

The Influence of Product Quality, Reputation, and Trust on Purchasing Decisions at PT Semarak Konstruksi Batam

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Abstract

Currently, the development of infrastructure such as roads, bridges and other facilities continues to increase along with population growth. This research is based on consumer complaints regarding product quality. The purpose of this study was to determine the effect of product quality, reputation and trust on purchasing decisions at PT Semarak Konstruksi Batam. The object of this research is consumers of PT Semarak Konstruksi Batam. The sampling technique used non-probability sampling. Data processed using SPSS 25. The analysis method used is descriptive statistical test, validity test and reliability test, classical assumption test, influence test and hypothesis testing. Based on the results of the study, it shows that product quality, reputation and trust partially have a positive and significant effect on purchasing decisions at PT Semarak Konstruksi Batam. Based on the anova test with the value of $f_{count} > f_{table}$ and $sig < 0.05$. It can be concluded that the variables of product quality, reputation and trust have a positive and significant influence on purchasing decisions.

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INTRODUCTION

In line with the expansion of the globalization period, the business world continues to grow rapidly. Currently, the development of infrastructure such as roads, bridges and other facilities continues to increase along with population growth. So that it triggers many businesses that have sprung up to take advantage of the situation. This has led to increasingly fierce competition in the business world. One of them is the business in the construction industry (Kurniawan et al, 2020:69). A contracting company refers to a business entity that takes on a construction project and is responsible for carrying out the work in accordance with a predetermined cost, based on the design, plan drawings, and conditions that have been set. (Wahyu Hidayat, 2021:8).

PT Semarak Konstruksi Batam is one of the companies engaged in construction that has been established since 2010, this company has grown and become one of the largest construction and contracting companies in Batam City. PT Semarak Konstruksi Batam is a full service general contractor specializing in a full spectrum of integrated solutions in construction, building maintenance and air conditioning. Every building that will be built will be used by various people

for various activities. Therefore, a building must be equipped with facilities, such as lighting systems, air ventilation, fire safety, electrical installations, communication systems, lightning rods, sound systems, building security systems, pipe work, sanitation and so on. Therefore, the role of companies in the construction sector is very important and necessary because they are responsible for ensuring the safety and comfort of building users. The excellence of construction products will have a direct impact on the comfort and safety of its users. Product quality is an important factor that needs to be considered if the company wants to compete in the market. Likewise for consumers, when buying a product, consumers always expect the goods they buy to fulfill their wants and needs satisfactorily (Aulia Rosmaniar, 2021:3).

Product quality is very important for companies to face market competition by creating a number of differences, through products or services offered by competitors, in an effort to improve product quality (Nurfauzi et al, 2023:185). The better the quality of the products used by the construction company, the more consumers will choose the company as a vendor in the construction and development of construction. This will also increase the reputation of a company.

In the business world, the company's reputation is one of the most important elements, because a good or bad reputation is a major marker of the company's success (Syaf Tri & Rice H, 2020:296). Reputation is a complex view that each consumer has of a company, which comes from the characteristics inherent in each company (Rima Parawati, 2022:39). Reputation needs to be maintained by the company in order to always get a positive assessment from consumers. Long-term investment of resources, effort, and attention to building customer relationships is the key to a company having a good reputation (Qalati et al, 2021:4). When a company has a good reputation, it will increase consumer confidence in a company.

Trust relates to an individual's belief that what has been promised by the other party will be in accordance with his expectations (Resmanasari et al, 2020:17). Lack of consumer confidence in making purchases is caused by doubts about the quality of the products they buy (Solihin, 2020:7). When a company produces good quality, there will be consumer confidence in the products / services produced. PT Semarak Konstruksi Batam is one of the major companies engaged in the construction sector in Batam City. PT Semarak Konstruksi Batam provides many services for industrial, residential and other needs. From the data obtained through PT Semarak Konstruksi Batam, it is noted that the projects undertaken fluctuate from year to year. Here is the data of projects located in Batam:

Figure 1. 1 Number of Consumers Project Repair

Source : PT Semarak Konstruksi Batam (2023)

