



Credit Purchase Decision at PT. Finansia Multi Finance Bangkinang Based on Quality of Service and Trust

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Abstract: This study aims to determine the purchase decision on credit at PT. Finansia Multi Finance Bangkinang which is influenced by service quality and trust partially and simultaneously. The data used in this study are primary data and secondary data, which were obtained using questionnaires, file research, and interviews. The sample used to test the hypothesis is 90 people, namely consumers who use a credit payment system at PT. Finansia Multi Finance Bangkinang using the slovin formula. The data analysis technique used is multiple linear regression analysis with hypothesis testing carried out by the F test and t test at an alpha of five percent. Based on the results of the study it was concluded that the variables of service quality and trust have a significant effect simultaneously and partially on purchasing decisions. The correlation coefficient (R) was obtained for 0.836, meaning that there is a close relationship between the variables of service quality and trust with purchasing decisions. Furthermore, the contribution of service quality and trust variables to purchasing decisions is 77.2% while the remaining 22.8% is influenced by other factors outside the model.

Keywords: Service Quality, Trust, and Purchase Decision.

INTRODUCTION

In today's society, needs are increasingly diverse, starting from primary needs, secondary needs, and tertiary needs. Today's highly competitive business competition forces every business person to be able to see the opportunities that exist in the market of uncertainty which causes every business person to be truly creative and innovative in providing the products or services they produce (Putri, 2015). One of the people's needs that is no less important today is the need for household equipment and electronics. Appliances and

electronics for the household are the basic needs of a household. Household equipment and electronics can make it easier for humans to complete work, help save time, reduce the energy used and facilitate humans in the communication process. The increasing demand for household appliances and electronics has caused these business opportunities to be found in many places. There are also various ways to obtain household equipment and electronics, one of which is the services offered by leasing, even though leasing is not only intended for vehicle financing but can also be used to finance household equipment and electronics.

Leasing or better known as a finance company has a role in increasing the development of the national economy. Leasing business can help Indonesian agencies and entrepreneurs, especially small industrial entrepreneurs, in finding ways of financing to obtain the equipment and capital goods they need, which also means increasing economic development. Subekti (2018) means that leasing is a leasing agreement that has developed among entrepreneurs, in which the lessor (the party that rents out, which is often a leasing company) leases a set of company tools (machines) including services, etc. to the lessee (tenant) for a certain period of time.

A finance company is a business in the form of a legal business entity that carries out financing activities by providing funds or capital goods by not withdrawing funds directly from the public, which specifically carries out activities such as leasing companies, finance companies, securities trading companies, receivable subsidiary companies, credit card companies and consumer finance companies.

PT. Finansia Multi Finance Bangkinang is one of the companies engaged in financing in Bangkinang, Kampar Regency. The equipment and household electronics promoted by PT. Finansia Multi Finance Bangkinang as shown in table 1 as follows:

Table 1. Appliances and household electronics offered by PT. Finansia Multi Finance Bangkinang

No.	Product	Type/Merk	Price
1	Wardrobe	LP 2998	Rp. 3.365.000
2	Washing machine	SANYO 740	Rp. 2.800.000
3	TV LED	LG 22	Rp. 3.330.000
4	Dining table	GHAZA	Rp. 3.250.000
5	Refrigerator	LG 212	Rp. 3.490.000
6	Springbed	CHYSANT 180x200	Rp. 4.500.000
7	Sofa	Elisabeth	Rp. 6.500.000
8	Bed	Kangaroo New Born Batik	Rp. 7.000.000
9	Laptop	Acer	Rp. 6.500.000

Source: PT. Finansia Multi Finance Bangkinang, 2023

Based on Table 1, it can be seen that the household appliances and electronics offered by PT. Finansia Multi Finance Bangkinang has a variety of prices. This shows that PT. Finansia Multi Finance Bangkinang provides services through the products they sell attractively to customers so they can buy the products they market. Although sometimes PT. Finansia Multi Finnace Bangkinang also often clears out warehouses for items that have been overlooked or items withdrawn from customers who are in arrears.

