



# THE INFLUENCE OF PRODUCT QUALITY AND PERCEIVED VALUE, MEDIATED BY BRAND TRUST ON CONVERTING MACHINE PURCHASE DECISIONS IN INDONESIA'S FLEXIBLE PACKAGING INDUSTRY

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## Abstract

This research aims to analyze purchasing decisions for flexible packaging converting machines involving the influence of product quality and perceived value mediated by brand trust. Data were obtained using census techniques with the entire population as a research sample from 22 companies in Indonesia's flexible packaging industry that have used SBP brand converting machines, then analyzed using PLS-SEM SmartPLS 4 based on the p-value. The results indicate that the product quality variable does not have a significant effect on brand trust and purchasing decisions. The perceived value variable has a positive effect on brand trust and purchasing decisions. As an independent variable, the brand trust variable has a positive effect on purchasing decisions. However, the brand trust variable is unable to mediate the variables of product quality and perceived value on purchasing decisions

**Keywords:** *Product Quality, Perceived Value, Brand Trust, Purchasing Decisions.*

## 1. INTRODUCTION

The global packaging industry is expected to continue to grow significantly due to changes in consumer tastes and preferences as well as increasing demand from various industries with various products such as food, beverages, pharmaceuticals, household products and so on. Currently, flexible plastic packaging is the type of packaging with the largest contribution compared to other types of packaging in Indonesia. Indonesia's economic growth has slowed down during the Covid-19 pandemic, it turns out that demand for packaging, especially for FMCG (Fast Moving Consumer Goods) products, is able to survive, and even tends to increase. Based on data obtained from the Indonesian Packaging Federation (IPF), the plastic packaging industry is attracting more investment throughout 2022 with factory production capacity estimated to increase by around 25 percent ([bisnisindonesia.id](http://bisnisindonesia.id)). This growth is directly proportional to the high demand for packaging for delivery services due to a shift in people's consumption behavior during the pandemic and continues to this day.

Flexible packaging is a type of packaging that can be changed in shape and structure so that it becomes more adaptive to the product and functions to protect the product being packaged, generally the materials used are in the form of rolls or coils such as plastic film, foil, paper. To produce flexible packaging, converting machines are needed to change the plastic film, foil and paper materials mentioned above into finished packaging products such as sachets, stand-up pouches and others. Converting machines that have an important role for flexible packaging companies include rotogravure printing machines and dry laminator machines. The growth of the packaging industry in Indonesia in recent years has driven an increasing need for flexible packaging converting machines, thus attracting machine manufacturers from China to sell their products in Indonesia at competitive prices. The entry of several machine manufacturers from China has formed its own market segmentation and indirectly influenced flexible packaging companies to make comparisons before making purchasing decisions, including SBP converting machine products which have been trusted for more than 20 years by flexible packaging companies in Indonesia.

SBP is a brand of rotogravure printing machines and dry laminator machines produced by the company SBP Machinery Co., Ltd., which is the largest manufacturer of flexible packaging converting machines in China. Currently, many packaging companies in Indonesia have recognized the superior quality and technology of SBP brand converting machines, even though the price is

higher than other competing products made in China. Price considerations are one of the factors that encourage several packaging companies to try other converting machines made in China, because there is an opinion among them that in general converting machines made in China have prices and product quality that are not much different. With the problems mentioned above, this research aims to discuss the challenges faced by SBP brand converting machines to win customers in making a decision to purchase a converting machine which involves evaluation of several variables, namely product quality, perceived value, with brand trust as a mediating variable. Evaluation is very important for companies so it needs to be done carefully before making choices and making purchasing decisions because it concerns productivity and the company's future.

## **LITERATURE REVIEW**

### **Product quality**

Product Quality according to Setiawan et al.(2020) is the ability of a product to carry out its functions which include durability, reliability, accuracy, ease of use, repair, and other valuable attributes. Product quality is a physical condition, nature and function of the product, whether in the form of goods or services, based on a quality level that is adjusted to durability, reliability, and ease of use, suitability, repair and other components made to meet customer satisfaction and needs.(Tua, Andri, and Andriyani 2022). According to Juran in De Feo(2017), product quality is the suitability of product use (fitness for use) to meet customer needs and satisfaction.

