

The Analyze Effect Of Service Marketing Mixes On Purchase Decisions Consumers Which Mediation By Consumer Trust To Use Service Of JNE Main Branch Medan

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Abstract

This research was carried out in the JNE Main Branch in Medan where this study was conducted to determine how the influence of the service marketing mix consists of: Products (X1), Price (X2), Promotion (X3), Locations (X4), People (X5), Physical Evidence (X6), and Process (X7) on Purchase Decisions (Y) consumers which mediation by consumer trust to use service of JNE Main Branch Medan. The population in this study were 5.400 consumers with 185 samples taken. The research was conducted from August to October 2023. This study used quantitative data which was processed using SEM-PLS analysis model with Smart PLS 3.0. application. Data sources used primary data taken directly from respondents and secondary one was obtained from interviews with JNE Main Branch Management. The results of the research show that product, price, promotion, place, employees, physical evidence, processes and customer trust have a positive and significant effect on customers' purchasing decisions to use JNE Medan Main Branch services. Meanwhile, consumer trust in this research can mediate the influence of product, price, promotion, place, employees, physical evidence and processes on customer purchasing decisions at JNE Medan Main Branch

Keywords:

Products, Prices, Promotions, Locations, People And Physical Evidence, Processes, Purchasing Decisions, Consumer Trust, Service Marketing Mixes.

Introduction

To deliver these goods, businesses and the public need companies engaged in logistics or delivery services. Logistics and express delivery services also play a role in supporting the development of Micro, Small, and Medium Enterprises (UMKM). According to the Ministry of Communication and Information of the Republic of Indonesia's 2020 target, 6,000,000 UMKM were expected to go online (Kominfo, 2019). PT Tiki Jalur Nugraha Ekakurir is one of the companies in the field of logistics and delivery services. PT. JNE was founded by H. Soeprapto Suparno on November 26, 1990. The company provides delivery services for

packages, documents, goods, and more. PT. JNE currently offers delivery products for domestic (within the country) and international (outside the country) destinations, including deliveries within and between cities.

In order to continue increasing the number of consumers, the company must be able to identify the factors influencing customer decisions, loyalty, trust, and others, so that JNE Main Branch Medan remains the preferred courier service for the public. JNE Main Branch Medan operates in the service sector, so to increase consumer decisions to use JNE Main Branch Medan's courier service, the company pays attention to various service marketing mixes. Tjiptono (2017) mentions that consumer decisions in buying a service product are influenced by the service marketing mix, which consists of: Product, Promotion, Price, Location, People, Physical Evidence, and Process. While Tjiptono (2017) states that the marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers. These marketing components, when applied in practice, are closely related to the principle of trust. This is because the service business is based on the principle of trust supported by the excellence of the end result and consumer value. Therefore, consumer trust is one of the important factors for business success.

Economically, consumers make purchases to meet their needs, so choosing a company to meet the highest level of their needs is a significant goal for every company. Szymanski and Henard (2001), which shows that consumer purchasing decisions can only explain a quarter of the variance in purchasing behavior, thus emphasizing the importance of consumer trust. Focusing on building and maintaining consumer trust is crucial for companies. This aligns with Mowen and Minor (2002), who explain that consumer trust encompasses all the knowledge and conclusions made by consumers about an object, its attributes, and benefits. With more courier service companies as competitors and easier access for the public to get information about the strengths or advantages of one courier service over another, competition becomes more intense. Therefore, customers become more selective when deciding which courier service to choose. Based on observations, the marketing mix factors implemented by JNE Main Branch Medan show that the product factor has been well evaluated, where the quality and variety of service products offered can compete with products owned by competitors. Although there are some products that are not superior when compared to the specialized logistic products of its competitors, such as project shipments, like moving, fulfillment, trucking, and others. The pricing factor is considered competitive, although for some delivery destinations where JNE's prices are not cheaper than those offered by its competitors. However, there is no scientific evidence that JNE's prices reduce customer purchase interest.

