

The Influence of Service Quality, Brand Trust, and Advertising on the Purchase Decision during the Covid-19 Pandemic

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ARTICLE INFO

Article history:

Received February 03, 2023

Revised February 15, 2023

Accepted October 16, 2023

Available online November 25, 2023

Kata Kunci:

Kualitas Layanan, Kepercayaan Merek, Periklanan, Keputusan Pembelian

Keywords:

Service Quality, Brand Trust, Advertising, Purchase Decision



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ABSTRAK

Pesatnya perkembangan teknologi dan internet saat ini mendukung semua bisnis berbasis online, termasuk bisnis jasa transportasi. Salah satu layanan transportasi ojek online di Indonesia adalah GoRide dari platform aplikasi Gojek. Sikap selektif pelanggan dan terbatasnya mobilitas masyarakat di masa pandemi ini mengakibatkan persaingan semakin ketat karena banyak brand lain yang menyediakan layanan serupa. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, kepercayaan merek, dan periklanan terhadap keputusan pembelian layanan GoRide dari Gojek pada masa pandemi COVID-19 di Jakarta. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah teknik komunikasi melalui penyebaran kuesioner secara elektronik melalui Google Forms kepada 192 responden. Teknik pengambilan sampel yang digunakan adalah teknik non-probability sampling dengan pendekatan judgement sampling. Hasil penelitian ini menunjukkan bahwa kualitas pelayanan tidak mempunyai pengaruh terhadap keputusan pembelian. Sedangkan kepercayaan merek dan periklanan berpengaruh positif dan signifikan terhadap keputusan pembelian. Implikasi penelitian ini menyoroti pentingnya membangun dan mempertahankan kepercayaan merek serta strategi periklanan yang efektif untuk meningkatkan keputusan pembelian pelanggan.

ABSTRACT

The rapid development of technology and the internet today supports all online-based businesses, including transportation service businesses. One of the online ojek transportation services in Indonesia is GoRide from the Gojek application platform. The selective attitude of customers and limited public mobility during this pandemic has resulted in tighter competition because many other brands provide similar services. Therefore, this study aims to analyze the influence of service quality, brand trust, and advertising on the purchase decision of GoRide services from Gojek during the COVID-19 pandemic in Jakarta. The data collection technique used in this study was a communication technique through the distribution of questionnaires electronically through Google Forms to 192 respondents. The sampling technique used is a non-probability sampling technique with a judgement sampling approach. The results of this study show that service quality has no influence on purchasing decisions. While brand trust and advertising have a positive and significant influence on purchasing decisions. The implications of this research highlight the importance of building and maintaining brand trust as well as effective advertising strategies to improve customer purchasing decisions.

1. INTRODUCTION

Along with the times, many people have creative ideas about how to develop public transportation in Indonesia, one of which is Ojek public transportation. Ojek are widely used by residents of big cities like Jakarta because they are considered to have the advantage of being faster than other public transportation and being able to break through traffic jams (Irawan et al., 2020; Peters, 2020; Swantari et al., 2023). The rapid development of technology in human life has turned this motorcycle taxi into an online motorcycle taxi, and one of these online motorcycle taxi companies is Gojek. However, during this pandemic, many challenges were experienced by various economic sectors in Indonesia, one of which was the transportation sector, especially online motorcycle taxis (Dewi et al., 2023; Rachmawati et al., 2021). Online motorbike taxis such as Gojek and Grab have experienced an average decrease in the number of daily passengers of

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around 14–16 percent since mid-March 2020. Precisely after the incessant implementation of work from home and social distancing regulations from the government as an effort to break the chain of transmission of the COVID-19 virus.

Based on the significant decrease in market share for GoRide services, it can be seen that the problem faced by Gojek is a decrease in customer purchasing decisions for GoRide services, especially during this pandemic. Purchase decisions are customer decisions to buy the most preferred brand (Horváth & Birgelen, 2015; Siali et al., 2016). Therefore, GoRide must evaluate several factors that may encourage customers to return to using its services during a pandemic (M. F. Kurniawan & Marhaeni, 2023; Mulandar & Muslihat, 2023). Furthermore, on September 21, 2021, Jakarta was assigned the status of Level 2 PPKM, and the government has begun to loosen people's mobility. Face-to-face learning with a maximum capacity of 50%, malls reopened with a maximum capacity of 75%, places of worship can be carried out with a maximum capacity of 75%, tourist attractions can be opened with a maximum capacity of 50% accompanied by the use of applications PeduliLindungi, and wedding receptions with a maximum number of visitors of 50% are permitted.