### **Value Perception**

Perceived value is formed from the experience of all customer transactions, positive and negative adding to the value felt by customers, namely by comparing the value felt when making any purchase(Gogoi and Shillong 2021). According to Cynthia and Keni(2023), perceived value is a non-tariff sacrifice that includes psychological effort of time, physical, or money. The influence obtained and differences in service quality and sacrifices made by customers will influence customer satisfaction. Zeithaml, Bitner, and Gremler(2012) defines perceived value as the consumer's overall assessment of the usefulness of a product or service based on perceptions of what is received and what is given.

### **Brand Trust**

According to Tjiptono(2014) Brand trust is a consumer's willingness to trust or rely on a brand in risk situations due to the expectation that the brand in question will provide positive results. Ferrinadewi(2008) states that brand trust is a perception of reliability from a consumer's perspective based on experience or more on a sequence of transactions or interactions characterized by the fulfillment of expectations regarding product performance and satisfaction. Chaudhuri and Holbrook in Suntoro and Silintowe(2020) states that brand trust is defined as the willingness of consumers to trust a brand in order to rely on the brand's ability to perform its functions. According to Lau and Lee(1999) There are three factors that influence brand trust in the relationship between brands and consumers, namely:

1. Brand Characteristics has a very important role in determining consumer decision making to trust a brand
2. Company Characteristics can influence the level of consumer trust in a brand
3. Consumer-Brand Characteristics are two groups that influence each other.

### **Buying decision**

Haryadi and Mulyani(2020) states that purchasing decisions are the main component of consumer behavior in stages in fulfilling their wants and needs which consists of recognizing needs and desires, searching for information, evaluating purchasing alternatives, purchasing decisions and behavior after purchase. According to Schiffman and Kanuk(2004), a purchasing decision is defined as the selection of two or more alternative options. Alma(2016) suggests that purchasing decisions are consumer decisions that are influenced by economics, finance, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, processes. Consumer decisions are a form of action taken by consumers in purchasing a product (Tecoalu et al., 2021). (Kotler and Keller(2009) said, consumers will go through five stages in making purchasing decisions, namely:



1. Recognition of needs, namely the first stage of the purchasing decision process, where consumers become aware of a problem or need.
2. Information search, namely the stage of the purchasing decision process where consumers want to find more information, consumers may only increase their attention or actively search for information.
3. Alternative evaluation, namely the stage of the purchasing decision process where consumers use information to evaluate alternative brands in a group of choices.
4. Purchasing decisions, namely purchasing decisions about what products are most liked, determine attitudes and make decisions whether to buy them or not.
5. Post-purchase behavior, namely the stage of the purchasing decision process where consumers take further action after purchasing, based on their satisfaction or dissatisfaction.

### **The Relationship between Product Quality and Brand Trust**

In research conducted by Simanjuntak(2023)It can be concluded that the product quality variable has a positive and significant influence on consumer confidence. Product quality is very important and is one of the main considerations for customers for flexible packaging converting machines. If the product quality of the machine can be accepted and recognized by customers, trust will be formed in the brand of the machine.

### **The Relationship between Perceived Value and Brand Trust**

Based on research by Yohansyah and Rodhiah(2022)It can be concluded that perceived value has a positive influence on trust. The choice of value perception variable in the case of converting machines is because customers have their own perceptions which are generally formed because of the expectations of customers who have used and felt the benefits in accordance with the costs that must be sacrificed.

### **The Relationship between Product Quality and Purchasing Decisions**

Tua, Andri, and Andariyani Research(2022)concluded that the results of the analysis of product quality variables were considered important by respondents, this shows that product quality has a positive and significant value on purchasing decisions. The author uses the product quality variable because it can have a significant influence on the company in the decision to purchase a converting machine

### **The Relationship between Perceived Value and Purchasing Decisions**

Umarat al.(2021)in his research, it was stated that perceived value directly influences purchasing interest, besides that perceived value can increase consumer satisfaction and encourage repeat purchases. In terms of purchasing machines, customers who have used the SBP converting machine and are satisfied with the performance of the machine, will generally decide to purchase again if there is a need to procure the machine, and are very likely to recommend it to other customers or companies.

### **The Relationship between Brand Trust and Purchasing Decisions**

Hakim and Nuryanto(2021)in his research concluded that brand trust has a positive and significant influence on purchasing decisions, high brand trust will increase purchasing decisions. Customers or companies will feel safe and comfortable in deciding to purchase a machine product if the brand has a good reputation and recommendations from customers who have used it.

