

# Sales volume analysis through trust in manufacturing companies: Study on dynamix cement consumers

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## Abstract

**Purpose** – The purpose of this study is to find out and analyze whether trust, country of origin, brand image, and product quality influences sales volume both directly and indirectly through trust on consumers of Semen Dynamix in Indonesia.

**Design/methodology/approach** – A quantitative approach was used with purposive sampling to select 210 respondents meeting the research criteria. Data were analyzed using the Structural Equation Modeling (SEM) method with the SmartPLS tool.

**Findings** – The results show that country of origin, brand image, and product quality significantly influence sales volume, while the influence of country of origin is not statistically significant. Trust serves as a mediating factor in the indirect relationships between these variables and sales volume.

**Research limitations/implications** – The limitation of this study is its sole focus on Semen Dynamix, which may restrict the generalizability of the findings. Future research could explore additional factors or apply similar methods across other product categories.

**Practical implications** – The study suggests that enhancing trust by improving country of origin perceptions, brand image, and product quality can positively affect sales. Practical applications include marketing strategies that highlight these attributes to strengthen customer trust and, in turn, drive sales volume.

**Originality/value** – This study offers a fresh perspective on trust, highlighting its active role in mediating the effects of brand-related factors on sales. Insights from this research can guide marketers and practitioners in developing brand and sales-oriented strategies.

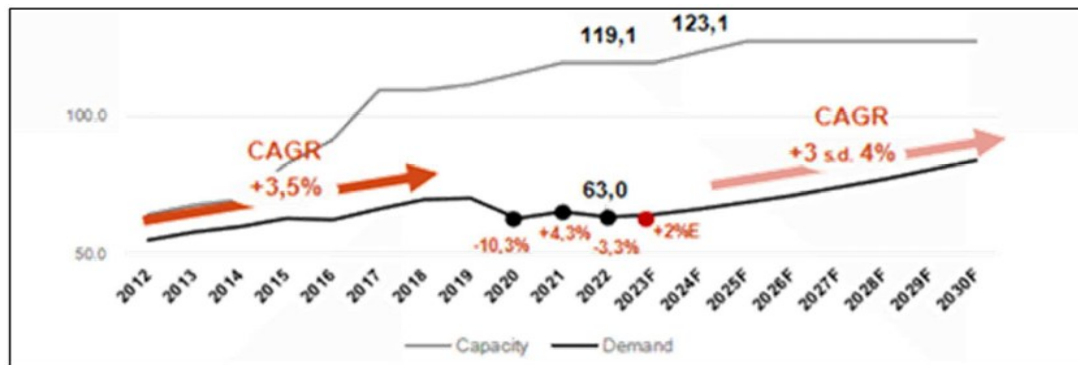
**Keywords:** Country of origin, brand image, product quality, sales volume, trust.

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## Introduction

Medium and large-scale manufacturing industries in Indonesia experienced significant growth, reaching 4.86% in 2023 compared to the previous period (Direktorat Statistik Industri, 2023; Kementerian Perindustrian RI, 2023). Among these, the cement industry stands out with an installed capacity of 119 million tons per year as of 2022. However, domestic demand remains at only 63 million tons annually, resulting in an excess supply of 56 million tons per year (Ircham, 2023; kemenperin.go.id, 2023). Currently, Indonesia hosts 15 integrated cement companies capable of producing a total of 116 million tons annually. Despite this, the industry faces a capacity shortfall of 51.8 million tons, or approximately 45% of its installed capacity. This overcapacity leads to unhealthy competition, disrupts profitability, and intensifies the competitiveness of the Indonesian

cement market (Liputan6.com, 2020).



**Figure 1.** Demand and Capacity of Manufacturing Companies, namely Cement in Indonesia (in Million Tons)

Source: (PT Semen Indonesia (Persero) Tbk, 2023)

Figure 1 shows Indonesia's installed capacity of 119.1 million tons and demand of 63 million tons for 2022. The cement industry in Indonesia operates within a highly competitive "red ocean" market, where multiple players vie for dominance. Companies are compelled to enhance quality to secure customer loyalty (Yapos, 2021). Among the major players is PT Solusi Bangun Indonesia Tbk (SBI), formerly known as PT Holcim Indonesia Tbk, which operates four factories in Aceh, Narogong, Cilacap, and Tuban, producing 14.8 million tons of cement annually under the Dynamix brand (Fadil, 2019; PT Solusi Bangun Indonesia Tbk, 2020). SBI merged with PT Semen Indonesia (Persero) Tbk (SIG) to increase its market share by leveraging synergies in distribution networks, products, and services. Market expansion, as reflected in sales volume, remains a critical strategy for business growth (Astuti et al., 2022).

**Table 1.** Sales Volume Data of PT Solusi Bangun Indonesia

No	Year	Cement and Clinker Sales Volume (Thousand Tons)	Description
1	2017	11.076	
2	2018	11.786	
3	2019	12.352	Merger and Acquisition by PT Semen Indonesia
4	2020	11.970	
5	2021	13.542	
6	2022	13.139	

Source: (PT Solusi Bangun Indonesia Tbk, 2024)

Despite these efforts, sales volume data before and after mergers and acquisitions reveal a concerning decline (Table 1). Declining sales volumes may result from heightened competition, shifting market trends, or ineffective business strategies. A key factor influencing sales volume is trust. While some studies suggest trust does not significantly affect sales (Wahyono, 2019), others contradict this, highlighting trust's positive role in boosting sales volume (Muhtarom et al., 2022). For instance, Hong et al. (2011) argued that the country of origin does not influence sales volume through intermediaries like boycotts. However, Dynamix cement, a domestically produced product, competes against numerous foreign cement brands in the Indonesian market.

