



**BUILDING TRUST THROUGH SERVICES QUALITY AND BRAND IMAGE  
TOWARDS DECISION IN CHOOSING FINANCIAL INSTITUTION  
AT PT. SUMMIT OTO FINANCE (CASE STUDY PT. SUMMIT OTO FINANCE  
KEDOYA BRANCH, WEST JAKARTA)**

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**Abstract:** *This research aims to explore and analyze the impact which relates to service quality and brand image in building trust and the decision to choose Oto Finance as a financing institution used. The population were customers from PT. Summit Oto Finance which amounted to 9,302 customers until 2019, while the sample amounted to 155 respondents. The analysis technique that was used in this research was Structural Equation Modeling (SEM) by Lisrel software. The results showed that: 1) There had a partially positive and significant influence from service quality variables on trust; 2) There had a partially positive and significant influence of the brand image variable on trust; 3) There had a partially positive and significant impact of service quality on the decision to choose; 4) There had a partially positive and significant influence from the brand image variable on the decision to choose; and 5) There had a positive and significant influence from the trust variable on the decision to choose.*

**Keywords:** Service Quality, Brand Image, Trust, Decision To Choose.

## **INTRODUCTION**

Increasing human mobility in modern times has required many people to own their own motorized vehicles. This is because motorized vehicles, both cars and motorbikes are now no longer a luxury item, but it has become a necessity for the community to be used as a tool for activities. Seeing this phenomenon encouraged marketers in order to satisfy the needs and desires of consumers to own a motorized vehicle through the financing business.

Today, the financing business (leasing) in Indonesia has experienced increasingly tight competition. All of this is inseparable from the successes of Indonesia's development and quite rapid economic growth. Based on these data from 10 companies with assets for more than Rp. 10 Trillion for 2017 and 2018, it could be seen that Oto Multiartha and Summit Oto Finance had experienced a declined trend in 2018. Where Oto Multiartha was in position nine and from the previous year it was succeeded in second position, while Summit Oto Finance was in fifth position.

**Table 1. Multifinance with Assets of IDR 10 Trillion and up**

No	Company	
	2017	2018
1	BFI Finance Indonesia	BFI Finance Indonesia
2	Oto Multiartha	Adira Dinamika Multi Finance
3	Summit Oto Finance	Federal International Finance
4	Federal International Finance	Mandiri Tunas Finance
5	Adira Dinamika Multi Finance	Summit Oto Finance
6	Central Java Power	Indomobil Finance Indonesia
7	Astra Sedaya Finance	Central Java Power
8	Mandiri Tunas Finance	Astra Sedaya Finance
9	Toyota Astra Financial Services	Oto Multiartha
10	Dipo Star Finance	Toyota Astra Financial Services

Source: Infobank Magazine (2018)

The decline of Summit Oto Finance in 2018 was actually inseparable from the decline in the number of consumers that year, which had an impact to company's profits. Based on the data obtained, it appears that there had decreased in the number of consumers of PT. Summit Oto Finance in 2018 by 3 percent. The decline in the number of consumers was inseparable from the increasing level of competition in the financing business (leasing) in Indonesia today, thus providing many choices for consumers in making decisions regarding which financing that they could trust as their vehicle financing institution.

**Table 2. Consumer Growth of PT. Summit Oto Finance (Period 2014 to 2016)**

No.	Year	Number of Consumers	Percentage
1	2014	105,885	0%
2	2015	103,102	-3%
3	2016	106,816	4%
4	2017	107,798	1%
5	2018	104,302	-3%

Source: Internal Data of PT Summit Oto Finance (2019)

To find out the decline in the number of consumers at PT. Summit Oto Finance, the author was conducted pre-research to see what factors which had huge impact on consumer decisions in choosing financing services. From these results, it appears that there are three variables which considered by consumers as the most influence on consumer decisions in choosing financing services, such as services quality (10 points), brand image (11 points), and trust (12 points).

