

THE INFLUENCE OF TRUST LEVEL, CONSUMER SATISFACTION AND PRICE REGARDING CAT PURCHASING DECISIONS ON FACEBOOK MARKET PLACE

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Abstract

This research aims to see the influence of the level of trust, consumer satisfaction and price on the decision to purchase cats on the Facebook Market Place. The sampling technique in this research is Purposive Sampling. The sample in this study was 160 consumers who purchased or adopted cats on the Facebook market place. Primary data in this research was taken by distributing questionnaires, the analytical tools used were multiple linear regression analysis methods, classical assumption tests, instrument tests (validity and reliability), hypothesis testing and coefficient of determination using the SPSS version 29 program. The results of this research show that the trust variable (X1) has a significant positive effect on purchasing decisions (Y), the consumer satisfaction variable (X2) has a significant positive effect on purchasing decisions (Y) and the price variable (X3) has a significant positive effect on purchasing decisions (Y). It can be concluded that the influence of each variable simultaneously can be seen that the significance value is $0.001 < 0.05$ and the value of F_{count} is $22,676 > F_{table} 2.12$. The data was processed statistically using SPSS version 29 program tools. The Adjusted R square value is 0.290 or 29.0%, which means that variations in the independent variables trust, consumer satisfaction and price, can explain the purchasing decision variable by 29.0%, while the remainder is 71.0% explained by other variables not examined in the research. The Managerial implementation in this research shows that increasing trust, consumer satisfaction and price influence the decision to purchase cats on the Facebook market place.

Keywords: Trust, Consumer Satisfaction, Price and Purchasing Decisions

1. INTRODUCTION

Seeing the development of the times, almost all activities are carried out online. With advances in technology, many jobs have been made easier, from communicating, studying to shopping for daily necessities. All these activities can be done with just a smartphone. (Arianthi and Sampurna, 2020). The development of information technology has also brought changes to developments in the business world. Therefore, this technology is used by business people to compete in carrying out marketing activities.

Online shopping is one of the activities resulting from the impact of developments in information technology and a phenomenon that has recently become increasingly popular with the public. Taking advantage of this phenomenon and opportunity, companies began to change their business activities into online businesses by implementing an online buying and selling service system or e-commerce. Usually this online buying and selling platform is called a market place. The factors that support this market place are that people are more confident in getting benefits because apart from the relatively cheap prices, there is no distance or time. Many market places have developed in Indonesia, such as Shopee, Tokopedia, Lazada, Bukalapak. Even Facebook is now also available to provide a market place feature. Talking about online buying and selling, nowadays not only inanimate objects can be bought and sold but pets have also spread widely in the online market. Because the trend of keeping animals is now increasingly popular in Indonesia, the potential for the pet market also continues to grow. So this market place is the choice for cat lovers as a place to buy and sell. So the phenomenon above shows that the basis for researchers in using the Facebook market place as the main research material is that Facebook is the largest and

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most popular company that is currently often used as a forum for promotions and even buying and selling transactions by the public.

2. IMPLEMENTATION METHOD

This research uses quantitative research methods. Data were collected using a questionnaire distributed to respondents with an assessment technique using a Likert scale. Sampling technique This research uses a non-probability sampling technique with the Purposive Sampling method. The research was conducted on a sample of 160 respondents who purchased cats on the Facebook market place. Data collection was carried out through distributing questionnaires online. Data analysis used multiple linear regression with SPSS 29. Validity test used Pearson correlation, reliability test used Chronbach Alpha provisions, classical assumption test consisting of normality test (P-P Normal of Regression Standardized plot), multicollinearity test (tolerance & VIF), heteroscedasticity test (ZPRED and its remaining SRESID). multiple linear tests using hypothesis testing, t test, f test and coefficient of determination (R²).