One of the factors that influences purchasing decisions is the quality of the services provided (Chaerudin & Syafarudin, 2021; Nabella, 2021). During this pandemic, the quality of service sought by customers are more focused on the health protocols implemented by drivers and by the company. As a result, this is an impetus for GoRide services to maintain the quality of their services above their competitors while also exceeding the expectations of their customers (Sasono et al., 2021; Wibawa et al., 2022). Especially during this pandemic, it has become a natural thing for customers to expect services that are hygienic and comply with health protocols so that when they use GoRide services, they feel safe and avoid exposure to viruses.

In response, GoRide has a number of suggestions for improving the safety and hygiene standards in its services (Dewi et al., 2023; Ernawati & Lutfi, 2022). The form of improving safety and hygiene standards in GoRide services includes gradually implementing protective screens for GoRide fleets, driver-partner vaccination programs, driver vaccination status features in the Gojek application, and protocol checklist features in driver-partner and customer applications where, if one party does not comply with the approved health protocol, both driver partners and customers can cancel orders unilaterally. Thus, the service quality factor applied to GoRide services during this pandemic becomes important in order to influence customers to return to using the service (T. Kurniawan et al., 2020; Sasono et al., 2021).

However, if the services provided by drivers do not meet customer expectations, it can lead to a decrease in customer purchasing decisions for GoRide services (Hanny, 2021; Pasharibu et al., 2018). In this case, the researcher discovered several complaints about GoRide services submitted through the review column on the Gojek application in the Play Store in terms of service quality, such as inappropriate pick-up locations, unilateral cancellations from drivers, and drivers who fail to arrive and leave customers waiting for an extended period of time. The effect of service quality on purchasing decisions is supported by previous research, which states that service quality has a positive and significant effect on purchasing decisions (de Fatima Carvalho et al., 2020; Perkasa et al., 2021). However, there is also previous research that states that service quality has no effect on purchasing decisions (Chaerudin & Syafarudin, 2021; Khoir, 2020; Solikha & Suprpta, 2020).

Trust in the brand is also a factor that can drive purchasing decisions. Brand trust that has been firmly entrenched in the minds of customers will encourage high loyalty to the brand. According to previous research, brand trust has a positive and significant effect on purchasing decisions (Muslim et al., 2019; A. P. Wijaya & Annisa, 2020). Therefore, it is important for GoRide to always strive to gain brand trust from customers. However, based on the decline in GoRide's market share in Indonesia in 2020, that GoRide has failed to maintain brand trust from customers. Moreover, the existence of complaints from customers to GoRide, can potentially reduce customer trust to the point that it makes customers hesitate to make purchases at services with that brand. One other factor that can influence purchasing decisions is promotions made through advertising. Advertising itself is one part of the marketing effort to increase sales (Mulyadi, 2021; Nangoy & Tumbuan, 2018). This is because customers perceive advertising as a source of information about a product that has just come out. Apart from being a new product promotion tool, advertising is often used by companies as a tool to instill a positive image in customers about the products offered (Dangelico & Vocalelli, 2017; Kumar, 2016). The good image formed by advertising often drives customer purchasing decisions. Gojek itself carried out several promotions through advertisements on television and social media during the pandemic. Advertising by Gojek does not offer new products but informs customers of a new positive image of a product that already existed (Jamil et al., 2020; Lenak et al., 2019).

Advertisements made by Gojek during the pandemic focused on guidelines for a new way of life in activities that Gojek called J3K, namely maintaining cleanliness, health, and safety. The J3K guidelines

themselves are visualized in the form of a video clip called J3K BTX: It's Okay to Be Lebay. The video clips that have been uploaded on the YouTube platform since October 28, 2020, on the official Gojek Indonesia account have been viewed more than 23.4 million times. In this video clip, Gojek is trying to change the view that public transportation has great potential for spreading the virus. Through this video clip, Gojek wants to show that GoRide and GoCar services are safe because they comply with health protocols.

