

THE INFLUENCE OF PROMOTION AND SERVICE QUALITY TO CUSTOMER DECISION ON GOODS DELIVERY SERVICES AT PT. JNE BOGOR

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Abstract: This study aims to find a significant influence on promotion variables and service quality variables separately and together on the decision to use goods delivery services at JNE Bogor branch. To attain that objective, quantitative method was employed using questionnaires as the data collection technique distributed to 100 users of delivery services at the JNE Bogor branch. The data in this study were analyzed utilizing SPSS. The result of this study are; 1) partial promotion has a significant influence on the decision to use goods delivery service at JNE Bogor branch with a significant value of 0.004 less than the probability of 0.05. 2) the quality of service partially has a significant influence on the decision to use goods the delivery service at JNE Bogor branch with a significant value of 0.000 smaller than probability 0.05. The result obtained in test F is that the promotion and quality of service simultaneously have a significant influence on the use of goods delivery services at the JNE Bogor branch with a significant value of 0.000 less than the probability of 0.05.

Keywords: promotion; quality of service; delivery services; Ekakurir Nugraha Line (JNE); decision on use

Introduction

The rapid development of globalization and technology affects people's lives. One of the influences is the need for life that supports the mobility of the global community that needs delivery services. The need to deliver goods carried out by the community, among others, to meet personal needs and business needs so that the existence of delivery services of these goods becomes increasingly important. This condition encouraged the growth of expedition service delivery business increased. In response, making the entrepreneurs of expedition services

seek to find strategies in competition to get consumers. One of the expedition services that is being chosen by consumers is the Ekakurir Nugraha Line (JNE).

Consumer decisions in determining the delivery service company of the goods can be used as a reference for the company in determining how the marketing strategy will be carried out to attract the interest of its consumers. Lined up with this concept, the company success in influencing consumers for purchasing decisions is strongly influenced by efforts made in building communication with consumers through marketing strategies, and other innovation efforts.

Peculiarly, some factors are influencing the decision-making in the use of services by consumers. Among other things that are taken into consideration by consumers is the quality of service. "According to Sangadji (2013:159), there are several dimensions of quality of service in the field of services, namely Tangible, Empathy, Reliability, Responsiveness, and Assurance". In addition, it is also clearly stated that one of alternatives to attract consumers is implementing marketing strategies such as promotions; therefore, products or services can be better known to the public (see also Krisnawati, 2016). Furthermore, Kotler (2012:76) said that promotional activities are intended to inform the benefits of a product or service and attract consumers in deciding the use of such products or services (see Krisnawati, 2016).

Concerning the background as mentioned above, the author is interested in doing investigation the influence of the promotion and the quality of service on making decisions to use goods delivery services. Hence, this study entitled **"THE INFLUENCE OF PROMOTION AND SERVICE QUALITY TO CUSTOMER DECISION ON GOODS DELIVERY SERVICES AT PT. JNE BOGOR"**.

Literature Review

a) Promotion

It is stated that promotion is an action taken by a company or service provider to attract consumers' interest in using their services (Babin, 2011; Vernando, 2018). Another definition is that promotion is an activity to persuade consumers through communicating the strength of a particular product (Kotler and Armstrong, 2012; Hardono, 2019).

b) Service Quality

The quality of service is claimed as a continuous service where the service is an expectation of achieving. This notion means that if the service received is comparable to what the consumer expects, the service quality will be felt maximally (Santosa, 2019: 145; Nurfadila, 2020). More than that, it is also declared that one thing to be considered is paying attention to the customer's need and desire to be matched to the style accuracy of the product (Ningrum, 2019:25; (Nurfadila, 2020). Quality of service is also a way to meet the need and desires of customers in delivery and to balance the service provided to the maximum to meet customer expectations (Riyadh & Hikmah, 2018:491; Bella Nurfadila, 2020).

c) Decision to use Goods Delivery Services

According to Sumarwan (2018), Consumers make decisions every day, every week, every month, even every year"(see also Turmono & Fairuz, 2019). This decision is to purchase a preferred product or service by looking at the attractiveness that attracts the purchase of the goods or services (Kotler and Armstrong, 2012). Another definition of purchase decision is also stated by Turmono & Fairuz (2019) as people decision to buy or use certain goods or services to meet their needs.

Hypotesis Formulation

- H1 : Promotion separately (partial) has a significant influence on the decision to use goods delivery services at JNE Bogor
- H2 : branch
- H3 : Service quality separately (partial) has a significant influence on. The decision to use goods delivery services at

JNE Bogor branch. Promotion and service quality simultaneously have a significant influence on the decision to use goods delivery services at JNE Bogor branch.