**The Relationship between Product Quality and Purchasing Decisions mediated by Brand Trust**

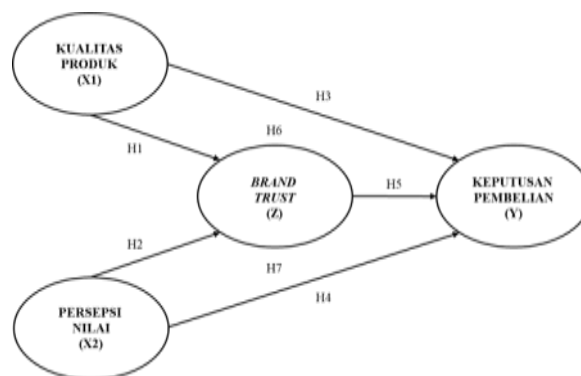
Research conducted by Simanjuntak(2023)failed to prove the hypothesis which states that product quality influences purchasing decisions which are mediated by trust. The author is interested in analyzing further whether the brand trust variable is able to mediate the quality of SBP converting machine products on purchasing decisions.

**The relationship between perceived value and purchasing decisions mediated by brand trust**

Yohansyah and Rodhiah(2022)in his research stated that perceived value has a positive influence on purchasing decisions through trust as a mediating variable. In the case of converting machines, purchasing decisions occur because customers already know and trust the brand of a machine product based on their own experience or recommendations from other customers.

**Conceptual Framework and Hypothesis**

The conceptual framework shows the relationship between variables and explains whether or not there is a relationship between these variables. A conceptual framework will direct research processes in accordance with the expected goals and become a flow of thought in research. The conceptual framework for research on the influence of product quality and price mediated by brand trust on purchasing decisions for SBP brand converting machines in the flexible packaging industry in Indonesia is as follows.



**Figure 1. Conceptual framework**

- H1: Product quality has a positive and significant effect on brand trust
- H2: Perceived value has a positive and significant effect on brand trust
- H3: Product quality has a positive and significant effect on purchasing decisions
- H4: Perceived value has a positive and significant effect on purchasing decisions
- H5: Brand trust has a positive and significant effect on purchasing decisions
- H6: Brand trust plays a mediating role in product quality in purchasing decisions
- H7: Brand trust plays a mediating role in perceived value in purchasing decisions

This research has the novelty of previous research, namely by placing the value perception variable mediated by brand trust on purchasing decisions for converting machines (industrial machines). In general, previous research mostly analyzed research objects as consumer products or production machines (business machines) for home businesses or MSMEs (Micro, Small and Medium Enterprises). The value perception variable was chosen because it has a significant influence in forming brand trust and encouraging purchasing decisions for flexible packaging converting machine products. Product quality and brand trust are not yet fully able to support purchasing decisions, while perceived value involves subjective customer considerations which will strengthen their confidence in making purchasing decisions for SBP converting machines. If brand trust has been firmly established with the support of product quality and high customer perceived value, this will form customer loyalty





## 2. IMPLEMENTATION METHOD

This research is a quantitative research with a survey method using a questionnaire, where the population used in this research is limited to the flexible packaging industry in Indonesia with medium-large business scales that use SBP brand converting machines. The sampling method in this research used the census technique, Sugiyono(2019)states that census or total sampling is a sampling technique where the population size is the same as the sample. This research uses the entire population as a sample, because there are only 22 flexible packaging companies in Indonesia that have used SBP brand converting machines to meet their production needs. The data analysis technique in this research uses Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software to analyze the outer model and inner model. According to Ghozali and Latan(2015), the goal of PLS-SEM is to develop theory or build theory (prediction theory). PLS is used to explain whether or not there is a relationship between latent variables (prediction), and is used to confirm a theory.

## 3. RESULTS AND DISCUSSION

This research involved 22 respondents from flexible packaging companies in Indonesia who had used SBP converting machines and participated with characteristics based on position criteria in the company where 68% were Owners (company owners), and 32% were Head of Operations. The characteristics of respondents based on the company's business scale consisted of 63% being large companies and 37% being medium companies. Meanwhile, the characteristics of respondents based on the manufacturing industry consist of 27% being FMCG (Fast Moving Consumer Goods) companies which have independent flexible packaging factories and 73% are packaging converter companies.

### Measurement Model Analysis (Outer Model)

The aim of the measurement model analysis (outer model) is to describe the relationship between latent variables and their indicators) with a measurement model that is assessed using validity and reliability. This test uses Structural Equation Modeling Partial Least Square (SEM-PLS). The validity test is used to test the level of accuracy and feasibility of an indicator or instrument using convergent validity and discriminant validity tests. The convergent validity test is related to the principle that the measures (manifest variables) of a construct should be highly correlated. Reflective indicators can be seen from the loading factor value for each construct indicator. An indicator is declared valid if it has a loading factor value  $> 0.7$ (Hair et al. 2017). But for research in the initial stages of developing a measurement scale, a loading factor value of 0.5 – 0.6 can be considered sufficient(Chin 1998).

