



The influence of service quality, price perception and brand image on the decision to purchase marine freight forwarding services at pt. Arindo Jaya Mandiri

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Abstract

PT. Arindo Jaya Mandiri Semarang is one of the companies engaged in sea freight forwarding services (EMKL). Based on customer data, exports and imports, starting from July to October 2022, experienced a drastic decline reaching 68.1% for exports, while imports reached 78.4%. PT. Arindo Jaya Mandiri Semarang is one of the companies engaged in sea freight forwarding services (EMKL). Based on customer data, exports and imports, starting from July to October 2022, experienced a drastic decline reaching 68.1% for exports, while imports reached 78.4%. The results of this study indicate that partially service quality has a positive significance to the purchasing decision variable. Perceived price partially has a positive significance to the purchasing decision variable. Brand image partially has a positive significance to the purchasing decision variable. Service quality, price perception and brand image simultaneously have a significant influence on purchasing decision variables.

Keywords: service quality, price perception, brand image, and purchasing decision

1. Introduction

Ship Freight Forwarding Company (EMKL) is a company that handles documents and cargo to be transported by ship or from a ship in charge of taking over goods from the owner who has received written authorization from the owner. EMKL is one of the business fields in Indonesia, considering the geographical conditions that exist in Indonesia as a maritime country surrounded by sea, making EMKL business can be a business that can develop according to needs related to the needs of import and export services.

A very high level of competition in the EMKL service industry is inevitable, a business if it has good prospects and plans will give rise to new businesses operating in the same industry, giving rise to fierce competition in the industry as more and more companies compete in the same market. In the midst of tight business competition, especially in the field of EMKL (Marine Cargo Expedition) services such as PT. Arindo Jaya Mandiri. This raises important factors that distinguish EMKL from one another in several factors, including service quality, price perception and brand image as a strategy and innovation in marketing service products so as to seize the market and master it. So that it becomes a market leader in the industry, one of which is export-import services that are widely found in the Tanjung Emas port area, Semarang.

Today, consumers are more selective in spending their money to buy products. Good quality products will be chosen by consumers. This encourages companies to do even more to ensure that their products are acceptable to consumers. Therefore, it is very important for companies to know what consumers need and want from a product through consumer response or response so that the company enjoys customer satisfaction that exceeds its expectations. PT. Arindo Jaya Mandiri is a company engaged in shipping expedition services (EMKL) serving the export and import business of PT. Arindo Jaya Mandiri has been running for more than 20 years.

In carrying out its services PT. Arindo Jaya Mandiri Semarang always provides maximum service in serving customers. To attract or retain customers PT. Arindo Jaya Mandiri Semarang does not hesitate to provide services even outside the existing jobdesk.

From the services provided by PT. Arindo Jaya Mandiri Semarang the number of exports and imports at PT. Arindo Jaya mandiri Semarang starting from June to September 2023 as follows:

Table 1: Export and Import Data in PT. Arindo Jaya Mandiri Semarang Period June - September 2023

Month	Eksport	Import
Juni	130	140
Juli	105	92
Agustus	85	40
September	40	35

Buchari Alma (2016: 96) in (Napitupulu, M. H., & Supriyono, S. 2022) suggests that purchasing decisions are consumer decisions that are influenced by economics, finance, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes. So as to form an attitude to consumers to process all information and draw conclusions in the form of what product response to buy. There are several factors that influence purchasing decisions, the first of which is the quality of service.

Quality of service and perception of price, brand image are no less important in influencing purchasing decisions. Intense competition will position marketers to always develop and seize market share. One way to achieve market share is the brand. According to Kotler and Lane (2012: 272) in (Anggraeni, A. R., & Soliha, E.2020) brand image is a hidden vision and trust of consumers, as a reflection of associations that are held in consumer memory. As stated by Aker (1997) in (Anggraeni, A. R., & Soliha, E.2020) said brand association is everything related to the memory of a product. Brand image becomes very important to pay attention to. Through a good EMKL corporate brand image, it can cause emotional value in consumers, where positive feelings will arise when using EMKL services. Conversely, if an EMKL company has a bad image in the eyes of consumers, consumers are unlikely to choose the EMKL Company. Therefore, PT Arindo Jaya Mandiri Semarang strives to maintain the company's brand image to remain good in the eyes of customers so that customers will not move to other EMKL companies.