The promotion factor is generally considered good. However, it can be observed from JNE Main Branch Medan's social media that the coverage of promotional content is not very good. This is evident from the number of viewers, likes, and comments on the content shared by JNE Main Branch Medan. This may be because social media promotions by JNE Main Branch Medan are not effective in attracting consumer interest in using JNE's courier service.

Based on the literature review's relationship with the research problems, the hypotheses or tentative assumptions for this study are as follows:

1. H1: Product has a positive and significant effect on the purchasing decision of shipping services at JNE Main Branch Medan.



2. H2: Product has a positive and significant effect on customer trust at JNE Main Branch Medan.
3. H3: Product has a positive and significant effect on the purchasing decision of shipping services mediated by trust at JNE Main Branch Medan.
4. H4: Price has a positive and significant effect on the purchasing decision of shipping services at JNE Main Branch Medan.
5. H5: Price has a positive and significant effect on customer trust at JNE Main Branch Medan.
6. H6: Price has a positive and significant effect on the purchasing decision of shipping services mediated by trust at JNE Main Branch Medan.
7. H7: Promotion has a positive and significant effect on the purchasing decision of shipping services at JNE Main Branch Medan.
8. H8: Promotion has a positive and significant effect on customer trust at JNE Main Branch Medan.
9. H9: Promotion has a positive and significant effect on the purchasing decision of shipping services mediated by trust at JNE Main Branch Medan.
10. H10: Place has a positive and significant effect on the purchasing decision of shipping services at JNE Main Branch Medan.
11. H11: Place has a positive and significant effect on customer trust at JNE Main Branch Medan.
12. H12: Place has a positive and significant effect on the purchasing decision of shipping services mediated by trust at JNE Main Branch Medan.
13. H13: Employees have a positive and significant effect on the purchasing decision of shipping services at JNE Main Branch Medan.
14. H14: Employees have a positive and significant effect on customer trust at JNE Main Branch Medan.
15. H15: Employees have a positive and significant effect on the purchasing decision of shipping services mediated by trust at JNE Main Branch Medan.
16. H16: Physical evidence has a positive and significant effect on the purchasing decision of shipping services at JNE Main Branch Medan.
17. H17: Physical evidence has a positive and significant effect on customer trust at JNE Main Branch Medan.
18. H18: Physical evidence has a positive and significant effect on the purchasing decision of shipping services mediated by trust at JNE Main Branch Medan.
19. H19: Process has a positive and significant effect on the purchasing decision of shipping services at JNE Main Branch Medan.
20. H20: Process has a positive and significant effect on customer trust at JNE Main Branch Medan.
21. H21: Process has a positive and significant effect on the purchasing decision of shipping services mediated by trust at JNE Main Branch Medan.
22. H22: Customer trust has a positive and significant effect on the purchasing decision of shipping services at JNE Main Branch Medan

Product

. According to Kotler & Armstrong (2014), a product is anything that can be offered to a market to capture attention, be owned, used, or consumed by consumers to satisfy their



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needs and provide satisfaction. Product Indicators Based on the opinions expressed by Kotler and Keller (2016): Form, Feature, Customization, Performance Quality, Conformance Quality, Durability, Reliability, Repairability, and Style

Price

Kotler and Keller (2016) argue that price is a monetary or other measure exchanged to obtain the right to ownership or use of a good or service. According to Kotler and Armstrong (2016), within the price variable, there are several main pricing activities, including price levels, discounts, allowances, payment periods, and credit terms. There are also four indicators that characterize price:

1. Affordability. Consumers can reach the price set by the company.
2. Price Alignment with Product Quality. Price is often used as an indicator of quality for consumers.
3. Price Alignment with Benefits. Consumers decide to purchase a product if the perceived benefits are greater or equal to the cost incurred to obtain it.
4. Price in Line with Affordability or Competitive Pricing. Consumers often compare the price of a product with other products.

Promotion

According to Kotler and Keller (2016), promotion is an activity that communicates the product's advantages and persuades the target customers to buy it. According to Kotler & Keller (2016), the indicators for promotion are as follows: (1) Promotion Reach, (2) Quantity of advertisement views in promotional media, (3) Quality of message delivery in advertisement views in promotional media.

