

TRUST IN PURCHASING DECISIONS AT PT CAHAYA SATU JANUARI KARIMUN GAS STATIONS

Roja Mazalifah¹, Wasiman²

¹Mahasiswa Program Studi Magister Manajemen, Universitas Putera Batam

²Dosen Program Studi Manajemen, Universitas Putera Batam

ARTICLE INFO

Keywords:

Price;
Product Quality;
Purchase;

E-mail:

Pb212120003@upbatam.ac.id

ABSTRACT

Fuel is a community need, with various types of fuel available, each community consumes fuel according to their respective abilities, some see it from a price perspective and some look at it from the quality side offered. People's purchasing decisions are influenced by work, income, product quality, trust and several other factors. Various types of fuel are offered with different quality and prices. Community consumption of fuel, especially in Karimun Regency, is still dominated by pertalite because people see it from a price perspective, where the price is pertalite is cheaper compared to other types of fuel. The purchasing power of this community is of course influenced by the work and income earned and several other supporting factors. The population used in this research was 150 with an error rate of 5% so that a total of 123 samples were obtained. The results of this study indicate that there is a significant influence between product quality, consumer behavior and trust in purchasing decisions at the Cahaya Satu January Karimun gas station. Based on the analysis of the f test, it can be seen from the significant value ($0.000 < 0.05$) and the Fcount value of $127.420 > Ftable 3.06$. This means that product quality variables (X1), consumer behavior (X2) and trust (X3) have a significant effect on purchasing decision variables

Copyright © 2023 Economic Journal. All rights reserved.

is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Tanjung Balai Karimun is a district located in the Riau Archipelago Province with an area of 912.75 km² with a population of 225,167 (in 2019). Karimun Regency has 12 districts, 29 sub-districts, and 42 villages. The 2022 Karimun UMR and UMK Karimun salaries are IDR 3,335,902. Karimun people are middle to lower class. The PT Cahaya Satu January gas station is located in the Coastal Area in the Tebing District of the Riau Archipelago. Starting operations on December 26 2021 with a total of 9 employees consisting of 3 operators, 2 security, 2 foremen, 1 finance, and 1 admin.

The price offered by several types of fuel differs according to the RON content contained in the fuel. Pertalite, Pertamina, and Pertamina Turbo have quite a price comparison, the higher the RON content contained, the prices offered are also different. The price offered for several types of fuel is far enough that ordinary people generally buy fuel per liter referring to the cheapest per liter price, considering that all types of fuel can be used by vehicles, most people consider all types of fuel to be the same. Fuel is one of the needs of the community, people fill fuel in their vehicles to support the mobility of the community, work, school, and others. With various types of fuel available, each community consumes fuel according to their respective abilities, some look at it from a price perspective and some look at it from the quality side offered. People's purchasing decisions are influenced by work, income, product quality, trust, and several other factors.

Pertalite with RON 90 levels, Pertamina with RON 92, and Pertamina Turbo with RON 98. The higher the RON content contained in the fuel, the slower the combustion will be. Vehicles that use high-octane fuel will have long-lived engine components, and in terms of energy or vehicle power it will be more maintained, another benefit is that the distance traveled is getting farther because the vehicle engine combustion is more perfect, high RON BBM users provide maintained quality and makes the vehicle engine well maintained, does not leave scale marks, good quality fuel, and high RON levels, this also makes the vehicle's performance lighter or lighter. This happens because when burning, the crusts left over from burning are no longer there.

Various types of fuel are offered with different qualities and prices. People's consumption of fuel, especially in Karimun Regency, is still dominated by pertalite because people see it from a price

perspective, where pertalite is cheaper compared to other types of fuel. The purchasing power of this community is of course influenced by the work and income earned and several other supporting factors. Based on this background, researchers are interested in conducting research with the title Effect of Product Quality, Consumer Behavior, and Trust on Purchase Decisions at PT Cahaya Satu January Karimun Gas Stations.

