THE EFFECT OF BRAND IMAGE, PRICE AND SERVICE QUALITY ON CONSUMER DECISIONS USING DELIVERY SERVICES

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Abstract - This study aims to determine the effect of brand image price and service quality on consumer decisions to use PT XYZ agent BP, Tangerang. This research is a casual associative research which aims to determine the effect of brand image price and service quality on consumer decisions using PT XYZ agent BP, Tangerang, both partially and simultaneously. BP as the population in this study and the data used are data. primary, where data is obtained from questionnaires filled in by consumers. The analysis used is validity test, reliability test, classical assumption test, correlation test, determination coefficient test, regression test and hypothesis testing. Hypothesis test research results show that partially the price has a positive and significant effect on consumer decisions to use PT XYZ agent BP Tangerang, Citra Brand has a positive and significant effect on consumer decisions to use PT XYZ agent BP Tangerang, quality service has a positive and significant effect on consumer decisions to use PT XYZ agent BP Tangerang delivery services. Price, brand image and service quality have a positive and significant effect on consumer decisions to use PT XYZ Agen BP Tangerang delivery service.

Keywords: Brand image, delivery service, price, service quality, consumer decision

I.   INTRODUCTION

The development of an increasingly advanced era in various fields has an impact on all human needs and needs to become easier to do or do quickly. Especially in the field of technology and knowledge, now humans can easily find out information spread throughout the world through internet access, with the rapidly growing internet access, it encourages business actors to build companies in the field of goods delivery services. Currently, the development of the shipping service industry has increased quite rapidly. The need for shipping services is increasing. Business people or *online* or *e-commerce businesses* use shipping services to send goods to their *customers throughout* Indonesia and abroad. The number of business enthusiasts *online* is increasing, this can be seen from the data from the central statistics agency which recorded growth in the warehousing sector and transportation support services, post and courier, the numbers increased slowly, in 2017 it was 8.85% which previously was in 2016 of 7.85% in 2019 the growth rate increased due to the emergence of a *trend of* using logistics services of 9.70%. Delivery service is an organization or company that is engaged in shipping services. Shipments made in the form of packages and documents can be sent for domestic or international destinations by land, sea and air.

PT XYZ is one of the leading companies in the low-cost shipping service industry (under the Wahana brand *Express*), logistics and warehousing *(vehicle logistic),* as well as support *e-commerce(vehicle commerce)*. Wahana has been serving for more than 20 years and is ready to grow dynamically in the industrial era 4.0 with efficient, fast and friendly services. Many factors can influence purchasing decisions, among the various price offers at each company are things that can attract consumer interest, the influence of the company's brand image that is spread throughout society is the main attraction for companies to attract consumers and the existence of good quality and good facilities. available is a plus for consumers for the company itself

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. Marketing Management

Marketing management is a series of processes of analysis, planning, implementation, and supervision and control of a marketing activity where the goal is to achieve company targets. According to Heri Sudarsono (2020: 2) marketing management is an effort to plan, implement (which consists of activities to organize, direct, coordinate) and supervise or control marketing activities in an organization in order to achieve organizational goals efficiently and effectively.

B. Price

Price is a chiral activity that supports the successful operation of profit and non-profit organizations. Price is also the only element of the marketing mix that brings income to the organization and pricing decisions are not easy to do if too expensive can increase short-term profits but are difficult for consumers to reach (Tjiptono, 2017: 369) According to Meithiana Indrasari (2019: 36) price is the value of an item or jsa as measured by the amount of money spent by the buyer to get a combination of goods or services and services. According to Rifqi Suprapto (2020: 52) prices is the amount of money (plus several possible products) needed to get a combination of products and services. According to Philip Kotler in Meithiana Indrasari (2020: 36) price is the amount of value or money charged for a product or service for the amount of value that is exchanged by consumers for price benefits that have been sold From the understanding of some experts, it can be concluded that the price is an agreement regarding the sale and purchase transaction of goods or services where the agreement is agreed by both parties.

According to Kotler and Armstrong in Meithiana Indrasari (2019: 44), there are 4 (four) price indicators, namely:

1) Price affordability, consumers can reach the price set by the company. There are usually several types of products or services in one brand, the price is also different from the cheapest to the most expensive.
2) The suitability of price with service quality, price is an indicator of consumers to choose a higher price between two goods because brands see differences in quality.
3) In accordance with the price and benefits, consumers decide to use the service if the benefits felt are greater or equal to what has been spent to get it.
4) Prices according to ability or price competitiveness, consumers often compare prices, in this case expensive and cheap, are considered by consumers.

