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The Influence Of Consumer Trust On The Decision To Use Ganesha Operation Bandar Lampung Learning Guidance Services

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Abstract

The continuously increasing academic competition makes students need tutoring services outside of formal education at school. Making competition among tutoring service providers increasingly intense. This study aims to determine the effect of Consumer Trust on the Decision to Use Ganesha Operation Bandar Lampung Tutoring Services. The sampling technique used is non-probability sampling with a purposive sampling and accidental sampling approach with 100 respondents. The obtained data will then be quantified using a Likert scale. The data analysis of this research uses descriptive analysis, validity test, reliability test, classical assumption test, analysis using multiple linear regression, and hypothesis testing including t-test, as well as the coefficient of determination (R^2) test using SPSS 27. The results of this study indicate that the consumer trust variable has a significant positive effect on purchasing decisions by 50.0%, and the remaining 50.0% is influenced by other variables.

Keywords: Consumer trust, service, purchase decision, tutoring

INTRODUCING

Tutoring services in Indonesia are increasingly popular among students as an alternative to enhance academic knowledge outside of formal school. An educational path outside of formal education that can be carried out in a systematic, graded fashion is known as non-formal education, one of which is

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through tutoring institutions (Bimbel). Sumarto et al. (2020) explain that tutoring is a teaching and learning activity outside of formal institutions aimed at improving student performance. This is important because academic competition is becoming increasingly fierce and assessment standards are continuously rising each year, while formal schools often struggle to meet the learning needs of all students who have different potentials and learning capacities (Gafi et al., 2023). The need for student potential development and parental support has led to the provision of many course services such as language, mathematics, and robotics. Prayitno & Atni (1999) emphasize that tutoring is one of the important services provided by schools to help students avoid failure, as supported by Nisa et al. (2021). Thus, this non-formal educational institution has rapidly developed as an industry that makes a significant contribution to education in Indonesia.

In 2023, more than 11,000 tutoring institutions were registered with the Ministry of Education and Culture Research and Technology (Kemendikbud Ristek) from 37 provinces in Indonesia, with Lampung Province ranking in the top 10 for the highest number of institutions, totaling 329 institutions (Kemendikbudristek, 2023). In Lampung, especially in the city of Bandar Lampung, tutoring services are thriving with various institutions such as Ganesha Operation, Primagama, and others, where Ganesha Operation is the largest tutoring institution in the city.

Ganesha Operation (GO) has been established since 1984 and has helped more than 50,000 students graduate to State Universities and Academies, including over 2,500 students accepted into medical programs in 2024, making it one of the best and largest tutoring centers in Indonesia. In Lampung, GO has 14 branches in four regencies/cities, with the highest concentration in Bandar Lampung (ganeshaoperation.com). In 2023, out of 1,903 GO students, 1,716 were successfully accepted into universities, achieving a success rate of 90%. The strategic locations of GO outlets near schools facilitate student access, with 8 outlets spread across Bandar Lampung. The 2022 Kemendikbud data shows that the number of 3rd-year high school students in Bandar Lampung increased from 7,095 in 2022 to 7,529 in 2023, making the competition for university admission even tougher. Students need tutoring support, especially for university entrance exam preparation, which is the focus of GO's program for 3rd-year high school students.

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The large number of tutoring institutions creates a variety of choices for students and intense competition among the institutions. Kotler & Keller (2016) explain that purchasing decisions are influenced by various factors, including trust in the service provider. In the GO tutoring company, what is highly emphasized is trust in the tutoring institution. Consumer trust becomes one of the keys in the operation of a company, especially in services like tutoring institutions, because according to Gafi et al. (2023), providing the best service by paying attention to aspects that can encourage customers to build close relationships and trust with the tutoring institution. Consumer trust that is well-established from their experience using the services and the history of achievements attained by the tutoring institution can make consumers more loyal in using the tutoring services. In this case, GO must continue to build and maintain that trust to remain competitive in the market. The research by Amilia & Usman (2021) explains that when consumers have a good experience, it creates a strong interest in making a repurchase.

