International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Influence of Price Perception, Word Of Mouth, and Brand Trust On The Purchase Decision Of Juragan 99 Bus Tickets

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Abstract

The land transport sector in Indonesia, particularly bus services like Juragan 99, encounters difficulties in acquiring and retaining clientele due to intense rivalry. This study seeks to examine the influence of pricing, word of mouth (WOM), and brand trust on the purchasing decisions for Juragan 99 bus tickets. The employed methodology is a quantitative survey, utilising data gathered from 200 respondents who utilise the Juragan 99 bus route. The findings indicated that price, word-of-mouth, and brand trust significantly affect purchasing decisions, both individually and collectively. The findings underscore the significance of marketing strategies that incorporate competitive pricing, efficient word-of-mouth management, and the establishment of brand trust through great service. This study offers significant insights for Juragan 99 management to enhance competitiveness in the Indonesian land transport sector.

Keywords: cost, Word Of Mouth, brand credibility, buying choices.

INTRODUCTION

The transportation sector in Indonesia is crucial for facilitating mobility, particularly as bus services are the preferred option for several folks. Juragan 99 is a notable service provider recognised for its dedication to passenger comfort and safety. Amidst escalating competition, comprehending the determinants that affect bus ticket purchasing decisions is essential. This study concentrates on three fundamental components: pricing, word-of-mouth communication, and brand credibility. These three elements not only influence consumers' views of brands but also play a crucial role in shaping their decisions (Kotler

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& Keller, 2016). The objective of this study is to elucidate the interaction dynamics among pricing, word of mouth, and brand trust for Juragan 99 bus ticket purchasing decisions. This study aims to enhance understanding of customer behaviour and offer practical applications for marketing strategies within the transport sector (Chaudhuri & Holbrook, 2001).

Alongside PO Juragan 99, seven competitors are active on the Malang-Jakarta route: PO Rosalia Indah, PT Sinar Jaya, PO Gunung Harta, PT Damri, PO Handoyo, PO Lorena, and PO Hariyanto. Competition among these transport service businesses is intense. This competitiveness is reflected in the pricing of bus tickets, which fluctuate based on the class offered, the novelty of the operational bus fleet, and the different amenities given by the fleet. The brand trust of a bus also influences competition among bus companies. The subsequent table presents the pricing for seven bus operators on the Malang to Jakarta route :

Table 1. Fare Price of PO Bus Malang Malang Route - Jakarta

Bus Name	Bus Class	Ticket Price	Bus Name	Bus Class
PO Juragan 99	First ClassDD	650.000	Arjosari	Jakarta-Tangerang
	Business Class	550.000	Arjosari	Jakarta-Tangerang
	Sleeper Class	600.000	Arjosari	Jakarta-Tangerang
	Sleeper Top	620.000	Arjosari	Jakarta-Tangerang
PO Rosalia Indah	ExecutivePlus DD	380.000	Arjosari	Kalideres
	Super TopDD	425.000	Arjosari	Kalideres
	First ClassDD	510.000	Arjosari	Kalideres
PT. Sinar Jaya	Suite Class	505.000	Arjosari	Pulo Gebang dan Kamp. Rambutan
PO Gunung Harta	Green Platinum	430.000	Pattimura, Arjosari, Pakis	Pasar Rebo

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PO Handoyo	Super Executive	350.000	Arjosari dan Pool	Pulo Gebang, Tanjung Priok, Pasar Rebo
PT. Damri	Royal Class	375.000	Cab. Malang dan Arjosari	Pulo Gebang, Kemayoran, Pulo Gebang
PO Lorena	Double Decker	400.000	Cab. Malang dan Arjosari	Pulo Gebang

