

## Decision of Using Courier Service on PT Pos Indonesia: Analysis of Brand Image, Service Quality, and Perceived Price (Case Study: Fatmawati Post Office, Cilandak, Jakarta Selatan)

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**Abstract:** This research is need to be conducted because Pos Indonesia company as courier service provider which was established in 1946 considered having a lower market share compared to it's competitors such as TIKI and JNE. The development of market share from 2012-2016 has decreased, especially in 2014 to 2015. The objectives of the study are to analyze the influence of brand image, service quality and price perception on purchasing decision of courier service at PT Pos Indonesia. The unit of analysis of this research is the users of services in PT Pos Indonesia, the population is not known with certainty and get 119 samples by bored. Techniques Rao Purba sample determination and research instrument questionnaire. Quantitative analysis method is used in this research with multiple linear regression analysis, followed by determination analysis (R square), partial hypothesis testing (t test) and simultaneous hypothesis test (F test), alpha (tolerance error) 5 percent. Before the questionnaires were first tested the validity and reliability of all valid and realible questionnaires. To meet the criteria and requirements of multiple linear regression analysis, first classical assumption analysis such as normality test, multicolienerity test, heteroscedasticity. Data processing tool used in this research is SPSS version 23.0. The research results are brand image, service quality and price perception have positive and significant influence on purchasing decision or using courier service either partially or simultaneously. The better the brand image, the quality of service and the price offered by the company, the decision level to use the services in PT Pos Indonesia will increase as well.

**Keywords:** Brand Image, Service Quality, Price, Usage Decision of Using Courier Service, PT Pos Indonesia.

### INTRODUCTION

Macroeconomics movement has a great role on the development of courier business. When crisis occurs, purchasing power decreases, and delivery decreases as well [1]. On the contrary, as the economy improves, delivery services that are not primary needs will increase in line with an increasing indicator of public purchasing power. Currently, the Indonesian economy is growing; this is marked by the emerging e-commerce sector.

Furthermore, the logistics market in Indonesia is still considered having a great opportunity, especially with the rampant e-commerce industry in the country. In general, market size of this market can grow up to 20% per year. In fact, some players can book up to 40% growth [2]. This causes the competition between companies engaged in courier industry is increasingly competing. The company strives to provide the best service to achieve a positive value for customers and in accordance with what is expected by the customer.

Table-1: Market Share of Courier Service in Indonesia 2015-2016

2015		2016		Rank
Brand	TBI	Brand	TBI	
JNE	43.50%	JNE	47.60%	1
Tiki	36.20%	Tiki	35.70%	2
Pos Indonesia	6.70%	Pos Indonesia	9.60%	3
DHL	2.10%	DHL	1.30%	4

Source: Website Top Brand Award (2016), modified

In Indonesia, there are several logistics companies that have a large market share. Companies which are competing for courier services are: Tiki, JNE, Pos Indonesia, DHL and Fedex. PT. Pos Indonesia have not had a larger market size with Tiki and JNE gains market share that exceeds 30% [3].

Based on the facts above there are several factors that influence the decision to use courier services at PT Pos Indonesia. Researchers conducted pre-survey and obtained three factors that considered as the lack in PT Pos Indonesia. They are brand image, service quality and price. Associated with the above variables, the variables used to be the independent variable is the purchase decision, but because the object used in this research is a service in the form of courier service then the researchers change from the purchase decision into a decision using courier services.

Based on the above background, the objectives of this research are:

- Analyze the influence of brand image on the decision to use courier service in Pos Indonesia.
- Analyzing the influence of service quality on the decision to use courier service in Pos Indonesia
- Analyzing the influence of price on the decision to use courier service in Pos Indonesia.
- Analyze brand image, service quality and price influence on the decision to use courier service in Pos Indonesia.

## LITERATURE REVIEW

### Marketing of Service

Marketing according to [4] is a social and managerial process whereby a person or group gets what they need and want through the creation and exchange of products and values with others. According to him, marketing is basically a process consisting of planning and execution of thought, pricing, promotion, and distribution of ideas, goods and services to create exchanges that meet individual goals. In this case marketing can also mean an effort which was done in order to satisfy the needs of both parties, sellers and buyers. So, based on the description above can be concluded that marketing is a series of activities associated with the movement of products both in the form of goods and service that can satisfy the needs of consumers.

