



International Conference on Finance, Economics, Management, Accounting and Informatics

“Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development”

Exploration of Experiential Marketing Factors, Brand Trust and Price in The Consumer Purchasing Decision Making Process at PT Menara Sejahtera Bersama Medan

Irmita Srilasmini¹, Mislan Sihite², Jon Henri Purba³

^{1,2,3} Universitas Methodist Indonesian

irmitasilitonga429@gmail.com

Abstract

This study investigates the influence of experiential marketing, brand trust, and price on consumer purchasing decisions for Apurewax automotive care products at PT Menara Sejahtera Bersama Medan, Indonesia. The research addresses a critical business problem characterized by declining sales performance throughout 2023, which necessitated an empirical examination of the key determinants affecting consumer purchase behavior. Employing a descriptive quantitative research design, the study collected primary data from 96 respondents selected through accidental sampling technique, with sample size determination based on the Lemeshow formula at a 10% margin of error. Data were gathered using a structured questionnaire instrument featuring a five-point Likert scale and analyzed through multiple linear regression analysis using SPSS software. The classical assumption tests—including normality (Kolmogorov-Smirnov), multicollinearity (Variance Inflation Factor), and heteroscedasticity (Glejser test)—confirmed the validity of the regression model. The results demonstrate that all three independent variables exert positive and statistically significant effects on purchasing decisions, both partially (t-test) and simultaneously (F-test). The Adjusted R² value of 0.587 indicates that experiential marketing, brand trust, and price collectively explain 58.7% of the variance in consumer purchasing decisions, while the remaining 41.3% is attributable to other factors beyond the scope of this study. These findings contribute to the existing body of knowledge on consumer behavior theory and provide actionable strategic recommendations for practitioners in the automotive care industry seeking to enhance market competitiveness through integrated marketing approaches that emphasize sensory experiences, trust-building mechanisms, and value-based pricing strategies.

Keywords: *experiential marketing; brand trust; price perception; purchasing decisions; consumer behavior; automotive care products; marketing strategy*

Introduction

In the contemporary business landscape, understanding consumer purchasing behavior has become increasingly critical for organizational sustainability and competitive advantage. Purchasing decisions represent the culmination of a complex cognitive and emotional process wherein consumers evaluate multiple factors before committing to a transaction (Kotler & Armstrong, 2014). This decision-making process is particularly significant in competitive markets where numerous alternatives exist, and consumer loyalty cannot be taken for granted. PT Menara Sejahtera Bersama Medan, a prominent distributor of Apurewax automotive care products in North Sumatra, Indonesia, has experienced a notable decline in sales performance throughout the fiscal year 2023, prompting an urgent need to investigate the underlying factors affecting consumer purchase intentions. The automotive care product industry in Indonesia has witnessed substantial growth, driven by increasing vehicle ownership rates and heightened consumer awareness regarding vehicle maintenance. According to industry reports, the Indonesian automotive aftermarket sector is projected to grow at a compound annual growth rate (CAGR) of 6.8% between 2023 and 2028, creating both opportunities and intensified competition for market participants. In this context, companies must develop comprehensive marketing strategies that address the multidimensional nature of consumer decision-making processes.

Three pivotal factors have emerged as significant determinants of consumer purchasing decisions in the marketing literature: experiential marketing, brand trust, and price. Experiential marketing, as conceptualized by Schmitt and Zarantonello (2013), emphasizes the creation of holistic customer experiences that engage



International Conference on Finance, Economics, Management, Accounting and Informatics

“Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development”

consumers through sensory, emotional, cognitive, behavioral, and relational dimensions. Brand trust, defined as consumer confidence in a brand's reliability and integrity (Delgado et al., 2005), serves as a psychological foundation that reduces perceived risk and facilitates purchase commitment. Price, while traditionally viewed as an economic variable, also functions as a quality signal and value indicator that influences consumer perceptions and purchase intentions (Tjiptono, 2017).

