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The Influence of Service Quality, Brand Awareness, and Customer Trust on Purchasing Decisions for Export Services at Sarjak Container Lines Jakarta

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Abstract: This study aims to analyze the influence of service quality, brand awareness, and customer trust on the decision to select export services at Sarjak Container Lines Jakarta. A quantitative approach was employed. A saturated sampling technique (census) was used, resulting in a sample size of 75 respondents. Data were collected via questionnaires using a Likert scale. Data analysis was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The results indicate that service quality does not influence the decision to purchase export services. Meanwhile, brand awareness does influence the decision to purchase export services. Customer trust also influences the decision to purchase export services. The R-Square value of 0.718 indicates that service quality, brand awareness, and customer trust explain 71.8% of the variation in the decision to purchase export services, while the remaining 28.2% is influenced by factors outside the research model. Based on the findings, it can be concluded that customer trust is the variable exerting the greatest influence on the decision to purchase export services, followed by brand awareness, whereas service quality has no influence on the decision to purchase export services at Sarjak Container Lines.

Keyword: Brand Awareness, Customer Trust, Purchase Decision, Service Quality, PLS-SEM

INTRODUCTION

International trade is one of the main pillars of national economic growth, since export activities drive increases in the production of goods and services as well as public welfare (Kurniawan, 2019). Export activity serves as a key driver of economic growth, thereby increasing the need for professional, efficient, and reliable logistics services (Yuni & Hutabarat, 2021). Export itself is defined as the process of removing goods from a customs territory in accordance with prevailing customs regulations (Directorate General of Customs and Excise, 2022), positioning export service companies as important actors in supporting the smooth distribution of goods abroad, whether in terms of shipment, document processing, or coordination among parties (Sakti & Ikhsan, 2022). Data from the Central Statistics Agency indicate that Indonesia's export value exceeded USD 259 billion in 2023 and has continued to

rise, a condition that has further driven demand for export container shipping (*container*) services.

Sarjak Container Lines is a global provider of international container services, and in Indonesia it appoints PT Tisco Sindo Logistics as its official agent serving the export container needs of local exporters in Jakarta and its surrounding areas. The company specializes in providing specialized containers such as *flat rack* and *open top*, focusing its shipments on the Middle East for heavy equipment and industrial machinery commodities, so that the service performance of PT Tisco Sindo Logistics directly reflects the image and reputation of Sarjak Container Lines in the Indonesian market. However, the company's internal data for the 2023–2025 period show an increasing trend in export container usage accompanied by fluctuations in certain periods, indicating that customer decisions to use export services have not yet been fully stable.

This phenomenon is presumed to be influenced by three main factors. First, service quality, namely a company's ability to deliver service performance that meets or exceeds customer expectations (Kotler & Keller, 2021). Service quality can be measured through five SERVQUAL dimensions, namely *reliability*, *responsiveness*, *assurance*, *empathy*, and *tangibles* (Tjiptono, 2022), and a study at PT Sarana Bandar Logistik demonstrated that service quality influences purchase decisions for logistics services (Prabowo et al., 2021). Second, *brand awareness*, that is, consumers' ability to recognize and recall a brand (Keller & Swaminathan, 2020). The higher a brand's awareness level, the greater its chance of entering the consumer's *consideration set* (Kotler & Armstrong, 2021); this finding is supported by Manik and Siregar (2022), although Mokoagouw et al. (2023) reported different results. Third, *customer trust*, namely customers' willingness to rely on a company based on confidence in its competence, honesty, and benevolence (Kotler & Keller, 2021; Buttle & Maklan, 2015). In the high-risk export service industry, trust is a crucial factor (Susanto & Pandjaitan, 2024), as demonstrated by Adabi (2020) and Gulo and Yoyo (2022), who found that customer trust influences purchase decisions for export services. These three factors ultimately converge on the purchase decision, which within the *Input–Process–Output* framework represents the outcome of the consumer's evaluation process among available service alternatives (Schiffman & Wisenblit, 2019).

Based on the fluctuation phenomenon in export container usage at Sarjak Container Lines Jakarta, and supported by prior studies whose findings have not been fully consistent, this study aims to empirically analyze the influence of service quality, *brand awareness*, and *customer trust* on the purchase decision for export services at Sarjak Container Lines Jakarta through PT Tisco Sindo Logistics as its official agent in Indonesia. Specifically, this study seeks to answer three main questions: how service quality influences the purchase decision for export services, how brand awareness influences the purchase decision for export services, and how customer trust influences the purchase decision for export services at Sarjak Container Lines Jakarta. Answers to these questions are elaborated in the discussion section and summarized in the conclusion of this article.

