



FACTORS AFFECTING CONSUMERS IN USING SERVICES J&T EXPRESS (CASE STUDY ON J&T EXPRESS BRANCH MARGONDA DEPOK)

Helen Aldila Saputri

Correspondence author email: hellenaldila@gmail.com
Gunadarma University of Depok

Widyo Nugroho

Widyonugroho12@gmail.com
Gunadarma University of Depok

ABSTRACT

J&T Express is one of the companies engaged in the provision of logistics services in the form of delivery of documents and goods that can compete with senior companies. One marketing strategy undertaken by a J&T Express company is to use a Brand Ambassador as part of advertising, where other similar companies do not use brand ambassadors as a means of promotion. Maintaining the quality of service also becomes one part of the strategy that companies do in the face of competition. The decision of prospective users of logistic services also has another factor as an indicator of the selection of logistics service providers, is price. In this study discussed three dependent variables that affect consumer decisions in using J&T express services consisting of Brand Ambassador, Service Quality, and Price. This research will be carried out by spreading 200 questionnaires to consumers who use the services of J&T Express Branch Margonda Depok. Technique done using technique of Multiple Linear Regression, Analysis using SPSS analysis tool 23. The result of research proves that three variables namely Brand Ambassador, Service Quality, and Price partially influence to consumer decision in using services of J&T Express Branch Margonda Depok. And simultaneously there is a positive influence between independent variables namely Brand Ambassador variable, Service Quality and Price to the dependent variable that is consumer decision. It is seen that the relationship between Brand Ambassador variable, Service quality, and Price on Consumer Decision is quite strong, that is $R = 0,634$ or equal to 63,4%

Keywords: Brand Ambassador, Quality of Service, Price, Consumer Decision

PRELIMINARY

1.1 Background

Nowadays, the changes occur to people's lifestyle caused due the development of information and communication technology. Including the rapidly growing business of buying and selling in Indonesia. Especially online selling and buying business. From the data released by Ministry of Communication and Information (KEMKOMINFO), Indonesia is now one of 'giants' in online business or e-Commerce in Asia Pasific. In January 2018, a reset company, We Are Social announced their current report about the internet user development all around the world. The result, they mentioned Indonesia as a country with the biggest number in the internet users growth. In the early 2016, Indonesia has around 88,1 million internet users, and



now the number grows until 50% in early 2018, so Indonesia has around 132,7 million internet users now. The online selling and buying trend makes consumers be more critical to choose logistic service that they are using in shipping goods. The existence of logistic service provider has important role to keep the trust that the goods from the departure area to the destination will arrive safely. The logistic service provider occur the changes due to the development of information and communication technology as well. J&T Express is one of companies that provides in logistic service, could be document shipping or goods that can compete with other senior company. J&T Express is a company that provides service in shipping document or package. J&T Express is a new company that uses IT in offering their service, they offer the pick-up service so that the costumers do not need to come to J&T office whenever they are going to ship. J&T company has significant growth between any other companies. J&T Express has special strategy to face the strict competition. One of their strategies is to use brand ambassador as promotional means. Keeping the quality good also be the part of the strategies that the company do in facing the strict competition. Expedition companies that want to grow and get the competition excellence have to be able to give products whether its is goods or service with good quality and good service to the consumers, so that there will be satisfaction in consumer's mind and expected to give positive impacts to the company. The decision of the logistic service user also has other factor as an indicator of logistic service company choosing, that is the price. Price has important role for the consumers and the company. Because price is the amount that the consumers will give to get the benefit from having or using a product or service.

1.2 Purpose of the Research

The purpose of the research are:

1. To find out the effect of Brand Ambassador brand partially to the consumer's choice is using J&T Express service
2. To find out the effect of Service Quality variable partially to the consumer's choice in using J&T Express service
3. To find out the effect of the Price partially to the consumer's choice in using J&T Express service
4. To find out the effect of Brand Ambassador, Service Quality, and Price simulanetously to the consumer's choice in using J&T Express service

REVIEW OF RELATED LITERATURE

2.1 Brand Ambassador

To build the consumer's trust to the product or service that is being offered, every company has to create direct marketing strategy that can affect the consumer to a product, the company can use public figure as a brand ambassador as promotional means to market the product, of course, the consumer will be more interested in product that used by a public figure that can affect to the consumer's purchahse to a product. According to Soehadi in Prawira (2012), Brand Ambassador is a person that presents a good portrait or image of a product. Meanwhile, Kotler (2008) quoted in Rizky & Mudiantono (2016), explained Brand Ambassador often identical or related with selebrity or public figure that has impact in a country or even world. Bonner & Marshall (2012:3) stated the more a selebrity is asked to take some culture activities as one of the obligations that comes with their visibility.