Data Source: Processed from various Sources by Researchers, 2024

Competition among Malang Jakarta bus operators creates PO Juragan 99 endeavours to comprehend the aspects that contribute to client satisfaction with Juragan 99 Bus transportation, ensuring that they will persist in purchasing Juragan 99 Bus tickets for intercity or interprovincial travel. The findings of the Kompas R & D research (2022) indicate that bus transport users remain substantial, with 36.7% from the lower class, 18.2% from the lower middle class, and a decline to 19.1% among the upper middle and upper classes. Bus transit remains highly sought after by various societal strata, with a global usage rate of 70%, indicating significant demand for travel to and from the capital. Numerous bus operators have instituted ticket agents distributed around the region traversed by the bus route. Business entities must comprehend the appropriate marketing methods to promote their transport services, employing diverse tactics utilised by both service and manufacturing firms. One component is a marketing plan, specifically product, price, place, and promotion (Assauri, 2012). Companies must identify the deficiencies or benefits associated with the execution of a marketing mix plan. The demand for bus tickets among consumers fluctuates, impacted by specific days and periodically increasing, prompting various companies to cater to individuals wishing to travel out of town or vice versa. Companies must perform marketing research to ascertain the services that consumers genuinely require and desire. Purchasing decisions include individuals assessing multiple options and selecting a product from the available alternatives. Consumers' purchasing decisions are significantly influenced by their perceptions of pricing, product, advertising, and distribution strategies employed by the company (Kotler, 2005).

Acquisition decisions in the transportation sector, especially for bus services, are a multifaceted phenomenon driven by numerous factors. Juragan 99, a prominent bus

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service operator in Indonesia, encounters substantial difficulties in acquiring and retaining clients due to fierce competition. This study examines three primary factors that are thought to significantly influence bus ticket purchasing decisions: price, word of mouth, and brand trust. Although numerous prior studies have investigated the impact of each factor individually, there is a deficiency in the literature regarding the examination of the interplay of these three elements within the same environment (Homburg et al., 2015). This study seeks to elucidate the interplay between competitive pricing, word-of-mouth endorsements, and brand trust in shaping customer purchasing decisions. Comprehending these relationships is anticipated to yield profound insights for stakeholders in the transport sector, enabling the development of more efficacious marketing tactics (Aaker, 1997).

The purchasing choice is a critical element of consumer behaviour, impacted by factors such as price, word of mouth, and brand trust. A comprehensive understanding of these factors is essential for developing efficient marketing strategies for bus services, specifically at Juragan 99. This study seeks to examine the influence of pricing, word-of-mouth endorsements, and brand trust on bus ticket purchasing decisions. Previous study indicates that word of mouth significantly impacts purchasing decisions, as good consumer information can enhance brand trust and stimulate purchase intentions (Arisman, 2021; Fauzi et al., 2020). Furthermore, brand trust significantly contributes to the establishment of customer loyalty and immediately impacts purchasing decisions (Chaudhuri & Holbrook, 2001). This study seeks to comprehend the impact of each component and to elucidate the interplay among pricing, word of mouth, and brand trust for Juragan 99 bus ticket purchasing decisions.

The current literature study reveals several gaps that must be addressed to enhance the comprehension of the impact of pricing, word of mouth, and brand trust on bus ticket purchasing decisions, specifically on Juragan 99. Although numerous research have examined each factor individually, the interplay of the three elements within the realm of land transport services remains underexplored. This establishes an empirical gap, since current data inadequately elucidates the impact of pricing, word-of-mouth endorsement, and brand trust on consumer decision-making (Robinson et al., 2015). This study seeks to address the gap by examining the intricate interaction among the three parameters. Moreover, a methodological deficiency exists in prior research, which predominantly employs quantitative methods while neglecting qualitative viewpoints that could yield more profound insights into consumer behaviour. Numerous prior studies have

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concentrated on statistical analyses of the impact of pricing and word of mouth; however, they inadequately address the formation and operation of customers' subjective experiences and brand trust within the decision-making process (Homburg et al., 2015). This research aims to offer a comprehensive understanding of the elements influencing buying decisions through a qualitative method.It is crucial to acknowledge that contextual gaps are present in the current literature. The majority of studies concerning brand trust and word of mouth are performed in Western nations or focus on different consumer products, whereas research pertaining to the Indonesian setting, particularly with land transport services, remains scarce (Fauzi et al., 2020). This study examines the individual effects of pricing, word of mouth, and brand trust, while also addressing the interaction dynamics among these three components within the context of Juragan 99. This research is anticipated to significantly enhance marketing theory and commercial practice within the transport sector.

