THE INFLUENCE OF BRAND PERCEPTION ON THE DECISION TO USE JNE EXPRESS DELIVERY SERVICES WITH CONSUMER ATTITUDES AS AN INTERVENING VARIABLE

(Case Study on JNE Customers (Nugraha Ekakurir Line) Pematang Siantar City)

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Abstract

This study aims to find out how the influence of brand perception on the decision to use JNE express delivery services with consumer attitudes as an intervening variable. The research method used is the method of qualitative data and quantitative data. While the data used is primary data. The method of data analysis in this study uses simple linear regression analysis to obtain a comprehensive picture of the influence between the variables Brand Perception and the Decision to Use Services by using the SPSS 25 for Windows program. To find out whether there is a significant effect of the independent variable on the dependent variable, a simple linear regression model is used. The results of hypothesis testing using simple regression analysis and t-test show that:

Keywords:Brand Perceptions, Decisions to Use Services, Consumer Attitudes.

INTRODUCTION

The growing development of the online business world today, both on a small and large scale, has shortened the distance between sellers and buyers who are in far-flung locations. Distance is no longer an obstacle for buying and selling between islands and even between countries. One of the important things needed in an online business is the distribution of good, safe and timely goods. Therefore, in distributing goods to consumers, online businesses need a business partner engaged in courier services or shipping goods. In Indonesia itself, there are several large companies engaged in this courier service to meet people's needs for shipping goods between regions or countries. Such as Pos Indonesia, JNE, TIKI, FedEx, DHL and others. The growth of courier services in Indonesia today,

According to Kotler (2011: 84) defines the decision to use services or consumer decisions, namely: "Purchasing decisions are final consumers of individuals and households who buy goods and services for personal consumption". Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are already known by the public before deciding to buy, consumers usually go through several stages first, namely, problem recognition, information search, alternative evaluation. , purchase decision or not, and post-purchase behavior.

The decision-making process for using purchasing services is basically the same for everyone, but the decision-making process will be colored by personality traits, age,

income and lifestyle. To prepare an effective strategy, companies must study competitors and actual and potential customers. A company's closest competitors are those that are trying to satisfy the same customers and needs and are making the same offer. Companies must identify competition by using industry analysis and analysis based on the market "Market control is one of the main activities carried out by entrepreneurs to maintain the viability of their business".

According to Ginting (2011: 99) defines a brand is a name, term, sign, symbol, design or a combination thereof to mark the product or service of one seller or group of sellers and to differentiate it from competitors. Based on the definition above, it can be concluded that brand image is a name, term, symbol, sign, and design used by companies to differentiate products from competitors. A person's buying behavior can be said to be something unique, because everyone's preferences and attitudes towards objects are different. . In addition, consumers come from several segments, so what they want and need is also different. Consumers choose or compare the companies they want to visit according to their perceptions. Perception is the process by which people select, organize,
Consumer behavior describes consumer actions in consuming goods, with certain incomes and certain prices of goods in such a way that consumers achieve their goals. According to Suryani (2013: 5), consumer behavior is a dynamic process that includes the behavior of individual consumers, groups and community members who are continuously changing, along with the current competition, both in terms of price, service quality and other factors. which are able to influence consumer attitudes and can lead to various perceptions that are able to contribute to companies in increasing long-term income.
The JNE company (Jalan Nugraha Ekakurir) is an express delivery service company that operates in almost all parts of Indonesia and already has a good brand perception for its customers. Of course, this illustrates the increasingly tight competition in the Indonesian logistics industry.Companies are required to be able to instill brand awareness in consumers or potential consumers, because high brand awareness can influence consumer choices in deciding a purchase in a particular product category.. The phenomenon of intense business competition is shown by the many manufacturers or service companies for the transportation and delivery of goods that have been established. The reason the researchers took this research at JNE (Nugraha Ekakurir Line) Irian City is because the area is in the city center which is accessible to everyone and vehicles so of course people will choose here to make deliveries.

This causes consumers to choose transportation services that suit their needs/desires. This convenience certainly makes its own problems for freight forwarding and shipping service companies. The company must be able to create quality services in order to create trust, satisfaction and consumer loyalty to the company's services.

