

# The Influence of Price and Promotion to Trust and Purchasing Decision: A Case Study at Aportil IP, Timor-Leste

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## ABSTRACT

This study aims to analyse the influence of price and promotion to trust and purchasing decision, a case study at Aportil IP, Timor-Leste. The study sample utilizes “Purposive Sampling” which aims to collect sample from selective people that fulfil the criteria. Researcher distributed questioner to service users of Berlin Nakroman ferry cruise voyage. The result reveals that 1) Price influences positively and significantly to the trust in APortil IP, Dili Timor-Leste will not be accepted or rejected. 2) Promotion positively and significantly influences to the trust at Aportil IP, Dili Timor-Leste can be accepted. 3) The price positively and significantly influence to purchasing decision in APORTIL IP, Dili Timor-Leste can be accepted. 4) Promotion influences positively and significantly to purchasing decision in APORTIL IP, Dili Timor-Leste cannot be accepted or refused. 5) Trust influences positively and significantly purchasing decision at APORTIL IP, Dili Timor-Leste cannot be accepted or rejected. 6) Price influences positively and significantly through trust in APORTIL IP, Dili Timor-Leste cannot be accepted nor rejected. 7) Promotion impacts positively and significantly influences to purchasing decision through trust at APORTIL IP, Dili Timor-Leste cannot be accepted or rejected.

**Keywords:** price, promotion, trust, purchasing decision.

## I. INTRODUCTION

Democratic Republic of Timor-Leste (RDTL) is a state with its majority territory of land and has only two islands, geographically located in between two gigantic countries Indonesia and Australia and one of its enclave districts situates between two Indonesian districts namely KEFA and SOE of East Nusa Tenggara, which has now appointed by the Government as ECONOMIC ESPECIAL ZONE. As per this geographical location, sea transportation mode has its important role in the world of transportation and trading. The need for accessing to fast and easily means of sea transportation mode has become a priority in Timor-Leste at this present time, either for passengers or freight transport. This has resulted in the increasing request for sea transportation services, while transport capacity is still limited. Such condition has encouraged shipping services company to increase its capacity services to compete in order to attract passengers.

Sea Transport mode becomes an essential means and strategy to facilitate the life of nation and state that involve all sectors, has the role of supportive, assistance and mover for regional growth to facilitate equity and improvement of development. The importance of sea transport mode can be reflected through the increasing of sea transport services either passenger or freight. The product or sea transport mode services that compete in a market more often and varies due to open market, creates competition among shipping Company. The shipping company always tries to fulfil the needs for the passengers and provides maximum good services and interest to the customer. As basically the aim of running a business is to create a good atmosphere and safety for the customer.

So as to winning the competition, every company has to have ability to utilize the availability of the business opportunities and tries to implement correct marketing strategies to dominate the trade. Market control is one of the basic activities organizes by the businessmen to maintain the continuity of the business, to grow and gaining profit maximally. This can be achieved only if customers satisfy from the product performance offers by businessman.

Steps that need to be taken in order to anticipate if there is a tough competition require every industry to provide any form of trading and quality way from every aspect. Trading or marketing activity is a form of activity that aims to create profit for the company. Besides, in marketing activity has objective to produce goods that can be consumed by buyers. Therefore, to reach such objectives a company needs to know consumer behaviors that refers to factors that influence buying decision from consumers.

According to Kotler & Amstrong (2013) decision buying is decision process where consumer actually buys the product. Prior to transaction to follow there are processes that occur and always accompanies every buying that is considerations. Buying decision is a step in the process of decision making to buy where consumers really purchase. Decision making is an individual activity that directly involve getting and using goods that is offered (Isyanto, et. al., 2011:516). In this occasion, it can be defined that buying decision is natural thing that occurs to every consumer that buys a product with several reasons or factors that can influence him/her.

Consumer is the main target in marketing field indeed has various considerations in making purchases. When there is a purchase decision consumer in general is based on the convenience of purchasing. This convenience is one of them with the existence in distribution a good or product to the consumer. With proper distribution channel will ensure the availability of the products that are required by the community. Without distribution, producer will experience difficulty to promote their products and consumers have to struggle chasing producer to relish to purchase their products. The distribution channel is a series of the organization that reliably depends on each other to facilitate transfer of ownership in which products move from producer to service users or consumers (Lamb et. al., 2011:8).