From the description of the background above, the author is interested in conducting a research at PT. Arindo Jaya Mandiri with the aim of knowing the influence of service quality on the decision to purchase shipping expedition services at PT. Arindo Jaya Mandiri Semarang and to determine the influence of price perception on the decision to purchase expedition services for shipping at PT. Arindo Jaya Mandiri Semarang.

2. Literature Review

A. Services

Understanding services (Payne) in (Dwiputra, I. 2021) is an activity that has some intangible elements associated with it, which involves some interaction with the customer or with his ownership property, and does not result in a transfer of ownership. Kotler and Keller (2009) in (Mardhiana, H.2019) define services as various actions or performance offered by one party to another party that basically cannot be seen and does not produce property rights to something. Thus, services are a type of intangible product. This is different from goods that are types of tangible goods so it needs to be emphasized

that the sale of services does not result in the transfer of property rights, and the services produced by the company are in the nature of helping buyers to obtain convenience in achieving the desired satisfaction. Meanwhile, services also have unique characteristics that distinguish them from manufactured goods or products.

B. Purchase Decision

According to Schiffman and Kanuk (2007: 485) in (Nawangari, S., & Pramesti, WN.2017) Decision is the selection of two or more alternative options. In other words, alternative options must be available to a person when making decisions. If a person has a choice between making a purchase or not, that person is in a position to make a decision. A decision is a reaction to some alternative solution that is done consciously by analyzing the possibilities of that alternative along with their consequences. Every decision will make a final choice, it can be an action or an opinion. It all starts when we need to do something, but don't know what to do. Setiadi, (2003: 341) in (Mubarok, M. M. 2018) explained that a decision involves a choice between two or more alternative actions or behaviors. Decisions always require a choice between several different behaviors.

According to Philip Kotler & Kevin Lane Keller (2009, p.184) in (Seventeen, W. L. 2021) Purchasing decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decision is an approach to solving problems in human activities to buy goods or services in meeting their wants and needs. According to Philip Kotler & Kevin Lane Keller (2009, p.184) in (Seventeen, W. L. 2021) the decision-making process is a problem-adjusting approach consisting of five stages carried out by consumers, the five stages are problem recognition, information search, alternative evaluation, decision making, and post-purchase behavior.

C. Quality of Service

The definition of service quality is the degree to which a product meets its specifications. The point is that service quality also reflects the comparison between the level of service delivered by the company compared to customer expectations (Tjiptono & Chandra 2012) in (Iskandar, D., & Nasution, M. I. B. 2019, October). Service quality can be determined by looking at how much satisfaction from customers, the more customers get satisfaction the customer will make continuous purchase decisions. According to (Parasuraman, Zeithaml and Berry, 1985) in (Harahap, D. A., & Amanah, D.2019) the quality of service, which is received or perceived (perceived service) customers as expected, the quality of service will be considered good and satisfactory. The smaller the difference between customer expectations and the services received, the better the quality of service of a company.

Service quality according to Fandy Tjiptono (2008) in (Sitio, V. S. S.2019) is the expected level of excellence and control over the level of excellence to meet customer desires. The dimensions of service quality according to Zeithaml, and Berry and Fandy Tjiptono 2008 in (Sitio, V. S. S. 2019) include physical evidence, reliability, responsiveness, certainty and empathy. (Parasuraman and Tjiptono 2008) in (Sitio, V. S. S. 2019) concluded that there are five dimensions of service quality, namely: 1). reliability or constraints; 1) responsiveness; 3). assurance; 4). empathy; 5). tangible. It can be concluded that service quality is a fulfillment of

expectations from customers in terms of solving obstacles, being quick to respond, being able to provide guarantees and having empathy in every job, and having tangible facilities. To create conformity to customers, these aspects really need to be considered.