This research seeks to elucidate the originality and rationale of a study investigating the impact of price, word of mouth, and brand trust on the purchasing decisions of Juragan 99 bus tickets. In contemporary marketing, innovation and responsiveness to shifts in consumer behaviour are essential for sustaining competitiveness in a progressively competitive market (Kotler & Keller, 2016). Although numerous studies examine each of these characteristics independently, research that synthesises these three elements within the framework of transport services in Indonesia is few. This research presents a novel methodology anticipated to yield profound insights into the interplay of pricing, word of mouth, and brand trust in shaping consumer purchasing decisions. This research aims to make a substantial contribution to the marketing literature by addressing the existing contextual gap. Much of the study about brand trust and word of mouth is performed in developed nations or pertains to different consumer products, but the Indonesian setting and land transport services remain underexplored (Fauzi et al., 2020). This research centres on Juragan 99, contributing to academic knowledge while offering practical insights for stakeholders in the transport sector to develop more successful and pertinent marketing tactics tailored to local market demands. The motivation for this research is rooted in the significance of comprehending local market dynamics and distinct customer behaviour. This research will employ both qualitative and quantitative methods to produce empirical data and examine consumers' subjective experiences in their purchasing decisions (Homburg et al., 2015). This research aims to serve as a reference for future studies and to offer direction to transport

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firms in enhancing brand trust and leveraging word of mouth as an effective marketing strategy.

LITERATURE REVIEW

The Influence of Price on Buying Choices

Price is a critical determinant that affects purchase decisions across all sectors, including transportation. Kotler and Keller (2016) assert that price not only signifies the value of a product or service but also functions as an indicator of quality for consumers. Research conducted by Herawati et al. (2021) indicates that ticket prices significantly influence purchasing decisions, with consumers more inclined to select services with more competitive pricing. The regression analysis revealed a negative correlation between price and ticket sales, with a significance value demonstrating that price significantly influenced purchase decisions ($p < 0.05$). This research indicates that consumers exhibit significant sensitivity to price fluctuations and will seek alternatives if the price is deemed excessive. Nonetheless, not all research demonstrates uniform outcomes about the impact of pricing. A study conducted by Susanti et al. (2022) revealed that while price adversely influenced purchase decisions, its overall impact was not significant. The research indicated that additional elements, including service quality and promotion, significantly influence consumer decision-making.

This aligns with Monroe's (2003) value perception theory, which posits that buyers evaluate both the price and the advantages derived from a product or service. Consequently, while price is a significant factor in purchasing decisions, consumers also evaluate additional elements that can influence their impression of the service's worth. Moreover, the study by Arum and Taufik (2021) underscores that consumers are inclined to consider the correlation between price and service quality when making purchasing decisions. Research indicates that, notwithstanding price sensitivity, individuals exhibit a greater propensity to spend elevated prices when they anticipate receiving superior service quality. This study corroborates the notion that brand loyalty may enhance when consumers are content with their experience, irrespective of the cost incurred (Aaker, 1991). Dissatisfaction with prior experiences may diminish the beneficial impact of competitive pricing (Arum & Taufik, 2021). Consequently, it is essential for enterprises to prioritise not only pricing but also the enhancement of service quality to effectively stimulate consumer purchasing desire.

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The Influence of Word of Mouth on Consumer Purchasing Decisions

Word of mouth (WOM) is a highly powerful aspect in the customer decision-making process about purchases. Word of Mouth (WOM), in both traditional and electronic formats (e-WOM), significantly influences consumer perceptions and attitudes towards products or services. Hennig-Thurau et al. (2004) assert that word-of-mouth (WOM) is perceived as more credible than formal advertising due to its origin in the personal experiences of consumers who lack direct vested interests in the company. Research conducted by Dewobroto and Wijaya (2022) demonstrates that electronic word-of-mouth (e-WOM) significantly influences purchasing decisions, since information disseminated by other users can enhance both purchase interest and consumer confidence. This discovery aligns with persuasive communication theory, which posits that recommendations from others can affect customer attitudes and behaviours (Cialdini, 2009).