**Table 1. Loading Factor**

Variable	Indicator	Outer Loading	Information
Product quality (X1)	X1.1	0.923	Valid
	X1.2	0.901	Valid
	X1.3	0.867	Valid
	X1.4	0.795	Valid
	X1.5	0.710	Valid
Value Perception (X2)	X2.1	0.763	Valid
	X2.2	0.907	Valid
	X2.3	0.799	Valid
	<b>X2.4</b>	<b>0.369</b>	<b>Invalid</b>
Brand Trust (Z)	Z1	0.931	Valid
	Z2	0.893	Valid
	Z3	0.921	Valid
	<b>Y1</b>	<b>0.431</b>	<b>Invalid</b>

Variable	Indicator	Outer Loading	Information
Buying decision (Y)	Y2	0.752	Valid
	Y3	0.751	Valid
	Y4	0.865	Valid
	Y5	0.782	Valid

Source: SmartPLS output processed (2023)

Table 1. above shows that the Value Perception variable in indicator X2.4 and the Purchase Decision variable in indicator Y1 both have a loading factor value of <0.7 so they are declared invalid. Invalid variable indicators will be eliminated and not used in the measurement process and re-evaluated so that the loading factor is > 0.7 and the indicators measuring these variables are all declared valid as shown in Table 2.

**Table 2. Loading Factor after re-evaluation**

Variable	Indicator	Loading Factor	Information
Product quality (X1)	X1.1	0.923	Valid
	X1.2	0.901	Valid
	X1.3	0.868	Valid
	X1.4	0.794	Valid
	X1.5	0.709	Valid
Value Perception (X2)	X2.1	0.788	Valid
	X2.2	0.903	Valid
	X2.3	0.788	Valid
Brand Trust (Z)	Z1	0.932	Valid
	Z2	0.892	Valid
	Z3	0.921	Valid
Buying decision (Y)	Y2	0.728	Valid
	Y3	0.746	Valid
	Y4	0.901	Valid
	Y5	0.792	Valid

Source: SmartPLS output processed (2023)

The AVE (Average Variance Extracted) value from this study is > 0.5 as shown in Table 3 below, so it meets the requirements of the discriminant validity test.

**Table 3. Average Variance Extracted (AVE)**

Variable	AVE	Information
Product Quality (X1)	0.710	Valid
Perceived Value (X2)	0.686	Valid
Brand Trust(Z)	0.837	Valid
Purchase Decision (Y)	0.631	Valid

Source: SmartPLS output processed (2023)

The instrument reliability test was carried out by looking at the composite reliability and Cronbach's alpha values. Measuring the reliability of a construct is done by looking at the composite reliability value, while Cronbach's alpha measures the lower limit of the reliability value of a construct. An instrument is declared reliable if the composite reliability value is > 0.7 and the Cronbach's alpha value is > 0.7(Ghozali and Latan 2015).



**Table 4. Composite Reliability and Cronbach's Alpha values**

Variable	Composite Reliability	Cronbach's Alpha	Information
Product Quality (X1)	0.924	0.895	Reliable
Perceived Value (X2)	0.867	0.769	Reliable
Brand Trust(Z)	0.939	0.903	Reliable
Purchase Decision (Y)	0.872	0.804	Reliable

Source: SmartPLS output processed (2023)

Table 4 shows that the Cronbach's alpha and composite reliability values for all research variables are  $> 0.7$ . Thus, all variables in this research are said to have high reliability values.

### Structural Model Analysis (Inner Model)

The inner model is a structural model used to describe causal relationships between latent variables or constructs that have been built based on the substance of the theory. This test was carried out using a bootstrapping procedure to see the coefficient of determination (R-Square) and predictive relevance (Q-Square). According to Chin (1998), the R-Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33.

**Table 5. R-square Coefficient**

Variable	R-square	Information
Brand Trust(Z)	0.482	Moderate
Purchase Decision (Y)	0.815	Strong

Source: SmartPLS output processed (2023)

Table 5 shows the R-square value of Brand Trust (Z) = 0.482 or 48.2%, which means that the product quality and perceived value variables jointly influence the brand trust variable by 48.2%. Meanwhile, the R-square value of Purchasing Decisions (Y) = 0.815 or 81.5% shows that the variables of product quality, perceived value and brand trust together influence purchasing decisions by 81.5%.