Based on previous research, there have been conflicting findings about how consumer trust affects purchase decisions. In the study by Faradila et al. (2024), it was shown “that consumer trust has a positive and significant impact on purchasing decisions”. In the study by Nurwidawati (2023), the two variables examined have a strong and significant relationship, which can be concluded as an existing relationship between consumer trust and purchasing decisions. Meanwhile, in Rorie's (2022) study, there is an influence but not significant for trust (X1) on purchase decisions (Y) based on the T-Test (partially). Trust has an influence but not significant on purchase decisions on Tokopedia.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is a process closely related to the occurrence of purchases, where the diverse and changing desires and needs of consumers over time are influenced by various factors that affect their purchasing decisions. Marketers need to understand consumer behavior so that marketing activities can run effectively and efficiently. According to Kotler & Keller (2015), The study of how people, groups, and organizations select, purchase, use, and make use of goods, services, concepts, or experiences to satisfy their needs and wants is known as consumer behavior. Sheth & Mittal (2004) state that consumer behavior

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is the result of decisions to buy, pay for, and use products or services carried out through mental and physical activities by users, whether households or businesses. Meanwhile, Schiffman & Kanuk (2007) define consumer behavior is the study of how people or groups select, purchase, utilize, or stop using goods, services, concepts, or experiences to satisfy their needs and wants.

Consumer Trust

Trust is the consumer's confidence in conducting transactions. The level of trust determines a company's ability to rely on its business partners. Factors that influence the level of trust include competence, integrity, honesty, and kindness, which are interpersonal and organizational aspects (Kotler & Keller, 2012). According to Mowen & Minor (2012), consumer trust is the overall information and conclusions that consumers have regarding the object, attributes, and benefits of a product or service. Consumer trust is the key to the sustainability of a company, as it provides the best service by considering aspects that encourage customers to build close relationships and trust (Gafi et al., 2023). Trust that is well-established will enhance consumer loyalty towards products or services.

Framework

This framework explains the relationship between consumer trust and the decision to use the Ganesha Operation tutoring services in Bandar Lampung. The variable is assumed to have a direct influence on the decision-making process of using the service.

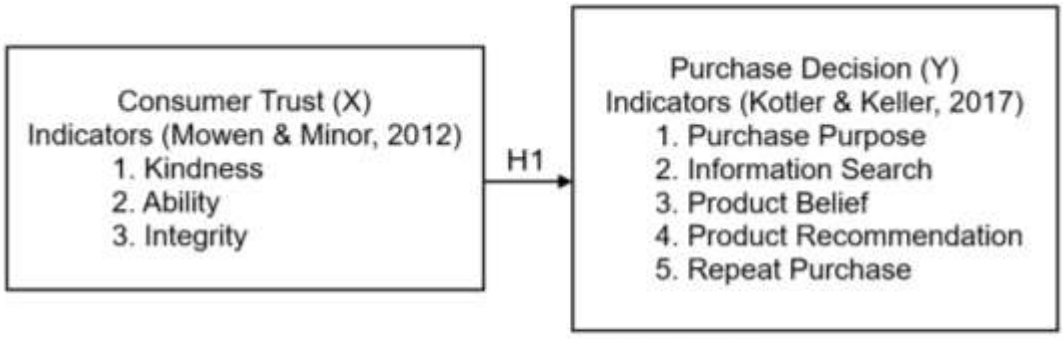


Figure 1 Framework of thinking

Information:

H1: The influence of variables X and Y

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RESEARCH METHOD

Explanatory research using a quantitative approach is the research methodology used in this study. The goal of explanatory research is to clarify the connections between the variables under investigation and the effects that one variable has on another (Sugiyono, 2018). According to its own definition, quantitative research is a positivist-based methodology used to examine a certain population or sample. Research tools are used for data collecting, and quantitative or statistical methods are used for data analysis, with the aim of testing the established hypothesis (Sugiyono, 2019). The data analysis used in this study is multiple linear regression analysis, which involves more than one independent variable. This study will examine the influence of the consumer trust variable (X) on the purchase decision (Y).

