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The Influence of Satisfaction and Trust on Purchase Intention at Starbucks Mall Ska

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ABSTRACT
This research aims to see and analyze the influence of satisfaction and trust on purchasing interest at Starbucks Mall SKA. This research was conducted in Pekanbaru City with a total of 100 respondents. This research uses a quantitative method with research sampling using a purposive sampling method. Data testing uses validity tests, reliability tests, classical assumption tests, simple and multiple linear regression tests, hypothesis tests and determination tests with the help of SPSS 23 software. The analysis used is multiple analysis, the result is Y = 6.324 + 0.945 X 1 + 0.215 2 + e. Based on the F Test and T Test, the results of this research show that Satisfaction and Trust partially have a positive and significant effect on Purchase Interest at Starbuck Mall SKA. In this research, the coefficient of determination (R2) was 0.486 or 48.6%. This means that Satisfaction and Trust partially have a positive and significant effect on Purchase Interest at Starbucks Mall SKA amounting to 48.6%, while the remaining 51.4% is influenced by other variables not used in this research.

Keywords: Satisfaction, Trust, and Purchase Intention.

INTRODUCTION

In this era of globalization, business competition is inevitable. Marketers who will sell their products, in the form of goods and services, must be able to fulfill what their consumers need and want, so they can provide better value than their competitors. Marketers must try to influence consumers in every way so that consumers are willing to buy the products they offer, even those who initially did not want to want to buy. In the business world, marketers are required to be able to carry out marketing activities effectively and efficiently. These marketing activities require a basic concept in accordance with consumer needs and interests (Hardiyanto, 2020). Companies are required to be able to design and implement marketing strategies that are able to maintain and increase customer satisfaction which ultimately can increase sales volume.

Pekanbaru is a city that has many coffee shop outlets which are constantly increasing. The many coffee shop competitors require them to be able to motivate and create unique and attractive products in order to be able to compete with other products. Coffee is something that is growing very rapidly and is in great demand. Coffee is a promising business that can gain income profits in the long term. The level of coffee consumption in Indonesia continues to increase. Based on the Ministry of Agriculture's data center and information system, national coffee consumption in 2016 reached around 249,800 tons and in 2018, the figure grew by an average of 8.22 percent per year. In 2021, coffee consumption in Indonesia is predicted to reach 370,000 tonnes (Apriliyanto, 2020).

Customer satisfaction is a collection of a person's mental conditions that arise when expectations do not match reality and is formed from experience after use (Burhanudin, 2018). According to Sangdji and Sopiah in (Tiara Nurhikmah, 2022), consumer satisfaction is defined as a situation where consumer expectations for a product are in line with the reality they receive. If the product is far below expectations, you will be disappointed. On the other hand, if the product meets expectations, consumers will be satisfied. Consumer satisfaction is a situation demonstrated by consumers when they realize that their needs and desires are as expected and are fulfilled well (Tjiptono, 2012). If a consumer is satisfied with a company, consumer trust in the company will arise. Consumer trust is also one of the factors driving consumer buying interest. Based on research by Subarkah (2019), the influence of Perceived Benefits, Perceived Ease of Use and Trust on Interest in Buying Food Using Go-Food, it can be seen that there is a significant positive influence between trust and buying interest.

Trust is the level of feeling where someone expresses the results of a comparison of the performance of a product or service that is received and expected. Trust is the foundation of a business. A transaction between two or more parties will occur if both parties trust each other. Trust is defined as a form of attitude that shows feelings of liking and persisting in using a product or brand. Trust will arise from the minds of consumers if the product purchased is able to provide the benefits or value that consumers want in a product (Wahyuni, 2022). Trust is a situation where one party is involved in the replacement process, namely the ability and consistency of the other party (Nafisatin, 2018). Trust is a feeling of confidence that a service provider can use it as an intermediary to build a sustainable relationship with the customers to be served (Nainggolan, 2018).

According to Rosdiana. (2019), purchasing interest is a customer's feeling of interest in a product or service which is determined by behavior outside the customer and within the customer himself. Strong buying interest will encourage consumer confidence to make purchasing decisions about a product or service Supardin, (2022). From various sources that have been obtained, satisfaction greatly influences the interest in buying Starbucks Coffee drinks, if the quality of the product or service is as expected by consumers and the quality of service. Apart from that, trust also influences buying interest, this is because a person or consumer has trust in the product and the price that has been set.

Based on previous research, there is still a research gap, namely research conducted by Pratiwi et al., (2022) which shows that satisfaction has a significant effect on buying interest. These results are different from research by Bulut (2015) entitled " Determinants of Repurchase Intention in Online Shopping: A Turkish Consumer's Perspective " which shows that trust, customer satisfaction and loyalty have a positive effect on purchase intention. Meanwhile, different results were obtained from research by Wirjono (2013) which stated that satisfaction had a significant effect on buying interest.

This research includes a replication of research conducted by Wita Nensa Siahaan (2021) which uses the variables trust and satisfaction as independent variables and purchase interest as the dependent variable. The difference between this research and Wita Nensa Siahaan's (2021) research lies in the research object where Wita Nensa Siahaan's (2021) research examines the object, namely the performance of the Lazada Online Shopping Site in Batam, while the researcher in this case examines the object in the form of the SKA Starbucks Mall in Kota. Pekanbaru. The difference also lies in the research sample where Wita Nensa Siahaan's research (2021) used a sample size of 104 samples, while the researchers used 100 samples.

