

The Role of Purchase Intention as an Intervening Variable of Service Quality and Word of Mouth on Purchasing Decisions at PT Berlian Jasa Terminal Indonesia (PT BJTI PORT)

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ABSTRACT

This study aims to examine and analyze the role of purchase intention as an intervening variable of service quality and word of mouth on purchasing decisions at PT. Berlian Jasa Terminal Indonesia (PT BJTI PORT). Several factors influence the buyer's decision including cultural factors, social factors, personal factors, and psychological factors and there are four factors 1) product, 2) price, 3) promotion, and 4) location. The sampling technique was purposive sampling with a total of 100 respondents. The methodology in this study is descriptive-quantitative using descriptive analysis and inferential statistics, namely, this research analysis of inferential statistical data is measured using WarpPLS version 5.0 PLS (Partial Least Square) software. Based on the results of data analysis regarding direct and indirect influences, it shows that service quality does not influence purchasing decisions, word of mouth influences purchasing decisions, buying interest influences purchasing decisions, and buying interest is unable to intervene or is unable to mediate influence. service quality on purchasing decisions while buying interest can intervene or be able to mediate the influence of word of mouth on purchasing decisions. This means that buying interest can encourage or direct consumers to make purchasing decisions at PT. Berlian Jasa Terminal Indonesia (PT BJTI PORT)

Keywords:

Hedonic
Shopping
Motivation,
Shopping
Lifestyle,
Positive
Emotion,
Impulse Buying

INTRODUCTION

Ports have played a very important role in increasing economic growth. Given the geographical situation of Indonesia as an archipelago where the sea area is greater than the land area, the means of transport by sea plays a major role in connecting cities and islands in the country. Almost 95% of goods and services distribution activities are carried out by sea because it is more profitable. After all, ships can load goods in large volumes at low cost (Fernanda and Setiono, 2011).

Indonesia currently has more than 100 ports or to the records of the Indonesia National Shipowners Association (INSA) there are 102 ports spread from Java, Sumatra, Kalimantan, Sulawesi to Papua. However, 70% of the loading and unloading flow still relies on the Port of Tanjung Priok, Jakarta, and Tanjung Perak, Surabaya (Finance.Detik.com, 2020).

Berlian Jasa Terminal Indonesia (PT BJTI) is one of the stevedoring companies under PT Pelindo. PT BJTI, which since 2015 has rebranded as BJTI Port, not only serves domestic ships in Berlian Terminal and its surroundings but also serves coal ships in Kalimantan and develops the Java Integrated Industrial and Port Estate (JIPE) area in Gresik, East Java. PT BJTI took this opportunity to build a multipurpose port. Manyar Port was built alongside JIPE which is a multi-complex and was also developed by a subsidiary of PT BJTI. PT BJTI then in this research is used as the object of research study. Information obtained by researchers through PT BJTI that there has been dissatisfaction with the services provided by employees through a means, namely contact and suggestion media or criticism and suggestions. Judging from Figure 1 the assessment presentation graph is as follows:

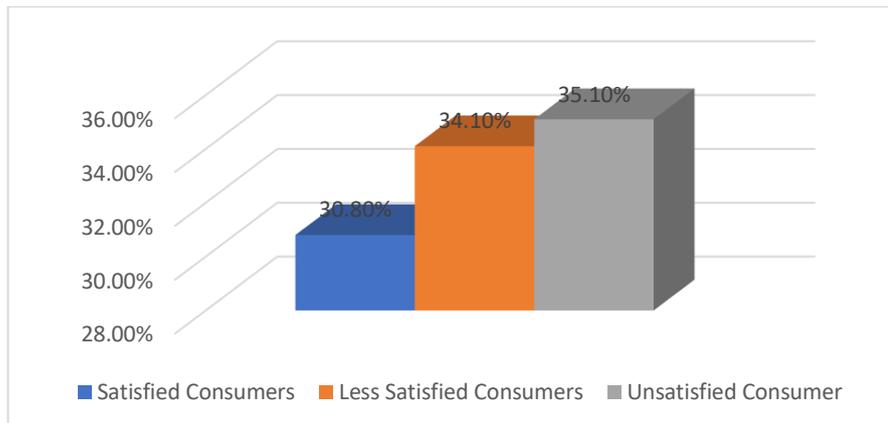


Figure 1. PT BJTI Consumer Assessment Graph

The condition picture identifies that the phenomenon above the researcher indicates a lack of competence in employees, namely the willingness and ability of employees to help customers and respond to their requests, as well as inform when services will be provided and then provide services quickly at PT BJTI which will directly affect employee performance.

