
THE EFFECT OF SERVICE QUALITY, DIGITAL PROMOTION, PRICE, AND CONSUMER TRUST ON CUSTOMER LOYALTY OF WHOLESALE TASYA BAGS

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Abstract

This study aims to analyze the influence of service quality, digital promotion, price, and consumer trust on customer loyalty at Tasya Bag Wholesale in Kampung Pajak. This study uses a quantitative approach with a survey method. The population in this study is all customers of Tas Tasya Wholesale, with sampling techniques using accidental sampling methods. Data were collected through questionnaire deployment and analyzed using multiple linear regression with the help of t-test, F-test, and coefficient of determination (R^2). The results of the study show that partial service quality, digital promotion, price, and consumer trust have a positive and significant effect on customer loyalty. Simultaneously, these four variables also have a significant effect on customer loyalty. The consumer trust variable has the most dominant influence in increasing customer loyalty. The value of the determination coefficient indicates that customer loyalty can be explained substantially by the quality of service, digital promotions, price, and consumer trust, while the rest is influenced by other factors outside of the study. This study concludes that improving service quality, optimizing digital promotions, setting competitive prices, and building consumer trust are effective strategies to increase customer loyalty in Wholesale Tasya Bags in Tax Villages.

Keywords: Service Quality, Digital Promotion, Price, Consumer Trust, Customer Loyalty

INTRODUCTION

The development of the fashion and accessories industry in Indonesia, especially bag products, has increased very rapidly in the last five years. The consumer trend of people who increasingly prefer practical, fashionable, and affordable products has also encouraged competition in the local market. This condition makes every brand, including Tasya Bag Wholesale, must be able to provide more value for consumers so that it remains the main choice.

Wholesale Tas Tasya is one of the MSMEs engaged in the production and sale of women's bags in Labuhanbatu Regency. These MSMEs are quite popular among teenagers and young mothers because of their attractive design and relatively competitive prices. However, the increase in new players in the fashion bag sector makes Tasya Bag Wholesaler need to strengthen its marketing and service strategy so that customers do not move to competitors.

Customer loyalty is an important factor that ensures business sustainability. Loyal customers not only make repeat purchases, but also give recommendations to others. However, loyalty cannot be formed without good service quality, appropriate prices, strong trust, and effective digital promotions.

The quality of service is one of the aspects that are often complained about by Tasya Bag Wholesale customers. Some customers consider that admin responses on social media such as Instagram and WhatsApp are often late, especially during peak hours. Other complaints are related to incomplete product information that makes customers hesitate to make a purchase.

A case that often occurs is that customers ask for details of bag material, size, or quality of stitches, but the admin reply is not quick or not detailed. This causes customers to choose other stores that provide faster and more informative service. This phenomenon has a direct impact on the decline in customer satisfaction and loyalty.

In addition, the digital promotion carried out by Wholesale Tas Tasya is considered not optimal. Today, digital promotion is a major force to attract customers, especially through Instagram Reels, TikTok, and paid advertising. However, Grosir Tas Tasya's social media uploads are still fairly rare, less consistent, and have not utilized creative content such as unboxing videos or user reviews.

An example of a case that occurred in the last six months was the reduced social media engagement of Grosir Tas Tasya due to the lack of promotional content. Local competitors are more aggressive by leveraging micro-influencers and review content, thus attracting more potential customers. This caused some customers of Wholesale Tas Tasya to switch to competing stores.

The price factor is also one of the main considerations in the bag purchase decision. Although the price of Tasya Bag Wholesale products is relatively competitive, some customers complain about the unclear price during the promo. There is a price difference between the catalog and the latest posts that makes customers feel confused and distrustful.

One of the cases that quite often arises is a customer who feels that the price changes during the transaction process. For example, the promo listed on Instagram does not match the price provided by the admin. This situation can lower trust levels and affect customer loyalty.

Consumer trust is an important variable that affects the extent to which customers retain. Trust can be built through clarity of product information, appropriate quality, price consistency, and transparency in service. However, some customers reported that the bags received were not as expected, both in terms of material and size.

Mismatch phenomena like this can undermine customer trust. In the digital era, customers easily submit complaints through social media, which can affect the brand image widely. Therefore, building strong trust is a crucial factor for Tasya Bag Wholesaler.