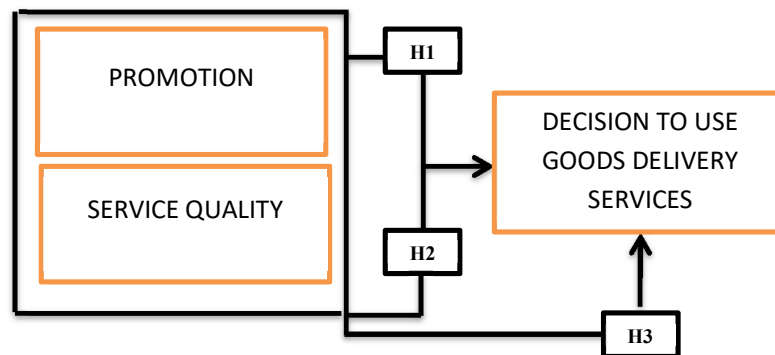


Figure 1.

Research Method

Based on the research purpose in this study, there are two variables used, consisting independent variables (The promotion and quality of service), and a dependent variable (the consumer's decision to use delivery services at JNE Bogor branch. The data in this study were obtained from a closed questionnaire distributed to 100 users who have been or are using the delivery service at JNE Bogor branch. This sample was purposively chosen and calculated using Slovin formula. The data in this study were then analyzed quantitatively using SPSS 16.00.

Type of Data Used

In this study, descriptive research was carried out.

A. Data Source

Based on the source, the data were taken as follows.

1. Primary Data

This primary data requires questionnaires" (Vernando, 2018).

This choice is based on the relevant theory that primary data source is a data source obtained directly from the original source or without intermediaries (Sugiyono, 2015:137)

2. Secondary Data

Secondary data is defined as the data obtained by others or already has a previous source, then used or processed again by the next researcher.

B. Data Collection Techniques

The technique used to collect data is by sharing questionnaires with users who have used services at the JNE Bogor branch.

C. Data Analysis Techniques

The data analysis techniques used in this study are in the following part.

1. Descriptive analysis of data, used to analyze how the response given by respondents about the promotion and quality of service to the decision on the use of delivery services at JNE Bogor branch on questionnaires shared.
2. Data quality test, used to determine whether the question items shared in the questionnaire are valid or eligible to be shared with respondents.
3. Partial test (test T), used to find out if one free variable has an effect or not with a bound variable.

4. Test together (test F), used to determine if all the free variables that went into the study had an influence or not with bound variables.

RESULTS AND DISCUSSION

Table 1. Data Validity and Reliability Test Results

Variable	Question Points	Pearson Correlation	Sig. (2-tailed)	Cronbach Alpha
Promotion	X1.1 Promotion is very important	0,297	0,003	
	X2.2 Shipping Discount Promotion	0,636	0,000	
	X3.3 Giving Souvenirs to customers	0,671	0,000	
	X4.4 Inform the promotion	0,632	0,000	
	X5.5 Make promotions on the feast days	0,717	0,000	
	X6.6 Create banners on the street	0,740	0,000	
	X7.7 promotions impacted customer decisions	0,653	0,000	
	X8.8 The higher the promotion, the greater the chances	0,697	0,000	
Service Quality	X9.9 Good service is very important	0,586	0,000	0,872
	X10.10 Quality of service affects customer decisions	0,678	0,000	
	X11.11 good quality of service requires good skills	0,749	0,000	
	X12.12 The better the quality of service, the greater the opportunities that customers choose	0,752	0,000	
	X13.13 JNE employees serve customers kindly and patiently			

Decision to use goods delivery services		0,702	0,000
	X14.14 JNE employees are quick and responsive in serving customer complaints	0,738	0,000
	X15.15 Comfortable waiting room and well equipped with good facilities	0,544	0,000
	X16.16 Jne employees always provide solutions to customer complaints	0,531	0,000
	X17.17 Jne employees always provide solutions to customer complaints	0,815	0,000
	X18.18 always be the first choice for the delivery of goods	0,810	0,000
	X19.19 The right choice for delivery of goods	0,783	0,000
	X20.20 Using jne services because it is close	0,801	0,000
	X21.21 JNE goods delivery service is better than other goods delivery services	0,802	0,000
	X22.22 Information provided by JNE in accordance with the reality	0,691	0,000
	X23.23 Satisfied using JNE goods delivery services	0,730	0,000
	X24.24 Jne never disappoints customers	0,765	0,000

Source: attachment (processed)

Based on the result of validity tests conducted using SPSS 16.00 application, known Sig value. (2-tailed) from item 1 to item 24 is less than 0.05 and has a positive Pearson Correlation value. Hence, it could be inferred that all the question items in the questionnaire are valid. Then, the reliability test result above shows that Cronbach's Alpha number is $0.872 > 0.60$. Therefore, the

conclusion is that the research instruments used to measure the variable decisions on the use of delivery services at JNE Bogor branch are reliable.

