



## The Result of Price Perception, Product Quality, Delivery Quality, Discount Program on the Decision of Scaffolding Rental Mediated by *Word of Mouth* at PT. Pamungkas Putra Pratama

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**Abstract:** The marketing strategy is the most important thing to overcome the fast business competition. This study aims to determine the result of perception, price, product priority, delivery, discount program, on rental choices *Scaffolding* mediated by word of mouth at PT. Pamungkas Putra Pratama. The method used in this study is a quantitative method with a correlation approach. The populations in this study are all customers of PT. Pamungkas Putra Pratama collected data using a questionnaire or questionnaire distributed to each member of the population. The data analysis technique is by measuring the Likert scale using the SEM analysis of the Smart PLS software. The results of this study indicate that perceptions of price, product priority, delivery, and discount programs have a significant and positive result on the choice to rent scaffolding at PT Pamungkas Putra Pratama. Perception, price, product priority, delivery and discounts also have a positive and significant impact on word of mouth at PT. Pamungkas Putra Pratama. Therefore word of mouth is capable and influential in increasing scaffolding rental choices at PT. Pamungkas Putra Pratama.

**Keywords:** Delivery, Discount, Choice Scaffolding, Marketing Strategy, Price, Product, Word of Mouth.

### INTRODUCTION

Business development and competition from year to year experience many changes and make marketers have the courage to rack their brains to be able to meet customer needs in order to be able to compete in marketing their products in the market. Companies must work hard to maintain their products to be able to compete with other products. Various attempts were made by the company to increase the company's sales and satisfy the needs of its customers (Lina, 2018).

According to Maharani (2019), nowadays customers are getting smarter and in a very crisis, therefore business people must be able to innovate to improve the priority of existing services so as to be able to result the buying choice process by customers. Purchasing choice is a choice-making process that includes determining what to buy. In this condition customers will seek information about the product to be purchased to meet their needs and desires. This is resulted by several factors that result purchasing choices, including perceived price, product priority, delivery priority, and discount programs.

Perceived price is the perception of competition is made informative so that it is easily understood by customers (Fatmawati and Soliha, 2017). The priority of a product is one of the customer considerations in buying the product to be purchased. Therefore companies are required to be able to produce priority goods or services by prioritizing the speed of service, so that they can compete with competitors. Speed of service is the ability of the company or seller to serve buyers quickly and precisely. This will be one of the determinants in determining purchasing choices because customers will find information more quickly about the product or goods they want to buy (Yulianti and Wahdah, 2018).

As experienced by PT. Pamungkas Putra Pratama which is a business entity that started its business activities since 2005 based in Cilegon City. Starting from the establishment of the Pamungkas Putra Pratama business entity as *Limited Partnership (CV)* / Limited Liability Company, PT. Pamungkas Putra Pratama transformed into a Limited Liability Company in 2009 after this business entity made significant progress in building its business, trusted by various BUMN and private companies to become its strategic partners. The existence of PT. Pamungkas Putra Pratama, which has been around for a long time, must certainly continue to innovate to maintain its business and keep customers making scaffolding rental choices at this company.

Based on the results of the pre-survey given to 25 respondents to scaffolding rental customers at PT. Pamungkas Putra find out the triggering factors for rental choices. Rental choices at PT. Pamungkas Putra carried out through several stages, starting from collaborating with several companies and individuals to submitting proposals and leasing agreements. The results show that the percentage of agreeing responses is greater than disagreeing responses.

With increasing market competition in doing business, companies or business people are increasingly responsive to innovating in doing business, such as considering prices, improving priority, and giving discounts. This problem makes many researchers conduct research related to variables that can improve purchasing or leasing choices.

First, Gunarsih et al (2020) conducted research with the results showing that Price has a positive and significant result on purchases, namely 9,623. This is in accordance with Ho, namely the significant result between the price dimensions on the choice variable is rejected. Therefore it can be concluded that price has a significant result on purchasing choices. Second, Kumala and Fageh (2022) explain the results of their research, namely that discount program has a positive and significant result on purchasing choices as a benefit of buyer interest and medial variables. Third, previous research by Sugeng Widodo and Epa Nur Hasanah (2019) with research results that product priority and marketing strategy partially and simultaneously have a good positive result on buying choices. The fourth shows researchers named Richness Kharisma and Hariyanti (2020) who explains that the variable customer satisfaction does not have a positive result while trust and product priority have a significant result on WOM. Variables of customer satisfaction, trust, and product priority simultaneously have a significant result on word communication. Furthermore, the fifth previous study, namely by Rukhiana Lanfishomala Nurjanah and Mashariono (2017) explained that a price-priority product is proven to have a positive result on customer satisfaction and word of mouth point while price is not proven to be significant to word of