To get the Q-square value, use the following formula calculation:

$$\begin{aligned}
 \text{Q-square} &= 1 - [(1-Z) \times (1-Y)] \\
 &= 1 - [(1-0.482) \times (1-0.815)] \\
 &= 1 - (0.096) \\
 &= 0.904
 \end{aligned}$$

The results of the calculation above can be explained that the total coefficient of determination to explain the two latent construct relationships for the model above is 0.904 or 90.4%. Hypothesis testing is carried out to see the direct effect and indirect effect involving mediation. To carry out hypothesis testing, the t-statistics value or p-value is used, where the hypothesis is accepted if the t-statistics value is  $> 1.96$  and the p-value is  $< 0.05$ . This research uses testing with a p-value, so the hypothesis will be accepted if the p-value is  $< 0.05$ . The direct effect test is carried out by looking at the influence between variables directly as shown in Table 6. Meanwhile, the indirect effect test is carried out to see whether the intervening variable is able to mediate the influence of exogenous variables on endogenous variables as seen in Table 7.

**Table 6. Direct effect**

Hypothesis	Path Coefficient	P values	f-square
H1. Product Quality (X1) → Brand Trust (Z)	0.093	0.663	0.004
H2. Perceived Value (X2) → Brand Trust (Z)	0.613	0.017	0.189
H3. Product Quality (X1) → Purchase Decision (Y)	0.102	0.628	0.015
H4. Perceived Value (X2) → Purchase Decision (Y)	0.468	0.026	0.261
H5. Brand Trust (Z) → Purchase Decision (Y)	0.421	0.006	0.497

Source: SmartPLS output processed (2023)

**Table 7. Indirect effects**

Hypothesis	Path Coefficient	P Values
H6. Product Quality → Brand Trust → Purchase Decision	0.039	0.689
H7. Perceived Value → Brand Trust → Purchase Decision	0.258	0.070

Source: SmartPLS output processed (2023)

Based on the test results table above for direct effects and indirect effects, the hypothesis of this research is as follows:

1. The first hypothesis (H1) has a path coefficient value of 0.093 with a p-value of 0.663 > 0.05 and an f-square value of 0.004 < 0.02 (low), so H0 is accepted and H1 is rejected. Thus, product quality does not have a significant positive influence on the brand trust of an SBP converting machine product. This is different from Simanjuntak's research(2023)which states that the product quality variable has a positive and significant influence on brand trust. Differences in research results can occur because the product objects studied are different, where the product is from research conducted by Simanjuntak(2023)is a consumer goods product, while this research discusses the SBP brand flexible packaging converting machine product, which is an industrial good.
2. The second hypothesis (H2) has a path coefficient value of 0.613 with a p-value of 0.017 < 0.05 and an f-square value of 0.189 > 0.15 (moderate), so H0 is rejected, and H2 is accepted. Thus, perceived value has a quite significant positive influence on brand trust for SBP converting machine products. This is in accordance with research conducted by Yohansyah and Rodhiah(2022)which concludes that perceived value has a positive influence on brand trust. The perceived value of the brand trust of the SBP converting machine is formed due to the belief of users who are psychologically satisfied after experiencing the benefits or performance of the machine in accordance with their expectations. The more satisfied users, the higher the brand trust in the SBP converting machine product, and it will become a good reference for potential customers.
3. The third hypothesis (H3) has a path coefficient value of 0.102 with a p-value of 0.628 > 0.05 and an f-square value of 0.015 < 0.02 (low), so H0 is accepted, and H3 is rejected. Thus, product quality does not have a significant positive influence on the decision to purchase an SBP converting machine product. This is in accordance with the conclusions of Setiawan, Simorangkir, and Purwati(2020)which states that the product quality variable does not have a significant influence on purchasing decisions, in contrast to Tua, Andri, and Andariyani(2022)which concludes that analysis of product quality variables is