Moreover, e-WOM offers enhanced benefits for the scope and velocity of information distribution. In the digital era, consumers may readily obtain reviews and recommendations via social media platforms and review websites, enabling them to make better educated choices (Cheung & Thadani, 2012). Research conducted by Fatima et al. (2024) indicates that the quality of information in electronic word-of-mouth, encompassing correctness and relevancy, positively influences purchasing decisions. This study revealed that favourable ratings from prior consumers can enhance the trust of prospective buyers, ultimately motivating them to complete transactions. This indicates that organisations must focus on the quality of interactions on online platforms to optimise the beneficial effects of electronic word-of-mouth.

Nonetheless, not every research indicates a substantial impact of word-of-mouth on purchasing decisions. A study by Hancock (2023) revealed that while word-of-mouth (WOM) might impact purchasing decisions, its effect may fluctuate based on the environment and characteristics of the product. Previous customer discontent might diminish the efficacy of positive word-of-mouth, indicating that personal experiences significantly impact the ultimate result (Hancock, 2023). Consequently, it is essential for organisations to prioritise not only the management of word-of-mouth but also the enhancement of product and service quality to establish a robust reputation among consumers.

The Impact of Brand Trust on Consumer Purchasing Decisions

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Brand trust is a crucial factor in establishing enduring relationships between consumers and brands, thereby impacting purchasing decisions. Asy'ari and Karsudjono (2021) assert that brand trust serves as a mediator linking service quality and customer happiness to purchasing decisions. Research indicates that consumers who are satisfied with and trust a brand are more likely to exhibit loyalty, engage in repeat purchases, and endorse products to others. In this context, brand trust enhances the probability of consumer purchases and fortifies brand loyalty, therefore augmenting sales and customer retention.

Moreover, a study by Ardiyanti et al. (2022) substantiates that brand trust significantly impacts purchase decisions. The findings indicated that consumers with elevated trust in a brand are more inclined to purchase products from that brand. This study corroborates the hypothesis that brand trust mitigates the ambiguity encountered by customers during purchasing decisions (Chaudhuri & Holbrook, 2001). Consequently, firms must prioritise establishing trust via honest communication, exemplary customer service, and favourable experiences to enhance purchasing decisions.

Nonetheless, not all research demonstrates a substantial impact of brand trust on purchasing choices. A study by Utama and Syaefulloh (2024) revealed that while brand trust positively correlates with purchase decisions, its impact is insignificant in circumstances where criteria like price and product quality prevail. This indicates that although brand trust is significant, organisations must also take into account additional elements that affect purchasing decisions to develop efficient marketing strategies. By comprehending these dynamics, firms can enhance brand trust while considering additional factors that affect consumer behaviour.

METHODS

This study used a quantitative design with a descriptive methodology to examine the influence of pricing, word of mouth, and brand trust on the purchasing decisions for Juragan 99 bus tickets. This design was used to facilitate the collecting of statistically quantifiable data, hence elucidating the link between the examined variables. This strategy seeks to provide genuine and reliable data while offering insights applicable to marketing practice.

The study population comprises all Juragan 99 Bus customers that utilised the service in September 2024. This encompasses all individuals who have utilised the Juragan 99 bus throughout the specified timeframe.

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E-ISSN : 2964-0865
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The research sample was obtained from the population by a simple random sampling method. A sample of 200 clients was chosen to guarantee data representativeness. The sample size was calculated using the Slovin formula, using an appropriate margin of error to ensure a sufficient number of responders for subsequent analysis.

The research process commenced with the dissemination of questionnaires to chosen participants. The questionnaire aimed to gather data on customer views of price, word of mouth, and brand trust, as well as their impact on purchasing decisions. The questionnaires were disseminated online via digital media to enhance accessibility for responders. Upon completion of data collection, analyses were performed utilising the Statistical Package for the Social Sciences (SPSS). SPSS was utilised to do descriptive and inferential analysis on the data collected from the questionnaire. The analytical procedures involved assessing the instrument's validity and reliability by Pearson correlation and Cronbach's Alpha methods (Sugiyono, 2016). Additionally, regression analysis was used to evaluate the hypothesis and ascertain the impact of each independent variable on purchase decisions. This technique aims to yield comprehensive insights into the determinants affecting the purchasing decisions of Juragan 99 bus tickets and to offer strategic recommendations for enhancing the appeal of their services in the market.