The declining sales performance of Apurewax products at PT Menara Sejahtera Bersama Medan throughout 2023 presents a critical business challenge that warrants systematic investigation. Preliminary observations suggest that the company may not be effectively leveraging experiential marketing strategies, building sufficient brand trust, or positioning its pricing competitively. These deficiencies potentially contribute to diminished consumer interest and reduced purchase frequency. Furthermore, existing literature reveals inconsistent findings regarding the relative importance of these factors across different industry contexts, indicating a research gap that this study aims to address.

This study aims to achieve the following objectives:

1. To analyze the partial effect of experiential marketing on consumer purchasing decisions for Apurewax products at PT Menara Sejahtera Bersama Medan.
2. To examine the partial effect of brand trust on consumer purchasing decisions for Apurewax products at PT Menara Sejahtera Bersama Medan.
3. To investigate the partial effect of price on consumer purchasing decisions for Apurewax products at PT Menara Sejahtera Bersama Medan.
4. To evaluate the simultaneous effect of experiential marketing, brand trust, and price on consumer purchasing decisions for Apurewax products at PT Menara Sejahtera Bersama Medan.

This research holds both theoretical and practical significance. From a theoretical perspective, the study contributes to the existing body of knowledge on consumer behavior by empirically testing the relationships between experiential marketing, brand trust, price, and purchasing decisions within the Indonesian automotive care product context. The findings extend the applicability of established marketing theories to emerging market settings and provide insights into the relative importance of different marketing variables in influencing consumer choices.

From a practical standpoint, the research offers actionable recommendations for PT Menara Sejahtera Bersama Medan and similar companies in the automotive care industry. The findings can inform marketing strategy development, resource allocation decisions, and competitive positioning efforts. Additionally, the study provides a methodological framework that can be replicated in other industry contexts to generate comparative insights.

Literature review

Consumer Purchasing Decisions

Consumer purchasing decisions represent a fundamental construct in marketing research, encompassing the cognitive processes through which individuals identify needs, gather information, evaluate alternatives, and ultimately select products or services (Sangadji & Sopiah, 2015). According to Kotler and Armstrong (2014), the consumer decision-making process comprises five sequential stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Each stage involves distinct psychological mechanisms and is influenced by various internal and external factors.

The Theory of Planned Behavior (TPB), initially developed by Ajzen (1991), provides a theoretical framework for understanding purchase intentions and behaviors. According to this theory, behavioral intentions are determined by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of purchasing decisions, consumer attitudes toward a product, social influences from reference groups, and perceptions of purchase feasibility collectively shape purchase intentions, which subsequently influence actual purchase behavior.



International Conference on Finance, Economics, Management, Accounting and Informatics

“Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development”

Sopiah and Sangadji (2013) further elaborate that purchasing decisions are influenced by psychological factors (motivation, perception, learning, and attitudes), personal factors (age, occupation, economic circumstances, and lifestyle), social factors (reference groups, family, and social roles), and cultural factors (culture, subculture, and social class). Understanding these multidimensional influences is essential for developing effective marketing strategies that resonate with target consumers and stimulate purchase behavior.

Experiential Marketing

Experiential marketing represents a paradigm shift from traditional feature-and-benefit marketing toward a holistic approach that emphasizes the creation of memorable customer experiences (Schmitt & Zarantonello, 2013). This marketing philosophy recognizes that consumers are not merely rational decision-makers but emotional beings seeking meaningful experiences that engage their senses, feelings, and intellect. Pine and Gilmore (1999) famously characterized this shift as the transition to an "experience economy" wherein experiences have become a distinct economic offering that creates differentiated value.

Schmitt's (1999) Strategic Experiential Modules (SEMs) framework identifies five dimensions of experiential marketing: (1) Sense—appealing to the five senses through visual, auditory, olfactory, gustatory, and tactile stimuli; (2) Feel—evoking emotions and affective experiences that create positive associations with the brand; (3) Think—engaging cognitive processes through intellectual challenges and creative problem-solving opportunities; (4) Act—encouraging behavioral changes and lifestyle enhancements through product interaction; and (5) Relate—connecting consumers to broader social groups, reference communities, and cultural meanings.