Place

According to Tjiptono (2017), "Place refers to various marketing activities that seek to facilitate the delivery of goods and services from producers to consumers." According to Tjiptono (2017), the selection of a physical location requires careful consideration, especially regarding the following factors:

1. Accessibility, meaning a location easily reachable by public transportation.
2. Visibility, meaning a location that is clearly visible from a normal line of sight.
3. Spacious, comfortable, and safe parking facilities.

According to a study by Kotler and Keller (2016), the location mix can be measured by: (1) Strategic location, meaning a location close to the target market. (2) Comfortable area, meaning a location that is safe from criminal activities, not slum areas, not congested, and so on. (3) Easy accessibility, a location easily reached by consumers, both by private and public transportation. (4) Cleanliness of the place. A clean and tidy place contributes to consumer comfort, and (5) Spacious parking facilities.

People

According to Zeithaml and Bitner (in Sari, 2015), employees are actors playing a role in service delivery and influencing buyer perceptions. The indicators include product understanding, a friendly and courteous attitude, the ability to instill trust, and being communicative. Hasan (2019) emphasizes indicators of people/participation, including being friendly and communicative in service, meticulous and accurate in transactions, and providing treats to enhance customer comfort.

Kotler and Armstrong (2014) put forth four indicators for employees (people), namely tidiness, cleanliness, reliability, and friendliness. These contribute to an overall positive customer experience

Physical Evidence

Physical Evidence refers to the physical environment where a service is created, the location where service providers and consumers interact, and tangible elements used to communicate or support the role of the service (Lupiyoadi, 2001, in Pratiwi et al, 2014). Indicators include the physical environment, buildings, equipment, logo, colors, provided services, and supportive atmosphere elements such as visuals, aroma, sound, and spatial arrangement.

Process

Process involves all actual procedures, mechanisms, and flow of activities used to deliver a service (Hardiyanti, 2010, in Octaviani, 2016). In a study by Gusnawati et al. (2014), the following indicators were used to measure the process:

1. Speed of service and payment: The payment process is carried out quickly and accurately, ensuring that consumers do not have to wait long during transactions.
2. Accuracy of service: The service process is handled with precision.
3. Clarity of time: Services are provided within a clear timeframe, meaning there is no unnecessary delay.
4. Adequate equipment used in transaction processes.
5. Post-service guarantee: This involves services provided to consumers after a purchase, such as free service or product replacement in case of defects or malfunctions.

Purchase Decision

Purchase decision is the individual's involvement in obtaining the desired product and making decisions directly related to it (Kotler & Armstrong, 2014). According to Tjiptono (2017), the purchase decision is a process in which consumers identify their problem, seek information about specific products or brands, and evaluate how well each alternative can solve their problem. According to Kotler & Keller (2016), the indicators of purchase decision include:

1. Purchase Confidence
2. Consideration in Buying
3. Desire to Buy Again
4. Decision Speed
5. Recommendation

Trust

Trust, according to Barnes (2003), involves consumers acting in a certain way due to the belief that a company will meet their expectations, and the general belief that the words or promises of others can be relied upon. Several trust indicators according to Robbins et al (2002) involve integrity, competence, consistency, loyalty, and openness.

1. Integrity: Involves matters of honesty and truthfulness, indicating the ability to speak honestly and openly.
2. Competence: Implies knowledge and interpersonal as well as technical skills, emphasizing the ability to carry out what is spoken.
3. Consistency: Emphasizes alignment with past practices, requiring consistency in actions matching spoken words.



4. Loyalty: Indicates the willingness to protect and cover the faults of others, emphasizing trust in situations where someone depends on us.
5. Openness: Related to the willingness to share ideas and information freely, emphasizing openness to others.

Meanwhile, according to Kotler and Keller (2016), there are three customer trust indicators:

1. Ability: Assessment of what someone can do, related to how a seller convinces buyers and provides satisfaction and security in transactions.
2. Willingness to Depend: Willingness to rely on the seller by accepting the risks or negative consequences that may occur.
3. Honesty: Belief in the words of others, meaning the belief that they will fulfill promises and act sincerely.