The loyalty of Tasya Bag Wholesaler customers is currently recorded to have decreased. Based on field observations and customer comments, it can be seen that there is a tendency for customers to try other brands that offer friendlier service, clearer prices, and more attractive digital promotions. The decline in the repeat order rate is one of the indicators.

In the midst of increasing competition, Tasya Bag Wholesaler must be able to improve the quality of service that is more responsive and professional. This includes increased admin response speed, more detailed product information, and better after-sales service delivery.

In addition, creative and consistent digital promotion is also very necessary. The use of local influencers, engaging video content, and clear promo offers can help increase customer engagement and grow loyalty. Transparent price adjustments that are in accordance with product quality need to be strengthened so that customers do not feel disadvantaged. When price and quality are in line, customers will be more trusting and more likely to make repeat purchases. Based on this phenomenon, it is important to research more deeply the influence of service quality, digital promotion, price, and consumer trust on customer loyalty of Wholesale Tas Tasya..

REVIEW OF LITERATURE

Quality of Service

According to (Majid, 2021), service quality is the completeness of the features of a product or service that has the ability to meet customer needs and provide satisfaction. meanwhile, (Wibowati, 2021) states that service is any action or activity offered by one party to another party that is essentially intangible and does not form any ownership. Based on the opinions of some of these experts, it can be concluded that the quality of service is determined by the customer's assessment of the difference between expectations and reality for the services provided by the service provider, whether it is partial or in total. According to Zaid (2021), service quality is the customer's perception of the service components of a product.

The quality of service is a central point for the company because it affects consumer satisfaction, and consumer satisfaction will arise if the quality of service provided is good. Based on the definitions above, it can be concluded that service quality is an action taken by the company in the form of intangible things but can be felt by consumers. The measurement of service quality can be seen from a service.

According to Zaid (2021), the indicators of service quality are as follows: a. Punctuality, b. Politeness, c. Consistency, d. Convenience, e. Completeness, f. Accuracy.

Digital Promotion

Digital promotion is a marketing strategy that uses various digital platforms and technologies to promote products, services, or brands to audiences online through social media, websites, emails, online advertising, and other digital content, with the goal of

increasing brand awareness, generating new leads, increasing sales, and building stronger relationships with customers (Harefa et al., 2024). According to Erpurini et al., (2023), digital promotion is a promotional activity that uses online marketing media to convey information and interact with consumers through digital media such as Facebook and Instagram. Hartini et al. (2022) stated that digital marketing, including digital promotion, is the use of the internet and digital media as a tool to promote products/services to meet consumer needs and increase brand awareness. Meanwhile, according to Pratama & Hidayat (2022), digital promotion is part of a digital marketing strategy that uses online platforms (SEO, social media marketing, online advertising) to build brand awareness, engagement, and sales conversion in real-time. Digital promotion is a company's effort to communicate product value through digital media such as Instagram, Facebook Ads, and Google Ads to create two-way interactions and increase consumer responses (Rahmawati et al., 2024). Digital promotion is an information technology-based marketing activity that allows companies to conduct persuasive communication in a personalized, measurable, and data-based manner to increase the effectiveness of marketing campaigns (Muhammad Iqbal. (2025)

According to Chaffey, D (2023) there are five indicators of digital promotion, namely: Traffic Generation. Namely the ability of digital promotion in bringing visitors to websites or digital platforms. Engagement is the level of audience interaction with promotional content (likes, comments, shares, clicks). Conversions are the ability of promotions to drive real actions such as purchases or registrations. Retention is the ability to retain customers through email marketing, remarketing, or loyalty campaigns. Brand Visibility is the level of brand visibility on search engines and social media.

Pricing

Business competition in this era of globalization looks increasingly fierce. Along with increasing business competition, consumers or buyers are also more careful in choosing products. This means that now companies are required to create new innovations creatively in producing a product or service so that the company is able to survive. There are many strategies that a company can do to survive in this business competition, for example with a pricing strategy and improving the quality of the products it produces. It's common knowledge that price is an important factor among the many factors that buyers consider in making purchasing choices.

Quoted from Philip Kotler in (Risa, 2021) price has become the most important aspect in determining buyers' decisions. So broadly speaking, price is the complete value that is traded to buyers for the benefit of owning goods or services. The value of money that must be paid by the consumer to the seller for the goods or services he purchases. In other words, the price is the value of an item determined by the seller. There are also those who say that the definition of price is a sum of money charged to consumers to benefit from a product (goods/service) purchased from a seller or manufacturer.

