

The Influence of Brand Image, Service Quality, Price Perception and Trust on the Purchase Decision of Welding Workshop Welding Www.Kanopirumah.Com

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ABSTRACT

Www.kanopirumah.com is a business that is engaged in the welding workshop business. To determine the effect of brand image on purchasing decisions, service quality on purchasing decisions, price perceptions of purchasing decisions, trust in purchasing decisions, and to know together with the influence of a brand image, service quality, price perceptions and trust in purchase decisions for welding shop services www.kanopirumah.com. This research is quantitative research. The population in this study are consumers who conduct transactions at the welding workshop www.Kanopirumah.Com. in this study as many as 100 consumers. Data collection methods in this research are observation, documentation study, and literature study. The method of data analysis is a simple linear regression test, product-moment correlation test, determination test, and hypothesis test (t-test). Data processing using Statistical Social Science Program (SPSS) version 22.00. The results showed that (1) Brand image influenced purchasing decisions with a t-test value of 2.329, sig. 0.022 $< \alpha = 0.05$, thus proving the hypothesis that the brand image influences the purchase decision. (2) Quality of service influences purchasing decisions with a t-test value of 2.277, sig. 0.025 $< \alpha = 0.05$, thus proving the hypothesis that service quality affects the purchasing decision. (3) Price perception influences purchasing decisions with a t-test value of 3.093, sig. 0.003 $< \alpha = 0.05$, thus proving the hypothesis that price perception influences the purchase decision. (4) trust influences purchasing decisions with a t-test value of 3.215, sig. 0.002 $< \alpha = 0.05$, thus proving the hypothesis that states' trust has an effect on purchasing decisions. (5) Brand image, service quality, price perception, and trust affect purchasing decisions.

Keywords: Brand image, service quality, price perception, trust, purchasing decisions

INTRODUCTION

The development of the business world at this time with the enactment of free trade has an impact on increasingly fierce business competition, this requires business people to be more observant and sharp in seeing opportunities that exist and see the behavior of consumers who

are the target market (Diza, Moniharapon, & Ogi, 2016; Peter & Olson, 2014; Selang, 2013; Subianto, 2007; Sumarwan, 2014). The rapid development and competition in the field of trade, demands a variety of innovations in marketing products. The company is also expected to be in a competitive condition and continue to be demanded to improve and or adjust brand image, price and promotion to the desires of consumers (Achidah, Hasiolan, & Warso, 2016; Amrullah & Agustin, 2016; Komalasari, 2012; Soegoto, Mandey, & Sari, 2014; Sumiati, 2016)

Marketing managers who spearhead the marketing department should know how consumer behavior in making purchasing decisions will be the key to success in marketing activities (Kartikasari, Arifin, & Hidayat, 2013; Mamahit, Soegoto, & Tumbuan, 2015; Setiadi, 2003; Sutisna, 2003). Company management is very important to understand the promotional mix used, consumer price perceptions of products and locations, especially in terms of attracting consumers' attention and determining purchasing decisions. After the purchase decision will be reviewed in terms of customer satisfaction which is an important and main aspect of the sale (Brata, 2003; Giese & Cote, 2000; Puccinelli et al., 2009). Various factors can influence consumers in entrusting places to shop. A good brand image can be used as a strength by retail companies to attract consumers. Cheap and affordable product prices with consumer purchasing power will affect the consumer's purchasing decisions (Fristiana, 2012; Kotler dan Armstrong, 2008; Nurmada, 2016; Riyono & Budiharja, 2016; Suryonaningsih, 2016).

Industrial development in Tangerang has increased so that there are many business opportunities. One of the lucrative businesses in the welding shop business (Sunarsi, 2018). www.kanopirumah.com is a business engaged in the business of welding shops, for the manufacture of canopies, fences, trails, rallying stairs, metal doors that are applied to housing, offices, shops, businesses, and warehouses. Supported by experienced experts in their fields, so they are able to do good work from small to large scale.

The total income of www.kanopirumah.com in 2018 has decreased in the last six months. This has an impact on the amount of income decreased by an average of 0.68%. This decrease in income was due to the consumer's purchasing decisions for the manufacture of canopies, fences, trails, rallying stairs, metal doors to the workshop www.kanopirumah.com which is relatively small. The purchase decision is to choose from two or more choices of consumers on a purchase. Every day consumers make various decisions to meet their needs (Asshiddieqi & Mudiantono, 2012; Fitria, 2014; Haviluddin, 2014; Kotler dan Armstrong, 2008; Schiffman & Kanuk, 2007; Wijaya, Sunarti, & Pangestuti, 2018). But sometimes, in making these decisions do not think about how to make the right decision and what is involved in the purchase decision making process. In decision making, alternative choices for consumers are also needed, so that there are appropriate alternative choices in meeting their daily needs.

METHOD

This research is quantitative research. The population in this study are consumers who conduct transactions at the welding workshop www.Kanopirumah.Com. in this study as many as 100 consumers. Data collection methods in this research are observation, documentation study, and literature study. The method of data analysis is a simple linear regression test, product-moment correlation test, determination test, and hypothesis test (t-test). Data processing using Statistical Social Science Program (SPSS) version 22.00.

RESULT AND DISCUSSION

The following are the results of the study of service quality variables, the answer choices are divided into 5 namely strongly disagree (SD), disagree (D), neutral (N), agree (A), strongly agree (SA)

Table 2.

