

## The Influence Of Product Quality, Trust, And Customer Satisfaction On Pd Customers' Purchasing Decisions. Kembar Jaya Agung

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### Abstrak

In this study sample amounted to 100 respondents. Data is a questionnaires, and data processing in this study using APP SPSS. Method is used quantitative, which is a method of collecting data, research instruments regarding the factors to be studied. The data testing technique used in this study uses validity tests, reliability tests with alpha cronbach. Multiple linear regression analysis test, r test, t test, and f test to test the research hypothesis. The results of multiple linear regression obtained the formula  $Y = 15.931 + 1.116 X1 + 1.279 X2H + 1.256 X3 + \varepsilon$  meaning that if there is no decrease or increase from variables X1, X2, and X3, then variable Y amounts to 15.931. hypothesis testing research result use t testing or F testing, where ttable (1.66088) must be less than tcount and Ftable (2.70) must be less Fcalculate, So that this variable can be declared to have ...

## I. INTRODUCTION

Economic problems are big problems that are often faced by various groups, both as individuals, companies, and the State. These economic problems make many people look for solutions to deal with these problems, such as developing systems in running their economies, socialist capitalist systems are examples and many more. The capitalist system has the principle that individualism is the principle. His spirit of rule is seen in egoism, free to accumulate wealth, develop and spend it. This system is not concerned with anything except large amounts of profit, all means are allowed to get as much profit as possible. As for the socialist system, the spirit of the socialist government is the opposite of the capitalist. Companies in this millennial era are required able to compete other in competing a company requires more value and is required to be more creative and innovative in order to continue to survive and product.

## II. LITERATURE REVIEW

### Marketing

(Sudaryono 2017, 265) "Marketing is the activity of continuing a good flow or service amd producer to clients."

UK. Chartered Institute Of Marketing (Fandy Tjiptomo 2016, 3) "Marketing is a management process that effectively and profitably finds, anticipates, and provides what customers want."

American Marketing Association (Fandy Tjiptomo 2016, 22) "The practice of producing, communicating, sending, and exchanging offers of value with consumers, clients, partners, and society is known as marketing."

### Marketing Mix

Kotler and Armstrong (Tengku Firli Musfar 2020, 9) "The marketing mix, which combines products, pricings, promotion, and distribution to achieve the intended response from the target market, is a useful tool."

Zeithaml and Bitner on (Tengku Firli Musfar 2020, 9) " The components of an organization's structure known as the "marketing mix" can be managed by the business in order to interact with customers in a way that will satisfy them."

Buchari Alma on (Tengku Firli Musfar 2020, 9) " A marketing mix is a method of combining several marketing initiatives in an effort to provide the most fruitful outcomes."

### Product Quality

American Society for Quality on (Wahdiyati Moko 2021, 121) "Product quality is an inherent or distinguishing characteristic of the degree or degree of excellence of a product."

W. Edwards Deming on (Wahdiyati Moko 2021, 121) "Product quality is a predictable level of uniformity and dependability with quality standards that suit customers."

(Tjiptono 2015, 75) " quality is product is feasibility or suitability of the product to fulfill its usefulness so that it is in accordance with what is desired by the customer."

### **Belief**

(Sumarwan 2015, 178) "Trust is the ability to believe that a product possesses specific qualities. These notions, also known as object-attribute connections, are consumer perceptions about the likelihood of a connection between an item and its important attributes."

(Eva Sriwiyanti 2020, 140) "Trust is the confidence that comes to a person (consumer) about the product to be sold with an online purchase system in accordance with the product offered by the seller."

Ramadhan (Widia 2022, 8) "Trust is where individuals or service users trust the service provider voluntarily with concern about all the risks that exist, because consumers have positive expectations and previously the service provider has promised to provide a feeling of good results."

## **III. METHOD**

### **Types of Research**

The type of research used is descriptive research using a quantitative approach.

### **Object of Research**

The object of research in this study is PD. Kembar Jaya Agung which is located at Jl. Pasir randu gandasari kp. Cijengir no.18, Curug Tangerang, is a company engaged in pvc compound and recycle scab manufacturing and has been established since 2010. Those who have a vision and mission have a vision and mission to become a market leader in the pvc industry that provides quality and guaranteed product. PD. Kembar Jaya Agung has a vision to become a world-class pvc product provider, which is a benchmark for quality for other pvc product companies.