3. RESULTS AND DISCUSSION

3.1 Validity Test

The test was conducted on 100 people, so $df = 160 - 2 = 158$ at α of 0.05 (5%) so that the rtable was obtained at 0.1552, then the clearer results are shown below:

Table 1

Item	R-Hitung	R-Tabel	Keterangan
X1.1	0.798	0.1552	Valid
X1.2	0.804	0.1552	Valid
X1.3	0.777	0.1552	Valid
X1.4	0.779	0.1552	Valid
X2.1	0.659	0.1552	Valid
X2.2	0.654	0.1552	Valid
X2.3	0.668	0.1552	Valid
X3.1	0.687	0.1552	Valid
X3.2	0.755	0.1552	Valid
X3.3	0.818	0.1552	Valid
X3.4	0.744	0.1552	Valid
Y.1	0.650	0.1552	Valid
Y.2	0.518	0.1552	Valid
Y.3	0.667	0.1552	Valid
Y.4	0.656	0.1552	Valid
Y.5	0.662	0.1552	Valid

Source: Statistical Software Data Processing Results, 2024

The table above shows that all statements of variable X and variable Y are considered accurate. This is because rtable is smaller than rcount so it can be concluded that all statements of variables are stated to be accurate and valid.

3.2 Reliability Test

If $\alpha \text{ chronbach} > 0.6$ it is concluded that the variable is reliable, if $\alpha \text{ chronbach} < 0.6$ it is concluded that the variable in this study is not reliable.

Table 2

Variabel	Cronbach Alpha	Koefisien Alpha	Keterangan
Trust	0.794	0.60	Reliabel
Consumer Satisfaction	0.722	0.60	Reliabel
Price	0.742	0.60	Reliabel
Purchase Decision	0.623	0.60	Reliabel

Source: Statistical Software Data Processing Results, 2024

The table above shows that overall, Cronbach's alpha has a value greater than 0.6, meaning that it can be concluded that all variables in this study are reliable

3.3 Normality test

Normality test of this research data was carried out using regression calculations which were detected using two approaches, namely the Kolmogorov Smirnov test

Table 3

		Unstandardized Residual
N		160
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.44015722
Most Extreme Differences	Absolut	.053
	e	
	Positiv	.042
	e	
	Negativ	-.053
	e	
Test Statistic		.053
Asymp. Sig. (2-tailed) ^c		.200 ^d

Based on the processing results in the table, the Kolmogorov-Smirnov magnitude is 0.200. The significance value is greater than 0.05, so it can be said that the residual value is normally distributed.

3.4 Multicollinearity Test

The multicollinearity test is used to test whether the regression model finds a correlation between the independent variables

Table 4

Model	Collinearity statistic	
	Tolerance	VIF
1 (constant)		
Trust (X ₁)	0.615	1.626
Consumer Satisfaction (X ₂)	0.659	1.517
Price (X ₃)	0.724	1.381

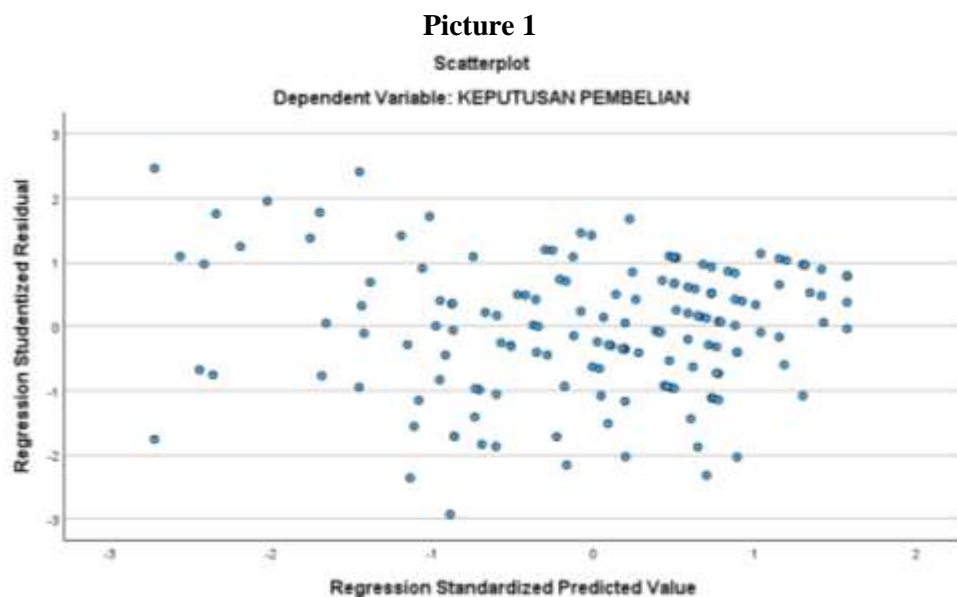
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Based on the table above, it can be seen that the value of the trust variable (X1) is 0.615, consumer satisfaction (X2) is 0.659 and price (X3) is 0.724 which is > 0.10 . Meanwhile, the VIF value for the trust variable (X1) is 1.626, consumer satisfaction (X2) is 1.517 and price is 1.381, which is < 10 . Referring to the basis of decision making, it can be concluded that there are no symptoms of multicollinearity in the regression model.