2.2 Service Quality

Quality of a product needs to get more attention from the manager, because quality has direct relation with the competition ability and profit rate of a company. Low quality will place separation in a position that is less favorable. If consumer feels that quality of a product is not satisfying, there's big possibility they will not use the company's product anymore. Even maybe will buy the competitor's product that offers better quality. The meaning of quality can be different depends on who uses it or whose point of view. According to Goetsh and Davis quoted by Tjiptono (2000:51), quality is a dynamic condition that related with a product, service, human, process and environment that fulfill or beyond expectation. Meanwhile service, explained by Payne (2008: 219), is any activities that needed to accept, process, deliver and fulfill customer's request and to follow up every activity that has any error.

2.3 Price

According to Kotler and Keller that translated by Bob Sabran (2012: 67), price is a element marketing mix that results profit, other element that results cost or fee. Kotler and Armstrong (2008:345) also stated that included in Fanny Puspita Sari's research (2016) that price is amount of money that billed of a product of service and amount that exchanged by the consumer caused of the benefit from consuming a product or service. Kotler and Keller that translated by Bob Sabran (2012:79), explained there are four measurement that classified price, they are affordable price, the compatibility of the price and the product's quality, the compatibility of the price and the use or benefit, the compatibility of the price with the ability or price competitiveness.

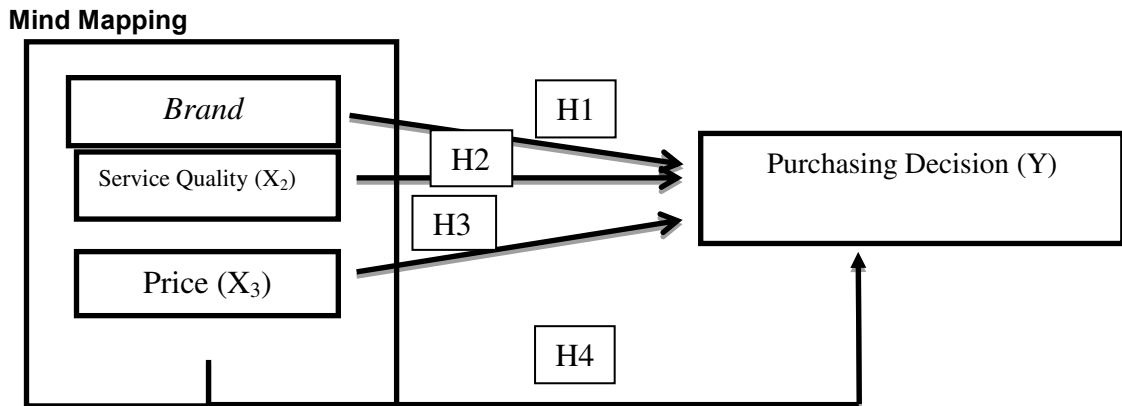
2.4 Purchasing Decision

Explained by Kotler & Keller (2009:240) in Altofu Rohman's research (2017), purchasing decision is consumer's decision about the preference of brands in the option list. Meanwhile, according to Sumarwan (2008) in Fanny Puspita Sari's research (2016), purchasing decision defined as an activity done by consumer to purchase and consume a product or service in order to fulfill their needs and desire. Consumer's purchasing decision is a part of consumer's behavior.

Previous Research

1. A research conducted by Putra and Abdillah (2014) entitled "The Effect of Brand Ambassaor to Brand Image and the Impact to the Purchasing Decision (Survey to Line users in Asia)." The analysis result show brand ambassador variable (X) has significant to Purchasing Decision variable (Y2) and brand image variable (Y1). Brand Ambassador variable has significant impact to Purchasing Decision variable (Y2) and brand image variable (Y1) has significant impact to Purchasing Decision variable (Y2)
2. A research conducted by Junaedi (2014) entitled "An Analysis of The Effect of Service Quality, Price, and Advertisement to Consumer's Decision in Using Logistic Service JNE (Case Study CV. Cipta Abdi Mandiri, Cengkareng)." The analysis result shows that Service Quality variable (X1) has significant effect to Consumer's Decision variable (Y). Price variable (X2) affects significantly to Consumer's Decision variable. Advertisement variable (X3) doesn't affect significantly to Consumer's Decision variable.

