

Analysis Determination Of Business Communication, Trust And Price On Purchasing Decisions Of Spare Parts At PT. Autostar Mandiri Teknotama

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Abstract. *This study aims to explore the impact of business communication, trust, and price on purchasing decisions at PT Autostar Mandiri Teknotama. The research method used is associative descriptive with a population of 83 customers of the company. Sampling was conducted using a saturated sample technique, and data were collected through questionnaires. Analysis was performed using descriptive statistics, data quality tests, classical assumption tests, multiple regression analysis, hypothesis testing, and coefficient of determination using the SPSS program. The results showed that simultaneously, the F value of 357.532 was greater than the critical F value of 3.11 with a significance level of $0.000 < 0.05$, indicating that the hypothesis was accepted, demonstrating a positive and significant influence of business communication, trust, and price together on purchasing decisions. Partially, hypothesis testing revealed that business communication ($t = 2.040$), trust ($t = 2.774$), and price ($t = 3.202$) each had a positive and significant impact on purchasing decisions, with significance levels of 0.045, 0.007, and 0.002, respectively. Therefore, the conclusion of this study is that business communication, trust, and price, either partially or collectively, significantly influence purchasing decisions at PT Autostar Mandiri Teknotama.*

Keywords: *Business Communication, Trust, Price, Purchasing Decisions*

INTRODUCTION

Competition in business is getting tougher over time, coupled with the increasing number of companies offering products and services. Consequently, consumers also have more choices when deciding to purchase goods or services. The purchasing decision process can also affect a company's success in seizing opportunities and identifying individual activities in the use of goods or services. Therefore, an analysis related to consumer purchasing decisions is needed to attract customer interest and, of course, to increase a company's profits, making consumer purchasing decisions a very important aspect to consider (Veron & Victor, 2022). Consumer purchasing decisions can be

influenced by several variables, namely business communication, trust, and price. The problem in this study relates to the instability of purchasing decisions at PT. Autostar Mandiri Teknotama. The company experiences instability in sales due to unpredictable purchasing decisions, which can be seen from sales data at PT. Autostar Mandiri Teknotama over the past five years.

One of the variables related to purchasing decisions is business communication. The problem that often arises in the business communication variable is the lack of information conveyed by sales regarding new items, discounts, and delivery times, leading to miscommunication between salespeople and buyers.

In addition to the business communication variable influencing purchasing decisions, there are other variables that affect purchasing decisions at PT. Autostar Mandiri Teknotama, namely trust. Trust here includes buyers' trust in the company as a provider of goods. The problem often found in the trust variable in customers at PT. Autostar Mandiri Teknotama is about the difference in the quality of the goods offered compared to the quality of the goods delivered. Many sales return notes are usually caused by buyers not accepting goods due to imperfections or scratches, leading customers to double-check the goods they ordered due to trust issues with the ordered goods and delivery times not being in line with agreements.

Another variable that influences purchasing decisions is the price variable. Price is a crucial policy for companies; therefore, companies must be able to set the right price to successfully market their products (Karmila, 2020). The problem often encountered regarding the price variable is that the discounts given to each customer are not the same or not distributed evenly, leading to social jealousy among customers, causing customers who receive fewer discounts to choose to look for other companies for their purchases.

The consumer purchasing decisions can be influenced by several variables, namely business communication, trust, and price. The problem in this research is related to the instability of purchasing decisions at PT. Autostar Mandiri Teknotama. The company experiences instability in sales due to unpredictable purchasing decisions, which can be seen from the sales data at PT. Autostar Mandiri Teknotama over the past five years. For further clarification, refer to Table 1 which presents the sales data of PT. Autostar Mandiri Teknotama over the last five years.

Table 1 Sales Target and Achievement of PT Autostar Mandiri Teknotama Medan from 2018 to 2022.