In marketing there are several variables that mutually support and synergize or often referred to as marketing mix. This marketing mix is a collection of controlled, productive marketing tools that are integrated into the company to generate the desired response in the target market [4].

According to Djaslim Saladin [6] "services are any activities or benefits offered by another party and are essentially intangible and do not result in the possession of something. The production process may

and may not be associated with a physical product ". The word service has many meanings and scope, from the simplest of terms, that is, only in the form of service from one person to another, can also be interpreted as starting from the service given by human beings, both explicit and invisible (implicit service) to the supporting facilities that must be available in the sale of services and other items.

Meanwhile, the characteristics and classification according to Ririn Tri Ratnasari's services in [7] are as follows:

- Intangibility. Service cannot be seen, felt, touched, heard or smelled before the service is purchased.
- Unstorability, services do not recognize inventory or storage of products that have been produced. This characteristic is also called inseparability; services are produced and consumed simultaneously.
- Cuztomization / Variability. Services in special design which have various types, types for customer needs, as in insurance and health services.

### Brand Image

The definition of image according to Kotler [5] that the image is a set of beliefs, ideas, and impressions that are owned by a person toward an object. Kotler [5] affirms the strong brand requirement is the brand image. To strengthen the brand image as a brand position, a distinctly distinct brand image that excels relative to its competitors. The final image will be good, when the consumer has enough experience with new reality. The new reality in question is that the organization actually works more effectively and has a good performance.

The brand image relates to an attitude of belief and preference for a brand. Consumers who have a positive image of a brand will be more likely to make a purchase according to Setiadi in [8]. The image is formed by the association is the underlying of the decision to buy even brand loyalty (brand loyalty) from consumers. According to [8] the image is a perception that is relatively consistent in the long term (enduring perception).

There are several factors that form a brand image [9], such as:

- a) Quality and grade, relating to the quality of products or services offered by manufacturers with a particular brand.
- b) Can be trusted or reliable, related to the opinions formed by the public about a particular product consumed.
- c) Usefulness or benefit, which is related to the function of a product that can be utilized by consumers to fulfill their needs.
- d) Service, which is related to the duties of producers in serving their customers.

- e) Risks, related to the size of the profit and loss that may be experienced by consumers.
- f) Price, which in this case relates to high or low amount of money spent by consumers to influence a product, can also affect the long-term image.
- g) The image owned by the brand itself, namely in the form of opinions, agreements and information relating to a brand of a particular product

Furthermore, there are three first things in choosing a brand that is memorable, meaningful, and likable that will build a brand. While the next three things are the elements used to survive by influencing and maintaining brand equity from competitors [5]:

- a) Memorable, how easy the brand consumer is remembered and recognized.
- b) Meaningful, how good the brand's credibility is.
- c) Likeable, the level of beauty and liveliness of the brand.
- d) Transferable, brand ability represents a new product in the same or different category.
- e) Adaptable, brand convenience adjusted and updated in accordance with the times.
- f) Protectable, legal protection against the brand.

#### Service Quality

In marketing their products, the company must have a marketing strategy to achieve its goals and must have good service quality as well in order to reach customers. Quality of service [10] is the expected level of excellence and control over the level of excellence to meet customer desires. Quality of service, According to Parasuraman cited by Farida Jasfar [11] "Quality of service is the comparison between perceived service (perception) customers with the quality of service that customers expect".

The principles existing in the quality of service [12] are as follows:

- a) Leadership is corporate strategy must be an initiative for the commitment of top management. Top management should lead the company to improve its quality performance. Without the leadership of top management, efforts to improve the quality of service will only generate small impact on the company.
- b) Planning. The strategic planning process should include the measurement and quality objectives used in directing the company to achieve its mission.
- c) Review. The review process is the single most effective tool for management to change organizational behavior. This process is a mechanism that ensures constant and continuous attention to achieve quality objectives.
- d) Communication. Implementation of quality strategies in people is influenced by the communication process within the company. Communication should be done with the

convenience of customers and owners of the company.