The choice of Dynamix Cement as the focus of this research is justified by several factors relevant to the national cement industry's conditions and the specific phenomena observed at PT Solusi Bangun Indonesia (SBI), the producer of Dynamix Cement. Key considerations are summarized as follows: (1) Overcapacity in the National Cement Industry, the national cement industry faces significant overcapacity, with an installed capacity of 116 million tons per year, while demand reaches only 63 million tons (Junida, 2023). This oversupply creates intense competition in a "red ocean" market, making the study of corporate strategies for market share maintenance

and growth critical; (2) Strategic Change Through Mergers and Acquisitions (M&A), PT Solusi Bangun Indonesia underwent an M&A process with PT Semen Indonesia in 2019 to expand market share, enhance operational synergies, and achieve efficiencies in distribution and product integration. Sales volume trends before and after the M&A highlight intriguing dynamics that warrant analysis of its impact on performance; (3) Fluctuations in Sales Volume, sales volume for Semen Dynamix showed notable fluctuations post-M&A, with a significant increase in 2021 followed by a decline in 2022. These trends suggest the influence of complex factors such as consumer trust, brand image, and product quality, meriting further investigation (PT Solusi Bangun Indonesia Tbk, 2024); (4) Brand Image and Identity Transformation, following the M&A, Semen Dynamix underwent rebranding, including changes to its logo and brand image, to strengthen its market positioning. Given the critical role of brand image in influencing consumer purchasing decisions and sales performance, Magdalena & Putra (2023), analyzing the effectiveness of these branding strategies is essential; (5) Product Quality and Certification, Dynamix Cement is recognized for its high product quality, evidenced by its receipt of the SNI Gold Award. While product quality is linked to consumer loyalty and sustained sales, some studies present conflicting findings, making this a compelling area for exploration; (6) Trust and Related Variable, research has highlighted trust, country of origin, and brand image as significant determinants of sales volume. However, limited studies have examined these variables simultaneously, particularly using trust as a mediating factor.

The selection of Dynamix Cement as a research object offers a unique opportunity to examine the interplay of trust, brand image, country of origin, and product quality in influencing sales volume within a competitive industry. Insights gained from this study are expected to contribute both practically and theoretically to the field.

This study differs from existing research by exploring how trust mediates the relationship between country of origin, brand image, and product quality with sales volume, particularly in the context of the Indonesian cement industry. Previous studies often focus on trust or country of origin as isolated factors (Giannetti & Srinivasan, 2021; Hu & Baldin, 2018) but this research integrates these variables within a unified framework. By doing so, it highlights the active role of trust in mediating sales performance, offering new insights into strategies for enhancing market competitiveness and customer loyalty. Furthermore, the primary objective of this study is to analyze whether trust, country of origin, brand image, and product quality directly affect sales volume or indirect effects mediated by trust.

## Literature Review and Hypotheses

### Sales Volume

Sales volume is a crucial indicator in the marketing field that reflects the number of products or services successfully sold by a company. Sasangka & Rusmayadi (2018) emphasized that the company's main goal in marketing is to increase the number of sales profitably to achieve optimal revenue and increase profits. The approach to explaining sales volume can be divided into two, namely achieving sales targets based on the number of products sold and increasing the number of sales, which results in profits greater than total sales during a certain period (Dharmmesta, 1993; Prastiwi, 2019).

Sales volume indicators include several important aspects such as achieving sales goals, obtaining desired profits, and supporting company growth (Dharmmesta, 1993; Kotler & Keller, 2016; Prastiwi, 2019). Factors that influence sales volume include product preferences, quality, consumer customer service, and competition in pricing (Kotler & Keller, 2012; Pahlan, 2022). From these various definitions and indicators, it can be concluded that sales volume refers to the total products sold by a company in a period. This is a key indicator that reflects the company's sales performance and marketing success. Increasing sales volume aims to achieve maximum profits and support company growth, with indicators including achieving sales targets, earning profits, and supporting future company growth. Therefore, sales volume becomes a critical factor in evaluating the overall progress and success of a business.

## **Trust**

Trust plays a central role in building solid relationships between companies and consumers in a business context. Kotler & Keller (2016) emphasized that trust includes confidence in a company's abilities, integrity, honesty, and ethics, while Solihin & Wibawanto (2020) added that trust involves the belief that a business partner will meet expectations during transactions. Trust indicators, such as experience, performance quality, and intelligence, were identified by Ghaizani A et al. (2018) as an important foundation in maintaining sustainable relationships with customers. Trihastuti (2020) also highlighted that trust is formed based on the company's capabilities, kindness, and integrity, while Utami et al. (2019) suggested the dimensions of trust, namely trusting beliefs and trusting intentions, which influence the relationship between companies and consumers. By strengthening these aspects, companies can increase consumer trust and achieve their business goals more effectively, because trust is the main foundation in building strong relationships between companies and consumers.