From this data, it can be concluded that there has been a decrease in the number of consumers in the repair project from 2019 to the present. The decline resulted in the business going downhill (Raviqy et al, 2022:276). In this day and age, consumers have become one of the most important orientations for companies to win business (Kurniawan et al, 2020:70). One of the causes of the decline in consumers in the repair project is due to complaints or complaints from consumers regarding the quality of products or materials used by PT Semarak Konstruksi Batam which are considered poor. Information obtained through PT Semarak Konstruksi Batam that consumers make complaints based on many things, generally regarding the quality of the product or material used. With this problem, the company's reputation decreases. Companies need to pay attention to this so that their reputation remains good. Reputation is generally related to customer experience, people talking and media coverage of the product or company. When a company has a good reputation, consumers have no doubts when choosing a company to work on a project.

Furthermore, the decline in the number of consumers every year is also due to a decrease in the level of consumer confidence because the quality of the products used by the company is not good. When a company makes a mistake, it results in decreased consumer confidence. Based on the problems that have been described, it is necessary to conduct research with the title "The Effect of Product Quality, Reputation and Trust on Purchasing Decisions at PT Semarak Konstruksi Batam".

Product Quality

Product quality refers to the capacity of the product to perform its functions properly, such as product reliability, durability, ease of use, repair, accuracy, operation and other related properties (Adriaanz et al, 2023:8). Product quality is a company action to face market competition by creating a number of differences, through products or services offered by competitors, in an effort to improve product quality (Nurfauzi et al, 2023:185).

Based on this definition, it can be concluded that product quality is defined as the ability of a product to meet customer expectations. Success in meeting customer expectations will fulfill its own satisfaction, and will make it a determining factor in whether a product is considered quality or not

by customers. Product quality indicators (Karimah, 2021:34) these include : (1) performance, (2) features, (3) reability, (4) durability, (5) serviceability.

Reputation

Corporate reputation is an intangible (abstract) value that is assessed by the community, this can affect the support or rejection of a company, whether the company has a positive or negative reputation depends on the company's actions (Purba et al, 2023:1094). Company reputation is a factor that can build consumer confidence that the company is able to provide products and services that can meet customer needs and desires properly (Majid, 2020:67).

Based on this definition, it can be concluded that a company's reputation is the advantage that a company has in providing a good product or service that can build consumer image and confidence. There are six indicators of reputation including (Sumatriani et al, 2021:20–21) : (1) Responsibility, (2) Communication, (3) Goods and Services, (4) Talent.

Trust

Trust is the willingness of a company to rely on its business partners, it depends on a number of inter-personal and inter-organizational factors, such as the perceived competence, integrity, honesty and policies of a company (Solihin, 2020:41). Trust is all the knowledge possessed by consumers and all the conclusions they make about objects, their attributes and benefits. (Muslimah et al, 2021:140).

Based on these several definitions, it can be concluded that trust is a consumer's belief in the seller in a sale and purchase transaction and consumers expect the seller to fulfill his obligations in the transaction. There are four indicators of trust (Raviqy et al, 2022:276) : (1) benevolence, (2) ability, (3) integrity, (4) willingness to depend.

Purchase Decision

Purchasing decision is a process where decision making occurs which determines whether a purchase will be made or not. This process is based on awareness of the needs or desires that customers need to fulfill (Imanulah et al, 2022:290). A purchase decision is a person's action in using or obtaining a product, both in the form of goods and services, which is believed to provide satisfaction and readiness to accept possible risks that may occur (Ayyub Ramadhan, 2022:429).

Based on the above definition, it can be concluded that a purchasing decision is a person's action in choosing a product or service, according to what is needed and evaluating various options available and finally choosing a product according to wants and needs. Consumer decisions in making purchases include five indicators, namely (Raviqy et al, 2022:277) : (1) Product selection, (2) Brand selection, (3) Distributor selection, (4) Purchase amount, (5) Purchase time.