### **Data Types and Sources**

In this study, the author used 2 data sources, namely secondary data and primary data. By providing surveys to respondents, primary data are immediately collected, secondary data Data collection techniques are carried out by obtaining information connected to the subject or issue being or having been researched. You can find the information in scientific books, research reports, and scientific writings, the internet, .

### **Population and Sample**

The population in this study is consumers who have purchased products from PD. Kembar Jaya Agung In sampling, using 100 respondents research. 100 respondents was selected use a random sampling methods.

### **Data Collection Techniques**

- a. Questionnaire Data collection techniques are carried out by giving a set of questions and write questions to responden for answer.
- b. Interview By conducting questions and answers both orally and in writing with parties involved in the object under study to obtain information from the necessary data.
- c. Observation Conduct direct or indirect observations of the objects studied.

### **Data Analysis Techniques**

The data testing technique used in this study uses validity tests, reliability tests with alpha cronbach. mix linear regression analysis test, d test, n test, and a test to test the research hypothesis.

## **IV. RESULT**

### **1. Table Model Summary**

- **Test Coefficient of Determination ( $R^2$ )**

**Tabel IV.1 Model Summary**

**Model Summary<sup>b</sup>**

Model	R	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
					F Change	df1	df2	
1	,515 <sup>a</sup>	,265	,242	2,179	11,524	3	96	,000

a. Predictors: (Constant), CUSTOMER SATISFACTION, PRODUCT QUALITY, TRUST

b. Dependent Variable: PURCHASING DECISION

Sources SPSS

**2. Test Table Hipotesis**

- **Test T**

**Table IV.2 Purchasing Decision Test Results Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15,931	4,852		3,283	,001		
	PRODUCT QUALITY	,116	,080	,138	1,453	,149	,849	1,177
	BELIEF	,279	,087	,307	3,225	,002	,845	1,183
	CUSTOMER SATISFACTION	,256	,070	,323	3,679	,000	,994	1,006

Dependent Variable: PURCHASE DECISION

SPSS Source

- **Test F**

**Table IV.1 Statistical Test Results F**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164,213	3	54,738	11,524	,000 <sup>b</sup>
	Residual	455,977	96	4,750		
	Total	620,190	99			

a. Dependent Variable: PURCHASING DECISION

Predictors: (Constant), CUSTOMER SATISFACTION PRODUCT QUALITY, TRUST

Source Spss

## V. CONCLUSION

Product Quality Variable (X1) Product Quality Variable has no effect on Purchasing Decision on PD. Kembar Jaya Agung. From the frequency test data, it can be concluded that 53.9% agreed that Product Quality in PD. Kembar Jaya Agung is good. Trust Variable (X2) The Trust Purchasing Decisions in PD. Kembar Jaya Agung. From the frequency test data, it can be concluded that 58.7% agreed that Trust in PD. Kembar Jaya Agung is good.

Customer Satisfaction Variable (X3) Customer Satisfaction Variable has a significant effect on Purchase Decisions on PD. Kembar Jaya Agung. From the frequency test data, it can be concluded that 53.3% agreed that Customer Satisfaction in PD. Kembar Jaya Agung is good. Based on the Coefficients Table In the table, it can be concluded that the calculation results from  $t(\text{count}) 1.453 < t(\text{table}) 1.66088$  and significant values of  $0.149 > 0.05$  indicate that Product Quality has no effect on the Purchase Decision, then  $H_a$  is rejected and  $H_0$  is accepted. The calculation results from  $t(\text{count}) 3.225 > t(\text{table}) 1.66088$  and significant values of  $0.002 < 0.05$  show that Trust affects the Purchase Decision, then  $H_a$  is accepted and  $H_0$  is rejected. The calculation results from  $t(\text{count}) 3.679 > t(\text{table}) 1.66088$  and significant values of  $0.000 < 0.05$  show that Customer Satisfaction affects the Purchase Decision, then  $H_a$  is accepted and  $H_0$  is rejected.

Based on the Model Summary Table In this data, it can be concluded after calculation of the coefficient of determination obtained an Adjusted  $R^2$  (R Square) value of 0.242. So this means that Product Quality, Trust, Customer Satisfaction has an influence of 24.2% on Purchasing Decisions, while the remaining 75.8% Based on the ANOVA From the d test, the acalculate value is  $11,524 > F_{\text{table}} 2.70$  and the sig value is  $0.000 < \text{value is } 0.05$ , it can be concluded that the hypothesis is accepted or in other words Product Quality (X1), Trust (X2), and Customer Satisfaction (X3) simultaneously affect the Purchase Decision (Y).

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