RESULTS AND DISCUSSION

Juragan 99 Trans is a service enterprise specialising in land transportation, operating a fleet of 14 tourist buses categorised into 1 Luxury fleet, 2 Premium fleets, and 11 Executive fleets. Juragan 99 Trans boldly offers a comprehensive service satisfaction guarantee, encompassing the comfort of the fleet utilised and the exemplary service provided by the Juragan 99 Trans team. The objective of Juragan 99 bus is to be the premier, reliable, and professional partner, while emphasising the safety and comfort of service utilisation. The objective of Juragan 99 bus is to deliver exceptional service by prioritising user comfort in its transportation offerings to achieve customer happiness. The headquarters and garage of Juragan 99 are situated in Jl. Komud ABD. Saleh, Upek Upek, Asrikaton, Kec. Pakis, Malang Regency, East Java 65154. In this Juragan 99 garage, the repair of the bus fleet and the departure of passengers occur in proximity to the garage. The Juragan 99 bus management centre is located within this facility.

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The findings from a study involving 200 passengers of the Juragan 99 Bus on the Mal-Jakarta route are summarised as follows:

Table 2. Description of Respondents

No	Description	Total	%
1	Respondents by gender Male	120	60
2	Respondents with profession Private employee / Self-employed	96	48
3	Respondents with age group > 22-27 years	90	45

Source: Daa Primer processed, 2024

Multiple linear regression analysis is employed to ascertain the direction and magnitude of the influence exerted by the independent variable on the dependent variable. The findings of this study are presented in Table 3 below:

Table 3. analysis result

No	Variables	B	t	Sig t
1	Price	1.424	-.739	.462
2	Word of Mouth	.171	2.080	.040
3	Brand Trust	.333	3.077	.003
4	Price	.602	4.660	.000
5	F : 38.011 Sig. F : 0,000 R^2 : 0.546			

Type: Purchase Decision Dependent Variable
Source: Primary data processed, 2024

According to the data in Table 3, it indicates that both partially and concurrently, price, word of mouth, and brand trust influence the purchasing decision for Juragan 99 bus tickets, resulting in the following multiple linear regression value: $Y = 1.424 + 0.171X_1 + 0.333X_2 + 0.602X_3 + \varepsilon$

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The Impact of Price on Purchasing Decisions for Juragan 99 Bus Tickets

The influence of price on purchasing decisions for Juragan 99 bus tickets is a critical element to be integrated into the company's marketing plan. Juragan 99's ticket rates fluctuate from IDR 530,000 and IDR 600,000, contingent upon the selected route and service type (redBus, 2024). Research conducted by Susanti et al. (2023) indicates that price adversely affects purchase decisions, as consumers exhibit sensitivity to price fluctuations. This implies that if the ticket price is deemed excessive without adequate quality explanation, buyers may opt for alternate options. Nonetheless, a study conducted by Shabilla et al. (2022) revealed that while price influenced purchasing decisions, it did not exert a substantial overall impact, indicating that criteria such as service quality and brand reputation also significantly contribute to decision-making.

Moreover, studies indicate that the perceived value consumers derive from the price paid can affect their purchasing decisions. Arum and Taufik (2021) assert that clients frequently evaluate pricing in relation to the quality of service provided. If customers see the Juragan 99 bus ticket price as commensurate with the comfort and amenities provided, they are more inclined to purchase the ticket. Research by Fitria and Rahman (2023) indicates that, in certain instances, price does not significantly impact purchasing decisions when customers are dissatisfied with prior experiences, hence underscoring the importance of service quality in this setting.

Therefore, to enhance the purchasing decision for Juragan 99 bus tickets, enterprises should evaluate not only the price but also the consumer perception of that price within the framework of the whole value received. An successful marketing plan must incorporate competitive price while maintaining excellent service quality to fulfil client expectations. The research gap identified is the absence of studies investigating the concurrent interaction between pricing and other variables, including service quality and brand trust, within the land transport sector in Indonesia, particularly concerning bus services like Juragan 99.