METHOD

This study employs a quantitative approach to examine the influence of service quality, brand awareness, and customer trust on the purchase decision for export services (Sugiyono, 2019). The research was conducted at PT Tisco Sindo Logistics Jakarta, the official agent of Sarjak Container Lines in Indonesia, during the 2025–2026 period. The population consists of all customers who have used the company's export services, totaling 75 entities, all of which were used as the sample through saturated sampling or census (Sugiyono, 2019). Primary data were collected using a five-point Likert-scale questionnaire developed from the indicators of service quality (X1), brand awareness (X2), customer trust (X3), and the purchase decision

(Y), while secondary data were obtained from the company's internal records, academic literature, and statistics from the Central Statistics Agency (BPS). The collected data were analyzed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with the assistance of SmartPLS 4.0 software, through evaluation of the outer model (convergent validity, discriminant validity, and reliability), evaluation of the inner model (coefficient of determination & effect size), and hypothesis testing through a bootstrapping procedure with 5,000 subsamples (Ghozali & Latan, 2015; Hair et al., 2022).

RESULT AND DISCUSSION

Respondent Characteristics

Research data were obtained from 75 respondents who are active customers of Sarjak Container Lines' export container services through PT Tisco Sindo Logistics. Most respondents were female (68.0%), belonged to the productive age group of 25–35 years (68.0%), and had used the company's services for 1–5 years (61.3%), indicating that most customers had sufficient experience to evaluate the service received. Descriptively, respondents rated all three independent variables positively, with dominant “Strongly Agree” and “Agree” responses across all indicators of service quality, *brand awareness*, and *customer trust*, with a very small proportion of negative responses (below 5.3%) on each indicator.

Evaluation of the Outer Model (Measurement Model)

The measurement model (*outer model*) evaluation showed that all indicators across the four variables satisfied the required criteria. Convergent validity testing showed that all indicators had *outer loading* values above 0.70. The outer loading values for Service Quality (X1) ranged from 0.739–0.862 with an AVE of 0.643, Brand Awareness (X2) ranged from 0.818–0.927 with an AVE of 0.779, Customer Trust (X3) ranged from 0.784–0.918 with an AVE of 0.755, and Purchase Decision (Y) ranged from 0.865–0.919 with an AVE of 0.796. Accordingly, all 26 indicators satisfied the convergent validity criteria. Discriminant validity was tested using *cross-loading*, and the results showed that all indicators had their highest loading value on the construct they were intended to measure compared to other constructs, confirming that discriminant validity was satisfied.

Table 1. Outer Loading and Reliability Test Results

Variabel	Outer Loading	AVE	Cronbach's Alpha	CR (rho C)
Service Quality (X1)	0,739–0,862	0,643	0,889	0,915
Brand Awareness (X2)	0,818–0,927	0,779	0,943	0,955
Customer Trust (X3)	0,784–0,918	0,755	0,934	0,948
Purchase Decision (Y)	0,865–0,919	0,796	0,963	0,969

Source: SmartPLS 4.0 Output, 2026

The overall reliability test results conclude that all research variables — service quality, brand awareness, customer trust, and purchase decision — satisfied the reliability requirements. This is because the Cronbach's Alpha and Composite Reliability (rho_c) values, ranging from 0.915–0.969 for each variable, were above the minimum threshold of 0.70. The relatively high values obtained indicate that the questionnaire used in this study has a very good level of internal consistency, so that each indicator within a given variable can consistently measure its construct, and the research instrument is considered reliable and ready for use in the subsequent stage of analysis (Ghozali & Latan, 2015).

Evaluation of the Inner Model (Structural Model)

In the structural model (inner model), the R-Square value for the Purchase Decision variable was 0.718, and the R-Square Adjusted was 0.706, which falls into the moderate category. This indicates that Service Quality, Brand Awareness, and Customer Trust jointly explain 71.8% of the variance in the Purchase Decision, while the remaining 28.2% is explained by other factors outside the research model.

The Effect Size (F-Square) test results show that Service Quality has a value of 0.034, Brand Awareness 0.128, and Customer Trust 0.141. All three fall into the small effect category. Although all three fall into the same category, Customer Trust has the largest F-Square value at 0.141. This indicates that, compared to Service Quality and Brand Awareness, Customer Trust makes the relatively largest contribution to the Purchase Decision within this research model. Accordingly, the inner model results show that the research model has a reasonably good ability to explain the Purchase Decision, with Customer Trust as the variable providing the relatively largest contribution.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method with 5,000 subsamples in SmartPLS to determine the influence of Service Quality (X1), Brand Awareness (X2), and Customer Trust (X3) on the Purchase Decision (Y). The hypothesis testing results, based on the Path Coefficient, T-Statistic, and P-Value, are presented in Table 2.

Table 2. Summary of Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient	T-Statistic	P-Value	Decision
H0 ₁ /Ha ₁	Service Quality → Purchase Decision	0.186	1.905	0.057	H0 ₁ accepted, Ha ₁ rejected
H0 ₂ /Ha ₂	Brand Awareness → Purchase Decision	0.324	2.430	0.015	H0 ₂ rejected, Ha ₂ accepted
H0 ₃ /Ha ₃	Customer Trust → Purchase Decision	0.399	3.489	0.000	H0 ₃ rejected, Ha ₃ accepted