Descriptive Statistics of Service Quality

No	Statement	Percentage of consumer responses					Score	Mean	Category
		SD	D	N	A	SS			
1	Welding employees at www.kanopirumah.com provide clear information to consumers	1,0	8,0	23,0	55,0	13,0	371,0	3,71	High
2	The welding shop www.kanopirumah.com makes it easy for consumers to contact him	4,0	12,0	40,0	31,0	13,0	337,0	3,37	High enough
3	Welding employees at www.kanopirumah.com understand the needs of consumers	1,0	8,0	23,0	55,0	13,0	371,0	3,71	High
4	Welding employees at www.kanopirumah.com are able to do work on time	3,0	13,0	45,0	31,0	8,0	328,0	3,28	High enough
5	Equipment used by modern welding shop www.kanopirumah.com	5,0	4,0	21,0	52,0	18,0	374,0	3,74	High
Mean of Service Quality								3,56	Tinggi

Here are the results of the price perception variable research, the answer choices are divided into 5 namely strongly disagree (SD), disagree (D), neutral (N), agree (A), strongly agree (SA)

Table 3.

Price Perception Descriptive Statistics Results

Price Perception Descriptive Statistics Results									
No	Statement	Percentage of consumer responses					Score	Mean	Category
		SD	D	N	A	SS			
1	The price offered by www.kanopirumah.com welding workshop is affordable	4,0	25,0	32,0	27,0	12,0	318,0	3,18	High Enough
2	The price offered by the Welding Workshop www.kanopirumah.com competes with other workshops	2,0	21,0	35,0	29,0	13,0	330,0	3,30	High Enough
3	Prices offered by www.kanopirumah.com are in accordance with the quality of their products	2,0	5,0	26,0	50,0	17,0	375,0	3,75	High
Mean of Price Perception								3,40	High

The following are the results of the trust variable research, the answer choices are divided into 5 namely strongly disagree (SD), disagree (D), neutral (N), agree (A), strongly agree (SA)

Table 4.

Confidence Descriptive Statistics Results

No	Statement	Percentage of consumer responses					Score	Mean	Category
		SD	D	N	A	SS			
1	Welding employees at www.kanopirumah.com can be trusted in handling work	2,0	16,0	45,0	22,0	15,0	332,0	3,32	High Enough
2	Welding employees at www.kanopirumah.com have expertise in their fields	2,0	13,0	12,0	56,0	17,0	373,0	3,73	High
3	The Bengkel Bengkel www.kanopirumah.com employee is honest in handling consumer work	0	0	31,0	56,0	13,0	382,0	3,82	High
4	The welding quality of www.kanopirumah.com employees is good	4,0	14,0	38,0	29,0	15,0	337,0	3,37	High Enough
Mean of Trust								3,56	High

Here are the results of the research variable purchase decision, the answer choices are divided into 5 namely strongly disagree (SD), disagree (D), neutral (N), agree (A), strongly agree (SA)

Table 5.

Descriptive Statistics of Purchasing Decision Results

No	Statement	Percentage of consumer responses					Score	Mean	Category
		SD	D	N	A	SS			
1	Convinced and confident to use services in the welding workshop www.kanopirumah.com	3,0	15,0	42,0	29,0	11,0	330,0	3,30	High Enough
2	The process of working in the welding shop www.kanopirumah.com is fast	1,0	5,0	26,0	54,0	14,0	375,0	3,75	High
3	Decided to order at the welding shop www.kanopirumah.com	3,0	14,0	40,0	27,0	16,0	339,0	3,39	High Enough
Mean of Purchasing Decision								3,48	High

Regression Analysis

Based on the results of the regression it can be made a linear equation between brand image, service quality, price perception and trust in the purchase decision as follows:

$$Y = 0,216 X_1 + 0,214 X_2 + 0,246 X_3 + 0,303 X_4$$

F-test results of 102.939 with sig. 0,000 smaller ($<$) than $\alpha = 0.05$. With this result, the Brand Image, Service Quality, Price Perception, and Trust affect the purchasing decisions simultaneously. This shows that the regression model used is fit or good.

Here are the results of the t-test: the brand image of the purchasing decision gets a value of 2,329 with sig. 0.022 $< \alpha = 0.05$, so the hypothesis stating that brand image influences purchasing decisions is proven. Quality of service to the purchase decision obtained a value of 2,278 with sig. 0.025 $< \alpha = 0.05$, so the hypothesis stating that service quality has an effect on purchasing decisions is proven. The price perception of the purchase decision obtained a value of 3,093 with sig. 0.003 $< \alpha = 0.05$, so as to prove the hypothesis stating that price perceptions influence proved to purchase decisions. Trust in purchasing decisions obtained a value of 3,215 with sig. 0.002 $< \alpha = 0.05$, thus proving the hypothesis which states that trust influences proved purchasing decisions.

The coefficient of determination can be seen in Adjusted R Square of 0.803. This result can be interpreted that brand image, service quality, price perception, and trust are able to explain purchasing decisions by 80.4% ($0.804 \times 100\%$), while 19.6% ($100\% - 80.4\%$) purchasing decisions are influenced by variables beyond brand image, service quality, price perception, and trust.

CONCLUSION

Based on the research results obtained that, brand image influences purchasing decisions with a t-test value of 2,329. Quality of service influences purchasing decisions with a t-test value of 2.278. Price perception influences purchasing decisions with a t-test value of 3.09. Trust affects the purchase decision with a t-test value of 3.215. Brand image, service quality, price perception, and trust influence purchasing decisions

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