ANALYSIS OF SERVICE QUALITY AND BRAND IMAGE ON THE DECISION TO USE COURIER SERVICES

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Abstract

The research aims to analyze the Quality of Service and Brand Image regarding making decisions on the use of Courier Services by PT Tiki Jalur Nugraha Ekakurir or JNE. The Research method study used quantitative research with the sample technique collection data through questionnaire. The number of samples is 120 respondents as consumers that uses the service JNE. The results of the research analysis show that the variable of Quality Service and Brand Image has a strong influence on the decision to use JNE courier services. The implications of this research can be used by company expedition in considering decisions to use courier services through brand image and service quality.

Keywords   : Service Quality, Brand Image, Decision.

INTRODUCTION

The Covid-19 Pandemic era was an era of economic downturn, up to 87% of economic conditions around the world weakened. Various sectors crashed and even sank. At that time, individual activities up to the corporate organizational level almost stopped, but the necessities of life still had to be met. Departing from this situation is the type of trading which are online become an alternative that continues to grow to bridge supply gaps and distribution channels for products that are urgently needed, so that freight forwarding companies grow and develop tremendously until now when things are back to normal.

Height frequency delivery goods and services make company expedition for sales online on marketplace like Lazada, Shopee, Tokopedia, and others become a trend. One of company expedition which most famous in Indonesia is PT. Tiki Jalur Nugraha Ekakurir (JNE), and for this research the term is simply called JNE Courier Services, which move in field shipping and logistics services, whose activities are affairs customs, import goods, document, and delivery goods and services.

Based on the top brand award which describes the company expedition in Indonesia, JNE occupation has a ranking First from its competitors, namely J&T, Anteraja, PT. Pos Persero Indonesiam

etc. But in 2018 to 2019 there was a decrease in use of JNE services, one of the reasons for which was the decline quality service which given, thereby affecting the image of the company as well. Over time and simultaneously with the Covid-19 Pandemic era, the company's management re-strategized to focus more on customer service regarding excellent opportunities during the Covid-19 Pandemic, in order to strengthen the company's image.

In relation with the efforts of increasing the decision to use JNE as a courier service company, it will be closely related to the quality of service and the corporate image (brand image) it builds. Previous researchers have conducted research about service quality and brand image on purchasing decisions, such as by Kurniawan et al., (2022); Listiarini and Supriyono (2023)), brand image has a positive and significant effect on the decision to use services. However, the results of Kurniawan's research (2018), which examines the effect of price, service quality and location on purchasing decisions found the result that the service quality variable (X2) has no effect on the purchase decision variable, because it has a t-value < t-table, namely 1.461 < 1.6581 and a significant value of 0.147 > 0.05.

Furthermore, research on the effect of brand image on purchasing decisions can be seen from the results of Nurkharisma et al., (2022); Listiarini and Supriyono (2023) who conveyed the results that brand image has a positive and significant effect on purchasing decisions. However, on the other hand the research results of Amanda et al., (2023) found that brand image had an effect but not significantly, even the research results of Yulihapsari et al., (2023) found that brand image did not have a partial effect on purchasing decisions.

Based on business phenomena and the existence of a research gap as stated by these researchers, the authors are interested in conducting research with the same variables to provide a color of research whose results can be generalized again as an additional body of knowledge that continues to grow from the contribution of knowledge results study.

LITERATURE REVIEW

Kotler (2012) defines services as any actions or actions offered from one party to another which are basically intangible and do not result in the ownership of something. Furthermore, Gronroos (2007) argues that services are processes consisting of a series of tangible activities that usually occur in interactions between customers and service employees or physical resources or goods and service provider systems that are provided as a solution for customers.

Based on some definition in above, can be concluded that services is an interaction between sellers and buyers in the meeting neededs, desires and expectations of consumers for products or services (Kotler, 2012; Gronroos, 1999).

Furthermore, Lovelock and Wright (2007), argued that marketing services is part of the overall service system, namely the company has contact with its customers, starting from advertising the product until billing, including the contact at the time of delivery of the service.

Based on the literature above, can be concluded that quality service is ability something company in fulfil hope consumer with give service to consumer on moment going on and after transaction takes place.