Even though PT. Finansia Multi Finance Bangkinang has given a promotion that is expected to increase sales, but the reality is that PT. Finansia Multi Finance Bangkinang has not been optimal, and has not even reached the target a few months ago, as shown in Table 2 below:

Table 2. Sales Target and Realization of PT. Finansia Multi Finance Bangkinang October – December 2022

Month (2022)	Sales Targets		Sales Realization		Percentage
October	Rp	500.000.000	Rp	474.627.185	94,93

November	Rp	500.000.000	Rp	370.318.367	74,06
December	Rp	500.000.000	Rp	456.568.276	91,31

Source: PT. Finansia Multi Finance Bangkinang, 2023

Based on table 2, it can be seen that the sales target and realization of PT. Finansia Multi Finance Bangkinang in the last 3 (three) months experienced fluctuations. The highest percentage of sales occurred in October with a total of 94.93% and the lowest percentage of sales occurred in November with an amount of 74.06%.

In addition to service quality, a factor influencing the decision to purchase/use services is trust. According to (Kotler & Keller, 2017), trust is the company's willingness to depend on business partners. Trust depends on a number of interpersonal and interorganizational factors, such as competence, integrity, honesty and corporate benevolence. Consumer trust in a brand or product is fundamental to lead to consumer decisions to buy and even to be loyal to that brand. Trust plays an important role in the repurchase decisions of customers and long-term.

Consumer trust in brands can only be obtained if marketers can create and maintain positive emotional relationships with consumers. This positive emotional relationship must be built over a short period of time but must be done consistently and persistently. The existence of consumer trust in the brand will create a sense of security and reduce consumer perceptions of risk in its growth. Building and maintaining customer trust in the brand is very important, because it is the key to the success of long-term relationships between companies and customers. Trust is a psychological area which is concerned with accepting what is based on expectations of good behavior from others (Priansa, 2017).

Related to the consumer's decision in choosing purchase financing that is felt by consumers, PT. Finansia Multi Finance Bangkinang always builds trust internally by establishing good relations through good communication skills built by the sales of PT. Finansia Multi Finance Bangkinang. Thus, PT. Finansia Multi Finance Bangkinang must be able to build trust in the financing products offered in order to attract as many consumers as possible. In other words, companies must be able to attract consumer interest by looking at all consumer needs based on current trends.

Based on the description that has been explained previously, the formulation of the problem set out in this study is whether the quality of service and trust simultaneously influence the purchase decision on credit at PT. Finansia Multi Finance Bangkinang as well. Furthermore, the objectives that have been set in this study are to determine the effect of service quality and trust simultaneously and partially on credit purchasing decisions at PT. Finansia Multi Finance Bangkinang.

Buying decision

According to Swastha, (2014) Purchasing decision is an approach to solving the problem of activities in buying goods or services to fulfill wants and needs which consist of recognizing needs, desires, searching for information, evaluating alternative purchases, purchasing decisions and behavior after purchase (Kaunang et al., 2021)

Kotler & Amstrong, (2016) mentions purchasing decisions, namely components of customer behavior, where customer attitudes are related studies such as whether individuals or groups to buy, determine, consume, and what products, experiences, ideas are like to meet customer needs. The purchase decision process is a basic psychological process that plays an important role in understanding how consumers actually make their buying decisions (Kotler & Keller, 2017).

The decision-making process is the consumer's stage in deciding a particular product which according to him is the best from various alternatives according to certain interests by making the choice that is considered the most profitable (Khafidin, 2020). This selection and assessment process usually begins with identifying the main problems that affect the goals,

compiling, analyzing and selecting various alternatives and making decisions that are considered the best.

The consumer's purchasing decision is to buy the most preferred brand, but two factors can exist between purchase intention and purchase decision (Putri et al., 2023). Where to find out the problem, product information or the product brand and evaluate it so that it can solve the problem so that it can lead to a purchasing decision.

Purchasing decision is an attitude in buying or using a product that according to consumers provides satisfaction or risks that may occur. According to Schiffman & Kanuk, (2015) purchasing decision is the selection of two or more alternative purchase decision choices, meaning that a person can make a decision, several alternative choices must be available. The decision to buy can lead to how the decision-making process is carried out.

According to Kotler & Armstrong, (2017) purchase decision is the buyer's decision about which brand to buy. Complex decision-making processes often involve several decisions. This decision involves a choice between two or more alternatives. The consumer purchase decision is the stage where the consumer may also form an intention to buy the most preferred product, where the consumer's decision to modify, delay, or avoid is strongly influenced by perceived risk (Kumbara, 2021).

