



The Influence Of Service Quality, Brand Trust And Advertising On Purchasing Decisions For Maxim Transportation Services In Batam City

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ABSTRACT

The aim of this research is to analyze the influence of service quality, brand trust and advertising on purchasing decisions for Maxim transportation services in Batam City. This research uses descriptive research with quantitative methods and the sample used is 385 respondents who have purchased Maxim transportation services. This was analyzed using SPSS version 25 software. The partial test results from this research show that the independent variables, namely service quality, brand trust and advertising, have a positive and significant influence on purchasing decisions for Maxim Transportation Services in Batam City.

Keywords: *Service Quality, Brand Trust, Advertising, Purchasing Decisions*

1. INTRODUCTION

The development of information technology has now progressed quite rapidly. Almost all sectors of life use technology. In the current era technology is something that every person in the world must know. Because this technology can facilitate access to communication and other things, especially in the business sector. The internet has become a part of life for most of the world's population [1]. The large number of mobile phone users is an opportunity that companies can use to increase their competitive advantage by developing *mobile* applications about goods and services produced by the company [2]. Online transportation is an application type of transportation, which can be found in a consumer's *smartphone* application by ordering a means of transportation [3].

The quality of service in a company can show how long term the relationship between consumers and the company is if the company's service quality is good enough, then consumer's perception of the company will be good [4]. Maintaining customers by providing good quality service will encourage them to be loyal and provide long term benefits for the company with continuous repeat purchase. It can be concluded that the quality of a company's service depends on how consistently the company realizes consumer expectations so as to create a good impression on the brand image or brand in question [5].

Brand image is a picture or impression about a brand that appears in consumer's mind [6]. The placement of a brand in consumer's mind be done so that the brand image created becomes more positive for consumers [7]. When a brand has a positive image, the brand becomes increasingly remembered by consumers and influence consumer's repeated purchase. Brand image can be a reference for evaluating a brand which can create consumer loyalty.

Advertising itself is one part of marketing efforts in order to increase sales. This is because customers consider advertising as a source of information about a product that has just come out. Apart from being a

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promotional tool for new products, advertising is often used by companies as a tool to instill a positive image to customers about the products they offer. The good image formed by advertising often drives customer purchasing decisions. Maxim itself carried out several promotions through advertisements on television and social media during the pandemic, Maxim's advertising does not offer new product but rather informs customers of a new positive image of a pre-existing product [8].

Maxim is an online transportation company that operates in the service sector originating from Russia and has been established since 2003. And in Indonesia Maxim began to enter Indonesia market in 2018 by opening an office in Jakarta under the authority of PT Teknologi Perdana Indonesia [9]. Maxim is an online application created to make it easier for people to travel, shop and also other activities.

2. LITERATURE REVIEW

Service quality

Service quality is one of the customer's evaluations of services relating to a business place where when the business place provides good and satisfying service, the customer will immediately feel satisfied. Service quality is also defined as a way of meeting customer needs and desires, as well as being used as a supply provider to meet customer expectations [10].

Service quality is defined as a global assessment or attitude regarding the superiority of a service. Service quality can be said to be a comparison between expected services. Thus forming an impression and consumer perception of the service of a product or service. Service quality is one of the factors that affects the level of consumer loyalty to products and services. Companies must improve service quality to gain loyalty from their customer's because if the product or service is of poor quality it will make customers disloyal. This means that if service quality is taken into account, it will be easier to gain customer loyalty in the future [11].

According to [12] there are five dominant indicators or determinants of service quality, including : *Tangible, Reliability, Responsiveness, Assurance, Empathy*.

Brand Trust

According to (Pramezwery et al, 2021) in research conducted [13] states that brand trust is consumers trusting a product with all the risks because there is hope or high expectations for the brand will provide positive results to consumers so that will create loyalty and trust in a brand.

