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The Effect of Marketing Communication, Trust and Security on Purchase Decisions of Fresh Food Products at PT. Sejahtera Abadi Tangerang

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Abstract. The purpose of this study was to prove whether marketing communication, trustworthiness, and security simultaneously had a significant effect on purchasing decisions for fresh food products at PT. Sejahtera Abadi Tangerang. To prove which of the marketing communications, trust, and safety simultaneously have a significant effect on the decision to purchase fresh food products at PT. Sejahtera Abadi Tangerang. The analytical tool used in this research is Multiple Linear Regression. With the formula: $Y = b_0 + b_1X + b_2X^2 + b_3X^3$; X_i . The results of testing the marketing communication variable (X1), the trust variable (X2) and the safety variable (X3) partially have a significant effect on the decision to purchase fresh food products at PT. Sejahtera Abadi Tangerang. Then the results of the fourth hypothesis (H4) prove that simultaneously marketing communication, trust, and security simultaneously have a significant effect on decisions about purchasing fresh food products at PT. Sejahtera Abadi Tangerang, the value of F_{hitung} is 10.372 greater than F_{tabel} of 2.71 with significance of 0.000. Thus the first hypothesis (H4) is proven or can be accepted to be true, namely, it is assumed that marketing communication, trust, and security simultaneously have a significant effect on purchasing decisions for fresh food products at PT. Sejahtera Abadi Tangerang.

Keywords: Marketing communication, Trust, safety, Purchasing decision.

A. INTRODUCTION

The object of research in this case is PT. Sejahtera Abadi Tangerang. The problem raised is the decline in profits earned as a result of the purchasing decisions of its customers which also declined. Before the occurrence of covid in Indonesia in January 2020 the company PT. Sejahtera Abadi Tangerang still received a profit of Rp. 59,694,580, - but after the occurrence of Covid 19 in February and March 2020 the company suffered losses in a row of Rp. 3,748,894, - and Rp. 3,146 891, - Many previous researchers attributing these losses to decreased purchasing decisions caused by various kinds of problems including the Covid 19 pandemic. Purchasing decisions are thought to be influenced by marketing communication variables, trust and security. Therefore the authors are interested in researching by associating these three variables with purchasing decisions.

Several previous studies that investigated these three variables with purchasing decisions, produced different research results, which formed Gab Research. The gab research referred to is as follows: According to Elizabeth Haloho (2018) The effect of marketing communications on purchasing decisions. This research was conducted with the aim of knowing the effect of marketing communications on purchasing decisions for pension credit products. The research method used is correlation research with a quantitative approach. The sample in this study amounted to 41 people with a sampling technique that is by using purposive sampling. The analysis technique used is simple regression analysis using SPSS version 16.0. The results of this study indicate that marketing communications have an effect on purchasing decisions with tcount greater than ttable ($7.882 > 1.684$). Meanwhile, according to Nurjannah Hatta (2018), the effect of marketing communications on purchasing decisions uses multiple regression analysis. Marketing communication variable (X1) has no significant effect on purchasing decisions. According to Fitri Azalia Nurrahma Effendi (2020) The effect of price, trust and product quality on purchasing decisions. Based on the results of this study, the trust variable has a positive and significant influence on purchasing decisions because the t value obtained is 3.040 (positive) greater than the t table of 1.97718 and a significance value of 0.003 is less than 0.05 (significant). Meanwhile, according to Sri Wahyuningsih (2016), the influence of trust, security, sharia compliance and perception of risk on purchasing decisions uses validity, reliability, classical assumption tests, multiple regression analysis. The trust variable has no significant effect on purchasing decisions.

