

# The Influence Of Customer Satisfaction And Customer Trust On Product Purchase At CV. Mega Kreasi Spunindo

Dea Silfia Putri<sup>1</sup>, Ir. Ernita<sup>2\*</sup>, Muhammad Endang Asmara<sup>3</sup>

Department Management, Deli Sumatera University

[deasilfiaputri21@gmail.com](mailto:deasilfiaputri21@gmail.com), [ernita.ir@gmail.com](mailto:ernita.ir@gmail.com), [endangasmara78@gmail.com](mailto:endangasmara78@gmail.com)

## Keywords:

*Customer Satisfaction,*

*Customer Trust,*

*Product Purchase*

## Abstract

This study aims to investigate the influence of customer satisfaction and customer trust on product purchasing at CV. Mega Kreasi Spunindo. The research method employed is a survey, with data collected through questionnaires. The sample consists of customers who have previously made purchases from CV. Mega Kreasi Spunindo. Data analysis was conducted using regression techniques to evaluate the relationships between customer satisfaction, customer trust, and product purchasing behavior. The findings indicate that customer satisfaction has a positive and significant effect on product purchasing. Furthermore, customer trust is also shown to have a positive and significant influence on product purchasing. These results highlight the importance of understanding and enhancing customer satisfaction, as well as building customer trust, as strategic approaches to increase product purchases at CV. Mega Kreasi Spunindo. The managerial implications of this research include the development of marketing strategies that emphasize improving customer satisfaction and reinforcing customer trust in order to enhance the company's sales performance.

## INTRODUCTION

In the era of globalization and increasingly intense business competition, companies are required to understand the factors that influence customer purchasing decisions. CV. Mega Kreasi Spunindo, as a company operating in the field of spunbond nonwoven products, must recognize the importance of customer satisfaction and customer trust in building and maintaining its market share.

Companies engaged in the production sector are also facing increasing competition, where they continually strive to offer various advantages in order to provide high-quality products and greater customer satisfaction (Badarou, 2021). Customer satisfaction arises when customer expectations are met by the service provided. It represents a post-purchase evaluation; if satisfaction is achieved, customer loyalty is likely to follow. Therefore, customer satisfaction is one of the most crucial aspects for any company (Sarwono et al., 2023). One effective strategy to achieve customer satisfaction is by enhancing the quality of the company's services (Perwira et al., 2024). To ensure positive customer responses and alignment with customer expectations, companies must strategically determine the right and appealing products, trust, and quality.

Customer trust refers to a customer's knowledge about an object, its attributes, and its benefits, or more specifically, the willingness of individuals to rely on a brand to perform or fulfill a particular function (Muslikh et al., 2017). Such trust can be built through the producer's transparency in communicating the composition and materials used in specific products, as well as by providing honest descriptions of a product's strengths and weaknesses (Anora et al., 2025). Trust plays a pivotal role in the marketing of both products and services. If brand trust is not properly managed, it may lead to unrealistic customer expectations and potentially diminish commitment toward a product or service (Azzam et al., 2024). The process of developing brand trust is typically based on customers' experiences with the brand, which in turn influences their evaluation during product consumption, use, and both direct and indirect contact with the brand (Saldanha et al., 2023).

The growing demand for plastic bags is not only driven by increasing public

consumption but also by the rising needs of various industries, including food and beverage, medical, household, and others. Plastic bags are widely preferred due to their low cost, lightweight nature, and portability. However, they pose significant environmental threats, as they are classified as non-organic waste that takes a long time to decompose naturally in soil or water. Price competition remains one of the central issues in business. To remain competitive, CV. Mega Kreasi Spunindo offers a wide range of product sizes and color variations to provide customers with more purchasing options. Additionally, CV. Mega Kreasi Spunindo offers a strategically located facility with ample parking space to ensure customer convenience and safety during onsite visits (Perwira et al., 2024).

CV. Mega Kreasi Spunindo is a company engaged in the production of bags, particularly those with high-quality standards. In line with the nation’s development and modernization, it is imperative to conduct research on customer satisfaction within CV. Mega Kreasi Spunindo (Sarwono et al., 2023).