**Table 3. Results from Pre-Research Studies**

No.	Variable	Total
1	Service Quality	10
2	Value Perception	3
3	Convenience	3
4	Trust	12
5	Customer Knowledge	4
6	Brand Image	11
7	Promotion	5
8	Subjective Norms	2
9	CSR	3
10	Partnership	7

Source: Results from initial research survey (2019)

Based on the phenomenon, it gained of much interest to take this theme into empirical study with served title "Building Trust through Services Quality and Brand Image towards decision in choosing Financial Institution at PT. Summit Oto Finance (Case Study PT. Summit Oto Finance Kedoya Branch, West Jakarta)".

### **Formulation of The Problem**

1. Does the Service Quality affect Trust?
2. Does Brand Image affect Trust?
3. Does the Service Quality affect the Decision in Choosing?
4. Does the Brand Image affect the Decision in Choosing?
5. Does Trust affect the Decision in Choosing?

### **Research purpose**

1. Analyze the effect of Service Quality on Trust.
2. Analyze the effect of Brand Image on Trust.
3. Analyze the effect of Service Quality on the Decision in Choosing.
4. Analyze the effect of Brand Image on the Decision in Choosing.
5. Analyze the effect of Trust on Decision in Choosing.

## **THEORETICAL REVIEW**

### **Services Quality**

According to Tjiptono (2008) in Gunawan and Prasetyo (2020), services quality is a dynamic condition which affect the products, services, people, processes and environment that meet or exceed the expectations. If the service received or perceived (perceived service) is in accordance with expectations, then the services quality is perceived as good and satisfying, but if it exceeds customer expectations, it becomes the ideal services quality. Based on the research by Jabnoun and Khalifa (2005), there are four indicators that could be used in measuring services quality, such as: 1) Personal skills (individual skills), 2) Reliability, 3) Value and 4) Image. These four dimensions that used by the author in measured service quality in this research.

### **Brand Image**

According to Kotler in Ali, et al (2018) image is a set of beliefs, ideas and impressions from person about something. Furthermore, Kotler emphasized that a strong brand criteria is a brand image. To strengthen the brand image as a positioning brand, the brand image should be very different and superior to its competitors. When consumers has good experience with the brand image offered, the customer will buy the product. Meanwhile, according to Biel in Xian, et al (2011) brand image has three components, such as corporate image, user image and product image.

### **Trust**

Based on Kotler (2012) trust is a descriptive idea that someone sees about something. Trust involves a person's willingness to behave in a certain way. Belief that their partner will give them what they hoped for and an expectation that someone has in form of word promises or statements that others can be trusted. According to Flavian and Giunaliu in Limakrisna (2008), trust is formed by three things, which is : Honesty, benevolence and competence.

### Choosing/Purchasing Decisions

According to Kotler and Keller (2009) purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy. A decision taken by a person that could be called as problem solving. In these decision-making process, consumers have goals or behaviors that want to achieved or satisfied, which then consumers make decisions about the behavior that they want to do in order to solve the problem. Furthermore, Kotleh and Keller (2009) had explained that the decision to choose a product made by consumers is based on the first purchase choice, the best choice, according to their needs and wants, as well as the perceived benefits.

### Prior Research

Several prior research revealed that services quality had positive and significant impact on trust, including research from Ali, et al (2018). Several prior research revealed that brand image had positive and significant influence on trust, including research conducted by Rosa et al (2018) and Che-Hui Li et al (2015). There had Several previous research revealed that service quality had positive and significant influence on decision to choose including research by Yunita & Ali (2017) and Krisnawati (2017). Several prior research revealed that trust had positive influence on decision to choose including research by Che-Hui Li et al (2015). Several prior research revealed that brand image had positive influence on decision to choose including research by Ali, et al (2018).

### Theoretical Framework and Hypothesis

Based on these research purposed, literature review, previous research and relationship between variables so the theoretical framework in this research could be drawn as in the form of Figure 1 below.

