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**THE EFFECT OF PRICE PERCEPTION AND TRUST ON CANAKO RICE BOX
PURCHASE DECISION THROUGH CUSTOMER SATISFACTION AS
INTERVENING VARIABLES**

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Abstract

The purpose of this study was to determine the effect of perceived price and trust on purchasing decisions of canako rice boxes through consumer satisfaction as an intervening variable. The method used in this study is a quantitative method with associative properties. The data collection tools used in this study were observation, questionnaires and interviews. The population in this study were canako rice box customers, the sample used was 115 people. Data analysis techniques used in this study using questionnaires, interviews and field observations. The results in this study are price perceptions that have a positive effect on purchasing decisions. trust has an effect on purchasing decisions. Price perception has a positive effect on consumer satisfaction. Trust has no effect on consumer satisfaction. Price perceptions influence purchasing decisions through consumer satisfaction. Trust has a positive and significant effect on purchasing decisions with consumer satisfaction.

Keywords: Perceived Price, Trust, Purchase Decision, Consumer Satisfaction

INTRODUCTION

Business is an activity that is very embedded in our daily lives. The broad definition of business is all the activities and intuitions of producing goods and services in everyday life, while the narrow sense of business is an organization that provides goods and services with the aim of making a profit. One way to do business is to set up a business (Santoso and Indriyani, 2015). Currently in the city of Medan many people open a rice box business. One of the rice box businesses in Medan City is Canako Rice Box.

Currently Canako Rice Box has 3 branches in Medan City, namely Canako Rice Box Medan Baru, Canako Rice Box Sei Agul, Canako Rice Box Ringroad. Within 3 years there has been a decline in sales in Canako in Medan City. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. buying decision as a process in real buying after going through the previous stages. Before launching its product, the company must be able to see or know what consumers need. Perception does not only depend on physical stimuli, but also on stimuli related to the surrounding environment and the state of the individual concerned (Yurita et. al. 2016).

Consumer perceptions depend on the tastes that consumers have for something (Syahputro, 2015). Satisfaction is the expectation that consumers have about a product both in happiness and disappointment. Satisfying consumer needs is the desire of every company. In addition to the important factors for the survival of the company, satisfying consumer needs can increase

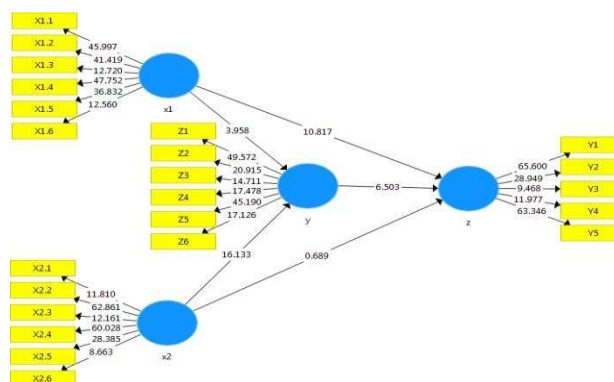
competitive advantage. Consumers who are satisfied with products and services tend to repurchase products and reuse services when the same need reappears in the future. This means that satisfaction is a key factor for consumers in making repeat purchases, which is the largest portion of the company's sales volume (Indrasari, 2019). The satisfaction that consumers feel can also be seen in terms of consumer perceptions and the trust of the consumers themselves. If trust has been established between the customer and the company, it will be easier for the company to retain its customers. Lack of perception and trust from consumers can make purchasing decisions decrease.

RESEARCH METHODS

This type of research uses quantitative research methods. According to Sugiyono (2018), the quantitative method can be explained as a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, data analysis is quantitative/statistical, with the aim of testing established hypotheses. The nature of the research is associative. According to Sugiyono (2018), associative research is research with the aim of knowing the relationship between two or more variables, looking for roles, influences, and a causal relationship between the independent variable and the dependent variable. The population in this study are consumers of canao rice boxes in the city of Medan. With a population of 115 respondents. There are 2 analytical techniques in this study. The first is descriptive analysis. According to Bahri (2018) descriptive statistics try to explain or describe various data characteristics, such as the mean, variance, mode, median and frequency distribution. The data presented are data that displays the average value, standard deviation, mode, median, maximum and minimum values, tabulation, and so on to see differences in data based on the existing categories in the data are presented as is without doing in-depth analysis of these data. The second is SEM-PLS analysis. The data analysis technique used in this study is PLS-SEM analysis. Partial Least Squares (PLS) analysis is a multivariate statistical technique that makes comparisons between multiple dependent variables and multiple independent variables (Abdillah and Jogiyanto, 2015). Analysis of the research data using Structural Equation Modeling (SEM) with Smart Partial Least Squares (Smart PLS) software.

