

Analysis of the Effect Service Quality on Purchase Decisions through Trust and Word of Mouth

Agil Wahyudi^{1*}, Sudarmiati², Titis Shinta Dhewi³

^{1*,2,3} State University of Malang, Indonesia

Corresponding Author: agilwahyudi1996@gmail.com^{1*)}

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Abstract: This study aims to determine the direct and indirect effects of Service Quality, Purchase Decision, Trust, and Word of Mouth. This research uses a descriptive quantitative approach research and explanatory research that describes the relationship between variables with the population of all visitors to Warung Lalapan Cak Rie Malang City. Data analysis in this study, including : descriptive statistical analysis, PLS-SEM analysis, and Sobel test. The results of the study show that: 1) Entrepreneurial Service Quality, Trust, Word of Mouth has a significant effect on Purchase decision. 2) Indirectly Service Quality, Trust, Word of Mouth has a significant effect on Entrepreneurial Intentions. Based on the results of this study, the researchers provide suggestions, namely: 1) Consumers feel that by joining a community or group they can meet their information needs; 2) With the spread of information by word of mouth (word of Mouth) and good trust will increase the reputation of Warung Lalapan Cak Rie Malang City so that more attention is needed in terms of service quality.

Introduction

The newer culinary delights that have sprung up, the more intense the competition. To be able to survive in the culinary competition, maximum service is needed so that you can excel in a culinary business. because if the service Poor quality will make a business experience a decrease in the number of visitor arrivals. to anticipate a decrease in consumer arrivals, it is necessary to have quality products and good service from food serving places. The quality of a place to eat is one way to prove its quality to consumers. Service quality is the main consideration measuring the arrival of consumers whether they are customer satisfaction or not in consuming a given food. quoted from Qin et al. (2010) and Liu et al. (2016) explained that customer satisfaction is more influenced by the service received when visiting a restaurant. where with customer satisfaction given a field of business will give to be satisfied.

Talking about how to attract the arrival of consumers cannot be separated from how the service is quality that a food business provides to consumers. As Mahato & Goet (2020) service providers are intangible products, services quality gives a significant influence on consumer ratings in a service company. as an example of the sustainable success of a business in Malang city is Toko Oen. Toko Oen has been in business for 82 years. The business has proven that it provides service Good quality will affect a successful business to survive (Lestari, 2019).

The strategy in running a restaurant business is that food service facilities must be adapted to the needs and expectations of customers. The basic step of the strategy that can be taken is to identify market segments, namely customers and what customers want. The aspects that must be carried out by a manager are determining the types of food and drinks, variations in menu choices, service levels, prices and value for money, interior design, mood, expectations and perceptions of restaurant customers, location and accessibility, as well as employees as people who serving customers (Davis et al., 2012). due to the food and beverage service provider sector quality, employers are required to provide service the best quality for consumers, therefore it is very important to maintain service quality in increasing the number of visitors who come to a place to eat.

Service quality is the main key for a restaurant business to gain competitive advantage compared to other competitors, the level of service Improved quality will have direct implications for the level of consumer confidence in a restaurant brand. In addition to the satisfaction shown by the consumer, it will bring up a different degree of trust according to the consumer's perception of risk. Previous research has shown that service quality has a positive effect on trust (Erkmen & Hancer, 2019). This shows that the higher the service quality, the higher the trust, so that it can direct consumers to form a loyal attitude.

The relationship with the variables of service quality, customer satisfaction, and consumer trust can be positioned to have a positive relationship. In the literature it is explained that the higher the quality of service, customer satisfaction, and consumer trust, the higher customer loyalty. Erkmen & Hancer (2019) the higher the trust, the higher the customer loyalty. The existence of trust indirectly influences consumers to suggest their

preferred restaurant to their surroundings, word of mouth will appear when consumers are satisfied with what the restaurant provides, and they have trust in the brand. Satisfied consumers will become spokespersons for a product more effectively and convincingly than any type of advertising. This kind of satisfaction is impossible without excellent service. Maric et al. (2017) stated that currently there has been a shift in marketing, where Marketing today does not only depend on the elements of the marketing mix, interactions and relationships between consumers are key factors in marketing a product.