According to Muhammad Irham Farohim (2017) the effect of security and trust on purchasing decisions is a study of online store buyers in the city of Semarang. By using research instrument test, classic assumption test, and hypothesis test. The results of this study indicate that security has a significant effect on purchasing decisions. Meanwhile, according to Sri Wahyuningsih (2016), the influence of trust, security, sharia compliance and perception of risk on purchasing decisions uses validity, reliability, classical assumption tests, multiple regression analysis. The safety variable has no significant effect on purchasing decisions. The reason the authors take marketing communications research, trust and security on purchasing decisions at PT. Sejahtera Abadi Tangerang because researchers found a case in the purchase decision variable (Y) that is for one year the company PT. Sejahtera Abadi Tangerang has experienced a decline in sales due to the impact of Covid-19, so it is affected by a lack of communication, trust and security in purchasing decisions within the company.

B. LITERATURE REVIEW

As supporting material in this study, it is necessary to have studies from several researchers first carried out by researchers beforehand. With the aim that the results of the discussion of previous research will be used as material or reference by research in order to obtain an overview of research results and discussion specifically for researchers who use similar variables or who will be examined in this study as follows. Research conducted by Andy Putra Mahkota (2014) at Brawijaya University Malang with the title "The Influence of Trust and Convenience on Purchase Decisions". Based on the results of multiple linear regression statistical analysis, the results of the analysis individually show that the trust variable (X1) has a significant influence on online purchase decisions (Y) with a regression coefficient (b1) of 0.489, this figure indicates that the effect of the trust variable on online purchase decision is positive. The tcount value is 5.952, this shows that there is a real influence separately between the trust variables on online purchasing decisions.

Research conducted by Fitri Azalia Nurrahma Effendi (2020) at Stie Yogyakarta with the title "The effect of price, trust and product quality on purchasing decisions". Based on the results of this study, the trust variable has a positive and significant influence on purchasing

decisions because the t value obtained is 3.040 (positive) greater than the t table of 1.97718 and a significance value of 0.003 is less than 0.05 (significant). Research conducted by Muhammad Irham Farohim (2017), studies on online shop buyers in the city of Semarang with the title: the effect of security and trust on purchasing decisions. By using research instrument test, classic assumption test, and hypothesis test. The results of this study indicate that security has a significant effect on purchasing decisions.

Sri Wahyuningsih (2016) on SI students at UIN Walisongo Semarang with the title "The effect of trust, security, sharia compliance and perceptions of risk on purchasing decisions through social networking sites". By using the validity test, reliability, classic assumption test, multiple regression analysis, and testing the hypothesis using the test f and t test. The results of the hypothesis test prove that security has no effect on online purchases through social networking sites. This is indicated by the acquisition of the t test results, namely the sig value obtained is greater than the probability value ($0.161 > 0.05$), and the calculated t value is smaller than t table ($1.412 < 1.664$) with a df of 96 and a significance level of 0.25.

C. RESEARCH METHODOLOGY

In scientific research, looking for a relationship between variables is something that is very important, for example, the relationship between the independent (independent/influenced) variable and the dependent (dependent/influenced) variable. The relationship between variables or often known as the relationship between two variables, namely the independent variable (Independent/influenced) and the dependent variable (Dependent/influenced) with the symbols X and Y are usually associated with the analysis of causal relationships (causal relationships).

Testing the hypothesis of an assessment will not hit the target, if the data collected is not valid or reliable. Considering that the data collection process requires a lot of money, time and effort, a research instrument in the form of a questionnaire must be tested for validity and reliability first so that the data obtained is truly valid and reliable. The research instrument used in this study was a questionnaire. The questionnaire in this study was divided into 4, namely questionnaires that measure marketing communications, trust, security and purchasing decisions.

D. RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

To determine the magnitude of the influence of the three independent variables marketing communications, trust and security on the dependent variable PT. Sejahtera Abadi Tangerang will then be analyzed to obtain a conclusion that will be used as material for consideration and input for the companies studied. The discussion used in this study is in accordance with the data that has been taken from the results of the employee respondent questionnaire at PT. Sejahtera Abadi Tangerang.