The number of consumers who participated in filling out the PT BJTI service satisfaction research form from April to November 2021 was 629 consumers who filled out Criticism and Suggestions. More details, can be seen in Table 1.

Table 1. Assessment of Customer Service Decisions
In April -November 2021

Month	Total Customers
April	65
May	40
June	31
July	82
August	54
September	136
October	112
November	110
Total	629

When accumulated from the description above consumers are satisfied with the services at PT BJTI. As many as 194 consumers, while less satisfied customers are 215 consumers and customers who are not satisfied with the services provided by PT BJTI. Reaching a very high number of 220 consumers, customer satisfaction assessment from April to November 2021 from PT BJTI.

Employee performance will also have an impact on the survival of the company if the employee's performance is good, the results obtained by the company will follow what is targeted so that it has a positive impact on service, on the other hand, if the employee's performance is not optimal, the results obtained by the company in the sense that it does not match the target so that it harms service, with the performance of employees who do not meet the wishes of the company's targets will affect the reduction of PT BJTI Surabaya's consumers, offering the number of consumers from April to November 2021 for more details can be seen in table 2 below:

Table 2. Number of Consumer Visitors at PT BJTI
 In April - November 2021

Month	Total Customers	Percentage decrease and increase
April	355	-
May	350	- 1,40 %
June	344	- 1,70 %
July	350	+ 1.74 %
August	400	+ 14.28 %
September	450	+ 12.50 %
October	425	- 5.55 %
November	400	- 5.88 %

Based on the data above in the table, it can be seen that from April to November the presentation of the number of consumers fluctuates, this can be caused by several such as factors that occur from within the company or known as internal factors or from outside factors known as external factors of the company PT BJTI from visiting consumer data which means that those who use sales services occur in September which is then followed by a decline again in October and November, the impact of experiencing a continuous decline in consumers can result in the company not having no capital income to buy the company's operational needs, possibly in the long term it can experience bankruptcy, to anticipate this impact, the company is required to set strategies to increase buyer decisions.

Consideration of the selection of word-of-mouth (WOM) variables is one of the strategies that is very influential in decision making both the use of products and services and is part of marketing communication (Ali Hasan, 2018: 210: 32). Word-of-mouth is used as a synonym for word-of-mouth advertising, which is any form of non-personal presentation and promotional ideas, goods, or services paid for by sponsors to influence consumers Sanger, (2013). As a strategy, especially in promotion in marketing activities that use people to people who feel themselves satisfied in order to increase product awareness to increase sales, this communication spreads by word of mouth through business networks, social and influential communities as well as personal communication between customers or between members of a group, Word Of Mouth obtained by customers usually through trusted people, for example experts, friends, tends to be accepted faster, namely family, According to Suprpti (2010. 274) states that it is difficult to evaluate services: 274) states that it is difficult to evaluate services that have never been purchased or felt themselves, therefore Word Of Mouth can also be used as a reference in decision making Word of Mouth is effective in promotion is a relatively low-cost strategy, and has a very large impact and written information, someone who obtains information in the WOM process will be clearer because it is a form of communication and is relied upon in influencing someone's purchasing decision Hoskins (2017: 25).

METHOD

This study uses a survey research design, which is a study that takes samples from a population using a questionnaire as a data collection instrument (Morrison, 2017). The research design used is quantitative, which is research that emphasizes numerical data (numbers) processed based on statistical methods (Siregar, 2014), to test the relationship between two variables, not only in the form of cause and effect but also reciprocity between two variables by developing understanding or describing many things (Sugiyono, 2018). The survey was conducted to obtain empirical evidence about the role of purchase intention as an intervening variable in influencing service quality and word of mouth on purchasing decisions.

The sampling technique was carried out by non-probability sampling with purposive sampling technique which was used to take a representative sample. The total population of PT BJTI PORT in April-November 2021 was 3,047. The criteria for respondents are customers who use the services of PT BJTI Port and who have used PT BJTI Port once a year.

The sampling technique uses the Slovin formula. Based on the sampling technique, the sample calculation during this study used the Slovin formula. with the sample selection was carried out using the random sample method (random sampling) using the Slovin formula

$$n = \frac{N}{1 + N(e)^2}$$

Description:

n = Sample size

N = Population size

e = Estimated error rate (10%)

So, to find out the type of sample, the following calculation is used:

$$n = \frac{3.074}{1 + 3.074(0,1)^2}$$
$$n = \frac{3.074}{31.74} = 96.74 \text{ adjusted to 100 respondents}$$

So, the sample in this study after being adjusted was 100 respondents. Adjustments are made so that the test results become more optimal and facilitate data processing. Data analysis techniques Inferential statistics (inductive statistics or statistics applied to the population (Sugiyono, 2018). Following the hypothesis that has been formulated, in this study inferential statistical data analysis measured by probability) is a statistical technique used to analyze sample data and the results using WarpPLS version 5.0 PLS (Partial Least Square) software starting from model measurement (outer model), model structure (inner model) and hypothesis testing (Ghozali, 2015).

