

INFLUENCE OF MARKETING STRATEGY, TRUST, AND PERCEPTION SERVICE QUALITY OF PURCHASING DECISIONS

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ABSTRAK

Consumer purchases in the era of the Covid-19 pandemic as a mode of driving the national economy. This study aims to confirm the theoretical model with empirical data. This study used a survey method with a causal model with multiple linear regression. This study tests the hypothesis used. The population in this study were PT. Buana Cipta Propertindo, amounting to 280 people, sampling using probability sampling method. The results of this study indicate that marketing strategy has a significant effect on purchasing decisions, trust has a significant effect on purchasing decisions, perceptions of service quality have a significant effect on purchasing decisions. Marketing strategy, trust and perceptions of service quality simultaneously influence purchasing decisions.

Keywords : marketing strategy, trust, perception service quality, purchasing decisions

Introduction

The Covid-19 era, consumer purchasing decisions at PT. Buana Cipta Propertindo have decreased by many factors. This certainly affects property companies, which in fact require many types of management for transactions. Marketing strategy is a factor that needs to be considered in attracting consumers to make purchases. Incorrect application of marketing strategies has an impact on business continuity. Consumer confidence in purchasing property is also one that needs to be maintained, so that consumers still have a sense of confidence that property investment during the pandemic remains effective.

Service quality during a pandemic is also one of the factors that need to be considered so that consumer perceptions can stimulate purchasing decisions. The low level of customer trust in making purchases is due to a feeling of doubt about the quality of the product being purchased. Customers feel afraid if the goods purchased do not match expectations (Solihin, 2020).

Consumer trust in these residential products can be supported by product excellence and service quality. Problems arising from the property of PT. Buana Cipta Propertindo, most of the buildings did not go according to plan and seriously disturbed the environment. Some buildings do not even have a Building Construction Permit (IMB). Marketing strategy for property companies is the most important and top priority for the continuity of company sales.

Marketing strategy that is not right for PT. Buana Cipta Propertindo will be a blunder and weakness in competing with other competitors. Marketing strategy is inconsistent in its implementation, of course, has an impact on short and long term achievements. The findings of researchers in the field that PT. Buana Cipta Propertindo is too monotonous in marketing, its marketing outlets are not spread in various regions so that many people do not know what is being marketed. Through a marketing strategy that is mixed in such a way, these business owners try to keep their business alive and

survive in an era of competition that no longer focuses on earning profits, but rather on the process of maintaining sales and attracting consumers and retaining existing customers (Harahap, 2018). Companies should be able to improve the perceived quality of consumers by developing service quality in terms of reliability (Adipramita, 2019). Service quality plays an important role in attracting consumers to make purchases. There are many sellers at PT. Buana Cipta Propertindo, which has an unfriendly attitude, is not clear in conveying the information needed by prospective buyers so that this in itself will lead to a less positive perception in the service sector. Service quality is a level of ability (ability) from the seller in providing everything the customer hopes in fulfilling their needs.

Literature Review

Marketing Strategy

A marketing strategy is a group of goals or objectives set along with rules that provide information about the direction of each company at each level and its allocations, especially as a company guide in facing environmental competition (Harahap, 2018). Marketing mix is a set of marketing tools that companies use to continuously influence consumers to buy products or services offered in order to achieve company goals in the target market (Naningsih & Hardiyono, 2019).

Trust

Trust as someone's willingness to rely on other parties with certain risks. Trust in brands formed from past experiences and previous interactions (Adabi, 2020). Trust is the pillar of business, where it builds and creating consumers is one of the most important factors in creating consumer loyalty. Trust arises when those involved have earned the assurance of the other party, in this case it is a testimonial that a product has purchased (Istiqomah, Hidayat, & Jariah, 2019).

Perception of Service Quality

Quality of service is how far the difference between customers' realities and expectations of the subscriptions they receive or receive (Adabi, 2020). service quality focuses on efforts to meet needs and consumer desires and delivery accuracy to match consumer expectations (Adipramita, 2019). Quality is often considered as a measure of the relative goodness of a product or service which consists of design quality and conformity quality. Function of service specifications, while conformity quality is a measure of how far a service is able to meet the predetermined requirements or quality specifications (Pudji Utomo & Khasanah, 2018).

Purchasing Decision

Purchasing decisions is a process of providing value and making choices from various available alternatives according to specific interests and needs by determining decisions that are deemed more appropriate (Harahap, 2018). The purchase decision is a process of integrating combine knowledge to evaluate two or more alternative behaviors, and choose one of them (Adabi, 2020). Consumer purchasing decisions according to is a process troubleshooting directed at target. Consumer problem solving is actually a stream of action reciprocal reciprocity that is continuous between environmental factors, cognitive and affective processes as well as the existence of behavioral actions (Jufidar, Abbas, & Safwadi, 2019).

Research Methods

The type of research in this research is causal research, which is research designed to assess the probability of a causal relationship between species (Sanusi, 2014). With a research approach that aims to determine the effect of marketing strategies, trust and perceptions of service quality on purchasing decisions. In addition, making a questionnaire or list of statements using a Likert scale and

information patterns using quantitative analysis.

Quantitative research is a form of research that uses deductive and inductive methods. This approach is based on the research design, the ideas of the experts, and the understanding of the researcher based on their experience, then it is developed into a problem with a proposed improvement or evaluation solution (Rivaldo, 2021). The population of this research is the consumers of PT. Buana Cipta Propertindo with a population of 280 and a sample of 165 people. The sampling technique is probability sampling.