Priansa (2017) emphasizes that effective experiential marketing can significantly influence consumer perceptions of product value and form strong brand preferences. When consumers engage with products through positive sensory experiences, emotional connections, and meaningful interactions, they develop favorable attitudes that translate into purchase intentions and brand loyalty. In the context of automotive care products, experiential marketing may involve product demonstrations, hands-on trials, sensory appeals (such as pleasant fragrances and tactile sensations), and associations with desirable lifestyle attributes.

Brand Trust

Brand trust is conceptualized as the consumer's willingness to rely on a brand's ability to perform its stated function, based on expectations that the brand will act in the consumer's best interest (Delgado et al., 2005). This construct represents a psychological state comprising cognitive assessments of brand reliability and emotional confidence in brand intentions. Trust serves as a crucial mediating variable that reduces perceived risk, simplifies decision-making processes, and facilitates long-term relationship development between consumers and brands.

Copley (2014) posits that brand trust creates a psychological sense of security in purchasing decisions because consumers believe that their relationship with the brand will produce positive outcomes. This trust is cultivated through consistent delivery of quality products, transparent communication, ethical business practices, and responsive customer service. Once established, brand trust becomes a valuable intangible asset that differentiates the brand from competitors and creates switching costs for consumers.

The development of brand trust occurs through cumulative positive experiences and can be conceptualized along two dimensions: brand reliability (the cognitive dimension reflecting confidence in brand performance) and brand intentions (the affective dimension reflecting beliefs about brand benevolence). Both dimensions contribute to overall brand trust, which subsequently influences purchase intentions, word-of-mouth recommendations, and brand loyalty behaviors (Tjiptono & Chandra, 2019).

Price and Price Perception

Price constitutes a critical element of the marketing mix that uniquely generates revenue while other elements represent costs (Kotler & Armstrong, 2014). From the consumer perspective, price serves multiple functions: it represents the monetary sacrifice required to obtain a product, signals quality and value, and influences



International Conference on Finance, Economics, Management, Accounting and Informatics

“Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development”

perceptions of fairness and affordability. The relationship between price and purchasing decisions is complex, as consumers evaluate prices not in absolute terms but relative to perceived benefits, competitor prices, and internal reference prices derived from past experiences.

Tjiptono (2017) identifies several dimensions of price perception that influence consumer decision-making: price affordability, price-quality correspondence, price competitiveness, and price transparency. Consumers assess whether a price falls within their budget constraints, whether the price reflects the expected quality level, how the price compares to competing alternatives, and whether the pricing structure is clear and understandable. Positive evaluations across these dimensions enhance perceived value and increase purchase likelihood.

The concept of perceived value, defined as the consumer's overall assessment of product utility based on perceptions of what is received versus what is given (Zeithaml, 1988), provides a useful framework for understanding price effects on purchasing decisions. When consumers perceive that the benefits received exceed the monetary costs incurred, they develop favorable purchase intentions. Conversely, when prices are perceived as disproportionate to benefits, consumers may defer purchases or seek alternative products.

Hypotheses Development

Based on the theoretical foundations and empirical evidence reviewed above, the following hypotheses are formulated to guide this investigation:

H₁: Experiential marketing has a positive and significant effect on consumer purchasing decisions for Apurewax products at PT Menara Sejahtera Bersama Medan.

H₂: Brand trust has a positive and significant effect on consumer purchasing decisions for Apurewax products at PT Menara Sejahtera Bersama Medan.

H₃: Price has a positive and significant effect on consumer purchasing decisions for Apurewax products at PT Menara Sejahtera Bersama Medan.

H₄: Experiential marketing, brand trust, and price simultaneously have a positive and significant effect on consumer purchasing decisions for Apurewax products at PT Menara Sejahtera Bersama Medan.

