

The Influence of Consumer Behavior and Trust on Purchasing Decisions at NewYorkArt Medan

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ABSTRACT

The purpose of this research is to analyze the influence of consumer behavior and trust on purchasing decisions at NewYorkArt Medan. The research method in this research is a quantitative research method using a questionnaire as a data collection technique. The population in this research is all consumers who made purchases at New York Art Medan as many as 216 consumers in 2022 and using the Slovin formula obtained 140 respondents. The research results show that consumer behavior have influences on purchasing decisions and trust have influences on purchasing decisions. Simultaneously shows that consumer behavior and trust influence purchasing decisions. Consumer behavior and trust can explain purchasing decisions by 49.7% and the remaining 50.3% is influenced by other factors originating from outside this research model such as service quality and brand image.

Keywords: satisfaction, purchasing decisions, consumers, consumer behavior, trust

INTRODUCTION

The development of increasingly advanced times can influence a company in maintaining market share. So that changes occur in all areas of human life, especially in the field of providing services related to data, information and goods and services. The development of information and technology in the field of service provision leads to the availability of meeting the needs of today's modern society. These include the need for speed of service, delivery and receipt of services, information, goods and documents. Companies are required to continue to provide innovation and good offers to retain customers by increasing consumer trust and monitoring consumer behavior. The strategy to keep customers loyal is to increase consumer trust and monitor consumer behavior so that company management must pay more attention to the quality expected by consumers.

Purchasing decisions are direct individual activities to obtain and use the goods offered. Complex decision-making processes often involve many decisions. Decisions involve a choice between two or more alternative courses of action. Decisions always require a choice between several different behaviors. In essence, although marketers often refer to choosing among objects (products, brands, or stores), they are actually choosing among alternative behaviors related to those objects. In the purchasing decision process before deciding to take action to purchase a product, consumers certainly have certain motivations that they want to achieve after making a purchase, both from within and from outside, so that every activity carried out by an individual always has motivation.

One of the factors that influences purchasing decisions is consumer behavior, basically consumer behavior as behavior, including aspects that influence that action, which are related to efforts to obtain products (goods or services) to meet their needs. Consumer behavior is the activities carried out by consumers to search for, select, buy, consume and evaluate products and services to fulfill their needs and desires (Nicholas et al., 2023). Companies must be able to influence consumers by paying attention to consumer behavior towards what they want so that it will make consumers feel comfortable and will increase purchasing decisions. In understanding consumer behavior, it is necessary to understand who the consumer is, because in different environments they will have different research, needs, opinions, attitudes and tastes (Heliawan & Wisnu, 2018). Companies are required to monitor consumer behavior and changes in consumer behavior in making and making purchasing decisions, so that companies can produce and market their products effectively (Jumratun & Muhajirin, 2021). The results of previous research by (Jumratun & Muhajirin, 2021) stated that consumer behavior has a positive and significant effect on purchasing decisions.

Another factor that influences purchasing decisions is trust. Only customers who have trust dare to make transactions through the company in question. With trust, customers will be created who feel satisfied and happy with the products or services provided so that the company will be able to increase purchasing decisions for the products or services it offers. Trust is defined as the desire to convince oneself of a relationship with a partner based on belief (Manik et al., 2022). Trust is an important foundation in building successful marketing relationships where customers have a high level of trust in the reliability and integrity of the company and its products (Thamrin et al., 2020). Trust is the belief that the actions of another person or group are in line with the beliefs they hold (Ramadhan et al., 2022). According to (Karim et al., 2020) stated that trust has a positive and significant effect on purchasing decisions.

New York Art Medan is a company operating in the field of facility services that focuses on wedding organizers. The aim of a wedding organizer service is to act as the party who will be responsible for organizing all aspects of the wedding event. New York Art Medan has been established since 2010 until now. Efforts made by New York Art Medan to improve purchasing decisions through consumer behavior are by recognizing consumer desires and paying attention to information regarding consumer perceptions of products from New York Art Medan such as more attractive event arrangements, decorations that suit customer desires and improving pre-service wedding. Customers want to be responsible for sending goods and processing documents so that the process of sending goods runs smoothly until it is received by the recipient. New York Art Medan also tries to increase consumer trust by asking for feedback about the company's products, publishing testimonials from customers and always being on time according to the schedule determined by consumers. By paying attention to consumer behavior and increasing consumer trust, it will automatically increase customer purchasing decisions.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is defined as one of the very important aspects that companies must pay attention to in marketing efforts, with the aim of providing satisfaction to consumers (Sinurat & Sinurat, 2020).

Indicators of consumer behavior are as follows (Kurniawan, 2020):

1. Cultural factors are factors that determine a person's desires and behavior.
2. Social factors are factors consisting of groups that have a direct or indirect influence on a person's behavior.

3. Social factors are unique psychological characteristics that each individual has.
4. Factors consisting of motivation, perception, learning and beliefs or behavior.