Methods

This research falls under the category of quantitative research because the data obtained from respondents are in the form of numbers processed using statistical analysis. The study is conducted at PT JNE Main Branch Medan, Jl. Brigjen Katamso No. 523E Kel. Sei Mati Kec. Medan Maimun, in periodic August 2023. The method used in this study is a survey. According to Sugiyono (2016), the survey method is used to obtain data from specific natural (non-artificial) locations, but data processing is still performed. The technique in this survey method uses a questionnaire. Variables in this study include the marketing mix consisting of 7 aspects: Product (X1), Price (X2), Promotion (X3), Place (X4), Employees (X5), Physical Evidence (X6), and Process (X7) as independent variables, customer trust (Z) as a mediating variable, and customer purchasing decisions (Y) as a dependent variable.

Population for this research is 5,400 customers who visited and used JNE Medan services in August 2023. The sample, as a part of the population, is taken due to the researcher's limitations in terms of time, energy, funds, and a very large population. or the sample size, according to Hair et al. (2014), several guidelines for determining the size of the SEM sample are as follows:

1. When estimating parameters using maximum likelihood estimation, the recommended sample size is between 100 and 200, with a minimum sample of 50.
2. Five to ten times the number of parameters in the model.
3. Equal to five to ten times the number of manifest variables (indicators) of all latent variables.

This study involves 37 indicators of latent variables, so, referring to the third rule, a minimum sample size of 5-10 times is needed. The author sets 185 respondents (5 times the indicators in the latent variable) as the research sample. The data is processed using the SEM-PLS analysis method with Smart PLS 3.0 software on a computer. In the analysis, PLS undergoes two evaluations: the measurement model for testing validity and reliability (outer model) and the structural model for quality testing or hypothesis testing to assess predictive models (inner model). R-Square (R²): Evaluates the predictive strength of the structural model by observing R-Squares for each exogenous variable. Classifications include strong, moderate, and weak models, corresponding to R² values of 0.67, 0.33, and 0.19 (Chin et al., 1998, as cited in Ghazali & Latan, (2012).



Hypothesis Testing (Bootstrapping): Assesses the significance of variable interactions using a bootstrapping procedure. Suggested guidelines include 5,000 bootstrap samples, with significance levels (two-tailed) set at t-values 1.29 (10%), 1.65 (5%), and 2.35 (1%). SEM Analysis with Mediation Effect: Follows Baron and Kenny's procedure, involving three models. The first tests the influence of the dependent variable on the independent variable, the second tests the influence on the mediation variable, and the third tests both simultaneously. If the influence of the dependent variable on the independent variable is significant (t-statistics > 1.65), the mediation variable effectively mediates this influence.

Results

Description of Respondent Data

The study involved 185 customer respondents at the main branch of JNE in Medan. The majority of respondents were male (61%), with the dominant age group being between 20-40 years old (57%). The use of delivery services was mainly driven by online shop needs (45%), and the majority of respondents had a delivery frequency of 1-2 times per month (58%).

Validity test

1. Convergent Validity

The results of the convergent validity test are that all indicators have a loading factor of more than 0.7, which means that all indicators for each construct in this research are valid and meet convergent validity, which can be seen in the table.

Table 3.1
Loading Factor

Variable	Indicator	Loading Factor	Description
Physical	B1	0.944	Valid
Physical	B2	0.740	Valid
Physical	B3	0.949	Valid
Price	H1	0.956	Valid
Price	H2	0.923	Valid
Price	H3	0.782	Valid
Price	H4	0.948	Valid
Employee	K1	0.938	Valid
Employee	K2	0.758	Valid
Employee	K3	0.937	Valid
Employee	K4	0.933	Valid
Trust	KK1	0.937	Valid
Trust	KK2	0.956	Valid
Trust	KK3	0.952	Valid
Trust	KK4	0.960	Valid
Trust	KK5	0.963	Valid
Purchase	KP1	0.938	Valid
Purchase	KP2	0.934	Valid
Purchase	KP3	0.943	Valid
Purchase	KP4	0.929	Valid