Tjiptono (2011), service have four characteristics in main idea that is: Intangible (Intangibility), no inseparable (Inseparability), Variable (Variability), Easily vanishes (Perishability). Furthermore, according to Zhaetaml et al (2002) there are 5 quality indicators service, that is: Tangibles (Physical Evidence), Reliability, Responsiveness, Assurance, Empathy (Empathy).

Thus the service quality indicators used in this study are Tangibles, Reliability, Responsiveness, Guarantee (Assurance) and Empathy.

Brand Image according to Kotler and Keller (2009), brand is several beliefs, ideas, and impressions which held by somebody about an object. Mark (in Dutch) or brand (in English) is a part of intellectual property rights and is the "name, term, sign, symbol, or design, or combination from all of them, to identify it from goods or services seller or group of sellers and to differentiate it from the product or competitor services" .

According to Tjiptono (2015), Brand Image is a description of the association and customer confidence in the brand. Brand image is observation and trust which held customer, which reflected in customer memory.

Thus it can be concluded that brand image is an impression that a brand evokes in the minds of customers. Image placement brand in the minds of consumers must be done continuously so that the brand image that is created remains strong and can be received positively. When a brand having a strong and positive image in the minds of consumers, the brand will always be remembered, and consumers buy or use brand the factors Brands Image.

There is a number of factor which influence brand Image (Schiffman and Kanuk, 2007): 1) Quality, 2) Trusted, 3) benefits, 4) The price of the product or service, 5) Brand Image.

Aaker et al., (2013) , the indicators of brand image is: Image Maker (Corporate image), Image User, Image Product. Furthermore Keller (2014) suggested that factors supporters formation brands image exists three namely: 1). Strengthening of Brand, 2). Favorability of Brands Associations (luck brand), and 3). Uniqueness of Brands Associations (uniqueness brand). Based on these experts, the brand image indicators in this service research are: 1). Brand power, 2). The uniqueness of the brand name, 3). Brand name attraction, 4). Brand user image, and 5). Service image.

Kotler and Armstrong (2014) argue that the purchase decision is the buyer's decision about which brand to buy. Furthermore, according to Kotler and Keller (2009), the decision purchase is a consumer decisions regarding brand preferences in choice.

There are five indicators of purchasing decisions according to Kotler and Keller (2009), namely: 1). determine the choice product, 2). determine the choice brand, 3). determine the choice distributor, 4). determine time payment, and 5). determine method payment. Based on this description, the indicators of decision to use services in this study are: 1). Determine the choice of service product types, 2). Determine the place of delivery, 3). Determine price options, 4). Determine the time of payment, 5). Specify the payment method.

Novitasari and Purwanto (2022) researched the Effect of Service Quality on Decisions to use Consumer Interests as an Intervening Variable in Courier Services PT. Pos Indonesia Madiun, the results that service quality has a positive and significant effect on consumer buying interest. Furthermore, Ardhianti et al (2022), the Effect of Lifestyle and Service Quality on Purchase Decisions for JNE Express Delivery Services, they have a statement that: service quality has a positive and significant effect on purchasing decisions. Then Istiono and Hernita (2022) examined the Effect of Consumer Satisfaction and Service Quality on Service use decisions, resulting that service quality had a positive and significant effect on the decision to use services. Then Widyakto and Putra (2023) examined the Analysis of the Influence of Price, Location, and Service Quality on Consumer Decisions, the results obtained were that price, location and service quality had a positive effect on usage (purchasing) decisions. Meanwhile, Demmassabu et al (2023) researched the Analysis of the Influence of Promotional Service Quality and Product Innovation on the decision to become a Bank Customer, suggesting that service quality has a positive and significant effect on the decision to become a Bank customer.