D. Price Perception

Price perception is the value contained in a price related to benefits and owning or using a product or service (Kotler and Armstrong 2008) in (Retnowulan, J. 2017). According to Peter & Olson (2008) in (Rahmatullah, NF.2020) argue that price can describe a brand and provide a functional competitive advantage. In describing a brand, high prices can be known to be of high quality for some products and it is often stated that consumers feel a relationship between price and quality. Price perception concerns how price information is understood by consumers and made meaningful to them. In cognitive processing of price information, consumers can compare the stated price with a price or price range they imagine for the product. The price that is in mind as material for making the comparison is called the internal reference price. Internal reference prices are prices that are considered appropriate by consumers, prices that have existed historically or that consumers imagine as high or low market prices are basically internal reference prices become a kind of guide to evaluate whether the listed prices are acceptable to consumers (Peter J. Paul and Jerry C. Olson, 2014) in (Sari, D. Y., Tjahjaningsih, E., & Hayuningtias, K. A. 2018). Cost is the price that the exporter must pay to the EMKL Company for the use of services by the exporter. In a narrow sense, price is the amount billed for a product, both goods and services. In a broad sense, price is the sum of all value provided by customers to benefit from owning or using a product of goods or services. Djasmin Saladin (2001:95) in (Son, HZ.2017). Defining price is a sum of money as a medium of exchange to obtain products and services. Tjiptono (2007: 151) in (Putra, AP.2018) price is a monetary unit or other measure (including other goods and services) exchanged in order to obtain ownership rights or use of units of goods or services. Price greatly determines the purchase decision by the customer or exporter in using EMKL services because, price is the first factor or reason why the customer or exporter uses an EMKL service.

E. Brand Image

Brand image is the association or perception of consumers based on their memory of a product. Brand image is not contained in the features, technology or type of product itself, the image arises because of advertising, promotion, or users. Through brand image, consumers can recognize products, evaluate quality, reduce purchase risk, and obtain certain experiences and get certain satisfaction from a product (Keller 1993:3 and Lin 2007:2) in (Indriany, Y., Hastuti, S., & PV, D. I. 2022). According to (Tjiptono, 2005: 49) in (Supriyadi, S., Wiyani, W., & Nugraha, G. I. K. 2017) Brand image or brand description, which is a description of associations and beliefs in certain brands. Brand image can be thought of as the type of association that comes to the mind of consumers when remembering a particular brand. That association can appear in the form of a certain image or thought attributed to a brand.

According to (Sutisna, 2003) in (Apriani, S., & Bahrin, K. 2021) A strong brand image can provide several main advantages for a company, one of which will create a

competitive advantage. Products that have a good brand image tend to be more easily accepted by consumers. Product image is related to attitudes in the form of beliefs and preferences towards a product. Consumers with a positive image of a product, are more likely to make purchases, therefore the main use of advertising is to build a positive image of a product. Another benefit of a positive product image is by developing a product and utilizing the positive image that has been formed towards the old product. The better the image of a brand, the higher the consumer's decision to make a purchase.

F. Conceptual Framework

To explain the relationship between service quality variables, price perception variables and brand image variables that will influence purchasing decisions, in this study the author presents a conceptual framework image so that readers can understand the relationship between independent variables to dependent variables.