2. LITERATURE REVIEW

2.1 Product Quality

Quality of goods and services as the overall combination of the characteristics of goods and services according to marketing, engineering, production, and maintenance which make the goods and services used to meet the expectations of customers or consumers [1]. Quality is something that is decided by the customer. That is, quality is based on the customer's or consumer's experience of goods and services as measured based on certain requirements or attributes. From the opinions of experts, it can be concluded that quality is a measure used by consumers as a tool to use the product or service [2]. Quality is the quality and condition of the product or service that will be used by consumers [3]. The quality of the product or service will be a consideration for consumers in meeting the needs, desires, and expectations of consumers. According to Garvin quoted by [4] product quality has indicators, namely as follows:

1. Performance
2. Features
3. Conformance with specifications (Conformance to Specifications)
4. Durability
5. Reliability
6. Serviceability

2.3 Consumer Behavior

According to [5] the notion of consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services, including the process of making decisions, preparing, and determining these activities. Consumer behavior is how consumers will respond or will respond when there is a change in price for a demand for goods or services needed [6]. Consumer behavior is all actions, activities, and psychological processes that drive these actions before buying, when buying, using, and consuming products. and services after doing the things mentioned above or evaluating activities [7]. Studying or analyzing consumer behavior is very difficult, especially because of the many variables that influence it and their tendency to interact with each other. Therefore, for simplicity, a model of consumer behavior is used. According to [8], the factors that influence consumer behavior consist of:

1. Cultural Factors
2. Social Factors
3. Psychological Factors

2.4 Trust

According to [9] Trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. According to [10] Trust is a psychological area that is concern to accept what is based on expectations of good behavior from others. According to [11] Trust is an assessment of one's relationship with other people who will carry out certain transactions by expectations in an environment full of uncertainty. According to [12] there are four indicators in the trust variable that is;

1. Reliability
2. Honesty
3. Concern
4. Credibility

2.5 Purchase Decision

The purchasing decision is a person's decision in which he chooses one of several choices that exist [13]. According to [14] purchasing decisions are integration processes that combine knowledge attitudes to evaluate two or more alternative behaviors and choose one of them [15]. Based on the expert opinion above, it is conveyed that purchasing decisions are a person's decision where he chooses one of several choices that exist and an integration process that combines knowledge attitudes to evaluate two or more

alternative behaviors and choose one of them [16]. There are three indicators in determining purchasing decisions [17], namely:

1. The stability of a product
2. Habits in buying products
3. Speed in buying a product.

2.6 Framework

The framework of this study describes the relationship between the independent variables, in this case, Product Quality (X1), Consumer Behavior (X2) Trust (X3) to the dependent variable, namely Purchase Decision (Y).

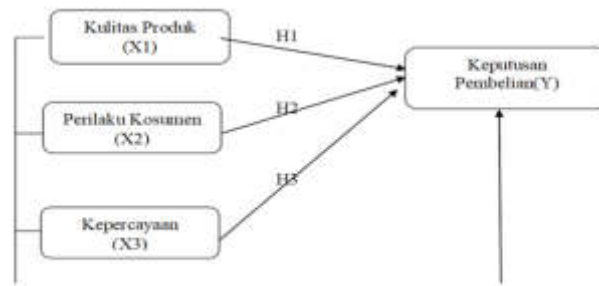


Figure 1. Thinking framework

2.7 Hypothesis

H1: Product quality has a significant effect on purchasing decisions at the first Cahaya Gas Station in January Karimun

H2: Consumer behavior influences purchasing decisions at the first Cahaya Gas Station in January, Karimun

H3: Trust has a significant effect on purchasing decisions at gas stations. First light of January Karimun

H4: Product Quality, Consumer Behavior, and Trust have a significant effect on Purchase Decisions at gas stations. First light of January Karimun.

3. METHOD

Research design is a design form or model of a study that has a very important role because the success of a study is strongly influenced by the choice of research design or model [18]. The research location is the Cahaya Satu January Karimun gas station. The population used in this research was 150 with an error rate of 5% so a total of 123 samples were obtained.

4. RESULT AND DISCUSSION

Respondent Profile

The results of the analysis of respondents based on gender can be seen in the following table:

Table 1. Profile of Respondents by Gender

Gender	Frequency	Percent
Man	67	44,7%
Woman	83	55,3%
Total	150	100%

The percentage of respondents who filled out the questionnaire in this study can be seen in Table 1 above, with the number of male respondents reaching 67 people (44.7%) and the number of female respondents reaching 83 people (55.3%). So it can be concluded that most of the respondents were women with the highest sex, namely 83 people (55

Product Quality Variable Validity Test Results (X1)

Table 2. Product Quality Validity Test

Questioner	count	r tabel	Description
X1.1.1	0,588		

X1.1.2	0,573		
X1.2.1	0,695		
X1.2.2	0,563		
X1.3.1	0,431	0,1603	Valid
X1.3.2	0,504		
X1.4.1	0,557		
X1.4.2	0,627		
X1.5.1	0,542		
X1.5.2	0,557		