mouth. The result of price is not proven to be significant on word of mouth. Meanwhile, customer satisfaction has a significant and positive result on word of mouth. Sixth, Kennedy and Kundu (2018) explain the results of the study, namely shipping costs and delivery times have a positive and significant result both partially and simultaneously on online purchasing choices. The seventh study was conducted by Zhang et al (2017) explaining internal discounts *word-of-mouth* is a marketing strategy. Each customer enjoys a discount that is directly proportional to his result in the WOM network. Eighth, Rachman (2018) explains the results of the study that product, service priority, customer value giving a positive result on customer satisfaction at Telkom Indi home Purwokerto priority services also have a positive result on customer satisfaction. Then, Themba (2021) explains the results of this study indicate that the price of the free shipping discount program and priority products have a significant result on customer purchasing choices. Finally, Juhaeri (2019) shows that priority service and discount programs have a positive result on purchasing choices on online motorcycle taxis in South Tangerang City. Yim and Kwon (2015) The results of the study show that the existence of a discount has a result on *word of mouth*, which would allow the individual to provide information to colleagues regarding the discount

Previous research is presented to prove that this research is different and has *gap* or elements *novelty*. The difference between this research and previous studies is that this study analyses the result of perceived price, product priority, delivery, discount programs on rental choices *Scaffolding* which is related to the dimension by *word of mouth* at PT. Pamungkas Putra Pratama. This research has never been conducted at PT Pamungkas Putra Pratama by considering that these variables can increase purchasing choices or leasing choices with the model *Scaffolding*. The purpose of this study was to determine the result of perceived price, product priority, delivery, discount program on rental choices *Scaffolding* at PT. Pamungkas Putra Pratama.

## LITERATURE REVIEW

### a. Purchase Choice

According to Fitriani (2021), the purchase choice is a stage in the purchasing choice-making process where customers actually buy products. If customers are interested in the product, they will buy it, whereas if it is not attractive, customers will not buy the product due to various factors that make customers have considerations in priority, price, and usually customers will see whether the product is well known to the wider community or not, that is also a consideration. in purchasing choices.

Indicators of purchasing choices are as follows (Budiono et al, 2018): 1) *Benefit Association*, that is customers find benefits from purchasing products, so customers will easily remember the type of product when they buy it. For example, in purchasing gold, customers who have experienced the benefits of gold at a level of 24 carat will buy gold at that level. 2) Priority in buying, namely when the company offers products to customers that are better than competitors' products. 3) Purchase frequency, which is when a customer buys a particular product and he is satisfied with the product's performance, he will often repurchases the product whenever he needs it.

### b. Word Of Mouth

Word of mouth is a process of communication from one individual to another that is useful as an intermediary for the source of the message and the recipient regarding a bad brand product and service (Alves et al., 2016). Word of mouth is also a means to create customer desires in a product (Martín et al., 2015). Word of mouth is also used for the exchange of opinions, ideas and comments between one or two customers but not included by marketers. This is a form of interpersonal communication between buyers and sellers and

customers regarding personal experiences about the products sold by the company (Astaki and Purnami, 2019).

Indicators for measuring WOM include (Pamungkas and Zuhroh, 2016): 1) *WOM intensity*, namely the intensity or volume of conversations about a product that occur in everyday conversations. 2) *Positive valence WOM*, namely a positive assessment as a result of the satisfaction obtained by customers as outlined in everyday conversations such as giving recommendations or invitations to buy a product. 3) *Negative valence WOM*, namely conveying negative things to other people about a product caused by the product's inability to meet customer expectations. 4) *WOM Content*, namely the content of the conversation or the content of the discussion of a product such as type, priority, price, and others.

### **c. Price Perception**

According to Campbell in Cockril and Goode (2015: 368) Price perspective is a psychological element that can change consumer reactions or interests. That's what makes the purchase choice depends on the price. Price perception is how customers see prices as high, low and reasonable prices. This has a strong result on both purchase intention and purchase satisfaction.

Indicators of price perception can be carried out by looking at the following aspects (Suryajaya and Sienatra, 2020): 1) Price affordability, namely the purchasing power of customers for the products they buy. 2) Price conformity with product/service priority, in the form of product/service priority obtained is comparable or even greater than the value of money spent. 3) Price Competitiveness, namely the ability to determine prices that can compete with other products. 4) Price suitability with product/service benefits.

