

## The Influence of Customer Experience and Brand Trust on Repurchase Intentions by Moderating Sales Promotions at PT Wika Beton Region II

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**ABSTRACT:** Priority in government development programs is an opportunity for construction companies to increase sales. However, in practice, PT Wika Beton Wilayah II Palembang City, as a leading construction company, has failed to get new projects. This study aims to determine and analyze the effect of customer experience and brand trust on repurchase intention with moderation of sales promotion. The research was conducted using quantitative methods through SEM-PLS analysis, sourced from questionnaires distributed to 49 respondents. Respondents are customers of PT Wika Beton Region II Palembang City who have made purchases more than once. The results of the study are expected to reveal that customer experience and brand trust can influence customer repurchase intention moderated by sales promotion. The predicted influence is a significant favorable influence, both partially and simultaneously. The results of this study are expected to be used as a reference for the formulation of marketing strategy formulation strategies for policymakers in the company.

**Keywords:** Customer Experience, Brand Trust, Repurchase Intention, Sales Promotion, Marketing, SEM-PLS.



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### INTRODUCTION

In the era of globalization, the construction industry is experiencing fierce competition as customer needs and expectations for fast and quality services increase. PT Wijaya Karya Beton, Tbk, is one of the leading construction companies in Indonesia, and it has a strategic role in meeting the needs of precast concrete materials for infrastructure projects, especially in the South Sumatra region. However, the company's sales performance in recent years has not reached the expected target, mainly due to the impact of the COVID-19 pandemic and suboptimal marketing strategies. Rizqi (2021) showed that marketing communication has a significant influence on consumer purchase decisions, while Yuliant et al. (2024) identified price as a dominant factor in purchasing behavior. However, there is still a lack of research specifically examining the combined influence of promotion and service quality on customer satisfaction, particularly in the context of PT Wijaya Karya Beton, Tbk. Furthermore, studies have yet to explore the mediating role of purchase decisions in this relationship.

Infrastructure development is a priority for local and national governments in an effort to help

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economic recovery after the COVID-19 epidemic in 2020–2022. As the center of government and the financial center of South Sumatra Province, Palembang City is one of the areas that receives priority for infrastructure development. Investors from the local and surrounding areas are interested in this scenario, which will benefit the building and infrastructure industry. Figure 1.1 shows that the Palembang City Government places a high value on the building and infrastructure industry due to the rapid growth of the need for the construction of public facilities, roads, and buildings.

One of the State-Owned Enterprises (SOEs) that excels in the construction industry especially building and civil engineering projects, is PT Wijaya Karya, Tbk. In 2019, PT Wijaya Karya, Tbk, set the Vision and Mission 2030 to overcome the difficulties that will come. As a sustainable investment and engineering, procurement, and construction (EPC) company, the company is dedicated to improving people's living standards. According to WIKA, the vision for 2030 will show the harmony between the earth, people, and the company's profits in accordance with sustainable development goals. PT Wijaya Karya, Tbk, is dedicated to taking significant actions to improve people's living standards.

The business focus of PT Wijaya Karya, Tbk is to optimize 5 (five) business lines, namely investment: energy (renewable energy), infrastructure, and water infrastructure; housing and property in the development and management of residential areas and properties; infrastructure and buildings such as civil construction, buildings, and steel; energy & industry such as engineering projects. *Procurement, Construction, and Commissioning* (EPCC) and electrical energy, as well as renewable energy; and industry: manufacturing industry. To capitalize on national and international market opportunities, PT Wijaya Karya, Tbk, established PT Wijaya Karya Beton, Tbk, which specializes in the production and sale of precast concrete products. The increasing demand and need have led to an increase in new project contracts, which has the potential to increase the company's profits in the construction and infrastructure sectors. The increase in profits will have a positive impact on the stock price. It is considered an attractive opportunity for investors to buy shares of construction and infrastructure companies. However, in the last 5 (five) years, PT Wika Beton has not succeeded in optimizing its marketing strategy, so some projects have not been successful.