3. 3. A research conducted by Wang and Hariandja (2016) entitled “The Influence of Brand Ambassador on Brand Image and Consumer Purchasing Decision: A Case of Tous Les Joursin Indonesia”. The analysis result shows that brand ambassador affects to brand image and consumer’s purchasing decision. Indonesian consumers believe that brand ambassadors have impact in encoding the brand’s message on the brand’s perception in consumer’s mind.



Picture 1. Mind Mapping
Source: Theoretical Review 2017

Research Hypothesis:

- H₁ : Brand Ambassador has positive effect to Purchasing Decision
- H₂ : Service Quality has positive effect to Purchasing
- H₃ : Price has positive effect to Purchasing
- H₄ : Brand Ambassador, Service Quality, and Price at once have positive effects to Purchasing Decision

Research Method

In this research, the population refers to consumers that came and use J&T Express service in Margonda Depok. The respondents in this research are 200 people that gotten from the calculation result using Rao Purba’s formula (1996), the sampling technique in this research is *non probability sampling* technique with *accidental sampling* method.

Data Collection Method. The data used in this scientific research is quantitative primary data. Primary research needs data or information from the first source, usually we call it respondent (Sarwono, 2006:16). The data or information gotten from written question with survey method and in form of questionnaire that distributed to the consumers that came and used J&T Express service in Margonda Depok.

The Definition of Variable Operasional

Independent Variable

1. Brand Ambassador (X₁)

Brand Ambassador is a tool uses by the company to communicate and connect with public, about how they really develop the selling. Lea Greenwood (2012: 88).

The indicators used in this research according to Royan (2004) are:

1. *Visibility*
2. *Credibility*
3. *Attraction*
4. *Power*

2. Service Quality (X2)

Service quality is consumer's measurement about the service level given by the company. Tjiptono (2000:51-53).

Indicators of service quality according to Parasuraman (1985), are:

1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Emphaty

3. Price (X3)

Price is one of mixed elements that produce cost or fee. Kotler and Keller translated by Bob Sabran (2012:67).

The indicators of price are:

1. Affordable price
2. The compatibility of price and product's quality
3. The compatibility of price and benefit
4. The price is compatible with the ability or price compatitiveness

Dependent Variable

Purchasing Decision (Y) defined as an activity that done by the consumer to purchase and consume a product or service in order to fulfill their needs and desire Sumarwan (2008) in Fanny Puspita Sari (2016). This research uses 4 four indicators to determine purchasing decision that gotten from Kotler (2000:212), they are:

1. Trust to a product
2. Habit in purchasin a product
3. Giving recommendation to other people
4. Repetition purchasing

Analysis Method

Validity Test

The validity test conducted to 200 respondents. Then, the data is being processed using SPSS (Statistic Product and Service Solution) program software 23rd verse. The validity test used to measure the validity of a questionnaire (Ghozali, 2005). Validity test counted by comparing the r value count (correlated item-total corretations) with r value table. If r value count > r table (in 5% signification level) then the statement is valid. How to see the table is by checking the line N-2.

Realibility Test

Realibility test is a tool to measure a questionnaire that is an indicator from variable or construct. A questionnaire is reliable if one's answer to the question is is consistent or stable (Ghozali, 2007). Realibility test is able to show how far the instrument can be trusted and reliable. An intrument's score is reliable if the Cronbach's Alpha score > 0.60 a good value of realibility coefficient is up to 0.7 (good enough), up to 0.8 (good) (Sugiyono, 2008)

Multiple Linear Regression Analysis

Multiple linear regression analysis used to find out the effect between independent variable with dependent variable that is between Brand Ambassador (X1), Service Quality (X2), and Price (X3) to Purchasing Decision (Y). This analysis is to find out the connection between independent variable with dependent variable has positive or negative connection and to predict the value of dependent variable if the independent variable value is increased or decreased. The calculation of regression analysis conducted to this research used multiple regression equation as below (Ghozali, 2006:96)

$$Y = a + b_1 X_1 + b_2 X_2 + b_n X_n + e$$

RESEARCH FINDINGS AND DISCUSSION

Classic Assumption Test Results

1. Normality Test Results

The normality test purposed to find out if the data distributed normally. The normality test result with graphic processed with SPSS, normal probability describes below:

**Tabel 1. Normality Test Result
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.95622907
Most Extreme Differences	Absolute	.042
	Positive	.038
	Negative	-.042
Test Statistic		.042
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Data reduction result SPSS 23

From table 1, test result *Kolmogorov-Smirnov Asymp. Sig. (2-tailed)* = 0,200 >> α = 0,05. This shows that the data are distributed normally.