Trust is a feeling of confidence that arises in the minds of consumers that they can rely on the seller to provide promising services. Meanwhile, brand trust itself is the consumer's willingness to rely on the brand's capabilities in accordance with the function that has been demonstrated by the brand. Brand trustworthiness is based on consumer confidence that the product is able to fulfil the promised value and good intentions of the brand [14]. According to [14] brand trust has four indicators, namely: credibility, brand competence, brand goodness, brand reputation.

Advertising

According to (Wibowo & Kharimah, 2012) in research conducted by [15] advertising is a persuasive, non-personal communication element paid for by sponsors and distributed through mass communication channels to promote the use of goods or services. Advertisement must show clear information and is able to generate interest, attention and persuasion of consumers in purchasing decisions.

Advertising is all forms of non-personal presentations, promotions and ideas related to goods or services and requires measurable cost. In an advertisement, the aim of the advertisement must be clear and in accordance with the target that has been determined, and its achievement must also be determined within a certain time period [16]. Advertising indicators according to [17] namely: mission, message, media.

Purchasing decision

Purchasing decision are a problem tracing process that starts from the background of the problem identification of the problem formation of conclusions or recommendations will then be used and used a basic guideline in making decisions. Consumer decision are consumer actions in deciding on a product that is considered to be a solution. Of the consumer's needs and desire. (Febrinaz, 2018) in research [18]. Purchasing decision are a process in which consumers are able to understand the problems contained in searching for information from a brand on a product which will be evaluated on the goodness of alternatives that are able to solve the problem and then make a purchasing decision according to (Tjiptono) in research [19]. There are four purchasing decision indicators according to (Kotler and Philip, 2021) in research conducted [20] product stability, buying habits, recommendations from others, there is a repeat purchase.

3. METHOD

The type of research used in this research is quantitative research. According to [21] quantitative research is a research method based on the philosophy of positivism, which is used to research certain populations or samples, collecting data using research instruments, analyzing data that is quantitative/statistical, with the aim of testing predetermined hypotheses. This research aims to re-examine previous findings in a new context, especially on the influence of service quality, brand trust and advertising on purchasing decisions for Maxim transportation services in the city of Batam.

4. RESULTS

Validity Test

In this research, it is known that the question has an N value of 385. Determining the r table by looking at the probability is a two-way test with a significance level of 0.05. Next, calculate the value of the degrees of freedom (df), namely $df = N - 2$. So it can be seen that the value of $df = 385 - 2 = 383$. Thus, the R table for the validity test in this analysis is 0.100.

Table 1. Validity Test

Variable	Item Statement	r count	r table	Description
Service Quality	X1.1	0,502	0,100	Valid
	X1.2	0,520	0,100	Valid
	X1.3	0,449	0,100	Valid
	X1.4	0,426	0,100	Valid
	X1.5	0,421	0,100	Valid
	X1.6	0,433	0,100	Valid
	X1.7	0,446	0,100	Valid
	X1.8	0,559	0,100	Valid
	X1.9	0,633	0,100	Valid
	X1.10	0,614	0,100	Valid
Brand Trust	X2.1	0,534	0,100	Valid
	X2.2	0,660	0,100	Valid
	X2.3	0,507	0,100	Valid
	X2.4	0,428	0,100	Valid
	X2.5	0,550	0,100	Valid
	X2.6	0,473	0,100	Valid
	X2.7	0,484	0,100	Valid
	X2.8	0,540	0,100	Valid
Advertising	X3.1	0,670	0,100	Valid
	X3.2	0,655	0,100	Valid
	X3.3	0,568	0,100	Valid
	X3.4	0,595	0,100	Valid
	X3.5	0,666	0,100	Valid
	X3.6	0,671	0,100	Valid
Purchasing Decision	Y.1	0,540	0,100	Valid
	Y.2	0,572	0,100	Valid
	Y.3	0,528	0,100	Valid
	Y.4	0,528	0,100	Valid
	Y.5	0,590	0,100	Valid
	Y.6	0,510	0,100	Valid
	Y.7	0,532	0,100	Valid
	Y.8	0,470	0,100	Valid

