

EFFECTS OF PRICE, QUALITY OF SERVICE, BRAND IMAGE AND FACILITIES ON THE CUSTOMERS' DECISION IN A CONTAINER TERMINAL SERVICE (A STUDY IN PT. JAKARTA INTERNATIONAL CONTAINER TERMINAL IN 2021)

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Abstract: Container terminal service arranged by PT JICT in Tanjung Priok Port is managed to attain customer satisfaction. Concerning that, this study aims to find out the factors influencing customers in choosing container terminal services. The research method employed in this study is a quantitative method through questionnaires distributed to the 40 container terminal customers in PT JICT. Specifically, the questionnaires were disseminated through a google form. The data were then analyzed statistically using Multiple Linear Regression. The result confirms that the factors affecting the customers' interest involve the Price, Quality of Service, Brand Image and Facilities that impact the Customer's Decision on container terminal services PT JICT. In addition, it is reported that partial testing (T-Test) shows that price significantly influences customer decisions; However, the customers decisions are not significantly influenced by Quality of Service, Brand Image and Facilities of Service.

Keywords: Price, Quality Service, Brand Image, Facility, Customer Decision

INTRODUCTION

Since Indonesia is an island nation that has two-thirds of the territory in the form of oceans, the need for sea transportation services is due to the requirement of To distribute logistics throughout Indonesia, sea transportation to distribute logistics throughout Indonesia (Librianty, 2021). Peculiarly, in this transportation service, there is the port container terminal as a facility that supports the development of trade, industry and shipping with customized management of its functions.. The container terminal has docked, stacking field and container loading and unloading equipment as its main facilities.

In the Container terminal activities, decisions taken by customers are a top priority in the business world (entrepreneur, 2018). Therefore, every line in a company must move with one vision and mission to achieve all customers' satisfaction of container terminal service users at JICT. Notably,

it is clearly stated that in determining customer decisions, there are several factors, including Price, Quality of Service, Brand Image and Facilities. The price of container services is becoming more competitive as global trade flows increase. Based on news from (Cnbcindonesia.com, 2021) that the cost of services offered by PT JICT is quite competitive in the container market by making price adjustments according to the situation and conditions.

In relation to this, In 2018, PT Jakarta International Container Terminal or JICT began to proliferate by adding docks and stacking fields and improving container loading and unloading services with a Gross Container Rate (GCR) averaging 20 boxes/hour. Naturally, the national economy is more optimal with the development of projects that continue to be carried out by JICT (supply chain indonesia, 2018).

Moreover, PT. JICT managed to build their brand image very well in the eyes of customers (JCIT, 2021). This effort results from the attainment of this company that has been accredited with ISO 9002 standard, aiming to provide the best service with new era technology and experienced workforce and pioneer 100% sterile terminal with safety, safety and cleanliness in every environment. Additionally, based on data until May 2021, the flow of containers in JICT container terminals is at 807,239 TEUs. JICT container terminal has an annual container terminal handling capacity of 2.8 Million TEUs. At the end of last year, JICT held a market of 42% in all international container terminals in Tanjung Priok which serves 60%-70% of goods in Indonesia (Andi & Hidayat, 2021). Using ICT Auto Gate System (JAGS) facility helps handle containers in and out of the terminal by using trucks to make containers more effective and efficient.

More than that, PT JICT can survive because the company can target the number of containers that reach 2.1 million TEUs, which is an increase of 16% compared to the period 2019 of 1.8 million TEUs based on (Andi & Hidayat, 2021). Therefore, PT JICT can survive in the container flow and speed up the loading and unloading process in the terminal.

Therefore, this research investigates how the price, quality of service, brand image, and facilities influence the customer's decision to use PT JICT container terminal services.

LITERATURE REVIEW

Price

Price is a value made as a benchmark of a goods or service (Soebakir D et al., 2018). This aspect is a sum of money value determined by the seller and paid by the buyer for a product of goods or services (Kusuma & Suwitho, 2015), assumed as very important thing to be noticed by customers in using a service. As an instance, the customers will use the service if they agree with the price offered (Anwar & Satrio, 2019).

Quality Service

The quality of service is one of the things that every company must prioritize to compete in the market to meet the needs and desires of consumers (Maulana, 2019). Peculiarly, the quality of service can also be known through consumer perception between the services received and the expected services (Solikha & Suprpta, 2020). This factor aims to provide services performed by the company to meet customers' needs and desires and meet customer expectations (Sembiring, 2014).