METHOD

Quantitative research methods can be interpreted as research methods that are based on positivist philosophy, used to research populations or randomly, collecting data using quantitative/statistical data analysis research instruments with the aim of testing established hypotheses. The location where the author conducted research was Starbucks Mall SKA Pekanbaru . The population in this study was Starbuck Mall SKA Pekanbaru, with a sample of 100 people. In this study, the data collection technique used a questionnaire.

The questionnaire used in this research is closed, that is, respondents can only answer according to the answer choices provided. The Likert scale is a scale that measures a person's statement of agreement or disagreement with a series of statements related to beliefs or behavior regarding a particular object. The data analysis technique used in this research is linear regression analysis using validation tests to measure whether a questionnaire is valid or not and this reliability test is only carried out on valid data. To test reliability, the Croanbach alpha formula is used (Aditya et. all, 2021). Before carrying out data processing and analysis, in this research it is necessary to test assumptions. The regression model used for predictions must first fulfill a number of assumptions which are usually called classical assumptions.

RESULT AND DISCUSSION

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Satisfaction	100	20	34	25.9787	2.16014
Trust	100	43	83	67.5319	6.22638
Purchase Interest	100	22	44	31.2021	3.76338

Source : Primary data processed, 2022

The above shows that the satisfaction variable which is measured by 9 statement items has a minimum value of 20 and a maximum of 34 with an average of 25.9787 and a standard deviation of 2.160614. The average value of 25.9787 indicates that the average respondent answered "agree" to items expressing satisfaction. These results indicate that satisfaction at Starbucks Mall SKA Pekanbaru is in the good category. With a standard deviation value that is smaller than the average value, it reflects that the brand image variable data is normally distributed.

Table 2. Validity Test Results

No	Variable	Correlations	Information
1	Satisfaction (X1)	0.831	Valid
2		0.829	Valid
3		0.811	Valid
4		0.756	Valid
5		0.787	Valid
6		0.768	Valid
7		0.829	Valid
8		0.815	Valid
9		0.863	Valid
10	Trust (X2)	0.761	Valid
11		0.805	Valid
12		0.765	Valid
13		0.730	Valid
14		0.754	Valid
15		0.725	Valid
16		0.763	Valid
17		0.768	Valid
18		0.783	Valid
19		0.794	Valid
20		0.742	Valid
21	Purchase Interest (Y)	0.663	Valid
22		0.685	Valid
23		0.777	Valid
24		0.798	Valid
25		0.752	Valid
26		0.699	Valid
27		0.780	Valid
28		0.763	Valid
29		0.794	Valid
30		0.794	Valid

Source : Primary data processed, 2022

Above it can be seen that each question item on each variable is valid. This validity can be identified if the rcount value is greater than rtable then the data is valid. The data above shows that the r value is greater than the r table, the r table value is degree of freedom (df) = N-2 = 100-2 = 98 with an alpha of 0.03, the r table is 0.203. Thus, the question items used in this research are declared valid and can be used.

Table 3. Reliability Test

No	Variable	Correlations	Information
1	Satisfaction (X1)	0.786	Reliable
2	Trust (X2)	0.791	Reliable
3	Purchase Interest (Y)	0.780	Reliable

Source: Primary data processed, 2022

Shows that the Cronbach alpha value for each variable is greater than 0.60, which means that the indicators for each variable are reliable and can be trusted as a measuring tool in this research. This shows that each statement item used will be able to obtain consistent or stable data over time so that it can be used in further research.

Based on Table 4 above, the following regression equation is obtained:
$Y = a + \beta 1\ X1 + \beta 2\ X2 + e$
$Y = Y = 6.324 + 0.945X1 + 0.215X2 + e$
The meaning of the regression equation above is:

1. The constant value (a) is 6.324. This means that if the independent variable is assumed to be zero (0), then buying interest is 6,324.
2. The regression coefficient value for the satisfaction variable was obtained at 0.945. This means that for every 1 unit increase in perception of brand image, it will increase purchasing interest by 0.945 and vice versa, assuming other variables remain constant.
3. The regression coefficient value for the trust variable was obtained at 0.215. This means that for every increase in perception of product quality by 1 unit, purchasing interest will increase by 0.215 and vice versa, assuming other variables remain constant.
4. Standard error (e) is a random variable and has a probability distribution that represents all factors that have an influence on performance but are not included in the equation.

Table 4. t test results

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
Constanta	6,324	4,559		1,387	0.169
Satisfaction (X1)	0.945	0.182	0.578	5,199	0,000
Trust (X2)	0.215	0.161	0.148	1,336	0.185

Source: Primary data processed, 2022

Table 5. Coefficient of Determination

Summar Model y b					
Mod El	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.697	0.486	0.475	4,246	1

a. Predictors: (Constant), Price, Brand Image, Product Quality
b. Dependent Variable: Purchase Interest
Source: processed data

Above, the R2 value is 0.486 or 48.6%. This means that 48.6% of the buying interest variable is influenced by satisfaction and trust, while 51.4% is influenced by other variables that are not satisfaction and trust, such as promotional variables and others.

CONCLUSION

Based on the results of the t test and F test. The t or partial test states that the satisfaction variable has an effect on buying interest at StarbucksMall SKA. The results of this research support previous research conducted by Nurhayati and Wijaya Murti (2017), which showed that satisfaction has a significant effect on purchase intention. Based on the multiple linear regression analysis, it is explained that satisfaction and trust can influence consumer buying interest at Starbucks Mall SKA. The results of this research support previous research conducted by Bulut (2015) entitled " Determinant Repurchase Intention in Online Shopping: A Turkish Consumer's Perspective " which shows that trust, customer satisfaction and loyalty have a positive effect on purchase intention.

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