- e) Awards and Measurements. An important aspect in the implementation of the quality strategy of each outstanding employee is recognized in order to contribute greatly to the company and the customers it serves
- f) Education. All company personnel ranging from top management to operational employees must obtain a good quality education. Aspects need to gain emphasis on the education, covering the concept of quality as a business, the technique of implementing quality business strategy and executive planning in the implementation of quality strategy.

There are also five main dimensions of service quality by Tjiptono in [13], namely:

- a) Realibility, is the ability to provide promptly, accurately, and satisfactorily promised service.
- b) Responsiveness (responsiveness), is the desire of the employees to help consumers and provide services with responsiveness.
- c) Assurance, is the guarantee includes knowledge, competence, courtesy and credibility of employees, free of danger, risk or doubt.
- d) Empathy (attention), which is about the ease in establishing relationships, good communication, personal attention, and understanding of the individual needs of consumers.
- e) Tangibles (Physical evidence), which is about physical facilities, equipment, employees, and means of communication.

#### Perceived Price

Before discussing about the perception of the price, it would be better to discuss about the perception first. The perception according to Solomon in [14] is a process by which a person's response in selecting, managing, and interpreting. Meanwhile, according to Heding, Knudtzen, Bjerre in [14], perception is the process of creating meaning in which the brain is identifying patterns of input and recognizing certain elements as being interconnected.

In the decision to choose a service, price is an important factor to be considered. Price also relates to the value and usefulness that makes it as an attribute that exists on an item that allows the goods to meet the needs, desires, and satisfy the consumer and provide benefits for consumers who use these services. This will lead to a perception with expensive or cheap whether it gives a strong influence in buying desire and purchase satisfaction [9]. According to Kotler and Armstrong [4], there are four indicators that characterize the price, namely:

- a) Affordability of price
- b) Price compliance with product and service quality
- c) Price competitiveness
- d) Compatibility of prices with benefits

### Purchase Decision on Using Service

There are some factors that influence consumer behavior [4], such as:

#### Cultural factors

- Culture. Culture is the most fundamental determinant of a person's desires and behaviors. If the lower creatures are governed largely by instinct, then human behavior is largely learned.
- Sub Culture. Sub Cultures have smaller sub-cultural groups that are identifiers and socializations that are special toward the behavior of its members. There are four kinds of sub-cultures, namely nationalities, denominations, racial groups and geographical areas
- Social Class. Social class is a group in society, where each group tends to have the same values, interests and behaviors.

#### Social Factors

- Reference Group. Reference groups are groups that directly or indirectly influence one's attitudes and behavior.
- Family. Family members can exert a strong influence on buyer behavior
- Roles and Status. The position of a person in each group can be explained in terms of role and status. Each role carries a status that reflects the general appreciation of the community.

#### Personal Factors

- Age and Stage of Life Cycle. Someone's purchasing on goods and services will change time to time of his/her life. The taste of person will change as well.
- Work. By the existence of working groups, company is able to produce products according to the needs of certain working groups.
- Economic Condition. One's economic condition can be seen from the level of income that can affect the choice of the product.
- Life Style. Person's lifestyle is the lifestyle of a person who contributes to buying behavior.
- Personality and Self Concept, Personality is the psychological traits that distinguish everyone while the self-concept is more towards self-image.

#### Psychological Condition

- Motivation. Motivation is an urgent need for urgency to lead a person to seek satisfaction with that need.
- Perception. A person who is motivated to do an action is a person who is affected by his perception of the situation he is facing.
- Learning. Learning illustrates the changes in the behavior of an individual who comes from experience. Most human behavior is acquired by studying it.

- Trust and Attitude. Through deeds and learning, people gain trust and subsequent attitudes affect behavior.