Despite the increasing demand for construction materials, PT Wijaya Karya Beton, Tbk has faced challenges in optimizing its marketing strategies over the past five years. As a result, some projects have not been successfully secured. The ability to develop and implement effective marketing strategies is crucial for the company's sustainability and competitive advantage in the construction sector. In particular, understanding customer satisfaction and purchase decisions is essential in shaping a practical marketing approach. Factors such as product quality, competitive pricing, accessibility, and brand visibility all play a role in influencing consumer behavior.

Currently, PT Wijaya Karya Beton, Tbk relies primarily on direct customer engagement without exploring innovative marketing strategies to attract new customers and retain existing ones. Given the competitive landscape of the precast concrete industry in Southern Sumatra, the company must strengthen its Sales Region II unit to secure a larger market share. It is also necessary to assess the effectiveness of current promotional strategies and explore alternative approaches to enhance customer engagement.

Companies also need to evaluate the sales promotion strategies that have been carried out so far, considering that, in general, the Marketing Department only approaches its customers directly without developing marketing innovations to reach new customers and regular customers to make purchases. Various promotional strategies should be a supporting strategy in addition to providing exemplary services used by PT Wika Beton Wilayah II to compete in the construction industry sector.

Several studies have proven that the right marketing strategy can improve the sales performance of companies in the field of precast concrete business. According to (Rizqi, 2021), marketing communication has a significant influence on the interest in buying goods of PT. Sumbawa Apsara Concrete in Sumbawa City. This implies that the higher the marketing involvement, the greater the interest in buying from others; marketing communication has a significant effect on the purchasing decisions of PT Sumbawa Apsara Beton consumers in Sumbawa City. This shows that the more communication is received, the better. The buying interest in Sumbawa City has a significant impact on the purchase decision of PT Sumbawa Apsara Beton, so the more someone needs or wants to buy the product they are looking for, the greater the purchase decision of the product and Marketing communication has a significant influence as a variable that affects the purchase decision by the intention to buy. This suggests that the relationship between marketing messages and purchase decisions can be mediated by buying interest. Then, according to the research conducted, it shows that price affects purchase decisions, promotions have no effect on purchase decisions, consumer satisfaction does not moderate the influence of price on purchase decisions, and consumer satisfaction does not moderate the impact of promotions on *ready mix purchase decisions* at PT Cahaya Indah Madya Pratama Lamongan. Yuliant et al. (2024)

While previous research has analyzed the impact of marketing strategies on purchase decisions, there is limited research on how promotion and service quality simultaneously influence customer satisfaction in the precast concrete industry. Furthermore, few studies have explored the mediating role of purchase decisions in this relationship. This study fills these gaps by providing empirical insights into the factors affecting customer satisfaction at PT Wijaya Karya Beton, Tbk Sales Region II. The findings of this study will contribute to the development of more effective marketing strategies tailored to the construction sector. This study aims to analyze the influence of promotion and service quality on customer satisfaction, with purchase decisions as a mediating variable, at PT Wijaya Karya Beton, Tbk Sales Region II. The results are expected to help the company optimize its marketing strategies to enhance customer satisfaction and improve sales performance.

## **METHOD**

The sales area II of PT Wijaya Karya Beton Tbk in Palembang became the location of the investigation. The address is at Jl. Rama Kasih Raya No.957, Duku, Ilir Tim District. II, Palembang City, South Sumatra 30163. Palembang City was chosen as the research location because of its status as a region II hub of PT Wijaya Karya Beton, Tbk, and the southernmost sales center on the island of Sumatra. The subjects of the study are customers who have purchased or used the services of PT Wijaya Karya Region II Palembang City.