Source : Output SPSS 25,2025

Based on the validity test results in the table above, it shows that all statements starting from X1.1 to Y.8 on the variables of service quality (X1), brand trust (X2), advertising (X3) and purchasing decisions (Y) are valid. This is because the calculated r correlation value is greater than the r table, namely 0.100

Reliability Test

Table 2. Reliability Test

Variable	Cronbach's Alpha	Provison	Description
Service Quality (X1)	0,670	0,6	Reliable
Brand Trust (X2)	0,616		
Advertising (X3)	0,708		
Purchasing Decision (Y)	0,633		

Source : Output SPSS 25,2025

Based on the results of the table above, it is known that the results of the reliability test analysis on all variables obtained a Cronbach's Alpha value higher than 0.6, so that the data from all these variables can be considered reliable.

Classical Assumption Test Results

Normality Test

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.55969048
Most Extreme Differences	Absolute	.041
	Positive	.019
	Negative	-.041
Test Statistic		.041
Asymp. Sig. (2-tailed)		.134 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : Output SPSS 25,2025

Based on the table above, it is known that the results of the normality test show that the Asymp Sig. (2-tailed) which is 0.134, this value is greater than 0.05. Thus, in this analysis the data is normally distributed.

Multicollinearity Test

Table 4. Multicollinerity Test

Model		Tolerance	VIF
1	(Constant)		
	SERVICE QUALITY	.834	1.199
	BRAND TRUST	.805	1.242
	ADVERTISING	.784	1.275

Source : Output SPSS 25,2025

Based on the table above, it shows that the Tolerance value of the service quality variable (X1) is 0.834, the brand trust variable (X2) is 0.805, and the advertising variable (X3) is 0.784, this value is >0.10 . Meanwhile, the VIF value for each independent variable is service quality (X1) of 1.199, brand trust variable (X2) of 1.242, and advertising variable (X3) of 1.275, this value is <10.00 . So it can be concluded that in this analysis there are no symptoms of multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

Table 5. Heteroscedastisity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.901	.863		3.361	.001
	Service Quality	.023	.019	.070	1.255	.210
	Brand Trust	-.047	.025	-.107	-1.885	.060
	Advertising	-.013	.027	-.027	-.470	.638

a. Dependent Variable: ABS_RES

Source : Output SPSS 25,2025

The values obtained from these three variables are greater than 0.05. So it can be said that this analysis shows that heteroscedasticity does not occur in the regression model.

Multiple Linear Regression Test

Table 6. Multiple Linier Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.489	1.429		1.742	.082
	Service Quality	.272	.031	.344	8.836	.000
	Brand Trust	.426	.042	.405	10.231	.000
	Advertising	.218	.045	.194	4.839	.000

a. Dependent Variable: Purchasing Decision

Source : Output SPSS 25,2025

then the multiple linear regression equation model can be obtained as follows:

$$Y = 2.489 + 0.272 X_1 + 0.426 X_2 + 0.218 X_3 + e$$

Then the interpretation of this equation is as follows:

Based on the equation above, the constant value (a) is 2.489, which means that if the service quality, brand trust and advertising variables have a value = 0, then the purchasing decision value is 2.489.

The coefficient value of the service quality variable (X1) is 0.272, meaning that if service quality increases by 1, purchasing decisions will increase by 0.272. The regression coefficient is positive between service quality and purchasing decisions.

The coefficient value of the brand trust variable (X2) is 0.426, meaning that if brand trust increases by 1, purchasing decisions will increase by 0.426. The regression coefficient is positive between brand trust and purchasing decisions.

The coefficient value of the advertising variable (X3) is 0.218, meaning that if advertising increases by 1, purchasing decisions will increase by 0.218. The regression coefficient is positive between advertising and purchasing decisions.

Coefficient of Determination Test (R2)

Table 7. Coefficient of Determination Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.519	.516	2.56975

a. Predictors: (Constant), Advertising, Service Quality, Brand Trust

b. Dependent Variable: Purchasing Decision

Source : Output SPSS 25,2025

The value of the coefficient of determination (R2) can be seen in the Adjust R Square column, namely 0.516. This value explains that the magnitude of the influence of service quality, brand trust and advertising

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variables on purchasing decision variables is 0.516 (51.6%) while 48.4% is influenced by other variables outside of this research model.