### **d. Product priority**

According to Fitriani (2019), product priority is very important in increasing customer confidence and influencing customer purchasing choices. To achieve the desired product priority, companies need priority standardization to ensure that the output produced meets predetermined standards, so that customers do not lose confidence in the product to be purchased (Fitriani, 2019) According to Putra et al (2017), the priority of a product in the form of goods or services is determined by its dimensions.

The priority of a service product or goods is dependent on its dimensions. The dimensions closely related to indicators for improving product priority are 1) performance, which is related to the basic properties of an item. 2) Durability, namely the time the product or item can last a long time before the item is restored. 3) features, namely the properties of an item that is made so that the item functions properly and attracts consumers to make a buying choice. 4) Aesthetics, namely related to the appearance of the product, such as physical design, artistic and so on. 5) Compliance, with specifications means that the product meets the specifications, whether defects are found in the product or not.

### **e. Delivery Priority**

Delivery priority is defined as a delivery process that has been carried out in accordance with the specified date and day, so as not to trigger customer complaints. The indicators for the priority of delivery are as follows (Tania and Raymond, 2020): 1) The timeliness of the arrival of the goods that have been sent according to a predetermined schedule. 2) Timely delivery of goods to be sent.

## f. Discount Program

Astuti (2018) argues that discounts are price discounts offered to customers that are agreed upon by the company. Companies provide discounts with certain expectations and goals, both later it will benefit customers or companies.

According to Alma (2019: 178), price discounts are given to customers due to several things like this: 1) Customers pay faster than the allotted time. 2) Purchase in large parties. 3) There are differences in scales. 4) From the producer's side it is likely a program.

There are several indicators that can be used to measure discount variables, namely the following (Nainggolan and Parinduri, 2020): 1) Trigger customers to buy in large quantities. 2) Anticipate competitor promotions. 3) Supports trading in large volumes

## RESEARCH METHODS

This research method is qualitative. This research is included in the type of correlational research. Correlational research is research that examines the relationship or result between two or more variables. In this correlational analysis, the variables are divided into two parts, namely the independent variable and the dependent variable (Sugiyono, 2018: 36). This research is correlational because it is in accordance with the research objectives which want to examine the result of price, product priority, delivery, discount program on scaffolding rental choices mediated by word of mouth.

The populations in this study are all customers PT. Pamungkas Putra Pratama. Sampling techniques can be grouped into two, namely the first sampling is *probability sampling* and the second is *non probability sampling* (Sugiyono, 2018). The sampling technique used in this study is by *non-probability sampling*, namely a sampling technique that does not provide equal opportunities for each member of the population to be sampled. The research time is planned to be carried out and started by researchers from May to November 2022. The research process begins with identifying problems in the research area, conducting problem formulation and gathering basic theory to strengthen the basis of variables, and conducting pre-survey research on 20 customer respondents PT. Pamungkas Putra Pratama.

Secondary data in this study is processed data such as tables, graphs, diagrams, and pictures. Other data are such as literature journals, literature studies, books, articles, magazines, and various media *online* as a reference. This study uses primary data sources obtained by researchers directly through questionnaires held by researchers to customers PT. Pamungkas Putra Pratama.

Data analysis techniques in this study used a technique, namely the Smart PLS software tool. Meanwhile, in testing the data using a hypothesis test, hypothesis testing is a test by analysing the path whether between variables has a possible value of 0.05 with a significance value. Then a choice is made, namely if the possible value is 0.05 less than or equal to the possible significance value then  $H_0$  is accepted and  $H_a$  is rejected, meaning it is not significant and if the possible value is 0.5 greater or equal to the Sig value then  $H_0$  is rejected and  $H_a$  is accepted, meaning significance.