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Because it allows information to be collected only once, the study uses a cross-sectional survey design, sometimes referred to as a sample survey design. A cross-sectional design, according to Sumarwan (2011), is a type of research design that allows the collection of data from each segment of the population in a specific period. This approach is often used in marketing research because it will enable researchers to maximize their resources. The implementation period of this research is December 2023–June 2024. The sales area II of PT Wijaya Karya Beton Tbk in Palembang became the location of the investigation. The address is at Jl. Rama Kasih Raya No.957, Duku, Ilir Tim District. II, Palembang City, South Sumatra 30163. Palembang City was chosen as the research location because of its status as a region II hub of PT Wijaya Karya Beton, Tbk, and the southernmost sales center on the island of Sumatra. The subjects of the study are customers who have purchased or used the services of PT Wijaya Karya Region II Palembang City. Because it allows information to be collected only once, the study uses a cross-sectional survey design, sometimes referred to as a sample survey design. A cross-sectional design, according to Sumarwan (2011), is a type of research design that allows the collection of data from each segment of the population in a specific period. This approach is often used in marketing research because it will enable researchers to maximize their resources. The implementation period of this research is December 2023–June 2024. Data Research

This study used primary and secondary data. Customers of PT Wijaya Karya Beton Region II Palembang City provided primary data. Clients of PT Wijaya Karya Beton Region II who have made many purchases, have a good minimum rating category, have been clients since 2022, and have the necessary knowledge and expertise to develop a company's marketing strategy were included in this study.

The study uses secondary data in addition to primary data to support the research claims and offers a more comprehensive framework. Secondary data sources can include books, scientific publications, statistical reports, and previous studies on a particular issue to gain a deeper understanding of service quality, sales pitches, and purchasing decisions.

The participants in this study are consumers of PT Wijaya Karya Beton Region II. Population is a generic category that consists of items or people that the researcher chooses to study and then draws conclusions based on specific numbers and features.

One might consider a portion of the population studied as a sample. The authors used census or saturation techniques to collect samples. The population as a whole was sampled through the census technique. In this study, 49 clients of PT Wijaya Karya Beton Region II who made further purchases in 2022 were included.

This investigation involves four factors. Repurchase intent is a dependent variable, sales promotion is a mediating variable, and customer experience and brand trust are independent factors. The five-point Likert scale is used to assess the questionnaire: one point indicates strongly disagree, two indicate disagree, three indicate neutral, four indicate agree, and five indicate strongly agree. The definitions of variables and indicators used in this study are presented in the following table.

This study will use a questionnaire survey to collect quantitative data from respondents who are representative of the population. Clients of PT Wijaya Karya Beton Region II Palembang City will be given a survey regarding sales promotion, repurchase interest, brand trust, and customer

We will use the Likert scale to compile the questionnaire. Respondents will be asked to answer questions about marketing tactics related to sales promotion, customer experience, brand trust, and repurchase intent. The quiz also aims to identify the marketing tactics that most stimulate the client's interest in making another purchase. Answer choices on the Likert scale will be scored, with "Strongly Agree" as the starting point.

Respondents will get surveys directly from survey providers or through internet platforms during the data collection process. Using statistical methods such as the structural equation model (SEM), the data will be examined to determine the direction of influence between the variables studied. It is intended that by using this particular data collection technique, research questions and objectives can be addressed with original and trustworthy data.

Statistical theory states that within a predetermined conceptual framework, SEM analysis allows researchers to test and model causal relationships between the variables studied. Furthermore, multiple linear regression analysis will be applied as a data analysis method. In addition, SEM analysis can measure direct and indirect impacts through mediating factors and show the relevance and intensity of those relationships. Customer experience is a term used to describe the internal and subjective feelings that customers have when they contact, either directly or indirectly, a business. When buying, utilizing, or receiving something, direct interaction often occurs. Meetings with individuals who are not scheduled to present the company's goods, services, or brand in the form of recommendations or criticisms, advertisements, news articles, and so on are examples of indirect contact. A sales pitch is a type of direct persuasion that uses a series of incentives to get customers to buy more products or buy them in larger quantities. Discounts, competitions, sweepstakes, and coupons are examples of sales promotions.