The decision-making process has five stages according to Kotler and Keller in [15], such as:

- Recognition of needs (need recognition), where a customer recognize problem or requirement understanding. This stage is slightly influenced by how the consumer knowledge about purchasing. The basic dimension of the introduction of needs is information regarding the decision about where the product should be purchased and when the purchase should occur.
- Searching Information (information research), is the stage of decision-making process of buyers where consumers have been interested to find more information. At this stage one who is interested in a product may be looking for more information. If the consumer's push is so strong and the satisfactory product is within reach, the consumer will most likely make a purchase. However, if not, consumers will likely keep their needs in memory or search for information related to that need.
- Evaluate various alternatives is the stage in the buyer decision-making process in which consumers use information to evaluate alternative brands in a preferred arrangement.
- Buying decision is the stage in the buyer decision process where the consumer actually purchases the product, including the choice of product, brand, dealer, time, amount of purchase, and method of payment.
- Post purchase behavior is the stage in the buyer's decision-making process where consumers take further action after buying based on the satisfaction they feel.

#### Conceptual Framework

Based on the theory of purchasing decisions above, the theory that will be selected by the researcher belongs to Kotler and Armstrong, purchasing decisions have 5 dimensions that are the introduction of problems, information search, alternative evaluation, purchasing decisions and behavior after purchase. Then related to the quality of service theory selected is Tjipjono's property in Masruri [13] as well as for perception of prices using Kotler's property in Yuwan Soelistiyo [16]. Brand image according to Kotler Armstrong has four dimensions: easy to remember, meaningful, easy to be liked, easy to develop to other product line, and protected. Service quality dimensions are physical evidence, reliability, responsiveness, assurance and empathy. As for the last dimension of price perception is the affordability of price conformity price with quality, price competitiveness, and suitability of price and benefit.

Brand image influences purchasing decisions positively and significantly [17]. It means the better the

image of this company the higher the level of purchase decision. Similar research is also generated by research [18] which states that purchasing decisions are strongly influenced by their brand image and behavior towards the brand under study.

Quality of service affects purchasing decisions or using services [19]. This means that the higher the quality of service, the higher the decision will also use the services or purchasing decisions. Several studies have also produced the same thing Amalia [20]. The influence of brand image, brand trust, and consumer

satisfaction on the loyalty of courier service brands (Case Study on Pos Indonesia Customers at the Faculty of Economics, Yogyakarta State University). The results showed that the results showed that Price, Service Quality and Brand Image have a positive and significant effect on the variable of Purchase Decision.

Price perception also influences Alfred's purchase decision [27]. This means that the more appropriate price with the quality and benefits obtained then the higher the level of purchasing decisions buyers.

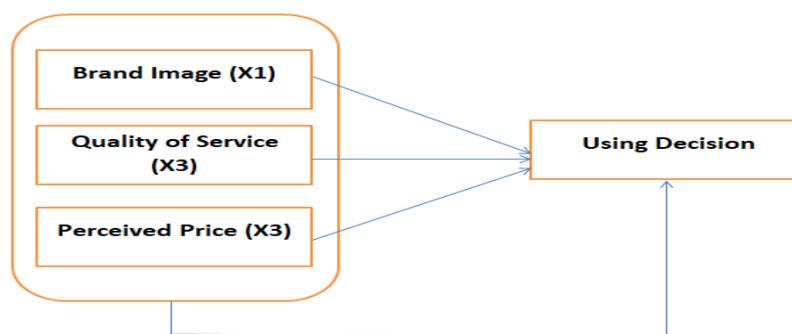


Fig-1: Research Framework

Based on the above draft analysis, the hypothesis in this study are:

- The brand image has an effect on the decision on using courier service on Pos Indonesia service
- Quality of service affects the decision on using courier service on Pos Indonesia service
- Price perceptions affect the decision on using courier service on Pos Indonesia service
- Brand image, service quality and price perceptions affect the decision on using courier service on Pos Indonesia service

## RESEARCH METHODS

The object of this research is PT Pos Indonesia branch Fatmawati. The unit of analysis is the service user of PT Pos Indonesia. The method of this study is by survey method to examine the perception of respondents. The study population is all service users of PT Pos Indonesia that the number is not identified and the determination of the number of samples with Rao Purba technique in [21] so that it gets 199 respondents. Sampling technique with simple random sampling technique, Instrument used in this research is a questionnaire. Data is sourced from secondary data and primary data. Before the data collected through the respondents, the questionnaire has been tested the validity and reliability, until all the questionnaires valid and reliable.