Moreover, in making distribution easily to a product indeed has directly related to the quality of the product that will be marketed. Product is the whole object concept or a process that provide values to the customers. Customers do not merely purchase the physical of the product, however purchasing the benefit and values of the product itself, (Lovelock & Weinberg 2011:121). company often tries to satisfy their consumers by offering quality products. Quality products are product that has benefit for its consumers. Someone who needs a product will imagine what

type of benefit that will satisfy if the products are used. The benefit of a product is a consequence that is expected by consumer when purchasing and using a product. This indeed applies to purchasing raw materials for building needs. Delay in delivery or distribution of raw materials for building will halt consumer activity for development according to their requirements. With the delay that is done by producer to consumer will reduce consumer's satisfaction, thus the perception of the quality services as well as quality of products will reveal in the consumer's mind before purchasing.

To achieve a good quality product that is produced by the company will not be successful maximally if the product does not recognize widely by community. In this occasion, it can be explained that marketing activity that is promotion plays important role as one of the essential activity that convey the information to prospect consumers so as to get attract and know the benefit and value within the product itself. This is according to what has been stated by Dharmmesta (2012: 237), that promotion is seen as current information or one-way persuasive information that is made to guide someone or organization to an action that creates exchange within marketing. Communication will be successful if communicant, that is consumers, become aware, happy, and then buys the product that has been communicated or promoted by the company. Apart from paying attention to promotion that has been used to market the product indeed company still requires existence in putting prices. This cannot be denied how importance because customers indeed will consider the cost of a product that is produced by one company to another prior to make decision on purchasing.

Price becomes part of determinant in a selling, and every product that is sold indeed has listed prices. (Kotler 1997), stated that price or costing is a money that is billed into a product or service, this amount is exchanged within consumers for the benefits that use the product or service. Price is amount of money that is spent by consumers for a product or service or values that can be exchanged by consumers to get benefit or ownership of the product or service (Kotler & Armstrong 2016). Purchasing decision is part of consumer behavior. Consumer behavior is study on how individual, group, and organization chooses, buys, uses and how goods, services, ideas or experiences to satisfy their needs and their wishes (Kotler & Armstrong 2016).

Increasing of purchasing decision can be done via improving the trust to the products. Trust is willingness of the company to rely on business partners (Kotler, dalam Elrado, et. al., 2014:3). Trust is a belief in which someone will get what is expected from others. Trust is about readiness of someone to certainly behave because believing that the partner will give what is expected and a hope that is commonly entrusted someone that, a promise or statement of others could be trusted (Mardiyono, 2015:104).

Sales activity and marketing from APORTEL, IP TL is supported by marketing team that is located in the office. The company will run its own sales marketing on its own. This is because the company believes how importance to maintain control over marketing activity as it relates to strategic value from information of company customers regarding its own business. The company obtains customers and receives demand for shipping transport services as well as direct contact with the company that is conducted by marketing and sales company. A part of sales and

marketing team, the company has several representatives of service customer that is dedicated specially to focus on a one main or several clients, in order to fulfill the needs of those clients. APORTIL, IP TL always prioritizes a good quality service, with the hope to provide services that could be above the expectation of the customers. However, in reality the efforts that is made by APORTIL, IP TL all this time has not reached to the expected outcome, this can be seen through reduction of the income that can be seen through the table below:

**Table 1. Annual Budget (Expenditure) APORTIL, IP Period 2015-2019**

<b>Year</b>	<b>Budget</b>
2015	\$ 288.000,00
2016	\$ 407.000,00
2017	\$ 274.000,00
2018	\$ 360.000,00
2019	\$ 350.000,00

On the above Table 1 reveals that the annual expenditure budget during 5 years period (2015-2019), this expenditure budget relies on the needs and request made by PORTIL, IP annually during budget plan.

As an important port that is seen nationally and locally especially for regional economic framework. Ferry Berlin Nakroman is one of the shipping transports that is operated in the port of transport, this ship to transport passengers, vehicles and goods in an enormous scale.

Ferry Berlin Nakroma is shipping transport that is provided by government as subsidiary to assist and facilitate the people form two places namely Oecusse nd Atauro districts. One of the alternatives to ease financially and timely.