In quantitative research, there are two key factors that affect the quality of research data, namely the quality of research materials and the quality of data collection (Rivaldo, 2021). The quality of research tools regarding the reliability and reliability of the equipment and the quality of data collection regarding the accuracy of the methods used to collect the data. This study uses a questionnaire as a data collection tool and uses a Likert scale. The process of analyzing data is a process after all information has been collected from the author including group data based on the type and type of respondent, generating data for all respondents, generating feedback.

Information for each variation studied, count to answer the problem plan and count to test the hypothesis presented (Sugiyono, 2015). The data analysis process is carried out after the information needed to conduct the research has been collected, this data analysis is also intended to obtain a summary or interpretation of the answers in the research version based on the collected data related to the development of the problems and theories raised in this study. In this study, data analysis was used using the SPSS 23 mathematical analysis tool.

Results And Discussion

Based on the data listed and processed with statistical analysis tools, the results can be seen in the following

definitions. From the results of the data processing to the validity test of each variance, the results were obtained with a value of $r\text{-count} > r\text{-table}$ 0.153 so that it was declared valid. In the reliability test, each type has a Cronbach Alpha value > 0.60 so that it is declared reliable. This research has fulfilled the classical assumptions and deserves to be forwarded to further testing.

Table 1. T Test

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
(Constant)	11.469	3.996		2.871	.005
1 Strategy Marketing	.709	.095	.547	7.505	.000
Trust	.194	.088	.181	2.195	.031
Perception Service Quality	.323	.081	.289	3.985	.000

a. Dependent Variable: Purchasing Decision

$$Y = 11.469 + 0.709X_1 + 0.194X_2 + 0.323X_3 + e$$

1. The t value of the marketing strategy is 7.505 > 1.974 t table and the sig value is 0.000 < 0.05 . Based on the results, H1 is accepted for marketing strategy, so partially marketing strategy has a significant effect on purchasing decisions.
2. The t value of confidence is 2.195 > 1.974 t table and the sig value is 0.031 < 0.05 . Based on the results, H2 is accepted for trust, so partially trust has a significant effect on purchasing decisions.
3. The t value of perceived service quality is 3.985 > 1.664 t table and the sig value of 0.000 < 0.05 . Based on the results, H3 is accepted for the perception of service quality, so partially the service quality perception variable has a significant effect on purchasing decisions.

Table 2. F Test

Model	ANOVA ^a				Sig.
	Sum of Squares	df	Mean Square	F	
1 Regression	1343.767	3	447.922	75.252	.000 ^b
Residual	476.185	161	5.952		
Total	1819.952	164			

a. Dependent Variable: Purchasing Decision

The results of data processing in table 2 show the value of F count 75.252 > 2.66 F table and a significance of 0.000

<0.05, then the decision H4 is accepted. The conclusion is that simultaneously the marketing strategy, trust and service quality perceptions have a significant effect on the purchasing decision variable.

Table 3. Determination Test

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.738	.729	2.43974

a. Predictors: (Constant), Trust, Strategy Marketing, Perception of Service Quality
b. Dependent Variable: Purchasing Decision

Based on the results in table 3, the R value is 0.859, which means that the correlation between marketing strategies, trust and service quality perceptions of purchasing decisions is 85.9%. The value of determination (R²) obtained is 0.738, this means that the percentage of the contribution of marketing strategies, trust and service quality perceptions in the regression model is 73.8% and the relationship that occurs is strong, it can be concluded that marketing strategies, trust and perceptions of service quality are together are able to make a large or strong contribution to the purchase decision.

This result was achieved because the consumers of PT. Buana Cipta Propertindo feels that the company's marketing strategy can touch consumer interest so that consumers are able to make purchase decisions. consumers get good service, the services provided make consumers more comfortable and there is a consistent feeling when serving consumers, so this affects purchasing decision making.

Consumers believe that PT. Buana Cipta Propertindo is able to provide what consumers always want and is able to resolve various complaints from consumers, so that this can be realized. and influence on purchasing decisions. In this study, the existence of a marketing strategy, maintained trust and adequate service can influence the purchasing decision-making process. This research is in line with research (Adabi, 2020; Adipramita, 2019; Harahap, 2018;

Istiqomah et al., 2019; Jufidar et al., 2019; Naninsih & Hardiyono, 2019; Pudji Utomo & Khasanah, 2018).

Conclusions And Recommendation

Based on the results and discussion that has been described, it can be concluded that the marketing strategy, trust and perceptions of service quality partially and simultaneously affect consumer purchasing decisions at PT. Buana Cipta Propertindo. It is expected that PT. Buana Cipta Propertindo can maintain high service standards and it is hoped that PT. Buana Cipta Propertindo must ensure that the room remains quiet so that consumers can enjoy comfort. Customer trust is built with a focus on excellent service from PT. Buana Cipta Propertindo, at this point it is hoped that PT. Buana Cipta Propertindo can verify all aspects of its services.

Developing housing innovations along with existing programs so that targeted sales can be achieved. For the development of the company in increasing product sales, the company must be more specific in paying attention to consumers, especially in terms of consumer behavior which is not easy for us to understand because each individual has different behavior in making purchase decisions.

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