Variable	Indicator	Loading Factor	Description
Purchase	KP5	0.908	Valid
Product	P1	0.826	Valid
Product	P2	0.949	Valid
Product	P3	0.944	Valid
Product	P4	0.952	Valid
Promotion	PR1	0.951	Valid
Promotion	PR2	0.933	Valid
Promotion	PR3	0.771	Valid
Process	PRO1	0.925	Valid
Process	PRO2	0.767	Valid
Process	PRO3	0.912	Valid
Process	PRO4	0.726	Valid
Process	PRO5	0.927	Valid
Place	T1	0.959	Valid
Place	T2	0.940	Valid
Place	T3	0.723	Valid
Place	T4	0.941	Valid

2. Discriminant Validity

In this study, based on the cross-loading calculation results, there is a correlation between the indicators and their constructs, as well as constructs from other blocks. It can be stated that there is a correlation between the constructs of the seven variables of service marketing mix, purchase decision, and customer trust. Consequently, it can be inferred that the constructs have adequate discriminant validity

Table 3.2
Discriminant Validity

Indikator	P. Eviden	Price	People	Trust	Purchase Deciscion	Product	Process	Place	Promotion
B1	0.944	0.188	0.220	0.375	0.543	0.223	0.222	0.164	0.230
B2	0.740	-0.067	-0.006	0.290	0.243	0.115	-0.008	0.366	-0.010
B3	0.949	0.199	0.189	0.390	0.535	0.236	0.183	0.164	0.226
H1	0.174	0.956	0.171	0.377	0.549	0.261	0.168	0.226	0.197
H2	0.163	0.923	0.177	0.366	0.501	0.265	0.162	0.211	0.166
H3	-0.010	0.782	0.108	0.325	0.329	0.083	0.213	0.150	0.065
H4	0.182	0.948	0.177	0.385	0.539	0.232	0.200	0.230	0.205
K1	0.149	0.194	0.938	0.389	0.531	0.212	0.231	0.177	0.213
K2	0.205	0.026	0.758	0.333	0.332	0.032	0.067	0.230	0.073
K3	0.160	0.177	0.937	0.410	0.525	0.208	0.181	0.161	0.206
K4	0.134	0.206	0.933	0.380	0.517	0.233	0.174	0.172	0.176
KK1	0.397	0.390	0.384	0.937	0.703	0.407	0.344	0.392	0.376
KK2	0.377	0.369	0.402	0.956	0.709	0.372	0.386	0.380	0.389
KK3	0.395	0.388	0.421	0.952	0.725	0.398	0.371	0.364	0.406
KK4	0.383	0.380	0.388	0.960	0.728	0.393	0.396	0.387	0.419
KK5	0.363	0.388	0.422	0.963	0.717	0.395	0.398	0.392	0.388



