

CHAPTER I

INTRODUCTION

1.1. Background of the Study

The existence of this delivery service is very beneficial for business actors and customers. So, business people must be careful and smart in choosing the right shipping service in order to get the right service. The development of online business today, as well as the high demand from the public for freight forwarding services, opens up great opportunities for logistics companies such as delivery service providers. Increasingly fierce business competition requires delivery service companies to always pay attention to service quality so that it can be accepted in the midst of society. Companies must also be able to develop their abilities and skills in order to compete with other companies, as well as to meet the needs of the community (Sakti & Ikhsan, 2022).

When making a decision to buy a product or service, many variables are taken into consideration when deciding to buy a product or service, namely consumer behavior itself. Purchasing decisions are a major role that must be considered by companies to make marketing strategies that will be carried out and to find out needs, wants and tastes. Factors that influence customers in making purchases also need to be considered, because they follow trends that often change. Factors that influence purchases are not only the needs and desires of customers but the quality of service and information from other people is also important (Mulyati & Fauzia, 2020).

PT. Anugerah Kreasi Selaras, Medan was established in 2009 and founded by Mr. Iwan. Currently, many shipping service companies have developed with various strategies to compete in increasing the number of customers. PT. Anugerah Kreasi Selaras, Medan is a service and transportation company that serves the processing of customs documents (document clearance) or abbreviated as PPJK (customs service management company). PT. Anugerah Kreasi Selaras, Medan have a team of dedicated and hardworking professionals. PT. Anugerah Kreasi Selaras, Medan mission is to provide top-class service that can exceed customer expectations at competitive prices.



Figure 1.1. Logo of PT. Anugerah Kreasi Selaras, Medan

Sources: PT. Anugerah Kreasi Selaras, Medan, 2024



Figure 1.2. Shipping Service

Sources: PT. Anugerah Kreasi Selaras, Medan, 2024

The respondents in this study are business to business (B2B). Based on a survey conducted at the PT. Anugerah Kreasi Selaras, Medan that there is a decline customers' purchase decision in PT. Anugerah Kreasi Selaras, Medan. This can be seen from the decrease in the number of monthly container shipping transactions that decreased. can be seen in Table 1.1.

**Table 1. 1 Container Shipping Transactions
PT. Anugerah Kreasi Selaras, Medan
2019-2023**

Year	Import	Export	Total	Percentage (%)
2019	1.264 Container	3.890 Container	5.154 Container	-
2020	1.168 Container	1.804 Container	2.972 Container	-42.3%
2021	2.006 Container	2.342 Container	4.348 Container	+46.3%
2022	2.361 Container	3.354 Container	5.715 Container	+31.4%
2023	1.708 Container	2.921 Container	4.629 Container	-19.5%

Sources: PT. Anugerah Kreasi Selaras, Medan, 2024

Table 1.1 Table 1.1 shows that the company experienced fluctuations in container shipping transactions. This is seen from 2021-2022 to increase, but in 2020 it decreased by 42.3% and then in 2023 by 19.5%. From this data it can be concluded that the purchase decision in using delivery services at PT. Anugerah Kreasi Selaras, Medan has problems..

Customer trust is key to business success. To earn it, companies must understand and respect their customers and provide relevant, personalized experiences. Trust can be built on the interaction and personal relationship between the company and the customer. Companies must be able to create attractive things that can persuade customers so that customers are sure to make purchasing decisions (Syaifullah et al., 2021).

The level of trust in the company has decreased due to the frequent information provided is different, the cost of which is often different from the agreement between the customer and the company. As a result of customer

confidence resulted in many customers turning to other container shipping service companies.

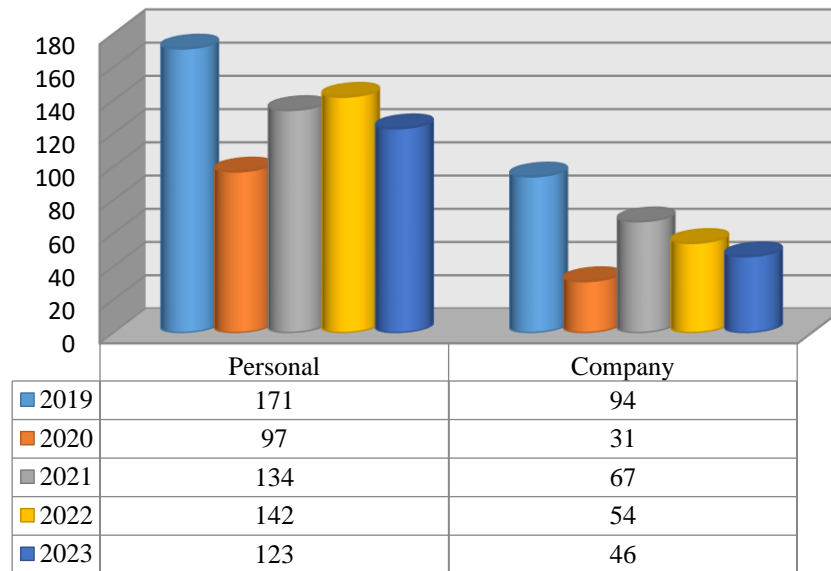


Figure 1.3. Total of Customers PT. Anugerah Kreasi Selaras, Medan (2019-2023)

Sources: PT. Anugerah Kreasi Selaras, Medan, 2024

Figure 1.3. shows that the decline in the number of customers who use container shipping services PT. Anugerah Kreasi Selaras, Medan in 2023. This phenomenon is related to a decrease in customer confidence caused by the company's ability to take care of container problems that are slow and long enough to trigger high fines. This really disappoints customers. In addition, the company's attention is minimal in the resolution of customer complaints related to disappointing service performance. These various problems resulted in many customers switching to other companies.