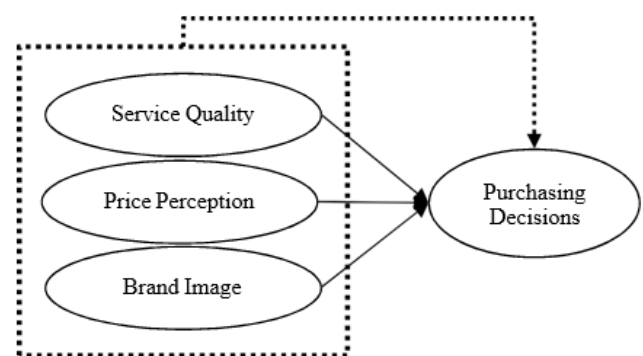


Fig 1: Conceptual Framework

3. Research Methods

This type of research is quantitative which aims to explain, summarize, various conditions and various variables that arise to be the object of research based on what happens. Then bring to the surface a character or picture of that condition, situation or variable. According to Creswell (2012: 13), quantitative research requires researchers to explain how variables affect other variables. This research belongs to the type of experimental research. Sugiyono (2012: 11) "Quantitative methods can be interpreted as research methods based on the philosophy of positivism.

Sukardi (2010: 53) states that population is all members of a group of humans, animals, events, or objects that live together in one place and are planned to be the target of conclusions from the final results of a study. In a study conducted at PT Arindo Jaya Mandiri Semarang, the population in the study was all customers of PT Arindo Jaya Mandiri totaling 32 exporters.

According to Arikunto (2006: 131) Samples are part or representative of the population studied. Hadari Nawawi (2012: 153) "A sample is a portion of the population to represent the entire population". While Mardalis (2009: 55) states that the sample is an example, which is part of all individuals who are the object of research. If the population is in large numbers, then to make it easier for the author to conduct research, samples taken from the population are needed. Furthermore, what has been learned from the sample will get conclusions which are then used as a population. In this study, the authors used 30 respondents to be studied. The respondent is a regular customer of PT. Arindo Jaya Mandiri

Semarang who has used EMKL services or ship cargo expeditions.

The sampling technique in this study is to use a non-probability sampling technique, namely incidental sampling where the determination of the sample is based on chance, that is, anyone who incidentally / incidentally meets the researcher can be used as a sample, if viewed by the person who happened to meet was cook as a source of data. The data collection method uses questionnaire methods and literature studies.

The sampling technique in this study is to use a non-probability sampling technique, namely incidental sampling where the determination of the sample based on chance, that is, anyone who incidentally / incidentally meets the researcher can be used as a sample, if it is considered that the person who happened to be met is suitable as a source of data. Data collection method using questionnaire method and literature study.

4. Research Results and Discussion

Based on the research that has been done, the first hypothesis states that the influence of service quality variables on purchasing decisions states that service quality has a positive effect on purchasing decisions is proven. This is evidenced through multiple linear regression calculations where the correlation coefficient (r) or the closeness between service quality variables (X1) and purchasing decisions (Y) is 0.212, so this shows that the relationship between service quality variables and purchasing decisions has a positive effect. In addition, the result of the value of t calculate variables. Service Quality is 2,296. Because the calculated t value is $2.296 > t$ table is 2.05553, and the significance value obtained is $0.006 < 0.05$, it can be concluded that H1 or the first hypothesis has an effect on the Purchase Decision . The results of the Research on Service Quality Variables have a positive and significant effect on Purchasing Decisions.

The first hypothesis states that the influence of price perception variables on purchasing decisions states that price perception has a positive effect on purchasing decisions is proven. This is evidenced through multiple linear regression calculations where the correlation coefficient (r) or the closeness between the price perception variable (X2) and the purchase decision (Y) is 0.902 so that this shows that the relationship between price perception variables and purchasing decisions has a positive effect. In addition, the result of the calculated t value of the price perception variable is 5.345. Because the calculated t value is $5.345 > t$ table is 2.05553, and the significance value obtained is $0.000 < 0.05$, it can be concluded that H2 or the second hypothesis has an effect on the Purchase Decision. The results of the Price Perception Variable Research have a positive and significant effect on Purchasing Decisions.