LITERATURE REVIEWS

Decision to Use Services

The decision to purchase using a service is the selection of two or more alternative choices, which means that a person can make a decision. There must be a variety of alternative choices for consumer purchasing decisions, namely: "Purchasing decisions are final consumers of individuals and households who buy goods and services for personal consumption. According to Kotler (2011:84)

Consumer Attitude

Consumer behavior describes consumer actions in consuming goods, with certain incomes and certain prices of goods in such a way that consumers achieve their goals. According to Suryani (2013: 5), consumer behavior is a dynamic process that includes the behavior of individual consumers, groups and community members who are continuously changing, along with the current competition, both in terms of price, service quality and other factors. which are able to influence consumer attitudes and can lead to various perceptions that are able to contribute to companies in increasing long-term income. Everyone has a tendency to behave in a pleasant or unpleasant way towards a certain object. Attitude is one of the most important concepts companies use to understand consumers. Companies are very interested in consumer attitudes towards their products, because a positive attitude will result in purchases, not only from the consumers concerned but recommendations to friends and family will also result in purchases that benefit the company. Conversely, a negative attitude towards a product will result in rejection, and this attitude will be passed on to influence others

Brand Perception

According to Rahman (2010: 182), brand image is a consumer's perception or opinion that arises when considering a particular product. A strong brand is an important aspect for every company because it can get various advantages, such as good quality perception, higher brand loyalty, bigger profit margins and additional opportunities for brand extension.Immediate response or acceptance of a name, term, sign, symbol or design, or a combination of these, intended to identify the goods or services of a seller or group of sellers in order to differentiate them from those of competitors

METHODS

Data collection technique

The data collection technique used is by:

1. Questionnaire

Questionnaires or questionnaires are a number of questions or written statements about factual data or opinions related to the respondent, which are considered facts or truths that are known and need to be answered by the respondent (Suroyo Anwar 2009: 168.). In this questionnaire, a closed question model will be used, namely questions that have been accompanied by alternative answers before so that respondents can choose one of the alternative answers.

The processing of data in this study uses a Likert Scale.According to Sugiyono (2013: 132) "Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena". In answering this Likert scale, the respondent only gives a mark, for example a checklist or a cross on the answer chosen according to the statement. The questionnaire that has been filled in by the respondent needs to be scored. The following is the weight of the rating on the Likert scale.

Table
Rating Weight

Statement	Positive Score
Strongly Agree / Always	Score 5
Agree/Often	Score 4
Doubtful/Sometimes/Normally	Score 3
Don't agree	Score 2
Strongly Disagree	Score 1

Source: Sugiyono (2012:94)

2. Interview

According to Sugiyono (2015: 231) interviews are a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be studied, but also if the researcher wants to know things from respondents that are more in-depth.

3. Library Studies

Literature study, according to Nazir (2013) data collection technique by conducting a review study of books, literature, notes, and reports that have to do with the problem being solved.

Data Types and Sources

1. Data Type

According to Sugiyono (2015), the types of data are divided into 2, namely qualitative and quantitative. This study uses data types in the form of qualitative and quantitative.

a. Qualitative Data
Qualitative data according to Sugiyono (2015) is data in the form of words, schemes, and pictures. The qualitative data of this research are the names and addresses of the research objects

b. Quantitative Data
Quantitative data according to Sugiyono (2015) is data in the form of numbers or qualitative data that is numbered.

2. Data Source

According to Sugiyono (2012: 193) the types of data are divided into two, namely:

a. Primary data is a data source that directly provides data to data collectors. In this study, the primary data was in the form of data from questionnaires and interviews conducted by researchers.

b. Secondary data is a source that does not directly provide data to data collectors, for example through other people or through documents.

RESULTS AND DISCUSSION

Results and Discussion

1. Validity Test

Validity testing uses SPSS version 25.00 with criteria based on the calculated r value as follows:

a) If r count > r table or – r count < - r table then the statement is declared valid.

b) If r count <r table or – r count > - r table then the statement is declared no valid.