Previous Research

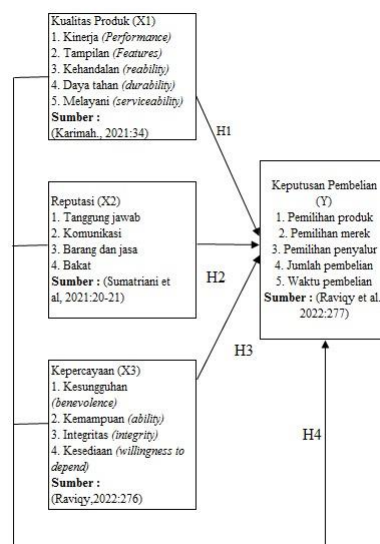
Research entitled *The Effect of Product Quality, Advertising Messages and Word Of Mouth on Purchasing Decisions for Marina Cosmetic Products*. With the analysis method of classical assumption testing, multiple linear regression analysis, t testing, f testing and coefficient of determination testing. The results of the study can show that product quality, advertising messages, and word of mouth partially or simultaneously or together can have an influence on purchasing decisions for Marina cosmetics (Winda & Realize, 2023:393).

The research entitled *The effect of company reputation on customer decisions in choosing products at PT Bank Sulselbar Cab Utama Makassar* The analysis method used in this research is quantitative descriptive analysis method. The analytical tool used is Multiple Regression Analysis with the IBM SPSS Version 21.0 tool. The results showed that there was a positive and significant influence between product competence, product competitive advantage and customer trust simultaneously on customer decisions in choosing products at PT Bank Sulselbar Main Branch Makassar (Panggalo, 2020:40).

The research entitled *The Effect of Trust and E-Service Quality on Purchasing Decisions of Online Shop Bukalapak*. The analysis used in this research is scale range analysis, path analysis. Tests carried out validity test, reliability test, t-test, f-test. Processed with the help of SPSS. Based on the results of the study, it explains that Trust and online service quality (e-service quality) have a partial and simultaneous effect on purchasing decisions (Nurmanah and Nugroho, 2021:11).

Research Model

The following is a reserach model about the effect of product quality, reputation and trust on purchasing decisions.

Figure 2. 1 Research Model

Source: Researcher Model (2023)

Based on the research model, the hypothesis of this study can be formulated as follows :

H1 : suspected that product quality has a significant effect on purchasing decisions at PT Semarak Konstruksi Batam.

H2 : suspected that reputation has a significant effect on purchasing decisions at PT Semarak Konstruksi Batam.

H3 : suspected that trust has a significant effect on purchasing decisions at PT Semarak Konstruksi Batam.

H4 : suspected that product quality, reputation and trust together have a significant effect on purchasing decisions at PT Semarak Konstruksi Batam.

METHOD

In this study, using quantitative research. Quantitative research is a type of research that involves the use of data in the form of numbers in every stage of research, starting from data collection, interpretation, to drawing conclusions. In presenting research results, quantitative research focuses more on the presentation and interpretation of numbers, which are generally accompanied by tables, figures, graphs, or other visualizations (Machali, 2021:23).

The population in this study are consumers who have made purchases at PT Semarak Konstruksi Batam. In this study, researchers used the slovin formula in the sampling method. The slovin formula has an element of leeway due to inaccuracy in sampling and there is still tolerance. So a sample of 140 respondents was obtained.

The data analysis method used in this research is SPSS 25. Descriptive statistical test, validity test and reliability test, classical assumption test, influence test, hypothesis testing are the analysis methods used.

RESULTS AND DISCUSSION

Respondent Profile

In this study, the number of respondents was 140 respondents. The number of male respondents was 75 people with a presentation of 53.6% and the number of female respondents was 65 people with a presentation of 46.4%. So it can be concluded that there are more male respondents than female. Respondents aged 25-34 were 56 people with a presentation of 40%, aged 35-49 years were 79 people with a presentation of 56.4%, aged 50-64 years were 5 people with a presentation of 3.6%. So it can be concluded that most respondents are 35-49 years old. Respondents who have the latest high school education are 12 people with a presentation of 8.6%, respondents who have the latest diploma education are 10 people with a percentage of 7.1%, respondents who have the latest undergraduate education are 116 people with a presentation of 82.9%, respondents who have the latest postgraduate education are 2 people with a presentation of 1.4%. So it can be concluded that most of the respondents have the latest undergraduate education.