RESULTS AND DISCUSSION

The first model or initial model in this study was carried out using all indicators in each construct. The first model is analyzed using the basic reference model framework in the following figure, as



follows:

The loading factor value of each indicator against each construct is measured using the algorithm in the SmartPLS program, as follows:

Table of Loading Factor Test Results

	X1	X2	Y	Z
x1.1	0.880			
x1.2	0.893			
x1.3	0.829			
x1.4	0.884			
x1.5	0.882			
x1.6	0.822			
x2.1		0.818		
x2.2		0.918		
x2.3		0.740		
x2.4		0.915		
x2.5		0.841		
x2.6		0.749		
y1			0.919	
y2			0.854	
y3			0.767	
y4			0.822	
y5			0.916	
z1				0.905
z2				0.804
z3				0.785
z4				0.861
z5				0.901
z6				0.842

Based on the following table, it is known that many of the variable indicators in this study have outer loading values > 0.5. According to Ghozali (2018) the outer loading value between 0.5 and 0.6 is considered sufficient to meet the requirements of convergent validity. The data shows that the indicators are declared feasible or valid for research use and can be used for further analysis. Assessment of internal consistency reliability is carried out on each construct. The composite reliability value of each construct is expected to be at least 0.7. However, in exploratory research, a composite reliability value of > 0.6 is acceptable. The results of the SmartPLS algorithm on the composite reliability of each construct are known in Table, as follows:

Table of Composite Reliability

	Composite Reliability	Variance Extracted AVE
CV (X1)	0.947	0.749
CE (X2)	0.931	0.694
CL(Y)	0.933	0.724
CS (Z)	0.940	0.736

Sumber: Hasil Penelitian (Data Diolah Penulis, 2023)

Based on the following table, it shows that the category is quite good for each construct that meets the criteria for assessing the reliability of the outer model with a composite reliability value of > 0.7. Thus the outer model analysis is continued to the outer model validity stage.

The outer model validity was carried out using convergent validity and discriminant validity. The convergent validity assessment was carried out by looking at the average variance extracted (AVE) value in each construct stating that the AVE value in each good construct was at least > 0.5. The results of the SmartPLS algorithm on the AVE value are summarized in the table as follows:

Table of Average Variance Extracted (AVE)

	<i>Average Variance Extracted (AVE)</i>
Persepsi Harga (X1)	0.749
Trust (X2)	0.694
Keputusan Pembelian (Y)	0.736
Kepuasan Konsumen (Z)	0.724

Sumber: Hasil Penelitian (Data Diolah Penulis, 2023)

Based on the following table, it shows that the AVE value of each construct in the final model has reached a value of > 0.5. Thus, the proposed structural equation model meets the convergent validity criteria.

The results of the R-Square (R²) value on variables based on the measurement results are shown in. Table, as follows:

Table of R Square

	<i>R Square</i>
Keputusan Pembelian (Y)	0.893
Kepuasan Konsumen (Z)	0.895

Sumber: Hasil Penelitian (Data Diolah Penulis, 2023)

Based on the following table, it is known that the R Square value for the purchasing decision variable is 0.893, this means that the percentage influence of consumer perceptions and trust on purchasing decisions is 89.3% while the remaining 10.7% is influenced by other variables not examined in this study . The R Square value for the Trust variable is 0.895, this means that the percentage influence of consumer perceptions and trust on Trust is 89.5%, while the remaining 10.5% is influenced by other variables not examined in this study.

Hypothesis testing was carried out using the T-statistics test (t-test) with a significance level of 5%. It is said to be significant if the T-statistics value is > 1.66. If in this test a p-value <0.05 is obtained, it means that the test is significant, and vice versa if the p-value is > 0.05, it means that it is not significant. The results of the direct effect test for each variable can be seen in the tables follows:

Table of Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	/TidakSig.
X1 -> Y	0.497	0.493	0.045	11.127	0.000	Sig.
X1 -> Z	0.348	0.324	0.088	3.934	0.002	Sig.
X2 -> Y	0.073	0.091	0.102	0.710	0.478	Tidak Sig.

X2 -> Z	1.326	1.304	0.083	16.058	0.000	Sig.
Z -> Y	0.442	0.427	0.067	6.564	0.004	Sig.

Sumber: Hasil Penelitian (Data Diolah Penulis, 2023)

Based on this table, Price perceptions influence purchasing decisions. Trust has an effect on purchasing decisions. Price perceptions affect consumer satisfaction. Trust has no effect on consumer satisfaction. Consumer satisfaction influences purchasing decisions.

CONCLUSION

Based on the results of the research and discussion that has been carried out in the previous chapter, it can be concluded as follows:

1. Price perceptions have a positive and significant effect on purchasing decisions
2. Trust has a positive and significant effect on purchasing decisions
3. Price perceptions are not significant to consumer satisfaction
4. Trust has no effect on consumer satisfaction
5. Consumer satisfaction has a positive and significant effect on purchasing decisions
6. Price perceptions have a positive and significant effect on purchasing decisionsthrough consumer satisfaction
7. Trust has a positive and significant effect on purchasing decisions through consumer satisfaction

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