### METHODS

This study adopts a quantitative descriptive method, which aims to objectively describe a particular condition using numerical data—from data collection and interpretation to the presentation of the findings. The population in this research consists of employees at CV. Mega Kreasi Spunindo, totaling 66 employees in 2023. The sampling technique employed is saturated sampling, in which the entire population of 66 employees is used as the sample.

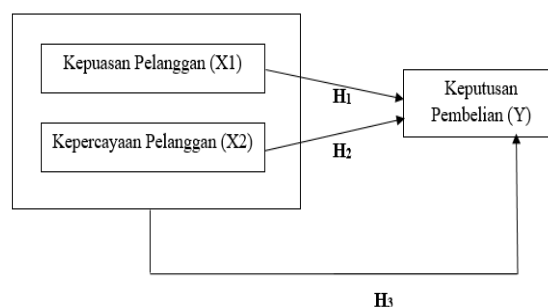
The data collection techniques used in this study are as follows:

1. Interviews: Conducted with employees of CV. Mega Kreasi Spunindo to identify problems related to work productivity within the company.
2. Document study: This involves collecting data from company documentation, including company history, organizational structure, and data on the number of employees.
3. Questionnaires: Distributed to research respondents in the form of questions or statements to obtain their opinions or perceptions regarding the variables being studied.

After conducting validity and reliability tests, the data analysis techniques used in this research include:

1. Multiple linear regression: To determine the extent to which the independent variables—Satisfaction (X1) and Trust (X2)—affect the dependent variable, namely Purchase Decision (Y) at CV. Mega Kreasi Spunindo.
2. t-test (partial test): To assess the individual effect of Satisfaction (X1) and Trust (X2) on Purchase Decision (Y).
3. F-test (simultaneous test): To determine the simultaneous influence of Satisfaction and Trust on Purchase Decision at CV. Mega Kreasi Spunindo.

Thus, the conceptual framework can be illustrated as follows:



**Figure 1**  
**Conceptual Framework**

## RESULTS AND DISCUSSION

### 1. Respondent Characteristics

The data in the table below presents the respondents' gender and age.

#### a. Based on Gender

Table 1. Respondent Characteristics by Gender

No.	Gender	Total	Percentage
1	Male	41	62%
2	Female	25	38%
	Total	66	100%

Source: Primary Data 2022

Of the 66 respondents surveyed, it was found that 41 were male (62%) and 25 were female (38%).

#### b. Based on Gender.

Tabel 2. Based on Age Group

No.	Usia Responden	Jumlah	Persentase
1	<30 Tahun	20	30%
2	31-40 Tahun	31	47%
3	41-50 Tahun	15	23%
	Jumlah	66	100%

Source: Primary Data 2022

From the table above, it can be seen that the age group of 31–40 years represents the largest number of respondents who completed the questionnaire, totaling 31 individuals (47%).

#### c. Based on Education

Table 3. Respondent Characteristics by Education Level

No.	Education Level	Number	Percentage
1	SMK	20	30%
2	D3	16	24%
3	S1	15	23%
4	S2	15	23%
	Total	66	100%

Source: Primary Data 2022

From the table above, it can be seen that respondents with a vocational high school (SMK) education level represented the largest group completing the questionnaire, totaling 20 individuals (30%).

### 2. Normality Test.

The normality test aims to determine whether the independent and dependent variables in the regression model are normally distributed. This calculation was conducted using the Normality Test of the Coefficient of Variation. A variable is considered to have a normal distribution if the coefficient of variation is less than 30% (Norfai, 2020).

Tabel 4. Normalitas Test koefisien Varians.

Descriptive Statistics				
Variable	N	Mean	Standard Deviation	%
Satisfaction	66	36,697	4,93232	13,2
Trust	66	31,258	3,79599	12,1

Purchase	66	39,439	4,59809	11,6
Valid N (listwise)	66			

Source: SPSS Output (2023)

Based on Table 4.11, it can be seen that all values of the Coefficient of Variation are less than 30%, which indicates the results of the normality test. Therefore, it can be concluded that the data is normally distributed.