Based on the research results of these researchers regarding product quality on purchasing decisions, it can be said that product quality has a positive and significant effect on service usage

decisions (Novitasari and purwanto (2022); Ardhianti et al., (2022): Istiono and Hernita (2022) ; Widyakto and Putra (2023); and Demmassabu et al., (2023))

The results of the researchers' research are as follows: Nurkharisma et al (2022) examined the Decision to use Grab-Food Services in terms of Price, Promotion, and Brand Image, obtained the result that partially price and brand image had a positive and significant effect on the decision to use the service, while promotion has no positive and significant effect on the decision to use Grab-Food services. Furthermore, Kurniawan et al., (2022) who examined the effect of price, promotion, service quality, product and brand image on decisions to use GoJek services; promotional prices, service quality, and brand image had a positive and significant effect on decisions by using service. Then, Listiarini and Supriyono (2023) researched the Effect of Brand Image and Promotion on Purchase Decisions at Grab Food, the results obtained were that brand image and promotion had a positive and significant effect on purchasing decisions. Furthermore, Amanda et al., (2023) examined the effect of brand image, price, and product quality on purchasing decisions for Telkomsel internet data packages, found results that price and product quality had a positive and significant effect on purchasing decisions for Telkomsel data packages, while the brand image variable had an effect positive but not significant to the decision on purchase Telkomsel data packages. Meanwhile, Yulihapsari et al (2023) examined service quality, price, promotion and brand image and their influence on purchasing decisions for PT. Jalur Nugraha Ekakurir (JNE), found results that product quality and brand image did not have a partial effect on purchasing decisions. While prices and promotions are partially influential. Simultaneously all independent variables influence purchasing decisions, with a contribution of 68 percent.

Based on the description of the results of this study, it can be concluded that brand image has a positive and significant effect on the decision to use services or services according to the results of research by Nurkharisma et al (2022); Kurniawan et al (2022); Listiarini and Supriyono (2023). Meanwhile, Amanda et al (2023) found that brand image had a positive but not significant effect, even Yulihapsari et al., (2023) found that brand image did not have a partial effect on purchasing decisions.

Based on the results of the description of the relationship between the variables mentioned above, the framework or research model can be described in Figure 1.

Figure 1. Research Model
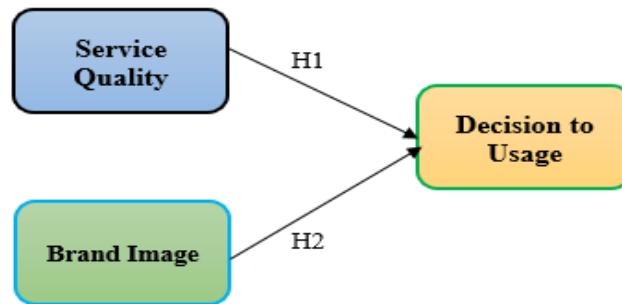
Source: Model depeloved for this research

Based on previous research, the research hypothesis in this study can be stated as follows:

H_1 : Service Quality have a positive influence and significant effect on decision to use courier services.

H_2: Brand Image have a positive influence and significant effect on decision to use courier services.

RESEARCH METHOD

The research method used in this study is a quantitative method for analyzing the data statistically in solving problems faced by companies in this study at PT. Tiki Jalur Nugraha Ekakurir (JNE). Data collection was carried out by distributing questionnaires on 120 respondents who were determined based on the number of indicators multiplied by 8 multipliers (15 x 8 = 120 respondents).

The research method used several statistical tests, namely: Research instrument testing (validity test and reliability test), Classical Assumption Testing (Normality Test, Multicollinearity Test, and Heteroscedasticity Test), Multiple Linear Analysis, Coefficient of Determination Analysis, Hypothesis Testing, and Test Fit Models. Furthermore, the criteria used in testing and statistics are as summarized in table 1:

Table 1, Criteria of Statistical Test and Analysis

No.	Test of Statistics	Criteria	Information
1	Validity Test	r-value > t-table (0.300)	Valid
2	Reliability Test	Crobach alpha (α) > 0.70	reliable
3	Normality Test	Asymp Sig (2 tailed) > 0.05	Normality
4	Multicollinearity Test	Value of VIF at Collinearity Statistics < 10	Not Multicollinearity