Brand Image

Image is defined as the perception given by a person who creates a broader and abstract public opinion (Mamahit et al., 2015). Furthermore, brand image is also identified as a name or combination of the whole, intended to provide an image of goods or services from the seller to be distinguished from its competitors (Amanah, 2018). This aspect is assumed essential to be taken into account since everyone will have a different view of a brand (Supriyadi, 2017).

Facility

Facilities are equipment available to provide convenience to customers in carrying out their activities or activities to meet their needs when using the company's services (Srijani, 2017). Besides, Facilities are all

components which are deliberately provided by service providers to be enjoyed by customers, aiming to provide a maximum level of satisfaction (Sofyan dkk, 2013). Facilities are also crucial means in an effort to increase satisfaction, such as providing convenience, meeting the needs and comfort of service users (Oetama, 2017).

Customer Decision

The purchase decision is meant as the customer's decision to buy a product after considering the information about the product (Nazaruddin & Putra, 2011). This phase involves only one decision making, the other may involve several participants who play the role, the originator of ideas, influencers, decision-making, buyers and users (Dinawan, 2010). Customer decision is also claimed as a desire that has been determined and decided to buy the product or service (Ginting et al., 2020).

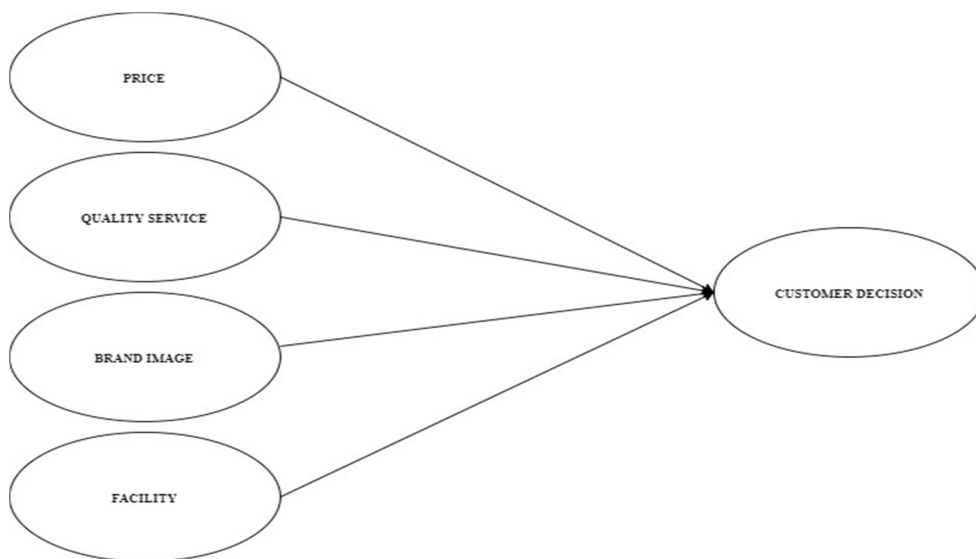


Figure 1

Hypothesis

H1: Prices positively affect purchase decisions.

H2: The quality of service has a positive influence on purchasing decisions.

H3: Brand Image significantly affects purchasing decisions.

H4: Facilities have a significant impact on customer decisions.

H5: Price, Quality of Service, Brand Image and Facilities affect the Purchase Decision.

METHOD

To achieve the research aim, quantifiable research was carried out. Quantitative research is a study that determines the value through measurement and analysis of data between each variable (Simarmata et al., 2015). In this study, the data were obtained through disseminating questionnaires to as many as 40 respondents. Those respondents were taken purposively based on the criteria of companies that have used PT JICT container terminal. The collected data were analyzed using Multiple Linear Regression.

DISCUSSION AND RESULT

1. Validity and Reability Test

1) Validity Test

Validity test was completed to the questionnaires using the calculation that r calculates $> r$ table. The significant rate this test is 5% with its result showing that all variables are valid with a calculated r result $> r$ table (0.349).