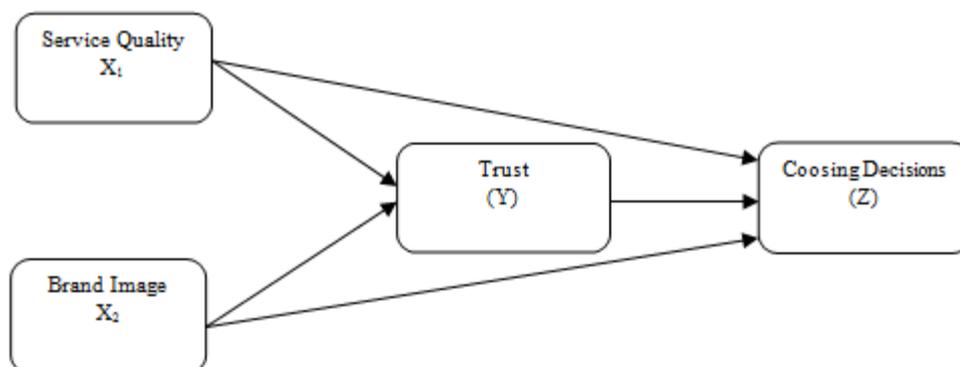


Figure 1. Theoretical Framework

Based on these research problems, those hypothesis could be drawn such as: 1) Service quality had impact on trust; 2) Brand image had impact on trust; 3) Service quality had impact on decision to choose ; 4) Brand image had impact on decision to choose; and 5) Trust had impact on choose decision.

## RESEARCH METHODS

The research method used in this research was quantitative explanatory to analyzed and conclude the results. These technical analysis used Structural Equation Modeling (SEM) by assist of Lisrel statistical software package that used in model development and hypothesis test. In this research, there are independent, intervening and dependent variables. The independent variable consists of two variables, such as services quality and relationship marketing, the intervening variable consists of one variable, which is satisfaction and loyalty as dependent variable. Those population in this research was customers of PT. Summit OTO Finance, amounted to 9,302 customers until 2019. To determine the number of samples, the author used references from Ferdinand (2014). Based on these references, the number of samples taken in this research were 155 respondents.

## RESULT AND DISCUSSION

### Demographic Characteristics of Respondents

Based on these characteristics from 155 respondents who are Oto Finance customers, the majority of customers are male (60%), 17-30 years old (70%), have a bachelor's degree (65%) and have an income of Rp 2,500,000, - s / d IDR 5,000,000 per month (70%). This means that the majority of Oto Finance customers are men in productive age who have education and income which according to their financial abilities and thinking abilities.

### Validity and Reliability Test

The results from this validity and reliability test shows that exogenous variables of service quality had loading factor value, standard loading factor, standard error, t value and CR and AVE values higher than predetermined standards as a requirement for an observer.

**Table 4. Validity and Reliability Test Results (Service Quality)**

Indicator Code	(SLF = 0.5)	Standard Errors	t-Value = 1.96	Error Variance	Reliability	
					CR= 0.70	AVE = 0.50
X1.2	0.51	0.74	6.73	0.42	0.99	0.84
X1.3	0.99	0.02	17.15	0.0100		
X1.4	0.99	0.02	17.22	0.0100		
X1.5	0.97	0.06	16.55	0.0100		
X1.6	0.95	0.09	15.99	0.0100		
X1.7	0.87	0.25	13.57	0.0100		
X1.8	0.98	0.3	16.99	0.0100		
X1.9	0.99	0.3	17.08	0.0100		
X1.10	0.99	0.02	17.17	0.0100		
X1.11	0.97	0.05	16.63	0.0100		

The results from validity and reliability test showed that exogenous variable of brand image had loading factor value, standard loading factor, standard error, t value and CR and AVE values higher than predetermined standards as a requirement for an observer.