The classification of variables is as follows:

1) Service Quality (KY)

Service quality is something that the employees of PT BJTI have in providing good service to customers, especially beyond what has been imagined and prepared by customers. The service quality indicator consists of 5 (five) indicators as explained by Kotler and Keller (2016), namely

a. Tangible

Refers to the attractiveness of the physical facilities, equipment, and materials used by the company and the appearance of employees.

b. Empathy (empathy)

Refers to where the company understands the problems of its customers acts in the interests of customers provides personal attention to customers and has convenient operating hours.

c. Reliability

Refers to those related to the company's ability to provide accurate services from the first time without making any mistakes and delivering its services according to the agreed time.

d. Responsiveness

Refers to those related to the willingness and ability of employees to help customers and respond to their requests, as well as inform when services will be provided and then provide services quickly.

e. Assurance.

Refers to the behavior of employees who can foster customer trust in the company and the company can create a sense of security for its customers.

2) Word of Mouth (WOM)

Word of Mouth is an effort to pass on information from one consumer of PT BJTI to potential consumers to use the services of PT BJTI. The word-of-mouth indicator consists of 3 (three) indicators as explained by Ling and Pratomo (2020), namely:

a. Talking about

Refers to the willingness of consumers to talk about positive things about the quality of services and products to others.

b. Recommend

Refers to when consumers want to recommend the company's services or products to others

c. Encourage

Refers to encouraging friends or relations to make purchases of products or services.

3) Purchase Intention (MB)

Purchase Interest is the desire of consumers to use a product or service of PT. BJTI. Purchase interest arises when someone has obtained sufficient information about the desired PT BJTI product or service. The purchase interest indicator consists of 6 (six) dimensions as described by Kotler and Keller (2016), namely:

a. Creating a need (awareness)

Refers to consumers not realizing the needs they have, therefore the job of a communicator is to create these needs.

b. Sufficient knowledge of the product (knowledge)

Refers to consumers needing a product, but not having sufficient knowledge of the product, so information about the product must be conveyed by the communicator.

- c. Consumers like the product (liking)
Referring to consumers having needs and information, the next stage is whether consumers like the product. If consumers have a liking, there will be a desire to buy.
- d. Consumers need to know product comparisons (preference)
Refers to consumer's need to know how the product compares to other products, for example from packaging, quality, value, performance, and others.
- e. Consumer interest in buying (conviction)
Refers to convincing consumers and fostering consumer interest in buying. After passing this stage, potential consumers are convinced and interested in the product.
- f. Consumers are sure to make a purchase (intention to purchase).
Refers to directing consumers to make a purchase. For example: providing discounts, trial services, exchanging goods if damaged, warranty and others.

4) Purchase Decision (KP)

Purchasing Decision is about how PT BJTI determines consumer representation in deciding to buy by ensuring what product to buy, then choosing the product, seeing its quality and usefulness first, then consumers will see the price of the product that has been chosen. The purchasing decision indicator consists of 5 (five) indicators as explained by Nugroho (2013), namely

- a. Needs Recognition
Refers to consumers preparing the needs that will be met first
- b. Information search
Refers to consumers looking for product information directly in the store or asking shop assistants.
- c. Evaluation of alternatives
Refers to consumers re-selecting the product to be purchased according to their choice and comparing it with the recommendations of shop assistants so that the right choice results.
- d. Purchase
Refers to customers getting the chosen alternative.
- e. Result
Refers to consumers evaluating whether their choice is worth using or as expected.

RESULTS AND DISCUSSION

In equation model 1, it shows that the path coefficient value β_1 which connects the KuP variable to MB has a value of 0.786, which means that KuP to MB has a positive and unidirectional relationship. This indicates that if KuP increases, MB will increase with the assumption that other variables are constant. The path coefficient β_2 is 18.391 and is positive, this indicates that if WOM increases, MB will increase, assuming other variables are constant.

