Influence Marketing Communication and Consumer Motivation to Buying Decision through Trust Perception as Mediation Variable in Pt. Busur Cahaya Persada

Abstract: This research aims to know influence marketing communication to a consumer buying decision, influence consumer motivation to a consumer buying decision, influence trust perception to buying decision, influence marketing communication to trust perception, influence consumer motivation to trust perception, influence marketing communication to buy decision through trust perception, influence consumer motivation to purchase decision through trust perception. This research is done in PT. Busur Cahaya Persada, which implied 55 consumers. Besides that, data is analyzed with path analysis, which used t analysis. Based on path analysis is implied that marketing communication influence consumer buying decision. Consumer motivation influences a consumer buying decision. Trust perception influence consumer buying decision. Marketing communication influences to trust perception. Consumer motivation influences to trust perception. The value of marketing communication on buying decisions is as significant as 0.389; the impact of marketing communication on purchase decisions through trust perception is 0.528 x 0.830=0.438. This indirect effect is more significant than the direct effects or other hands that trust perception can be bigger influenced by marketing communication to buying decision as big as 0.438-0.380=4.9 %. In this case, it can be said that trust perception is an intervening variable. The value of the influencing factor influencing consumer motivation to buy decisions is as big as 0.570. Besides, the influence of consumer motivation on buying decisions through trust perception is 0.732 x 0.830=0.608. This indirect effect is bigger than the direct effect or another hand that trust perception can be a bigger influence on consumer motivation to buy a decision as big as 0.608-0.570=3.8 %.

INTRODUCTION

Consumers process information about brand choices to make final decisions. First, we see that consumers have needs. Consumers will give different weights to each product attribute according to its importance. At the evaluation stage, consumers arrange brands in a set of choices and form purchase intentions. Usually, he will choose the brand he likes. But some factors influence such as other people’s attitudes and factors of unexpected circumstances.

The purpose of marketing activities is to influence buyers to be willing to buy company goods and services (in addition to other goods) when they are in need. It is very dependent on marketing managers to understand the “why” and “how” of this consumer behavior; so that companies can develop, determine prices, communicate with advertisers, and distribute their products correctly. By studying consumer behavior, managers will find new opportunities from unfulfilled needs and then identify to conduct market segmentation. Assauri (2008: 110). In this case, the consumer will make the best decision to choose the product that will be consumed.

Machfoedz (2005: 44) argues that decision making is a process of assessing and selecting from various alternatives according to individual interests by determining an option considered the most profitable. The assessment process usually begins with identifying the main problems affecting the objectives, compiling, analyzing, and selecting these various alternatives, and making the decisions that are considered the best. The final step in the process is an evaluation system to determine the effectiveness of the decisions that have been taken. According to Handoko (2008: 110) states that: “The purchase decision is a process in real buying, whether to buy or not.” Product purchase decisions made by PT. Persada's arc of light experienced an increase in this period. This can be seen from the number of products of companies engaged in providing adequate housing for the community. Housing purchases this year are higher than in the previous years. This shows that the purchasing decisions made by consumers are increasing.

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The decision to buy the company's product consumers is influenced by various factors such as marketing communication, consumer motivation, and trust perceptions. In general, marketing communication is a marketing activity that utilizes communication techniques to provide information to many people with the hope of achieving the company's goals, namely increasing revenue (profit).

Kotler (2001) defines marketing as a process of planning and executing concepts, prices, marketing communications, and attributed goods and services to create exchanges that satisfy individual and organizational goals. To deepen the understanding of the meaning of marketing communication, here are some opinions of experts related to the definition of marketing communication:

Shimp (2003: 4) suggests that marketing communication is an essential aspect of the overall marketing mission and determines marketing success. Purba, et al. (2006: 126 - 127) states that marketing communication is an attempt to convey messages to the public, especially consumers, suggestions about product differences in the market. Marketing communication activities are a series of exercises to realize a product, service, idea, using a marketing mix, namely advertising, face-to-face sales, sales marketing communications, public relations, publicity, and direct marketing.