## **Country of Origin**

Country of origin (COO), which refers to the country of origin of a product, has a significant psychological impact in shaping the image of the brand and country and is influential in the trade context. Positive perceptions of a country can increase purchasing interest, while negative perceptions can reduce consumer interest in the product (Kotler & Keller, 2012, 2016). This connection influences consumer purchasing decisions directly or indirectly. Especially in developed countries, local products are usually preferred, while in developing countries, imported products are often considered to have better quality (Saputra et al., 2019). COO also involves perceptions of a country's reputation, its population, and the desire to interact with that country (Alfarisi, 2019). COO indicators include elements such as innovation, technological level, quality, and the country's image as a developed country, as well as other factors such as progress in production, high production standards, and brand reputation associated with the country of origin (Azhari, 2020). Thus, COO can be defined as the country where a product is created, designed, or produced, which provides information about innovation, technological capabilities, and the country's image as a developed country in product manufacturing.

## **Brand Image**

The brand image variable is a crucial aspect in product marketing strategy, which reflects the identity formed in customers' minds regarding a brand. According to Kotler & Keller (2016), brand image is a bond that is embedded in customers' memories when they remember a particular brand, including attributes, benefits, and attitudes towards the brand. (Dharmmesta, 1993; Prastiwi, 2019) explain that brand image includes identity, personality, brand associations, benefits, and brand advantages. Surentu et al. (2022) also stated that brand image indicators include identity, personality, brand associations, and brand benefits and advantages, with brand identity, brand personality, and brand associations being the main ones. In the educational context, factors that shape brand image include service quality, trust, benefits, service, costs, consequences, and reputation. Brand image plays an important role in influencing consumer choices and purchasing decisions, with the main indicators consisting of brand identity, brand personality, and brand associations. Therefore, a positive and strong brand image has a significant impact on increasing product sales volume.

## **Product Quality**

Product quality is a key factor in determining the market position of a product, supported by research by Mukson et al. (2021), which shows that the level of product quality has the potential to encourage consumer purchases and increase sales volume. The focus on product quality includes all the features and characteristics that are important for consumers in meeting their needs and desires, as stated by research by Putri & Rahmizal (2022). Product quality dimensions, such as performance, type of features, reliability, durability, and design, have an important role in influencing consumer preferences and purchasing decisions, according to MT & Imsyar (2022). It was concluded from research and expert views that product quality greatly influences sales volume

and product position in the market. Therefore, manufacturers need to pay attention to quality indicators such as performance, additional characteristics, conformity to specifications, reliability, durability, aesthetics, and ease of service to meet consumer expectations, thereby achieving marketing success and company growth.

### **Hypothesis Development**

Trust is a crucial factor in building long-term customer relationships, and it plays a significant role in driving sales. When customers trust a product or brand, they are more likely to make repeat purchases and become loyal to the brand, which increases sales volume over time. Positive customer experiences and consistency in product quality reinforce this trust, leading to higher customer satisfaction and a stronger reputation in the market (Utami et al., 2019). In industries like cement, where product reliability and consistency are paramount, trust becomes an even more critical factor in sustaining high sales levels. Furthermore, as trust is built over time, customers are more likely to recommend the product to others, creating a cycle that boosts sales further (Muhtarom et al., 2022). The hypothesis developed is that trust affects sales volume.

H<sub>1</sub>: Trust has a positive and significant effect on sales volume.

The Country of Origin (COO) plays a significant role in influencing consumer perceptions and, consequently, sales volume. Products from countries with a strong reputation for adhering to quality or environmental standards are often seen as more reliable, which can lead to increased sales (Giannetti & Srinivasan, 2021). Additionally, products originating from well-regarded countries usually have a competitive advantage in international markets, where they are more easily accepted due to their perceived quality and reputation (Hu & Baldin, 2018). In the cement industry, products from countries known for their high manufacturing standards and environmental regulations may enjoy increased market share, as consumers are more likely to trust and purchase products from these countries. The positive association between COO and product quality ultimately drives higher sales volume, as customers are willing to pay a premium for products they perceive as superior.

H<sub>2</sub>: Country of Origin has a positive and significant effect on sales volume.

Brand image is a key factor in shaping consumer perceptions and significantly affects sales volume. A positive brand image can lead to increased consumer trust, loyalty, and, ultimately, higher sales. According to (Madjid & Syahputra, 2019; Puspitasari, 2017), when a brand's image improves, sales volume tends to rise, as consumers are more likely to purchase from brands they associate with quality, reliability, and prestige. In the cement industry, a strong brand image can make a product more appealing to both consumers and businesses, helping to differentiate it from competitors. The enhanced reputation of a brand often drives consumer preference and influences purchasing decisions, leading to a direct correlation between brand image and sales volume. Conversely, a weak or negative brand image can hinder sales, as customers may opt for alternatives that they perceive more favorably.

H<sub>3</sub>: Brand image has a positive and significant effect sales volume.