- considered important and has positive and significant value on purchasing decisions. Thus, product quality does not always have a positive influence on the decision to purchase a product, especially in the case of flexible packaging converting machines made in China.
4. The fourth hypothesis (H4) has a path coefficient value of 0.468 with a p-value of  $0.026 < 0.05$  and an f-square value of  $0.261 > 0.15$  (moderate), so  $H_0$  is rejected and H4 is accepted. Thus, perceived value has a significant positive influence on the decision to purchase an SBP converting machine product. This is in accordance with research conducted by Umara et al.(2021)which concludes that perceived value directly influences purchasing decisions, and will encourage repurchase for the next need. Customers who have used the SBP converting machine and are satisfied with the performance of the machine will generally decide to repurchase it for the next machine they need in the future, and will recommend it to other customers.
  5. The fifth hypothesis (H5) has a path coefficient value of 0.421 with a p-value of  $0.006 < 0.05$  and an f-square value of  $0.497 > 0.35$  (high), so  $H_0$  is rejected, and H5 is accepted. Thus, brand trust has a very significant positive influence on the decision to purchase an SBP converting machine product. This is according to Hakim and Nuryanto(2021)which states that high brand trust can increase purchasing decisions. In terms of purchasing a machine, customers will feel safe and confident in choosing an SBP converting machine because of recommendations from other users who are satisfied with the performance of the SBP converting machine. The higher the level of trust in the SBP converting machine brand, the more customer loyalty will be formed.
  6. The sixth hypothesis (H6) has a path coefficient value of 0.039 with a p-value of  $0.689 > 0.05$  so that  $H_0$  is accepted and H6 is rejected. Thus, the brand trust variable does not have a positive and significant effect in mediating the product quality variable on purchasing decisions for an SBP converting machine product. This is in accordance with Simanjuntak's research(2023)which concludes that the brand trust variable does not have a positive effect and cannot mediate the product quality variable on purchasing decisions. Although there are differences in the objects in Simanjuntak's research(2023)Compared with this research, it turns out that the two research results are similar so that a conclusion can be drawn that the brand trust variable cannot always mediate the product quality variable on purchasing decisions. Converting machines that already have brand trust with product quality that is well known internationally are not always able to attract customers in the flexible packaging industry in Indonesia.
  7. The seventh hypothesis (H7) has a path coefficient value of 0.258 with a p-value of  $0.070 > 0.05$  so that  $H_0$  is accepted and H7 is rejected. Thus, the brand trust variable does not have a significant positive influence in mediating the value perception variable on the decision to purchase an SBP converting machine product. This is not in accordance with Yohansyah and Rodhiah's research(2022)which states that the trust variable has a positive and significant influence in mediating the value perception variable on purchasing decisions. In the flexible packaging industry in Indonesia, the perception of value for customers for converting machine products made in China is generally more influenced by considerations of very competitive and affordable prices. Therefore, even though the brand confidence of a converting machine is well known, it does not necessarily have the ability to attract customers (companies) to make purchasing decisions.

#### 4. CONCLUSION

Based on the research that has been carried out, a conclusion can be drawn that the brand trust of a converting machine product made in China in Indonesia is usually formed due to competitive price offers and recommendations from other customers who have used the machine, so that the product quality variable only acts as a reference. The more customers who feel satisfied, the more positive value perceptions will grow and the brand trust of the SBP converting machine product will increase, so that it can become a good reference for potential customers. Product quality has not been able to significantly influence the decision to purchase an SBP converting

machine because of the availability of various other brands of converting machines made in China, which has resulted in customers tending to compare them because they think these machines have product quality and prices that are not much different. If the perceived benefits and costs sacrificed to own an SBP converting machine are in line with customer expectations, then the perceived value will increasingly influence purchasing decisions. The higher the brand trust in the SBP converting machine, the higher the purchasing decision and the formation of customer loyalty. Even though brand trust is not able to mediate product quality in influencing purchasing decisions for SBP converting machines, independently the brand trust variable has a positive and significant influence on purchasing decisions. Apart from that, brand trust is also unable to act as a mediator between perceived value and purchasing decisions, but independently the variables brand trust and perceived value provide a significant positive influence on purchasing decisions.

The author provides several suggestions that might make a contribution to business people and researchers who are interested in conducting further research:

1. Converting machine manufacturing companies should conduct studies to determine selling prices that meet customer expectations, affordable service fees, availability of spare parts, and encourage sales agents to be more proactive in interacting with customers.
2. Machine manufacturing companies need to implement a more attractive and comprehensive marketing strategy, including highlighting the characteristics or advantages of SBP converting machines that differentiate them from other machines made in China, appropriate market positioning, taking an active role in machine exhibitions and packaging education seminars. flexible in Indonesia, forming a user community, and so on.
3. The limited number of respondents in this research means it is hoped that it can be further developed for future research. Further research involving the influence of different variables such as digital marketing or brand image, might complement the shortcomings of this research and comparisons can be made with existing findings

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