Company image formation is the most important phase in the process of selecting a service. The company's image is formed in the minds of customers consisting of impressions, prejudices, emotions and thoughts largely determine

the customer to provide an image in a service. From the image of this company that is getting better it can encourage the level of purchase decisions to increase (Karim, 2022).

Company PT. Anugerah Kreasi Selaras, Medan which began to acquire a negative image due to the quality of services provided to customers is still not satisfactory so that many customers experience disappointment in container shipping services at this company. This is triggered by the process of dispensing containers that are sometimes problematic due to the company's staff who take care of shipping documents that lack good competence so as to make mistakes and lack of documents.

Timeliness is the period of time a customer orders a product so that the product arrives at the customer on time safely and in accordance with a predetermined time. Timeliness is the process of delivery of goods that must be carried out in accordance with the specified day and date if the day and date do not match the specified can be a trigger for customers to complain, with the amount of delivery of goods and goods to be in a timely manner so that customers are satisfied if the goods are delivered in accordance with the specified time (Nantigiri et al., 2021).

From the data obtained that the frequent inaccuracies in the timing of container expenditures that sometimes cause customer anger at the company. Often the estimated time given is always different. This makes the company PT. Anugerah Kreasi Selaras, Medan experienced a low purchase decision.

From the description that has been there before, it encourages researchers to discuss in the thesis under the title **“The Influence of Trust, Company Image and Timeliness towards Purchase Decision at PT. Anugerah Kreasi Selaras, Medan.”**

1.2. Problem Limitation

Due to limitation in the abilities, funds and time that researcher have, the goal is to solve the problem and create boundaries to focus on the main issue that will be discussed :

- a. This study only discusses the The Influence of Trust, Company Image and Timeliness towards Purchase Decision at PT. Anugerah Kreasi Selaras, Medan. In this study, So Trust, Company Image and Timeliness will be the independent variable (X) and Purchase Decision will be the dependent variable (Y).
- b. According to Aini (2020) indicators of trust are benevolence, ability and integrity. Indicators of company image are Personality, reputation, value and corporate identity. Indicators of timeliness are (Sakti, 2020) are guarantee or warranty, price compatibility and responsibility. Indicators of Purchase Decision are (Yanto & Anggraini, 2023) are product choice, seller's choice, time of purchase, purchase amount and payment method.

1.3. Problem Formulation

The problem formulations on this research are:

- a. Does trust has partially influence purchase decision at PT. Anugerah Kreasi Selaras, Medan?
- b. Does company image has partially influence purchase decision at PT. Anugerah Kreasi Selaras, Medan?
- c. Does timeliness has partially influence purchase decision at PT. Anugerah Kreasi Selaras, Medan?
- d. Do trust, company image and timeliness have influence simultaneously purchase decision at PT. Anugerah Kreasi Selaras, Medan?

1.4. Objective of the Research

This research has the objectives to:

- a. To analyze whether trust has partially influence purchase decision at PT. Anugerah Kreasi Selaras, Medan.
- b. To analyze whether company image has partially influence purchase decision at PT. Anugerah Kreasi Selaras, Medan.
- c. To analyze whether timeliness has partially influence purchase decision at PT. Anugerah Kreasi Selaras, Medan.
- d. To analyze whether trust, company image and timeliness have simultaneously influence purchase decision at PT. Anugerah Kreasi Selaras, Medan.

1.5. Benefits of the Research

1.5.1. Theoretical Benefit

The result of this research are expected to contribute on development of existing theories that are relevant with the trust, company image, timeliness and the influence on the purchase decision.

1.5.2. Practical Benefit

From this study, the PT. Anugerah Kreasi Selaras, Medan will benefit from this research as they know if there is influence of trust, company image and timeliness on purchase decision. If the trust, company image and timeliness is sufficient enough, then purchase decision will be up to expectations. Some of the benefits are expected for:

a. For the Writer

This research will provide advantage for the writer to have deeper understanding in the subject of variable trust, company image, timeliness and purchase decision.

b. For PT. Anugerah Kreasi Selaras, Medan

To provide useful suggestion for the PT. Anugerah Kreasi Selaras, Medan in increasing purchase decision especially improving the trust, company image, timeliness.

c. For Readers

To improve reader knowledge about how important the influence of the level of trust, company image, timeliness towards their purchase decision.

d. For other researchers

To be an additional reference, reference material for further research and information to interested parties in assessing the problem the same in the future.