Validity Test

In the validity test, all variables are declared valid because the value of $r_{count} > r_{table}$, as in the following table:

Table 4. 1 Validity Test

Variable	Statement	R count	R table	Description
Product Quality	X1.1	0,577	0,166	Valid
	X1.2	0,639	0,166	Valid
	X1.3	0,636	0,166	Valid
	X1.4	0,666	0,166	Valid
	X1.5	0,585	0,166	Valid
	X1.6	0,414	0,166	Valid
	X1.7	0,533	0,166	Valid
	X1.8	0,609	0,166	Valid
	X1.9	0,567	0,166	Valid
	X1.10	0,567	0,166	Valid
Reputation	X2.1	0,674	0,166	Valid
	X2.2	0,563	0,166	Valid
	X2.3	0,587	0,166	Valid
	X2.4	0,507	0,166	Valid

	X2.5	0,597	0,166	Valid
	X2.6	0,515	0,166	Valid
	X2.7	0,551	0,166	Valid
	X2.8	0,648	0,166	Valid
Trust	X3.1	0,647	0,166	Valid
	X3.2	0,627	0,166	Valid
	X3.3	0,610	0,166	Valid
	X3.4	0,520	0,166	Valid
	X3.5	0,598	0,166	Valid
	X3.6	0,539	0,166	Valid
	X3.7	0,574	0,166	Valid
	X3.8	0,591	0,166	Valid
Purchase Decision	Y1	0,566	0,166	Valid
	Y2	0,504	0,166	Valid
	Y3	0,431	0,166	Valid
	Y4	0,432	0,166	Valid
	Y5	0,544	0,166	Valid
	Y6	0,485	0,166	Valid
	Y7	0,530	0,166	Valid
	Y8	0,392	0,166	Valid
	Y9	0,581	0,166	Valid
	Y10	0,494	0,166	Valid

Source : Results of SPSS 25 Data Output, 2023

Reliability Test

In the reliability test, all variables are declared reliable because the Cronbach's Alpha value in each variable is greater than 0.6, so it is declared reliable

Table 4. 2 Reliability Test

Variable	<i>Cronbach's Alpha > 0,6</i>	<i>N of Item</i>	Description
Product_Quality (X1)	0,780	10	<i>Reliable</i>
Reputation (X2)	0,732	8	<i>Reliable</i>
Trust (X3)	0,728	8	<i>Reliable</i>
Purchase_Decision (Y)	0,748	10	<i>Reliable</i>

Source : Results of SPSS 25 Data Output, 2023

Classical Assumption Test

Normality Test

The normality test has met the assumption of normality and the data in this study are normally distributed. The Kolmogorov-Smirnov test found that Asymp. Sig. (2-tailed) of $0.200 > 0.05$. So it can be concluded that Kolmogorov-Smirnov has fulfilled the assumption of normality.

Table 4. 3 Kolmogorov-Smirnov Test

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		<i>Unstandardized Residual</i>
N		140
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	1.11920033
<i>Most Extreme Differences</i>	<i>Absolute</i>	.043
	<i>Positive</i>	.043
	<i>Negative</i>	-.041
<i>Test Statistic</i>		.043
<i>Asymp. Sig. (2-tailed)</i>		.200 ^{c,d}
<i>a. Test distribution is Normal.</i>		
<i>b. Calculated from data.</i>		
<i>c. Lilliefors Significance Correction.</i>		
<i>d. This is a lower bound of the true significance.</i>		

Source : Results of SPSS 25 Data Output, 2023

Multicollinearity Test

In the multicollinearity test, it is known that the results of the multicollinearity test which produces a tolerance value > 0.10 and $VIF < 10.00$. So it can be concluded, that the independent variables in this study are free from multicollinearity.

Table 4. 4 Multicollinearity Test

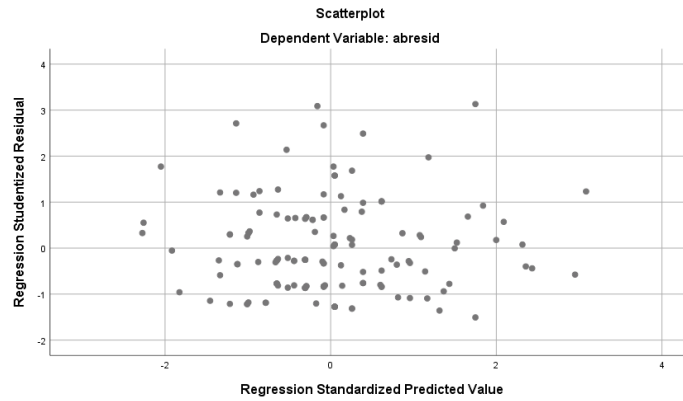
<i>Coefficients^a</i>			
<i>Model</i>		<i>Collinearity Statistics</i>	
		<i>Tolerance</i>	<i>VIF</i>
1	Product_Quality	.155	6.453
	Reputation	.129	7.742
	Trust	.152	6.568
<i>a. Dependent Variable: Purchase_Decision</i>			