Quantitative techniques will be used in data collection and analysis for this study. Customers of PT Wijaya Karya Beton Region II Palembang City who understand sales promotion, brand trust, customer experience, and repurchase interest will participate in this study. The data was collected using questionnaires that asked questions about sales pitches, consumer impressions of their knowledge, brand trust, and desire to buy again. The Likert Scale, with a rating ranging from strongly disagreeing to strongly agreeing, will be used to evaluate the participants' answers.

## **RESULTS AND DISCUSSION**

In collecting research data, the author involved 49 (forty-nine) customers with the criteria of having purchased or used products/services of PT Wijaya Karya Beton Region II Palembang City in 2022 as respondents. Data collection was carried out by distributing questionnaires online.

### **Gender and Age**

Based on gender, the number of respondents was dominated by men. This condition can be understood considering that the construction sector is a field dominated by the male gender. Of the 49 (forty-nine) respondents, there were 38 (thirty-eight) male respondents and 11 (eleven) female respondents; when viewed from the age of the respondents where the age between 30 years

and 39 years dominated respondents in this study, as many as 25 (twenty-five) people. While the least age group of respondents is the age group over 60 years old as many as 1 (one) person.

### **Education**

The respondents who were the object of the research all came from the *purchasing division*. Of the 49 (forty-nine) respondents, the highest level of education is Bachelor of Strata 1 (S1) as many as 29 (twenty-nine) people. In contrast, the lowest level of education is Diploma 3 (D3), with as many as 15 (fifteen) people, as shown in Figure 4.3. This is quite reasonable, considering that the position requires specific knowledge and skills in fostering material suppliers, negotiating, and making purchases. At the Diploma to Master's education level, it is felt that it is enough in terms of capacity to represent and describe the company.

### **Customer's Company Background**

Based on sales data in 2022 in the sales area II of Palembang City, private companies are the dominant customers of PT WIKA Beton, as many as 41 (forty-one) companies compared to customers from SOEs, as many as 8 (eight) companies, as shown in Figure 4.4. Although PT WIKA Beton is one of the state-owned enterprises, it still serves the demand for precast concrete products from various company backgrounds, both private companies and state-owned enterprises. Even PT WIKA Beton also serves requests from elements of the Government. However, considering that 2022 is still a COVID-19 pandemic situation, the government tends to reduce the portion of spending in the construction sector. This condition is also an indication of the lack of SOE synergy in Southern Sumatra as an evaluation material to increase cooperation between SOE companies.

### **WIKA Beton Product Purchase Experience**

This study aims to analyze several factors that affect customer repeat purchases. The respondents were selected from companies that made at least two purchases in 2022. Based on the profile of the respondents who were the research sample, it was found that customers had made purchases 2 – 4 times, while the rest made 5—more than 10 times the number of purchases, as shown in Figure 4.5.