However, other brands with similar services, such as Grab, are also actively marketing through advertising. For example, Grab has uploaded an advertisement titled "Me and You: Ready to Walk Again" on the official Grab Indonesia account on YouTube, which has received more than 5 million views. If Gojek does not continue to innovate to create more attractive advertisements, it is possible that customers will switch to competing brands because they are influenced by advertisements that are more attractive than those of competing brands with similar services. The effect of advertising on purchasing decisions is advertising has a positive and significant effect on purchasing decisions.

2. METHODS

In this study, the research subjects were GoRide customers who had used this service more than once during the COVID-19 pandemic in Jakarta. Based on the level of completion of research questions, this research is included in the formal study because it aims to test hypotheses and answer all research questions that have been raised. This study uses a communication study in its data collection, where researchers distribute questionnaires electronically via Google Forms, which contain a number of questions posed to research subjects, and researchers collect their responses. Based on the study objectives, this research is included in causal-explanatory research because it focuses on how one variable causes change in other variables. In causal-explanatory research, the researcher tries to explain the relationship between variables. In this study, there are two types of variables, namely the dependent variable and the independent variable. The dependent variable in this study is purchase decision (Y), while the independent variables are service quality (X1), brand trust (X2), and advertising (X3). Following are the definitions and measurements used for each of these variables.

3. RESULTS AND DISCUSSIONS

Results

Based on [Table 1](#), of the 206 respondents who were given a questionnaire, there were two who had never used GoRide services from Gojek, so there were 204 respondents as a research sample, consisting of 192 respondents domiciled in Jakarta and 12 respondents domiciled elsewhere.

Table 1. Profile of Respondents

	Number of Respondents	Percentage (%)
Gender		
Man	74	38.5
Woman	118	61.5
Age		
15 – 23 years	149	77.6
24 – 32 years	19	9.9
33 – 41 years	15	7.8
42 – 50 years	8	4.2
50 years	1	0.5
Work		
Student	141	73.4
Self-employed	8	4.2
Employee	31	16.1
Housewife	5	2.6
Other	7	3.6

The results of the structural model evaluation in [Table 2](#) show all fit indicators, so the research model can be used.

Table 2. Evaluation Results of the Structural Model

Indicator	Fit Criteria	Output Value	Results
Average Path Coefficient (APC)	$P \leq 0.05$	0.291. $P < 0.001$	Fit
Average R-squared (ARS)	$P \leq 0.05$	0.608. $P < 0.001$	Fit
Average Adjusted R-squared (AARS)	$P \leq 0.05$	0.601. $P < 0.001$	Fit
Average Block VIF (AVIF)	≤ 3.3 , but a value of ≤ 5 is still acceptable	2.605	Fit
Average Full Collinearity VIF (AFVIF)	≤ 3.3 , but a value of ≤ 5 is still acceptable	2.681	Fit
Tenenhaus GoF	0.36 (small, medium, up to large models)	0.510	Fit
Sympson's Paradox Ratio (SPR)	Ideally = 1, but a value ≥ 0.7 is still acceptable	1.000	Fit
R-squared Contribution Ratio (RSCR)	Ideally = 1, but a value ≥ 0.9 can still be received	1.000	Fit
Statistical Suppression Ratio (SSR)	Must be ≥ 0.7	1.000	Fit
Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	Must be ≥ 0.7	1.000	Fit

Table 2 shows the results of evaluating the structural model to determine whether the SEM model has reached a fit model or not. Based on the results in, it can be seen that the values obtained from the ten indicators have been fulfilled: the average path coefficient (APC), average R-squared (ARS), average adjusted R-squared (AARS), average block VIF (AVIF), average full collinearity VIF (AFVIF), tenenhaus goF, Sympson's paradox ratio (SPR), R-squared contribution ratio (RSCR), statistical suppression ratio (SSR), and nonlinear bivariate causality direction ratio (NLBCDR) have fulfilled the model fit assessment criteria. Thus, it can be concluded that the SEM model in this study is acceptable (fitting).

Descriptive Analysis of Service Quality Variables

The service quality variable obtained an average score of 4.28 with a 95% confidence interval; the interval was 4.26 to 4.31. Based on this, with 95% confidence, GoRide customers in Jakarta agree that the quality of GoRide services from Gojek during the COVID-19 pandemic was good. However, there is one statement item that gets the lowest average score, namely the statement about the driver's vehicle that looks modern in delivering customers, with an average value of 4.05. This explains why the indicator is still not good when compared to other indicators. Researchers can provide several operational steps for GoRide from Gojek in order to overcome this, namely by providing standardization of the quality of the vehicles used to deliver customers. In addition, the statement regarding the operating time of the 24-hour GoRide service obtained the highest average score of 4.42.