**Table 5. Validity and Reliability Test Results (Brand Image)**

Indicator Code	(SLF = 0.5)	Standard Errors	t-Value = 1.96	Error Variance	Reliability	
					CR= 0.70	AVE = 0.50
X2.1	0.96	0.8	16.25	0.0100	0.94	0.68
X2.2	0.98	0.3	17.00	0.0100		
X2.3	0.99	0.03	17.07	0.0100		
X2.5	0.92	0.16	14.96	0.0100		
X2.6	0.57	0.68	7.65	0.35		
X2.7	0.98	0.04	16.78	0.0100		

The results from validity and reliability test shows that endogenous variable had loading factor value, standard loading factor, standard error, t value and CR and AVE values higher than predetermined standards as a requirement for an observer.

**Table 6. Validity and Reliability Test Results (Trust)**

Indicator Code	(SLF = 0.5)	Standard Errors	t-Value = 1.96	Error Variance	Reliability	
					CR= 0.70	AVE = 0.50
Y1	0.98	0.05	**	0.0100	0.99	1.4
Y2	0.96	0.07	34.95	0.0100		
Y3	0.99	0.03	45.70	0.0100		
Y4	0.99	0.03	44.54	0.0100		
Y5	0.99	0.02	46.98	0.0100		
Y6	0.97	0.05	36.64	0.0100		

The results from validity and reliability test shows that endogenous variable had loading factor value, standard loading factor, standard error, t value and CR and AVE values higher than predetermined standards as a requirement for an observer.

**Table 7. Validity and Reliability Test Results (decision to choose )**

Indicator Code	(SLF = 0.5)	Standard Errors	t-Value = 1.96	Error Variance	Reliability	
					CR= 0.70	AVE = 0.50
Z1	0.91	0.18	**	0.0100	0.99	1.4
Z2	0.99	0.02	25.19	0.0100		
Z3	0.97	0.06	23.20	0.0100		
Z4	0.98	0.03	24.84	0.0100		

### Analysis and Fit Test of Structural Models

Based on these test results, it shows that there had 1 GOF size which shows a poor fit, while 15 sizes said the model was good, so it could be concluded that the overall of Goodness of fit in the model was good (good fit).

**Table 7. Result of Goodness of Fit Index**

GOFI Indicators	Standard Value for Goodness of Fit	Calculate Results	Conclusion
Statistic $\chi^2$	$0 = \chi^2 = 2df$ or $2df < \chi^2 = 3df$	$df = 343, \chi^2 = 107.59$	Fit
p-Value	$0.05 = p = 1.00$	0.57	Fit
NCP	Should be less	41.31	Fit
RMSEA	= 0.08	0.065	Fit
ECVI	Should be less than the saturated ECVI (4.91)	2.63	Fit
Model AIC	Should be smaller than the saturated AIC (756)	413.31	Fit
Model CAIC	Should be smaller than the saturated CAIC (2284.41)	413.83	Fit
NFI	$NFI > 0.90$	0.92	Fit
NNFI	$0.80 < TLI < 0.90$	0.98	Fit
CFI	$CFI > 0.97$	0.98	Fit
IFI	$IFI > 0.90$	0.99	Fit
RFI	$RFI = 0.90$	0.93	Fit
Std RMR	$SRMR = 0.05$	0.093	Fit
GFI	$GFI = 0.90$	0.98	Fit
AGFI	$AGFI = 0.89$	0.87	Not Fit
PGFI	$PGFI > 0.5$	0.55	Fit

Based on these calculations made, the coefficient of determination was obtained. It could be seen that the dependent variable ( decision to choose) was 0.45, meaning that 45% of existing variations could be explained by these independent variables of service quality, brand image, and trust. Meanwhile, the dependent variable for trust was 0.66, meaning that 66% of the existing variations could be explained by independent variables of service quality and brand image.