Source : Results of SPSS 25 Data Output, 2023

Heteroscedasticity Test

In the heteroscedasticity test, it is known that the points on the scatterplot spread randomly and there is no clear pattern, the spread of points also narrows and widens and resembles a widening wave. So it can be concluded, that the regression model on the effect of product quality, reputation, trust and purchasing decisions has no problems in the heteroscedasticity test.

Figure 4. 1 Heteroscedasticity Test



Source : Results of SPSS 25 Data Output, 2023

Multiple Linear Regression Test

Table 4. 5 Multiple Linear Regression Test

<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	4.599	1.262		3.645	.000
	Product_Quality	.370	.071	.400	5.235	.000
	Reputation	.284	.085	.281	3.352	.001
	Trust	.334	.089	.288	3.742	.000
a. Dependent Variable: Purchase_Decision						

Source : Results of SPSS 25 Data Output, 2023

In the multiple linear regression test table, we get the equation from the regression analysis where $Y = 4.599 + 0.370 + 0.284 + 0.334$.

Test Analysis of the Coefficient of Determination (R^2)**Table 4. 6** Test Analysis of the Coefficient of Determination (R^2)

<i>Model Summary^b</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.936 ^a	.877	.874	1.131
a. Predictors: (Constant), Trust, Product_Quality, Reputation				
b. Dependent Variable: Purchase_Decision				

Source : Results of SPSS 25 Data Output, 2023

The determination coefficient analysis test (R^2) shows that the r square value is 0.877, a percentage of 87.7%. So from this it can be concluded that the percentage between the relationship between product quality (X1), reputation (X2), trust (X3) on purchasing decisions is 87.7%, while the remaining 12.3% can be influenced by factors in variables not examined in this study.

Partial Hypothesis Test - T Test**Table 4. 7** The result of t test (Partial)

<i>Coefficients^a</i>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	4.599	1.262		3.645	.000
	Product_Quality	.370	.071	.400	5.235	.000
	Reputation	.284	.085	.281	3.352	.001
	Trust	.334	.089	.288	3.742	.000
a. Dependent Variable: Purchase_Decision						

Source : Results of SPSS 25 Data Output, 2023

In the t test, the product quality variable has a t count of $5.235 > t$ table 1.978 and Sig. of 0.000 and < 0.05 . The reputation variable has a t count of $3.352 > t$ table 1.978 and Sig. of 0.001 < 0.05 . The trust variable has a t count of $3.742 > t$ table 1.978 and Sig. of 0.000 < 0.05 . So it can be concluded that product quality, reputation, and trust partially have a positive and significant effect on purchasing decisions at PT Semarak Konstruksi Batam.

Simultaneous Hypothesis Test - F Test**Table 4. 8** Test Results f (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1241.109	3	413.703	323.145	.000 ^b
	Residual	174.113	136	1.280		
	Total	1415.221	139			
a. Dependent Variable: Purchase_Decision						
b. Predictors: (Constant), Trust, Product_Quality, Reputation						

Source : Results of SPSS 25 Data Output, 2023

In the f test results, it is known that f count 323.145, this value is greater than the f table value of 2.67 and Sig. of 0.000 and this value is less than the significant level of 0.05. So it is concluded that product quality, reputation, and trust simultaneously have a positive and significant effect on purchasing decisions at PT Semarak Konstruksi Batam.

CONCLUSION

Based on the research results, it can be concluded that Product quality partially has a positive and significant effect on purchasing decisions at PT Semarak Konstruksi Batam, Reputation partially has a positive and significant effect on purchasing decisions at PT Semarak Konstruksi Batam., Trust partially has a positive and significant effect on purchasing decisions at PT Semarak Konstruksi.

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