Another factor that influences purchasing decisions is consumer motivation. Motivation is the driving force that drives people to action. This is a person's reason for acting or behaving in a certain way, likewise with purchasing a product. The reason behind purchasing a product is based on the motivation to buy. Motivation is what drives consumer behavior to buy a product. It can also be found in psychological desires or physiological desires.

Motivation is dynamic. In that sense, human needs continue to develop and make humans never feel satisfied. Also, various kinds of new needs are continually emerging. When a goal has been fulfilled, humans will set a new, higher-level goal to achieve. Between one human being will never have the same personality as another human? As a marketer, you should understand the consumer's personality because this is closely related to consumer behavior. Consumers tend to choose and buy products according to their needs and personality. Psychological analysis shows that human activities, including purchasing behavior, are directed towards satisfying needs. The motivation for action derives from the tensions that accumulate to fulfill a need that is often below the consciousness limits. Whatever one's actions are directed towards reducing the tension experienced?

Motivation is the driving force within individuals that drives them to act. This driving force is generated by the stress of an unpleasant, stressful state that arises from an unmet need. All individuals have needs, desires and want. The individual's subconscious urge to reduce the pressure caused by the need results in behavior that he hopes will fulfill the need so that it will create a more pleasant situation in him.

Perceptions of confidence in production also affect purchasing decisions. Trust is a basic element of building a relationship quality model. Trust believes that a partner in a relationship will do the best for what his partner wants. Believers are more likely to receive and use information from trusted parties, which generates greater benefits from that information. Finally, the existence of trust allows disputes or conflicts to be resolved efficiently and peacefully. When there is no trust, disagreements are felt to be a sign of future difficulties and usually lead to the end of the relationship.

**Literature Review**

**Marketing Communication**

Shimp (2003: 4) suggests that marketing communication is an essential aspect of the overall marketing mission and determines marketing success. Purba, et al. (2006: 126) defines marketing communication as a persuasive process of exchanging information so that the marketing process can run effectively and efficiently. Marketing communication is a form of communication aimed at strengthening marketing strategies to achieve broad segmentation (Soemanagara, 2006: 4-5). Some literature equates the meaning of the term promotion with marketing communication. Crosier explained that the term is equated because there is a context of the same meaning in understanding for the 4P or Product, Price, Place, and Promotion footing (Prisgunanto, 2006: 9).

The marketing communication process does not have a significant difference in the communication process in general. Thus, the marketing communication process also consists of several elements:

1. **Source** - the individual or organization with interest in sending messages, ideas, or attitudes.
2. **Message** - contains information that has been encoded for later sending.
3. **Encoding** - when the source interprets ideas, information, or emotions into messages, at this stage, the source is involved in using the encoding skills.
4. **Transmission** - is when messages carry symbols sent, usually using channels to the recipient of the message.
**Consumer Motivation**

Motivation is a drive-in individual that forces them to act, which arises from unfulfilled needs. Motivation arises because of a perceived need. Their own needs arise because consumers feel discomfort between what they should and what they feel.

At one time or another, a person may have several needs that require being met. Among these needs, there are several biogenic things, which arise from physiological tensions such as hunger, thirst, and discomfort. Another need is psychogenic, which arises from psychological pressures such as the need to be recognized, self-esteem, and feel accepted by the environment. If it does not arrive at a sufficient intensity, many needs do not have the impetus to move consumers to do something. A motive or urge is a need that is strong enough to urge someone to direct someone to seek satisfaction of needs.

**The needs, according to Maslow, are as follows.**

1. **Basic needs**
   - Basic needs are needs for the satisfaction of hunger, thirst, desire to sleep, etc. All of these are basic needs that must be met. Without meeting these needs, the satisfaction of other needs becomes meaningless.
2. **Safety and security needs**
   - Safety and security needs include physical and economic safety as well as satisfying social needs.
3. **Needs to have a loved one**
   - This need concerns good relations with other individuals or the environment in society to feel loved and filled with affection.
4. **Need for self-esteem (appreciation)**
   - People need respect for themselves as well as respect from others. Fulfilling this need will provide a feeling of usefulness for others, and if the opposite happens, it will cause feelings of inferiority and helplessness.
5. **Needs success**
   - This need is a desire to reach the peak of one's abilities. Fulfilling this need can be initiated if the needs of the previous level have been adequately met.