The population in this study were service users and those who had used Ganesha Operation tutoring in Bandar Lampung City. Non-probability sampling using purposive and accidental sample procedures utilizing criteria is the sampling method employed, namely 3rd grade high school students (SMA) who are currently and alumni who have used Ganesha Operation tutoring services in all branches of Bandar Lampung and are willing to become research respondents. The Cochran formula was then used to determine the study's sample size, yielding 100 responders. Then the sample was obtained through a questionnaire distributed online and offline to respondents who met the criteria. This research data analysis uses descriptive analysis, validity test, reliability test, classical assumption test, multiple linear regression analysis, and hypothesis testing using SPSS 27.

RESULTS

The following is a condensed version of the review of findings that followed the analysis of the tests conducted, which led to the following conclusions.

Validity Test

The data in tables 1 and 2 provide the conclusion that the calculated R values for all variables are higher than the tabulated r values. These results indicate that the questionnaire can be tested for reliability.

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Table 1 Results of Validity Test of Consumer Trust

Variables	Item	R Count	R Table	Information
Consumer Trust (X)	X,1	0,674	0,374	Valid
	X.2	0,416		Valid
	X,3	0,433		Valid
	X,4	0,546		Valid
	X.5	0,683		Valid
	X.6	0,409		Valid

Table 2 Results of Validity Test of Purchase Decision

Variables	Item	R Count	R Table	Information
Buying Decision (Y)	Y,1	0,539	0,374	Valid
	Y.2	0,442		Valid
	Y,3	0,741		Valid
	Y,4	0,396		Valid
	Y.5	0,401		Valid
	Y.6	0,597		Valid
	Y.7	0,398		Valid
	Y.8	0,422		Valid

The data in tables 1 and 2 provide the conclusion that the calculated R values for all variables are higher than the tabulated r values. These results indicate that the questionnaire can be tested for reliability.

Reliability Test

Table 3 Results of Reliability Test

Variables	Cronbach's Alpha	Reliability	Information
Consumer Trust	0,659	0,60	Reliable
Purchase Decision	0,683	0,60	Reliable

The reliability test table clearly shows that all research questions have a Cronbach Alpha value higher than 0.60. Therefore, it can be said that all research questions are reliable.

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Normality Test

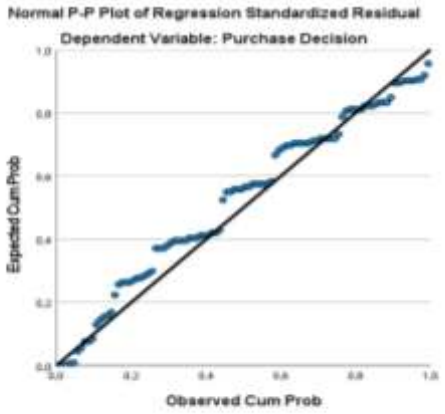


Figure 2 Results of Normality Test

The variables under study show normal distribution, as indicated by the points on the graph following the diagonal line pattern, according to the results of the Normal P-Plot Regression Standardized Residual analysis. This indicates that the data from this research survey is normally distributed and reflects several groups or subpopulations. Thus, the conclusion can be drawn that the residuals in this study have met the assumption of normality.