Trust

Consumer trust or confidence is consumer knowledge of an object, attribute or benefit where trust together with attitudes and behavior is related to product attributes (Firmansyah, 2018). Trust is one of the most important variables in building long-term relationships between two parties (Harianto & Ellyawati, 2023).

The indicators of trust are as follow (Nurmanah & Nugroho, 2021):

1. Capability refers to the competency and characteristics of a seller or organization in influencing a particular area.
2. Kindness is the seller's willingness to provide mutually beneficial satisfaction between himself and the consumer
3. Integrity relates to how the seller's behavior or habits run their business. The information provided to consumers is correct or not.

Purchasing Decision

Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics and culture so that they form an attitude in consumers to process all information and draw conclusions in the form of responses that arise towards the product they want to buy (Gohae et al., 2021).

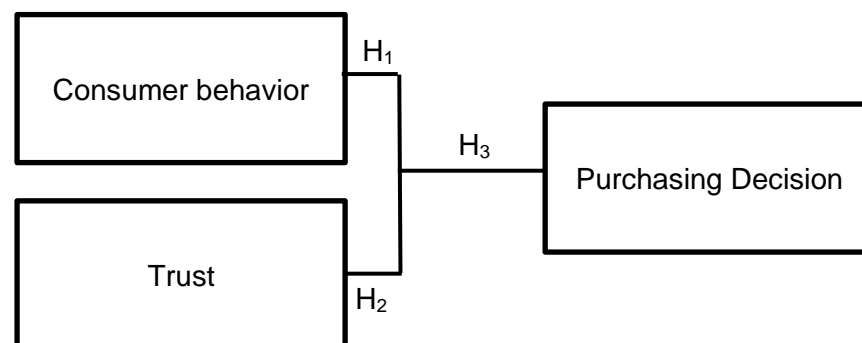
A purchasing decision is a reason that drives consumers to make choices about purchasing a product according to their needs (Gultom & Susanto, 2022).

In general purchasing decisions can be measured in several ways (Indrasari, 2019):

1. Consumers can make decisions to buy a product or use their money for other purposes.
2. Buyers have to make a decision about which brand to buy.
3. The buyer must make a decision which dealer to visit.
4. Consumer decisions in choosing when to purchase can vary.
5. Consumers can make decisions about how much of a product they will buy at any one time.

Conceptual framework

Figure 1. Conceptual framework



Research Hypothesis

The hypothesis in this research is as follows:

H1: There is an influence of consumer behavior on purchasing decisions.

H2: There is an influence between Trust and Purchasing Decisions.

H3: There is an influence between consumer behavior and trust on purchasing decisions.

RESEARCH METHOD

This type of research is quantitative research, with a survey method that uses a questionnaire as a research instrument to collect primary data. This research examines the influence of independent variables partially and simultaneously on the dependent variable, namely Consumer Behavior (X_1) and Trust (X_2) on Purchasing Decisions (Y).

Quantitative research is a research method with a more complicated level of variation, because it examines a larger number of samples, but quantitative research is more systematic in conducting research from start to finish (Sahir, 2022). Data obtained from a questionnaire will be processed using the SPSS (Statistical Product and Science Solution) computer application program with each respondent answering the questionnaire using a Likert scale, namely 5 (Strongly agree), 4 (agree), 3 (neutral), 2 (No Agree) and 1 (Strongly Disagree).

Population is all the subjects studied and the sample is part of the population to be studied (Sahir, 2022). The population in this research is all consumers who made purchases at New York Art Medan in 2022, totaling 216 consumers. The samples in this study were determined using the Slovin formula and obtained 140 samples. The sampling technique uses purposive sampling. Purposive sampling is sampling where sample members are selected specifically based on research objectives (Hardani et al., 2020).

RESULTS

Respondent Characteristics

The characteristics of respondents based on gender showed that there were 53 male respondents or 37.85% of the total respondents, while there were 87 female respondents or 62.14% of the total respondents. Thus, it can be seen that there are more female respondents than male respondents.

The characteristics of respondents based on age showed that respondents aged under 25 years were 6 people or 4.28% of the total respondents, while respondents aged 25 years - 35 years were 98 people or 70% of the total respondents and respondents who over 35 years old were 36 people or 25.71% of the total respondents. Thus, the dominant respondents were aged 25 - 35 years.

Validity test and Reliability test

Validity and reliability test results for 28 statements consisting of 12 Consumer Behavior statements, 6 Trust Statements, and 10 Purchase Decision Statements. The results of the validity test show that all statement items in variable X_1 (Consumer Behavior) have a calculated $r > 0.361$, so the data for all statement items in variable X_1 are valid. The results of the validity test show that all statement items in variable X_2 (Trust) have a calculated $r > 0.361$, so the data for all items in variable X_2 are valid. The validity test results in the table above show that all statement items in variable Y (Purchase Decision) have a calculated $r > 0.361$, so the data for all items in variable Y are valid.