3.5 Heteroskedasticity Test

The Heteroscedasticity Test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another (Ghazali, 2011: 139).



Based on the picture, it can be seen that the points are spread evenly inside, above and below the number 0 on the Y axis. Apart from that, these points do not form a particular pattern, so it can be concluded that there are no symptoms of heteroscedasticity in this study.

3.6 Data Analysis

To find out the influence of brand ambassadors, brand image and promotions on purchases decision, the following table shows the results:

Table 5
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	ig.
	B	Std. Error	Beta	
(Constant)	10.708	1.322		.099 000
Trust	0.256	0.084	0.259	.044 003
Consumen Satisfaction	0.235	0.081	0.240	.922 004
Price	0.186	0.084	0.173	.199 029

The results of the multiple linear regression equation can be arranged into the equation:

$$Y = 10.708 + 0.256X_1 + 0.235X_2 + 0.186X_3 + e$$

1. The constant value is 10,708, if the variables of trust, consumer satisfaction, and price are considered zero, then the decision to purchase cats on the Facebook market place increases by 10,708.
2. The Trust coefficient value (X1) of 0.256 states that for every increase of 1 unit of trust the better the purchasing decision (Y) will increase by 0.256.
3. The consumer satisfaction coefficient (X2) value of 0.235 states that every time the value is reduced by 1 unit, it is predicted that the Purchase Decision (Y) will decrease by 0.235.
4. The price coefficient (Y) value of 0.186 states that every time the value is reduced by 1 unit, it is predicted that the Purchase Decision (Y) will increase by 0.186.

3.7 Koefisien Determinasi

Since the study contains more than two independent variables, the Adjusted R Square column serves as the coefficient of determination. More details are included in the following:

Table 6

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	0.551 ^a	0.304	0.290	2.464

Based on the table, it can be seen that the R square value is 0.290 or 29.0%, which means that variations in the independent variables trust, consumer satisfaction and price, can explain the purchasing decision variable by 29.0%, while the remaining 71.0% is explained by other variables not examined in study.

3.8 Uji-t

Based on table 5 it can be explained as follows

1. Based on the Statistical 29 Software test, the test results obtained and related to the theory of trust variables have a significant effect on purchasing decisions. This can be seen from the significant value of the trust variable, namely sig of $0.003 < 0.05$ and the t-count value of $3.044 > t\text{-table } 1.975$, so H1 is accepted. Thus, it can be concluded that the trust variable has a positive and significant effect on purchasing decisions (Y).
2. Based on testing Software Statistics 29, the test results obtained and related to the theory of customer satisfaction variables have a significant effect on purchasing decisions. This can be seen from the significant value of the customer satisfaction variable, namely sig of $0.004 < 0.05$ and the t-count value of $2.922 < t\text{-table } 1.975$, so H2 is accepted. Thus, it can be concluded that consumer satisfaction has a positive and significant effect on purchasing decisions.
3. Based on the Statistical 29 Software test, the test results were obtained and related to the theory that price variables have a significant effect on purchasing decisions. This can be seen from the significant value of the price variable, namely sig of $0.029 > 0.05$ and the t-count value of $2.199 < t\text{-table } 1.975$, so H3 is accepted. Thus, it can be concluded that price has a positive and significant effect on purchasing decisions

3.9 Uji f

The f test was carried out to see whether the independent variables consisting of service quality and location variables had a joint influence on the related variable, namely customer satisfaction. The decision-making criteria are:

1. H0 is accepted if the calculated f value $<$ table f value or sig value > 0.05
 2. Ha is accepted if the calculated f value $>$ table f value or sig value < 0.05
- Df1 (Numerator) = $k-1 = 4-1=3$
Df2 (Denominator) = $n-k = 140-4 = 136$ then the value of f table = 2.12

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Table 7

Mo del	Sum of Squares	f	Mean Square	F	ig.
Reg ression	412.856		137.61	2	
Resi dual	946.744		6.069	9	2.676
Tota l	1359.600	56			.000
		59			