The selling price is determined by the seller and takes advantage of the price, while the consumer gets his needs by paying for the product at the specified price. According to Anjani and Siregar (2021), price is defined as the amount of money (monoter unit) and or other aspects (non-monoter) that contain quality or usefulness that are treated to get a product. Buyers generally equate the price of expensive goods with good quality and if the price of goods is too cheap, buyers will question the quality of the product itself.

A company should set a price that is proportionate to the quality and value of the product. Extremely high prices or vice versa can be a determining factor for buyers. High prices can make consumers switch to other similar products and vice versa. According to Tjiptono in (Fenny, Markus Asyifa and Silvia 2021), price indicators consist of consumer purchasing power, consumer willingness to buy, the position of the product in the customer's lifestyle, namely whether the product is a status symbol or just a product used daily, the benefits of the product for consumers, the price of substitute products, and the potential market for the product. These values are not an exact indicator of the number of resources needed to produce a product.

Consumer Trust

According to Azis, Faiz, and Talentina (2022), consumer trust is consumer confidence that a service provider or seller will act reliably, honestly, and be able to meet consumer expectations despite uncertainty in the transaction process. This definition emphasizes the element of belief in the ability and integrity of service providers in the business environment, especially on digital platforms.

Furthermore, Putra and Santoso (2023) explained that consumer trust is a consumer's perception of the company's credibility, competence, and goodwill in providing products or services as promised. Trust arises when consumers feel safe and confident in the quality and consistency of the company's performance.

Furthermore, Rahmawati and Hidayat (2024) stated that consumer trust is the willingness of consumers to rely on a brand or seller based on the expectation that the party will not take actions that are detrimental to consumers. This concept contains an element of risk-taking that consumers are willing to accept because of their belief in the integrity and reliability of the company.

Based on the opinion of experts, researchers conclude Trust is all the knowledge possessed by consumers and all the conclusions made by consumers about its objects, attributes, and benefits. There are five indicators of consumer confidence, including (Wijayanthi & Goca, 2022): 1. Integrity, 2. Honesty, 3. Caring, 4. Seriousness, 5. Ability.

Customer Loyalty

According to Maisaroh and Nurhidayati (2021), customer loyalty is consumer loyalty to a brand, store, or supplier, which is reflected in a highly favorable attitude and a repeating and consistent purchase pattern. According to Tjiptono (2020), customer loyalty is often associated with repurchase behavior. The two are indeed related, but they are actually different. In the context of a brand, for example, loyalty reflects a psychological commitment to a particular brand, while repurchase behavior is solely concerned with buying the same specific brand over and over again. Customer loyalty refers to the customer's loyalty and attachment to a brand, product, or service. It illustrates the extent to which customers are likely to choose and continue to interact with a company or brand rather than looking for alternatives that exist on the market. There are several aspects that affect customer loyalty. First, customer satisfaction is an important factor. If customers are satisfied with the products or services provided by the company, they are likely to return to shop or use the service in the future. This satisfaction can include product quality, appropriate prices, on-time delivery, good customer service, and an overall pleasant experience. Indicators of customer loyalty according to Kotler and Keller (2021) are 1) Repeat purchase, namely consumer loyalty to

product purchases. 2) Retention is resilience to the influence of negative issues regarding the company. 3) Referalls, which refer to the total existence of the company.

RESEARCH METHOD

This study used quantitative methods. Quantitative data analysis can be used to test previous hypotheses (Sugiyono, 2022). The population of this study was consumers who made purchases at Tasya Bag Wholesale; the exact number of these users is unknown. The sample was taken using a purposive sampling method. The sample determination in this study used the Roscoe theory formula. Roscoe's theory states that if a study will conduct multivariate analysis (correlation or multiple regression), the sample size should be at least 10 times the number of variables studied (Sugiyono, 2022). Because this study consists of five variables: service quality, promotion, price, consumer trust, and customer loyalty, the sample size is $10 \times 5 = 50$ respondents..

The instrument tests used include validity and reliability tests. The ability of an indicator to measure the accuracy of a concept is another component of validity testing. According to (Sugiyono, 2022), validity testing involves experts (statisticians, marketing experts) and competent parties (potential respondents) to provide responses and suggestions on indicators presented in the form of questionnaire items. Meanwhile, in reliability testing, the Cronbach's alpha coefficient is used. Cronbach's alpha reliability testing is conducted using a statistical formula that considers the correlation between all pairs of items in the data set. The process involves measuring the consistency between items in a test or questionnaire to gauge how well they measure the same construct.