Service quality

According to Tjiptono, (2015) adding that includes tangible aspects, namely in the form of physical or equipment to communicate well, empathy, namely giving attention to customers, responsiveness, namely helping customers quickly, reliability, namely providing services as promised and assurance, namely the confidence and trust that has been promised.

Quality of service is two syllables that are interrelated and integral, these two syllables must be done properly and correctly. The concept of service quality basically provides a concrete perception of the quality of a service. The concept of service quality is a revolution as a whole, permanent in changing the perspective of humans in carrying out or pursuing their efforts related to dynamic, ongoing, continuous processes in fulfilling expectations, desires and needs and perceptions.

Good service quality is a priority for every company. They compete to provide a better, friendlier and closer service between companies and their customers (Arief, 2020). The existence of customer needs and desires for a product or service is one of the reasons entrepreneurs set up a company. Not a few companies have begun to focus on serving their customers in the hope that customers will feel satisfied and loyal to the company's products or services because customers are one of the most valuable assets for a company, the more customers the more the company's profits will increase.

The quality of this service is very important for the life of a company, because without customers, there will be no buying and selling transactions between the two. The quality of service provided to customers must function to provide maximum satisfaction. Various experts define quality as "fitness for use", "fulfillment of demands", "freedom from variation".

Trust

Consumer attitudes are an important factor that will influence consumer decisions. The concept of attitude is closely related to the concept of trust and behavior. Mowen and Minor stated that the term consumer attitude formation often describes the relationship between beliefs, attitudes and behavior (Sumarwan, 2012). Beliefs, attitudes and behavior have a reciprocal relationship that influences each other in decision making. All three influence each other, where belief will affect a person's attitude.

One's attitude will shape one's behavior. According to Sumarwan, (2012), Trust is the strength that a product has certain attributes. Mowen & Minor, (2016) defines consumer confidence as all knowledge possessed by consumers, and all conclusions made by consumers

about objects, attributes and benefits. Sangadji & Sopiah, (2013) Community trust is formed by the community itself through some of the knowledge they have. Knowledge related to image, reputation and service quality has the power to build trust. When someone makes a decision, he will prefer decisions based on the choices of people he can trust more than those he can trust less.

Customer trust is one of the factors that guides the formation of long-term relationships based on trust. Berry (2014) that the factors that form the basis for the creation of trust in the company, namely the perception of competence and honesty in the company. Then research conducted by Berry, Parasuraman and Zeithaml stated that competence in service companies is an important tool that underlies consumer trust (Ismail, 2014), so that the indicators used in measuring consumer trust are company competence, company honesty, and company reliability.

Hypothesis

The hypothesis in this study is that service quality and trust have a simultaneous and partial effect on credit purchase decisions at PT. Finansia Multi Finance Bangkinang.

Operational Definition of Research Variables

1. Purchase Decision (Y) The buyer's decision about which brand to buy. Complex decision-making processes often involve multiple decisions (Kotler & Armstrong 2017). The indicators of this Purchasing Decision variable are Stability, Habits and Recommendations (Kotler, 2017)
2. Quality of Service (X_1), the expected level of excellence and control over that level of excellence to meet customer desires (Tjiptono, 2015). The indicators of this service quality variable are Tangible (Physical), Emphaty / (Attention), Responsiveness / (quick response), Reliability / (service ability), assurance / (trust) (Tjiptono, 2015).
3. Trust (X_2), Assessment of one's relationship with other people who will carry out transactions according to expectations in an environment full of uncertainty (Priansa, 2017). Indicators of this Trust variable are Ability, Willingness to depend (availability), Honesty (honesty) (Kotler & Keller, 2016).