Source: SmartPLS 4.0, 2026

The table above shows that the test results for Service Quality indicate no influence on the Purchase Decision for Sarjak Container Lines' export services, with a path coefficient of 0.186, a T-Statistic of 1.905, and a P-Value of 0.057. These values do not meet the testing criteria, as the T-Statistic < 1.96 and the P-Value > 0.05, so H1 is rejected. This result indicates that although customers rated Sarjak's service quality positively, service quality has not yet become the primary factor determining customers' decisions to use export services. This finding contradicts the results of Prabowo et al. (2021) and Adabi (2020); this condition may be attributed to the *business-to-business* (B2B) nature of export services, in which the decision to use a service is not based solely on service quality but also considers other factors such as trust in the company, prior working experience, and brand recognition. Accordingly, good service quality plays a greater role in maintaining customer relationships than in directly driving the purchase decision. The implication is that Sarjak still needs to maintain its service quality as part of efforts to preserve customer satisfaction and long-term relationships. However, improvements in service quality need to be accompanied by strengthening other factors that have a greater influence on the purchase decision, particularly Brand Awareness and Customer Trust. With this strategy, service quality would not only serve as a service standard but could also support the formation of trust and brand recognition among export service customers.

The test results show that *Brand Awareness* influences the Purchase Decision for Sarjak Container Lines' export services, with a path coefficient of 0.324, a T-Statistic of 2.430, and a

P-Value of 0.015. These values meet the testing criteria, as the T-Statistic > 1.96 and the P-Value < 0.05 , so H2 is accepted. This finding aligns with Manik and Siregar (2022) and Warjaya et al. (2023), and confirms Aaker's (1991) view that high brand awareness increases the likelihood of a brand entering a customer's consideration set prior to making a purchase decision. This result indicates that the higher customers' ability to recognize, recall, and distinguish the Sarjak Container Lines brand, the greater the likelihood that they will choose the export services offered. In the export service industry, customers have various alternative service providers, so a more recognized and memorable brand is more likely to be included in customer consideration when a service is needed. This result also shows that Brand Awareness has a greater influence than Service Quality, reflected in a path coefficient of 0.324 compared to 0.186. The implication is that Sarjak needs to continuously enhance Brand Awareness, particularly among exporters and potential customers. This can be achieved through more targeted promotion, strengthening brand identity, consistent communication, and conveying information about the company's service advantages. Increased brand awareness is expected to strengthen Sarjak's position in customer consideration and increase the likelihood of a purchase decision for export services.

The test results show that *Customer Trust* influences the Purchase Decision for Sarjak Container Lines' export services, with a path coefficient of 0.399, a T-Statistic of 3.489, and a P-Value of 0.000. These results meet the testing criteria, as the T-Statistic > 1.96 and the P-Value < 0.05 , so H3 is accepted. This result is consistent with Adabi (2020) and Gulo and Yoyo (2022), and reinforces Kotler and Keller's (2021) theory that customer trust built through a company's competence, honesty, and benevolence forms the primary foundation of sustainable business relationships. This result indicates that the higher customers' trust in Sarjak, the greater their tendency to choose and use the company's services. Trust is an important factor in export services because customers entrust the shipping process to the company and need confidence in the company's competence, honesty, and benevolence. Customer Trust is also the most dominant variable in this study, with a path coefficient of 0.399, higher than Brand Awareness at 0.324 and Service Quality at 0.186. This indicates that, within the context of B2B export services, customers' confidence in the company's capability and integrity plays an important role in driving the purchase decision. The implication is that Sarjak needs to maintain and enhance customer trust through professional service, information transparency, responsive communication, and appropriate and responsible problem handling. Accuracy in the shipping process and consistency in fulfilling commitments to customers also need to be maintained. By continuously building trust, Sarjak can strengthen its business relationships with customers while increasing customers' likelihood of purchasing and reusing the export services offered.

CONCLUSION

This study aimed to analyze the influence of service quality, brand awareness, and customer trust on the purchase decision for export services at Sarjak Container Lines Jakarta through PT Tisco Sindo Logistics. Based on the analysis, it can be concluded that service quality does not have a proven influence on the purchase decision, whereas brand awareness and customer trust each have a proven influence on the purchase decision, with customer trust showing the most dominant influence among the three variables examined. These findings answer the research problem by confirming that, within the business-to-business context of container export services, customer decisions are shaped more by trust in the company's competence, honesty, and benevolence, as well as by the extent to which the company's brand is recognized and recalled, than by technical evaluations of service quality at each transaction.

Recommendations

Based on the research findings, Sarjak Container Lines Jakarta is advised to maintain its service quality while enhancing the aspects that have a greater influence on the purchase decision, particularly Brand Awareness and Customer Trust. Brand Awareness can be enhanced through more targeted promotion, strengthening brand identity, and consistent communication regarding Sarjak's service advantages. Meanwhile, Customer Trust can be strengthened through information transparency, responsive communication, timely fulfillment of commitments, and professionalism in handling customer needs and issues.

For future researchers, it is recommended to add other variables presumed to influence the purchase decision for export services, such as price, word of mouth, promotion, and relationship marketing. In addition, future research could involve a larger sample size and expand the research area to make the results more representative and generalizable to export service customers in other regions. Future researchers may also consider using mediating variables, such as customer satisfaction or loyalty, to gain a deeper understanding of the relationships among variables influencing the purchase decision for export services.

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