Indikator	P. Eviden	Price	People	Trust	Purchase Decisicn	Product	Process	Place	Promotion
KP1	0.495	0.498	0.513	0.722	0.938	0.537	0.493	0.482	0.532
KP2	0.499	0.497	0.499	0.681	0.934	0.540	0.493	0.498	0.509
KP3	0.489	0.507	0.523	0.711	0.943	0.538	0.505	0.495	0.508
KP4	0.474	0.508	0.519	0.716	0.929	0.520	0.492	0.498	0.500
KP5	0.491	0.499	0.460	0.665	0.908	0.543	0.494	0.469	0.514
P1	0.086	0.238	0.105	0.253	0.381	0.826	0.164	0.235	0.064
P2	0.247	0.220	0.211	0.403	0.561	0.949	0.190	0.283	0.225
P3	0.216	0.229	0.193	0.404	0.573	0.944	0.208	0.290	0.225
P4	0.249	0.214	0.211	0.422	0.566	0.952	0.195	0.272	0.224
PR1	0.169	0.228	0.190	0.387	0.535	0.228	0.951	0.206	0.199
PR2	0.176	0.220	0.186	0.375	0.538	0.234	0.933	0.205	0.194
PR3	0.104	0.047	0.116	0.286	0.300	0.044	0.771	0.209	0.112
PRO1	0.252	0.209	0.253	0.373	0.511	0.216	0.256	0.925	0.207
PRO2	0.111	0.024	0.036	0.390	0.283	0.400	0.031	0.767	0.046
PRO3	0.227	0.216	0.239	0.390	0.520	0.239	0.222	0.912	0.235
PRO4	0.023	0.358	0.004	0.141	0.299	0.162	0.197	0.726	-0.004
PRO5	0.279	0.220	0.221	0.365	0.547	0.261	0.244	0.927	0.253
T1	0.192	0.207	0.196	0.402	0.549	0.236	0.213	0.183	0.959
T2	0.186	0.200	0.181	0.392	0.542	0.223	0.193	0.169	0.940
T3	0.166	-0.021	0.111	0.285	0.267	0.007	0.053	0.203	0.723
T4	0.162	0.196	0.188	0.394	0.548	0.224	0.199	0.175	0.941

3. Average Variance Extracted (AVE) & Composite Reliability

In this study, the constructs of the service marketing mix, purchase decision, and customer trust have AVE values above 0.5. The test results in the table indicate that the composite reliability values are satisfactory, with each variable having a value above the minimum threshold of 0.70.

Table 3.3
AVE & CR

Variable	Average Variance Extracted (AVE)	Composite Reliability	Ref
P. Evidence	0.780	0.913	Reliabel
Price	0.819	0.947	Reliabel
People	0.801	0.941	Reliabel
Consumen Trust	0.909	0.980	Reliabel
Purchase Decision	0.866	0.970	Reliabel
Product	0.845	0.956	Reliabel
Promotion	0.790	0.918	Reliabel
Process	0.733	0.931	Reliabel
Place	0.803	0.941	Reliabel

Inner Model

The testing of the inner model, commonly known as the structural model, is conducted to specify the relationships between latent variables. It aims to assess the influence of certain



exogenous latent variables on the existing endogenous variables, as reflected in the R-Square (R²) values. The evaluation of this inner model will direct the hypotheses of this research.

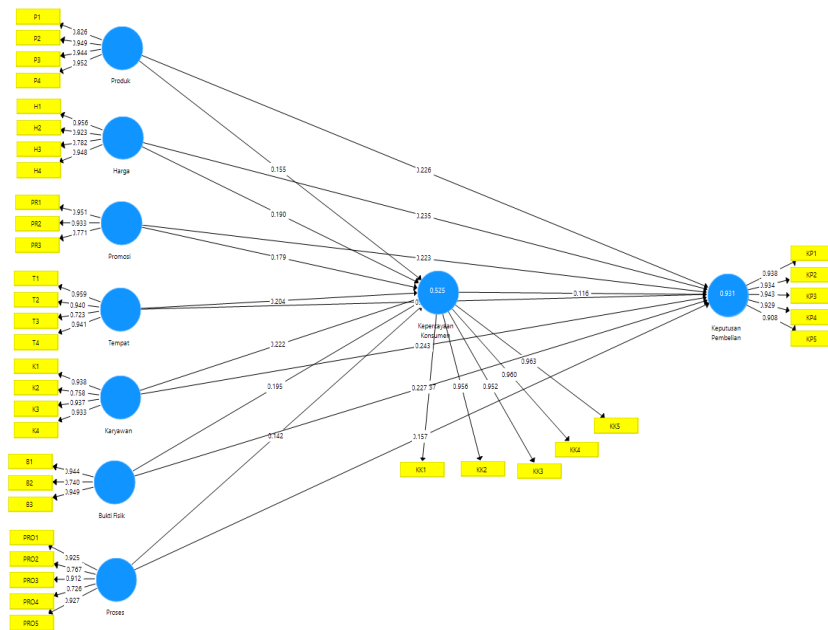


Figure 4.1. Structure Inner Model

The R-Square value of consumer trust is 0.525, which means that products, prices, promotions, places, employees, physical evidence, processes are able to explain or influence consumer trust by 52.5%. The R-Square value of purchasing decisions is 0.931, which means that products, prices, promotions, places, employees, physical evidence, processes, consumer beliefs are able to explain or influence purchasing decisions by 53.1%.