Heteroscedasticity Test

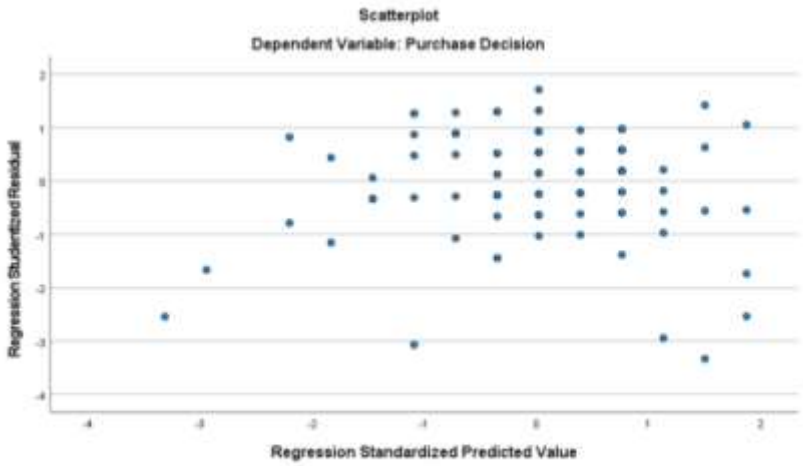


Figure 3 Results of Heteroscedasticity Test

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The figure above shows that the position of the dots is scattered above and below 0, irregular or does not follow a certain pattern. This proves that random variables do not play a role in this study.

Multicollinearity Test

Table 4 Results of Multicollinearity Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8,985	2,396		3,750	,001		
	Consumer Trust	,946	,096	,707	9,901	,001	1,000	1,000

a. Dependent Variable: Purchase Decision

Tolerance values of more than 0.1 and VIF values of less than 10 are shown by the dependent variables, according to the data in the table. Neither the facility variable nor the destination variable showed symptoms of multicollinearity, according to the data.

Determination Test

Table 5 Results of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estmate
1	.707	,500	,495	2,56582

a. Predictors: (Constant), Consumer Trust
b. Dependent Variabel: Purchase Decision

The table above shows that there is a significant relationship between the consumer trust variable and purchasing decisions, with an R value of 0.707. Furthermore, the coefficient of determination (R2) value recorded is 0.500 or equivalent to 50.0%. This shows that the independent variable in this study, namely the consumer trust variable, is able to explain around 50.0% of decision making. Meanwhile, influential factors outside the scope of this research variable affect it by 50.0%.

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Partial Test

Table 6 Results of Partial Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8,985	2,396		3,750	,001		
	Consumer Trust	,946	,096	,707	9,901	,001	1,000	1,000

b. Dependent Variable: Purchase Decision

The t value for the consumer trust variable is 9.901 at a significance level of 0.001. Based on the results of partial statistical analysis, it can be concluded that- With a t value of 9.901 > t table value of 1.984 and a significance level of 0.001 <0.05, partially there is a significant influence between consumer trust on purchasing decisions for Ganesha Operation Bandar Lampung tutoring services.

DISCUSSION

Consumer trust in Ganesha Operation tutoring services, through the results of hypothesis testing, has a significant impact on the decision to use Ganesha Operation tutoring services. The coefficient value is positive for the consumer trust variable which indicates that better consumer trust encourages more people to use the service.

The results of this investigation offer a conclusion that the credibility of consumer trust in Ganesha Operation tutoring is quite good for a service. Because consumer trust is one of the keys to the running of a company. In line with the research of Sari et al. (2020) which states that trust is a person's belief that he will get what is expected from others, not something to worry about. Research by Gafi et al., (2023) when providing the best service, by paying attention to aspects that can encourage customers, can aim to build close relationships and build trust. Well-built trust can make consumers more loyal in using or using goods and services. In research by Faradila et al., (2024) shows that “consumer trust has a positive and significant influence on purchasing decisions”.

The R-Square value obtained is 50.0% which can show that the independent factors are strongly correlated with a strong choice to continue using tutoring services by 50.0% and 50.0% is influenced by other variables. This shows that the

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decision to use tutoring is influenced by many factors such as social media promotion (Rahmah & Wibowo, 2020).

CONCLUSION

Consumer trust partially has a significant impact on the decision to use Ganesha Operation tutoring services. Consumers use because they have good trust in the service. The higher the level of consumer trust, the more likely users are to choose tutoring services.

Research Limitations

This research is limited to grade 3 students and alumni of Ganesha Operation tutoring, so the results cannot be generalized to all age levels and other tutoring institutions. This study also only discusses consumer trust variables and purchasing decisions.

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