



The Influence of Service Quality, Marketing Strategy and Consumer Trust on Construction Service User Decisions at PT Karya Harmoni Oasis

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ABSTRACT

The purpose of this study was to examine and analyze the effect of service quality, marketing strategies and consumer trust on the decision to use construction services at PT Karya Harmoni Oasis. Decisions on the use of construction services that have decreased due to sub-optimal service quality, unattractive marketing strategies, decreased consumer confidence. The approach in this research is a quantitative approach. In this study, researchers used quantitative descriptive research methods. The sample in this study used all 109 customers and used a sample collection technique, namely saturated sampling. The results of the calculation of the partial hypothesis testing obtained $t_{count} > t_{table}$ or $2.203 > 1.983$ and significant obtained $0.046 < 0.05$, $t_{count} > t_{table}$ or $4.298 > 1.983$ and significant obtained $0.000 < 0.05$, $t_{count} > t_{table}$ or $3.552 > 1.983$ and the significant obtained is $0.001 < 0.05$, it means that partially Service Quality, Marketing Strategy and Consumer Trust have a positive and significant effect on the Decision to Use Construction Services at PT Karya Harmoni Oasis. The test results obtained by the value of $F_{count} (21,710) > F_{table} (2.69)$ and a significance probability of $0.000 < 0.05$, meaning that simultaneously Service Quality, Marketing Strategy and Consumer Trust have a positive and significant effect on the Decision to Use Construction Services at PT Karya Harmoni Oasis.

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1. Introduction

PT Karya Harmoni Oasis is a company engaged in the construction sector. Based on a survey conducted, PT Karya Harmoni Oasis experienced a decrease in the decision to use construction services by consumers, causing the company's sales target that was previously set to not be achieved.

Service quality is the level of desire expected and control over the level of excellence to fulfill consumer desires. Service quality is a performance standard for companies and is the most important factor in increasing consumer loyalty. Consumers who feel that they receive good service will feel satisfied, feel appreciated, and will always be loyal to the company. The quality of service provided is still not optimal and maximized and satisfies consumers, which triggers high consumer complaints against the company. The number of complaints is related to the service delivery time in the completion of consumer buildings past the month of the agreement, consumer requests that sometimes do not match the building requested by consumers and often the requested color is not suitable.

The marketing strategy that is designed is still not attractive to consumers, causing many consumers to be uninterested and choose other construction companies. In 2019, the marketing strategy carried out is only related to free survey fees, a slight price cut depending on the total development costs made by consumers. The marketing strategy has not been paid much attention by this company so that many consumers think that the company is too bad at getting consumers to choose this company's construction services.

Customer trust is necessary so that all the knowledge the consumer has and all the conclusions the customer makes about the object, its attributes and benefits. Objects can be products, people, companies and anything in which a person has beliefs and attitudes. Trust is generally seen as a fundamental element for a successful relationship. Without trust, a relationship will not last for a long time. Consumer confidence has decreased in the company due to the large number of invalid employee information submissions, resulting in distrust from consumers. This causes a decrease in the use of services.



2. Theoretical Basis

2.1. Effect of Service Quality on Service Use

According to Surjaweni (2015: 144), service in this case is defined as services or services delivered by service owners in the form of ease, speed, relationship, ability and hospitality addressed through attitudes and characteristics in providing services for Service Use.

2.2. Effect of Marketing Strategy on Service Use

According to Abdurrahman (2015: 16), "To create value for customers and build strong and profitable customer relationships, a reliable marketing strategy is needed."

2.3. The Effect of Consumer Trust on Service Use

According to Abdurrahman (2015: 16) to create value for customers and build strong and profitable customer relationships, a reliable marketing strategy is needed to encourage customer trust. With a reliable marketing strategy, the company designs an integrated marketing mix.

2.4. Research Hypothesis

According to Sugiyono (2015: 96), the hypothesis is a temporary answer to the formulation of research problems, where the formulation of the research problem has been stated in the form of a question sentence. The hypothesis of this research is:

H1: Service Quality affects the Decision on the Use of Construction Services at PT Karya Harmoni Oasis

H2: Marketing strategy influences the decision to use construction services at PT Karya Harmoni Oasis

H3: Consumer Trust influences the Decision on the Use of Construction Services at PT Karya Harmoni Oasis

H4: Service Quality, Marketing Strategy and Consumer Trust influence the Decision on the Use of Construction Services at PT Karya Harmoni Oasis

3. Research methodology

This research approach is based on a quantitative approach. In this study, researchers used quantitative descriptive research methods. The nature of the research used is descriptive explanatory. The sampling technique used was simple random sampling. According to Sugiyono (2012: 64), simple random sampling is taking the sample members from the population at random without paying attention to the strata in the population. To determine the number of samples, researchers used the Slovin formula, namely:

n = Sample Size

N = Population

e = Percentage of allowance for detachment due to desired sampling error

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

$$n = \frac{149}{1 + 149(0,05)^2}$$

n = 109 Customers

The number of samples in this study were 109 customers. To test the validity and reliability of 30 customers taken from the rest of the population who are not used in the sample.

