

ABSTRACT

Dina Novaria, 2026. Pengaruh Kepercayaan Konsumen Dan Harga Terhadap Keputusan Pembelian Ulang Pakaian Bekas (*Thrifting*) dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi pada Masyarakat Muslim Kota Tasikmalaya).

In the era of globalization, public consumption patterns have shifted toward more economical and sustainable alternatives, one of which is the growing interest in buying secondhand clothes (thrifting). Consumers' repurchase decisions are driven not only by affordable prices but also by their level of trust in product quality and feasibility, as well as the seller's reputation. In addition to the alignment between price and perceived benefits, positive post-purchase experiences help shape customer satisfaction, which serves as a crucial factor influencing their intention to repurchase secondhand clothes. This study aims to determine the effect of consumer trust and price on the repurchase intention of secondhand clothes (thrifting) with customer satisfaction as an intervening variable.

This study employs a descriptive quantitative research method using SmartPLS 4.0 as the analytical tool. The population of this study consists of the Muslim community in Tasikmalaya City who have purchased secondhand clothes (thrifting), with a sample of 170 respondents selected using a non-probability sampling technique. The analysis stages were conducted through Partial Least Square (PLS) analysis, which includes the measurement of the outer model, inner model, and hypothesis testing.

The results show that consumer trust has a significant effect on both repurchase decisions and customer satisfaction. Price does not affect repurchase decisions, but it has a significant effect on customer satisfaction. Customer satisfaction is proven to have a significant effect on repurchase decisions. Furthermore, customer satisfaction successfully mediates the effect of consumer trust on repurchase decisions, but it fails to mediate the effect of price on repurchase decisions.

These findings indicate that to increase the repurchase decisions of secondhand clothes (thrifting), business actors in Tasikmalaya City must focus on strengthening consumer trust and creating customer satisfaction, for instance, by maintaining transparency regarding product conditions and providing positive post-purchase services. Although affordable prices remain crucial in shaping initial customer satisfaction, price alone is not strong enough to drive repurchase behavior without being accompanied by deep trust and satisfaction. Therefore, a marketing strategy oriented toward store reputation and meeting product quality expectations is the primary key to the sustainability of the thrifting business.

Keywords: Consumer Trust; Price; Customer Satisfaction; Repurchase Decision; Thrifting.