Table 1.1

Results of Multiple Linear Regression Analysis

Nama Variabel	Koefisien Regresi	Uji Parsial	
		t-hitung	sig
Constant	12,721	7,505	0,000
Marketing communications (X1)	0,131	2,290	0,025

Trust (X2)	0,185	2,688	0,009
Security (X3)	0,168	2,518	0,014
t tabel = 1,9889			

Sumber data : Diolah oleh Penulis tahun 2021

Based on the results of research processing and computerization using the SPSS version 25 program, the multiple regression equation is obtained as follows:

$$Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3$$

$$Y = 12,721 + 0,131 X_1 + 0,185 X_2 + 0,168 X_3$$

From these equations, the explanation of each variable is:

1. A constant coefficient value of $b_0 = 12.721$ indicates that if marketing communications (X1), trust (X2) and security (X3) are constant or equal to zero, then the value of the purchase decision score (Y) is 12.721.
2. The value of the regression coefficient of $b_1 = 0.131$ shows that every time there is an increase in marketing communications by one unit, the value of the purchase decision (Y) increases by 0.131 assuming trust (X2) and security (X3) are constant or equal to zero.
3. The regression coefficient value of $b_2 = 0.185$ indicates that every time there is a one-unit increase in trust, the value of the purchase decision (Y) increases by 0.185 assuming marketing communications (X1) and security (X3) are constant or zero.
4. The value of the regression coefficient of $b_3 = 0.168$ indicates that every time there is an increase in security by one unit, the value of the purchase decision (Y) increases by 0.168 assuming marketing communications (X1) and trust (X2) are constant or equal to zero.

Test t (Partial)

This test is to see the extent to which the independent variable (X) has a separate influence on the dependent variable (Y) based on the results of the regression conducted by comparing the calculated t value with t table with a significance level of $\alpha = 5\%$. The t table value obtained is 1.9889. If $t \text{ count} < t \text{ table}$, it can be concluded that this variable has no significant effect, otherwise $t \text{ count} > t \text{ table}$ with $\text{sig} < 0.05$, then this variable has a significant influence. Based on table 4.10, the t test of this study can be concluded:

1. The SPSS output shows a t-value of 2.290 greater than a t-table of 1.9889 with a sig t value of $0.025 < 0.05$. This shows that the marketing communication variable (X1) has a significant positive influence on purchasing decisions (Y) PT. Sejahtera Abadi Tangerang.
2. The SPSS output shows a calculated t value of 2.688 > than a t table of 1.9889 with a sig t value of $0.009 < 0.05$. This shows that the trust variable (X2) has a significant positive influence on purchasing decisions (Y) PT. Sejahtera Abadi Tangerang.
3. The SPSS output shows a calculated t value of 2.518 > than a t table of 1.9889 with a sig t value of $0.014 < 0.05$. This shows that the security variable (X3) has a significant influence on the purchasing decision (Y) of PT. Sejahtera Abadi Tangerang.

F Test (Simultan)

To test the hypothesis simultaneously, use the F test. This test is intended to test the overall significance of the regression, namely knowing together marketing communications (X1), trust (X2) and security (X3) on purchasing decisions (Y).

Table 1.2
F test results

Predictor Variables	F	Signifikan
X ₁ , X ₂ , X ₃	10,372	0,000

Based on the SPSS output in table 4.11, it is obtained F count = 10.372 > from F table of 2.71 with a resulting significant level of 0.000 < 0.05, it can be concluded that testing the hypothesis jointly or simultaneously (Test F) shows the variable marketing communications (X1), trust (X2), and security (X3) together have a significant influence on purchasing decisions (Y) at PT. Sejahtera Abadi Tangerang.