METHODS

This research was conducted at PT. Finansia Multi Finance Bangkinang. The type and source of data used by the authors in this study is primary data, namely primary data is usually obtained through interviews or questionnaires (Sugiyono, 2017). Sources of data obtained in this study are respondents' responses as well as secondary data, namely secondary data is data obtained from organizations or individuals. Secondary data is in the form of library sources that support scientific research and is obtained from relevant literature such as magazines, newspapers, reference books, journals, articles, websites, and information media that are related to research. Furthermore, researchers collected using a questionnaire, namely the questionnaire is a list of questions given by researchers to respondents to give answers. The questionnaire consists of open questions, which are questions related to the identity of the respondent and closed questions, which ask the respondent to choose one of the available answers. Questions were made in the form of a questionnaire using a Likert scale of 1 – 5, each of which represents the opinion of the respondent. Interview is a data collection method that is carried out by asking a series of questions directly to the respondent or with the parties concerned, namely with the owner of PT. Finansia Multi Finance Bangkinang in order to obtain the necessary data, Observations, namely direct observations made by the author at the research site, namely PT. Finansia Multi Finance Bangkinang. And file research is a way of collecting research data indirectly, meaning that data is obtained through supporting documents related to the data to be studied.

The population in this study are buyers at PT. Finansia Multi Finance Bangkinang with a population of 936 people. Furthermore, the method in this study is the sampling method by selecting anyone who is currently at the research object, using the incidental sampling technique, where the number of samples is 90 respondents. Data analysis in this study was carried out using a multiple linear regression equation model with the following equation :

$$Y = + 1X_1 + 2X_2 +$$

Description: Y = Purchase Decision, = Constant, $1,2$ = Regression coefficient, X_1 = service quality, X_2 = trust, and = Error term. Furthermore, testing the hypothesis in this study using the F test and t test with an alpha of 5%.

RESULT AND DISCUSSION

Research result

Based on the results of data processing with the SPSS (Statistical Product and Service Solution) program using version 25.00, the results of the regression equation are obtained, namely:

$$Y = 18,489 + 0,392X_1 + 0,290X_2$$

From this regression equation it can be seen that the constant value (α) is 18.489. This number is positive and gives meaning if it is assumed that service quality ($X_1 = 0$) and trust does not exist ($X_2 = 0$), then the purchase decision (Y) is worth 18.489. The regression coefficient of the service quality variable (X_1) is 0.392. This number is positive and gives meaning if it is assumed that service quality (X_1) of 1 unit will increase purchasing decisions by 0.392, assuming other variables are of a fixed value (constant) and vice versa. The regression coefficient of confidence (X_2) is 0.290. This figure is positive and gives meaning, if it is assumed that trust (X_2) increases by 1 unit, it will increase the purchase decision by 0.290 assuming other variables are of a fixed value (constant) and so should. Furthermore, the results of simultaneous hypothesis testing in this study are shown in Table :

Table 3. Simultaneous Hypothesis Test Results (F-Test)
ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	230,850	2	115,425	10,234	,000
Residual	981,250	87	11,279		
Total	1212,100	89			

a. Dependent Variable: Purchase Decision

b. Predictors: Service Quality, Trust

Source: Processed Data, 2023

From Table 3, it can be seen that the F-count value is 10.234 with a significance value of 0.000. This result means that it is true that there is a significant influence between the variables of service quality and trust because it has a significant effect as evidenced by a sig value of less than 0.050. This means that the Independent variable simultaneously influences the dependent variable. It can be said that together the independent variables affect the dependent variable. The results of partial hypothesis testing in this study are shown in Table 4.

Table 4. Partial Hypothesis Test Results (t-test)

No	Model	T	Sig
	(Constant)	5,193	0,000
1	Service quality	3,382	0,000
2	Trust	2,909	0,005

Source: Processed Data, 2023

From Table 4, it can be seen that the service quality variable (X_1) has a significance value of 0.000. Based on the results of this significance, it turns out that the significance value of the service quality variable is less than 0.050, which means that the service quality variable partially influences purchasing decisions. The trust variable (X_2) obtained a significance value of 0.005. Based on the significance results, it turns out that the significance value of the trust variable is less than 0.050, which means that the trust variable partially influences purchasing decisions. The results of testing the correlation coefficient and determination in this study are shown in Table 5

Table 5. Correlation Coefficient (R) and Determination (R²)

Model Summary^b				
No	R	R Square	Adjusted R Square	Standar Error Of The Estimate
1	0,836	0,790	0,772	5,358

Source: Processed Data, 2023

From Table 5, it can be seen that the coefficient value (R) is 0.836, this means that the variable Quality of Service and Trust in Purchasing Decisions at PT. Finansia Multi Finance Bangkinang because it is in the internal coefficient (0.800-1.000). Furthermore, the coefficient of determination (R²) can be seen from the amount of Adjusted R Square obtained which is equal to 79%, this means that the contribution of the variable Quality of Service and Trust to Purchasing Decisions at PT. Finansia Multi Finance Bangkinang is 79% while the remaining 21% is determined by other variables not examined in this study.