C. Brand Image

Every product sold in the market certainly has a brand, where the brand differentiates one product from another. A brand is a name, symbol, sign, design or a combination thereof to be used as the identity of an individual, organization or company in goods and services owned to differentiate it from other service products (Anang Firmansyah, 2018: 33). According to Meithiana Indrasari (2019: 87) image is a consumer about quality related to a brand or company. Company image is defined as the perception of an organization that is reflected in the customer's memory. According to Anang Firmansyah (2018: 70) Brand image can be defined as a perception that comes to the mind of consumers when remembering a particular product brand. According to Kotler and Armstrong (2001) in Anang Firmansyah (2018: 71) Brand image is a set of consumer beliefs about a certain brand. According to Kotler and Keller in Donni Junni Priansa (2017: 265) the brand image is the response of consumers to all offers provided by the company . The brand image relates to the business name, architecture, product variations, traditions, ideology and impressions on the quality of communication made by every employee who interacts with consumers. According to Hogan (2007) in Meithiana Indrasari (2019: 90), brand image is an association of all available information regarding products, services and companies of the brand in question.

According to Kotler and Armstrong in Donni Junni Priansa (2017: 268) there are 5 (five) indicators of brand image, namely:

1) Brand identity *(brand identity),* a physical identity associated with the brand or the product so that consumers easily identify and distinguish the brand and other products.
2) Brand personality *(brand personality),* the distinctive character of a trademark that forms a certain personality like a human being, so that consumers easily distinguish it from other brands in the same category.
3) Brand associations *(brand association),* are specific things that deserve or are always associated with a brand, bias arises from the unique offer of a product.
4) The attitude and behavior of the brand *(brand attitude and behavior),* is the attitude or behavior of brand communication and interaction with consumers in offering benefits and value of their product.
5) The benefits and advantages of the brand *(brand benefits and competence),* the values of distinctive advantages offered by a brand to consumers that allow consumers to experience the benefits for their needs, desires, obsessions embodied by what it has to offer.

D. *Service Quality*

Quality is one of the important indicators for a company to exist in the midst of intense competition in the industry. Quality is defined as the totality of the characteristics of a product that supports its ability to satisfy specified or determined needs (Meithiana Indrasari, 2019: 54). Service *(customer service)* in general, any activity intended or intended to provide satisfaction to customers, through services (Meithiana Indrasari, 2019: 57). According to Tjiptono (2011) in Meithiana (2019: 54) Service quality or *customer service* is a dynamic situation that is closely related to products, services, human resources, and processes and the environment that can at least meet or even exceed the expected service quality. According to Kotler and Armstrong (2012) in Meithiana Indrasari (2019: 61) service quality is the whole of the features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly. Quality of service according to lupiyoadi (2011) in meithiana indrasari (2019: 62) *service quality* is how far the difference is between the expectations and the realities of customers for the service they receive.

From the understanding of some of the experts above, it can be concluded that service quality is basically centered on efforts to fulfill customer needs and desires and the accuracy of their delivery to balance customer expectations. According to Tjiptono (2011) in Meithiana Indrasari (2019: 65) there are five indicators, namely:

1) Reliability *(reliability),* namely the ability of people to provide the promised service immediately, accurately and satisfactorily.
2) Responsiveness(Responsiveness).   , which is the desire of the stay to help customers and provide responsive services.
3) Assurance *(assurance),* here includes the knowledge, competence, courtesy and trustworthiness possessed by employees, free from harm, risk or doubt.
4) Empathy *(empathy), which* includes the ease in establishing relationships, good communication, personal attention and understanding of individual customer needs.
5) Physical evidence *(tangible),* including physical facilities, equipment, personnel and means of communication.

E. *Purchase Decision (Using Shipping Services)*

In this study, the researchers used the term for purchasing decisions of shipping service users, because the products sold by PT XYZ were service products, so the researchers chose the accuracy in placing words for the series of titles that the researchers made were service users. But basically the theory that becomes the reference in research is the purchase decision.

According to Peter and Olson (2013) in Meithiana Indrasari (2019: 63), purchasing decisions is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. According to Engel (2000) in Anang Firmansyah (2018: 205) decision making is a process consisting of

several stages, namely recognition of needs, information seeking, evaluation of alternatives before purchase, purchase, consumption, and alternatives after purchase. According to Kotler and Armstrong (2012) in Meithiana Indrasari (2019: 70), the purchase decision process consists of five stages carried out by a consumer before arriving at a purchase decision and then the buying process carried out by the consumer begins long before the purchase is carried out and has consequences after the purchase is made. According to Sudaryono (2016: 131) purchasing decisions will be given using the principle of balancing the positive side with the negative side of a brand *(compensatory decision rule)* or looking for the best solution from a consumer perspective *(non compensatory decision rule)* which after consumption will be evaluated.

From the definition according to the experts above, it can be concluded that the purchasing decision is the consumer's decision to buy or not to buy a product or service which is an important alternative choice for the market.

According to Kotler and Keller in Meithiana Indrasari (2019: 74) there are 6 (six) indicators used, namely:

1) Product choice, consumers can make a decision to buy a product or use the money for other purposes.
2) Choice of brand, the buyer must make a decision about which brand to buy.
3) Choice of dealer, the buyer must make a decision which dealer to visit.
4) Time of purchase, consumer decisions in choosing the timing of purchase can vary, for example, once a month or every six months.
5) The number of purchases, consumers can make decisions about how many products to buy at a time.