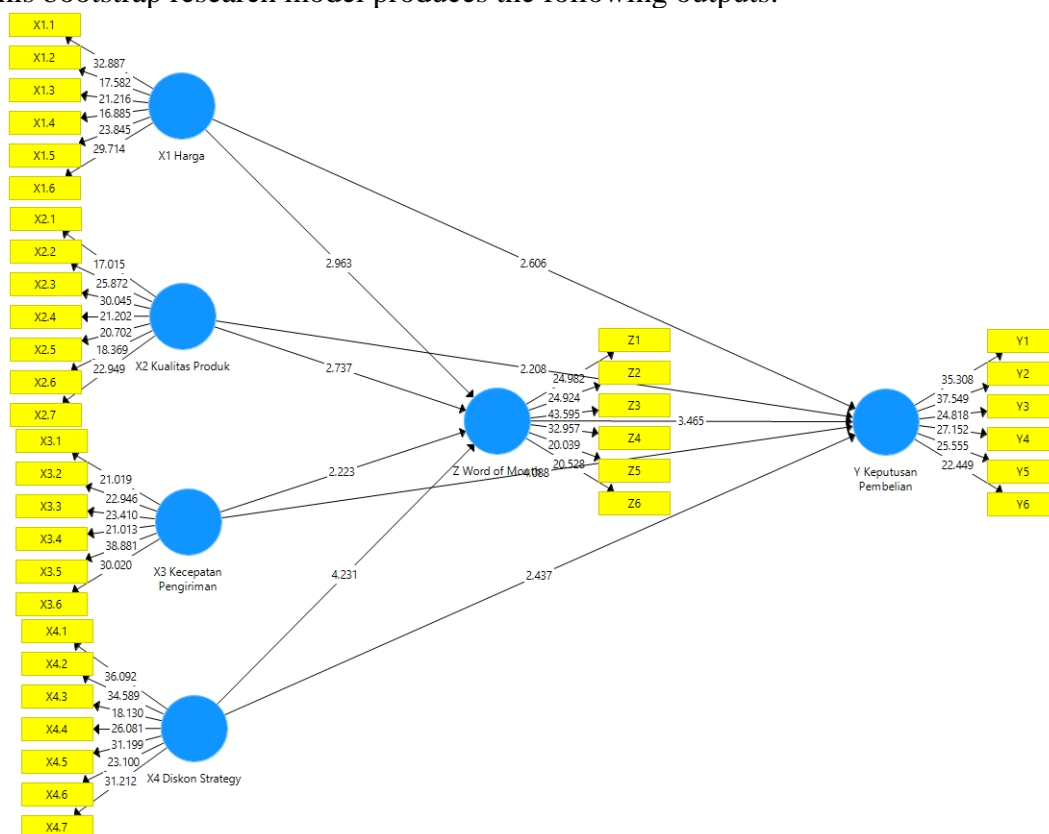
## FINDINGS AND DISCUSSION

### Research Findings

The results of the Inner Model (structural model) R-square, f-square, parameter coefficients, and t-statistics serve as a basis for testing hypotheses to determine whether a hypothesis can be accepted or rejected by using t statistics, p values, and significance values between constructs. Using SmartPLS (Partial Least Square) 3.0 software, the research hypothesis was tested. The bootstrap result shows that value. In this study, the t-statistic was



greater than 1.96, the p-value was 0.05 (5%), and the positive beta coefficient was used as a guide. This bootstrap research model produces the following outputs:



Picture 1. Inner Model

The Goodness of Inner Model is used to determine the ability of endogenous variables to explain the diversity of exogenous variables. The results of the Goodness of Inner Model shown through R-Squares can be shown in the table below:

Tabel 1. R Square

	R Square	- R Square
<b>Keputusan penyewaan</b>	0,847	0,153
<b>Word Of Mouth</b>	0,752	0,248
<b>Total</b>	1,599	

Source: PLS output

The R-Square is 0.847, or 84.7 percent, as the results show. This shows that various cost factors, quality of goods, quality of transportation equipment, rebate projects, and verbal exchanges can influence the choice of lease by 84.7%. The remaining 15.3% is influenced by variables not related to the research. The result of R Square Informal exchange is 0.752 or 75.2% where cost, item quality, conveyance quality, and limit projects can affect Informal exchange by 75.2%. Another unidentified variable is responsible for the remaining 24.8 percent.

The entire model is validated using goodi fit. The Goodness of Fit test is calculated manually using the value of R2 and Average Variance Extracted (AVE). The gof value is 0.9795.

Small level, medium level, and large level all have GoF values between 0.1-0.36. Because the GoF calculation results are 0.9795, the GoF in this study is included in the large GoF value, this shows that the model came out well.

