


# The Influence Of Customer Trust On Customer Satisfaction Through Word Of Mouth At PT Asoka Perkasa Kemala Cipta

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Article Info	ABSTRACT
<b>Keywords:</b> Customer Trust, Customer Satisfaction, Word Of Mouth	The increasingly rapid development of business strategies using marketing communications in this era of globalization has led companies to carry out direct marketing using Outdoor Media Advertising services. PT Asoka Perkasa Kemala Cipta is a company operating in the field of outdoor media advertising services which is required to face quite tight competition with other similar companies. This research aims to determine the effect of customer trust on customer satisfaction through word of mouth at PT Asoka Perkasa Kemala Cipta. This type of research is quantitative research. The data presented in this research was obtained through a questionnaire distributed to 100 respondents. Statistical analysis uses the Smart-PLS method to test models and hypotheses. The results of this research show that customer trust has a positive and significant effect on customer satisfaction. Customer trust has a positive and significant effect on word of mouth. Customer satisfaction has a positive and significant effect on word of mouth.
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## INTRODUCTION

Developments in the marketing and business fields are always influenced by the dynamics of the surrounding environment. In this era of globalization full of competition, companies must actively evaluate and adapt their business strategies and tactics. Increasingly fierce competition encourages companies to make adjustments in marketing strategies. In the business world, marketing communications is a key element in a marketing strategy that cannot be forgotten. Marketing communications is an activity that can achieve company goals because it is a link between the company and consumers themselves. One of the most important communication tools is word of mouth (WOM) or word of mouth marketing.

Word of mouth (WOM) is also a form of what someone knows, feels and does (Buttle, 1998). Research conducted by Nielsen states that the most trustworthy source of marketing communications or advertising is around 88% in Southeast Asia, namely word of mouth (WOM). PT Asoka Perkasa Kemala Cipta is a company operating in the field of outdoor media advertising services which is required to face quite tight competition with other similar companies. Outdoor media can practically be seen in the form of large media installed in open places such as on the side of the road, in busy centers, or other special places, such as inside city buses, buildings, wall fences, and so on. Some outdoor media that are widely known by

the public are billboards, banners and banners. However, there are still many other outdoor media that are widely available on the roads.

This research was conducted to find out how Direct Marketing of Outdoor Media Advertising Services is implemented at PT Asoka Perkasa Kemala Cipta. Muflih (2021) in his research explains that image is the customer's impression of a company's behavior. Image itself is an important variable in running a company. A person's perception of a company is based on what they know or think about the company in question. With a strong company image, the company's position in the competition will be better. A good company image is a competitive advantage that influences consumer satisfaction. The importance of company image as a factor that can influence customer behavior has been widely emphasized in business and marketing literature. A positive image can help build customer trust and influence their decision to continue using products or services from a particular company. Every company has an image, and when the company's differences and advantages are compared to other companies, it will give rise to the company's position compared to other companies. The evaluation survey at PT Asoka Perkasa Kemala Cipta is in table 1.1 below as follows:

**Table 1.1** Evaluation Survey of PT Asoka Perkasa Kemala Cipta

Pertanyaan		Alasan
Mengapa Anda mempertimbangkan PT Asoka Perkasa Kemala Cipta dibandingkan dengan perusahaan lain?		Reputasi solid dan pengalaman proyek sebelumnya meyakinkan bahwa mereka mampu memberikan kampanye periklanan yang efektif.
		PT Asoka Perkasa Kemala Cipta menonjol dengan track record luar biasa dalam memberikan solusi periklanan yang unik.
		PT Asoka Perkasa Kemala Cipta telah menciptakan kampanye-kampanye terkenal, menunjukkan keahlian dalam menyelaraskan visi klien dengan ide kreatif.
		PT Asoka Perkasa Kemala Cipta menonjol dengan pendekatan kolaboratif dan proaktif terhadap kebutuhan klien.

*Sumber: (Data diolah, 2023)*

Based on Table 1.1 above, it is known that PT Asoka Perkasa Kemala Cipta was chosen because of its solid reputation and convincing project experience which shows their ability to provide effective advertising campaigns. An exceptional track record in unique advertising solutions was also taken into consideration, along with their achievements in creating high-profile campaigns, demonstrating expertise in combining client vision with creative ideas. A collaborative and proactive approach to client needs is also a determining factor in choosing PT Asoka Perkasa Kemala Cipta over other companies. Apart from image, trust also needs to be established so that customers feel comfortable in using services from PT Asoka Perkasa Kemala Cipta. Trust is a factor that can influence customer satisfaction. According to Sitorus and Yustisia (2018) customer trust is a consumer's hope for service providers that they will credibly and reliably deliver what they have promised. The trust created in customers is important in providing a response to create customer loyalty. The trust that is built between

customers and the company can influence the way customers interact and communicate with the company, as well as influence their decisions to carry out further transactions. Trust also creates a sense of security and comfort for customers, so they are more likely to maintain a long-term relationship with the company.