This test was carried out on 60 respondents, then df = 60-k = 58, with α = 5%, an r table value of 0.254 was obtained (Ghozali, 2016), then the calculated r value will be compared with the r table value as in the following table:

Table of Validity Test Results

Brand Perception (X)			
Statement	**rcount**	**rtable**	**validity**
1	0.804	0.254	Valid
2	0.689	0.254	Valid
3	0.846	0.254	Valid
Decision to Use Services (Y2)			
Statement	**rcount**	**rtable**	**validity**
1	0.641	0.254	Valid
2	0.471	0.254	Valid
3	0.620	0.254	Valid
4	0.732	0.254	Valid
Consumer Attitude (Y1)			
Statement	**rcount**	**rtable**	**validity**
1	0.823	0.254	Valid
2	0.790	0.254	Valid
3	0.664	0.254	Valid

Source: Processed data (2019)

The table shows that all statement points, both the Brand Perception (X), Decision to Use Service (Y2) and Consumer Attitude (Y1) variables, have a higher r count value than the r table value, so that it can be concluded that all statements for each variable are declared valid .

2. **Reliability Test**

Reliability is an index that shows the extent to which a measuring device can be trusted or relied on. According to Sugiyono (2013) A factor is declared reliable if the Cronbach Alpha is greater than 0.6. Based on the results of data processing using SPSS 25.00, the following results are obtained:

Table of Reliability Test Results

Variable	*Cronbach Alpha*	Constant	Reliability
Brand Perception (X)	0.808	0.6	Reliable
Decision to Use Services (Y2)	0.732	0.6	Reliable
Consumer Attitude (Y1)	0.807	0.6	Reliable

Source: Processed data (2019)

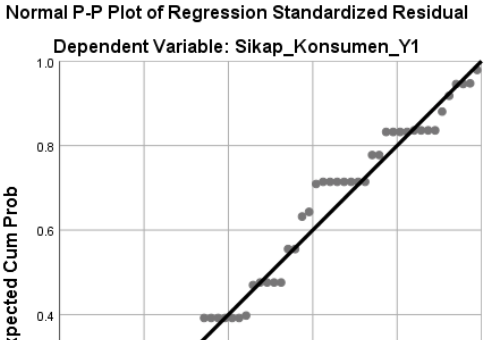
Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tools in this study have fulfilled the reliability test (reliable and can be used as a measuring tool).

Test the Classical Assumptions of Equation 1

As for testing the classical assumptions with the SPSS program25.00 which was carried out in this study included:

1. **Normality test**

The Normality Test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). Data normality testing can be done using two methods, graphics and statistics. The normality test for the graphical method uses the normal probability plot, while the normality test for the statistical method uses the one sample Kolmogorov Smirnov test. The normality test using the graphical method can be seen in the following figure:



Plot normal images

Data that is normally distributed will form a straight diagonal line and residual data plotting will be compared with the diagonal line, if the residual data distribution is normal then the line that describes the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25.00 are as follows:

Table of the One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residuals
N			60
Normal Parameters, b	Means		.0000000
	std. Deviation		1.58316326
Most Extreme Differences	absolute		.111
	Positive		062
	Negative		-.111
Test Statistics			.111
asymp. Sig. (2-tailed)			.064c
Monte Carlo Sig. (2-tailed)	Sig.		.433d
	99% Confidence Intervals	LowerBound	.269
		Upperbound	.598

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 60 sampled tables with a starting seed of 2000000.

Source: Processed data (2019)

From the output in the table it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.433. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

2. Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is one that has homoscedasticity or does not have heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is

with the Glejser test, in the glejser test, if the independent variable is statistically significant in influencing the dependent variable then there is an indication of heteroscedasticity occurring. Conversely, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level (Ghozali, 2016).