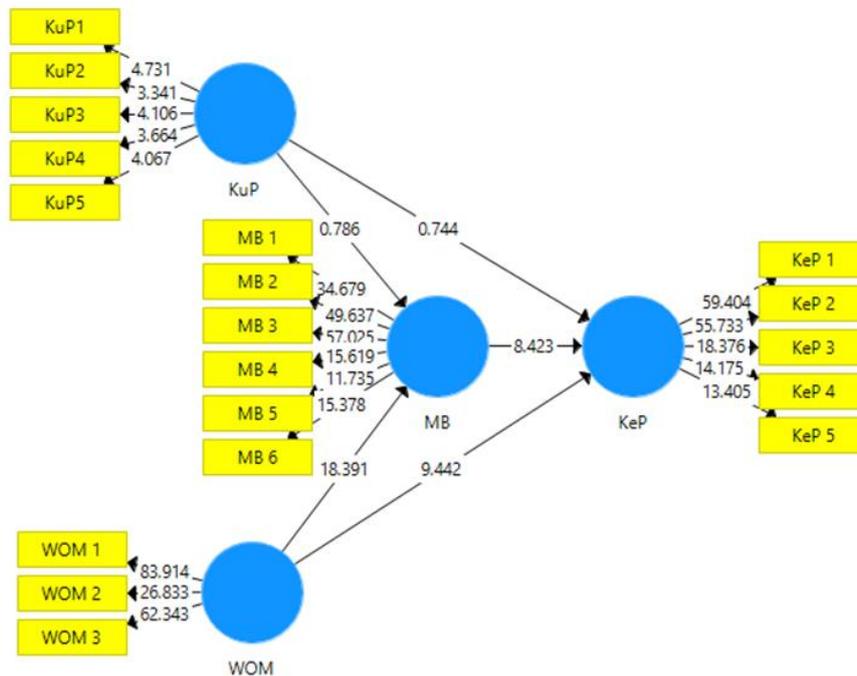


Figure 6. Results of Frame Work Diagram Path
Source: WarpPLS 5.0 Output Results

$$MB = 0,786 KuP + 18,391 WOM \quad (1)$$

$$KeP = 0.744 KuP + 9,442 WOM + 8,423 MB + e2 \quad (2)$$

In equation model 2, it shows that the path coefficient value β_4 which connects the KuP to KeP variable has a value of 0.744, which means that KuP and KeP have a positive and unidirectional relationship. This indicates that if KuP increases, KeP will increase with the assumption that other variables are constant. The path coefficient β_5 is 9.442 WOM and is positive, this indicates that if WOM increases, IB will increase assuming other variables are constant. The path coefficient β_3 is 8.423 and is positive, this indicates that if MB increases, IB will increase assuming other variables are constant.

Analysis of the measurement model (outer model) shows that the value of Cronbach's alpha and composite reliability for all constructs in this study has a value greater than 0.7, thus it can be said that the questionnaire used in this study is reliable and reflects the variables used.

The convergent validity value shows that the outer loading value for the hedonic shopping motivation, shopping lifestyle, positive emotion, and impulse buying variables shows a value of more than 0.5 and the Average Variance Extrated (AVE) value on all variables in this study has a value above 0.5. That means it meets the requirements of convergent validity. The cross-loading value in this study is also above 0.5, meaning that each indicator used in this study has its uniqueness and can capture phenomena that are not captured by other constructs so that each indicator does not correlate with other variables. In addition, the AVE root value has a high correlation with each variable. It can be concluded that the variables used in this study meet the requirements of discriminant validity.

The path coefficient value obtained from the original sample value in

bootstrapping can be seen in Table 3 below

Table 3. Path Coefficient Value

Hypothesis	Original Sample
KuP -> KeP	0,035
MB -> KeP	0,482
WOM -> KeP	0,538
HSM → IB	0,057
SL → IB	0,162
KuP -> MB -> KeP	0,034
WOM -> MB -> KeP	0,353

The original sample value above shows the effect of exogenous variables on endogenous variables. Furthermore, the R-Square value of this study is given in the table below

Table 4. R-Square Value

Variable	R-square
MB	0,545
KeP	0,908

This shows that KeP has an R-squared value of 0.908 or 90.8%. This shows that 90.8% of changes in the Purchasing Decision variable can be explained by the Service Quality, Word of Mouth, and Purchase Intention variables, the remaining 9.2% is explained by other variables, which are not included in this study. Meanwhile, Purchase Interest has an R-Square value of 0.545 or 54.50%. This shows that 54.5% of changes in the purchase interest variable can be explained by Service Quality and word of Mouth, and the remaining 45.50% is explained by other variables not included in this study.