There are striking differences in the results of previous studies. First, there are differences between the studies conducted by Safitri et al. (2020) and Abbas (2021) which show that company image has a positive impact on customer satisfaction. However, different findings were found in research conducted by Maftuchach et al. (2021) and Lutfiyani et al. (2019) which shows that company image has no impact on customer satisfaction. Second, there are differences between the studies conducted by Supriyono et al. (2022) and Wulur et al. (2020) which explains that customer trust has a positive impact on customer satisfaction. However, different results were found in research conducted by Lutfiyani et al. (2019) and Aprileny et al. (2022) which states that customer trust has no impact on customer satisfaction. Finally, there are differences between research conducted by Torabi et al. (2021) and Mikhael et al. (2022) which states that customer satisfaction has a positive impact on Word of Mouth. However, different results were found in research conducted by Kusuma et al. (2021) and Aristiawan et al. (2019) which states that customer satisfaction has no impact on Word of Mouth.

## METHODS

This research uses quantitative descriptive research. According to (Sugiyono, 2016) The specifics of quantitative research methods are systematic, planned and clearly structured from the start until the type of research is created. This research will use a type of quantitative descriptive research which will be carried out on customers who have carried out billboard advertising media at PT Asoka Perkasa Kemala Cipta. The population in this research are customers who have used billboard products from PT Asoka Perkasa Kemala Cipta. In this research, the samples used were some customers who had used products from PT Asoka Perkasa Kemala Cipta. Determining the minimum sample size in this study refers to the statement (Hair et al, 2010) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming  $n \times 2$  observed variables (indicators) up to  $n \times 10$  observed variables (indicators). ). In the research there were 32 question items used to measure 4 variables, so the number of respondents used was 32 statement items multiplied by 2 equals 64 respondents. The sampling technique is classified as non-probability sampling with purposive sampling or sampling based on certain characteristics (Sugiyono, 2016), such as: (1) Respondents who have carried out maintenance or used products from PT Asoka Perkasa Kemala Cipta for the last 3 years. (2) Respondents who have purchased PT Asoka Perkasa Kemala Cipta products and services at least once. Then the analytical tool used in this research is SEM-PLS analysis.

## RESULTS AND DISCUSSION

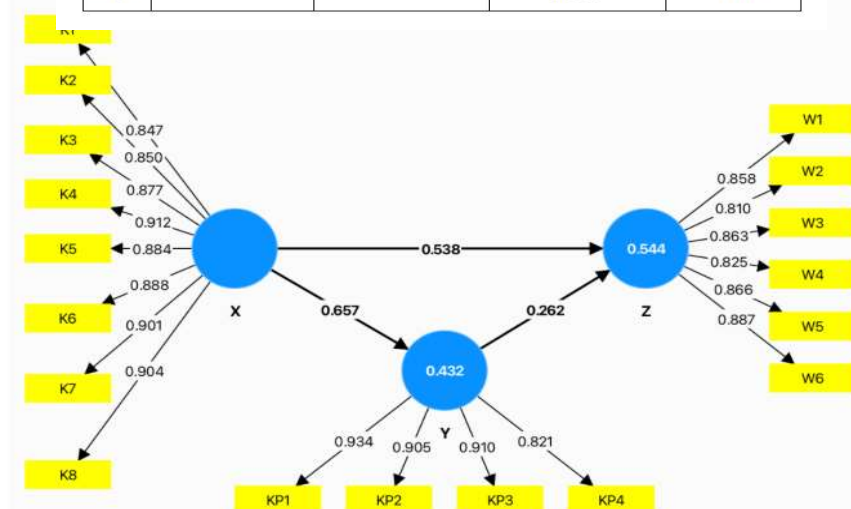
### Evaluation of Model Measurements (Outer Model)

#### Convergent validity

Convergent validity aims to determine the validity of each relationship between indicators and their latent constructs or variables. To test convergent validity, the outer loading or loading factor value is used. According to Ghozali (2014), an indicator is said to have good validation if its value is greater than 0.70, while a loading factor of 0.50 to 0.60 can be said to be sufficient. Based on this criterion, loading factors below 0.50 will be removed from the model. The following is the outer loading value of each indicator on the research variable:

**Table 2.** Convergent Validity

Item	Kepercayaan Pelanggan	Kepuasan Pelanggan	Word of Mouth (WOM)	Keterangan
K1	0.847			Valid
K2	0.850			Valid
K3	0.877			Valid
K4	0.912			Valid
K5	0.884			Valid
K6	0.888			Valid
K7	0.901			Valid
K8	0.904			Valid
KP1		0.934		Valid
KP2		0.905		Valid
KP3		0.910		Valid
KP4		0.821		Valid
W1			0.858	Valid
W2			0.810	Valid
W3			0.863	Valid
W4			0.825	Valid
W5			0.866	Valid
W6			0.887	Valid



Based on the data presented in the table above, it is known that many of the research variable indicators have an outer loading value of  $> 0.7$ . The data above shows that there are no variable indicators whose outer loading value is below 0.5, so that all indicators are declared suitable or valid for research use and can be used for further analysis.