The normality test is a crucial aspect in verifying classical assumptions. According to Ghozali (2021), the normality test is used to determine the normal distribution pattern of the dependent and independent variables in a regression model. The Kolmogorov-Smirnov approach states that data are considered normal if their significance value is greater than 0.05. Conversely, data are considered not to follow a normal distribution pattern if their significance value is less than 0.05. The importance of the normality test lies in the validity of the interpretation and generalization of regression analysis results. If the data does not follow a normal distribution pattern, the use of regression analysis techniques based on the assumption of a normal distribution can produce biased or inaccurate estimates. Therefore, conducting a normality test is a crucial step in ensuring the reliability of regression analysis results and their interpretation in the research context.

Multiple linear regression testing is used to assess the influence of independent variables on the dependent variable. This model allows for analysis of the extent to which these independent variables contribute to the observed variation in the dependent variable. Partial t-tests, simultaneous F-tests, and coefficient of determination (R^2) tests are used in testing the research hypotheses. According to Ghozali (2021), the t-statistic test essentially aims to describe the extent to which an independent variable influences the dependent variable. Meanwhile, according to Ghozali (2021), the F-test essentially explains whether all independent variables included in the research model have a simultaneous impact on the dependent variable. The coefficient of determination, on the other hand, is a measure of the explanatory power of the independent variable, with values ranging between 0 and 1. Higher values in the regression line equation are considered better, and lower values are considered negative.

RESULTS AND DISCUSSION

Table 1
Results of the Validity Test of Research Instruments

Variable	Statement	Calculated r-value	Table r values	Remarks
Service Quality (X₁)	P1	0.713	0.250	Valid
	P2	0.641	0.250	Valid
	P3	0.554	0.250	Valid
	P4	0.630	0.250	Valid
	P5	0.724	0.250	Valid
	P6	0.575	0.250	Valid
Digital Promotion (X₂)	P1	0.535	0.250	Valid
	P2	0.421	0.250	Valid
	P3	0.534	0.250	Valid
	P4	0.515	0.250	Valid
	P5	0.447	0.250	Valid
Price (X₃)	P1	0.608	0.250	Valid
	P2	0.477	0.250	Valid
	P3	0.785	0.250	Valid
	P4	0.678	0.250	Valid
	P5	0.524	0.250	Valid
	P6	0.645	0.250	Valid
Consumer trust (X₄)	P1	0.481	0.250	Valid
	P2	0.596	0.250	Valid
	P3	0.384	0.250	Valid
	P4	0.649	0.250	Valid
	P5	0.463	0.250	Valid
Customer loyalty (Y)	P1	0.743	0.250	Valid
	P2	0.852	0.250	Valid
	P3	0.634	0.250	Valid

Source: Data processed in SPSS.25, 2026

Based on Table 1 above, all statement items in each variable have a correlation value greater than r table, so it can be concluded that the research instrument is valid and feasible to use for data collection and further analysis.

Table.2
Reliability Test Results

Variable	Reliability calculated r value	Description
Service quality (X ₁)	0,777	Reliable
Digital promotion (X ₂)	0,737	Reliable
Price (X ₃)	0,772	Reliable
Consumer trust (X ₄)	0,746	Reliable
Customer loyalty (Y)	0,836	Reliable

Source : Data processed SPSS.25, 2026

Based on table 2, the reliability test shows that the calculated r value of each variable proves that the value is greater than the r value of the table. So it can be concluded that all instruments in the research can be continued.

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test				Unstandardized Residual
N				59
Normal Parameters ^{a,b}	Mean			.0000000
	Std. Deviation			1.02248860
Most Extreme Differences	Absolute			.057
	Positive			.057
	Negative			-.045
Test Statistic				.057
Asymp. Sig. (2-tailed) ^c				.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.			.910
		99% Confidence Interval	Lower Bound	.903
			Upper Bound	.917
a. Test distribution is Normal.				

Source : Data processed SPSS.25, 2026

Based on Table 3 it is known that *Asymp. Sig. (2 tailed)* is 0.200 and above significant value (0.05), thus the residual variable is normally distributed. The *Kolmogorov-Smirnov* value of Z, which is 0.5, is less than 0.200, meaning that there is no difference between the theoretical distribution and the empirical distribution, or in other words, the data is said to be normal.

