

THE INFLUENCE OF BRAND PERCEPTION ON THE DECISION TO USE JNE EXPRESS DELIVERY SERVICES WITH CONSUMER ATTITUDE AS AN INTERVENING VARIABLE (Case Study on JNE Customers Tebing Tinggi City)

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Abstract

In this study, the population was JNE Customers in Tebing Tinggi City, namely 60 people. Because the target population is less than 100, the sampling technique used is the census method, where the entire population of 60 JNE Customers in Tebing Tinggi City who have made 2 deliveries will be used as the research sample. the first hypothesis is accepted, meaning that Brand Perception (X) has a positive and significant effect on Consumer Attitude (Y1). the second hypothesis is accepted, meaning that Brand Perception (X) has a positive and significant effect on the Decision to Use Services (Y2). the third hypothesis is accepted, meaning that consumer attitudes (Y1) have a positive and significant effect on the decision to use services (Y2).

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

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.

LITERATURE REVIEWS

Marketing Management

According to Suparyanto & Rosad (2015: 1) marketing management is the process of analyzing, planning, organizing, and managing programs that include conceptualizing, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with target markets. to achieve company objectives, marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

Using service

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.

Consumer behavior

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.

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.

METHODS

In this study, the population was JNE Customers in Tebing Tinggi City, namely 60 people. Because the target population is less than 100, the sampling technique used is the census method, where the entire population of 60 JNE Customers in Tebing Tinggi City who have made 2 deliveries will be used as the research sample.

Data analysis is a desire to classify, make a sequence, manipulate and abbreviate data so that it is easy to read and understand. In other words, data analysis activities are raw data that has been collected needs to be categorized or divided into several categories or groups, abbreviated in such a way that the data can answer problems according to research objectives and can test hypotheses (Silaen and Widiyono, 2013).

RESULTS AND DISCUSSION

A. Multiple Linear Regression Testing

Multiple Linear Regression Results

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	tolerance	VIF
		B	std. Error	Betas				
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

Based on these results, the multiple linear regression equation has the formulation: $Y_2 = a + b_1X + b_3Y_1 + \epsilon$, so that the equation is obtained:

$$Y_2 = 7.454 + 0.241 X + -0.497 Y_1 + \epsilon$$

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

- 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.
- 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 value unit, it is predicted that the Decision to Use Services (Y2) will increase by 0.241 value units assuming Consumer Attitude (Y1) is constant.
- 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.

B. t test (Partial)

Partial Test (t) Equation 1

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	tolerance	VIF
		B	std. Error	Betas				
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

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:

- Accept H0 If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or $Sig. > 0.05$.
- Reject H0 If $t_{count} \geq t_{table}$ or $-t_{count} \leq -t_{table}$ or $Sig. < 0.05$.

From the table above, a t_{count} value of 2.590 is obtained with $\alpha = 5\%$, t_{table} (5%; $n_k = 58$) obtained a t_{table} value of 1.671. From this description it can be seen that t_{count} (2.590) $> t_{table}$ (1.671), 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) has a positive and significant effect on consumer attitudes (Y1).

Partial Test (t) Equation 2

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	tolerance	VIF
		B	std. Error	Betas				
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

Hypothesis Test of the influence of Brand Perception (X) on the Decision to Use Services (Y2)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1. Accept H0 If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or $Sig. > 0.05$
2. Reject H0 If $t_{count} \geq t_{table}$ or $-t_{count} \leq -t_{table}$ or $Sig. < 0.05$

From the table The above obtained t_{count} value is 1.809 With $\alpha = 5\%$, t_{table} (5%; $n_k = 58$) obtained a t_{table} value of 1.671 From this description it can be seen that t_{count} (1.809) $>$ t_{table} (1.671), and its significance value is 0.006 $<$ 0.05, it can be concluded that the second hypothesis is accepted, meaning that brand perception (X) has a positive and significant effect on the decision to use services (Y2).

Hypothesis Test of the influence 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:

1. Accept H0 If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or $Sig. > 0.05$
2. Reject H0 If $t_{count} \geq t_{table}$ or $-t_{count} \leq -t_{table}$ or $Sig. < 0.05$

From the table above, a t_{count} value of 3.953 is obtained with $\alpha = 5\%$, t_{table} (5%; $n_k = 58$) obtained a t_{table} value of 1.671. From this description it can be seen that t_{count} (3.953) $>$ t_{table} (1.671), and its significance value is 0.000 $<$ 0.05, it can be concluded that the third hypothesis is accepted, meaning that consumer attitudes (Y1) have a positive and significant effect on the decision to use services (Y2).

Path Analysis

Direct and Indirect Relations

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

	(Y1)				Significant	Variable
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CLOSING

Conclusion

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

1. The things proposed state that: From table 4.16, a tcount value of 2.590 is obtained. With $\alpha = 5\%$, ttable (5%; nk = 58) a ttable value of 1.671 is obtained. From this description it can be seen that tcount (2.590) > ttable (1.671), Likewise with a significance value of 0.002 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that brand perception (X) has a positive and significant effect on consumer attitudes (Y1).
2. From table 4.17, a tcount value of 1.809 is obtained. With $\alpha = 5\%$, ttable (5%; nk = 58) a ttable value of 1.671 is obtained. From this description it can be seen that tcount (1.809) > ttable (1.671), and its significance value is 0.006 < 0.05, it can be concluded that the second hypothesis is accepted, meaning that brand perception (X) has a positive and significant effect on the decision to use services (Y2).
3. Table 4.17 obtains a tcount value of 3.953 With $\alpha = 5\%$, ttable (5%; nk = 58) a ttable value of 1.671 is obtained. From this description it can be seen that tcount (3.953) > ttable (1.671), and its significance value is 0.000 < 0.05, it can be concluded that the third hypothesis is accepted, meaning that consumer attitudes (Y1) have a positive and significant effect on the decision to use services (Y2).

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