From table it can be seen that $F_{count} > F_{table}$, namely $24,675 > 2.12$ and the significant value = $0.000 < 0.05$. This means that it can be concluded that H4 is accepted, the variables brand ambassador, brand image and promotion together have a positive and significant effect on purchasing decisions

4. DISCUSSION

4.1 The Influence of Trust Level on Cat Purchasing Decisions on Facebook Marketplace

H1: Trust influences cat purchasing decisions on Facebook marketplace. From the results of hypothesis testing (H1) conducted by researchers, it is proven through the results of the calculations that have been carried out, $t\text{-count} (3.044) > t\text{-table} (1.975)$ is obtained or can be seen from the significant value or can be seen from the significant value of $0.003 < 0.05$. Tarisa et al. (2023) in the title of the influence of trust, ease of use and price on purchasing decisions on e-commerce shopee in Bandar Lampung. The hypothesis testing method uses multiple regression analysis. The population of this study, namely consumers who have shopped for products through E-commerce Shopee in Bandar Lampung but it is not known how many, researchers took a sample of 140 people. The results of this study show that trust has a positive and significant influence on purchasing decisions.

H2: Consumer satisfaction has a positive and significant effect on cat purchasing decisions on Facebook marketplace. From the results of the hypothesis testing (H2) carried out by the researcher, it is proven through the results of the calculations that have been carried out, $t\text{-count} (2.922) > t\text{-table} (1.975)$ is obtained or can be seen from the significant value of $0.004 < 0.05$. The results of this study are supported by research conducted by Elfina et al. (2024) entitled the influence of customer satisfaction, distribution and personal selling on purchasing decisions at PT Multi Medika Labolatory. The population in this study were 208 customers with a sample of 68 customers. The results of this study indicate that consumer satisfaction has a positive and significant effect on purchasing decisions.

4.3 The Influence of Price on Cat Purchasing Decisions on Facebook Marketplace

H3: Price has a positive and significant effect on cat purchasing decisions on Facebook marketplace. From the results of the hypothesis testing (H3) carried out by the researcher, it is proven through the calculation results that have been obtained $t\text{-count} (2.199) > t\text{-table} (1.975)$ or can be seen from the significant value of $0.029 > 0.05$. The results of this study are also supported by research conducted by Doni et al. (2023) with the title of research on the influence of price and promotion on consumer purchasing decisions Y.O.U at Hasanah Mart Air Haji. With a population and sample of 1200 people. The results of this study show that price has a positive and significant effect on purchasing decisions.

4.4 The Influence of Trust, Consumer Satisfaction and Price on Cat Purchasing Decisions on the Facebook Market Place

Based on the results of this study, it shows that the results of the F test found a significant value of $0.001 < 0.05$ from the f-count value is $22.676 > f\text{-table} 2.12$ so it can be concluded that H4 is accepted which means trust, consumer satisfaction and price have a simultaneous effect on cat

purchasing decisions on the Facebook market place. Based on the determination coefficient test, it shows that the Adjusted R² is 0.304 or 30.4%, which means that the variation of the independent variables, namely trust, customer satisfaction and price, can explain the purchasing decision variable by 30.4%, while the remaining 69.6% is explained by other variables not examined in the study.

The results of this study are supported by research conducted by Fanny et al. (2024) entitled "The Influence of Trust and Price on Purchasing Decisions Through Customer Satisfaction as an Intervening Variable at Jaya Furniture Business in Bukit Tinggi". The results of partial testing prove that trust has a positive and significant effect on purchasing decisions. The results of testing carried out positively prove that trust has an influence on purchasing decisions. The results of testing carried out partially prove that price has an influence on purchasing decisions. The results of simultaneous testing show that there is a positive and significant influence of trust mediating between customer satisfaction and purchasing decisions. If trust, customer satisfaction and high prices can increase purchasing decisions.

5. CONCLUSION

Based on the findings and discussion, several conclusions can be drawn, including:

- 1) Based on testing Software Statistics 29, the test results were obtained and related to the theory that trust variables have a significant effect on purchasing decisions.
- 2) Based on the Statistical 29 Software test, the test results were obtained and related to the theory that consumer satisfaction variables have a significant effect on purchasing decisions.
- 3) Based on the Statistical 29 Software test, the test results obtained and related to price variable theory have a significant effect on purchasing decisions.
- 4) Based on testing Software Statistics 29, the test results were obtained and related to the theory of trust, consumer satisfaction and price variables having a significant positive effect on purchasing decisions.

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