### 3. Linearity Test.

The linearity test aims to determine whether the dependent and independent variables have a linear relationship. The two variables are considered to have a linear relationship if the p-value is  $< 0.05$ , and considered non-linear if the p-value is  $> 0.05$ . The linearity test was conducted using the SPSS (Statistical Product and Service Solution) for Windows software. It can be seen that the linearity significance values for the variables trust, satisfaction, and purchase are  $0.000 < 0.05$ . Therefore, as per the rule which states that if the significance value for linearity is less than  $0.05$ , then a linear correlation exists, the assumption of linearity is considered to be fulfilled.

### 4. Homogeneity Test.

This test is conducted as a prerequisite for the independent sample t-test and ANOVA analysis. The underlying assumption in variance analysis (ANOVA) is that the population variances are equal. As a criterion, if the significance value is greater than  $0.05$ , it can be concluded that the variances across two or more data groups are equal. It is found that the significance value for the satisfaction variable is  $0.106$ . Since the significance value is greater than  $0.05$ , it can be concluded that the satisfaction variable has equal variance. Similarly, the significance value for the trust variable is  $0.021$ . Because the significance is also greater than  $0.05$ , it can be concluded that the trust variable has equal variance.

### 5. Multicollinearity Test

A multiple regression model must be free from multicollinearity among its independent variables. Based on the results presented, the tolerance values for all independent variables are above  $0.1$ , and the VIF (Variance Inflation Factor) values are less than  $10$ . This indicates that the multicollinearity assumption is satisfied.

After the classical assumption tests are fulfilled as a necessary statistical requirement in multiple linear regression analysis the next step is conducting statistical tests:

#### 1. Multiple Linear Regression

In general, the multiple linear regression analysis model is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Based on the results of data processing, the regression equation can be formulated as follows:

$$Y = 0.191 + 0.218X_1 + 1.00X_2$$

Explanation:

- $Y$  = Purchase
  - $X_1$  = Customer Satisfaction
  - $X_2$  = Customer Trust
1. The constant value of  $0.191$  indicates that the purchase value is  $0.191$  when both customer satisfaction and customer trust are zero (i.e., no influence from the independent variables).
  2. The regression coefficient of  $X_1$  ( $0.218$ ) implies that a one-unit increase in customer satisfaction leads to an increase in purchase productivity by  $0.218$  units.
  3. The regression coefficient of  $X_2$  ( $1.00$ ) means that a one-unit increase in customer trust increases purchase productivity by  $1.00$  unit.

## The Influence of Customer Satisfaction and Customer Trust on Product Purchase at CV. Mega Kreasi Spunindo

According to the results in Table 4.16, the t-test (partial) results based on the completed questionnaires show that the significance value of the effect of satisfaction ( $X_1$ ) on purchase ( $Y$ ) is  $0.00 < 0.05$ , and the calculated t-value ( $6.854 > t\text{-table } (1.29)$ ), thus **H<sub>1</sub> is accepted**. This indicates that the hypothesis test confirms a significant and positive influence of satisfaction on purchase behavior. For the **trust** variable ( $X_2$ ), the significance value of its effect on purchase ( $Y$ ) is  $0.00 < 0.05$ , and the calculated t-value ( $22.304 > t\text{-table } (1.29)$ ), thus **H<sub>2</sub> is accepted**. This result demonstrates a significant effect of trust on purchase behavior. The **F-test** result shows the significance value of the combined effect of satisfaction and trust on purchase is  $0.000 < 0.05$ , with an F-value of  $422.039 > F\text{-table } (3.136)$ , hence **H<sub>4</sub> is accepted**. This implies that satisfaction and trust together significantly influence purchase behavior. The **coefficient of determination (R<sup>2</sup>)** is 0.931 or 93.1%, indicating that the variables satisfaction and trust explain 93.1% of the variance in purchase behavior, while the remaining 6.9% is explained by other variables not included in this study.