Table 2. Multiple Linear Regression Test Results

Model		B	Std. Error	Beta	t	Sig
1	(Constant)	5,454	2,237		2,438	0,016
		0,205	0,70	0,236	2,911	0,004
		0,591	0,83	0,574	7,088	0,000

Source: attachment (processed)

The linear regression model is multiple for the decision to use goods delivery services (Y) on promotion (X1) and the quality of service (X2). From the regression equation, it can be interpreted as follows: $Y' = 5.454 - 0.205x_1 + 0.591x_2 + e$. The value 5.454 is a constant value. If 0 is assumed to be the same, the compulsive scale will be 5,454. If the promotion is as much as one unit, then the decision to use services will be 0.205. If the quality of service is as much as one unit, then the value of the decision on the use of services will be 0.591.

Table 3. Determination Coefficient Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0,737	0,543	0,534	3,253

Source: attachment (processed)

From the table above, It can be seen that the coefficient of determination (R2) is 0.543, meaning that promotional variables and service quality can explain data as much as 54.3%. The remaining 45.7% explained other variables are not included in the study.

Table 4. Test Result t

		Unstandardized		Standardized		
		Coefficient		Coefficient		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	5,454	2.237		2.438	0,016
	Promotion	0,205	0,070	0,236	2.911	0,004
	Service Quality	0,591	0,083	0,574	7.088	0,000

Source: attachment (processed)

Test T Promotion variable (X1)

The significance value of 0.004 consultative 0.05 is rejected, and Ha is accepted. The finding reflects that there is a significant partial influence between promotion and service usage decision. Therefore, it is concluded that the partial promotion has a significant influence on the decision to use services at the JNE Bogor branch.

Test T Variable Quality of Service (X2)

Considering the significance value of 0.000 consultative 0.05 is rejected and Ha is accepted, there is a partial significant influence between the quality of service and the decision to use the service. Therefore, the inference is that the quality of service partially has a significant influence on the decision to use services at JNE Bogor branch.

Table 5. F Test Results

Model		Sum of		Mean	F	Sig.
		Squares		Squares		
1	Regression	1318.945	2	659.473	62.330	0,000
	Residual	1110.935	105	10.580		
	Total	2429.880	107			

Source: attachment (processed)

Based on the table above, the value of 0.000 efficiency 0.05 means that H_0 is rejected and H_a is accepted. In other words, the promotion and quality of service together (simultaneously) have a significant influence on the decision to use the service. Put simply, the promotion and quality of service jointly affect the decision to use services at JNE Bogor branch.

CONSLUSION

The Partial results (Test t) show a calculated t value of 2,911 with a significant level of 0.004, Significant level $0.004 < 0.05$. Therefore, H_a is accepted and H_0 is rejected. This finding draws a conclusion that the partial promotion has a significant influence on the decision to use services at JNE Bogor branch. This conclusion is hand in hand with Shinta's (cited in Satriani, 2018) that promotion is a form of marketing communication. It is also further stated that someone will be more interested in purchasing a particular product if a company does a promotion (Satriani, 2018). In addition, the observation result also reveals that the majority of respondents claimed the prominence of promotion for a company's sustainability. Simply put, a person's decision to use the service will increase if a company does more promotion.

Based on partial results (Test t) shows a calculated t value of 7,088 with a significant level of 0.000. Significant level $0.000 < 0.05$. Thus, H_a was accepted and H_0 rejected. So it can be concluded that the quality of service partially has a significant influence on the decision to use services at JNE Bogor branch. "This research is in accordance with the research that has been conducted by Setiawan & Maskan (2018) which states that the better the service provided to consumers or service users, greater the chance of the company being chosen to be used as a delivery service"(Setiawan &Maskan, 2017). "According to Lewis and Booms cited by Tjiptono (2012) the quality of services as a measure of how good the level of service provided and able to adjust to the expectations of consumers" (Andriani Yuliarti1, 2018). So, if the quality of service is even better, then one's decision to use the delivery service from the company will increase.

Referring to simultaneous tests (Test F) that showed a significant value obtained by 0.000. The level of significant value of test F variable promotion and service quality < 0.05 . Thus, H_a was accepted and H_0 was rejected. So, it can be concluded that the promotion (X1) and quality of service (X2) simultaneously have a significant influence on the decision to use goods delivery services at JNE Bogor branch (Y). So, the higher promotion done and the better the service provided, the more likely the public will decide to use delivery services at PT. JNE especially in JNE Bogor branch.

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