Table 5. Hypothesis Test Results

Hypothesis	Original Sample	P-value	Description
KuP -> KeP	0,035	0,457	Rejected
MB -> KeP	0,482	0,000	Accepted
WOM -> KeP	0,538	0,000	Accepted
KuP -> MB -> KeP	0,034	0,440	Rejected
WOM -> MB -> KeP	0,353	0,000	Accepted

Based on the results of the bootstrapping test, the significant value of the effect of the service quality variable (KuP) on purchasing decisions (KeP) is 0.457, this significant value is greater than 0.05, meaning that the service quality variable does not affect the purchasing decision variable. When looking at the positive original sample value of 0.035, it indicates that the direction of the relationship between the service quality variable and purchasing decisions is positive or unidirectional. Thus, the service quality variable does not affect purchasing decisions. This means that service quality with its indicators do not influence purchasing decisions with its indicators. This shows that the hypothesis developed in this study is not proven or not

supported. These results indicate that the second hypothesis in this study is acceptable (H1 is rejected).

The β_2 value in the word-of-mouth variable on purchasing decisions is 0.000, this significant value is smaller than 0.05, meaning that the word-of-mouth variable influences purchasing decisions, with a positive original sample value of 0.538, which indicates that the direction of the word-of-mouth variable relationship to purchasing decisions is positive or unidirectional. Thus, the effect of word of mouth on purchasing decisions is significant. This means that the influence of word of mouth with its indicators has a positive influence on purchases with its indicators. This shows that the hypothesis developed in this study is proven or supported. These results indicate that the second hypothesis in this study is acceptable (H2 accepted). The β_3 value of the purchase interest variable on purchasing decisions is 0.000, this significant value is less than 0.05, meaning that the purchase interest variable influences purchasing decisions, with a positive original sample value of 0.482, which indicates that the direction of the purchase interest variable relationship to purchasing decisions is positive or unidirectional. Thus, the effect of buying interest on purchasing decisions is significant. This means that the effect of buying interest with its indicators has a positive and significant effect on purchasing decisions with its indicators which are the measure in this study. This shows that the hypothesis developed in this study is proven or supported. These results indicate that the third hypothesis in this study is acceptable (H3 accepted). The β_4 value of the service quality variable on purchasing decisions through purchase intention is 0.440, this significant value is greater than 0.05, meaning that buying requests are unable to mediate the effect of service quality on purchasing decisions. And with a positive original sample value of 0.034, which indicates that the direction of the relationship between the service quality variable and purchasing decisions through buying interest is positive or unidirectional. However, buying interest does not have a mediating effect on the effect of service quality on purchasing decisions. This means that buying interest is not able to become a mediating variable in the effect of service quality on purchasing decisions, which is indicated by a significant value greater than alpha (0.05). This shows that the hypothesis developed in this study is not proven or not supported. These results indicate that the fourth hypothesis in this study cannot be accepted (H4 rejected). The β_5 value of the word-of-mouth variable on purchasing decisions through purchase intention is 0.000, this significant value is greater than 0.05, meaning that the purchase request can mediate the effect of word of mouth on purchasing decisions. And with a positive original sample value of 0.353, which indicates that the direction of the relationship between the word-of-mouth variable and purchasing decisions through buying interest is positive or unidirectional. Thus buying interest has a mediating effect on the effect of word of mouth on purchasing decisions. This means that buying interest can become a mediating variable in the influence of word of mouth on purchasing decisions. This shows that the hypothesis developed in this study is proven or supported. These results indicate that the fifth hypothesis in this study cannot be accepted (H5 accepted).

CONCLUSION

Based on the results of descriptive statistical analysis, outer model evaluation, and inner model evaluation. Researchers can make the following conclusions: Service quality does not influence purchasing decisions. This shows that the role of employees in providing quality service has not been able to influence customers to make decisions in using the services of PT BJTI. Although based on the measurement results through a questionnaire with a descriptive statistical test tool, employees have empathy for customers. Word Of Mouth influences purchasing decisions. This shows that efforts to pass on information from one customer to potential new customers to use the services of PT BJTI can encourage purchasing decisions from these new customers in using the services of PT BJTI. Purchase intention influences purchasing decisions. This means that the customer's desire to use or intend to buy a product or service of PT. BJTI arises when someone has obtained sufficient information about the product or service of PT. BJTI that the customer wants. buying interest is unable to intervene or is unable to mediate the effect of service quality on purchasing decisions. This means that the customer's buying interest based on the information obtained regarding the services of PT BJTI is incomplete or lacks references, especially regarding the services at PT BJTI, resulting in the customer's purchasing decision. Purchase interest can intervene or be able to mediate the effect of word of mouth on purchasing decisions. This means that the interaction between customers in the dissemination of information (word of mouth) can influence purchasing decisions.

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