The results of the hypothesis test show that the causal relationship developed in the exogenous to endogenous variable model. This test shows that the T-statistic is greater than the critical value, as shown in the table below:

**Table 2. Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
<b>X1 Perceived Price -&gt; Y Rental choice</b>	0,1299	0,1259	0,0498	2,6058	<b>0,0094</b>
<b>X1 Price Perception -&gt; Z Word of Mouth</b>	0,1836	0,1838	0,0620	2,9631	<b>0,0032</b>
<b>X2 Product Priority -&gt; Y Rental choices</b>	0,1332	0,1260	0,0603	2,2080	<b>0,0277</b>
<b>X2 Product Priority -&gt; Z Word of Mouth</b>	0,2534	0,2526	0,0926	2,7374	<b>0,0064</b>
<b>X3 Delivery priority -&gt; Y Rental choices</b>	0,3005	0,3080	0,0735	4,0883	<b>0,0001</b>
<b>X3 Delivery priority -&gt; Z Word of Mouth</b>	0,1911	0,1965	0,0860	2,2234	<b>0,0266</b>
<b>X4 Discount program -&gt; Y Rental choice</b>	0,1714	0,1783	0,0703	2,4371	<b>0,0152</b>
<b>X4 Program diskon -&gt; Z Word of Mouth</b>	0,3347	0,3299	0,0791	4,2314	<b>0,0000</b>
<b>Z Word of Mouth -&gt; Y Rental choice</b>	0,2814	0,2777	0,0812	3,4652	<b>0,0006</b>

Source: Output PLS

Based on the table above it can be explained that there is a result of exogenous variables on endogenous in each hypothesis below:

- a. Perception Prices is significant to rental choices  
 From as the table, shows the T-statistic value of price perceptions influencing rental choices is 2.6058 with a value *p value* of 0.0094 where  $<0.05$ . This can be interpreted that the price gives the result of significance on rental choices.
- b. Perception price result on *Word Of Mouth*  
 In as the table, shows the value of the T-statistic is perception price result *Word Of Mouth* is 2.9631 with value *p* of 0.0032 where  $<0.05$ . This can be interpreted that the price gives the result of significance on *Word Of Mouth*.
- c. Product priority affects the leasing choice  
 From as the table, shows the T-statistic value of product priority influencing rental choices is 2.2080 with a value *p* of 0.0277 where  $<0.05$ . This can be interpreted that product priority gives the result of significance on leasing choices.
- d. Product priority affects *Word Of Mouth*  
 In as the table, shows the T-statistic value of product priority has a result on *Word Of Mouth* is 2.7374 with value *p* of 0.0064 where  $<0.05$ . This can be interpreted that product priority gives the result of significance on *Word Of Mouth*.

- e. The priority of delivery affects the leasing choice  
From as the table, shows the value of the T-statistic for delivery priority has a result on leasing choices is 4.0883 with a value *p value* of 0.0001 where <0.05. This can be interpreted that the priority of delivery gives the result of significance on leasing choices.
- f. The priority of delivery affects *Word Of Mouth*  
In as the table, shows the value of the T-statistic for delivery priority has a result on *Word Of Mouth* is 2.2234 with value *p value* of 0.0266 where <0.05. This can be interpreted that the priority of delivery gives the result of significance on *Word Of Mouth*.
- g. The discount program affects the rental choice  
From as the table, shows the T-statistic value of the discount program influencing the rental choice is 2.4371 with a value *p value* of 0.0152 where <0.05. This can be interpreted that the discount program gives the result of significance on rental choices.
- h. The discount program affects on *Word Of Mouth*  
From as the table, shows the T-statistic value of the discount program has a result on *Word Of Mouth* is 4.2314 with value *p value* of 0.0000 where <0.05. This can be interpreted that the discount program gives the result of significance on *Word Of Mouth*.
- i. *Word Of Mouth* affects the rental choice  
In as the table, shows the value of the T-statistic *Word Of Mouth* result on rental choices is 3.4652 with a value *p value* of 0.0006 where <0.05. This can be interpreted that *Word Of Mouth* positive and significant result on leasing choices.

In testing this hypothesis is done by testing *indirect result*. Indirect result testing is carried out with the aim of testing whether there is an indirect result of the independent variables on the dependent variable through the intervening variables. The test criteria states that if the value *p-value* smaller than 0.05, it is stated that there is an indirect significant result of exogenous variables on endogenous variables through their intervening variables. The results of the indirect result test can be seen through the summary in the following table.