Variable	R Square	R Square Adjusted
Consumen Trust	0.525	0.506
Purchasing Decisions	0.931	0.928

The Q-Square (Q²) value for consumer trust is 0.472 > 0, indicating that products, prices, promotions, locations, employees, physical evidence, and processes have predictive relevance for consumer trust. The Q-Square (Q²) value for purchase decisions is 0.798 > 0, meaning that products, prices, promotions, locations, employees, physical evidence, processes, and consumer trust have predictive relevance for purchase decisions.

Variable	Q Square
Consumen Trust	0.472
Purchasing Decisions	0.798

It is known that based on the results of the SRMR goodness of fit test, the SRMR value = 0.072 < 0.1, it is concluded that the model is FIT

Significance Test of Influence (Bootstrapping) (Hypothesis Test) (Inner Model)

The following results of direct and indirect influence (mediation) can be seen in the following table

Table 3.4
Direct Effect

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
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Physical Evidence -> Consumer Trust	0.195	5.839	0.000	Accept Hypothesis
Physical Evidence -> Purchase Decision	0.227	12.819	0.000	Accept Hypothesis
Price -> Consumer Trust	0.190	5.197	0.000	Accept Hypothesis
Price -> Purchase Decision	0.235	17.338	0.000	Accept Hypothesis
Staff -> Consumer Trust	0.222	5.860	0.000	Accept Hypothesis
Staff -> Purchase Decision	0.243	13.663	0.000	Accept Hypothesis
Consumer Trust -> Purchase Decision	0.116	3.456	0.001	Accept Hypothesis
Product -> Consumer Trust	0.155	3.862	0.000	Accept Hypothesis
Product -> Purchase Decision	0.226	16.958	0.000	Accept Hypothesis
Promotion -> Consumer Trust	0.179	5.426	0.000	Accept Hypothesis
Promotion -> Purchase Decision	0.223	13.670	0.000	Accept Hypothesis
Process -> Consumer Trust	0.142	3.765	0.000	Accept Hypothesis
Process -> Purchase Decision	0.157	8.232	0.000	Accept Hypothesis
Place -> Consumer Trust	0.204	5.579	0.000	Accept Hypothesis
Place -> Purchase Decision	0.246	14.843	0.000	Accept Hypothesis

Table 3.5
Specific Indirect Effect

Hipotesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
Physical Evidence -> Consumer Trust -> Purchase Decision	0.023	2.775	0.006	Accept Hypothesis
Price -> Consumer Trust -> Purchase Decision	0.022	2.613	0.009	Hipotesis Terima
Staff -> Consumer Trust -> Purchase Decision	0.026	2.876	0.004	Hipotesis Terima
Product -> Consumer Trust -> Purchase Decision	0.018	2.134	0.033	Hipotesis Terima
Promotion -> Consumer Trust -> Purchase Decision	0.021	2.594	0.010	Hipotesis Terima
Process -> Consumer Trust -> Purchase Decision	0.016	2.254	0.025	Hipotesis Terima
Place -> Consumer Trust -> Purchase Decision	0.024	2.637	0.009	Hipotesis Terima