YEAR	Selling Margin (RP)	Sealling Realization (RP)	Achievement (%)
2018	60.000.000.000	46.122.809.943	76.9
2019	68.000.000.000	53.913.938.308	79.3
2020	76.000.000.000	57.404.338.969	75.5
2021	84.000.000.000	63.861.462.945	76.0
2022	90.000.000.000	77.934.550.640	86.6

Source: Sales data of spare parts from PT. Autostar Mandiri Teknotama.

From the data in table 1 it can be observed that the sales of PT. Autostar Mandiri Teknotama tend to fluctuate with insignificant increases and decreases, indicating instability. The sales achievement was 76.9% in 2018, 79.3% in 2019, 75.5% in 2020, 76% in 2021, and 86.6% in 2022. Based on this unstable sales report, it is possible that there are issues influenced by business communication in disseminating products, the level of consumer trust in the company, and pricing that aligns with consumer and market expectations provided by PT. Autostar Mandiri Teknotama Purchase decisions at PT. Autostar Mandir Teknotama are influenced by business communication, trust, and price. Therefore, these three variables must be taken into account.

Business communication is reflected in the ability to communicate effectively within a business, ultimately leading to transactions. Facing challenges in PT. Autostar Mandiri Teknotama, the company is seeking solutions to stabilize and increase sales volumes through business communication strategies. Communication is crucial in various aspects of human life, including the economic sector such as business. Considering the competitive economic conditions in the business world, especially in the era of globalization, companies must position and maintain their positions in various competitions. Entrepreneurs who fail to maintain their position in the market will struggle to compete, and sooner or later, their businesses will lose their appeal.

Consumers tend to make purchase decisions more easily when they have trust in the seller. Consumer trust is crucial to maintain, aiming to enhance the sales curve for further advancement. Companies that build trust with buyers will create a sense of dependency from the buyers towards the company. This is because consumers trust the service, quality, price, comfort, and security in transactions, thus they have no hesitation in deciding to make a purchase.

Another variable that influences purchase decisions is the price variable. Price is a critical policy for companies; therefore, companies must be able to set the right price to

successfully market their products (Karmila, 2020). A common issue related to the price variable is unequal or inconsistent discounts provided to individual customers, leading to social jealousy among customers. This results in customers who receive fewer discounts opting to seek other companies for their purchases. Price has a direct effect on the company's bottom line. Price plays a crucial role in influencing customer purchase decisions and building customer relationships. The pricing offered by a company also significantly affects how consumers determine whether they are interested or not in the purchasing decision process, as price is the most sensitive factor for consumers.

From the background issue above, researchers are interested in delving into the phenomenon occurring at PT. Autostar Mandiri Teknotama with the research title "Analysis of the Determinants of Business Communication, Trust, and Price on Purchasing Decisions for Spare Parts at PT. Autostar Mandiri Teknotama."

Based on the problem identification, the research problems are formulated as follows:

1. How do business communication, trust, and price simultaneously influence purchasing decisions at PT. Autostar Mandiri Teknotama?
2. Does business communication have a positive and significant influence on purchasing decisions at PT. Autostar Mandiri Teknotama?
3. Does trust have a positive and significant influence on purchasing decisions at PT. Autostar Mandiri Teknotama?
4. Does price have a positive and significant influence on purchasing at PT. Autostar Mandiri Teknotama?
5. Do business communication, trust, and price have a positive and significant simultaneous influence on purchasing decisions at PT. Autostar Mandiri Teknotama?

Based on the problem formulation above, the objectives of this research are to determine and examine:

1. The simultaneous influence of business communication, trust, and price on purchasing decisions at PT. Autostar Mandiri Teknotama.
2. The positive and significant influence of business communication on purchasing decisions at PT. Autostar Mandiri Teknotama.
3. The positive and significant influence of trust on purchasing decisions at PT. Autostar Mandiri Teknotama.
4. The positive and significant influence of price on purchasing decisions at PT. Autostar Mandiri Teknotama.

5. The positive and significant influence of business communication, trust, and price on purchasing decisions at PT. Autostar Mandiri Teknotama.