Going deeper, restaurant marketing does not only depend on marketing mix elements Maric et al. (2017), the effect of word of Mouth also influences the development of the restaurant. as an illustration when consumers are satisfied with the services provided, it will certainly bring up a positive stigma which has implications for the word of mouth, where In relation to this research, the interaction of old customers who are satisfied with the service with potential new customers is an important thing to study for the sustainability of the restaurant business.

As one of the restaurant businesses, Lalapan Lamongan Cak Rie Center, located on Jalan WR Supratman, is the belle of fresh vegetables stalls in the city of Malang. Evidenced by the always busy visitors every time, especially during lunch and dinner hours. Apart from the density of visitors, the Cak rie fresh vegetables stall also has a high rating on the review google, has a rating of 4.5 out of 5.00. Furthermore, quoted from food delivery service providers Grabfood and Gofood, Cak Rie's central vegetables have a rating of 4.7 and 4.8 out of a full score of 5.00, several Malang culinary websites also recommend Lalapan Lamongan Cak Rie to be a reference for culinary tourism destinations in Malang City.

There are several research phenomena that can be analyzed, including the phenomenon of Service Quality involving measurement and analysis of the quality of service provided by Warung Lalapan Cak Rie in Malang City. Service quality can include aspects such as service speed, responsiveness, friendliness, and ease of transaction. For Purchase Decisions, includes the decision-making process by consumers to buy products or services from Warung Lalapan Cak Rie. Research can explore the factors that influence purchasing decisions, such as service quality, price, food quality, and trust. For Trust, talking about measuring and analyzing the level of consumer trust in Warung Lalapan Cak Rie. Trust can be influenced by factors such as shop reputation, personal experience, recommendations from others, and fairness of the transaction. As for Word of Mouth (WOM), this includes the influence generated by WOM (word of mouth) on consumer purchasing decisions. Research can see how WOM about Warung Lalapan Cak Rie can influence consumer perceptions and their purchasing decisions.

In this study, an analysis will be carried out on the relationship between service quality, trust, WOM, and purchasing decisions at Warung Lalapan Cak Rie in Malang City. The aim is to understand the extent to which service quality contributes to consumer trust, and how trust and WOM influence consumer purchasing decisions. Based on the background of the problems above, the researcher raised the title "Analysis of Service Quality Perceptions of Purchase Decision through Trust and Word of Mouth. (Study at Cak Rie's Lalapan stall, Malang

City) While the research gap, urgency, and novelty in this study, namely: 1) There are not many studies using trust and word variables of mouth simultaneously as a mediator variable. 2) The research object observed is unique because fresh vegetables stalls have the most visitors in Malang City.

There are several reasons why researchers chose this research topic, namely this topic is very relevant to business and marketing. In an era of increasingly fierce competition, understanding the factors that influence consumer purchasing decisions can help food stalls like Warung Lalapan Cak Rie improve their service strategy and win consumer trust. Then, doing special research on Warung Lalapan Cak Rie in Malang City gives its own uniqueness. This research can provide a deeper understanding of consumer preferences, buying behavior, and the factors that influence it in the context of food stalls in the area. Then the previous and most recent research is in accordance with this research, namely research conducted by Hamzah & Fitriany (2017), where directly and indirectly, there is a positive and significant influence between service quality and word of mouth on purchasing decisions through trust as an intervening variable in Catering CV. Narsa Makasar.

The results of this study can answer several research questions, namely how the direct and indirect effects of the Service Quality variable on Trust, Service Quality on Purchase Decision, Service Quality to Word of Mouth, and Word of Mouth against Purchase Decision on Warung Lalapan Cak Rie Malang City. In addition, the results of this research also provide valuable insights for food stall owners and businesspeople in the food and beverage industry. Research can provide concrete suggestions and recommendations on how to improve service quality, build consumer trust, and leverage WOM to improve purchasing decisions. This research can provide new contributions to the field of marketing and consumer behavior. Through an analysis of the influence of service quality, trust and WOM on purchasing decisions, this research can broaden our understanding of the factors that influence consumer purchasing decisions in the context of food stalls.