The results of the reliability test show that the Cronbach's alpha obtained by each variable is > 0.60 so that the data can be declared reliable. In accordance with theory, a variable is said to be good if it has a Cronbach's Alpha value > 0.6 .

Multiple Linear Regression Test

The results of the multiple linear regression analysis test are as follows:

Table 1. Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,031	4,764		0,216	0,829
	Consumer behavior	0,431	0,103	0,410	4,204	0,000
	Trust	0,746	0,172	0,423	4,343	0,000

a. Dependent Variable: Purchasing decision

In Table 1 above, the calculation of multiple linear regression analysis is as follows:

$$\text{Purchase Decision} = 1.031 + 0.431 \text{ Consumer Behavior} + 0.746 \text{ Trust}$$

The constant of 1.031 has statistical meaning if Consumer Behavior and Trust have no value or are equal to 0, then the Purchase Decision value is 1.031. The regression coefficient for the Consumer Behavior variable is 0.431, indicating that if the Consumer Behavior variable is increased by 1 unit, Purchasing Decisions will increase by 0.431 units. And the regression coefficient is positive, so the influence of Consumer Behavior on Purchasing Decisions is positive or increases in the same direction. This means that consumer behavior variables can influence purchasing decisions at New York Art Medan. The regression coefficient for the Trust variable is 0.746, indicating that if the Trust variable is increased by 1 unit, Purchase Decisions will increase by 0.746 units. And the regression coefficient is positive, so the influence of Trust on Purchasing Decisions is positive or increases in the same direction. This means that the Trust variable can influence purchasing decisions at New York Art Medan.

Hypothesis testing

The results of the partial test (t test) are as follows:

Table 2. T test

Variabel	t	Sig.
Consumer behavior	4,204	0,000
Trust	4,343	0,000

Based on table 2 above, several things can be seen below, including:

1. In Consumer Behavior (X_1), it can be seen that the value of t_{count} (4.204) > t_{table} (1.997) with a significance level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive influence on Consumer Behavior regarding Purchasing Decisions at New York Art Medan.
2. In Trust (X_2) it can be seen that the value of t_{count} (4.343) > t_{table} (1.997) with a significance level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive influence between Trust on Purchasing Decisions at PT. New York Medan Art

The results of the simultaneous test (F test) are as follows:

Table 3. F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	901,120	2	450,560	32,090	.000 ^b
	Residual	912,645	65	14,041		
	Total	1813,765	67			

In Table 3 above you can see the value of $F_{\text{count}} (32.090) > F_{\text{table}} (3.14)$ with a significance of $0.000 < 0.05$ so it can be concluded that there is a significant influence between Consumer Behavior and Trust on Purchasing Decisions at PT. New York Medan Art.

The results of the Coefficient of Determination test are as follows:

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705 ^a	0,497	0,481	3,747

Based on Table 4, the results of the determinant coefficient test above, it can be seen that the R Square value obtained is 0.497, meaning that the Purchase Decision variable can be explained by the Consumer Behavior and Trust variables of 49.7% while the remaining 50.3% is influenced by other factors originating from outside this research model such as service quality and brand image.

DISCUSSION

The Influence of Consumer Behavior on Purchasing Decisions

Based on the results of hypothesis testing using the t test, it is known that the Consumer Behavior variable has a value of $t_{\text{count}} (4.204) > t_{\text{table}} (1.997)$ with a significance level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive influence of Consumer Behavior on Purchasing Decisions. New York Medan Art. These results are in line with the results of previous research by (Novianti & Saputra, 2023) which stated that consumer behavior influences purchasing decisions Victoria Tiban Minimarket.

The Influence of Trust on Purchasing Decisions

Based on the results of hypothesis testing using the t test, it is known that the Trust variable has a value of $t_{\text{count}} (4.343) > t_{\text{table}} (1.997)$ with a significant level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive influence between Trust on Purchasing Decisions at PT. New York Art Medan. These results are in line with the results of previous research by (Asiati & Akbar, 2019) which stated that Trust influences purchasing decisions Online.

The Influence of Consumer Behavior and Trust on Purchasing Decisions

Based on the results of hypothesis testing using the f test, it is known that the value of $F_{\text{count}} (32.090) > F_{\text{table}} (3.14)$ with a significance of $0.000 < 0.05$ so it can be concluded that there is a significant influence between Consumer Behavior and Trust on Purchasing Decisions at PT. New York Art Medan. This result is in line with the results of previous research by (Basuni et al., 2023) which states that consumer behavior influences purchasing decisions and is in line with the results of previous research by (Yuliza & Yneti, 2022) which states that Trust influences purchasing decisions Online.

CONCLUSION

Based on the research results of partial hypothesis testing show that H_1 which states that consumer behavior partially has a positive and significant influence on purchasing decisions at PT. New York Art Medan and H_2 which reads Trust partially have a positive and significant influence on Purchasing Decisions at PT. New York Art Medan and H_3

which states that Consumer Behavior and Trust have a positive and significant influence on Purchasing Decisions at PT. New York Art Medan.

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