**Table 2. Indirect Result**

exogenous	Indirect Coefficient	T Statistics	P-Value
Price Perception -> <i>Word Of Mouth</i> -> Rental choice	0,0517	2,0198	<b>0,0439</b>
Product priority -> <i>Word Of Mouth</i> -> Rental choice	0,0713	1,9688	<b>0,0495</b>
Delivery priority -> <i>Word Of Mouth</i> -> Rental choice	0,0538	2,2279	<b>0,0263</b>
Discount Program -> <i>Word Of Mouth</i> -> Rental choice	0,0942	2,8543	<b>0,0045</b>

Source: Output PLS

Based on the tests listed in the table above, shows:

- a. *Word Of Mouth* as a mediation between Perceived Price and Rental Choices  
Result of Price on Rental Choices through *Word Of Mouth* earned value *p-value* 0.0439 which is smaller than 0.05. This shows that there is a significant result of price on rental choices through *Word of Mouth*. Therefore *Word Of Mouth* declared capable of mediating the result of price on leasing choices.
- b. *Word Of Mouth* as a mediation between product priority and leasing choices



Result of product priority on leasing choices through *Word Of Mouth* earned value *p-value* 0.0495 which is smaller than 0.05. This shows that there is a significant result of product priority on rental choices through *Word Of Mouth*. Therefore *Word Of Mouth* declared capable of mediating the result of product priority on leasing choices.

c. *Word Of Mouth* as mediation between delivery priority and leasing choices

Result of delivery priority on leasing choices through *Word Of Mouth* earned value *p-value* 0.0263 which is smaller than 0.05. This shows that there is a significant result of the priority of delivery on the choice to rent through *Word Of Mouth*. Therefore *Word Of Mouth* declared capable of mediating the result of delivery priority on leasing choices.

d. *Word Of Mouth* as mediation between the discount program and rental choices

Result of discount program on leasing choices through *Word Of Mouth* earned value *p-value* 0.0045 which is smaller than 0.05. This shows that there is a significant result of the discount program on rental choices through *Word Of Mouth*. Therefore *Word Of Mouth* declared capable of mediating the result of the discount program on leasing choices.

## Discussion

Based on the results of the analysis above, this study conducted a discussion showing that:

### 1. Perception Result price on scaffolding rental choices at PT. Pamungkas Putra Pratama

Based on as the table, shows the T-statistic value of the price influencing the rental choice is 2.6058 with a value *p value* of 0.0094 where  $<0.05$ . This can be interpreted that the price gives the result of significance on rental choices.

These results are in line with research conducted by Gunarsih et al (2020) with the title "The Result of Price on Customer Rental Choices at the Pelita Jaya Buyungon Amurang Store" which revealed that the findings revealed that Price had a significant result on rental choices, namely 9,623 or 96.2%. This also corresponds to a significant number, so that  $H_0$  which reads that there is no significant result between the price dimensions on the leasing choice variable is rejected. Then partially the price dimension has a significant result on the buyer's choice.

### 2. Result of product priority on scaffolding rental choices at PT. Pamungkas Putra Pratama

Based on as the table, shows the T-statistic value of product priority has a result on leasing choices is 2.9631 with a value *p value* of 0.0032 where  $< 0.05$ . This can be interpreted that product priority gives the result of significance on leasing choices.

These results are in line with research conducted by Tahir (2019) with the title "The Result of Product Priority and Advertising on Customer Purchase Choices at PT. Graha Construction Sejati Medan" which revealed that product priority partially has a significant result on customer purchasing choices at PT. Graha Sejati Construction Medan. Advertising partially has a significant result on customer purchasing choices at PT. Medan Construction Graha. Product priority and advertising simultaneously and together have a significant result on customer purchasing choices at PT. Medan Construction Graha. This can be proven by the coefficient of determination of 0.404, meaning that 40.4% of variations in purchasing choices can be explained by variations in product priority and advertising.

### **3. The result of delivery priority on scaffolding rental choices at PT. Pamungkas Putra Pratama**

Based on as the table, shows the value of the T-statistic for delivery priority has a result on leasing choices is 2.2080 with a value *p value* of 0.0277 where  $<0.05$ . This can be interpreted that the priority of delivery gives the result of significance on leasing choices.

These results are in line with the research conducted by Kennedy and Kundu (2018) with the title "*Result Of Delivery Charges And Time On Online Purchase Choice*" which reveals that delivery costs and delivery times have a positive and significant result both partially and simultaneously on online rental choices.

### **4. The result of the discount program on the scaffolding rental choice at PT. Pamungkas Putra Pratama**

Based on as the table, shows the T-statistic value of the discount program influencing the rental choice is 2.7374 with a value *p value* of 0.0064 where  $<0.05$ . This can be interpreted that the discount program gives the result of significance on rental choices.