Research Method

This research uses a quantitative approach with descriptive research type research and explanatory research. The type of data in this study is based on how to obtain it, so there are types of primary data and secondary data. The type of data used in this research is quantitative and qualitative data. Quantitative data in this study are numerical or numerical data obtained from filling out questionnaires or questionnaires, while qualitative data are data presented in the form of sentences. Retrieval of data obtained from primary data sources. Where primary data is obtained from respondents who fit the criteria using research instruments in the form of distributing offline questionnaires and Google forms. Data analysis techniques and tools in research using path analysis (Path analysis) with completion using Warp PLS. Where the technique will test the hypothesis which states that there is an influence between the independent variables on the intervening variables and the intervening variables on the dependent variable and the indirect effect of the independent variable (X) on the dependent variable (Y) through the intervening variable (Z).

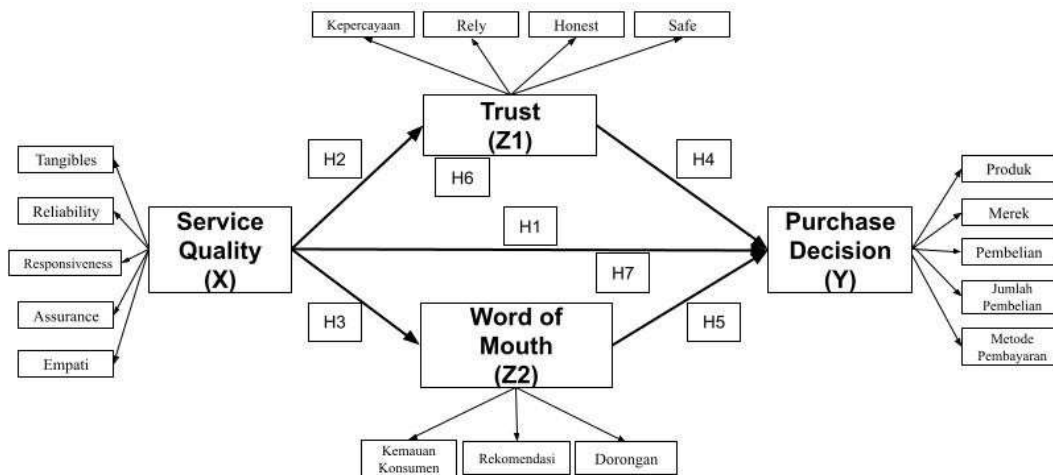


Figure 1. Relationship Model between research variables
(Source: Author 2022)

Information:

- X : Service Quality
- Y : Purchase Decision
- Z1 : Trust
- Z2 : Word of Mouth

The population specified in this study is the visitors to the Cak Rie fresh vegetables stall in Malang City . The sampling technique in this study used *purposive sampling* where the sample criteria in this study were as follows:

- a. Visitors to fresh vegetables stalls in Malang City
- b. Visitors to the Cak Rie fresh vegetables stall in Malang City who have visited the Central Cak Rie fresh vegetables stall

The formula used to find the sample is using the Daniel & Terrel formula, namely:

$$n = \frac{z^2 pq}{d^2}$$

Information:

- n = sample size
- z = z value with an alpha of 0.05, the z value is 1.96
- p = estimated population proportion
- q = 1-p
- d = 0.05 alpha error rate

To determine the number of samples, the researchers conducted a preliminary study for 1 day in Lalapan Cak'Rie, Malang, from 16:00 to 20:00. From the preliminary study conducted, 50 people were found. of the 50 people, 48 people met the researcher's criteria. So that the estimated proportion of the sample is known as follows:

Formula: $p = \frac{48}{50} \times 100\%$

$$p = 0,96\%$$

Once the p value is known, which is 0.96%, it is then entered into the formula above:

$$n = \frac{z^2 pq}{d^2}$$

$$n = \frac{1,96^2 \times 0,96 \times (1 - 0,96)}{0,05^2}$$

$$n = \frac{3,84 \times 0,96 \times 0,07}{0,0025}$$

$$n = 58,96 \approx 59 \text{ Responden}$$

To anticipate filling out the questionnaire that was not in accordance with the expectations of the researchers, the number of samples was increased by 100%, so that it became 118 respondents.