In this study, data collection related to the problems researched by researchers was carried out by:

- The questionnaire is divided among all employees in the company.
- Interviews, conducted to employees at the company.
- Documentation studies, which are used are books, journals and company profiles.

Sources of research data consist of:

- Primary data sources, including the results of filling out questionnaires in interviews. Primary data in this study include the results of filling out questionnaires and interviews.
- Secondary data sources, includes company profiles, organizational structure and data obtained from books, theories and data related to the problem under study.

The operational definitions for each of the independent and dependent variables are as follows:

Table 1.
Operational Definition and Variable Measurement

Variable	Definition	Indicator	Measurement Scale
Service quality (X1)	The overall characteristics and characteristics of a good or service that affect its ability to satisfy expressed or implied needs. Source: Abdullah and Tantri (2014: 44)	1. Reliability. 2. Service readiness and speed. 3. Service certainty 4. Convenience. Source: Sunyoto (2013: 145)	Likert scale
Marketing strategy (X2)	Marketing strategy is a comprehensive, integrated and unified plan in the field of marketing, which provides a combination of activities that will be carried out in order to achieve the marketing objectives of a company. Source: Hasan (2013: 196)	1. Product Strategy 2. Pricing strategy 3. Distribution or distribution strategy 4. Promotion strategy Source: Assauri (201: 198)	Likert scale
Trust (X3)	Consumer trust is a willingness of one party to accept risks from the actions of another party based on the expectation that the other party will take important actions for those who believe in it. Source: Abdurrahman (2015: 115)	1. The system used 2. Reputation 3. Perceived risk Source: Priansa (2016: 210)	Likert scale
Use of Services (Y)	An integration process that combines knowledge to evaluate two or more alternative behaviors, and selects one of them Source: Setiadi (2018: 415)	1. Complex buying behavior reduces mismatches 2. Purchasing behavior reduces mismatches 3. Buying behavior out of habit 4. Purchasing behavior seeks variety Source: Malau (2016: 233)	Likert scale

4. Results of Research Data Analysis

4.1 Research Model

Hypothesis testing used in this study is to use multiple linear regression analysis. The regression model used is as follows:

Table 2.
Results of Multiple Linear Regression Analysis

Model	Coefficients					
	Unstandardized Coefficients			Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.	
1	(Constant)	1,638	2,555		.641	.523
	Service quality	.201	.099	.174	2,023	.046
	Marketing strategy	.319	.074	.354	4,298	.000
	Trust consumers	.373	.105	.299	3,552	.001

a. Dependent Variable: Service Usage

Source: Primary data processed, 2020

$$Y = 1.638 + 0.201 X1 + 0.319 X2 + 0.373 X3 + e$$

A constant of 1.638 states that if there is no or constant then the variables of service quality, marketing strategy and consumer confidence then use of services on 1.638 units. The regression coefficient for the service quality variable is 0.201 and is positive, this means that if each increase in the service quality variable 1 unit will increase the Service Use variable by 0.201 units assuming the other variables are constant. The regression coefficient for the marketing strategy variable is 0.319 and has a value positive, this means that if



each increase in the marketing strategy variable 1 unit will increase the Service Use variable by 0.319 units with the assumption that the other variables are constant. The regression coefficient for the consumer confidence variable is 0.373 and is positive, this indicates that if each increase in the consumer confidence variable unit will increase the Service Use variable by 0.373 units assuming the other variables are constant.

4.2 Hypothesis Determination Coefficient

Following are the results of the coefficient of determination, namely:

Table 3.
Determination Coefficient Test

Model	Model Summary b			Std. Error of the Estimate
	R	R Square	Adjusted R Square	
dimension 1 0	.619a	.383	.365	7,816

a. Predictors: (Constant), Consumer Trust, Marketing Strategy, Service Quality

b. Dependent Variable: Service Usage

Source: Primary data processed, 2020

The coefficient of determination test results obtained an Adjusted R Square value of 0.365, this means 36.5% of the variation in Service Use variables which can be explained by variations in service quality variables, marketing strategies and consumer trust, while the remaining 63.5% (100% - 36.5%) is explained by other variables not examined in this study, such as promotion, products and so on.

4.3 Simultaneous Hypothesis Testing (Test F)

The F statistical test basically shows whether all the independent variables included in the model have a simultaneous influence on the dependent variable.

Table 4.
Simultaneous Test (Test F)

Model	ANOVA b					
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3979,209	3	1326,403	21,710	.000a
	Residual	6415,140	105	61,097		
	Total	10394,349	108			

a. Predictors: (Constant), Consumer Trust, Marketing Strategy, Service Quality

b. Dependent Variable: Service Usage

Source: Primary data processed, 2020

The test results obtained by the value of F count (21.710) > F table (2.69) and a significance probability of 0.000 < 0.05, it means that Ha is accepted and Ho is rejected, namely simultaneously Service Quality, Marketing Strategy and Consumer Trust have a positive and significant effect on the Use of construction services at PT Karya Harmoni Oasis.

4.4 Partial Hypothesis Testing (t test)

The t test is used to determine whether there is a significant (significant) relationship or influence between the independent variables partially on the dependent variable.