The results of data processing using SPSS 17.00 show the results in the following table:

Table of Glejser Test Results

Coefficientsa

Model	Unstandardized Coefficients B	Unstandardized Coefficients std. Error	Standardized Coefficients Betas	t	Sig.
(Constant)	.757	.917		.826	.412
Persepsi_Brand_X	044	075	077	.584	.561

a. Dependent Variable: Abs_RES

Simple Linear Regression Testing

Multiple linear regression testing explains the role of Brand Perception variable (X) on Consumer Attitude variable (Y1). Data analysis in this study used multiple linear regression analysis using*SPSS 25.0 for windows*. The analysis of each variable is explained in the following description:

Table of Simple Linear Regression Results

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients std. Error	Standardized Coefficients Betas	t	Sig.	Collinearity Statistics tolerance	Collinearity Statistics VIF
1	(Constant)	8,343	1612		5.177	.000		
	Persepsi_Brand_X	.341	.132	.322	2,590	002	1,000	1,000

a. Dependent Variable: Consumer_Attitude_Y1

Source: Processed data (2019)

Based on these results, the multiple linear regression equation has the formulation:**Y1 = a + b X + ε**, so the equation is obtained: Y1 = 8.343 + 0.341 X + ε

The description of the multiple linear regression equation above is as follows:

a. The constant value (a) of 8.343 indicates the magnitude of the consumer attitude variable (Y1) if the Brand Perception variable (X) is equal to zero.
b. The regression coefficient value of the Brand Perception variable (X) (b1) is (0.341) indicating the large role of the Brand Perception variable (X) on the Consumer Attitude variable (Y1). This means that if the variable factor of Brand

Perception (X) increases by 1 unit value, it is predicted that the Consumer Attitude variable (Y1) will increase by (0.341) unit.

Coefficient of Determination (R2)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R^2) the greater (closer to 1), it can be said that the influence of the variableBrand Perception (X)is big againstvariable Consumer Attitude (Y1).

The value used in viewing the coefficient of determination in this study is in the adjusted R square column. This is because the value of the adjusted R square is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in the following table:

Determination Coefficient Table

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.322a	.104	088	1,597	2,395

a. Predictors: (Constant), Perception_Brand_X
b. Dependent Variable: Consumer_Attitude_Y1

Source: Processed data (2019)

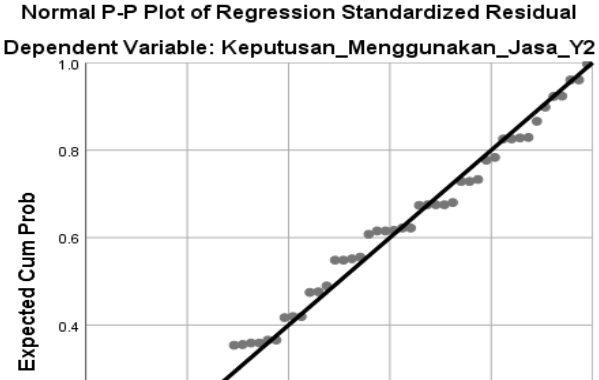
Based on the table, it can be seen that the value of the adjusted R square is 0.088 or 0.88%. This shows ifvariableBrand Perception (X) can explain the Consumer Attitude variable (Y1) of 0.88%, the remaining 99.12% (100% - 0.88%) is explained by other variables outside this research model.

Test the Classical Assumptions of Equation 2

As for testing the classical assumptions with the SPSS program25.00 which was carried out in this study included:

1. **Normality test**

   The Normality Test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). Data normality testing can be done using two methods, graphics and statistics. The normality test for the graphical method uses the normal probability plot, while the normality test for the statistical method uses the one sample Kolmogorov Smirnov test. The normality test using the graphical method can be seen in the following figure:



Plot normal images

Data that is normally distributed will form a straight diagonal line and residual data plotting will be compared with the diagonal line, if the residual data distribution is normal then the line that describes the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25.00 are as follows:

Table of the One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residuals
N			60
Normal Parameters, b	Means		.0000000
	std. Deviation		1.50299067
Most Extreme Differences	absolute		068
	Positive		.050
	Negative		-.068
Test Statistics			068
asymp. Sig. (2-tailed)			.200c,d
Monte Carlo Sig. (2-tailed)	Sig.		.967e
	99% Confidence Intervals	LowerBound	.907
		Upperbound	1,000

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Based on 60 sampled tables with starting seed 299883525.