Hypotesis Test

The result of T test

Table 8. The Result of T test

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.489	1.429		1.742	.082
	Service Quality	.272	.031	.344	8.836	.000
	Brand Trust	.426	.042	.405	10.231	.000
	Advertising	.218	.045	.194	4.839	.000

a. Dependent Variable: Purchasing Decision

Source : Output SPSS 25,2025

Test results on the influence of service quality on purchasing decisions.

Based on the table above, the calculated t value is 8.836 and the t table is 1.966, so it can be concluded that the calculated $t > t$ table and the significant value obtained is $0.000 < 0.05$. Based on the hypothesis, it can be interpreted that H1 is accepted and H0 is rejected. Thus, the service quality variable partially has a positive and significant effect on purchasing decisions.

Results of testing the influence of brand trust on purchasing decisions.

Based on the table above, the t-count value is 10.231 and the t-table is 1.966, so it can be concluded that $t\text{-count} > t\text{-table}$ and a significant value of $0.000 < 0.05$ is obtained. Based on the hypothesis, it can be interpreted that H2 is accepted and H0 is rejected. Thus, the brand trust variable partially has a positive and significant effect on purchasing decisions.

Results of testing the influence of advertising on purchasing decisions.

Based on the table above, the t-count value is 4.839 and the t-table is 1.966, so it can be concluded that $t\text{-count} > t\text{-table}$ and a significant value of $0.000 < 0.05$ is obtained. Based on the hypothesis, it can be interpreted that H3 is accepted and H0 is rejected. Thus, the advertising variable partially has a positive and significant effect on purchasing decisions.

The result of F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2718.561	3	906.187	137.226	.000 ^b
	Residual	2515.974	381	6.604		
	Total	5234.535	384			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Advertising, Service Quality, Brand Trust

Source : Output SPSS 25,2025

From the results of the simultaneous test or F test, the Fcount value was 137.226 and the Ftable value was 3.019. So this value shows $F\text{count} > F\text{table}$ with a significance level of $0.000 < \alpha 0.05$. so that overall the independent variables, namely service quality, brand trust, and advertising have an influence on purchasing decisions as dependent variables.

5. CONCLUSION

Based on the results of the research and discussions that have been carried out, the following conclusions can be made:

1. Based on the data analysis that has been carried out, the service quality variable has a positive and significant influence on purchasing decisions. The higher the quality of service provided by the company to Maxim consumers, the higher the likelihood that consumers will purchasing services.
2. Based on the data analysis that has been carried out, the brand trust variable has a positive and significant influence on purchasing decisions for Maxim transportation services. The higher the brand trust, the greater the likelihood that consumers will purchasing services.

3. Based on the data analysis that has been carried out, advertising variables have a positive and significant influence on purchasing decisions, the more attractive the advertisement is, the greater the possibility of consumers purchasing services.
4. Based on the research hypothesis, the variables of service quality, brand trust and advertising have a positive and significant influence on purchasing decisions. Where the F test obtained an Fcount value of 137.226 and an Ftable value of 3.019. So this value shows $F_{count} > F_{table}$ with a significance level of $0.000 < \alpha 0.05$.

SUGGESTION

Suggestions that the author can give for future research are:

1. Quality of service, brand trust, and advertising. By getting good service, customers feel comfortable with the service provided and customer trust in the brand can make Maxim more well known and also the advertisements created can also attract the attention of customers so that they remain satisfied. with maxim services. So that the company can maintain good service quality, good brand trust and advertisements that can attract customer attention, so that customers who use the maxim application will feel helped and more satisfied with the service.
2. Future researchers are advised to research more deeply by expanding the variables to be studied and exploring further the factors that can influence the decisions of users of Maxim transportation services that have not been discussed in this research.

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