Based on the stated research objectives, the expected benefits of this study are as follows:

1. Theoretical Benefits:

- a) Theoretically, it can contribute to and enrich the study of business communication, trust, and price in enhancing purchasing decisions at PT. Autostar Mandiri Teknotama, Medan.
- b) The research findings are expected to provide theoretical insights and contribute to enriching understanding in business, particularly regarding knowledge of business communication, trust, and price on purchasing decisions.

2. Practical Benefits:

- a) For the company, the research findings can serve as a basis for discussion to understand customer preferences in order to enhance purchasing interest, thereby increasing consumer purchasing decisions towards PT. Autostar Mandiri Teknotama.
- b) For the researcher, this study enables a better understanding of the factors influencing purchasing decisions at PT. Autostar Mandiri Teknotama.
- c) For the academic institution, this research is useful technically to improve and enhance a situation based on the conducted research and to seek solutions for entrepreneurial problems encountered in the research, serving as a reference for future researchers.

LITERATURE REVIEW

The Definition of Business Communication

From the explanation above, it can be concluded that business communication is the activity related to the creation and dissemination of work-related messages through appropriate media that suit the needs, context, and desired culture of customers, achieving mutual perception or understanding between customers and traders so that customers have an impression in the communication. Additionally, according to business communication experts, business communication is an activity of exchanging thoughts, opinions, information, instructions, etc., with a specific goal expressed personally or objectively through symbols or signals to achieve business objectives (Iriantara, 2017).

The Definition of Trust

Trust encompasses two different scopes, namely integrity, which refers to the belief that the other party has the expertise to fulfill their obligations, and goodness, which refers to the belief that the other party has good intentions in carrying out their agreed-upon obligations (Maulana, 2019). Furthermore, Trust serves as the foundation for an individual's consideration in making purchases during the purchasing decision process, where the seller must offer goods or services that are undoubtedly in line with the claims made by the seller. This will foster trust from the buyer towards the seller, leading to long-term purchases (Resica, 2021).

The Definition of Price

Furthermore, Price is also one of the factors in increasing competitiveness in product marketing. Price is the relative amount of compensation considered acceptable in the form of money or goods to obtain benefits, profits, or ownership of goods or services identified by the seller at a specific location and time, with all due consideration and active interest for the sake of economic continuity (Wibisono, 2019). Additionally, Price is a sum of money paid for a service or a sum of value exchanged by consumers to obtain benefits from using goods or services (Krisdayanto et al., 2018).

The Definition of Purchasing Decision

The purchasing decision is a process whereby the integration of various combinations is carried out to evaluate two or more alternative behaviors and determine the choice among the available options (Maulana, 2019). Consistent with the statement above, the purchasing decision is an action taken by consumers in actual product offerings, The emergence of the purchasing decision process occurs when consumers have problems, whether they are aware of them or not, which prompts individuals to make decision-making processes, which are useful in taking action. (Lestari, 2020).

RESEARCH METHOD

The method used in this research is descriptive and associative. The descriptive method aims to describe the condition of the subject or object under study based on real facts or reality. Meanwhile, the associative method aims to explain the cause-effect relationship between variables through hypothesis testing. Data analysis involves grouping data based on variables from all respondents, presenting data for each researched variable, performing calculations to answer formulas and issues, and conducting calculations to test hypotheses that have been formulated (Krisdayanto et al., 2018). The population in this study includes customers of PT. Autostar Mandiri Teknotama, totaling 83 loyal customers over the past 5 years. The data

analysis technique used in this research includes testing research instruments (validity and reliability tests), classic hypothesis testing, multivariate/multiple linear regression analysis testing, and hypothesis testing. It explains the research results partially through t-tests or simultaneously through F-tests. The analysis tool used is SPSS. Descriptive analysis involves the collection and processing of data using descriptive statistics, presented in the form of frequency distributions (Wiratna Sujarweni, 2015).