These results are in line with research conducted by Pelupessy (2018) with the title "Analysis of the Result of Promotion and Price on Purchase Choices of White Iron in Ambon City (Empirical Study of Original (Typical) Maluku White Iron Shops in Ambon City)" which reveals that the promotion variable used by giving discounts which have a significant result on purchasing choices. These results are also supported by Habe and Wulandari's research (2018) with the title "The Result of Sales Promotions on Building Material Purchase Choices at UD. Sumatra Steel in Bandar Lampung".

### **5. Perceptual result price against word of mouth at PT. Pamungkas Putra Pratama**

Based on as the table, shows the T-statistic price has a result on *word of mouth* is 4.0883 with value *p value* of 0.0001 where  $<0.05$ . This can be interpreted that the price gives the result of significance on *word of mouth*.

These results are in line with research conducted by Nurjanah and Tjahjaningsih et al (2022) entitled "The Role of WOM as an Intervening Variable in Service Priority and Price Perceptions of Loyalty" showing that price perceptions have a positive and significant result on *word of mouth*. Rosmina et al (2021) in their research revealed that price gives the result of significance on *word of mouth*.

### **6. Result of product priority on word of mouth at PT. Pamungkas Putra Pratama**

Based on as the table, shows the T-statistic value of product priority has a result on *word of mouth* is 2.2234 with value *p value* of 0.0266 where  $<0.05$ . This can be interpreted that product priority gives the result of significance on *word of mouth*.

These results are in line with the research conducted by Astaki and Purnami (2019) entitled "The Role *Word of mouth* Mediating Product Priority Against Customer Purchase Choices" shows that product priority variables have a positive and significant result on *word of mouth*, product priority variables have a positive and significant result on purchasing choices, variable *word of mouth* positive and significant result on purchasing choices, as well as variables *word of mouth* significantly mediates the result of product priority on purchasing choices.

### **7. Result of delivery priority on *word of mouth* at PT. Pamungkas Putra Pratama**

Based on as the table, shows the T-statistic value of delivery priority has a result on *word of mouth* is 2.4371 with value *p value* of 0.0152 where  $<0.05$ . This can be interpreted that the priority of delivery gives the result of significance on *word of mouth*.

These results are in line with research conducted by Valentama et al (2022) in whose research revealed that the priority of delivery services has a positive and significant result on *word of mouth*. Novianti and Artanti (2015) have the results of service priority research on good delivery that will affect customer WOM to their closest colleagues.

### **8. The result of discount programs on *word of mouth* at PT. Pamungkas Putra Pratama**

Based on as the table, shows the T-statistic value of the discount program has a result on *word of mouth* is 4.2314 with value *p value* of 0.0000 where  $<0.05$ . This can be interpreted that the discount program gives the result of significance on *word of mouth*.

These results are in line with research conducted by Zhang et al (2017) entitled "A discount strategy in word-of-mouth marketing and its assessment" indicates that deep discount *word-of-mouth* is a marketing strategy. Each customer enjoys a discount that is directly proportional to his result in the WOM network.

### **9. Result *word of mouth* on the choice to rent scaffolding at PT. Pamungkas Putra Pratama**

Based on as the table, shows the T-statistic value *word of mouth* result on rental choices is 3.4652 with a value *p value* of 0.0006 where  $<0.05$ . This can be interpreted that *word of mouth* positive and significant result on leasing choices.

These results are in line with research conducted by Nuriyah and Suriyanto (2022) entitled "The Result of Store Image, Price, and Word Of Mouth on Customer Purchasing Choices at Bening Bungah Stores" shows that *word of mouth* gives the result of significance on the purchase choice of the Benih Bungah customer, which is engaged in construction glass.

### **10. *Word of mouth* able to mediate the result of price on scaffolding rental choices at PT. Pamungkas Putra Pratama**

Based on as the table, shows the value *p-value* 0.0439 which is smaller than 0.05. This shows that there is a significant result of price on rental choices through *Word Of Mouth*. Therefore *Word Of Mouth* declared capable of mediating the result of price on leasing choices.

### **11. *Word of mouth* able to mediate the result of product priority on scaffolding rental choices at PT. Pamungkas Putra Pratama**

Based on as the table, shows the value *p-value* 0.0495 which is smaller than 0.05. This shows that there is a significant result of product priority on rental choices through *Word Of Mouth*. Therefore *Word Of Mouth* declared capable of mediating the result of product priority on leasing choices.