The Influence of Word of Mouth on Purchasing Decisions for Juragan 99 Bus Tickets

The impact of word of mouth (WOM) on purchasing decisions for Juragan 99 bus tickets is significant within the realm of contemporary marketing. Word of Mouth (WOM), denoting informal communication among consumers about a product or service, can affect the perceptions and attitudes of prospective buyers. Research conducted by Ardina

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and Whyosi (2023) indicates that word-of-mouth (WOM) significantly influences purchasing decisions, with recommendations from friends and family frequently regarded as more credible than formal advertising. Within the framework of Juragan 99, favourable customer experiences can function as a forceful marketing instrument, motivating prospective clients to select this service based on the endorsements they obtain. Nonetheless, a study conducted by Fitria and Rahman (2023) revealed that the impact of word-of-mouth (WOM) was negligible in certain instances, particularly when consumers exhibited dissatisfaction with prior experiences, indicating that the efficacy of WOM is significantly contingent upon context and personal experience.

Moreover, word-of-mouth (WOM) can affect purchasing decisions via two principal dimensions: intensity of communication and depth of information. Research conducted by Nawaz et al. (2014) indicates that the efficacy of word-of-mouth (WOM) communication can foster a robust positive brand image, whereas content richness pertains to the informativeness and depth of the message. For Juragan 99, if customers convey pleasant experiences with detailed accounts of convenience and service quality, this may enhance prospective customers' purchasing interest. Research by Budiman et al. (2023) indicated that not all dimensions of word-of-mouth (WOM) exert equal influence; for instance, the cognitive dimension of WOM may not consistently impact purchasing decisions, particularly when customers possess preexisting negative impressions.

It is essential for Juragan 99 to comprehend the mechanics of word-of-mouth in shaping their bus ticket purchasing selections. Although word-of-mouth (WOM) can serve as a successful marketing instrument, research indicates that its impact may fluctuate based on the context and client experience. Consequently, Juragan 99 must prioritise enhancing service quality and fostering a favourable client experience to ensure that the word-of-mouth created is beneficial and influences purchasing decisions. The research gap identified is the absence of studies that specifically investigate the relationship between different aspects of word-of-mouth and purchasing decisions within the Indonesian land transport sector.

The Impact of Brand Trust on Purchasing Decisions for Juragan 99 Bus Tickets

The impact of brand trust on purchasing decisions for Juragan 99 bus tickets is a crucial element of a successful marketing plan. Brand trust denotes consumer confidence in a brand's quality and credibility. Research conducted by Sutanto and Agustini (2024)

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indicates that brand trust significantly influences purchasing decisions, with consumers possessing strong trust in businesses demonstrating greater loyalty and a propensity for repeat purchases. Within the framework of Juragan 99, consumer confidence can be established by favourable service experiences and the transparency of information on the services provided. Consequently, robust brand trust can enhance the probability of consumers selecting Juragan 99 as their transportation option.

Nonetheless, not all research demonstrates a substantial positive influence of brand trust on purchasing decisions. Research by Fitria and Rahman (2023) indicated that while brand trust positively correlates with purchasing decisions, its influence is not substantial in instances where consumers exhibit lower satisfaction with prior experiences. This indicates that while brand trust is significant, aspects like service quality and customer experience are also essential in influencing purchasing decisions. Consequently, Juragan 99 must guarantee that each consumer connection delivers a gratifying experience to enhance brand trust.

Moreover, it is essential for Juragan 99 to comprehend the mechanics of brand trust inside the Indonesian land transport sector. Brand trust is driven not just by service quality but also by factors such as word of mouth and market reputation. Dumortier et al. (2017) assert that transparency and effective communication between companies and customers can enhance brand trust. The research gap identified is the absence of studies investigating the interplay between brand trust and variables such as price and word-of-mouth in the context of bus ticket purchasing decisions in Indonesia. By comprehending these aspects, Juragan 99 can devise more efficacious marketing techniques to enhance client trust and stimulate purchasing decisions.