**Table 2. Annual Budget (Subsidiary)Ferry Nakroma Period 2015-2019**

<b>Year</b>	<b>Budget</b>
2015	\$ 3,188,000.00
2016	\$ 2,436,000.00
2017	\$ 2,393,000.00
2018	\$ 2,209,000.00
2019	\$ 2,100,000.00

APORTIL, IP as port manager is equipped with basic port facility include managing passenger ship of ferry Berlin Nakroman. There have not been adequate facilities that usually supporting port to serve passengers and vehicle for the operation. Route of the shipping cruise of Berlin nakroman from Dili port to Oecusse port, from Oecusse Port back to Dili port. And shipping route from Dili to Atauro and forth. Within the operation for route of shipping cruise of Berlin Nakroman, from Dili to Oecusse takes eight times monthly that is operating twice per week, that is from Monday and Thursday. For route operation to Atauro takes about four times monthly that is on every Saturday.

**Table 3. Domestic Cargo for ship/ferry year 2016 – 2019**

Year	Star Craft	
	Passengers	Cargo
2019	188	0.00
2018	9,794	0.00
2017	9,624	0.00
2016	21,453	0.00
Total	41,059	0.00

**Table 4. Domestic Cargo for ship/ferry year 2016 – 2019**

Year	Nakroma	
	Passengers	Cargo
2019	55,314	2,149
2018	64,051	2,854
2017	76,592	3,297
2016	60,708	2,553
Total	256,665	10,853

**Table 5. Domestic Cargo for ship/ferry year 2016 – 2019**

Year	Success/Laju-Laju	
	Passengers	Cargo
2019	48,527	4,156

2018	30,234	4,020
2017	28,503	3,507
2016	15,976	1,692
Total	123,240	13,375

From the Table 4 thus the total number of passengers and cargo transported annually is 55, 314 comparisons of the condition for each ship can be seen on the above table. Table 5 control according to calculation and standard condition that becomes the company strategy with the implementation of anticipation figures. The real figure depends on the operational condition, so that it will reach small number of even bigger.

As per explanation above, this research would like to by explore in depth about factors that influence purchasing decision by raising the title of the research on “The Influence of Price and Promotion to Trust and Purchasing Decision”.

### A. Formulation of the Problem

As per the background that has been elucidated, the formulation of the problem in this research are:

1. Is there any influence between price to the customers trust in the sector of shipping in APORTIL, IP Timor-Leste?
2. Is there any influence between promotion to the customer trust in the shipping sector in APORTIL, IP Timor-Leste?
3. Is there any influence between purchasing decision in the shipping sector in APORTIL, IP Timor-Leste?
4. Is there any influence between promotions to purchasing decision in the shipping sector in APORTIL, IP Timor-Leste?
5. IS there any influence between trust and customer purchasing decision in shipping sector in APORTIL, IP Timor-Leste?
6. Is there any influence between price and customer purchasing decision through trusting in shipping sector in APORTIL, IP Timor-Leste?
7. Is there any influence between promotion and customer purchasing decision via trusting in shipping sector in APORTIL, IP Timor-Leste?

### B. The Research Objective

There are also objectives that need to be achieved through this research are as follows:

1. Between price and customer trusting in the shipping sector in APORTIL, IP Timor-Leste.
2. Knowing the influence between promotion to customer trust in the shipping sector in APORTIL, IP Timor-Leste.
3. To explore the influence between pricing and customer purchasing decision in APORTIL, IP Timor-Leste.
4. To recognise the influence between promotion to customer purchasing decision in shipping sector in APORTIL IP Timor-Leste.
5. To recognize the influence of pricing and customer purchasing decision in the shipping sector in APORTIL IP, Timor Leste.
6. To know the influence of pricing and customer purchasing decision through the trust in the shipping company in APORTIL, IP Timor-Leste
7. To know the impact of the influence between promotion and to purchasing decision in the trust of shipping sector in APORTIL, IP Timor-Leste

## **II. LITERATURE REVIEW**

### **A. Empirical Review**

There is also theoretical basis of this research that the researcher would like to highlight in this study as follows:

1. Dasuki (2013), with title of “the influence of behavior and motivation of the consumers to purchasing decision for t shirt airplane on Distro Airplane System bandung” (“Pengaruh Sikap dan Motivasi Konsumen terhadap Keputusan Pembelian T-shirt Airplane pada Distro Airplane System Bandung” ).
2. Sunarto (2018), with the title of “Analysis of consumers behavior on purchasing decision on handphone Xiaomi redmi3” (“Analisis Perilaku Konsumen Terhadap Keputusan Pembelian Handphone Xiaomi Redmi 3S”).
3. Silveira (2020), with the title of “the influence of product quality and quality service on consumer satisfaction” ( “Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen”).
4. Ketut Ratna Wijayanti in the year 2019, Universitas Triatma Mulya with research title on “the influence of image brand and quality product to purchasing decision on Cavendish banana brand ‘SUNPRIDE’ on Limited Company Sewa Nusantara Bali.” (“Pengaruh Brand Image dan Kualitas Produk Terhadap Keputusan Pembelian Pisang Cavendish Merek” SUNPRIDE” Pada PT. Sewa Nusantara Cabang Bali). This research shows that Sunpride banana Bali branch is influenced by brand image and price.
5. Melia Purwita Sari, Luluk Aulia Rachman, Duan Ronaldi, and Vicky F Sanjaya, 2020 with the title of “ the influence of price, promotion and trust to purchasing decision on product Y.OU (“ PENGARUH HARGA, PROMOSI DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK Y.O.U).

6. I Ketut Agus Darmawan and Luh Komang Candra Dewi, 2020 with title of “the influence of image brand and price to purchasing decision of oriflame product in Denpasar city (empirical study on consumer purchasing of oriflame product in Denpasar city). (“PENGARUH CITRA MEREK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK ORIFLAME DI KOTA DENPASAR) (Studi Empiris pada Konsumen Pembelian Produk Oriflame Di Kota Denpasar).

7. Ikanita Novirina Sulistyari in the year 2012, of University Diponegoro with title of “the influence of brand citra, product quality and price to interested in buying oriflamme product in semarang city: “Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Minat Beli Produk Oriflame Di Kota Semarang”. The result shows three hypothesis that have been tested that is brand image, product quality and price. In which the three hypothesis influences positively and significantly to purchasing decision on oriflamme product in Semarang city.

8. Erick Janiu Robi in the year of 2017, p STIE Triatma Mulya with the title of “the influence of image brand and product price to purchasing decision on vespa matic scooter in dealing with Liited Company Tiara Indah”. (“Pengaruh Brand Image dan Harga Produk Terhadap Keputusan Pembelian Skuter Matik Vespa Di Dealer Plagio PT.Tiara Indah”.) this research elucidates that price influences positively and significantly to purchasing decision, however the result of this study shows that price and brand image concurrently have influence on purchasing decision.

## **B. Theoretical Study**

### **1) Price**

Price is amount of money that is billed for a product or service, or amount of a value that is exchanged by customers to achieve the benefits from owning or using a product or service (Kotler dan Keller, 2009:345).

According to Lamb et. al., (2001:268) “Price is a something that is given by consumers (buyer) in order to get a product” Price often is a flexible element among four elements of marketing mixture.

### **2) Promotion**

Swastha ( 2011 ) stated that promotion is seen as an activity that communicates buyers and sellers and it is an activity that helps in decision making in the marketing field that directs and wakes ever aspects to make it better. Promotion is one of the importance tool in marketing and often is called continues process.

Charles W. Lamb, Joseph F. Hair, and Carl McDaniel (Aramana, dkk:2015) promotion is communication from trader that communicates, persuades and reminds the prospective buyers a product in order to influence their opinion or gaining a response.

### **3) Trust**

According to Wahyuningsih (2012:2) Trust exists when there is a group believe in partner’s trustworthiness and integrity. Trust is expectation that is hold by individual that their words can be reliable.

According to Nawawi (2012:21) Trust is an interpersonal relation and a complex organization concept. Trust occurs the part that has certain perception that benefits each other that possibly allow relationship to reach expected outcome. Someone trusts, group or organization will be free from worries and needs to monitor behavior of other part, partially or as a whole.

#### 4) *Purchasing Decision*

According to Kotler & Armstrong (Pujiani, 2014:37) defines purchasing decision as consumer mental statement to reflect purchasing plan for some products with certain brands. Purchasing decision is a step process to make decision in purchasing where consumer truly buy.

