment for business growth, increased customer loyalty, and a good long-term reputation.

### **The Influence of Place on Purchasing Decisions**

The statistical test results from the research that has been conducted show that there is no significant influence between Place on trust as seen from the significance value of  $0.620 > 0.05$ , which means that the good place does not impact the level of customer trust. The results of this study support research from (Fauzeyya., 2017) and Manampiring, Trang (2016) which stated that there is no significant influence of place on trust.

The influence of place on Butiek Bu Adah's customer trust may not be as significant for several reasons. First, with the rise of online sales, the presence of a physical store may become less important in building customer trust. Second, customer trust is more often influenced by product and service quality, as well as brand reputation, rather than just the physical location of the store. As a result, the company may focus more on improving products and services, and developing marketing strategies that focus more on quality and

brand reputation, rather than solely on the physical location of the store. In this context, increasing online presence and investing in the online customer experience may become a higher priority for building strong trust with customers.

### **The Effect of Promotion on Purchasing Decisions**

The analysis results showed a significant effect of promotion on consumer trust at Butiek Bu Adah, with a significance value of  $0.049 < 0.05$  and a coefficient value of 0.127 indicating a positive effect. These results support the findings of Hiransomboon (2022) and Kushwaha and Agrawal (2024) which stated that promotion significantly influences trust.

Promotion has a significant influence on customer trust in Butiek bu Adah for several reasons relevant to business characteristics and consumer behavior. First, promotion strengthens brand awareness and reputation. Through appropriate promotion, Butiek bu Adah can introduce their products and services to potential customers, build awareness about their brand, and strengthen their reputation as a provider of quality women's clothing, including Muslim clothing. This creates a positive perception in the eyes of customers and helps build trust in the brand. Second, promotion creates a closer relationship between the business and customers. Through promotion, Butiek bu Adah can interact directly with potential customers, providing information about products and services, and responding to questions or concerns. This effective communication strengthens the relationship between the business and customers, helping to build trust and loyalty.

Furthermore, promotions can provide certainty and confidence in purchasing decisions. Discounts, special offers, and other promotions incentivize customers to make purchases while also assuring them that they're getting good value for their money. This builds trust that Butiek Bu Adah is a trustworthy place to shop.

The impact of promotions on customer trust can be felt in several ways: **Increased Sales:** Effective promotions can increase customer interest and trust, encouraging them to make purchases. This results in increased sales and revenue for Butiek bu Adah. **Increased Customer Loyalty:** Customers who feel valued through special promotions or exclusive offers tend to be more loyal to the brand. They feel that the business cares about their needs and wants, which strengthens trust and encourages repeat purchases. **Enhanced Reputation:** Successful promotions create a positive impression among customers, strengthening Butiek bu Adah's reputation as a reliable and high-quality shopping destination. This has a positive impact on the brand image and customers' perception of the business's reliability.

### **CONCLUSION**

- a. The findings of this study provide important guidance for Butiek Bu Adah's management, demonstrating the need to actively address factors contributing to consumer trust and purchasing decisions. This can be achieved by focusing their attention and efforts on optimizing variables that have been shown to positively impact sales volume. These include the availability of attractive products, competitive pricing, engaging and intensive promotions, improving the quality of service provided by

employees, and providing convenience at every stage of the service process to meet consumer needs. By addressing and improving these aspects, management can strengthen their relationships with customers, increase trust, and stimulate sustainable business growth.

- b. Butiek bu Adah's management has the potential to increase customer trust by taking steps focused on transparent, competitive, and profitable pricing. By implementing a pricing policy that is clear and easily understood by customers and offering competitive prices in the market, Butiek bu Adah can build the perception that they provide fair value and quality service to their customers. Furthermore, by carefully and consistently considering prices and providing profitable offers, management can create a climate that inspires stronger customer trust and loyalty. Thus, these steps will not only help Butiek bu Adah retain its existing customer base, but also attract new customers and enhance its overall brand image.

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