Source: Processed data (2020)

From the output in the table it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.967. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The multicollinearity test in this study was seen from the tolerance value or variance inflation factor (VIF). The calculation of the tolerance value or VIF with the SPSS 25.00 program for windows can be seen in the following table:

Table of Multicollinearity Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	7,454	1866		3,995	.000		
	Persepsi_Brand_X	.241	.133	.209	1,809	006	.896	1.116
	Attitude_Consumer_Y1	.497	.126	.458	3,953	.000	.896	1.116

a. Dependent Variable: Decision_Using_Services_Y2

Source: Processed data (2019)

Based on the table it can be seen that: The tolerance value of Brand Perception (X) is 0.896, Consumer Attitude (Y1) is 0.896 where everything is greater than 0.10 while the VIF value of Brand Perception (X) is 1.116 and Consumer Attitude (Y1) of 1.116, all of which are less than 10. Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 5, so there is no correlation symptom in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is one that has homoscedasticity or does not have heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is with the Glejser test, in the glejser test, if the independent variable is statistically significant in influencing the dependent variable then there is an indication of heteroscedasticity occurring. Conversely, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level (Ghozali, 2016).

The results of data processing using SPSS 17.00 show the results in the following table:

Table of Glejser Test Results

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients std. Error	Standardized Coefficients Betas	t	Sig.
1	(Constant)	2,359	1110		2.125	038
	Persepsi_Brand_X	024	079	041	.301	.765
	Attitude_Consumer_Y1	-.117	075	-.215	-1,568	.122

a. Dependent Variable: Abs_RES

4. Multiple Linear Regression Testing

Multiple linear regression testing explains the role of brand perception (X) and consumer attitudes (Y1) on the decision to use services (Y2). Data analysis in this study used multiple linear regression analysis using SPSS 25.0 for windows. The analysis of each variable is explained in the following description:

Table of Multiple Linear Regression Results

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients std. Error	Standardized Coefficients Betas	t	Sig.	Collinearity Statistics tolerance	Collinearity Statistics VIF
1	(Constant)	7,454	1866		3,995	.000		
	Persepsi_Brand_X	.241	.133	.209	1,809	006	.896	1.116
	Attitude_Consumer_Y1	.497	.126	.458	3,953	.000	.896	1.116

a. Dependent Variable: Decision_Using_Services_Y2

Processed data (2019)

Based on these results, the multiple linear regression equation has the formulation:**Y2 = a + b1X + + b3Y1 + ε**, so the equation is obtained: Y2 = 7.454 + 0.241 X + -0.497 Y1 + ε

The description of the multiple linear regression equation above is as follows:

a. The constant value (a) of 7.454 indicates the magnitude of the Decision to Use Services (Y2) if Brand Perception (X) and Consumer Attitude (Y1) are equal to zero.
b. The regression coefficient value of Brand Perception (X) (b1) is 0.241 indicating the magnitude of the role of Brand Perception (X) on the Decision to Use Services (Y2) assuming the variable Consumer Attitude (Y1) is constant. This means that if the Brand Perception factor (X) increases by 1 unit value, it is predicted that the Decision to Use Services (Y2) will increase by 0.241 value units assuming Consumer Attitude (Y1) is constant.
c. The regression coefficient value of Consumer Attitudes (Y1) (b3) is 0.497 indicating the large role of Consumer Attitudes (Y1) on the Decision to Use Services (Y2) assuming the Consumer Perception variable (X) is constant. This

means that if the Consumer Attitude factor (Y1) increases by 1 unit value, it is predicted that the Decision to Use Services (Y2) will increase by 0.497 value units assuming Brand Perception (X) is constant.

5. **Coefficient of Determination (R2)**

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R^2) the greater (closer to 1), it can be said that the effect of variable X is large onConsumer Attitude(Y1).