Testing the validity of the data was carried out using a two-tailed test with a significant number (α) = 5% (0.05). This validity test was conducted on 150 respondents, and the results obtained were r -table ($n-2$) = (150-2) = 148, and the results obtained were r -table = 0.1603 (r -table = 0.1603). Product quality variable (X1),

Because all consumer behavior variable questions in the questionnaire passed the consumer behavior validity test (r count is greater than r table), it can be concluded that all consumer behavior variable questions used in this study are valid and feasible to be used as research data collection.

Table 3. Test the Validity of Consumer Behavior (X2)

Questioner	Rcount	r tabel	Description
X2.1.1	0,816		
X2.1.2	0,834		
X2.2.1	0,836		
X2.2.2	0,752		
X2.3.1	0,865	0,1603	Valid
X2.3.2	0,764		
X2.4.1	0,665		
X2.4.2	0,794		

Because all consumer behavior variable questions in the questionnaire passed the consumer behavior validity test (r count is greater than r table), it can be concluded that all consumer behavior variable questions used in this study are valid and feasible to be used as research data collection.

Table 4. Trust Validity Test (X3)

Questioner	Rcount	r tabel	Description
X3.1.1	0,827		
X3.1.2	0,816		
X3.2.1	0,834		
X3.2.2	0,853		
X3.3.1	0,813	0,1603	Valid
X3.3.2	0,852		
X3.4.1	0,811		
X3.4.2	0,848		

Because all the questions on the trust variable in the questionnaire passed the validity test (r count is greater than r table), it can be concluded that all the trust variable questions used in this study are valid and feasible to be used as research data collection.

Table 5. Purchase Decision Validity Test (Y)

Questioner	Rcount	r tabel	Description
Y1.1.1	0,752		
Y1.1.2	0,783		
Y1.2.1	0,691		
Y1.2.2	0,785		
Y1.3.1	0,737	0,1603	Valid
Y1.3.2	0,183		

Y1.4.1	0,763
Y1.4.2	0,680

Because all the questions on the purchase decision variable in the questionnaire passed the purchase decision validity test (r count is greater than r table), it can be concluded that all the purchase decision variable questions used in this study are valid and feasible to be used as research data collection.

Reliability Test Results

The Cronbach Alpha reliability testing approach needs to be used to find out whether the answers given by respondents can be trusted or not. To determine whether the answers are reliable or not, a reliability analysis is performed. Alpha value can be used to assess the reliability of a system, if Alpha is more than 0.06, then it is considered reliable

Table 6. Reliability Test

Variabel	Cronbach's Alpha	N of Item	Description
X1	743	10	Reliable
X2	912	8	Reliable
X3	936	8	Reliable
Y1	881	8	Reliable

In table 6 the value of Cronbach Alpha for all variables is greater than 0.06, therefore it can be stated that the indicators or questionnaires used to measure the variables of Product Quality, Consumer Behavior, Trust, and Purchase Decisions are all reliable or can be trusted as a tool measure variables.

Classical Assumption Test Results

Multicollinearity Test Results Multicollinearity Test

The multicollinearity test is used to determine the correlation coefficient between independent variables or independent variables, because any relationship between independent variables indicates a multicollinearity problem. If the VIF value is 10 or the Tolerance value is more than 0.1 then there is no multicollinearity difficulty, and vice versa. The following table summarizes the findings of the multicollinearity test on the independent and dependent variables in this study:

Table 7. Multicollinearity Test

Coefficients ^a			
	Model	Collinearity Statistic	
		Tolerance	VIF
1	(Constant)		
	Kualitas Produk	602	1,661
	Perilaku Konsumen	387	2,583
	Kepercayaan	343	2,911

a. Dependent Variable : Keputusan Pembelian

1. The product quality variable (X1) has a VIF value of less than 10 or $1.661 < 10$ and a tolerance value of not less than 0.10 or $0.602 > 0.10$.
2. The consumer behavior variable (X2) has a VIF value of less than 10 or $2.583 < 10$ and a tolerance value of not less than 0.10 or $0.387 > 0.10$.
3. The variable of trust (X3) has a VIF value of less than 10 or $2.911 < 10$ and the magnitude of the tolerance value is not less than 0.10 or $0.343 > 0.10$.

