

**The Influence of Service Quality and Consumer Trust on  
Purchase Decisions With Purchase Interest  
(Study of TransVision Customers in the East Jakarta Area)**

**Umar Santoso<sup>1</sup>, Sylvia Sari Rosalina<sup>2</sup>, dan Nurminingsih<sup>3</sup>**

Universitas Respati Indonesia

marsantoso3011@yahoo.com

**ABSTRACT**

Along with the rapid development of technology, the needs of the Indonesian people for technology-based entertainment are increasingly high. As with other countries, Indonesia has used one of the technology products in the television industry, namely Pay TV (pay TV) which offers a choice of programs (pay per view content), either via satellite or cable in its distribution to customers. The object of research is service quality and consumer confidence in purchasing decisions with buying interest, namely TransVision customers in East Jakarta. The study population was 7,150 customers. Samples were taken with the Slovin formula so that the results of rounding up 99 sample respondents were obtained. Valid respondent questionnaire 97 respondent questionnaire. The results of the study (H1) The quality of service has a significant positive effect on purchasing decisions, (H2) Consumer confidence has a significant positive effect on purchasing decisions, (H3) The quality of service has a significant positive effect on buying interest, (H4) Consumer trust has a significant positive effect on buying interest, (H5) Purchasing interest has a significant positive effect on purchasing decisions, (H6) Buying interest has a significant positive effect on purchasing decisions, (H7) Consumer trust has no significant positive effect on purchasing decisions through buying interest

***Key words:*** *service quality, consumer trust, buying interest*

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**INTRODUCTION**

**Background**

Along with increasingly rapid technological developments, the Indonesian people's need for technology-based entertainment is

increasingly high. The use of Pay TV and the Internet is very popular among the public. The increasing demand for Pay TV services has resulted in more and more similar TV services. One of the factors that

influences purchasing decisions is service quality. It is interesting to do research on TranVision, which is one of the companies that has carried out organizational transformation. The number of active customers in January – April 2015 experienced ups and downs in sales. With the above background, the author is interested in conducting research with the title "The Influence of Service Quality and Consumer Trust on Purchasing Decisions with Purchase Intention (Study of TransVision Customers in the East Jakarta Area)".

#### Research purposes

Based on the existing problems, the objectives of this research to be achieved by conducting this research are:

1. To find out whether service quality has a significant positive effect on purchasing decisions.
2. To find out whether consumer trust has a significant positive effect on purchasing decisions.
3. To find out whether service quality has a significant positive effect on purchasing interest.
4. To find out whether consumer trust has a significant positive effect on buying interest.

5. To find out whether buying interest has a significant positive effect on purchasing decisions.

6. To find out whether the intervention of buying interest has a significant positive influence on service quality on purchasing decisions.

7. To find out whether the intervention of buying interest has a significant positive influence on consumer confidence in purchasing decisions.

#### Consumer Decision Model Theory

Consumer Purchase Decision Theory (Consumer Decision Model Theory) is the stage where buyers have made their choices and purchased products and consumed them (Suharno 2010:96). Consumer Decision Model Theory is important in this research because it is used to explain purchasing decisions, both with complex and simple characteristics.

#### Buying decision

Purchasing decisions are the actions of consumers whether they want to buy or not a product (Kotler, 2002), the point of a purchase from the evaluation process (Winardi, 2010: 200), as choosing an action from two or more alternatives (Schiffman and Kanuk, 2007: 485 ) it can be concluded that a purchasing decision is an action taken

by consumers to buy something through several processes.

#### Research Location and Time

This research was conducted on TransVision consumers in East Jakarta..