RESEARCH RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive analysis was conducted to determine the frequency and percentage values obtained from each alternative answer provided by each respondent in the research questionnaire. The description of the scoring of answers for each variable in this study is as follows:

1. Description Of The Scoring Of Answers For The Variable Business Communication

Table 2 Number and Percentage of Respondents' Answers on Business Communication

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PT. Autostar Mandiri Teknotama's salesmen always inform buyers about stock availability and price changes (discounts).	83	1	5	3,57	,978
Sales from PT. Autostar Mandiri Teknotama always engage in good and polite communication.	83	2	5	3,69	,882
The communication conducted by salespeople is delivered clearly and informatively.	83	2	5	3,86	,939
Sales from PT. Autostar Mandiri Teknotama are easily reachable.	83	2	5	3,99	,943
Sales from PT. Autostar Mandiri Teknotama have an influence on understanding the offered products.	83	2	5	3,78	1,013
Sales from PT. Autostar Mandiri Teknotama are responsive to feedback and complaints from buyers.	83	1	5	3,67	1,001
Valid N (listwise)	83				

Source: Data Processed from Research Results, 2023.

Tabel 2 above shows that respondents perceive strongly agree, agree, neutral, disagree, and strongly disagree with 6 statements related to the business communication variable in the questionnaire. From the data analysis of the business communication variable, the lowest score obtained is 1 (minimum), the highest score is 5 (maximum), with a mean close to 4. This indicates that, on average, respondents answered agree to statements related to the business communication variable, such as good business communication towards customers, business

communication to understand customer desires, and business communication that fosters customer trust.

2. Description Of The Scoring Of Answers For The Variable Trust

Table 3 Number of Respondents' Answers on Trust

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The availability of products that meet needs and desires.	83	1	5	3,88	1,041
Offering options or flexibility that allows obtaining products or goods according to preferences.	83	2	5	3,98	1,047
Providing products or services according to the promised time or schedule.	83	1	5	3,76	1,043
Committing to service and ensuring that buyer's desires are well met.	83	1	5	3,84	1,065
Transparent in explaining the benefits and risks of products.	83	1	5	3,73	1,060
Addressing issues or fulfilling customer desires after receiving complaints from customers.	83	1	5	3,86	1,106
Valid N (listwise)	83				

Source: Data Processed from Research Results, 2023.

Table 3 above shows that respondents perceive strongly agree, agree, neutral, disagree, and strongly disagree with 6 statements related to the trust variable in the questionnaire. From the data analysis of the trust variable, the lowest score obtained is 1 (minimum), the highest score is 5 (maximum), with a mean close to 4. This indicates that, on average, respondents answered agree to statements related to the trust variable, such as flexibility towards customer preferences, commitment to meeting customer needs, openness to customers, etc.

3. Description Of The Scoring Of Answers For The Variable Price

Table 4 Number of Respondents' Answers on Price

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The discounts or price reductions offered by PT. Autostar Mandiri Teknotama's sales are greater than those of other companies.	83	1	5	3,81	1,030
Product quality that is commensurate with the price given.	83	1	5	3,87	1,033
Offering various price variations.	83	1	5	3,83	1,091
The price offered by PT. Autostar Mandiri Teknotama is in line with the benefits you experience.	83	1	5	3,71	1,006
The price offered is relatively cheaper than competitors.	83	1	5	3,81	,993
The price offered does not disrupt the market.	83	2	5	3,89	1,000
Valid N (listwise)	83				

Source: Data Processed from Research Results, 2023.

Table 4 above shows that respondents perceive strongly agree, agree, neutral, disagree, and strongly disagree with 6 statements related to the price variable in the questionnaire. From

the data analysis of the price variable, the lowest score obtained is 1 (minimum), the highest score is 5 (maximum), with a mean close to 4. This indicates that, on average, respondents answered agree to statements related to the price variable, such as the quality of the goods sold being heavily influenced by the price, the price offered must be in line with the market, and the price offered corresponds to the benefits provided.