Based on the research conducted at **CV. Mega Kreasi Spunindo**, it was found that the coefficient for the satisfaction variable ( $X_1$ ) yielded a t-value greater than the t-table. This shows that satisfaction ( $X_1$ ) significantly affects product purchase ( $Y$ ). The result indicates that customer satisfaction has a significant partial influence on purchasing behavior at CV. Mega Kreasi Spunindo. The greater the customer's understanding of satisfaction, the higher their awareness of the benefits gained from purchasing products from CV. Mega Kreasi Spunindo. Conversely, lower satisfaction understanding corresponds with reduced recognition of purchase benefits. Likewise, the analysis shows that the **trust variable ( $X_2$ )** also has a t-value greater than the t-table, indicating that trust has a significant and positive partial effect on product purchases at **CV. Mega Kreasi Spunindo**. The greater an individual's understanding that customer trust influences purchasing, the higher their capacity to derive benefits from purchases. Conversely, lower awareness of trust corresponds to reduced benefit realization from purchasing. This finding supports the theory that trust influences purchase behavior at **CV. Mega Kreasi Spunindo**.

## CONCLUSION

Based on the analysis discussed in the previous chapter, it can be concluded that customer satisfaction and customer trust both have a significant and positive influence on purchasing decisions at CV. MEGA KREASI SPUNINDO. The research results show that the r-count value for customer satisfaction is greater than the r-table value, indicating that the customer satisfaction variable has a partial effect on purchase behavior. Similarly, the r-count value for customer trust also exceeds the r-table value, confirming that customer trust likewise has a partial effect on purchasing. Overall, the findings demonstrate that both customer satisfaction and trust play a crucial role in influencing purchasing decisions at CV. MEGA KREASI SPUNINDO.

## ACKNOWLEDGMENT

-

## REFERENCES

- Anora, A., Muchayatin, & Ginting, Y. (2025). The Influence of E-Commerce Trust, Site Loyalty, and Satisfaction on Digital Consumer Purchase Behavior. *Indonesian Journal Economic Review (IJER)*. <https://doi.org/10.59431/ijer.v5i1.512>
- Azzam, F. R., Widodo, A., Silvianita, A., Rubiyanti, N., Renaldy, F., & Azzam. (2024). The Service Quality and Brand Trust Toward Purchase Decisions the Mediating Role of Customer Satisfaction : A Conceptual Paper. *International Journal of Integrative Sciences*. <https://doi.org/10.55927/ijis.v3i5.9208>
- Badarou, N. S. (2021). Impact of Customer Satisfaction on Purchasing Decision. *The International Journal of Business & Management*. <https://doi.org/10.24940/theijbm/2021/v9/i6/bm2106-004>
- Muslikh, M., Zainal, Z., & Hidayati, R. (2017). *The Influence of Satisfaction and Trust on Online Purchase Decision*. 19, 22–34. <https://consensus.app/papers/the-influence-of-satisfaction-and-trust-on-online-purchase->



zainal-muslikh/bfe67b4f3c7158a1a4c40403be02e70b/

- Perwira, F. R., Nugroho, A., & Wijaya, A. (2024). The Influence of E-Service Quality, Information Quality and Trust on Purchasing Decisions and their Implications for Customer Satisfaction. *International Journal of Research and Innovation in Social Science*. <https://doi.org/10.47772/ijriss.2024.802165>
- Saldanha, E., Bahar, Y. R., & Barreto, D. (2023). The Mediating Role of Customer Satisfaction in the Relationship Between Product Trust, Perceived Value, Price Fairness, and Purchase Decisions : an Empirical Study of Telecomcel Company in Timor-Leste. *Timor Leste Journal of Business and Management*. <https://doi.org/10.51703/bm.v5i0.132>
- Sarwono, A., Ediyanto, E., & Subaida, I. (2023). PENGARUH KUALITAS PRODUK DAN KEPERCAYAAN TERHADAP KEPUASAN KONSUMEN DENGAN KEPUTUSAN PEMBELIAN SEBAGAI VARIABEL INTERVENING PADA PABRIK TAHU DUA PUTRI PANJI SITUBONDO. *Jurnal Mahasiswa Entrepreneurship (JME)*. <https://doi.org/10.36841/jme.v2i7.3570>

**Copyright holder :**

© author. (2024)

**First publication right :**

Internasional Journal of Economic, Agribisnis and Development Studies

**This article is licensed under:**

**CC-BY-SA**