2. Multicollinearity Test Results

Multicollinearity test purposed to test if in the regression model there's correlation between independent variable (Ghazali, 2005).

Tabel 2. Multicollinearity Test Result Coefficients^a

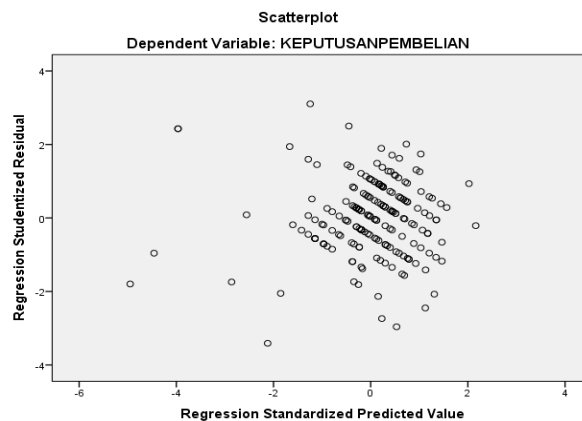
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
BRANDAMBASSADOR	.855	1.170
SERVICE QUALITY	.674	1.485
PRICE	.704	1.421

a. Dependent Variable: PURCHASING DECISION
 Source: Data reduction result SPSS 23

Table 2 above shows that the tolerance value from each independent variable has tolerance value $>0,10$ and vif vlue < 10 so can be concluded that there is no multicollinearity between independent variable.

3. Heteroscedasticity Test Results

Heteroscedasticity test purposed to test if there is inequality variance from one observation residual to other observatio.



Picture 2 Heteroscedasticity Test (Scatterplot)

From picture 2 above, clearly there is no certain pattern because the dots are scattered irregularly above and below axis 0 to axis Y. So can be concluded there is no heteroscedasticity symptom.

Result of Multiple Linear Regression Analysis Table 3 Multiple Linear Regression Test Result Coefficients^a

Model	Unstandardized Coefficients
	B
1 (Constant)	10.744
BRANDAMBASSADOR	.224
SERVICE QUALITY	.288
PRICE	.503

Source: Data reduction result SPSS 23

Result of multiple linear regression equation analysis:

$$Y = 10.744 + 0.224X_1 + 0.288X_2 + 0.503X_3$$

The regression equation above can be described below:

1. The constants 10,744; means if Brand Ambassador variable, Service Quality, and Price is (0), then the level of consumer's Purchasing Decision of J&T Express in Margonda Depok is 10,744. This thing may be affected by the other variable like the store's image and other variable that are not analyzed in this research model.
2. The regression coefficient of Brand Ambassador variable is 0,224 means, if Brand Ambassador variable increases one unite, then the Purchasing Decision will increase as big as 0,224 with the assumption other independent variable value stay still.
3. The regression coefficient of Service Quality variable is 0,288 means, if Service Quality variable increases one unit, then the Purchasing Decision will increase as big as 0,288 with assumption other independent variable value stay still.
4. The regression coefficient of Price variable is 0,503 means, if Prive variable increases one unit, then the Purchasing Decision will increase as big as 0,503 with assumption other independent variable value stay still.

Hypothesis Test

Test F

The simultaneously hypothesis test conducted to find out if the independent variable simultaneously has significant effect to dependent variable by seeing the test F result.

Table 4 Simultaneously Test Result(Test F)
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	512.615	3	170.872	43.978	.000 ^b
	Residual	761.540	196	3.885		
	Total	1274.155	199			

a. Dependent Variable: PURCHASING DECISION

b. Predictors: (Constant), PRICE, BRAND AMBASSADOR, SERVICE QUALITY.