**Perceptions of Consumer Trust**

Morgan and Hunt (1994) say that trust and commitment are key intermediaries in building loyalty. Meanwhile, Ramadania's (2002) research found that trust is a fundamental part of the formation of commitment, and commitment has a tendency to go against preferences, which are a pioneering key to loyalty.

**Buying Decision**

Decision-making has essential meaning for an organization's back and forth, primarily because an organization's future is determined mainly by current decision-making. The importance of decision making is seen in terms of the power to make decisions, namely whether to follow a centralized or decentralized pattern. Apart from being caught in terms of power, decision-making is also seen from the point of view of its presence. Without a theory of administrative decision making, we cannot understand whether to predict management actions not to improve management effectiveness.

Machfoedz (2005: 44) argues that decision making is a process of assessing and selecting from various alternatives according to particular interests by determining an option considered the most profitable. The assessment process usually begins with identifying the main problems affecting the objectives, compiling, analyzing, and selecting these various alternatives, and making the decisions that are considered the best. The final step in the process is an evaluation system to determine the effectiveness of the decisions that have been taken.

**Research Methods**

**Research Design**

This study uses a descriptive analysis approach. This means that each variable presented in the hypothesis will be observed by testing the independent variable's causal relationship to the dependent variable. Based on the background exposure, the problem formulation of this research is as follows:

**Sample**

The sample used includes 55 consumers of the company PT. Busur Cahaya Persada who made the purchase.
RESEARCH RESULTS AND DISCUSSION

Overall this analysis involves all the variables analyzed, namely marketing communication (X1), consumer motivation (X2), perceived trust (X3), and purchase decisions (Y). This analysis uses path analysis with the overall picture as follows.

Path analysis 1
The analysis on this path is the effect of marketing communication (X1) on purchasing decisions (Y). The loading factor value is 0.389. This value has a t-value equal to 4.103 with a significance of 0.05 or less than 0.05, so it can be said that marketing communications have a significant effect on purchasing decisions.

Path Analysis 2
The analysis on this path is the effect of consumer motivation (X2) on purchasing decisions (Y). The loading factor value is 0.570. This value has a t-value equal to 6.009 with a significance of 0.05 or less than 0.05, so it can be said that consumer motivation has a significant effect on purchasing decisions.

Path Analysis 3
The analysis on this path is the influence of consumer perceptions of trust (X3) on purchasing decisions (Y). The loading factor value is 0.830. This value has a t-value equal to 10.849 with a significance of 0.05 or less than 0.05, so it can be said that perceived trust has a significant effect on purchasing decisions.

Path Analysis 4
The analysis on this path is the effect of marketing communication on perceived trust (X3). The loading factor value is 0.528. This value has a t-value equal to 14.174 with a significance of 0.05 or less than 0.05, so it can be said that marketing communication has a significant effect on perceived trust.

Path Analysis 5
The analysis on this path is the effect of consumer motivation on perceived trust (X3). The loading factor value is 0.732. This value has a t-value equal to 19.648 with a significance of 0.05 or less than 0.05, so it can be said that consumer motivation has a significant effect on perceived trust.

Path Analysis 6
The analysis on this path is marketing communication on purchasing decisions (Y) through a perceived trust (X3). The loading factor value of marketing communication on direct purchasing decisions is 0.389, while the effect of marketing communication on purchasing decisions through perceived trust is 0.528 x 0.830 = 0.438. This indirect effect is greater than the direct impact, or in other words, the perception of trust can increase the impact of marketing communication on purchasing decisions by 0.438-0.389 = 4.9%. In this case, it can be said that the perception of trust is an intervening variable.