#### Population and Sample

The population of this research is TransVision consumers, namely 7,150 customers. Samples were taken using the Slovin formula

$$n = \frac{N}{N.e^2 + 1}$$

n: Sample size N: Population size to: Percent allowance for inaccuracy due to sampling error that can still be tolerated or desired, for example 2%

$$n = \frac{N}{N.e^2 + 1}$$
$$n = \frac{7150}{7150,1^2 + 1} = 986$$

The number 98.6 is rounded up to 99 respondents. There were only 97 valid questionnaires, so this research only examined 97 TransVision Pay TV consumers

#### Method of collecting data

The method used in this research is through questionnaires and interviews regarding the variables studied, observation, literature/library studies, and the internet.

#### Data analysis method

The data analysis method uses Structural Equation Modeling-Partial Least Square

(SEM-PLS) using SmartPLS software version 3.0. The PLS calculation stages use 2 models, namely the Measurement Model (Outer Model) and Structural Model Testing (Inner Model)

#### History of TransVision Pay TV

On May 7 1997 TelkomVision based on Notarial Deed Number 19 and ratification from the Minister of Justice of the Republic of Indonesia with Decree Number C2 – 10857 HT.01.01 – Th. 1997 founded by 4 (four) consortium companies, namely PT Telekomunikasi Indonesia, Tbk (Telkom), PT Rajawali Citra Televisi Indonesia (RCTI), PT Telekomindo Prima Bhakti, and PT Datakom Asia under the name TelkomVision. In 2019 in accordance with Notarial Deed Number 28 dated 24 July 2019 PT. Indonusa Telemedia (TransVision), which has its head office in the Pusyantel Building, Jalan Professor Soepomo, South Jakarta, consists of PT. Trans Media Corpora with ownership of 1,292,059,483 shares, PT. Telekomunikasi Indonesia with ownership of 253,014,870 shares, and PT. Multimedia Nusantara with ownership of 70,000,000 shares.

#### Research results and discussion

Respondents based on gender were 41 men or 42.3% and 56 women or 57.7%. Respondents based on the age grouping of

respondents aged < 25 years were 53 respondents or 54.6%, aged 26-35 years were 44 respondents or 45.4%, while for ages 36 -45 years and > 45 years were 0. Dominant is age < 25 years, because the average respondent is < 25 years old and respondents are under 25 years old. Based on occupation, there were 41 respondents or 42.3%, 43 private employees or 44.3%, 7 civil servants or 7.2% and 6 entrepreneurs or 6.2%. Based on income, each respondent had a different income, namely < IDR 1,000,000 as many as 18 people or 18.5%, IDR 1,000,000- IDR 3,000,000 as many as 23 people or 23.7%, IDR 3,000,000- IDR 5,000,000 as many as 34 people or 35.1% and > Rp. 5,000,000 as many as 22 people or 22.7%. The data above shows that the dominant respondents who use TransVision Pay TV TV in East Jakarta are those who have an income of IDR 3,000,000 - IDR 5,000,000. Respondents based on length of time as TransVision Pay TV consumers with < 1 year experience were 11 respondents or 11.3%, 2 years experience were 29 respondents or 29.9% and 3 years experience were 57 respondents or 58.8%.

Respondents felt that subscribing to TransVision Pay TV was more practical, suited their needs, made transactions easier, subscribed easily, and recommended them to

friends or relatives. This is proven by respondents' answers regarding practicality by 31 respondents or 32% of total respondents, according to needs by 45 respondents or 46.3% of total respondents, easy transactions by 44 respondents or 45.3% of total respondents, subscription by 41 respondents or 42.3% of the total respondents, recommended 45 respondents or 46.3% of the total respondents. Respondents received clear information, respondents received the product quickly, every complaint was responded to by TransVision subscription TV, respondents felt that TransVision subscription TV was able to answer consumer desires, TransVision subscription TV has a variety of subscription TV products. This is evidenced by the respondents' answers regarding providing information by 36 respondents or 37.1% of the total respondents, being quick in serving requests by 50 respondents or 51.5% of the total respondents, responding to customer complaints by 48 respondents or 49.5% of the total respondents, responsiveness in serving consumers was 52 respondents or 53.6% of the total respondents, subscription TV products were 39 respondents or 40.2%. Respondents felt that the product they received was in accordance with the information displayed.