The results of this study are in line with Astaki and Purnami (2019) which show that product priority variables have a positive and significant result on word of mouth, product priority variables have a positive and significant result on purchasing choices, variable *word of mouth* positive and significant result on purchasing choices, as well as variables *word of mouth* significantly mediates the result of product priority on purchasing choices.

### **12. *Word of mouth* able to mediate the result of delivery priority on scaffolding rental choices at PT. Pamungkas Putra Pratama**

Based on as the table, shows the value *p-value* 0.0263 which is smaller than 0.05. This shows that there is a significant result of delivery priority on rental choices through *Word Of Mouth*. Therefore *Word Of Mouth* declared capable of mediating the result of delivery priority on leasing choices.

The results of this study are in line with research conducted by Novianti and Artanti (2015) which states that delivery priority results rental choices, besides that delivery priority also results *Word Of Mouth*. So that *Word Of Mouth* has a role in mediating the two variables.

### **13. *Word of mouth* able to mediate the result of the discount program on the choice to rent scaffolding at PT. Pamungkas Putra Pratama**

Based on as the table, shows the value *p-value* 0.0045 which is smaller than 0.05. This shows that there is a significant result of the discount program on rental choices through *Word Of Mouth*. Therefore *Word Of Mouth* declared capable of mediating the result of the discount program on leasing choices.

The results of this study are in line with Wursan et al (2021) with the title "Social Media Promotion Result on Product Purchase Choices through *Word of mouth Marketing*". The results of the study show that social media promotion has a result on purchasing choices.

## **CONCLUSIONS AND SUGGESTION**

### **Conclusion**

Based on the results of the research above, it can be concluded as follows: 1) Price perception gives the result of significance on the choice to rent scaffolding at PT. Pamungkas Putra Pratama. 2) Product priority gives the result of significance on scaffolding rental choices at PT. Pamungkas Putra Pratama. 3) Delivery priority gives the result of significance on scaffolding rental choices at PT. Pamungkas Putra Pratama. 4) The discount program gives the result of significance on the choice to rent scaffolding at PT. Pamungkas Putra Pratama. 5) Price perception has the significance on *word of mouth* at PT. Pamungkas Putra Pratama. 6) Product priority has the significance on *word of mouth* at PT. Pamungkas Putra Pratama. 7) Delivery priority has the significance on *word of mouth* at PT. Pamungkas Putra Pratama. 8) The discount program gives the result of significance on *word of mouth* at PT. Pamungkas Putra Pratama. 9) *Word of mouth* positive and significant result on scaffolding rental choices at PT. Pamungkas Putra Pratama. 10) *Word of mouth* able to mediate the result of price perceptions on scaffolding rental choices at PT. Pamungkas Putra Pratama. 11) *Word of mouth* able to mediate the result of product priority on scaffolding rental choices at PT. Pamungkas Putra Pratama. 12) *Word of mouth* able to mediate the result of delivery priority on scaffolding rental choices at PT. Pamungkas Putra Pratama. 13) *Word of mouth* able to mediate the result of the discount program on the choice to rent scaffolding at PT. Pamungkas Putra Pratama.

### **Suggestion**

Based on the results of the research conducted in the study, the suggestions that the researcher can convey are based on the answers of the respondents, it is known that the perception variable has the lowest average on price suitability with scaffolding priority. For that, PT. Pamungkas Putra Pratama should determine the rental price varied according to the priority of the scaffolding. PT. Pamungkas Putra Pratama should always improve its priority so as to be able to meet customer needs. In addition, the company should also optimize the

division *priority control* so that the scaffolding that is leased to customers has a well-tested priority. PT. Pamungkas Putra Pratama should add to the partnership with the delivery service so that the information provided and the delivery are carried out correctly so that the information provided corresponds to the arrival time of the scaffolding. PT. Pamungkas Putra Pratama in providing discounts aims to increase customer attractiveness in leasing scaffolding. This discount program should be carried out regularly in an innovative way, so that customers will feel happy by subscribing to this company. PT. Pamungkas Putra Pratama should provide satisfaction to customers by meeting their needs so that customers continue to choose PT. Pamungkas Putra Pratama in renting scaffolding. PT. Pamungkas Putra Pratama should establish good communication with customers by fulfilling customer expectations for scaffolding rental. For future researchers, should add other variables that result rental choices so that research results can vary. In addition, it should use other analytical tools, so as to enrich various studies.

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