The analytical method used is quantitative analysis method with multiple linear regression analysis tool, with Margin of Error 10% and tool for data processing is by application of SPSS 23 [22].

According Sugiyono [23] causal design is a study aimed at analyzing the causal relationship between independent variables (variables that affect) and the dependent variable (variable that influenced).

Multiple Linear Regression Analysis can only be done if it has fulfilled the criterion and requirement from classical assumptions such as normality test, multicollinearity test, and heteroskedasticity of Multiple Linear Regression Equation is  $Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$ . Where: Y = decision to use; a = Constants; b1 = Regression coefficient of X1; b2 = Regression coefficient of X2; b3 = Regression coefficient of X3; X1 = brand image; X2 = quality of service; X3 = price perception; e = error / other factors.

Multiple Linear Regression Analysis followed by Determination analysis (R Square) to show how far independent variable (X1, X2 & X3) is able to explain and contribute to dependent variable (Y). Then followed by partial test of hypothesis (t test), hypothesis test simultaneously (F test) and continued with correlation analysis between dimensions. The criteria for hypothesis testing are as follows:

If  $t_{\text{arithmic}} > t_{\text{table}}$  means independent variables (X1, X2 & X3) affects the dependent variable (Y) partially. If  $\alpha$  (significant level)  $< 0,05$  means independent variable (X1, X2 & X3) have significant influence to variable dependent (Y) partially; and

If  $F_{\text{arithmic}} > F_{\text{table}}$  means independent variables (X1, X2 & X3) affect the dependent

simultaneously and if alpha (significant level) <0.05 means independent variables (X1, X2 & X3) significant effect on variable dependent (Y) simultaneously.

**RESULTS AND DISCUSSION**

**Respondents Characterization**

Below is the table of respondents which is divided into four categories based on their gender, age, education and occupation.

**Table-2: Respondents Characterization**

No	Respondents Characteristics	Description	Percentage
1	Gender	Man	37,0 %
		Woman	63,0%
2	Age	< 15 years old	3,4%
		15-25 years old	42,1%
		26-35 years old	47,1%
		36-45 years old	4,2%
		45-65 years old	2,5%
		>65 years old	.8%
3	Educational Background	Secondary school	5,9 %
		High School	31,1 %
		Diploma (D1, D2, or D3)	16,8 %
		Bachelor Degree (S1)	29,5%
		Graduate Degree (S2)	6,7%
4	Occupation	Students	10,1%
		Civil Servant	19,3%
		Army / Police	1,7%
		Private employees	44,5%
		Entrepreneur	8,4 %
		Others	16,0 %

Source: primer data, modified (2018)

Based on the table, it can be assumed that according to gender the number of woman respondent is more dominant compared to man, woman is 63% while man is 37,0 % only. Furthermore, respondents' characterization according to six different range of age has the largest number on those people whose age around 26-35 years old. It shows that most of the users are those people who are in the productive period. The next characterization is based on educational background which bachelor degree is the highest number of respondents which is as much as 29,5 %. The last, is based on occupation and private employees are the most dominant respondent which share is about 44,5 %.

**Multiple Linier Regression Equation**

From the results of the above test, it generated multiple linier regression equation as follows:  $Y = 3.521 + .178 X_1 + .162 X_2 + .317 X_3 + \epsilon$ .

From the regression equation it can be concluded that:

- Constant value is 3.521.
- The coefficient of brand image variable of .178 means that it has a positive and significant effect on customer purchasing decision service.

- The coefficient of variable quality of service amounted to .178 means a positive and significant influence on the decision of customer purchases services.
- The coefficient of variable perception of price of .178 means that it has a positive and significant impact on customer purchasing decisions services.
- The three coefficients have positive value then it proves that these three variables have a positive contribution to the purchase decision

**Coefficient of Determination**

The determination coefficient test is used to see how variant of bound variable (purchasing decision) influenced by variance of independent variable (brand image, brand awareness, price and promotion) or in other words how big independent variable influence dependent variable, seen from value Adjusted R square (R2).