Methods

Research Design

This study employs a descriptive quantitative research design to examine the causal relationships between experiential marketing, brand trust, price, and purchasing decisions. The quantitative approach facilitates systematic data collection, objective measurement, and statistical analysis to test the proposed hypotheses. The cross-sectional design captures data at a single point in time, enabling the assessment of variable relationships within the current market context.

Population and Sampling

The population of this study comprises all consumers who have purchased Apurewax products at PT Menara Sejahtera Bersama Medan. Given that the exact population size is unknown and potentially infinite, sample size was determined using the Lemeshow formula, which is appropriate for populations of unknown size. Applying this formula with a 95% confidence level and 10% margin of error yields a minimum sample size of 96 respondents, which was achieved in this study.

The sampling technique employed was accidental sampling (convenience sampling), wherein respondents were selected based on their availability and willingness to participate when encountered at PT Menara Sejahtera Bersama Medan outlets. While this non-probability sampling approach limits generalizability, it is practically suitable for consumer research in retail settings where random sampling is infeasible.

Data Collection and Analysis

Primary data were collected through a structured questionnaire administered directly to Apurewax consumers at PT Menara Sejahtera Bersama Medan outlets. The questionnaire comprised closed-ended items measured on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Validity testing was



International Conference on Finance, Economics, Management, Accounting and Informatics

“Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development”

conducted using Pearson Product-Moment correlation, and reliability testing employed Cronbach's Alpha coefficient.

Data analysis was performed using SPSS software and encompassed classical assumption tests (normality using Kolmogorov-Smirnov, multicollinearity using VIF, and heteroscedasticity using Glejser test), multiple linear regression analysis, and hypothesis testing through t-test (partial) and F-test (simultaneous). The Adjusted R² coefficient was calculated to determine the explanatory power of the model.

Results and Discussion

Respondent Characteristics

The study successfully collected data from 96 respondents who are consumers of Apurewax products at PT Menara Sejahtera Bersama Medan. The demographic profile of respondents reveals a predominantly male sample (78.1%), reflecting the gender composition typical of automotive care product consumers. The majority of respondents (45.8%) fall within the 26-35 age group. Educational attainment among respondents shows that the majority possess undergraduate degrees (52.1%), and income distribution indicates that most respondents earn between IDR 4-8 million monthly (47.9%).

Instrument Validity and Reliability

Validity testing confirmed that all questionnaire items demonstrate significant correlations with their respective construct totals. Reliability testing yielded Cronbach's Alpha coefficients exceeding 0.70 for all variables: Experiential Marketing ($\alpha = 0.847$), Brand Trust ($\alpha = 0.823$), Price ($\alpha = 0.791$), and Purchasing Decision ($\alpha = 0.869$). These results confirm that the research instrument possesses adequate validity and reliability for hypothesis testing.

Classical Assumption Test Results

The classical assumption tests yield satisfactory results that validate the regression model. The Kolmogorov-Smirnov normality test produces an asymptotic significance value of 0.200 (> 0.05), indicating that residuals are normally distributed. Multicollinearity testing reveals VIF values of 1.423, 1.567, and 1.389 for the three independent variables, all well below the threshold of 10. The Glejser heteroscedasticity test shows significance values exceeding 0.05 for all independent variables, confirming homoscedastic residual variance.

Multiple Linear Regression Results

The multiple linear regression analysis produces the following equation: $Y = 2.134 + 0.328X_1 + 0.278X_2 + 0.302X_3$. The positive coefficients for all independent variables indicate direct relationships with purchasing decisions, consistent with the hypothesized directions. Table 1 presents the complete regression results.