### Composite Reliability

Reliability testing is needed to measure the consistency of respondents' answers and also measure the extent of the obstacles in this research. Composite Reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value  $> 0.7$ . The following are the composite reliability values of each variable used in this research:

**Table 3.** Composite Reliability

Variabel	Composite Reliability	Cronbach's Alpha
Kepercayaan Pelanggan (X)	0.962	0.960
Kepuasan Pelanggan (Y)	0.920	0.915
Word of Mouth (Z)	0.928	0.924

Based on the data presented in the table above, it can be seen that the composite reliability value for all research variables is  $> 0.7$ . This result shows that each variable has met the composite reliability  $> 0.7$  so it can be concluded that all variables have a high level of reliability.

### Structural Model Testing (Inner Model)

To test the proposed hypothesis, the size of the t-statistic value can be seen. If the t statistical value  $> t$  table, then the hypothesis will be accepted. The t-statistic estimation results can be seen in the results for inner weight which are presented in the following table.

**Table 3.** Path Coefficients (Mean, STDEV, T-Values)

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Kepercayaan Pelanggan -> Kepuasan Pelanggan	0.657	0.641	0.113	5.838	0.000
Kepercayaan Pelanggan -> Word of Mouth	0.538	0.527	0.095	5.655	0.000
Kepuasan Pelanggan -> Word of Mouth	0.262	0.257	0.111	2.358	0.018



Based on the data processing that has been carried out, the results can be used to answer the hypothesis in this research. Hypothesis testing in this research was carried out by looking at the T-Statistics values and P-Values values. The research hypothesis can be declared accepted if the P-Values  $< 0.05$ . The following are the results of hypothesis testing obtained in this research through the inner model. Based on the data presented in the table above, it can be seen that of the two hypotheses proposed in this research, all of them can be accepted because each effect shown has a P-Values  $< 0.05$ . So it can be stated that the independent and dependent variables have a significant influence, but the perceived quality variable has no effect.

Based on the table above, research hypotheses can be tested. Hypothesis testing uses a significance level of 5% with a t table of 1.98397 (N=100) (Nuryadi, 2017).

1. H1: Customer Trust has a significant positive effect on Customer Satisfaction. The results of the parameter coefficient test between Customer Trust and Customer Satisfaction show a coefficient value of 0.657 and a t table value of 1.983 with a p-value of 0.00. At a significance level = 0.05, the calculated t-value is greater than the t-table value ( $5.838 > 1.983$ ) and the p-value is smaller than 0.05 ( $p < 0.05$ ). This shows that Customer Trust has a positive and significant effect on Customer Satisfaction.
2. H2: Customer Trust has a significant positive effect on Word of Mouth. The results of the parameter coefficient test between Customer Trust and Word of Mouth show a coefficient value of 0.538 and a t table value of 1.983 with a p-value of 0.00. At a significance level = 0.05, the calculated t-value is greater than the t-table value ( $5.655 > 1.983$ ) and the p-value is smaller than 0.05 ( $p < 0.05$ ). This shows that Customer Trust has a positive and significant effect on Word of Mouth.
3. H3: Customer Satisfaction has a significant positive effect on Word of Mouth. The parameter coefficient test results between Customer Satisfaction and Word of Mouth show a coefficient value of 0.262 and a t table value of 1.983 with a p-value of 0.019. At a significance level = 0.05, the calculated t-value is greater than the t-table value ( $2.358 > 1.983$ ) and the p-value is smaller than 0.05 ( $p < 0.05$ ). This shows that Word of Mouth has a positive and significant effect on Customer Satisfaction.

## CONCLUSIONS

Based on the results of the research conducted in this study, the following conclusions can be drawn: (1) Customer trust has a positive and significant effect on customer satisfaction. (2) Customer trust has a positive and significant effect on Word of Mouth. (3) Customer Satisfaction has a positive and significant effect on Word of Mouth. The research that has been carried out, the implications that can be obtained are as follows: (1) PT Asoka Perkasa Kemala Cipta continues to improve the quality of employee service to consumers or customers. Service quality is improved by being more proactive in assessing services and being responsive in responding to messages, complaints and suggestions from consumers. (2) PT Asoka Kemala Cipta also creates services and provides good quality advertising, so that it will influence consumer confidence in the services provided by PT Asoka Kemala Cipta so that consumers can recommend advertising services to other consumers or their relatives.

The implications that can be made are by using design software, media placement, and preparing the best advertising broadcast schedule so that the advertising results are of higher quality. (3) PT Asoka Kemala Cipta can imply effective communication with customers in order to show a sense of care for customers so that customers can feel satisfaction with the services provided by the company.

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