#### Structural Equations

$$\text{PERCA} = 0.68 * \text{KUALA} + 0.24 * \text{CITRAM}, \text{Errorvar.} = 0.34, R^2 = 0.66$$

(0.067)
(0.055)
(0.041)

10.15
4.26
8.25

$$\text{KEPMEM} = 0.59 * \text{PERCA} + 0.14 * \text{KUALA} + 0.15 * \text{CITRAM}, \text{Errorvar.} = 0.55, R^2 = 0.45$$

(0.11)
(0.071)
(0.076)
(0.076)

5.45
1.99
1.98
7.26

**Figure 2. Structural Equation**

#### Hypothesis Test

Based on the results of hypothesis testing that has been done, the five research hypotheses are proven to have a significant relationship at the 95% confidence level with t-value > 1.96. This indicates the relationship of the independent variable to the dependent variable in the structural model drawing as a result of structural measurement of Second Order CFA (2ndCFA) being accepted.

**Table 8. Hypothesis Test Results**

Hypothesis	Path	DCE	t-Value	t-table	Result
H1	KUALA → PERCA	0.68	10.15	1.96	Accepted
H2	CITRAM → PERCA	0.24	4.26	1.96	Accepted
H3	KUALA → KEPMEM	0.99	1.99	1.96	Accepted
H4	CITRAM → KEPMEM	0.24	1.98	1.96	Accepted
H5	PERCA → KEPMEM	0.59	5.45	1.96	Accepted

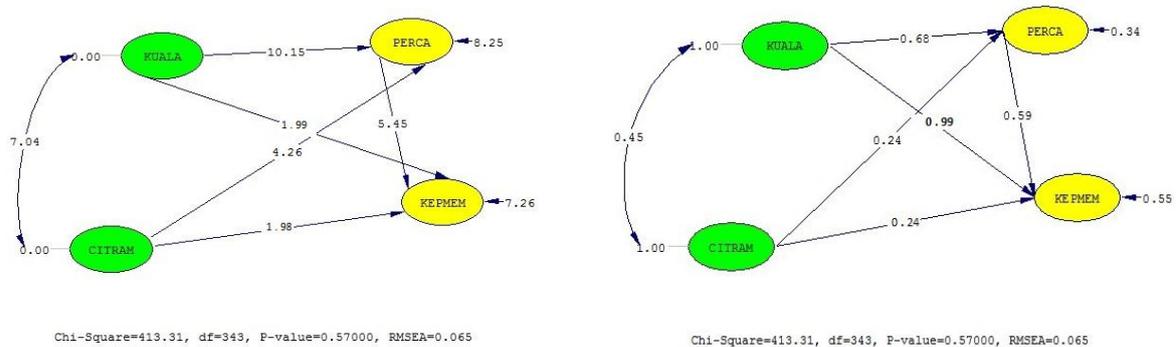


Figure 3. Structural Model T-Value and Structural Model Estimates

### Indirect Effect Analysis

Seeing from the SEM output result, the relationship between exogenous variables of service quality and brand image with trust and had very strong connection but the link between service quality and other variables was weak. Meanwhile, service quality with decision to choose variable had very strong connection so do with brand image which also had strong enough relationship on decision to choose. The indirect effect of service quality on observer variables Y3 and Y4 was quite strong. Although overall the relationship between exogenous and endogenous variables was quite weak, the relationship between these three variables was really significant, so it could be interpreted that every increase in each of variables, both exogenous and endogenous, will have impact to all the relationships between these variables. To answer these hypothesis, the researcher created a hypothesis analysis which included in the description of the hypothesis analysis below with detail information from each hypothesis.

### Discussion

The relationship and influence from service quality variables on trust and decision to choose Oto Finance as a financing company. The results of this research were in line with research conducted by Ali, et al(2018) who found that service quality had positive and significant impact on trust. The results of this research were also in line with research by Yunita & Ali (2017), and Krisnawati (2017) which found that service quality had positive and significant influence on decision to choose. Customer needs are built by several dimensions such as personal skills (individual skills), reliability, value and image. This indicates that according to customer perceptions of good service, if Oto Finance is able to provide senses of convenience when doing transactions, also provide the best advice on customer needs, there had conformity with what was promised by employee or companies to customers, on time

service, services that always pay attention to social conditions of their customers, the availability of visual service facilities which attractives and of course the appearance of Oto Finance employee itself that also contributed to the customer's perception of the services that provided by Oto Finance.