Result and Discussion

Warung Lalapan Cak Rie is a restaurant business based on Jalan WR Supratman and is the belle of fresh vegetables stalls in Malang City. Evidenced by the always busy visitors every time, especially during lunch and dinner hours. Apart from the density of visitors, the Cak rie fresh vegetables stall also has a fairly high rating on the review google, has a rating of 4.5 out of 5.00. Furthermore, quoted from food delivery service providers Grabfood and Gofood, Cak Rie's central vegetables have a rating of 4.7 and 4.8 out of a full score of 5.00, several Malang culinary websites also recommend Lalapan Lamongan Cak Rie to be a reference for culinary tourism destinations in Malang City.

fresh vegetables stall business currently has a lot of devotees. This is because opening a fresh vegetables stall does not require too much capital and the opportunities and prospects for long-term profits are also very tempting. Warung Lalapan is famous as a street food place on the side of the road. The menu provided is very diverse and is usually synonymous with processed foods that are fried or baked. For the people of Indonesia, the existence of this fresh vegetables stall is no stranger.

The success that has been achieved by the central Cak Rie fresh vegetables stall has made the business owner expand to open a business on Jl. R. Tumenggung Suryo No. 116, Purwantoro, Kec. Blimbing, Malang City, Warung Lalapan Cak Rie has taken various steps to keep abreast of developments and survive in the atmosphere of the Covid-19 Pandemic yesterday. Warung Lalapan Lamongan Cak Rie has collaborated to be registered on the Grabfood and Gofood applications, and can make payments via a virtual wallet. This adjustment was made to make it easier for customers when they want to buy Lalapan Lamongan Cak Rie in the current pandemic era. In the context of developing new markets, it is indeed required to find completely new customers, but companies should focus more on trying to retain customers and how to attract new customers to come.

The results of testing the direct and indirect influence hypotheses can be seen in table 1, as follows:

Table 1. Hypothesis Testing Results

Independent Variable	Intervening Variables	Dependent Variable	Path Coefficient	Indirect Coefficient	std. Error	P Value
Direct Influence						
<i>Service Quality</i>	-	<i>Purchase Decision</i>	0.276	-	0.086	P<0.001
<i>Service Quality</i>	-	<i>Trusts</i>	0.694	-	0.077	P<0.001
<i>Service Quality</i>	-	<i>Word of Mouth</i>	0.632	-	0.079	P<0.001
<i>Trusts</i>	-	<i>Purchase Decision</i>	0.428	-	0.083	P<0.001
<i>Word of Mouth</i>	-	<i>Purchase Decision</i>	0.361	-	0.084	P<0.001
Indirect Influence (Sobel Test)						
<i>Service Quality</i>	<i>Trusts</i>	<i>Purchase Decision</i>	-	$0.694 \times 0.428 = 0.297$	0.066	P<0.001
<i>Service Quality</i>	<i>Word of Mouth</i>	<i>Purchase Decision</i>	-	$0.632 \times 0.361 = 0.228$	0.060	P<0.001

Source: Primary data processed, 2020)

Based on table 4.17 above, testing the hypothesis in this study, it can be concluded that:

- H1: There is a positive and significant influence of *Service Quality* on the *Purchase Decision* of Warung Lalapan Cak Rie Malang City . From the test results obtained, the path coefficient is 0.276 and the p-value is P <0.001. It can be concluded that H1 is accepted. This means that the higher the *Service Quality* , the *Purchase Decision* can increase .
- H2: There is a positive and significant influence of *Service Quality* on the Cak Rie Warung Lalapan *Trust in Malang City* . From the test results obtained, the path coefficient is 0.694 and the p-value is P <0.001. It can be concluded that H2 is accepted. This means that the higher the *Service Quality* , the higher the *Trust*.
- H3: positive and significant influence of *Service Quality* on the *Word of Mouth* of Warung Lalapan Cak Rie Malang City . From the test results obtained, the path coefficient is 0.632 and the p-value is P <0.001. It can be concluded that H3 is accepted. This means that the higher the *Service Quality* , the *Word of Mouth* can be increased .
- H4: positive and significant influence of *Trust* on *Purchase Decision* Warung Lalapan Cak Rie Malang City . From the test results obtained, the path coefficient is 0.428 and the p-value is P <0.001. It can be concluded that H4 is accepted. This means that the higher the *Trust*, the greater the *Purchase Decision*.
- H5: a positive and significant *Word of Mouth* Influence on the *Purchase Decision* Warung Lalapan Cak Rie Malang City . From the test results obtained, the path coefficient is 0.361 and the p-value is P <0.001. It can be concluded that H5 is

accepted. This means that the higher *the Word of Mouth* , the higher *the Purchase Decision* .