The value used in viewing the coefficient of determination in this study is in the adjusted R square column. This is because the value of the adjusted R square is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in the following table:

Determination Coefficient Table

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.561a	.315	.291	1,529	1944

a. Predictors: (Constant), Consumer_Attitude_Y1, Perception_Brand_X
b. Dependent Variable: Decision_Using_Services_Y2

Source: Processed data (2020)

Based on the table, it can be seen that the value of the adjusted R square is 0.291 or 29.1%. This indicates that consumer attitudes (Y1) and brand perception (X) can explain the decision to use services (Y2) by 29.1%, the remaining 70.9% (100% - 29.1%) is explained by other variables outside this research model.

Hypothesis testing

1. **t test (Partial)**

The t statistical test is also known as the individual significance test. This test shows how far the influence of the independent variables partially on the dependent variable. In this study, partial hypothesis testing was carried out on each independent variable as shown in the following table:

Partial Test Table (t) Equation 1

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	8,343	1612		5.177	.000		
	Persepsi_Brand_X	.341	.132	.322	2,590	002	1,000	1,000

a. Dependent Variable: Consumer_Attitude_Y1

Source: Processed data (2020)

a. Hypothesis test of the effect of Brand Perception variable (X) on Consumer Attitude variable (Y1).
The form of hypothesis testing based on statistics can be described as follows:
Decision Making Criteria:
1) Accept H0 If tcount < ttable or -tcount> - ttable orSig value. >0.05.
2) Reject H0 If tcount ≥ ttable or -tcount ≤ - ttable orSig. < 0.05.
From the table it is obtained that the tcount is 2.590 With α = 5%, ttable (5%; nk = 58) obtained a ttable value of 2.001 From the description it can be seen that tcount (2.590) > ttable (2.001), likewise with a significance value of 0.002 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that the Brand Perception variable(X) positive and significant effecton Consumer Attitudes (Y1).

Partial Test Table (t) Equation 2

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	7,454	1866		3,995	.000		
	Persepsi_Brand_X	.241	.133	.209	1,809	006	.896	1.116
	Attitude_Consumer_Y1	.497	.126	.458	3,953	.000	.896	1.116

a. Dependent Variable: Decision_Using_Services_Y2

Source: Processed data (2020)

a. Test the influence of Brand Perception Hypothesis(X)on the decision to use services (Y2). The form of hypothesis testing based on statistics can be described as follows:
Decision Making Criteria:
a) Accept H0 If tcount < ttable or -tcount> - ttable orSig value. >0.05
b) Reject H0 If tcount ≥ ttable or -tcount ≤ - ttable orSig. < 0.05
From the table it is obtained that the tcount is 1.809 With α = 5%, ttable (5%; nk = 58) obtained a ttable value of 2.001 From the description it can be seen that tcount (1.809) < ttable (2.001), and its significance value is 0.006 <0 .05, it can be concluded that the second hypothesis is accepted, meaningBrand Perception(X) has no positive and significant effecton the Decision to Use Services (Y2).

b. Hypothesis Testing the effect of Consumer Attitudes (Y1) on Decisions to Use Services (Y2) The form of hypothesis testing based on statistics can be described as follows:
Decision Making Criteria:
a) Accept H0 If tcount < ttable or -tcount> - ttable orSig value. >0.05
b) Reject H0 If tcount ≥ ttable or -tcount ≤ - ttable orSig. < 0.05
From the table it is obtained that the tcount is 3.953 With α = 5%, ttable (5%; nk = 58) obtained a ttable value of 2.001 From the description it can be seen that tcount (3.953) > ttable (2.001), and its significance value is 0.000 <0 .05, it can be

concluded that the third hypothesis is accepted, meaningConsumer Attitude (Y1)influentialpositive andsignificanton the Decision to Use Services (Y2).

2. Path Analysis

In order to prove that whether a variable is capable of being a variable that mediates the relationship between the independent variable and the dependent variable, a direct and indirect effect calculation will be carried out between the independent variable and the dependent variable. If the indirect effect of the independent variable on the dependent variable through the intervening variable is greater than the direct effect of the independent variable on the dependent variable, then this variable can be a variable that mediates between the independent variable and the dependent variable (Ghozali, 2016). To carry out direct and indirect calculations, it is carried out from the standardized values of the regression coefficients equations I and II as follows:

Table of Standardized Coeffients Equation I

Coefficientsa

Model	Unstandardized Coefficients B	Unstandardized Coefficients std. Error	Standardized Coefficients Betas
1 (Constant)	8,343	1612	
Persepsi_Brand_X	.341	.132	.322

a. Dependent Variable: Consumer_Attitude_Y1

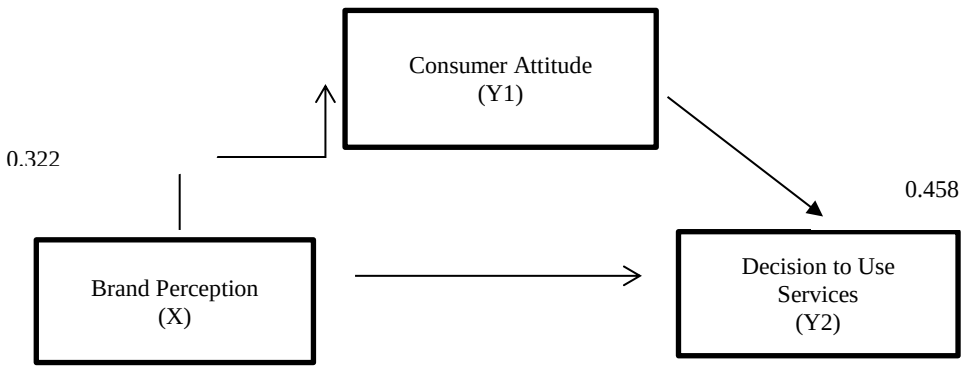
Table of Standardized Coeffients Equation II

Coefficientsa

Model	Unstandardized Coefficients B	Unstandardized Coefficients std. Error	Standardized Coefficients Betas
1 (Constant)	7,454	1866	
Persepsi_Brand_X	.241	.133	.209
Attitude_Consumer_Y1	.497	.126	.458

a. Dependent Variable: Decision_Using_Services_Y2

Furthermore, the value of standardized coefficients beta will be entered into the path analysis image as follows:



0.209

Path Analysis Figure

The path analysis image shows the direct effect of variable X on variable Y2 of 0.209. While the indirect effect through the Y1 variable is 0.322 x 0.458 = 0.1474, the results of the calculation show that the direct effect through the X variable is greater than the indirect effect on the Y2 variable. These results can be seen in the following table:

Table of Direct and Indirect Relationships

No	Variable	Direct	Indirects	Total	Criteria	Conclusion
1	Brand Perception (X)	0.209	0.322	-	Significant	As Independent Variable
2	Consumer Attitude (Y1)	0.458	-	0.147	Significant	As an Intervening Variable

Source: Processed data (2020)

CLOSING

Conclusion

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. What was submitted stated that:From the table it is obtained that the tcount is 2.590 With α = 5%, ttable (5%; nk = 58) obtained a ttable value of 2.001 From this description it can be seen that tcount (2.590) > ttable (2.001), likewise with a significance value of 0.002 <0.05, it can be concluded that the first hypothesis is accepted, meaning Brand Perception(X) positive and significant effecton Consumer Attitudes (Y1).
2. From the table it is obtained that the tcount is 1.809 With α = 5%, ttable (5%; nk = 58) obtained a ttable value of 2.001 From the description it can be seen that tcount (1.809) < ttable (2.001), and its significance value is 0.006 <0 .05, it can be concluded that the second hypothesis is accepted, meaningBrand Perception (X) no positive and significant effecton the Decision to Use Services (Y2).
3. From the table it is obtained that the tcount is 3.953 With α = 5%, ttable (5%; nk = 58) obtained a ttable value of 2.001 From the description it can be seen that tcount (3.953) > ttable (2.001), and its significance value is 0.000 <0 .05, it can be concluded that the third hypothesis is accepted, meaningConsumer Attitude (Y1)influentialpositive andsignificanton the Decision to Use Services (Y2).

Suggestions

To perfect this research, there are several additional aspects proposed in the suggestions in this research, namely as follows:

1. Further research is suggested to consider variables not examined in this study.
2. It is recommended for future researchers to expand the scope of research objects, for example in the scope of provincial or national governments throughout Indonesia.

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