Table 1. Multiple Linear Regression Results Summary

Variable	Coefficient (B)	t-statistic	Sig.	Decision
Experiential Marketing (X_1)	0.328	3.441	0.001	H_1 Supported
Brand Trust (X_2)	0.278	2.985	0.004	H_2 Supported
Price (X_3)	0.302	3.107	0.003	H_3 Supported
F-statistic	-	44.506	0.000	H_4 Supported
Adjusted R ²	0.587 (58.7% variance explained)			

Source: SPSS output, processed (2025)



International Conference on Finance, Economics, Management, Accounting and Informatics

“Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development”

Discussion

The research findings provide robust empirical support for the proposed hypotheses and offer valuable insights into the determinants of consumer purchasing decisions in the automotive care product context. The relative magnitude of regression coefficients reveals that experiential marketing ($\beta = 0.328$) exerts the strongest influence on purchasing decisions, followed by price ($\beta = 0.302$) and brand trust ($\beta = 0.278$). This hierarchy suggests that creating memorable product experiences should be prioritized in marketing strategy development. The significant effect of experiential marketing aligns with Schmitt and Zarantonello's (2013) theoretical framework, confirming that holistic customer experiences across sensory, emotional, cognitive, behavioral, and relational dimensions positively influence purchase intentions. The significant effect of brand trust corroborates the theoretical propositions of Delgado et al. (2005) and Copley (2014), demonstrating that consumer confidence in brand reliability and benevolent intentions facilitates purchase commitment. The significant effect of price validates the value-based pricing perspectives articulated by Kotler and Armstrong (2014) and Tjiptono (2017).

Conclusion

Based on the comprehensive analysis conducted in this study, the following conclusions are drawn: (1) Experiential marketing has a positive and significant partial effect on consumer purchasing decisions ($\beta = 0.328$, $\text{Sig.} = 0.001$); (2) Brand trust has a positive and significant partial effect on consumer purchasing decisions ($\beta = 0.278$, $\text{Sig.} = 0.004$); (3) Price has a positive and significant partial effect on consumer purchasing decisions ($\beta = 0.302$, $\text{Sig.} = 0.003$); and (4) Experiential marketing, brand trust, and price simultaneously have a significant positive effect on purchasing decisions ($F = 44.506$, $\text{Sig.} = 0.000$), with an Adjusted R^2 of 0.587 indicating that these variables collectively explain 58.7% of the variance in consumer purchasing decisions.

Based on the research findings, the following strategic recommendations are proposed: (1) Enhance experiential marketing initiatives through hands-on demonstrations, free trial programs, and interactive product displays; (2) Strengthen brand trust building activities through customer testimonial programs, product quality guarantees, and responsive complaint handling; (3) Optimize pricing strategy by emphasizing value communication and implementing strategic promotional programs; and (4) Integrate all three marketing approaches synergistically to maximize impact on consumer purchasing decisions.

This study acknowledges several limitations including the focus on a single product and company, the use of accidental sampling, and the cross-sectional design. Future research should conduct comparative studies across multiple companies, employ probability sampling techniques, utilize longitudinal designs, and incorporate additional variables such as digital marketing effectiveness and after-sales service quality.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Copley, P. (2014). *Marketing communications management: Concepts and theories, cases and practices* (2nd ed.). Routledge.
- Delgado-Ballester, E., Munuera-Alemán, J. L., & Yagüe-Guillén, M. J. (2005). Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1), 35-54.
- Kotler, P., & Armstrong, G. (2014). *Principles of marketing* (15th ed.). Pearson Education.
- Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theatre & every business a stage*. Harvard Business School Press.
- Priansa, D. J. (2017). *Komunikasi pemasaran terpadu*. Alfabeta.
- Sangadji, E. M., & Sopiah. (2015). *Perilaku konsumen: Pendekatan praktis disertai himpunan jurnal penelitian*. Andi.
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1-3), 53-67.
- Schmitt, B., & Zarantonello, L. (2013). Consumer experience and experiential marketing: A critical review. *Review of Marketing Research*, 10, 25-61.
- Sopiah, & Sangadji, E. M. (2013). *Perilaku konsumen*. Andi.



International Conference on Finance, Economics, Management, Accounting and Informatics

“Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development”

- Tjiptono, F. (2017). *Strategi pemasaran* (4th ed.). Andi.
- Tjiptono, F., & Chandra, G. (2019). *Service, quality & satisfaction* (4th ed.). Andi.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.