4. Description Of The Scoring Of Answers For The Variable

Table 5 Number of Respondents' Answers on Purchasing Decisions

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PT. Autostar Mandiri Teknotama provides a diverse range of products.	83	1	5	3,87	1,057
The purchase of goods at PT. Autostar Mandiri Teknotama includes shipping costs.	83	1	5	3,82	1,117
The product stock at PT. Autostar Mandiri Teknotama is always complete.	83	1	5	3,72	1,051
Buyers tend to make purchases in large quantities.	83	2	5	3,78	,963
Product demand increases at the end of the year.	83	2	5	3,72	,941
PT. Autostar Mandiri Teknotama provides various payment methods that can be used.	83	1	5	4,22	,963
Valid N (listwise)	83				

Source: Data Processed from Research Results, 2023.

Table 6 above shows that respondents perceive strongly agree, agree, neutral, disagree, and strongly disagree with 6 statements related to the purchasing decision variable in the questionnaire. From the data analysis of the purchasing decision variable, the lowest score obtained is 1 (minimum), the highest score is 5 (maximum), with a mean close to 4. This indicates that, on average, respondents answered agree to statements related to the purchasing decision variable, such as price lower than competitors, good communication, and information provided in line with the actual conditions.

Multicollinearity Test

The results of the multicollinearity test for the influence between the variables of business communication, trust, and price on purchasing decisions at PT. Autostar Mandiri Teknotama are as follows:

Table 6 Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Business Communication	,140	7,156
	Trust	,138	7,250
	Price	,118	8,469

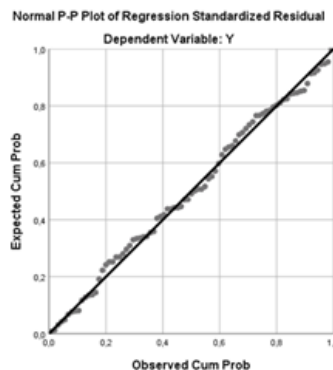
a. Dependent Variable: Purchasing Decisions

Source: Research Results, 2023 (Processed Data)

Table 6. shows the tolerance values for each variable X1 are $0.140 > 0.1$, for variable X2 are $0.138 > 0.1$, and for variable X3 are $0.118 > 0.1$. Meanwhile, the VIF values for each variable X1 are $7.156 < 10$, for variable X2 are $7.250 < 10$, and for variable X3 are $8.469 < 10$. It can be concluded that there is no multicollinearity issue among the independent variables.

Uji Normality

The normality test aims to examine whether the disturbance or residual variables in the regression model have a normal distribution or not. Normality testing by analyzing graphs is as follow.



Source: Research Results, 2023 (Processed Data)

Figure 1. Histogram graph of data normality test

In Figure 1 the scattered points are observed to be clustered around the diagonal straight line, thus it can be concluded that the data is normally distributed. Conversely, if the data is considered not normally distributed, the data points would spread far from the line or not follow the diagonal. The results of normality test can be seen in figure1 below:

Table 7. Normality Test Results For The Variables Of Business Communication, Trust, Price And Purchasing Decisions

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		83
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,42737190
Most Extreme Differences	Absolute	,047
	Positive	,045
	Negative	-,047
Test Statistic		,047
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Research Results, 2023 (Processed Data)

Table 7 obtained an asymptotic significance (2-tailed) value of $0.200 > 0.05$. It can be concluded that the data are normally distributed.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis for the influence between the variables of business communication, trust, and price on the variable of purchasing decisions are as follows:

Table 8. Results Of Multiple Linear Regression Analysis For The Influence Between The Variables Of Business Communication, Trust, And Price On The Variable Of Purchasing Decisions At

PT. Autostar Mandiri Teknotama

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	,501	,771		,650
	Business Communication	,255	,125	,231	,045
	Trust	,315	,114	,328	,007
	Price	,419	,131	,420	,002

a. Dependent Variable: Purchasing Decisions

Source: Research Results, 2023 (Processed Data)

The explanation of the multiple linear regression analysis above is as follows:

$$Y = 0,501 + 0,255X_1 + 0,315X_2 + 0,419X_3 + e$$

Explanation of the multiple linear regression analysis above:

1. If the independent variables, namely business communication, trust, and price, are valued at 0, then the value of the dependent variable, purchasing decision, is 0.501 units.
2. If the independent variable, business communication, increases by 1 unit, the success of the business increases by 0.255 units, while the other variables remain constant.
3. If the independent variable, trust, increases by 1 unit, the success of the business increases by 0.315 units, while the other variables remain constant.
4. If the independent variable, price, increases by 1 unit, the success of the business increases by 0.419 units, while the other variables remain constant.