In addition to the perceived quality of service by customers, both brand image were also the factors that will encourage customer trust and their decision to choose Oto Finance. The results of this research were in line with research by Rosa et al (2018) and Che-Hui Li et al (2015) who found that brand image had positive and significant impact on trust. The results were also in line with research from Ali, et al (2018) who found that brand image had positive and significant influence on the decision to choose. Customer trust and the customer's decision to choose Oto Finance as a financial institution to meet their financing needs will create if Oto Finance is able to form a very good perception from company's image in the eyes of Oto Finance customers. What good the company's image be if Oto Finance has good product innovation with unique product which different from other competitors' products and the price that offered is cheaper than its competitors. All of these variables will impact to the value of Oto Finance's image in the eyes of Oto Finance customers. These values will shape the customer's good perception about Oto Finance so both the brand and service will be constantly remembered by the customers. Therefore it would create customers perceived that Oto Finance company as a company with title as one of the best brands in its sector and a very strong company.

That perception Oto Finance obtained will encourage customer to trust in Oto Finance. The results of this research were also in line with research by Che-Hui Li et al (2015) who found that trust had positive and significant impact on decision making. To strengthen and maintain customers' trust in Oto Finance, it is necessary to increase the factors that will strengthen customer perceptions of Oto Finance such as; Good service integrity, competence in both the products offered and the services provided. These factors, according to the results of the analysis conducted by researchers are related and had very significant impact on customer's decision to choose and make Oto Finance as the only customer partner in financing various needs.

### **Implications for the Company**

To build a decision to choose Oto Finance, the steps that have been taken by Oto Finance at this time need to be encouraged by its implementation for all employee so the employee would understand and willing to take steps that could benefit them

The implementation factors need to be continuously encouraged and monitored. The implementation would increased personal skills, reliability in serving customers, instilling corporate values in employee, fostering corporate image through employee, integrity and increasing the competency.

## **CONSLUSION AND SUGGESTION**

### **Conclusion**

Based on the results from data analysis and discussion, several conclusions could be drawn, such as: 1) There had partially positive and significant influence from service quality variables on trust; 2) There had partially positive and significant influence from brand image variable on trust; 3) There had partially positive and significant impact from service quality on the decision to choose; 4) There had partially positive and significant influence from brand image variable on the decision to choose; and 5) There had positive and significant influence from the trust variable on the decision to choose.

### Suggestion

From these research outcomes there are several suggestions could be made up from this research, such as:

- 1) For Oto Finance Management, based on the results from field research followed by descriptive analysis, it was found that the link between brand image and trust aspects was quite weak. Where the perception of brand image in the eyes of Oto Finance customers was quite weak, this could be illustrated by the huge amount of customer complaint data, which makes Oto Finance's brand image in the community less good. This need to be addressed immediately because it will impact on consumer's trust to the company.
- 2) For this reason, it is hoped that Oto Finance Management could create innovations and transformation both of products, prices and services offered, so they would feel the different from competitors then Oto Finance brand image is good in the eyes of the public as company that could be trusted.
- 3) The object of this research were still very limited, only examined the population of Oto Finance customers in Jakarta. Therefore, it is hoped that future researchers could adding more object of research, especially the population of Oto Finance customers in general and broadly in the Jakarta-Bogor-Depok-Bekasi and Tangerang areas, therefore the conclusions drawn in future research will be better.
- 4) For further research, it is hoped that they could examine the variables which not observed by researcher. Because there are still many variables outside this research that could be used as research variables such as customer value, marketing mix, customer satisfaction, etc.

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