Product quality is a critical determinant of sales volume, as higher-quality products usually attract more customers and generate greater sales. Widiarto & Hardiana (2021) highlighted that good product quality can significantly increase sales, as consumers are more likely to buy products they believe will meet their needs and expectations. Additionally, products that consistently maintain high quality are more likely to achieve customer satisfaction, fostering loyalty and encouraging repeat purchases (Widodo, 2020). Mustofa et al. (2021) also argued that superior product quality directly contributes to higher sales volumes, as customers seek reliable, durable, and well-performing products. In industries like cement, where product quality is essential for safety and reliability, the consistent delivery of high-quality products is key to maintaining a strong market presence and meeting consumer demand. As consumers increasingly prioritize quality, improvements in product standards can lead to higher sales volume by satisfying consumer desires and building trust in the brand (Aulia & Hidayat, 2022).

H<sub>4</sub>: Product quality has a positive and significant effect sales volume.

The Country of Origin (COO) plays a crucial role in shaping consumer perceptions and trust, which can, in turn, affect sales volume. A positive COO is associated with higher product quality and reliability, which builds consumer trust and increases the likelihood of purchase (Alfarisi, 2019). (Alfarisi, 2019; Kotler & Keller, 2012, 2016; Saputra et al., 2019) noted, consumers often rely on the country of origin as a heuristic for product quality, and a favorable COO can enhance trust, which drives sales. Saputra et al. (2019) also emphasize that the COO can serve as a trust-building signal, motivating consumers to make purchasing decisions. In this way, the effect of COO on sales volume may not be direct, but rather mediated by consumer trust. Products from countries with a strong reputation for quality can influence trust, which ultimately leads to higher sales volumes, as customers are more willing to purchase from trusted sources.

H<sub>5</sub>: Country of Origin influences sales volume through trust.

Trust plays a pivotal role in mediating the relationship between brand image and sales volume. Consumers who have high trust in a brand are more likely to make repeat purchases and recommend the product to others, leading to increased sales (Bernarto et al., 2020). A strong brand image contributes to building trust, as consumers associate positive perceptions of the brand with quality, reliability, and value. This trust, in turn, motivates consumers to act by purchasing more and sharing their positive experiences, thereby increasing sales volume. As (Bernarto et al., 2020; Utama & Ambarwati, 2022) suggested, a favorable brand image leads to higher consumer confidence, which influences purchasing behavior. Ultimately, the trust generated by a strong brand image serves as a bridge that connects positive brand perceptions to consumer purchasing actions, driving up sales.

H<sub>6</sub>: Brand image affects sales volume through trust.

Trust acts as a mediating factor in the relationship between product quality and sales volume. High product quality not only meets consumer expectations but also builds trust, which can lead to increased repeat purchases and higher sales volume (Defrizal & Antika, 2022). Consumers are more likely to trust products that consistently meet or exceed their quality expectations, and this trust encourages them to make more frequent purchases (Sari et al., 2022). As Nofrizal et al. (2023) suggested, when product quality improves, consumer trust in the brand or product also increases, creating a positive cycle that drives sales. Trust, in this case, serves as a critical bridge that connects product quality to consumer behavior, ultimately amplifying the impact of product quality on sales volume.

H<sub>7</sub>: Product quality affects sales volume through trust.

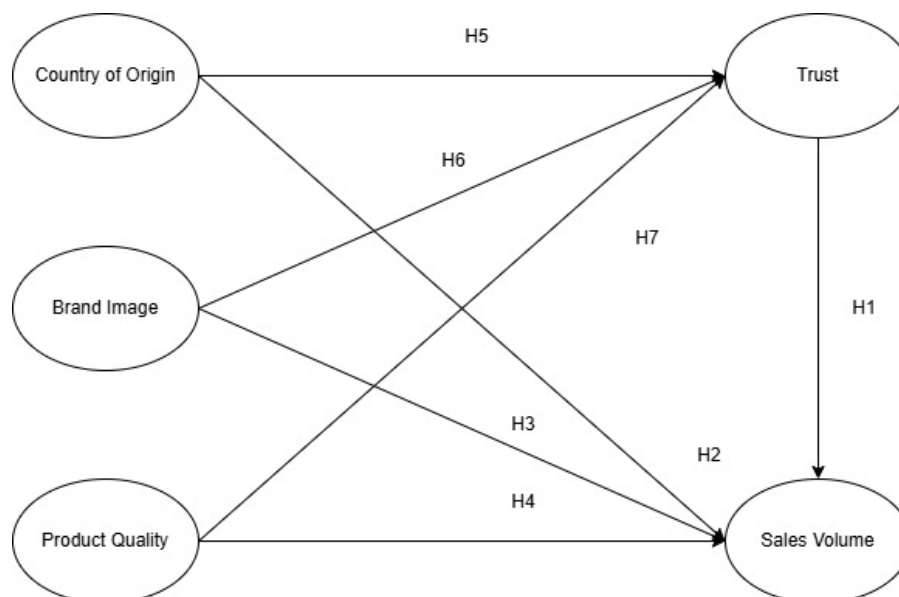


Figure 1. Research Framework

## Research Methods

This study uses a quantitative research design to examine the relationship between various factors (e.g., brand image, product quality, and trust) and sales volume. A survey-based approach is adopted, using primary data collected through an online questionnaire. The data is analyzed using Structural Equation Modeling (SEM) with SmartPLS to assess the relationships between the variables.