Based on the results of the multicollinearity test, it can be determined that the regression model for each independent variable has a tolerance value of more than 0.10 and a VIF of less than 10. It can be concluded that the regression model does not include multicollinearity.

Heteroscedasticity Test

4. Heteroscedasticity tests should be run to see if the residual variance differs from one observation to the next. Heteroscedasticity can be detected using the scatterplot technique where the distribution of the resulting points is random, without a pattern and the distribution is above or below 0 on the Y axis. The image below shows the results of the heteroscedasticity test.

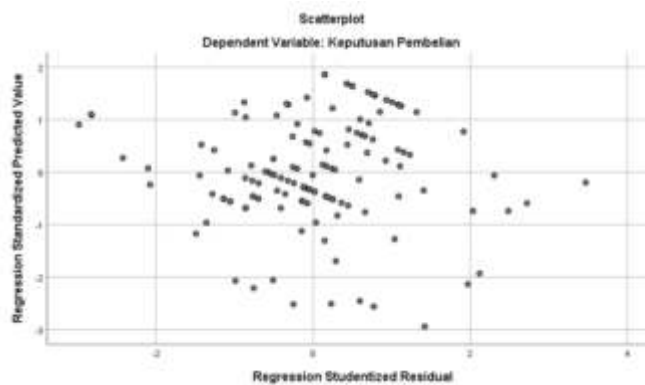


Figure 2. Graph (Scatter Plot)

It can be seen from the scatterplot image of this study that it spreads randomly and spreads both above and below zero on the Y axis. This shows that the regression model does not contain heteroscedasticity so that the regression model is feasible to use to predict purchasing decisions based on input from variables (product quality, behavior consumers and trust).

Test Results for the Coefficient of Determination (R²)

Table 8. Analysis of the Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	,851 ^a	,724	,718	,27057

a. Predictor (Constant), Kepercayaan, Kualitas Produk, Perilaku Konsumen
 b. Dependend Variabel : Keputusan Pembelian

R square value (r²) = 0.724. This value indicates that the variable product quality (X1), consumer behavior (X2) and trust (X3) has a contribution to the purchase decision variable (Y1) of 72.4% and the remaining 27.6% is influenced by other factors outside the researcher's discussion.

Product Quality Has a Significant Influence on Purchasing Decisions

The results of this study indicate that there is a significant influence between product quality on purchasing decisions at Cahaya Satu January Gas Station Karimun. Based on the analysis of the t test, it can be seen from the significant value (0.000 < 0.05) and the tcount value (3.051) > ttable value (1.973). So it can be concluded that the first hypothesis is accepted. This means that the product quality variable (X1) has a significant effect on the purchasing decision variable (Y).

Consumer Behavior Has a Significant Influence on Purchasing Decisions

The results of this study indicate that there is a significant influence between consumer behavior and purchasing decisions at SPBU Cahaya Satu Januri Karimun. Based on the analysis of the t test, it can be seen from the significant value (0.000 < 0.05) and the tcount value and value (2.703) > ttable value (1.973). So it can be concluded that the hypothesis is accepted. This means that the consumer behavior variable (X2) has a significant effect on the purchase decision variable (Y).

Trust has a significant effect on purchasing decisions

The results of this study indicate that there is a significant influence between trust and purchasing decisions at the Cahaya Satu January Karimun gas station. Based on the analysis of the t test, it can be seen from the significant value (0.000 < 0.05) and tcount (7.754) > ttable value (1.973). So it can be concluded that the hypothesis is accepted. This means that the trust variable (X3) has a significant effect on the purchase decision variable (Y).

Product Quality, Consumer Behavior and Trust Have a Significant Influence on Purchasing Decisions

The results of this study indicate that there is a significant influence between product quality, consumer behavior and trust in purchasing decisions at the Cahaya Satu January Karimun gas station. Based on the analysis of the f test, it can be seen from the significant value ($0.000 < 0.05$) and the Fcount value of $127.420 > F_{table} 3.06$. This means that product quality variables (X1), consumer behavior (X2) and trust (X3) have a significant effect on purchasing decision variables.

Conclusion

Based on the data obtained from the results of the analysis, several conclusions can be drawn as follows: Product Quality (X1) has a positive influence on Purchase Decision (Y) at the Cahaya Satu January Gas Station Karimun. Consumer Behavior (X2) has a positive influence on Purchase Decision (Y) at the Cahaya Satu January Gas Station Karimun. Trust (X3) has a positive influence on Purchase Decision (Y) at the Cahaya Satu January Gas Station Karimun. Product Quality (X1), Consumer Behavior (X2), and Trust have a positive influence on purchasing decisions at the Cahaya Satu January Gas Station, Karimun.