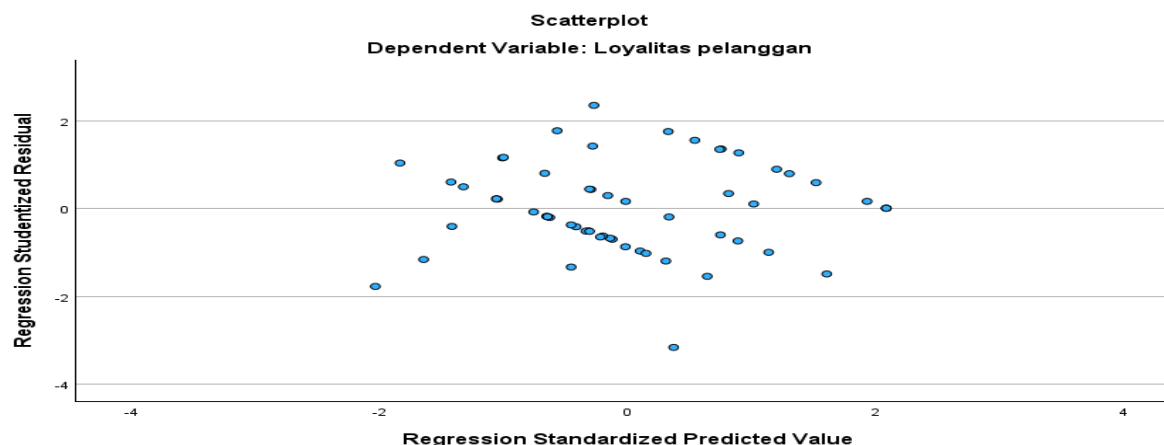
Table 4
Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service quality	.754	1.326
	Digital promotion	.840	1.191
	Price	.850	1.176
	Consumer trust	.743	1.346
a. Dependent Variable: Customer loyalty			

Source : Data processed SPSS.25, 2026

From Table 4, it shows that the VIF value of service quality (X1) is 1,326, digital promotion (X2) is 1,191, price (X3) is 1,176 and consumer trust (X4) is 1,346 < 10, so there is no Multicollinearity. From the *value of service* quality tolerance (X1) of 0.754, digital promotion (X2) of 0.840, price (X3) of 0.850, consumer trust (X4) of 0.743 > 0.1, there is no multicollinearity.

Figure 1.
Heteroscedasticity Test Results



Based on the results of the heteroscedasticity test using the Scatterplot graph, it can be seen that the residual points are randomly spread above and below the zero on the Y-axis and do not form a specific pattern, such as a funnel, undulating, or forming a certain line. The random and irregular spread of the points indicates that the residual variance is constant (homoscedasticity). Thus, it can be concluded that the regression model in this study does not experience symptoms of heteroscedasticity, so the classical assumption of regression is fulfilled, and the model is suitable for further analysis.

Table 5
Multiple Linear Regression Test Results

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.948	2.629	
	Service quality	.177	.068	.288
	Digital promotion	.196	.085	.241
	Price	-.203	.061	-.347
	Consumer trust	.348	.083	.469

a. Dependent Variable: Customer loyalty

Source: Data processed in SPSS 25, 2026

Based on the calculation in Table 5, multiple linear regression can be obtained as follows:

$$Y = 1.948 + 0.177X_1 + 0.196X_2 + 0.203X_3 + 0.348X_4$$

Description:

1. A constant of 1,948 means that if the variables of service quality, digital promotion, price, and consumer trust are 0, then customer loyalty will increase by 1,948.
2. The service quality regression coefficient of 0.177 means that every time there is an addition of one unit of service quality, customer loyalty increases by 0.177.
3. The regression coefficient of digital promotion of 0.196 means that every time there is an addition of one digital promotion unit, customer loyalty increases by 0.196.

4. The price regression coefficient of 0.203 means that every time there is an increase in one unit price, customer loyalty decreases by 0.203
5. The regression coefficient of consumer trust of 0.348 means that every time there is an addition of one unit of consumer trust, customer loyalty increases by 0.348.