As the number of users of Dynamix cement products in the Jabodetabek area is not precisely known, the population for this study includes both business-to-business and business-to-consumer segments. Due to the inability to identify the population definitively, a purposive sampling technique is used. The sample selection criteria are as follows: (1) Participants must be over 17 years of age, as individuals in this age group are assumed to possess sufficient critical thinking skills to provide thoughtful responses; (2) Participants must be regular or new consumers who have previously used Dynamix cement products; (3) Participants must reside and be active in the Jabodetabek region. Consumers were selected as the primary respondents in this study due to their direct interaction with the product and their involvement in purchasing decisions, which collectively influence the company's sales performance. The specific reasons for this selection are as follows. First, impact of consumer perception on sales volume, its means consumer purchasing decisions collectively determine the overall sales volume. Their perceptions of product quality, brand image, and country of origin are critical indicators that can signal potential increases or decreases in market demand. Second, validation of the influence of trust, this study evaluates consumer trust in the product. As individuals who directly experience the product's quality and benefits, consumers serve as a highly relevant source of data for assessing the relationship between trust and sales volume. Third, indicators of market decisions, while consumers may not have direct access to specific sales data, their preferences and loyalty to the product serve as proxies for broader market preferences. These preferences provide valuable insights into shifts in demand and their impact on sales volume.

**Table 2.** Respondent Profile

Description	N	%
<i>Gender</i>		
Male	143	68,10%
Female	67	31,90%
<i>Age</i>		
17-22 Year	15	7,14%
23-28 Year	39	18,57%
>29 Year	156	74,29%
<i>Income</i>		
<Rp 2 Million	4	1,90%
Rp 2-5 Million	60	28,57%
Rp 5-10 Million	100	47,62%
>Rp 10 Million	46	21,90%
<i>Purchase Amount</i>		
2 Times	113	53,81%
>3 Times	97	46,19%
<i>Last Education</i>		
High School	44	20,95%
Bachelor	124	59,05%
Master	38	18,10%
Other	4	1,90%
<i>Domicile</i>		
Bekasi	8	3,81%
Bogor	15	7,14%
Depok	21	10,00%
DKI Jakarta	147	70,00%
Tangerang	19	9,05%

Source: Processed Data (2024)

The research relies on primary data, which includes information such as country of origin, beliefs, sales volume, brand image, and product quality, collected directly from respondents. A total of 210 respondents, selected through an online questionnaire on the Google Form platform, represent the target population of Dynamix cement users in Jabodetabek. Secondary data, as defined by Sugiyono (2019), is also utilized to supplement the primary data collected. The collected data is then processed using SmartPLS and analyzed through SEM to examine the relationships and test the hypotheses.

## Results and Discussion

### Convergent Validity Testing

The following Table 3 below presents the results of convergent validity testing:

**Table 3.** Convergent Validity Testing Results

Variables	Item	Convergent Validity	
		Loading Factor	AVE
Brand Image (BI)	6	0,870 – 0,974	0,875
Country of Origin	6	0,909 – 0,984	0,921
Trust	10	0,927 – 0,967	0,901
Product Quality	14	0,718 – 0,898	0,709
Sales Volume	6	0,972 – 0,980	0,953

Source: Processed Data (2024)

The results of the convergent validity testing in your table demonstrate that each item effectively measures its intended construct. For Brand Image (BI), the loading factors range from 0,870 to 0,974; which comfortably exceed the accepted threshold of 0,70. This indicates that each item is strongly aligned with the Brand Image construct. Furthermore, the Average Variance Extracted (AVE) for Brand Image is 0,875; meet the minimal requirement of 0,50; which confirms a excessive stage of convergent validity.

The Country of Origin variable additionally suggests strong results, with loading elements starting from 0,909 to 0,984; indicating a sturdy affiliation among the items and the construct. The AVE of 0,921 supports this finding, demonstrating that a significant portion of the variance in the Country of Origin items is explained by the construct itself, affirming its high convergent validity. In the case of Trust, loading factors range from 0,927 to 0,967; which reflect that the items are highly representative of the Trust construct. This is further substantiated by an AVE of 0,901; reinforcing the notion that the construct successfully captures a substantial amount of variance in its items.

For Product Quality, the loading factors range from 0,718 to 0,898; which, while above the threshold of 0,70; reflect a slightly lower association than the other constructs. However, the AVE of 0,709 is adequate and confirms that the construct maintains sufficient convergent validity, even though it is relatively lower compared to the other variables. Finally, Sales Volume demonstrates particularly strong results, with loading factors ranging from 0,972 to 0,980; indicating an exceptional level of association between items and the construct. The AVE is 0,953; which is outstanding and confirms that the construct explains nearly all the variance in its items, highlighting excellent convergent validity.

Overall, each variable exhibits a high level of convergent validity, as indicated by AVE values above the 0,50 threshold, suggesting that a substantial portion of the variance in each construct's items is explained by the constructs themselves. Although Product Quality shows the lowest range of loading factors and AVE, it still satisfies the criteria for adequate convergent validity.

### Reliability Testing

The following Table 4 below presents the results of reliability testing:



**Table 4.** Reliability Testing Results

Variable	Cronbach Alpha	Composite Reliability
Brand Image (BI)	0,971	0,977
Country of Origin	0,983	0,986
Trust	0,988	0,989
Product Quality	0,968	0,971
Sales Volume	0,990	0,992

Source: Processed Data (2024)

Based on the analysis results in Table 4 above, it shows that all variables are reliable because they have cronbach alpha and composite reliability values > 0,6.