The Influence of Pricing, Word-of-Mouth, and Brand Trust on The Purchasing Decisions for Juragan 99 Bus Tickets

The impact of pricing, word of mouth (WOM), and brand trust on purchasing decisions for Juragan 99 bus tickets is a significant subject in comprehending customer behaviour within the transportation sector. The ticket price presented by Juragan 99 might directly affect purchase decisions. Research conducted by Shabilla et al. (2022) indicates that price adversely affects purchase decisions, with customers exhibiting significant price sensitivity. This implies that if the ticket price is deemed excessive without adequate justification according to service quality, buyers may seek alternate options. Nonetheless, a study conducted by Susanti et al. (2023) revealed that while price influenced purchasing

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decisions, its overall impact was not substantial, indicating that other criteria, such as service quality, also contribute to decision-making.

Word of mouth (WOM) significantly influences purchasing decisions. Word of mouth (WOM) serves as a potent promotional instrument, as endorsements from acquaintances or relatives are frequently deemed more credible than conventional commercials (Ardina & Whyosi, 2023). Chen et al. (2022) demonstrate that favourable word-of-mouth enhances brand trust and stimulates purchasing decisions. Nonetheless, research conducted by Wardhani and Andarini (2024) indicates that in specific circumstances, word-of-mouth (WOM) does not consistently exert a substantial influence on purchasing decisions, particularly when customers harbour dissatisfaction from prior encounters. This indicates that although word-of-mouth can impact purchasing decisions, its efficacy is significantly contingent upon context and personal experience.

Brand trust is a crucial determinant affecting the purchasing decisions for Juragan 99 bus tickets. Dumortier et al. (2017) assert that brand trust mediates the relationship between brand image and purchasing decisions; more customer trust in the brand correlates with a higher likelihood of purchase. A study by Fitria and Rahman (2023) revealed that while brand trust positively affects purchase decisions, the effects were insignificant in instances where consumers experienced dissatisfaction with the service provided. Consequently, Juragan 99 must prioritise enhancing service quality and information openness to properly cultivate confidence. The research gap identified is the absence of studies investigating the concurrent interaction of pricing, word-of-mouth, and brand trust within the Indonesian land transport sector, particularly with bus services like Juragan 99.

CONCLUSIONS AND SUGGESTIONS

The investigation indicates that price, word of mouth (WOM), and brand trust significantly influence purchasing decisions for Juragan 99 bus tickets. Competitive prices and equivalent service quality are the primary elements influencing consumer purchasing interest. Furthermore, word-of-mouth functions as a potent advertising instrument, as endorsements from contented customers can enhance brand attractiveness and influence purchasing choices. Brand trust significantly contributes to the establishment of client loyalty, with consumers exhibiting high trust in the brand favouring Juragan 99 as their transportation provider. Nevertheless, the findings indicate that the impact of each element may differ based on the environment and individual customer experiences. This

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study's findings yield many recommendations to enhance Juragan 99's bus ticket purchasing decisions. Firstly, Juragan 99 must guarantee that the ticket prices stay competitive and accurately represent the value of the services rendered. An equitable and transparent pricing plan will enhance favourable consumer attitudes. Secondly, the organisation ought to proactively manage word-of-mouth by incentivising customers to disseminate favourable experiences via social media and online reviews. Loyalty programs or rewards for clients who refer services can enhance favourable word-of-mouth. Third, enhancing service quality and information openness will foster robust brand confidence among consumers.

This study offers significant insights into the impact of pricing, word-of-mouth, and brand trust on Juragan 99 bus ticket purchasing decisions; nevertheless, some limitations must be acknowledged. This study is cross-sectional, hence it cannot reflect temporal changes in consumer behaviour. The research sample is confined to specific regions in Indonesia, hence the findings may not be applicable to the full land transportation market in the country. Third, there may be additional characteristics not analysed in this study that could also affect purchasing decisions, such as service quality and prior customer experience. Consequently, additional study employing a longitudinal methodology and a broader sample is advised to get a more thorough comprehension of the determinants affecting purchase decisions within the land transport sector.

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