Variable Descriptive Analysis of Brand Trust

The average score for the brand-trust variable is 4.29, with a 95% confidence interval of 4.25-4.32. Based on this, with 95% confidence, GoRide customers in Jakarta agree that they have good trust in GoRide services from Gojek during the COVID-19 pandemic. However, there is one statement item that gets the lowest average score, namely a statement about a brand that never disappoints with an average value of 4.15. This explains why the indicator is still not good when compared to other indicators. Researchers can provide several operational steps for GoRide in order to overcome this, namely by trying to provide the best service and also listening to complaints or input from customers so that GoRide from Gojek can continue to improve its services and meet customer expectations. Besides that, statement items regarding customer trust in the brand obtained the highest average value of 4.34.

Descriptive Advertising Variable Analysis

Advertising variable gets an average score of 4.33 with a 95% confidence interval; the range is 4.28 to 4.39. Based on this, with 95% confidence, GoRide customers from Gojek in Jakarta agree that advertisements from GoRide services have been informative during the COVID-19 pandemic. However, there is one statement item that gets the lowest average value, namely a statement about advertising that can answer customer doubts, with an average value of 4.28. This explains why the indicator is still not good when compared to other indicators. Researchers can provide several operational steps for GoRide in order to overcome this, namely by further maximizing the information conveyed through advertisements so that customer doubts can be answered and customers can be confident in using GoRide services from Gojek. In

addition, statement items regarding GoRide advertisements that frequently appear on social media obtained the highest average score of 4.39.

Descriptive Analysis of Purchasing Decision Variables

Judging from the average value, the statement items regarding GoRide's quality advantages compared to its competitors obtained the lowest average score, which was 4.23. On the other hand, statement items regarding repeated purchases obtained the highest average value, which was 4.45. Overall, the average score of the purchasing decision variable is 4.36, with a 95% confidence interval of 4.32 to 4.39. Based on this, with 95% confidence, GoRide customers from Gojek in Jakarta agree that they will use GoRide services from Gojek as a means of transportation during the COVID-19 pandemic. Figure 1 shows the results of hypothesis testing, and Table 3 shows the influence between variables in this study.

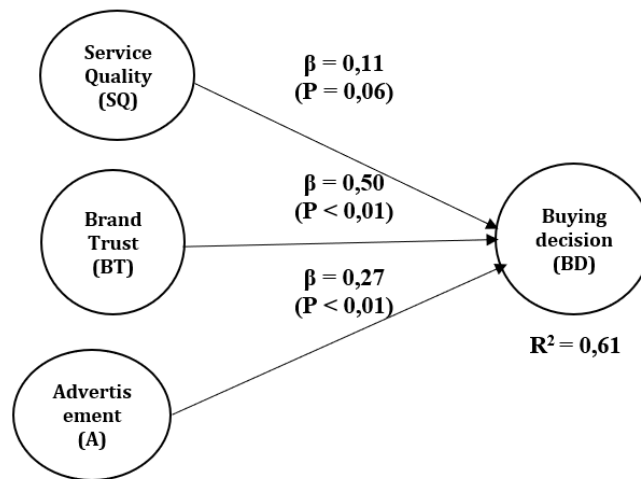


Figure 1. Hypothesis Testing Results

Table 3. Influence Between Variables

From to	Influence	P-Value	Results
Purchasing Decision Service Quality	0.11	0.06	There is insufficient evidence that there is an effect
Brand Trust	0.50	< 0.01	There is sufficient evidence that there is an effect
Buying decision	0.27	< 0.01	There is sufficient evidence that there is an effect

Discussion

Effect of Service Quality on Purchasing Decisions

Based on Table 3, it is obtained that the effect of service quality on purchasing decisions directly is 11%, but there is not enough evidence to be able to say that service quality has an effect on purchasing decisions because P-value = 0.06. Therefore, the results of this study indicate that service quality has no influence on purchasing decisions. This also shows that the first hypothesis (H1) is unacceptable, where H1 states that service quality has a positive effect on purchasing decisions. Service quality is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implied needs (Ahyani, 2023; Hidayanto et al., 2013). The results of this study are in line with similar research, which states that service quality has no effect on purchasing decisions (Rivaldo & Amang, 2022; Suhardi et al., 2022).