H6: positive and significant influence of *Service Quality on Purchase Decisions* through *Trust* Warung Lalapan Cak Rie Malang City . From the test results obtained, the path coefficient is 0.297 and the p-value is $P < 0.001$. It can be concluded that H6 is accepted. This means that the higher *the Service Quality* through *Trust* , *the Purchase Decision* can increase .

H7: positive and significant effect of *Service Quality on Purchase Decision* through *Word of Mouth* Warung Lalapan Cak Rie Malang City . From the test results obtained, the path coefficient is 0.228 and the p-value is $P < 0.001$. It can be concluded that H7 is accepted. This means that the higher *the Service Quality* through *Word of Mouth* , the greater *the Purchase Decision* .

The Sobel test is used to find out whether the relationship through a mediating variable (*Word of Mouth* and *Electronic Word of Mouth*) is significantly capable of becoming a mediator in the relationship between social media marketing and brand equity. The following describes the results of the Sobel test calculations:

Information:

- a : Regression coefficient of the independent variable (X) on the intervening variable (Z)
- b : The regression coefficient of the intervening variable (Z1 & Z2) on the dependent variable (Y)
- sea : *Standard error of estimation* from the influence of independent variables on mediating variables.
- SEb : *Standard error of estimation* from the effect of the mediating variable on the dependent variable.
- sec : *Standard error of estimation* from the effect of the independent variable on the dependent variable.

a) Effect of *Service Quality* on *Purchase Decision* through *Trust*

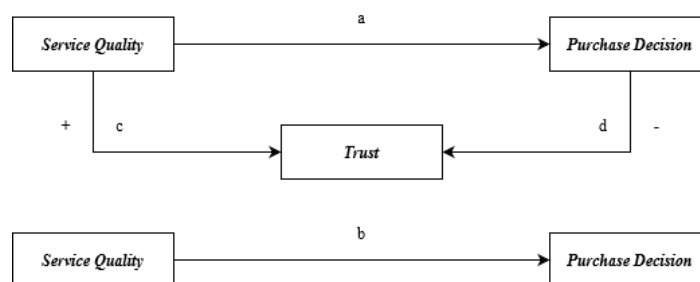


Figure 2. Model of Perfect Mediation (Full Mediation)
(Source: Diolah Researcher, 2022)

$$t = \frac{ab}{\sqrt{(b^2SEa \frac{2}{a}) + (a^2SEb \frac{2}{b})}}$$

$$t = \frac{0.694 \times 0.428}{\sqrt{(0.428^2 \times 0.077^2) + (0.694^2 \times 0.083^2)}}$$

$$t = \frac{0.297032}{\sqrt{(0,183184 \times 0,005929) + (0,481636 \times 0,006889)}}$$

$$t = \frac{0.297032}{\sqrt{(0,0010860979) + (0,0033179904)}}$$

$$t = \frac{0.297032}{\sqrt{0,0044040883}}$$

$$t = \frac{0.297032}{0.0663633054}$$

$$t = 4,47584696 \approx 4,476$$

Sobel test calculation above, it can be seen that the t value of the first Sobel test was 4,476 (Partial) which means that the independent variable is able to directly influence the dependent variable without going through/involving a mediator variable. This is because the t value obtained is $4,476 > 1,652$ with a significance level of 0.05 (5% significance level). With these results, it can be concluded that *Service Quality* on *Purchase Decision* has a significant influence that is passed by *Trust*.

b) The Influence of *Service Quality* on *Purchase Decision* through *Word of Mouth*