Table 1
Validity Test

<i>Item</i>	<i>Variable</i>	<i>r hitung</i>	<i>Result</i>
<i>X1.1</i>	Price	0,732	Valid
<i>X1.2</i>		0,882	
<i>X1.3</i>		0,714	
<i>X2.1</i>	Quality Service	0,843	Valid
<i>X2.2</i>		0,711	
<i>X2.3</i>		0,806	
<i>X3.1</i>	Brand Image	0,659	Valid
<i>X3.2</i>		0,519	
<i>X3.3</i>		0,894	
<i>X4.1</i>	Facility	0,925	Valid
<i>X4.2</i>		0,817	
<i>X4.3</i>		0,719	
<i>Y.1</i>	Customer decision	0,576	Valid
<i>Y.2</i>		0,750	
<i>Y.3</i>		0,716	
<i>Y.4</i>		0,623	
<i>Y.5</i>		0,552	

2) Reliability Test

The reliability test states that the price variable with Alpha Cronbach is 0.667. Variable quality service is 0.686. The brand image variable is 0.428. The variable facility is 0.755. Variable customer decision is 0.591. Therefore, it can be concluded each variable is reliable because it has an Alpha Cronbach value $> r$ table (0.349).

Tabel 2
Reability Test

No	Variable	Cronbach's Alpha	Variable of Item
1	Price	0,667	3
2	Quality Service	0,686	3
3	Brand Image	0,428	3
4	Facility	0,755	3
5	Customer Decision	0,591	5

2. Hypothesis Test

1) T – Test

Table 3
T Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.632	3.238		-.195	.846
Price(X1)	.970	.204	.625	4.751	<.001
Quality Service (X2)	-.038	.223	-.026	-.170	.866
Brand Image (X3)	.487	.379	.240	1.283	.208
Facility (X4)	.292	.315	.102	.925	.361

a. Dependent Variable: Customer Decision (Y)

H1 Testing

Based on the test result t, the variable price has a significance value of $4,751 > 2,021$. Hence, it is inferred that the price significantly influence the customer's decision in using the container terminal services of PT JICT, which means alternative hypothesis is accepted.

H2 Testing

Based on the test result, variable quality service has a significance value of $0.170 < 2.021$. Therefore, it can be concluded that the quality of service does not significantly affect the customer's decision in using the container terminal services of PT JICT, meaning that H2 is rejected.

H3 Testing

Based on the test result, variable brand image has a significance value of $1,283 < 2,021$. Hence, it can be concluded that the brand image has no significant effect on the customer's decision in using the container terminal services of PT JICT. In other words, H3 is rejected.

H4 Testing

Based on the test result t , the variable facility has a value of $0.925 < 2.021$. It means that the facility does not have significant effect on the customer's decision in using the container terminal services of PT JICT. In other words, H4 is rejected.

2) F Test

Table 4
Anova Test
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	470.244	4	117.561	22.893	<,001 ^b
Residual	179.731	35	5.135		
Total	649.975	39			

a. Dependent Variable: Customer Decision (Y)

b. Predictors: (Constant), Facility (X4), Price(X1), Quality Service (X2), Brand Image (X3)

H5 Testing

Based on the results of the F test, it is known that the value of $22,893 > 2.61$. Thus, it can be concluded that the price, quality of service, brand image and facilities significantly affect the customer's decision in using JICT container terminal services, or H5 is accepted.

3. Determination Coefficient Results

Table 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 ^a	.723	.692	2.266

a. Predictors: (Constant), Facility (X4), Price(X1), Quality Service (X2), Brand Image (X3)

Based on the table coefficient of determination, R Square is 0.723. This finding means that variable Price, Quality of Service, Brand Image and Facilities simultaneously affect the Purchase Decision by 72.3%. The remaining 27.7% was influenced by other factors.

After testing the hypothesis in this study, the results show that the price, quality of service, brand image (Soebakir D et al., 2018), facilities (Ali & Khuzaini, 2017) significantly influence the customer's decision to use container terminal services. The data reflect each independent variable has a very crucial role to influence customer decisions in using the container terminal services of PT JICT. If PT JICT can continuously increase its independent variables at the same time, the tone of customer decision increase significantly. Further, a partial test shows that the price significantly influences the decision of PT JICT customers in using container terminals (Igir et al., 2018). However, in a partial test of service quality variables, brand image and facilities do not significantly affect the decision of customers containers PT JICT.

CONCLUSION

Based on the analysis result, the conclusion is that the price, quality of service, brand image and facilities can significantly affect customer decisions on the use of container terminal services of PT JICT. This company must maintain its consistency in competitive prices; therefore, customers still have loyalty to PT JICT. This company is necessary to improve the quality of its services, such as adding application-based

information services, making it easier for customers to access company-related information. In addition, it is expected that PT JICT can build the company's image with more maximum to get more attention from customers. In other words, companies are required to provide the best service in providing services, one of which is by utilizing more maximum facilities.

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