5	Heteroscedasticity Test	Value of Significance on Glesjer Test > 0.05	Not Heteroscedasticity
6	Multiple Linear Regression Analysis	$Y = a + b_1X_1 + b_2X_2$	
		Value of r = 0.199 – 3.99	Low Correlation
		Value of r = 0.400 – 5.99	Moderate Correlation
		Value of r = 0.600 – 0.799	Strong Correlation
		Value of r = 0.800 – 1	Very Strong Correlation
7	Analysis of Coefficient of Determination	$Kd = R^2 \times 100\%$	
8	Hypothesis Test (t Test, Partial)	t count > t table (1.980)	Hypothesis Accepted
		t count < t table (1.980)	Hypothesis Rijected
9	Test of Fit Model	F count > F table	Hypothesis Accepted
		Value of Sign < 0.05	Significant/Model Fit
		F count < F table	Hypothesis Rijected
		Value of Sign > 0.05	Negative and Not Significant

Source: Ghozali (2016); Ferdinand (2014) and Sugoyono (2017)

RESULTS AND DISCUSSION

RESEARCH RESULT

The results of this study present the characteristics of the respondents, the test of validity and reliability, the classical assumptions test (normality, multicollinearity, and heteroscedasticity), multiple linear regression equations and model fit (f-test), the coefficient of determination test, the hypothesis test (t-test), with the results as follows:

1. Characteristics of Respondents

    The characteristics of the respondents in this study are shown in table 2 below:

Table 2. Characteristics of Respondents

No	Gender/ Age/ Education of Respondents		Frequansi
1	Man		78
2	Woman		42
		Total	120
1	15 – 20 age		17
2	21 – 30 age		55
3	31 – 35 age		33
4	>36 age		15
		Total	120
1	Junior High School		15
2	Senior High School		51
3	Diploma		34
4	Bachelor		20
		Total	120

Source : Primary data processed, 2022

2. Validity and Reliability Test

The results of the validity and reliability tests of this study are shown in table 3:

Table 3. Validity And Realiability Test Results

Validity Test Results				Reliability Test Results			
Service Quality				Service Quality			
Instrument	r cout	r table	Infrm.	Variable	Cronbach alpha	Criteria	Inform.
X1.1	0.552	0.301	Valid				
X1.2	0.615	0.301	Valid				
X1.3	0.685	0.301	Valid	X1	0.725	0.60	Reliable
X1.4	0.485	0.301	Valid				
X1.5	0.681	0.301	Valid				
Brand Image				Brand Image			
X2.1	0.301	0.301	Valid				
X2.2	0.587	0.301	Valid				
X2.3	0.485	0.301	Valid	X2	0.627	0.60	Reliable
X2.4	0.321	0.301	Valid				
X2.5	0.485	0.301	Valid				
Service Usage Decision				Service Usage Decision			
Y1	0.795	0.301	Valid				
Y2	0.805	0.301	Valid				
Y3	0.477	0.301	Valid	Y	0.775	0.60	Reliable
Y4	0.582	0.301	Valid				
Y5	0.575	0.301	Valid				

Source : Primary data processed, 2022

3. Assumption Classic Test

The results of the classical assumption test analysis include the results of normality, multicollinearity, and heteroscedasticity tests, which are summarized in table 4

Table 4. Summary of Classical Assumption Test Results

Name of Test	Measuring Instrument	Value	Cut off Point	Result
Normality Test	*Asymp. Sig* (2-tail)	0,17	> 0.05	Normaly Data
	Hystogram/ Curve	Bell Shape	Bell Shape	
	Grafik P-Plot	Data around diagonal line	Data around diagonal line	
Multocolonierity Test	*Value of* **VIF** *of Collinearity Statistics of* **Service Quality**	1, 041	< 10	Not Multocolonierity Data
	Value of **VIF** *Collinearity Statistics of* **Barand Image**	1,041		
Heteroscedastisity Test	**Value of Significance** on Glesjer Test for *Service Quality*	0.645	> 0.05	Not Heteroscedasticity Data
	Value of Significance on Glesjer Test for *Brand Image*	0.303		
Dependent Variable : Decision to use				

Source: Summary of primary data processed with SPSS, 2022

Based on the tables above, can be concluded that all research indicators meet the validity requirements, because they are above the cut of point, and all the variables studied are reliable because they meet the criteria (table 3); In the table 4, the significant value is obtained as big 0.1 7 which is greater than 0.05, so it can be concluded that the data is residual normally distributed. Furthermore, the histogram graph is symmetrical, the bell-shaped curve and the graph P-Plot data collect on line diagonally, so the data normally distributed models, and regression models fulfil normality assumption. Independent Variance Inflation Factor (VIF) values< 10, so concluded that no happen multicollinearity (correlation between independent variables). The value of significance variable service quality and brand image more than 0.05, it is concluded that there are no symptoms heteroscedasticity in this regression model.