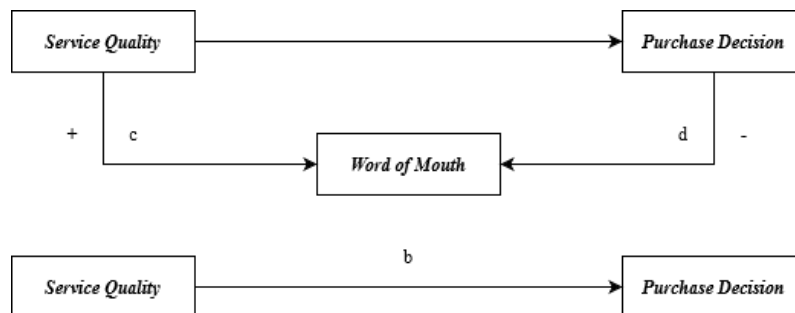


Figure 3. Model of Perfect Mediation (Full Mediation)
(Source: Diolah Researcher, 2022)

$$t = \frac{ab}{\sqrt{(b^2SEa \frac{2}{a}) + (a^2SEb \frac{2}{b})}}$$

$$t = \frac{0.632 \times 0.361}{\sqrt{(0.361^2 \times 0.079^2) + (0.632^2 \times 0.084^2)}}$$

$$t = \frac{0.297032}{\sqrt{(0,130321 \times 0,006241) + (0,399424 \times 0,007056)}}$$

$$t = \frac{0.297032}{\sqrt{(0,000813333361) + (0,002818335744)}}$$

$$t = \frac{0.297032}{\sqrt{0,003631669105}}$$

$$t = \frac{0.297032}{0.0602633313466}$$

$$t = 4,92890109 \approx 4,929$$

Sobel test calculation above, it can be seen that the t value of the first Sobel test was 4,929 (Partial) which means that the independent variable is able to directly influence the dependent variable without going through/involving intermediary variables. This is because the t value obtained is $4,929 > 1,652$ with a significance level of 0.05 (5% *significance level*). With these results, it can be concluded that *Service Quality* on *Purchase Decision* has a significant influence that is passed by *Word of Mouth* .

Based on the results of the analysis, there is a positive and significant influence of Service Quality on the Purchase Decision of Warung Lalapan Cak Rie Malang City. From the test results obtained, the path coefficient is 0.276 and the p-value is $P < 0.001$. It can be concluded that H1 is accepted. This means that the higher the Service Quality performed by Warung Lalapan Cak Rie Malang City, the Purchase Decision of consumers or customers to choose Warung Lalapan Cak Rie Malang City as the main choice increases. The effect of Service Quality on Purchase Decision is a topic that has been widely researched in the field of marketing and business management. This study aims to understand how the quality of services provided by a company can influence customer purchasing decisions. The results of this study are consistent with and supported by previous research, namely: 1) Research conducted by Parasuraman et al. (1986), where this study shows that the quality of service received by customers has a significant influence on customer satisfaction and purchase intentions in the future. 2) Research conducted by Shin et al. (2015) also showed similar findings, where they found that high service quality has a positive and significant effect on customer satisfaction and purchase decisions in the South Korean banking industry. 3). The impact of service quality on customer loyalty of Myanmar hospitality industry: the mediating role of customer satisfaction (Myo et al., 2019), where this research was conducted in the hospitality industry and shows that service quality has a positive and significant effect on customer satisfaction and customer intentions future purchases. 4). The Mediating Effect of customer satisfaction on the relationship between Electronic banking service quality and customer Purchase intention: Evidence from the Qatar banking sector (Khatoon et al., 2020), where this research was conducted in the Islamic banking sector in Qatar and showed that service quality has positive and significant influence on customer satisfaction and future purchase intentions.

Based on the results of the analysis, there is a positive and significant effect of Service Quality on the Warung Lalapan Cak Rie Trust in Malang City. From the test results obtained, the path coefficient is 0.694 and the p-value is $P < 0.001$. It can be concluded that H2 is accepted. This means that the higher the Service Quality performed by Warung Lalapan Cak

Rie Malang City, it can increase the trust or trust of consumers or customers to remain loyal or choose Warung Lalapan Cak Rie Malang City as the main choice if you want to enjoy a variety of fresh vegetables. The effect of service quality on trust is a topic that has been widely discussed in the marketing and management literature. In this context, "trust" refers to the customer's belief or expectation of the company's ability to properly meet their needs and expectations. Previous research has shown that good service quality can increase customer trust in companies (Fauzi & Suryani, 2019). Customers who are satisfied with the quality of services provided will tend to trust the company more, because they believe that the company will provide good service in the future. The research results also show that poor service quality can undermine customer trust (Gao et al., 2015). Customers who are dissatisfied with the quality of services provided will tend to doubt the company's ability to meet their needs in the future.