Based on the determination coefficient test using SPSS software, the following results are obtained:

**Table-3: Model Summary**

R Square	Adjusted R Square	Std. Error of the Estimate
.607	.596	3.775
a. Predictors: (Constant), Price, brand image, service quality		
Source: SPSS Output, 2018		

Based on the determination test results obtained R square value of .607 which means being in the interval between 0.60 - 0.799 which means strong. The table also shows an adjusted R square value of .596. this shows that as much as 59.6% variable purchase decision on courier service users in PT. Pos Indonesia can be explained in the variable of brand image, service quality, and price perception. It also means that 40.4% there are other factors that affect the purchase decision on the user of the courier service at Pos Indonesia in Fatmawati Post Office.

**Partial Test (t Test)**

The t test is conducted to measure how far the influence of each independent variable is individually in explaining the dependent variable. This means, t test is aimed to test Hypothesis 1 on whether the brand image has an effect on the decision to use courier service at PT. Pos Indonesia, H2 on whether the quality of service affects the decision to use courier services at PT Pos Indonesia and H3 on whether the perception of prices affect the decision to use services at PT. Indonesian post. The t test results are listed in the table below:

**Table-4: Coefficients**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.521	2.434		1.446	.151
	Brand Image	.178	.079	.198	2.259	.026
	Service Quality	.162	.041	.367	3.955	.000
	Price	.317	.079	.317	3.997	.000

a. Dependent Variable: Purchasing Decision

Source: SPSS Output, 2018

Based on the above table, it can be concluded as follows:

- Brand image (X1) has influence on decision of using courier service (Y).
- Brand image variable obtained t count of 2.259 with a significance level of 0.005. Where t is 2,259 > t table 1,965 and level of significance equal to 0,026 < 0,05. This means that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, so this research is acceptable. So it can be concluded that, partially brand image variable significantly influence the purchase decision.
- Service of Quality (X2) has influence on decision of using courier service (Y)
- Service quality obtained t count of 3,955 with significance level 0,005. Where is t count. 3.955 > 1.965 t table and a significance level of 0.000 < 0.05. This means that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, so this research is acceptable. So it can be

concluded that, partially variable service quality significantly influence customer purchase decision.

- Price (X3) has influence on decision of using courier service (Y) In the variable perception of the price obtained t count of 3.997 with a significance level of 0.005. Where t count 3.997 > t Table-1,965 and a significance level of 0.000 < 0.05. This means that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, so this research is acceptable. So it can be concluded that, partially variable perception of price have a significant effect on customer decision to use courier service.

**Simultaneous F test (F Test)**

The F test is performed to test the fourth hypothesis or whether all independent variables including the brand image variable (X1), the service quality (X2) and price (X3) which has been applied into the model have a simultaneous influence on the dependent variable, then the result of F test is as follows:

**Table-5: Simultaneous F Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2527.103	3	842.368	59.118	.000 <sup>b</sup>
	Residual	1638.628	115	14.249		
	Total	4165.731	118			

a. Dependent Variable: Purchasing decision

B. Predictors: (Constant), Price, Brand Image, Service Quality

Source: SPSS Output, 2018

Based on the test above, the simultaneous F test is obtained as much as 59,118 which level of significance is 0,00 if it is compared to the alpha value = 0.05 then the significance is (0.000 < 0.05) so that it

can be concluded that H<sub>0</sub> is refused and H<sub>a</sub> is accepted. Based on this research, it can be concluded that variables: X1, X2, X3 or the variables of brand image, service quality, and price has simultaneously influence

towards the decision of using courier service in PT Pos Indonesia, Fatmawati branch office.

Based on the above test, the result obtained F test of 59.118 with a significance level of 0.00. If it is compared to the value of alpha = 0.05 then the significance value of (0.000 < 0.05) so it can be concluded H<sub>0</sub> rejected and H<sub>a</sub> is accepted. From this research, it can conclude that variables; X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub> or

brand image variable of service quality and price perception have simultaneously influenced on the decision on using courier service at PT Pos Indonesia, Fatmawati Post Office.