This is evidenced by the respondents' answers regarding the suitability of services with the products offered by 46 respondents or 47.4% of the total respondents, compensation for losses by 34 respondents or 35.1% of the total respondents, clarity of images by 43 respondents or 44.3% of the total respondents, the appropriate package price was 44 respondents or 45.4% of the total respondents, image was 38 respondents or 39.2% of the total respondents. respondents have an interest in making purchases on TransVision Pay TV, considerations in choosing Pay TV include offers and discounts, products being sold are always available, looking for information about products on TransVision Pay TV, receiving recommendations from colleagues/relatives/social media . This is evidenced by the respondents' answers regarding their desire to make a purchase by 37 respondents or 38.1% of the total respondents, consideration in choosing subscription TV by 47 respondents or 48.4% of the total respondents, product availability by 46 respondents or 47.4% of the respondents. The total number of respondents looking for information about products on TransVision Pay TV was 41 respondents or 42.3% of the total

respondents, receiving recommendations from 41 respondents or 42.3%.

Service Quality and Consumer Confidence in Purchasing Decisions through Purchase Intention

Based on the operational variables of this research, a research model was formed which was then run using the PLS - Algorithm to test the feasibility of the model.

Validity test

An indicator can be declared valid if it has a loading factor  $> 0.5$ . The loading factor value is the correlation between the indicator and the construct. The higher the correlation, the higher the level of validity and can show a better level of validity. The results of the outer loading p value (original sample) are above 0.5 and T statistics are more than 1.96, so the validity test above has significant validity, because all indicators above 0.5 can be concluded that the indicators in this study are stated valid.

Reliability Test

Composite Reliability shows results  $> 0.70$ , because all the variables above have a value of more than 0.7, it can be concluded that service quality data (X1), consumer trust data (X2), purchasing interest data (Z), and purchasing decision data (Y) is reliable and can be used to test hypotheses.

Hypothesis test

H1: Service quality has a significant positive effect on purchasing decisions.

H2: Consumer trust has a significant positive effect on purchasing decisions.

H3: Service quality has a significant positive effect on purchase intention

H4: Consumer trust has a significant positive effect on purchase intention, thus H4 in this research is accepted.

H5: Purchase interest has a significant positive effect on purchasing decisions.

H6: Service quality has a positive and insignificant effect on purchasing decisions through purchase interest.

H7: Consumer trust has an insignificant positive effect on purchasing decisions through purchase interest.

Coefficient of Determination

The influence of service quality (X1) and consumer trust (X2) on purchasing decisions (Y) is 51.3% while the remaining 48.7% is other variables. Furthermore, the construct value of purchasing interest (Z) = 0.529. This means that the influence of service quality (X1) and consumer trust (X2) on purchasing interest (Z) is 52.9% while the remaining 47.1% is other variables.

CONCLUSION

Based on the results of data analysis and discussions carried out, the results obtained are as follows:

1. The results of testing the first hypothesis found that service quality has a positive and significant effect on online purchasing decisions on TransVision Pay TV.
2. The results of testing the second hypothesis show that consumer trust has a significant positive effect on purchasing decisions.
3. The results of testing the third hypothesis show that service quality is able to have a

significant positive influence on purchasing interest.

4. The results of testing the fourth hypothesis show that consumer trust has a significant positive influence on purchasing interest.

5. The results of testing the fifth hypothesis show that buying interest has a significant positive influence on purchasing decisions. This means that high buying interest makes it easier for consumers to make purchasing decisions.

6. The results of testing the sixth hypothesis show that buying interest is not able to intervene in service quality in purchasing decisions.

7. The results of testing the seventh hypothesis show that buying interest is not able to intervene in consumer confidence in purchasing decisions.

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