According to Scifman & Kanuk (in Sumarwan, 2004:289) defines purchasing decision as a decision the choice of an action from two or more choices to choose alternatively.

### C. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

#### 1) *Conceptual Framework*

Conceptual framework is relationship between one or more concept to other concepts from the problem that is being researched. According to many theories, literature review and previous researchers that has been outlined thus the researcher can outline conceptual framework that relates among price, promotion, trust and purchasing decision.

Therefore, conceptual framework from the price and promotion to trust and purchasing decision can be illustrated in a model as follows:

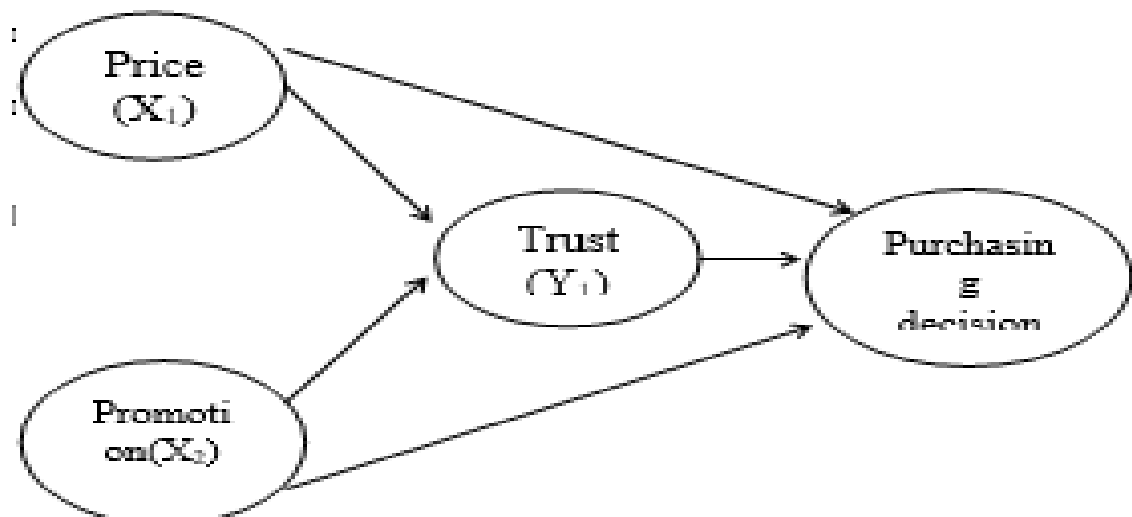


Figure 1. Conceptual Framework

## **2) Research Hypothesis**

Hypothesis is temporary response to research problem formulation, thus research problem formulation is designed often in the form of question. It is said temporary, because the answer is based on the relevant theories that is based on empirical facts that are gained from data collection. Therefore, hypothesis also can be stated as the theoretical solution to problem research formulation, that is not answered empirically (Sugiyono, 2010). Hypothesis that is proposed in this research are:

1. There is an influence significantly variable to customer trust in the shipping sector in Timor-Leste
2. There is an influence variable significantly promotion in shipping sector in Timor-Leste
3. There is also influence variably significant of price to purchasing decision in the shipping sector in Timor-Leste
4. There is an influence variably significant promotion to purchasing decision in the shipping sector in Timor-Leste
5. There is influence variably significant of trust to purchasing decision in the shipping sector in Timor-Leste
6. There is an influence variably significant of price to customer purchasing decision through trust in the shipping sector in Timor-Leste
7. There is an influence variably significant promotion to customer purchasing decision through trust in the shipping sector in pengaruh yang signifikan variabel Timor-Leste

## **III. RESEARCH METHOD**

### **A. Type of Research**

The research is quantitative research and is also called correlation research.

### **B. Sample and Population**

Population in this study involve all transport service users in APORTIL, IP. Sample collection technique uses purposive sample, and the sample uses in this research is 140 respondents.

### **C. Research Variable**

In this study, researcher uses three types of variables that is variable dependent, variable independent and variable intervening as follows:

1. Variable Eksogen in this research is price (X1) and Promotion (X2).
2. Variable Endogen in this study is purchasing decision (Y2) Trust (Y1).