Discussion

Simultaneous test results in this study indicate that the variables of Service Quality and Trust have a significant effect on credit purchasing decisions at PT. Finansia Multi Finance Bangkinang. This can be seen from the significant value obtained, namely 0.000, which is less than 0.050, meaning that the variables of Service Quality and Trust together have a significant effect on the purchasing decision variable. This means that in building and developing a business the owner needs to make purchasing decisions a top priority that must be considered by providing excellent service quality so that consumers feel satisfied and interested so they decide to make purchases through a credit payment system. Financial institution services in agreeing to pay with a credit system need to observe several factors that influence the purchase decision itself because the level of consumer decision with the quality of the service provided will be able to build respondent trust and have a direct impact on purchasing decisions.

The influence of service quality and trust on purchasing decisions correlates with the results of research that was conducted by Kaunang et.al (2021) conducting research on the Effects of Interactive Marketing, Service Quality, Consumer Trust in Decisions to Purchase Electronic Goods on Credit at the Fif Spektra Company, Airmadidi Branch. The results of the study show that Interactive Marketing, Service Quality, Consumer Trust have an effect on Purchasing Decisions.

The results of the partial test in this study show a significant influence of the service quality variable on purchasing decisions. This causes the existing facilities in the company to be inadequate, such as a small service room where the waiting room, communication room with employees are combined into one room so that consumers feel uncomfortable. The influence of service quality on purchasing decisions correlates with the results of research conducted by Farah Diza (2016) who conducted research on the effect of service quality, product quality, and trust on consumer satisfaction at PT. FIFGROUP Manado Branch. The results showed that service quality, product quality and trust have a positive and significant effect either simultaneously or partially on customer satisfaction. Management should pay

attention to consumer expectations and ratings in order to create customer satisfaction in using the company's services.

The results of the partial test in this study indicate that partially trust has a significant effect on purchasing decisions. This is because consumers already believe in the abilities provided by employees of PT. Finansia Multi Finance Bangkinang to consumers is through communication in terms of the purchase decision process with the payment system facilitated by the company. This is because the employees of PT. Finansia Multi Finance Bangkinang is very understanding of their respective fields of work. However, there are other facts that some employees are not good at explaining credit rules, causing consumers not to understand the risks that will occur in the future. The influence of trust on purchasing decisions correlates with the results of research conducted by Farah Diza (2016) who conducted research on the effect of service quality, product quality, and trust on consumer satisfaction at PT. FIFGROUP Manado Branch. The results showed that service quality, product quality and trust have a positive and significant effect either simultaneously or partially on customer satisfaction. Management should pay attention to consumer expectations and ratings in order to create customer satisfaction in using the company's services.

CONCLUSION

The conclusions in this study are as follows:

1. Simultaneously, the variables of Service Quality and Trust have a significant effect on credit purchasing decisions at PT. Finansia Multi Finance Bangkinang.
2. Partially, the Service Quality variable has a significant effect on credit purchasing decisions at PT. Finansia Multi Finance Bangkinang
3. Service Quality and Trust Variable Contribution to Credit Purchasing Decisions at PT. Finansia Multi Finance Bangkinang, namely 79%, while the remaining 21% is influenced by other variables not examined in this study.

From the conclusions described above, the suggestions given by the author in this study are as follows :

1. Given that there is a lot of competition in the world of financial institution services, companies should maintain service quality so that it is even better than before in order to increase purchasing decisions through financing services. Such as doing good service appropriately (Reliability) and caring for consumers through good communication and knowing what consumers need (emphaty).
2. In building consumer trust, the management of PT. Finansia Multi Finance Bangkinang should always provide education about the risk payment system that will be faced by consumers in detail so that it does not cause complaints later on.
3. For future researchers who are interested in discussing the same topic, it is hoped that they can conduct research using variables that are different from the variables studied in this study so as to obtain more varied results which can influence the decision to buy on credit at PT. Finansia Multi Finance Bangkinang.

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