The Effect of Brand Trust on Purchasing Decisions

Based on Table 3, the results of the influence of brand trust on purchasing decisions are 50% and significant (P-value 0.01). Therefore, the results of this study indicate that brand trust has a positive and significant effect on purchasing decisions. It also shows that the second hypothesis (H2) is acceptable, where H2 states that brand trust has a positive effect on purchasing decisions.

Brand trust reflects two important components, the first is the customer's belief that the product is able to meet the promised value, or in other words the perception that the brand is able to fulfill customer

expectations by fulfilling the brand promise, which in turn creates satisfaction customers (Huaman-Ramirez & Merunka, 2019; A. F. B. Wijaya et al., 2020). Secondly, the customer's belief that the brand is able to prioritize customer interests when problems in product consumption arise unexpectedly (Pratiwi et al., 2021; Setiawan & Patricia, 2022). Brand trust comes from customer confidence because there is a positive assessment that is formed from experience using a product or service with a certain brand. A positive assessment generated for a brand will make customers feel confident that the brand is able to continue to provide positive results in the future. Customers who already have trust in a brand will tend to choose products or services from that brand and will not easily switch to another brand. Thus, it can be concluded that the higher the customer's trust in a brand, the higher the purchase decision. The results of this study are also in line with similar research, which states that brand trust has a positive and significant effect on purchasing decisions (Maulana & Marista, 2021; Muslim et al., 2019; A. P. Wijaya & Annisa, 2020).

The Effect of Advertising on Purchase Decisions

Based on Table 3, the results of the influence of advertising on purchasing decisions are 27% and significant (P-value 0.01). Therefore, the results of this study indicate that advertising has a positive and significant effect on purchasing decisions. This also shows that the third hypothesis (H3) can be accepted, where the third hypothesis states that ad suitability has a positive effect on purchasing decisions.

Advertising is defined as a way of spreading messages that are cost-effective, whether the message is to form brand preferences or just to educate someone. This shows that advertising is one of the important factors that can determine whether or not a product or service is purchased by customers, because good advertising will also generate positive perceptions from customers so as to encourage purchasing decisions. In other words, if the advertisement displayed by a product or service has appeal, then a purchase decision will occur. Thus, it can be concluded that the more effective and informative an advertisement is, the higher the purchase decision will be. The findings of this study agree with similar research, who found that advertising has a positive and significant effect on purchasing decisions (Poluan et al., 2016; Wulandari & Darma, 2020).

The implication of these findings is that companies need to pay attention to and improve the quality of service they provide to customers. Good service quality can increase customer satisfaction and build a strong relationship between the company and the customer. The contribution of this research to the development of the scientific field studied is to provide a better understanding of the factors that influence purchasing decisions during the Covid-19 pandemic. However, this study also has some limitations that need to be noted. First, this study used a survey method with a limited sample, so generalizing the results of this study needs to be done carefully. The recommendation for future research is to involve more variables that can influence purchasing decisions during the Covid-19 pandemic, such as price, product availability, and situational factors.

4. CONCLUSION

Based on the results of analysis and hypothesis testing regarding the effect of service quality, brand trust, and advertising on the decision to purchase GoRide services from Gojek during the COVID-19 pandemic in Jakarta, the following conclusions are obtained: (1) Service quality does not affect the decision to purchase GoRide services from Gojek during the COVID-19 pandemic in Jakarta. This can be interpreted as meaning that the quality of service at GoRide from Gojek, which increases or decreases, will not affect customer purchasing decisions. (2) Brand trust had a positive and significant effect on the decision to purchase GoRide services from Gojek during the COVID-19 pandemic in Jakarta. This can be interpreted to mean that an increase in purchasing decisions can occur if customer trust in GoRide services from Gojek increases. (3) Advertising had a positive and significant effect on purchasing decisions for GoRide services from Gojek during the COVID-19 pandemic in Jakarta. This can be interpreted to mean that an increase in purchasing decisions can occur if customers feel that the advertisements made by the GoRide service from Gojek are informative.

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