Partial Hypothesis Testing or T-Test

The results of the partial hypothesis testing or t-test for the influence between the variables of business communication, trust, and price on the variable of purchasing decisions are as follows:

Table 9. Results Of Partial Hypothesis Testing Or T-Test For The Influence Between The Variables Of Business Communication, Trust, And Price On The Variable Of Purchasing Decisions At PT. Autostar Mandiri Teknotama

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,501	,771		,650	,518
	Business Communication	,255	,125	,231	2,040	,045
	Trust	,315	,114	,328	2,774	,007
	Price	,419	,131	,420	3,202	,002
a. Dependent Variable: Purchasing Decisions						

Source: Research Results, 2023 (Processed Data)

The results of partial hypothesis testing for the business communication variable indicate that the calculated t-value (2.040) > the tabulated t-value (1.990) with a significance level of 0.045 < 0.05. Therefore, it can be concluded that business communication has a positive and significant influence on purchasing decisions at PT. Autostar Mandiri Teknotama. The results of partial hypothesis testing for the trust variable indicate that the calculated t-value (2.774) > the tabulated t-value (1.990) with a significance level of 0.007 < 0.05. Hence, it can be concluded that trust has a positive and significant influence on purchasing decisions at PT. Autostar Mandiri Teknotama. The results of partial hypothesis testing for the price variable indicate that the calculated t-value (3.202) > the tabulated t-value (1.990) with a significance level of 0.002 < 0.05. Thus, it can be concluded that price has a positive and significant influence on purchasing decisions at PT. Autostar Mandiri Teknotama.

Simultaneous Hypothesis Testing or F-test

The results of the Simultaneous Hypothesis Testing or F-test for the influence between the variables of business communication, trust, and price on the variable of purchasing decisions are as follows:

Table 10. Simultaneous Hypothesis Testing or F-test for the influence between the variables of business communication, trust, and price on the variable of purchasing decisions at PT. Autostar Mandiri Teknotama.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2249,835	3	749,945	357,532	,000 ^b
	Residual	165,707	79	2,098		
	Total	2415,542	82			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), business communication, trust, and price						

Source: Research Results, 2023 (Processed Data)

The results of the simultaneous hypothesis testing indicate that the calculated F-value (357.532) > the tabulated F-value (3.11) with a significance level of 0.000 < 0.05. Therefore, it can be concluded that Business Communication, Trust, and Price have a positive and significant influence on Purchasing Decisions at PT. Autostar Mandiri Teknotama.

Calculation of Coefficient of Determination

The results of the calculation of the coefficient of determination for the influence between the variables of business communication, trust, and price on the variable of purchasing decisions are as follows:

Table 11. Calculation Of The Coefficient Of Determination For The Influence Between The Variables Of Business Communication, Trust, And Price On The Variable Of Purchasing Decisions At PT. Autostar Mandiri Teknotama

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,965 ^a	,931	,929	1,448
a. Predictors: (Constant), business communication, trust, price				

Source: Research Results, 2023 (Processed Data)

The magnitude of the coefficient of determination can be seen from the value of Adjusted R Square, which is 0.929. This means that Business Communication, Trust, and Price can explain about 92.9% of Purchasing Decisions, while the remaining 7.1% is influenced by other variables outside of this study such as Product Appearance, Product Availability, Ease of Access, and so on.