**R-Square**

The following Table 5 below presents the results of R-Square:

**Table 5.** R-Square

Variable	R-Square	Adjusted R-Square
Trust	0,443	0,435
Sales Volume	0,717	0,711

Source: Processed Data (2024)

Overall, these values show that the model explains a significant portion of the variance in Sales Volume (71,1%), while it moderately explains the variance in Trust (43,5%). The close alignment between R-Square and Adjusted R-Square for both variables supports the robustness of the model.

**Goodness of Fit Index (GoF)**

The following Table 6 below presents the results of Goodness of Fit Index (GoF):

**Table 6.** Goodness of Fit Index

	Saturated Model	Estimated Model	Model Fit Criteria	Conclusion
SRMR	0,061	0,061	SMSR < 0,10	Good
d_ULS	3,400	3,400	d_ULS > 2,000	Good

Source: Processed Data (2024)

The results of the Goodness of Fit (GoF) Index from the Smart-PLS analysis provide insights into the overall fit of the model to the data. Two primary indices, Standardized Root Mean Square Residual (SRMR) and d\_ULS, are evaluated based on specific criteria.

The SRMR value for both the saturated and estimated models is 0.061, which meets the model fit criterion of SRMR < 0,10. An SRMR below this threshold indicates a good fit, meaning the model’s predicted and observed covariance matrices are closely aligned. This suggests that the model accurately represents the relationships among variables with minimal residual variance.

The d\_ULS value for both models is 3,400; surpassing the threshold of d\_ULS > 2,000; which also indicates a good fit. This index assesses the discrepancy between the model and the data, with a higher value confirming that the model effectively captures the complexity of the data. In conclusion, both SRMR and d\_ULS indices indicate that the model has achieved a good fit. The model meets the required criteria, supporting its adequacy in representing the data structure and suggesting that the constructs and their relationships are well-specified.

**Hypothesis Testing**

The following Table 7 below presents the results of Hypothesis Testing:

**Table 7.** Hypothesis Testing

	Original Sample (O)	T- Statistics	P- Values	Conclusion
Trust → Sales Volume	0,572	7,042	0,000	H <sub>1</sub> Supported
Country of Origin → Sales Volume	0,056	1,022	0,307	H <sub>2</sub> Not Supported
Brand Image → Sales Volume	0,123	2,453	0,014	H <sub>3</sub> Supported
Product Quality → Sales Volume	0,227	3,183	0,002	H <sub>4</sub> Supported
Country of Origin → Trust → Sales Volume	0,140	2,668	0,008	H <sub>5</sub> Supported
Brand Image → Trust → Sales Volume	0,149	3,296	0,001	H <sub>6</sub> Supported
Product Quality → Trust → Sales Volume	0,158	2,862	0,004	H <sub>7</sub> Supported

Source: Processed Data (2024)

The requirement for a hypothesis to be supported is a p-value  $< 0,05$ . Based on the results of the hypothesis testing in table 5 above, it shows that all hypotheses are supported except for the second hypothesis which has a p-value of  $0,307 > 0,05$ .

## Discussion

### The effect of trust on sales volume

Trust has a positive impact on sales volume; the trust variable accounted for 57,4% of the increase in sales volume. The results are consistent with previous research, such as that conducted by Muhtarom et al. (2022) and discussed in (Malinda, 2021; Malinda et al., 2021). Descriptive analysis shows the significance of this relationship with a p-value of 0,000; and a calculated t value that exceeds the t table value shows that consumer trust in sellers who behave well and provide consistent service directly impacts product sales volume, as seen in Dynamix cement sales. The company's technical support programs, such as free consulting services and rapid response services to consumer complaints. The verdict was that trust significantly impacted sales volume, increasing it by 57,4%.

### The effect of country of origin on sales volume

But it is not significant on sales volume (Y), with test results showing an influence of 5,6%. This result differs from previous research that showed a direct influence of country of origin on sales volume, conducted by (Giannetti & Srinivasan, 2021; Hu & Baldin, 2018; Rayanti, 2023), who found a positive and significant influence. Previous studies also show that product suitability to the country of origin significantly influences sales volume. This is seen in research (Giannetti & Srinivasan, 2021; Hu & Baldin, 2018) on Chinese liquor. According to the descriptive analysis carried out during hypothesis testing, the relationship between country of origin and sales volume is not significant, with a p-value of 0,307. The results from respondents show that factors such technological as innovation, capabilities, and high the perception of their country of origin as a developed country in manufacturing goods cannot increase sales volume. As shown by the fact that the majority of respondents came from Strata One, the higher a person's level of education, the more likely he or she is to understand the culture and differences of countries. Consumers may choose local or domestic products because of their nationalism or because they want to help the local economy. It was decided that the country of origin had an influence, but it was not significant, only about 5,6%.