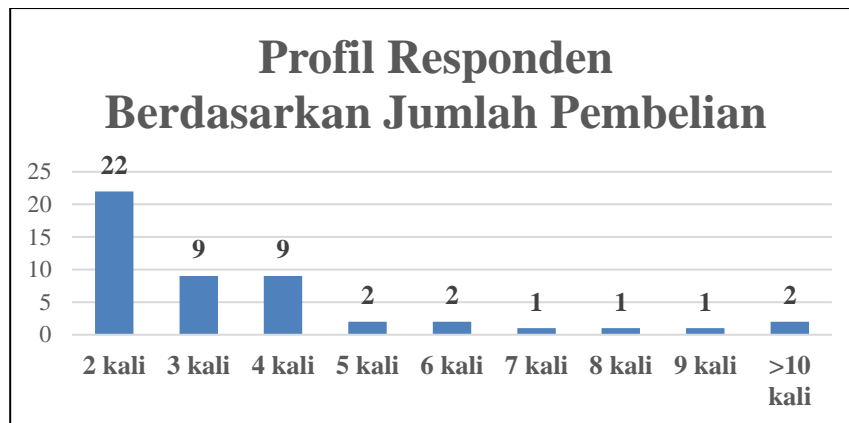


Figure 1. Respondent Profile Based on Purchase Amount

Before testing the structural model hypothesis, it is necessary to see whether there is multicollinearity between the variables, namely the statistical size of the inner VIF. The results of the estimation show a VIF value of  $< 5$ , so the multicollinearity level between the variables is low; this result strengthens the results of the parameter estimation in the SEM PLS and is robust, as shown in Table 4.13 above.

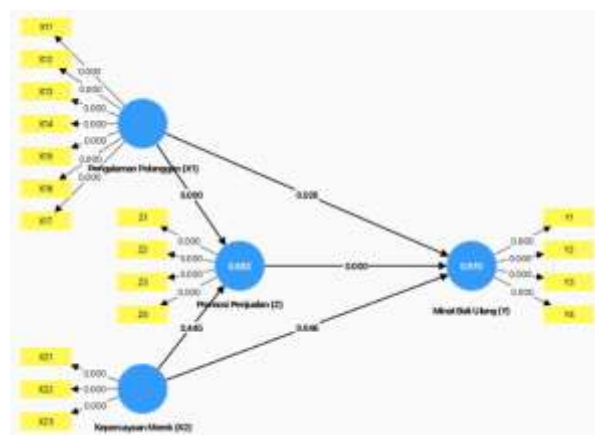


Figure 2. Path Coefficient and P-Value Model Value Output

The path coefficient value indicates the level of significance in hypothesis testing. The path coefficient score indicated by the p-value must be below the alpha significance level value of 5%. Hypothesis testing is carried out by looking at the bootstrapping analysis results on the path coefficient, namely by comparing the p-value with alpha. If the p-value is  $\leq$  alpha, the hypothesis formulation is accepted, but if the p-value is  $>$  alpha, the hypothesis formulation is rejected. The results of the analysis by bootstrapping the coefficient path with a complete 95% confidence interval are presented in Figure 4.7. Figure 4.7 shows the p-value of the whole path in the structural model of the research. Briefly, the output results of the path coefficient

Table 1. Hypothesis Testing Table (Direct Influence)

Hypothesis	Path Coefficient	p-value	95% Coefficient Trust	intervalPath	f square	Information
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	nt		Lower Limit	Upper Limit		
Brand Trust (X2) -> Repurchase Interest (Y)	0,210	0,046	0,004	0,398	0,171	Significant
Brand Trust (X2) -> Sales Promotion (Z)	0,132	0,445	-0,205	0,467	0,017	Insignificant
Customer Experience (X1) -> Repurchase Interest (Y)	0,315	0,026	-0,004	0,555	0,235	Significant
Customer Experience (X1) -> Sales Promotion (Z)	0,814	0,000	0,495	1,136	0,661	Significant
Sales Promotion (Z) -> Repurchase Interest (Y)	0,484	0,000	0,336	0,737	0,926	Significant

Based on the evaluation results of the inner model, the researcher concluded the hypothesis proposed at the beginning of the study.

## CONCLUSION

This study shows that brand trust, customer experience, and sales promotion influence repurchase intention at PT Wijaya Karya Beton (Persero) Sales Region II. The findings have policy implications for the government, such as industry standardization, incentives for customer loyalty programs, increased synergy among state-owned enterprises (SOEs), support for digital marketing, and infrastructure development. However, this research has limitations, including a limited geographical scope, a cross-sectional study design, a lack of qualitative data, and the absence of other moderating variables such as market competition. Therefore, future research is recommended to expand the study area, adopt a longitudinal approach, explore qualitative insights, and investigate additional factors influencing repurchase decisions to support more effective policies in the construction sector.

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