Table 6
Partial Test Results (t-test)

Coefficients ^a		
Model	t	Sig.
1 (Constant)	.741	.462
Service quality	2.599	.012
Digital promotion	2.301	.025
Price	3.327	.002
Consumer trust	4.203	<.001

a. Dependent Variable: Customer loyalty

Source: Data processed SPSS.25, 2026

Based on the results of the t-test from the description above, it can be seen that the t-value of the table for 50 respondents at a significance value of 0.05 with a degree of freedom of 50 ($df=50-4-1$) is 1.679 for the one-way test. If t is calculated to exceed t of the table and the significance level is less than 0.05, then the variable is significant and the hypothesis is acceptable. The following is an explanation of each variable:

1. Based on the results of the t-test, the service quality variable (X1) has a calculated t-value of 2,599 > a table t-value and a significance value of 0.012 < 0.05, so that H1 is accepted, namely the service quality variable shows a positive and significant relationship to customer loyalty.
2. Based on the results of the t-test, the digital promotion variable (X2) has a calculated t-value of 2,301 > the table t-value and a significance value of 0.025 < 0.05, so that H1 is accepted, namely the digital promotion variable shows a positive and significant relationship to customer loyalty
3. Based on the results of the t-test, the price variable (X3) has a calculated t-value of 3,327 > the table t-value and a significance value of 0.002 < 0.05, so H1 is accepted, namely the price variable shows a positive and significant relationship to customer loyalty.
4. Based on the results of the t-test, the consumer trust variable (X4) has a calculated t-value of 4,203 > a table t-value and a significance value of 0.001 < 0.05, so that H2 is accepted, namely the consumer trust variable shows a positive and significant relationship to customer loyalty.

Table 7
Simultaneous Test Results (F Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	60.989	4	15.247	13.578	<,001 ^b
	Residual	60.638	54	1.123		
	Total	121.627	58			

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), Consumer trust, Price, Digital promotion, Service quality

Source: Data processed SPSS.25, 2026

Based on Table 7, it shows that the results of the F test are 13,578 with a significant level of 0.001 while the Ftable value in the distribution statistics table t with *the level of test* $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) 45$ is 2.579. When comparing the value of Fcal (13,578) > Ftable (2,579), it is concluded that together the variables of service quality (X1), digital promotion (X2), price (X3), and consumer trust (X4) have a significant effect on the bound variable, namely customer loyalty (Y).

Table 8
Result Coefficient of Determination (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 ^a	.501	.465	1.060

a. Predictors: (Constant), Consumer trust, Price, Digital promotion, Service quality
b. Dependent Variable: Customer loyalty

Source: Data processed SPSS.25, 2026

Table 8 shows that the R Square value of 0.501 or 50.1% means the relationship between service quality (X1), digital promotion (X2), price (X3), and consumer trust (X4) to the bound variable, namely customer loyalty (Y) of 50.1% while the remaining 49.9% is influenced by other variables that are not studied in this study.

The effect of service quality on customer loyalty

Service quality has a very important role in shaping customer loyalty. Theoretically, service quality is defined as the company's ability to meet or exceed customer expectations through reliable, responsive, empathetic service, and supported by adequate physical evidence.

The results of the research hypothesis were obtained that the value of the service quality variable (X1) was 2,599 with a significant value (0.012); As for the value of the table in the distribution statistics table t with *the level of test* $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 45$ is 1.679. Based on the criterion that if the value of tcal (2,599) > ttable (1,679); It can be concluded that the quality of service (X1) has a positive and significant effect on customer loyalty (Y). Previous research has also supported this relationship. The results of the research by Rahmawati et al., (2024) show that service quality has a positive and significant effect on customer loyalty in MSME-based retail businesses. Another study by Sari and Widodo (2021) found that the higher the consumer perception of service quality, the higher the level of loyalty shown through repurchase and positive word of mouth.

The influence of digital promotion on customer loyalty

Digital promotion is a marketing communication strategy that utilizes internet-based media such as social media, marketplaces, and websites to convey product information in a broad, interactive, and measurable manner.

The results of the research hypothesis were obtained that the value of the digital promotion variable (X2) was 2,301 with a significant value (0.025); As for the value of the table in the distribution statistics table t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 45$ is 1.679. Based on the criterion that if the value of $t_{cal} (2,301) > t_{table} (1,679)$; It can be concluded that digital promotion (X2) has a positive and significant effect on customer loyalty (Y). This finding is supported by Rahmawati et al. (2024) showing that digital marketing has a positive and significant effect on MSME customer loyalty through increasing brand engagement and consumer satisfaction. The results of the study confirm that the intensity and quality of digital promotions are able to strengthen long-term relationships with customers. Another study by Erpuriniet al., (2023) found that an effective digital promotion strategy is able to increase consumer buying interest and repurchase tendencies. The more interesting and interactive the digital promotion carried out, the higher the potential for customer loyalty.