Conclusion

The following are the conclusions of this research



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1. Product Impact on Purchase Decision. Positive and significant impact on purchase decisions (Coefficient = 0.226). Significant with T-Statistics = 16.958 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 1 accepted).
2. Product Impact on Consumer Trust. Positive and significant impact on consumer trust (Coefficient = 0.155). Significant with T-Statistics = 3.862 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 2 accepted).
3. Consumer Trust as a Mediator for Product and Purchase Decision. Consumer trust significantly mediates the relationship between the product and purchase decision (P-Values = 0.033 < 0.05). (Hypothesis 3 accepted).
4. Price Impact on Purchase Decision. Positive and significant impact on purchase decisions (Coefficient = 0.235). Significant with T-Statistics = 17.338 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 4 accepted).
5. Price Impact on Consumer Trust. Positive and significant impact on consumer trust (Coefficient = 0.190). Significant with T-Statistics = 5.197 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 5 accepted).
6. Consumer Trust as a Mediator for Price and Purchase Decision. Consumer trust significantly mediates the relationship between price and purchase decision (P-Values = 0.009 < 0.05). (Hypothesis 6 accepted).
7. Promotion Impact on Purchase Decision. Positive and significant impact on purchase decisions (Coefficient = 0.223). Significant with T-Statistics = 13.670 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 7 accepted).
8. Promotion Impact on Consumer Trust. Positive and significant impact on consumer trust (Coefficient = 0.179). Significant with T-Statistics = 5.426 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 8 accepted).
9. Consumer Trust as a Mediator for Promotion and Purchase Decision. Consumer trust significantly mediates the relationship between promotion and purchase decision (P-Values = 0.010 < 0.05). (Hypothesis 9 accepted).
10. Place Impact on Purchase Decision. Positive and significant impact on purchase decisions (Coefficient = 0.246). Significant with T-Statistics = 14.843 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 10 accepted).
11. Place Impact on Consumer Trust. Positive and significant impact on consumer trust (Coefficient = 0.204). Significant with T-Statistics = 5.579 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 11 accepted).
12. Consumer Trust as a Mediator for Place and Purchase Decision. Consumer trust significantly mediates the relationship between place and purchase decision (P-Values = 0.009 < 0.05). (Hypothesis 12 accepted).
13. Employee Impact on Purchase Decision. Positive and significant impact on purchase decisions (Coefficient = 0.243). Significant with T-Statistics = 13.663 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 13 accepted).
14. Employee Impact on Consumer Trust. Positive and significant impact on consumer trust (Coefficient = 0.222). Significant with T-Statistics = 5.860 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 14 accepted).
15. Consumer Trust as a Mediator for Employee and Purchase Decision. Consumer trust significantly mediates the relationship between employees and purchase decision (P-Values = 0.004 < 0.05). (Hypothesis 15 accepted).

16. Physical Evidence Impact on Purchase Decision. Positive and significant impact on purchase decisions (Coefficient = 0.227). Significant with T-Statistics = 12.819 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 16 accepted).
17. Physical Evidence Impact on Consumer Trust. Positive and significant impact on consumer trust (Coefficient = 0.195). Significant with T-Statistics = 5.839 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 17 accepted).
18. Consumer Trust as a Mediator for Physical Evidence and Purchase Decision. Consumer trust significantly mediates the relationship between physical evidence and purchase decision (P-Values = 0.006 < 0.05). (Hypothesis 18 accepted).
19. Process Impact on Purchase Decision. Positive and significant impact on purchase decisions (Coefficient = 0.157). Significant with T-Statistics = 8.232 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 19 accepted).
20. Process Impact on Consumer Trust. Positive and significant impact on consumer trust (Coefficient = 0.142). Significant with T-Statistics = 3.765 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 20 accepted).
21. Consumer Trust as a Mediator for Process and Purchase Decision. Consumer trust significantly mediates the relationship between process and purchase decision (P-Values = 0.025 < 0.05). (Hypothesis 21 accepted).
22. Consumer Trust Impact on Purchase Decision. Positive and significant impact on purchase decisions (Coefficient = 0.116). Significant with T-Statistics = 3.456 > 1.96 and P-Values = 0.001 < 0.05 (Hypothesis 22 accepted).

Suggestions for the company include improving products, reviewing pricing strategies, enhancing promotional content, expanding parking areas, ensuring consistent employee service, upgrading counter facilities, addressing queue management, implementing effective word-of-mouth strategies, and conducting periodic evaluations. Meanwhile, recommendations for future research involve exploring intervening variables, adding diverse indicators, and conducting comparative studies with other logistics companies.

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