**Interdependent Variable Correlation Analysis**

This table is the result of interdependent variable correlation which is able to portray the relationship between dimensions.

**Table-6: Interdependent Correlation Analysis**

Variable	Dimension	Purchasing Decision			Purchasing Decision
		Problem recognition	Information Research	Evaluation of Alternatives	
Brand Image(X1)	1. memorable	.359	.404	.418	.415
	2. meaningful	.362	.598	.540	.559
	3. likeable	.542	.572	.501	.505
	4. adaptable	.447	.479	.527	.520
	5. protected	.475	.541	.614	<b>.650</b>
Service Quality (X2)	1. physical evidence	.498	.536	.616	<b>.657</b>
	2. reliable	.425	.610	.585	.618
	3. responsiveness	.447	.600	.577	.661
	4. assurance	.257	.253	.302	.361
	5. empathy	.455	.598	.608	.682
Price (X3)	1. price affordability	.406	.530	.544	.594
	2. price and service product compatibility	.406	.588	.579	.569
	3. price competitiveness	.216	.528	.458	.440
	4. price and benefit compatibility	.470	<b>.614</b>	.535	.517

Source: SPSS Output, 2018

Based on data analysis of the relationship between dimensions in the table above shows that:

- 1) The strongest relationship between the dimensions of brand image and purchase decision is the relationship of protected and the purchase decision which value is 0.650. It means that the more protected the services offered, the more positive image will be formed on PT Pos Indonesia. While the weakest relation is dimension of memorable dimensions which value is 0, 359. This shows that the memorable aspect does not affect the problem recognition aspect using courier service at PT Pos Indonesia.
- 2) The strongest relationship between service quality dimensions and purchasing decisions is the relationship of physical evidence to the purchase decision. This means physical evidence such as the various facilities shown by PT Pos Indonesia branch Fatmawati are able to improve customer decisions in the decision of using courier service there that is equal to 0.657. For the weakest relationship is the relationship of assurance with the relationship of information search. This means that guarantees at the time of discovery of information are not related to the decision to use courier service at Fatmawati post office.

- 3) The strongest relationship is the relationship of price competitiveness to the search for information in using courier services that is equal to 0.614. This means price competitiveness can increase customers to choose courier service at PT Pos Indonesia in Fatmawati Post Office. While the weakest relationship is the price compatibility with the relationship of problem recognition. This means that price conformity does not affect the decision on use this courier service.

Discussion of the results of this study discusses each variable such as; brand image, service quality, and price perception of the decision on using courier service at PT Pos fatmawati.

**The Influence of Brand Image on the Decision Using Courier Service**

Brand image based on the above test stated positively affect the purchasing decision either partially or simultaneously after tested using F test and T test. This finding is in line with research conducted by Amran [24], his research on PT. Pos Indonesia states that brand equity is able to explain the increasing willingness to buy customers against PT POS Indonesia (Persero). In addition there are also several similar

studies conducted by Fianto [17], Shah *et al.*, [18], Sardijantoputra [25]. But last not the least, Prasetya, Kumadji and Yulianto [26] who examined the brand image of product quality towards trust and research decisions also revealed the same thing. Brand image has a significant effect not only on purchasing decisions, but also with trust.

### **The Influence of Service Quality on the Decision on Using Courier Service**

Service quality based on the above test is stated to have a positive effect on purchasing decision either partially or simultaneously after tested through F test and T test. The findings of this research are in line with the research conducted by [19, 27, 28]. In line with that, Amalia [20] stated that the influence of brand image, brand trust, and satisfaction of consumer to loyalty of courier service brand (Case Study on Pos Indonesia Customers at Faculty of Economics, State University of Yogyakarta). The results showed that the results showed that Price, Service Quality and Brand Image have a positive and significant effect on the variable of Purchase Decision.

### **The Influence of Price on the Decision on Using Courier Service**

The price perception variable based on the above test resulted that positively influences purchasing decision either partially or simultaneously after tested by F test and T test. The findings of this research are in line with research conducted by Amalia [20], Weenas [29], Rosica [30] and Sardijantoputra [25].