Table 5.
Partial Test (t test)

Model	Coefficients					
		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	1,638	2,555		.641	.523
	Service quality	.201	.099	.174	2,023	.046
	Marketing strategy	.319	.074	.354	4,298	.000
	Trust consumers	.373	.105	.299	3,552	.001

a. Dependent Variable: Service Usage

Source: Primary data processed, 2020

The results of the calculation of hypothesis testing partially obtained tcount > ttable or 2.203 > 1,983 and the significance obtained is 0.046 < 0.05, means that Ha is accepted and Ho is rejected, namely partially Service Quality has a positive and significant effect on the Decision to Use Construction Services at PT Karya Harmoni Oasis. The results of the calculation of hypothesis testing partially obtained tcount > ttable or 4.298 > 1,983 and the significance obtained is 0.000 < 0.05, means that Ha is accepted and Ho is rejected,



namely partially the Marketing Strategy has a positive and significant effect on the Decision to Use Construction Services at PT Karya Harmoni Oasis. The results of the calculation of hypothesis testing partially obtained the value of $t_{count} > t_{table}$ or $3.552 > 1,983$ and the significance obtained is $0.001 < 0.05$, means that H_a is accepted and H_o is rejected, namely partially Consumer Trust has a positive and significant effect on the Decision on the Use of Construction Services at PT Karya Harmoni Oasis.

4.5 Discussion

The results of the calculation of hypothesis testing partially obtained $t_{count} > t_{table}$ or $2.203 > 1,983$ and the significance obtained is $0.046 < 0.05$, means that H_a is accepted and H_o is rejected, namely partially Service Quality has a positive and significant effect on the Decision to Use Construction Services at PT Karya Harmoni Oasis. According to Tjiptono (2015: 26), in evaluating the use of services for a particular company, the determining factors used can be a combination of the determinants of the use of services for products and services. Generally, what consumers often use is the service aspect and the quality of the products and services purchased. The quality of service provided is still not optimal and maximized and satisfies consumers, triggering high consumer complaints to the company. The number of complaints related to service delivery time in the completion of consumer buildings past the agreement month, consumer demand which is sometimes not in accordance with the building requested by consumers and often the color requested is not in accordance. This triggers consumer disappointment in the services provided to consumers.

The results of the calculation of hypothesis testing partially obtained $t_{count} > t_{table}$ or $4.298 > 1,983$ and the significance obtained is $0.000 < 0.05$, means that H_a is accepted and H_o is rejected, namely partially the Marketing Strategy has a positive and significant effect on the Decision on the Use of Construction Services at PT Karya Harmoni Oasis. According to Abdurrahman (2015: 16), To create value for customers and build strong and profitable customer relationships, a reliable marketing strategy is needed. The marketing strategy that is designed is still not attractive to consumers, causing many consumers to be uninterested and choose other construction companies. In 2019, the marketing strategy carried out is only related to free survey fees, a slight price cut depending on the total development costs made by consumers.

The results of the calculation of hypothesis testing partially obtained the value of $t_{count} > t_{table}$ or $3.552 > 1,983$ and the significance obtained is $0.001 < 0.05$, means that H_a is accepted and H_o is rejected, namely partially Consumer Trust has a positive and significant effect on the Decision on the Use of Construction Services at PT Karya Harmoni Oasis. According to Yuniarti (2015: 240), consumer trust is not formed in a short time, but through a learning process and based on the results of consumer experiences from consistent purchases over time. If it is in line with expectations, this buying process continues to repeat, it is said that consumer confidence has arisen. Trust is generally seen as a fundamental element for a successful relationship. Without trust, a relationship will not last for a long time. Consumer confidence has decreased in the company due to the large number of invalid employee information submissions, resulting in distrust from consumers. This causes a decrease in the use of services

5. Conclusion

The conclusions from the results of this study are as follows hthe result of the calculation of hypothesis testing partially obtained $t_{count} > t_{table}$ or $2.203 > 1,983$ and the significance obtained is $0.046 < 0.05$, it means that partially Service Quality has a positive and significant effect on the Decision to Use Construction Services at PT Karya Harmoni Oasis. The results of the calculation of hypothesis testing partially obtained $t_{count} > t_{table}$ or $4.298 > 1,983$ and the significance obtained is $0.000 < 0.05$, it means that partially the Marketing Strategy has a positive and significant effect on the Decision on the Use of Construction Services at PT Karya Harmoni Oasis. The results of the calculation of hypothesis testing partially obtained the value of $t_{count} > t_{table}$ or $3.552 > 1,983$ and the significance obtained is $0.001 < 0.05$, it means that partially Consumer Trust has a positive and significant effect on the Decision to Use Construction Services at PT Karya Harmoni Oasis. The test results show that the value of F_{count} (21.710) $> F_{table}$ (2.69) and a significance probability of $0.000 < 0.05$, meaning that simultaneously Service Quality, Marketing Strategy and Consumer Trust have a positive and significant effect on the Decision to Use Construction Services at PT Karya Harmoni. Oasis

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