Analysis Multiple Linear Regression

Based on the results of the data analysis, the values for multiple linear regression analysis are obtained as in the table 5 below:

Tabel 5 Data Analisis Regresi Linier Berganda

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.285	2.395		1.385	.171
	Service Quality	.337	.087	.319	3.515	.001
	Brand Image	.571	.085	.545	6.057	.000
a. Dependent Variable: *Decision to use*						

Source: Primary data Processed, 2022

Furthermore, the regression equation can be formulated as the follows:

$Y = a + b_1X_1 + b_2X_2$

$Y = a + 3.285 + 0.337X_1 + 0.571X_2$

The explanation is:

a. The value of 3.285 is a constant, the meaning that if there is no influence of service quality and brand image variables, so regular consumer make a purchase decision is 3.285 units .

b. Coefficient regression variable quality service is 0.337, indicating that the service quality variable has a direction positive and significant on the decision to use the courier services, It means that every increase 1 unit variable quality service, will be increasing the decision to use courier services as amount 0.337 units, with the assumption variable quality service is constant.

c. Coefficient regression variable Brand Image is 0.5 71, indicating that the brand image variable has a positive and significant effect on purchase decision, meaning that an increase of 1 unit variable Brand Image, then it will affect the decision to use courier services by 0.571 units assuming the Brand Image variable is constant.

Analysis Correlation and Determination

To find out the correlation between the independent variables and the dependent variable, it can be seen from the results of statistical analysis, as in table 6 below:

Tabel 6. Data Analisis Korelasi Dan Determinasi

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601[a]	.361	.346	2.217

a. Predictors: (Constant), Service Quality, Brand Image.
b. Dependent Variable: **Dicision to use**

Source: Primary data processed, 2022

Based on table 4, obtained can be determined that:

1. The correlation between independent and dependent variable is 0.601 or 60,1%. The meaning that a variable of quality service and brand image have a strong correlation on decision usage.

2. R-Square value is 0.361 or the coefficient of determination (Kd = R^2 x 100%), so that Kd = $(0.601)^2$ = 0.361, which means that the Decision to use courier services is explained by Service Quality and Brand Image of 36.1 Percent.

DISCUSSION

The results of this research suggest that Service Quality has a positive and significant effect on Decisions to use JNE Services in Serang City. The results of this study support the results of research that has been conducted by Novitasari and Purwanto (2022); Ardhianti et al., (2022): Istiono and Hernita (2022); also Widyakto and Putra (2023); and Demmassabu et al., (2023), which stated that Service Quality has a positive and significant effect on Decisions of JNE Service Users in Serang City.

The results of the study suggest that Brand Image has a positive and significant effect on Decisions to Use JNE Services in Serang City. The results of this study support the results of research that has been conducted by Nurkharisma et al., (2022); Kurniawan et al., (2022); Listiarini and Supriyono (2023), which state that brand image has a positive and significant effect on the decisions of users of services or services. However, on the other hand, it does not support the results of the research conducted by

Amanda et al., (2023), who found that brand image has an effect but not significant on the decision to use, and also contradicts the results of his research by Yulihapsari et al., (2023) which found that Brand Image has no partial effect on Purchasing Decisions.

CONCLUSION

Based on the formulation of the problem, literature review, research methods and results of analysis as well as discussion regarding Analysis of Service Quality and Brand Image on the Decision to Use JNE Services in City of Serang, can be concluded that Service Quality (X_1) have positive effect on decision to use JNE Services, Brand Image (X_2) has a positive and significant effect on decisions Use of JNE Services.

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