As is known, obtained F arithmetic = 10.372 > from F table of 2.71 with a resulting significant level of 0.000 < of 0.05, it can be concluded simultaneously (Test F) marketing communication variables (X1), trust (X2), and security (X3) has a significant influence on purchasing decisions (Y) at PT. Sejahtera Abadi Tangerang. Means that the hypothesis which states that there is no effect (H₀) is rejected. Rejecting H₀ means accepting H_a and also means that the first hypothesis can be accepted because it is proven true. t arithmetic marketing communications (X1) 2.290 > from t table 1.9889 while the sig. = 0.000 < than 0.05 then the decision H₀ is rejected and H_a is accepted. Partially marketing communication (X1) has a significant positive effect on purchasing decisions (Y). Hypothesis H2 which says marketing communications has a positive and significant partial effect on purchasing decisions at PT. Sejahtera Abadi Tangerang is proven to be true. Marketing communication is very influential on purchasing decisions because good marketing communication will make it easier for product marketers to achieve targets as expected by the company.

The results of this study also support previous research from Elizabeth Haloho (2018) marketing communications (X1) have an effect on purchasing decisions (Y), and reject the results of Nurjannah Hatta's research (2018) which states that marketing communications (X1) have no effect on purchasing decisions (Y). Meanwhile t count confidence (X2) 2.688 > from t table 1.9889 while the value of sig. = 0.000 < than 0.05 then the decision H₀ is rejected and H_a is accepted. Partially trust (X2) has a positive and significant effect on purchasing decisions (Y). So the hypothesis that trust has a significant and partially positive effect on purchasing decisions is proven true.

Trust is very influential on purchasing decisions because good marketing communications will make customers feel safe and comfortable in the buying process. The results of this study also support previous research from Fitri Azalia Nurrahma Effendi (2020) that trust (X2) has an effect on purchasing decisions (Y), and rejects the results of Sri Wahyuningsih's research (2016) which states that trust (X2) has no effect on purchasing decisions (Y). Because the t security count (X3) is 2.518 > from the t table 1.9889 while the sig. = 0.000 < than 0.05 then the decision H₀ is rejected and H_a is accepted. Partially security (X3) has a positive and significant effect on purchasing decisions (Y). So the hypothesis that security has a positive and significant partial effect on purchasing decisions is proven true.

Tight security will make customers who will make the purchase process feel safe and comfortable in transacting both online and COD. In addition, security is also one of the company's ways to maintain customer attention. This study also supports previous research by Muhammad Irham Farohim (2017) that security (X2) has an effect on purchasing decisions (Y), and rejects the results of Sri Wahyuningsih's (2016) research which states that security (X2) has no effect on purchasing decisions (Y).

E. CONCLUSIONS AND SUGGESTIONS

Marketing communication, trust and security simultaneously influence the purchasing decision of PT. Sejahtera Abadi Tangerang. These results are consistent with H1 which states that marketing communications, trust and security simultaneously or simultaneously have a positive effect on purchasing decisions.

Marketing communication partially has a positive and significant effect on purchasing decisions of PT. Sejahtera Abadi Tangerang. These results are consistent with H2 which states that marketing communications has a positive and significant effect on purchasing decisions. These results support research conducted by Elizabeth Haloho (2018) with the title "The Influence of Marketing Communications on Purchase Decisions".

Trust partially has a positive and significant effect on purchasing decisions of PT. Sejahtera Abadi Tangerang. These results are in accordance with H3 which states that trust has a positive and significant effect on purchasing decisions. These results support research conducted by Fitri Azalia Nurrahma Efendi (2020) with the title "the effect of price, trust and product quality on purchasing decisions".

Security partially has a positive and significant effect on purchasing decisions of PT. Sejahtera Abadi Tangerang. These results are consistent with H4 which states that security has a positive and significant effect on purchasing decisions. These results support research conducted by Muhammad Irham Farohim, et al. (2017) with the title "the effect of security and trust on purchasing decisions".

It is expected that PT. Sejahtera Abadi Tangerang. to prioritize marketing communications, trust and security, because it is evident from the results of this study that these three variables have a positive and partially significant effect on purchasing decisions of PT. Sejahtera Abadi Tangerang. It is recommended that PT. Sejahtera Abadi Tangerang, implementation of good marketing communications, trust and security is not only applied to PT. Sejahtera Abadi Tangerang, but also implemented in all branches of PT. Sejahtera Abadi Tangerang.

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