Based on the results of the analysis, there is a positive and significant effect of *Service Quality* on *Word of Mouth* Warung Lalapan Cak Rie Malang City. From the test results obtained, the path coefficient is 0.632 and the p-value is $P < 0.001$. It can be concluded that H3 is accepted. This means that the higher *the Service Quality* carried out by Warung Lalapan Cak Rie Malang City, it can increase *the Word of Mouth* or customers or consumers who have visited Warung Lalapan Cak Rie Malang City to talk about, provide suggestions and recommendations to enjoy various types of lalfan available as the main choice if you want to enjoy a variety of fresh vegetables. The effect of service quality on *Word of Mouth* is a topic that has also been extensively researched in the marketing and management literature. *Word of Mouth* refers to information passed by word of mouth between individuals or customers regarding a product or service. In this context, service quality can affect *Word of Mouth* positively or negatively. Customers who are satisfied with the quality of services provided will tend to share their positive experiences with others, thus strengthening the company's positive image and increasing positive *Word of Mouth*. On the other hand, poor service quality can cause customers to feel disappointed and angry, so they tend to share their negative experience with others, which can damage the company's image and cause a negative *Word of Mouth*.

Based on the results of the analysis, there is a positive and significant influence of *Trust* on *the Purchase Decision* of Warung Lalapan Cak Rie Malang City. From the test results obtained, the path coefficient is 0.428 and the p-value is $P < 0.001$. It can be concluded that H4 is accepted. This means that the higher *the Trust or customer trust in Warung Lalapan Cak Rie Malang City*, *the Purchase Decision* of customers and consumers from Warung Lalapan Cak Rie Malang City can increase. The effect of *Trust* on *Purchase Decision* is also an interesting research topic to discuss. *Trust* (trust) is considered as an important factor in the formation of purchasing decisions by consumers (Kim & Park, 2013). If consumers trust a brand or company, they are more likely to make a purchase or repurchase in the future.

Word of Mouth influence on *the Purchase Decision* of Warung Lalapan Cak Rie Malang City. From the test results obtained, the path coefficient is 0.361 and the p-value is $P < 0.001$. It can be concluded that H5 is accepted. This means that the higher *Word of Mouth* is done

by consumers who have come to visit and enjoy various foods served at Warung Lalapan Cak Rie Malang City, it can increase *Purchase Decisions* or to make repeat visits or new people come as a result of the influence of the *Word of Mouth*. The influence of *Word of Mouth* on *Purchase Decision* is also an interesting topic to discuss. *Word of Mouth* is a process in which individuals share information about products or services with others, and can influence consumer purchasing decisions (Ramya & Ali, 2016; Palalic et al., 2021) . Many studies have been conducted to examine the effect of *Word of Mouth* on *Purchase Decisions* , and the results show that *Word of Mouth* has a positive and significant influence on *Purchase Decisions* . For example, a study conducted by Cheung & To (2021) entitled *The effect of consumer perceptions of the ethics of retailers on purchase behavior and word-of-mouth: The moderating role of ethical beliefs* found that *word of mouth* has a positive effect on decisions consumer purchases in the context of purchasing cosmetic products. Another study conducted by Ozturk et al. (2016) in Turkey show that *Word of Mouth* has a positive impact on purchasing decisions in a banking context. The results of this study indicate that consumers who receive recommendations from other people are more likely to make purchases at the recommended bank.