## D. Technique and Procedure for Data Collection

### 1. *Questionnaire*

Questionnaire is data collection technique that is done in the way of giving few questions or tten statements to respondent to answer (Sugiyono, 2012).

### 2. *Interview*

Interview is data collection technique that uses by researcher to question-answer directly to shippin services users in APORTIL,IP.

### 3. *Documentation*

Documenter Method is a tool for data collection that is called written document form, and data source is from available written or document. In this research, writer will gather documents that contain history, vision and mission of the company, organization structure.

## IV. DATA ANALYSIS

This study follows three data analysis steps including:

- a. Descriptive Analysis
- b. Structural Equation Modelling
- c. Hypothesis Testing

## V. RESEARCH RESULT AND DISCUSSION

### A. Outer Loading

Outer loading represents indicator reliability. The overall outer loadings of all indicators are shown as follows:

**Table 6. Outer Model Inspection**

Variables	Indicator/Item	Outer loading
<i>Price</i> (X1)	Harga terjangkau (Affordable Prces)	0.779
	Harga terjangkau (affordable price)	0.879
	Kesesuaian harga denga Produk (price match with product)	0.722
	Harga bersaing (competing price)	0.819
	Kesesuain harga dengan manfaat (price match with benefits)	0.780
	Kualitas Promosi (promotion quality)	0.797

<b>Promotion (X2)</b>	Kualitas Promosi (promotion quality)	0.834
	Waktu Promosi (promotion time)	0.721
	Waktu Promosi (promotion time)	0.763
	Ketepatan sasaran Promosi (promotion target accuracy)	0.785
<b>Trust (Y1)</b>	Reputasi yang dimiliki produk. (reputation that owns product)	0.795
	Reputasi yang dimiliki produk (reputation that owns product)	0.777
	Keamanan dan kenyamanan dalam menggunakan produk (safety and comfort in using the product)	0.816
	Benefots that exist in Aportil	0.654
<b>Purchasing decision (Y2)</b>	Pemilihan produk ( <i>Product Choice</i> ).	0.787
	Pemilihan produk ( <i>Product Choice</i> )	0.873
	Pemilihan Merek ( <i>Brand Choice</i> )	0.772
	Pemilihan Merek ( <i>Brand Choice</i> )	0.831
	Pemilihan Merek ( <i>Brand Choice</i> )	0.807

Sumber: Data Primer diolah 2021

## B. Convergent Validity

Convergent validity is utilized to measure correlation between item score and construct score, the higher the correlation the better the validity of the data (Ningsih&Hermawan, 2019). Measurement can be categorized to have convergent validity of loading factor value of  $> 0.5$  (Triseptya, et. all, 2017). The result of convergent validity can be seen in the Table 7:

**Table 7. Convergent Validity**

Variables	Average Variance Extracted
Trust (X1)	0.636
Promotion (X2)	0.610
Trust (Y1)	0.582
Purchasing decision (Y2)	0.664

source: Data diolah 2021

### C. Construct Reliability

A variable is said to fulfill construct reliability if it has value of composite reliability  $> 0.70$  and Cronbach alpha value  $> 0.70$  has a good reliability level to a variable (Assegaff, 2015).

**Table 8. Construct Reliability**

Variables	Cronbach's Alpha	Composite Reliability	Description
Harga (X1)	0.856	0.897	Reliabel
Promotion(X2)	0.842	0.886	Reliabel
Trust (Y1)	0.765	0.847	Reliabel
Purchasing decision (Y2)	0.874	0.908	Reliabel

Source: Data Primer diolah 2021

### D. Research Hypothesis Result

Table 9 indicates the result of all hypotheses of this study.

**Table 9. Hypothesis Result**

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Keterangan
Price -> Trust	0.099	0.103	0.106	0.928	0.354	Rejected
Promotioni -> Trust	0.264	0.290	0.111	2.381	0.018	Accepted
Price-> Purchasing decision	0.457	0.454	0.099	4.608	0.000	Accepted
Promotion-> Purchasing decision	0.070	0.084	0.082	0.851	0.395	Refused
Trust -> Purchasing decision	0.082	0.089	0.070	1.178	0.240	Refused
Indirect effect testing						
Price -> Keeper -> KP	0.008	0.012	0.016	0.511	0.609	Refused
Promotion-> Keeper -> KP	0.022	0.024	0.021	1.032	0.303	Refused

Source: data diolah 2021

## **VI. RESEARCH DISCUSSION**

1. Price variable (X1) proves to associate positively but it does not affect trust variable (Y1). This outcome is shown by statistic t value greater than  $0.928 < 1.96$  and p-value score of  $> 0.05$ . Therefore, first hypothesis is price/cost influences positively and significantly to the trust in APORTIL IP, Dili Timor-Leste cannot be accepted nor refused.