Relevant to the above results, research conducted by Liana [31] discusses the Influence of Price Perception, Product Quality, and Promotion of Private Label Decision of Alfamart Tangerang City Region. The result is the perception of price, product quality, and promotion simultaneously affect

### **Brand Image, Service Quality and Price Perception have Influence on the Decision on Using Courier Service**

Based on research that has been conducted related to the influence of brand image, service quality, and perception price, it can be conclude that they influence simultaneously and positively toward the decision on using courier service at PT Pos Indonesia. It can be seen from the result of regression coefficient test that is equal to 3,521 and result of simultaneous F test. Based on the results of regression coefficient test obtained R square that magnitude affects these three variables to consumers of 60.7%. So, after seeing the magnitude of the influence of the three independent variables tested on the decision to use services then that amount is the contribution of these three variables to customer decisions. Thus, the management of PT Pos Indonesia should pay attention toward the three aforementioned variables in term of improving the quality of this highly prestigious company.

The results of this study are in line with the research of Amalia [20] who stated that price, quality of service and price has a positive and significant influence on purchasing decision.

Based on the result of determination analysis that decision to choose courier service (Purchasing Decision) influenced by many factors, apart from Brand Image, Service Quality, and Perceived Price variable. The results of this study are in line and reinforced previous research include:

- Product, Price and Distribution Channel have positive and significant effect on Purchase Decision either partially or simultaneously on Mandiri e-Cash [33].
- Brand Image, Brand Awareness and Price have positive and significant influence on Purchase Decision either partially or simultaneously, SMECO Indonesia SME Case Study Case Study [34];
- Service of Quality, Brand Image and Promotion have a positive and significant effect on Purchase Decision either partially or simultaneously at PT. Hartek Prima Listrindo Jakarta [35].

## **CONCLUSION AND SUGGESTION**

### **CONCLUSION**

Based on the data analysis of respondents' characteristics, the result shows that description of respondents consists of gender, age of educational background. From the results of the number female users are more dominant when compared with men. Furthermore, in terms of age the largest range is in the age group 15-25 years and range 26-35 years. According to occupation, the largest number is from private companies.

According to the result of research and discussion which has been explained, the conclusion as follows:

- Brand image has a positive and significant influence on decision of using courier service of PT Pos Indonesia, Fatmawati Post Office, Cilandak, South Jakarta. It means that the better brand image, the better level of decision making will be made by the customer who will use courier service in PT Pos Indonesia, Fatmawati Post Office.
- Service quality has a positive and significant influence on decision of using courier service of PT Pos Indonesia, Fatmawati Post Office, Cilandak, South Jakarta. It means that the better brand image, the better level of decision making will be made by the customer who will use courier service in PT Pos Indonesia, Fatmawati Post Office. Price have a positive partially and significantly influence on the decision on using courier service at PT Pos Indonesia, Fatmawati Post Office, Cilandak, South Jakarta. This means that the price set by this company must match the benefits, price and quality offered. If this is done then the level of decision on using the service increase.

- Brand image, service quality and price have influence simultaneously on decision to use courier service at PT Pos Indonesia. This means that the more variables increase the higher the level of decision of courier service users to choose services in PT Pos Indonesia.

### Suggestions

Here are some suggestion that can be conclude from this research:

#### For Academician

- Conducting further research is not limited to brand image, service quality and price perception that already exist, can also be included other variables such as product quality that has been integrated with online so that can be obtained model of user satisfaction in improving user satisfaction is much better with the model which is now.
- In conducting the research should be included in the questionnaire about how often customers come and should choose a more specific customer character of the purpose or use of certain products so that illustrated more clearly what the consumer really wants

#### For management

- Brand image, service quality and price perception have an influence of 59.6 percent or more than 50%. This means that these three variables contribute a lot to the decision to use services for courier service users in PT Pos Indonesia in Fatmawati branch, Cilandak, South Jakarta, then the company should pay close attention to improve the above three factors.
- Pos Indonesia brand image has a very significant value of significance then the company should better maintain and enhance the company's brand image.
- Management should increase brand image of PT Pos Indonesia to make their service more memorable and increase the service quality through its assurance.

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