Source: Data reduction result SPSS 23

In table 4, Fcount is 43,978 so from the result can be concluded that H_a is accepted, because $F_{count} > F_{table}$ in $\alpha = 5\%$. This shows that simultaneously there is positive effect between independent variable which is Brand Ambassador, Service Quality and Price to dependent variable which is Purchasing Decision.

Test T

Partial test uses to test the effect of each independent variable to dependent variable.

**Table 5 Partial Test Result (Test T)
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.744	2.157		4.981	.000
BRANDAMBASSADOR	.224	.055	.244	4.090	.000
SERVICE QUALITY	.288	.075	.257	3.827	.000
PRICE	.503	.105	.315	4.780	.000

a. Dependent Variable: PURCHASING DECISION

Source: Data reduction result SPSS 23

1. Brand Ambassador Variable (X1)

Known that t value count is 4,090 with significance level 0,000 H_a is accepted because $t_{count} > t_{table}$ in $\alpha = 5\%$. This shows that partially has positive impact between independent variable which is Brand Ambassador to dependent variable which is Purchasing Decision.

2. Service Quality Variable (X2)

Known that t value count is 3,827 with significance level 0,000 then H_a is accepted because $t_{count} > t_{table}$ in $\alpha = 5\%$. This shows that partially has positive impact between independent variable which is Service Quality to dependent variable which is Purchasing Decision.

3. Price Variable (X3)

Known that t value count is 4,780 with significance level 0,000 then H_a is accepted because $t_{count} > t_{table}$ in $\alpha = 5\%$. This shows that partially has positive impact between independent variable which is Price variable to dependent variable which is Purchasing Decision.

Determination Coefficient Test (R^2)

The determination coefficient test (R^2) conducted to measure the percentage of the independent variable ability which is Brand Ambassador (X_1), Service Quality (X_2), and Price (X_3) have effect to dependent variable which is Purchasing Decision level (Y), where $0 < R^2 < 1$. The determination coefficient value uses adjust R square. This test conducted supported by SPSS 23 software with the result below:

Table 6 Determination Coefficient Test Results(R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 ^a	.402	.399	.892

a. Predictors: (Constant), PRICE, BRAND AMBASSADOR, SERVICE QUALITY

b. Dependent Variable: PURCHASING DECISION

In table 6 can be seen that there is close relation between Brand Ambassador factor, Service

Quality, and Price to Purchasing Decision is strong enough, which is $R = 0,634$ or as big as 63,4%.

Meanwhile in column Adjusted R Square is 0.399 or 39,9%. This shows that consumer's decision

level in using J&T Express service in Margonda Depok can be explained by the factors; Brand Ambassador, Service Quality, and Price and the rest is as big as 60,1% can be explained by other factors that are not analyzed in this research. Then, can be seen in *Standard Error of Estimated* (deviation standard) is 0,892, this number means that the model used is good enough because the smaller deviation standard value the better.

Discussion

From various analysis and test conducted, the result is:

The calculation result of Test T for the effect of Brand Ambassador variable to Purchasing Decision is $0,000 < 0,05$. Means, Brand Ambassador affects to the Purchasing Decision. This research supports the result of Putra, Suharyono & Abdillah's research (2014) in their research stated that Brand Ambassador variable significantly affects to consumer's purchasing decision. This research strengthened by the research conducted by Wang & Hariandja (2016) that brand ambassador brings trust factor and attractiveness for consumers. Brand ambassador related positively with consumer's purchasing decision that supported and proved that brand ambassador has impact to consumer's purchasing decision.

The calculation result of Test T for the effect of Service Quality variable to Purchasing Decision variable is $0,000 < 0,05$. Means, Service Quality has positive effect to Purchasing Decision. The result of this research strengthen the result of Junaedi's research (2014) that stated that Service Quality variable affects significantly to consumer's decision variable. This means if the company improve the quality service then the consumer's decision will increase too, and vice versa.

The calculation result of Test T for the effect of Price variable to Consumer's Decision is $0,000 < 0,05$. Means, the price has positive effect and significant to consumer's decision. The result of this research strengthen the result of Junaedi's research (2014) that the Price variable affects significantly to Consumer's Decision variable. Also strengthened with a research conducted by Rizki & Mudiantono (2016) that the Price has the biggest impact to Purchasing Decision because a competitive price from the competitor will make the consumer have many product options and consider from the price side so it will improve the consumer's purchasing decision. This means if the company increases the price, then the consumer's decision will increase too.

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