The effect of price on customer loyalty

Price is one of the elements of the marketing mix that directly affects purchasing decisions and the sustainability of the customer's relationship with the company.

The results of the research hypothesis were obtained that the value of the price variable calculation (X3) was 3,327 with a significant value (0.002); As for the value of the table in the distribution statistics table t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 45$ is 1.679. Based on the criterion that if the value of $t_{cal} (3,327) > t_{table} (1,679)$; It can be concluded that the price (X3), has a positive and significant effect on customer loyalty (Y). These findings are supported by research by Erpurini et al., (2023) found that competitive prices have a positive effect on consumer buying and repurchase interest. In addition, research by Rahmawati et al. (2024) shows that price perceptions that are in accordance with product quality contribute significantly to MSME customer loyalty. The results of the study confirm that the better the consumer's perception of price, the higher the level of loyalty shown through repeat purchases and recommendations to others.

The influence of consumer trust on customer loyalty

Trust is a customer's willingness to rely on a company's ability to deliver value as expected consistently. Trust is formed through positive experiences, honesty in transactions, and consistency in product and service quality.

The results of the research hypothesis were obtained that the value of the calculation of the consumer trust variable (X4) was 4,203 with a significant value (0.001); As for the t_{table} value in the distribution statistics table t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 45$ of 1,679. Based on the criterion that if the value of $t_{cal} (4,203) > t_{table} (1,679)$; It can be concluded that consumer trust (X4), has a positive and significant effect on customer loyalty (Y). This finding is strengthened by Sari and Nugroho (2022) showing that customer trust has a positive and significant effect on customer loyalty in the retail sector. The results of the study stated that the higher the level of trust, the stronger the customer's commitment to make a repeat purchase. Another study by Hidayat and Pratama (2023) found that trust is the dominant variable that affects the loyalty of MSME customers,

especially in a highly competitive environment. Customers who feel secure and confident in product quality tend to maintain long-term relationships with business actors.

The influence of service quality, digital promotion, price, and consumer trust to customer loyalty

Through hypothetical testing of service quality, digital promotion, price, and consumer trust have been proven to have a positive and significant influence on customer loyalty. This can be seen from the value of $F_{cal} (13,578) > F_{tabel} (2,579)$; and a significant level ($0.001 < 0.05$) of these results indicate that the quality of service, digital promotions, prices, and consumer trust in customer loyalty. To find out the contribution of service quality, digital promotion, price, and consumer trust to customer loyalty, you can see from R Square of 50.1%. This value means that service quality, digital promotion, price, and consumer trust are able to affect customer loyalty by 50.1% while the remaining 49.9% are affected.

CONCLUSION

Based on the results of the research on the Influence of Service Quality, Digital Promotion, Price, and Consumer Trust on Customer Loyalty in Wholesale Tasya Bags in Kampung Pajak, it can be concluded that: The quality of service has a positive and significant effect on customer loyalty. The better the service provided, such as friendliness, speed of service, accuracy of information, and responsiveness to complaints, the higher the rate of repeated purchases and customer recommendations.

Digital promotions have a positive effect on customer loyalty. The use of social media and digital platforms in conveying product information, promos, and interactions with customers is able to strengthen relationships and increase customer attachment to Wholesale Tas Tasya. Price has a positive effect on customer loyalty. Competitive, affordable, and product quality prices encourage customers to make repeat purchases and not easily move to competitors.

Consumer trust has a positive and significant effect on customer loyalty. Trust, built through honesty, consistency of quality, and transparency of transactions is a key factor in creating long-term relationships with customers. Simultaneously, service quality, digital promotion, price, and consumer trust have a significant effect on customer loyalty at Tasya Bag Wholesale in Kampung Pajak. These variables support each other in building sustainable business commitments and relationships.

For the Next Researcher, it is recommended to add other variables such as customer satisfaction, brand image, or business location to expand the research model. Using different research methods such as qualitative or mixed methods to get a more in-depth picture. Expanding the research object to other wholesale businesses in the Pajak Village area or Labuhanbatu Regency so that the research results are more generalized.

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