DISCUSSION

The results of partial hypothesis testing for the business communication variable indicate that the calculated t-value (2.040) > the tabulated t-value (1.990) with a significance level of $0.045 < 0.05$. Therefore, it can be concluded that business communication has a positive and significant influence on purchasing decisions at PT. Autostar Mandiri Teknotama. Increasing knowledge of business communication can enhance consumer interest, thereby increasing sales volume and purchasing decisions. This research result is consistent with previous studies stating that business communication positively affects purchasing decisions (Syahputra Salim et al., 2022).

The results of partial hypothesis testing for the trust variable indicate that the calculated t-value (2.774) > the tabulated t-value (1.990) with a significance level of $0.007 < 0.05$. Thus, it can be concluded that trust has a positive and significant influence on purchasing decisions at PT. Autostar Mandiri Teknotama. Increasing knowledge of trust can enhance consumer interest, thereby increasing sales volume and purchasing decisions. This research result is

consistent with previous studies stating that trust positively affects purchasing decisions (Maulana, 2019).

The results of partial hypothesis testing for the price variable indicate that the calculated t-value (3.202) > the tabulated t-value (1.990) with a significance level of $0.002 < 0.05$. Thus, it can be concluded that price has a positive and significant influence on purchasing decisions at PT. Autostar Mandiri Teknotama. With the increase in sales volume, this can encourage purchasing decisions to further increase. This research result is consistent with previous studies stating that price positively affects purchasing decisions (Grace Haque, 2020).

The results of simultaneous hypothesis testing indicate that the calculated F-value (357.532) > the tabulated F-value (3.11) with a significance level of $0.000 < 0.05$. Therefore, it can be concluded that Business Communication, Trust, and Price have a positive and significant influence on Purchasing Decisions at PT. Autostar Mandiri Teknotama. The magnitude of the coefficient of determination can be seen from the value of Adjusted R Square, which is 0.929. This means that business communication, trust, and price can explain purchasing decisions by 92.9%, while the remaining 7.1% is influenced by other variables outside of this study such as Product Appearance, Product Availability, and Ease of Access. This research result is consistent with previous studies stating that price has a positive and significant influence on purchasing decisions (Grace Haque, 2020).

CONCLUSION AND RECOMMENDATIONS

Conclusion

The conclusions drawn from this research are as follows:

1. Partially, Business Communication has a positive and significant impact on Purchasing Decisions at PT. Autostar Mandiri Teknotama. Increasing knowledge of business communication can enhance consumer interest, thereby increasing sales volume and purchasing decisions.
2. Partially, Trust has a positive and significant impact on Purchasing Decisions at PT. Autostar Mandiri Teknotama. Increasing knowledge of trust can enhance consumer interest, thereby increasing sales volume and purchasing decisions.
3. Partially, Price has a positive and significant impact on Purchasing Decisions at PT. Autostar Mandiri Teknotama. With the increase in sales volume, this can encourage purchasing decisions to further increase.
4. Simultaneously, Business Communication, Trust, and Price have a positive and significant impact on Purchasing Decisions at PT. Autostar Mandiri Teknotama.

5. The influence of these three variables plays a quite positive and significant role in purchasing decisions at PT. Autostar Mandiri Teknotama, thus emphasizing the importance of continuous improvement and attention to Business Communication, Trust, and Price.

Recommendations

1. For PT. Autostar Mandiri Teknotama, it is recommended to improve communication between sales staff and consumers. Paying attention to the way of communicating with consumers, and giving more attention to persuasive techniques possessed by sales staff is crucial to ensure consumers continue to feel comfortable transacting at PT. Autostar Mandiri Teknotama, ultimately increasing sales and impacting the company's profits.
2. For PT. Autostar Mandiri Teknotama, it is recommended to increase honesty towards consumers because trust is one of the most important variables in the buying process, encouraging consumers to purchase products from PT. Autostar Mandiri Teknotama.
3. For PT. Autostar Mandiri Teknotama, it is recommended to continue maintaining competitive pricing for the products that have been implemented thus far.

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