REFERENCE

- [1] J. Z. L. I. E. A. F. N. M. R. A. M. P. A. Siregar, "The Effect of Product Quality Perceptions on Purchasing Decision of TSP 36 Fertilizer : Consumer Knowledge and Reference Group as Mediating Variable," *Int. J. Chem. Biochem. Sci.*, vol. 22, pp. 119–126, 2022.
- [2] S. T. H. S. N. B. Nofriza, "The Effect of Market Orientation and Product Innovation on Performance-Mediated Competitive Advantage Marketing (Case Study of MSME Boutiq Women in Medan Market Center)," *Int. J. Appl. Financ. Bus. Stud.*, vol. 10, no. 1, pp. 23–30, 2022.
- [3] S. Nasib, "Meningkatkan Keputusan Pembelian Melalui Kualitas Produk, Promosi dan Kepercayaan pada PT. Weedo Niaga Global," *Ekuivalensi*, vol. 7, no. 1, pp. 48–57, 2021.
- [4] F. Tjiptono, Chandra, and Gregorius, *Service Quality dan satisfaction*. Yogyakarta: Andi, 2016.
- [5] N. D. T. E. Novirsari, *Perilaku Konsumen dan Pemasaran Perguruan Tinggi Swasta*. Jawa Barat: Pena Persada, 2024. [Online]. Available: <http://www.surabaya.go.id/dinamis/?id=743>
- [6] N. D. T. Syaifullah, *Perilaku Konsumen (Studi Dalam Pemilihan Perguruan Tinggi)*, vol. Maret. Yogyakarta: Nuta Media, 2021.
- [7] I. L. Nasib, *Manajemen & Bisnis Modern*. 2021.
- [8] P. Kotler and G. Armstrong, *Principle of Marketing*, 14 Edition. USA, 2012.
- [9] J. C. M. M. Minor, *Perilaku Konsumen dialih bahasakan oleh Dwi Kartika Yahya*. Jakarta: Erlangga, 2012.
- [10] D. M. F. R. A. S. Y. L. Nasib, "The Role of Student Trust in Mediating Service Quality and Student Reputation Against E-WOM," *J. Educ. Sci. Technol.*, vol. 8, no. 2, pp. 95–104, Aug. 2022, doi: 10.26858/EST.V8I2.36669.
- [11] I. L. N. S. C. A. S. A. ; I. Effendi, "Trust Identification And Smartphone Purchase Decisions (Structural Equation Modeling Approach)," in *International Journal of Civil Engineering and Technology (IJCIET)*, 2019, vol. 10, no. 02, pp. 1020–1032.
- [12] M. I. M. N. D. T. E. H. S. W. H. HS, "Efforts to Increase Customer Loyalty Forex Trading Judging from the Elements of Trust and Relationships Emotional," *Int. J. Bus. Econ.*, vol. 3, no. 2, pp. 94–101, 2022.
- [13] T. A. S. M. I. P. S. A. S. C. Nasib, "Increasing Vocational Education Decisions Through Social Media , and Price Reduction Through Brand Trusts," in *Proceedings of the 2nd Annual Conference on Blended Learning, Educational Technology and Innovation (ACBLETI 2020)*, 2021, vol. 560, no. Acbleti 2020, pp. 390–395.
- [14] Setiadi, *Konsep dan praktek penulisan riset keperawatan (Ed.2)*. Yogyakarta: Graha Ilmu, 2013.
- [15] M. Nasib, "The Effort to Increase Loyalty through Brand Image, Brand Trust, and Satisfaction as Intervening Variables," *Society*, vol. 9, no. 1, pp. 277–288, 2021, doi: 10.33019/society.v9i1.303.
- [16] I. L. S. C. N. Z. F. Z. R. D. D. S. Lubis, "The Role of Switching Barrier to Become Intervening Variables between Brand Image and Trust on User Loyalty Halal Labeled Cosmetics," *Int. J. Adv. Sci. Technol.*, vol. 29, no. 3, pp. 13352–13359, 2020.
- [17] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed. Pearson Education, Inc, 2016.
- [18] Sugiono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta, 2012.