2. Promotion (X2) proves to affect positively and significantly to trust (Y1). This result is revealed by statistic t value greater than  $2.381 > 1.96$  and p value score  $< 0.05$ . Therefore, the second hypothesis is promotion influences positively and significantly to trust in Aportil, IP, Dili Timor-Leste could be accepted.

3. Price (X1) proves to be affected positively and significantly to purchasing decision (Y2). This result is revealed by statistic t value greater than  $4.608 > 1.96$  p-value score of  $< 0.05$ . Therefore, third hypothesis is price influences positively and significantly to purchasing decision in APORTIL, IP, Dili Timor-Leste could be accepted.

4. Promotion (X2) verifies positively influences but not significantly to purchase decision (Y2). This result is shown by statistic t value greater than  $0.851 < 1.96$  p-value score  $> 0.05$ . Therefore, fourth hypothesis is promotion influences positively and significantly to purchasing decision in APOTIL, IP, Dili Timor-Leste cannot be accepted not refused.

5. Trust (Y1) does not prove to influence purchasing decision (Y2). This result is revealed through statistic t value greater than  $1.178 < 1.96$  p-value score  $> 0.05$ . Therefore, the fifth hypothesis is trust influences positively and significantly purchasing decision in APORTIL, IP, Dili Timor-Leste cannot be accepted nor refused.

6. Trust (Y1) does not verify to become mediating variable between price variable (X1) to purchasing decision variable (Y2). This can be shown by statistic t value  $0.511 < 1.96$  p-value score  $> 0.05$ . Therefore, sixth hypothesis is price influences positively and significantly to purchasing decision through the trust in APORTIL, IP, Dili Timor-Leste cannot be accepted nor refused.

7. Trust (Y1) does not prove to become mediating variable between promotions variable (X2) to purchasing decision variable (Y2). This can be revealed by statistic t value of  $1.032 < 1.96$  p-value score  $> 0.05$ . Therefore, seventh hypothesis is promotion influences positively and significantly to purchasing decision via APORTIL, IP, Dili Timor-Leste cannot be accepted nor refused.

## **VII. CONCLUSION AND RECOMMENDATIONS**

According to the result analysis and its explanation from this study that was conducted to the passengers who use transport services from APORTIL IP, several conclusions can be made as follow:

1. Costing positively does not affect significantly to the trust. This can be shown that costing or pricing does not show significant result to the trust from the service users of the transport. In other words, costing is one of the essential elements in mix marketing that has not shown influence directly to the level of trust from the service users.
2. Promotion affects positively and significantly to the trust. Meaning, the better the level of promotion conducted by APORTIL IP, the higher the trust level or vice versa.
3. Costing affects positively and meaningfully to purchase decision. As can be shown through ticket costing offered by APORTIL IP has sufficiently been accessed by consumers, with the decision for ticket price, consumers will still purchase it according to their necessity.
4. Promotion positively does not influence the purchasing decision. This has shown that ticket purchase decision does not affect promotion that is offered by APORTI IP.
5. Trust positively does not influence purchase decision. This can be shown that decision from the passengers to buy ticket and use the sea transport services do not affect by level of trust. This is because, all this time the people have used the transport services that has been provided by Government of Timor-Leste.

## **VIII. RECOMMENDATIONS**

According to the result of this research, one would like to convey several suggestions for APORTIL IP as follows:

1. The Ministry of Public Transportation should provide adequate reserve ship to transport passengers who will do the trip from Oecusse \_ Dili and Dili – Atauro. Because by far the ministry of Public Transport only hires ships from Indonesia (Berlin Nakroma).
2. APORTIL, IP should promote periodically to the public in order to convey information regarding schedules and voyage time for the passengers that use Sea Transport services.

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