### The effect of brand image on sales volume

That brand image significantly influences sales volume, with a contribution of 12,3%. This finding is in line with earlier research that shows a direct relationship between brand image and sales volume, such as research by (Madjid & Syahputra, 2019; Puspitasari, 2017), which found that brand image influences the frequency of repeat purchases. With a p-value of 0,014; this relationship is highly significant, as shown by descriptive analysis. In addition, the calculated t value is greater than the t table value, suggesting that the two significantly influence each other. As a cement producer,

PT Solusi Bangun Indonesia realizes how important brand image is for sales volume. Companies can gain a competitive advantage in the marketplace, increase sales, and make better products with programs such as brand ambassadors and a commitment to sustainability. This shows that brand image can significantly influence the number of people who buy goods and the number of goods sold. The decision is that the influence of brand image in this study is 12,3%.

### **The effect of product quality on sales volume**

This study found that product quality has a positive and significant influence on sales volume, with a contribution of 22,7%. This finding is in line with earlier research, which shows that product quality plays a role in sales volume, as done by (Aparoh & Sucipto, 2023; Aulia & Hidayat, 2022). Product quality is very important for respondents in this study when they decide to buy something, especially for customers who have purchased goods more than once and come from middle economic groups. The results of descriptive analysis show a significant relationship between product quality and sales volume. These results indicate that customers tend to be interested in products that can maintain good performance over a long period of time. Dynamix cement's compliance with national quality standards, such as BSN standards, gives customers confidence in its reliable quality, which results in stable sales volumes and is in line with market expectations. When all is said and done, product quality significantly influences the number of repeat purchases made by customers because certain product features encourage customers to repurchase the product, making it more attractive to customers.

### **The effect of country of origin on sales volume through trust**

That country of origin has a significant positive impact on sales volume through trust, with a contribution of 14,0%. Although country of origin does not influence sales volume directly, trust serves as the main link between the two. This shows how important it is to maintain and increase customer confidence in Dynamix cement products, and this has the potential to increase sales volumes significantly. With a p-value of 0,008; descriptive analysis shows a very significant relationship between the country of origin of the product and trust in the product. This shows that customer trust influences sales volume (Alfiyanto et al., 2020; Munte et al., 2022). Direct experience with sellers is very important to build consumer trust, which in turn can increase product sales. Therefore, the combination of product innovation, achieving sales targets, and building consumer trust are the main factors influencing the sales volume of Dynamix cement products. This suggests that consumers in their home countries can make decisions to purchase products without being influenced by labor issues or boycotts.

### **The effect of brand image on sales volume through trust**

That brand image significantly influences sales volume through trust, with a contribution of 14,9%. These findings show that brand image influences sales volume directly and through the trust variable as a mediator. This shows that improving brand image can increase customer trust, which in turn will increase sales volume of Dynamix cement products (Madjid & Syahputra, 2019; Puspitasari, 2017). According to descriptive analysis, the relationship between brand image and product trust is very significant, with a p-value of 0,001. This shows that when customer trust in the brand is strong, the influence of brand image on sales volume becomes greater. PT Solusi Bangun Indonesia, Dynamix cement producer, has succeeded in increasing customer trust through its strategic rebranding program. The Dynamix cement brand image can foster positive trust among customers with good sales behavior and consistent service. Ultimately, this will increase customer loyalty and product sales volume.

### **The effect of product quality on sales volume through trust**

Testing the research hypothesis shows that product quality (X3) has a significant positive impact on sales volume (Y) through trust (Z). The test results show that product quality has a significant positive impact on sales volume through trust of 15,8%. When looking at the results of direct tests

between product quality and sales volume, as well as indirect tests using the trust variable as an intermediary, both show similar results. In other words, there is a significant influence. This shows that the trust variable does not influence the results because direct and indirect tests show that product quality has a positive and significant influence on sales volume. However, based on test data, the direct influence of product quality on sales volume is greater than the influence through trust, which is only 15,8%. The results of the descriptive analysis carried out during the seventh hypothesis test show that the p-value of 0,004 indicates that this relationship is very significant. Apart from that, there is evidence that the relationship between the two has a significant influence because the calculated t value of 2,862 is greater than the t-table value of 1,652.

Here, the trust factor indirectly influences sales volume through product quality. If a product is perceived to have strong qualities, especially if it can be used for a long period of time without experiencing a decline in quality, customers are more likely to choose that product. This can be seen from the company's programs related to product quality, such as strong quality guarantees and good customer service. Dynamix cement sales reached targets because customers believed in its quality, which was proven to be long-lasting. This will give customers additional confidence that the product they are purchasing is of high quality and that they will get support if there is a problem (Santouridis & Trivellas, 2010). Relationships with sellers who behave well and provide consistent service also increase consumer trust. Therefore, trust in the seller and reliable product quality are two important components that influence success in achieving the desired number of sales. This shows that customers really pay attention to product quality when buying cement, especially for those who build houses. Housebuilding projects are often investments that will last a long time, even once in a lifetime, so product quality is very important (Meidinata, 2021).

### **Theoretical implication and managerial implication**

This study contributes to the existing literature by highlighting the significant role of various factors—such as trust, brand image, product quality, and country of origin—on sales volume in the cement industry. The findings provide insights into how these factors interact, emphasizing that consumer perceptions, influenced by these elements, can drive purchasing behavior. The theoretical framework developed in this research can serve as a basis for future studies exploring similar relationships in other industries, particularly those where product quality and brand reputation are central to consumer decision-making.