Based on the results of the analysis, there is a positive and significant effect of *Service Quality* on *Purchase Decision* through the Warung Lalapan Cak Rie *Trust in Malang City*. From the test results obtained, the path coefficient is 0.297 and the p-value is $P < 0.001$. It can be concluded that H6 is accepted. This means that the higher *the Service Quality* performed by Warung Lalapan Cak Rie Malang City in the form of maximum service, it can increase *the Purchase Decision* of consumers or customers to choose Warung Lalapan Cak Rie Malang City as the main choice, where *Trust* or trust is the intermediate variable so that more and more consumers who will choose Warung Lalapan Cak Rie Malang City. With the existence of *Trust*, customers feel they have trusted and are confident in the dishes or food servings from Warung Lalapan Cak Rie. The influence of *Service Quality* on *Purchase Decision* can occur through *Trust* . When consumers feel that the quality of service provided by a company or brand is trusted, they will be more inclined to buy the product or use the service (Han & Hyun, 2015) . *Trust* is a consumer belief that a company or brand will provide good and reliable service (Lassoued & Hobbs, 2015) . Many studies have been conducted to examine the effect of *Service Quality* on *Purchase Decisions* through *Trust* . For example, research conducted by Kim et al. (2017) in South Korea with the title *The impact of airline service quality on trust and loyalty: Application of the online/offline channel perspective* , shows that *Service Quality* has a positive effect on *Trust* , and *Trust* then has a positive effect on *Purchase Decisions* . The results of this study indicate that consumers who believe in the brand will be more likely to buy the product or use the services offered.

A positive and significant influence of *Service Quality* on *Purchase Decision* through *Word of Mouth* Warung Lalapan Cak Rie Malang City. From the test results obtained, the path coefficient is 0.228 and the p-value is $P < 0.001$. It can be concluded that H7 is accepted. This means that the higher the *Service Quality* performed by Warung Lalapan Cak Rie Malang City in the form of maximum service, it can increase consumer *Purchase Decisions* or customers

to choose Warung Lalapan Cak Rie Malang City as the main choice, where *Trust* or trust is the intermediate variable so that more and more consumers will choose Warung Lalapan Cak Rie Malang City. With the existence of *Trust*, customers feel they have trusted and are confident in the dishes or food servings from Warung Lalapan Cak Rie. Research that examines the effect of *Service Quality* on *Purchase Decisions* through *Word of Mouth* shows that good service quality will influence consumer purchasing decisions through the influence of *Word of Mouth*. This is supported by the theory that consumers tend to seek information from those closest to them before making a purchase, and the influence of *Word of Mouth* can have a stronger effect than advertising. The results showed that *Service Quality* has a positive and significant influence on *Word of Mouth*, and *Word of Mouth* also has a positive and significant influence on *Purchase Decision*. In addition, *Service Quality* also has a positive and significant influence on *Purchase Decisions* indirectly through *Word of Mouth*.

Conclusion

Based on the results of the descriptive statistical analysis, it can be seen that the descriptive condition of the Service Quality variable on Purchase Decision through Trust and Word of Mouth at Warung Lalapan Cak Rie Malang City is classified as very good. There is a positive and significant direct effect between the variables Service Quality on Trust, Service Quality on Purchase Decision, Service Quality to Word of Mouth, and Word of Mouth against Purchase Decision on Warung Lalapan Cak Rie Malang City. There is a positive and significant indirect effect between Service Quality variables on Purchases Decision through Trust and Word of Mouth at Warung Lalapan Cak Rie Malang City. This means that if the Service Quality content provided is good and through Trust and Word of Mouth given by the customer will increase Purchase Decision on Warung Lalapan Cak Rie Malang City.

Based on the results of the research described in the previous chapter, the researchers' suggestions for this research are as follows. Consumers feel that by joining a community or group they can meet the information needs they need. It can be suggested that a group regarding the search for a tourist spot can be a reference for the needs of people in need. In addition, consumers feel the need for advice collection to convey dissatisfaction more easily from the information received. With the spread of word of mouth (word of Mouth) and good trust will increase the reputation of Warung Lalapan Cak Rie Malang City so that more attention is needed in terms of service quality. With electronic information dissemination word of mouth will be young for people to convey if there is dissatisfaction.

Based on the research results, researchers have suggestions to future readers or researchers who will study Purchase Decision, among others a) To be able to add other factors or variables; b) Increase the number of respondents; c) dig deeper between respondents with various backgrounds, and; d) Subsequent research so that research can be directed to the Experimental research model.

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