Path Analysis 7
The analysis on this path is the effect of consumer motivation on purchasing decisions (Y) through a perceived trust (X3). The loading factor value of consumer motivation on direct purchasing decisions is 0.570, while the effect of consumer motivation on purchasing decisions through perceived trust is 0.732 x 0.830 = 0.608. This indirect effect is greater than the direct effect, or in other words, the perception of trust can increase the influence of consumer motivation on purchasing decisions by 0.608-0.570 = 0.038 or 3.8%. In this case, it can be said that the perception of trust is an intervening variable.

In previous research, marketing communication affects purchasing decisions. The higher the marketing communication, the greater the purchasing decision. In other words, this influence is positive or unidirectional. This research was conducted on several consumers (Ackarajuangsri, 2013).

This study's results are the same as previous studies' results, namely, the higher the marketing communication, the greater the purchase decision. In this study, consumer motivation affects purchasing decisions. Several researchers also carried out the
influence of consumer motivation on purchasing decisions. Based on research, it is known that consumer motivation affects purchasing decisions (Dewi, 2017). In previous studies, the perception of trust affects purchasing decisions. This is also done in several studies. The higher the perception of trust in the goods purchased, the greater the purchase decision. This influence is also positive. This study's results are the same as previous studies (Anderson, E. W.; Fornell, C., and Lehmann, D.R, 1994).

**CONCLUSION**

Marketing communication has a significant effect on purchasing decisions. The loading factor value is 0.389. This value has a t-value equal to 4.103 with a significance of 0.05 or less than 0.05. Consumer motivation has a significant effect on purchasing decisions. The loading factor value is 0.570. This value has a t-value equal to 6.009 with a significance of 0.05 or less than 0.05. Perception of trust has a significant effect on purchasing decisions. The loading factor value is 0.830. This value has a t-value equal to 10.849 with a significance of 0.05.

Marketing communication has a significant effect on perceived trust. The loading factor value is 0.528. This value has a t-value equal to 14.174 with a significance of 0.05 or less than 0.05. Consumer motivation has a significant effect on perceived trust. The loading factor value is 0.732. This value has a t-value equal to 19.648 with a significance of 0.05 or less than 0.05.

The loading factor value of marketing communication on direct purchasing decisions is 0.389, while the impact of marketing communication on purchasing decisions through perceived trust is 0.528 x 0.830 = 0.438. This indirect effect is more significant than the direct impact, or in other words, the perception of trust can increase the effect of marketing communication on purchasing decisions by 0.438-0.389 = 4.9%. In this case, it can be said that the perception of trust is an intervening variable.

The loading factor value of the effect of consumer motivation on purchasing decisions directly is 0.570, while the effect of consumer motivation on purchasing decisions through perceived trust is 0.732 x 0.830 = 0.608. This indirect effect is greater than the direct effect, or in other words, the perception of trust can increase the influence of consumer motivation on purchasing decisions by 0.608-0.570 = 0.038 or 3.8%. In this case, it can be said that the perception of trust is an intervening variable.

**Suggestion**

Marketing communication, consumer motivation in buying merchandise, and consumer confidence perceptions need to be further explored to see their impact on consumer purchasing decisions. Marketing communication needs to be developed by looking at the smallest marketing communication indicator, namely the transmission of the message conveyed. This indicator is the smallest compared to other indicators such as source, news, and encoding. Therefore, companies need to fix the message transmission delivered. One thing that needs to be seen is the media for conveying messages, whether so far it has been effective or not. This media needs to be addressed, so that message delivery is more effective.

The second variable is consumer motivation. The indicator with the smallest loading factor value is appreciation. In this case, it is necessary to develop consumer motivation to buy goods for others as an achievement. In this case, it is essential to present advertisements that lead to consumer pride if they can buy its products.

The third variable that needs to be addressed is the perception of trust. The smallest indicator value that needs to be addressed is the responsibility of the seller to the buyer. In this case, after-sales service needs to be developed, meaning that producers do not stop service when the goods or products are sold but try to pay attention to services after the product is sold, such as product resistance to weather, complaints of house leaks, and so on.

**REFERENCES**


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