The findings of this study offer valuable insights for companies in the cement industry, particularly in how to leverage consumer perceptions to enhance sales volume. First, companies should capitalize on the positive image associated with their product's country of origin. By highlighting the advantages and uniqueness of the product, businesses can strengthen consumer trust and appeal to customers who associate certain countries with superior quality and reliability. This can be particularly effective in marketing efforts, where emphasizing the product's country of origin can foster a stronger emotional connection with consumers. Additionally, collaborating with reputable institutions or associations that represent the country of origin can further enhance consumer confidence in the product's quality. Such partnerships can serve as credible endorsements, reinforcing the product's trustworthiness in the eyes of potential buyers.

### **Conclusion and Future Direction**

This study examined the relationships between various factors—such as country of origin, brand image, product quality, trust, and sales volume—specifically in the context of Dynamix Cement products. The findings reveal several key insights. First, trust was found to have a positive and significant impact on sales volume, suggesting that the higher the level of consumer trust in the product, the greater the sales volume. Second, while the country of origin positively influences sales volume, its effect was not found to be statistically significant in this study. Third, the analysis indicates a positive and significant relationship between brand image and sales volume, highlighting that a stronger brand image leads to higher sales. Fourth, product quality also demonstrated a positive and significant relationship with sales volume, implying that improved product quality

directly boosts sales. Furthermore, the study highlights the mediating role of trust, showing that both country of origin and brand image affect sales volume through trust, while product quality's impact on sales volume is similarly mediated by consumer trust.

These findings underscore the crucial role of consumer trust in driving sales for Dynamix Cement products. However, several factors such as trust, country of origin, brand image, and product quality should be explored further in future research to deepen our understanding of their interrelationships and broader implications. Future studies could expand the scope by incorporating additional variables, such as distribution channels, pricing strategies, and promotional activities, to provide a more comprehensive view of the factors influencing sales volume. Moreover, to enhance the representativeness and generalizability of the findings, future research should involve a larger and more diverse sample of respondents and locations. By broadening the research scope, subsequent studies can enrich existing knowledge and offer more robust insights into the dynamics of consumer behavior and sales performance.

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**Appendix 1.** Detailed Measurement Item

Variable	Indicator	Statement
Sales Volume	Achievement of sales volume target	1. This cement product was successfully sold according to the set target
		2. There is a comparison between sales targets and actual sales for Dynamix cement products
	Earning profits	3. The increase or decrease in profits from the previous time period can be seen in the amount of cement production
		4. The increase or decrease in profits from the previous time period can be seen in the amount of cement production
	Support for company's future growth	5. Companies must have a strategy to expand market share or develop new products
		6. Increasing operational efficiency can support company growth
Trust	Willingness to depend	1. Feeling comfortable depending on the seller of this product in making decisions.
		2. Trusting that relying on the seller of this product is the right step.
	Subject probability to depending	3. Comfortable following the seller's suggestions or recommendations in selecting products
		4. Believe providing personal information will improve the shopping experience on this product
	Will doing	5. Trust the seller of this product to behave well and provide consistent service.
		6. Trust the seller of this product to act with integrity in every interaction
	Integrity	7. Trust the seller of this product to fulfill the agreement honestly.
		8. Trust the seller of this product is committed to high standards of business ethics.
	Competency Trust	9. The sellers of this product have the ability to help meet needs.
		10. The seller of this product has the knowledge to provide the right solution.
Country of Origin	Innovativeness	1. Dynamix cement products are known for being innovative in the way they are produced.
		2. Dynamix Cement products are known to use the latest technology in manufacturing.
	Technological innovation	3. Dynamix cement brand products come from a workforce that is skilled and educated in technology.
		4. Dynamix cement brand products come from the results of high technical expertise
	Country origin image as a developed country	5. Dynamix cement brand products originate from and are seen as developed countries in product manufacturing
		6. Dynamix cement brand products give their country of origin an image of the infrastructure and expertise of developed countries.
Brand Image	Corporate image	1. PT Solusi Bangun Indonesia is a manufacturing company that makes cement
		2. PT Solusi Bangun Indonesia has high credibility in creating/manufacturing each of its products.
	User image	3. Dynamix cement is the best cement product
		4. Dynamix Cement Products are good products among others
	Product image	5. Dynamix cement products are chosen and loved by the public.
		6. Feel more confident when using Dynamix cement products.
Product Quality	Performance	1. This product is able to fulfill the promised core functions well.
		2. This product has good function.
	Attributes	3. The additional features of this product are considered significant added value (such as resistance to weather changes
		4. These additional product attributes correspond to consumer needs or preferences.

<b>Variable</b>	<b>Indicator</b>	<b>Statement</b>
Specification	5.	This product meets the established standards or specifications
		This product meets expectations regarding specifications.
Reliability	7.	This product rarely experiences problems when used
	8.	The reliability of this product provides confidence in the long term
Durability	9.	Users believe this product can be used for a long time without any reduction in quality.
	10.	Users feel this product is durable in daily use.
Aesthetics	11.	Impressed with the visual appearance of this product.
	12.	This product is visually attractive and gives a positive impression.
Services	13.	Experience handling complaints or service requests regarding this product has been positive.
	14.	Service from the product manufacturer is very helpful in resolving problems.