Furthermore, the third hypothesis states that the influence of brand image variables on purchasing decisions states that brand image has a positive effect on purchasing decisions is proven. This is evidenced through multiple linear regression calculations where the correlation coefficient (r) or closeness between the brand image variable (X3) and purchase decision (Y) is 0.387, so this shows that the relationship between brand image variables and purchasing decisions has a positive effect. In addition, the result of the t-value of calculating the Brand Image variable is 2.893. Because the calculated t value is $2.893 > t$ table is 2.05553, and the significance value obtained is $0.008 < 0.05$, it can be

concluded that H3 or the third hypothesis affects the Purchase Decision. The results of the Brand Image Variable Research have a positive and significant effect on Purchasing Decisions.

The third hypothesis states that there is an influence between service quality, price perception and brand image on purchasing decisions which states that the variables of service quality, price perception and brand image together affect purchasing decisions are proven. This is proven through multiple linear regression calculations namely $Y = 5.303 + 0.217X_1 + 0.874X_2 + 0.374X_3 + \mu$ which explains that service quality, price perception and brand image together (simultaneously) have a positive effect on purchasing decisions. Furthermore, the value of the coefficient of determination is 0.537, so that it can be known that 53.7% of purchasing decision variables (Y) can be explained by the variables of service quality (X1), price perception (X2) and brand image (X3). Furthermore, it is strengthened by the calculated F value of 10.032 with the table F value of 3.354. So that the F value is calculated $> F$ table or $10.032 > 3.354$ with a significance level of $0.000 < 0.05$, the independent variable simultaneously has a significant influence on the Purchasing Decision at PT. Arindo Jaya Mandiri.

5. Conclusion and Suggestion

A. Conclusion

Based on the results of the study, it can be concluded that

1. The independent variable Service Quality (X1) has an influence on purchasing decisions which has the greatest value when viewed from the t test, namely t count 2.296 > 2.05553 where t this smaller table can be concluded that the service quality variable (X1) has a positive influence on the independent variable, namely Purchase Decision (Y), If using a significance value where the significance result is $0.006 < 0.05$ which means service quality has a positive influence on purchase decision at PT. Arindo Jaya Mandiri Semarang.
2. Price Perception Variable (X2) has an influence in the second order in this study which has a major influence on purchasing decisions, in this study it can be seen that the value of t calculate price (X2) is 5.345 while t table is 2.05553 , meaning that the hypothesis is accepted (t calculate $> t$ table). If you use a significance value where the significance result is $0.000 < 0.05$ which means it affects the purchase decision at PT. Arindo Jaya Mandiri Semarang.
3. Independent variable Brand Image (X3) which has a positive and significant influence on purchasing decisions, in this study it can be seen that the value of t calculate brand image (X3) is 2.893 while t table is 2.05553, meaning that the hypothesis is accepted (t count $> t$ table). When viewed using the significance value where the significance result is $0.008 < 0.05$ which means that the trust variable has a significant influence on purchasing decisions at PT. Arindo Jaya Mandiri Semarang.

B. Suggestions

1. The test results description of service quality variables are known to be good alacrity given by the company to customers, so that in the test results in this study service quality variables have quite an influence. Service quality is very important for companies especially in the field of services, therefore PT. Arindo Jaya Mandiri Semarang

- must be able to maintain and improve the quality of service that is good enough so that customers do not move to other emkl service companies.
2. In the price variable description test, it is mentioned that the payment period provided by the company to customers is more flexible. The policy to set prices is also very influential on the decision making of purchasing emkl services. Therefore PT. Arindo Jaya Mandiri Semarang needs to make interesting innovations in terms of providing offers to customers, so that they can feel happy and then want to use the services of PT. Arindo Jaya Mandiri Semarang continuously.
 3. From this research, brand image is no less important related to purchasing decisions. A good brand image will attract customers to use the services of PT. Arindo Jaya Mandiri Semarang. And to grow a good brand image starts with maximum service and pricing that is acceptable to customers but not detrimental to the company.

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