F.   *Hypothesis Development*

The hypothesis is a temporary answer to the formulation of the research problem, where the formulation of the research problem has been stated in the form of a question sentence (Sugiyono, 2016: 99). The hypothesis is a temporary statement regarding the relationship between the variables that are the object of the study.

H_1 : Price has a significant and positive effect on purchasing decisions
H_2 : Brand image has a significant and positive effect on purchasing decisions
H_3 : Service quality has a significant and positive effect on purchasing decisions
H_4 : Price, Brand Image and Service Quality have a significant and positive effect on buying decision
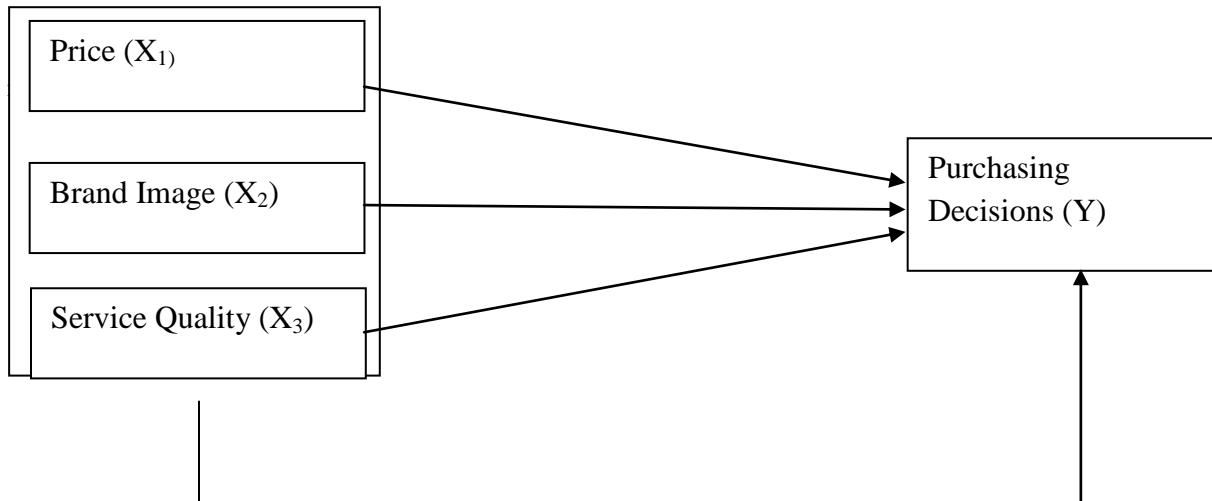
Picture 1. Theoretical Framework

III.   RESEARCH METHODS RESEARCH

A.   Research Design

The research design used in this research is casual associative research, or quantitative research methods where data is obtained from distributing questionnaires *online* via *google form* to the delivery service consumer PT XYZ agent BP and then the data will be processed either manually or by using SPSS assistance so that a fairly clear picture of the problems at hand can be obtained and conclusions and solutions can be drawn from problem solving.

B.   Population and Sample

According to Sugiyono (2019: 26) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to study and then draw conclusions. So the population is not only people, but also objects and other natural objects. Population is also not just the number of objects or subjects studied, but includes all characteristics or properties possessed by the subject or object under study. The population in this study, namely consumers of PT XYZ in the BP Tangerang area.

According to Sugiyono (2019: 127) the sample is part of the number and characteristics possessed by the population. The determination of the number of samples in this study is using incidental sampling, which means that a technique based on chance, namely anyone who happens to meet the researcher can be used as a sample. This research consisted of 80 buyers or users of PT XYZ agent BP Tangerang within 22 days.

IV.   RESULTS AND DISCUSSION

A.   Sample Description

Table 1. Characteristic by age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25	60	75.0	75.0	75.0
	26-30	12	15.0	15.0	90.0
	31-35	2	2.5	2.5	92.5
	36-40	3	3.8	3.8	96.3
	41-45	2	2.5	2.5	98.8
	46 - 50	1	1.3	1.3	100.0
	Total	80	100.0	100.0	

Table 2. Characteristics by sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WOMEN	56	70.0	70.0	70.0
	MEN	24	30.0	30.0	100.0
	Total	80	100.0	100.0	

Table 3. Characteristics based on occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
IRT	7	8.8	8.8	8.8
STUDENTS / I	19	23.8	23.8	32.5
PRIVATE EMPLOYEES	33	41.3	41.3	73.8
TEACHERS	2	2.5	2.5	76.3
DOCTOR	1	1.3	1.3	77.5
STUDENT	6	7.5	7.5	85.0
TELEMARKETING	1	1.3	1.3	86.3
STATE	2	2.5	2.5	88.8
NOT WORKING	2	2.5	2.5	91.3
PERSONNELENTREPRENEURS	7	8.8	8.8	100.0
Total	80	100.0	100.0	

B. *Validity Test Results*

The validity test should be carried out on each item of the statement to be tested for validity. The result of r count is compared with the r table where df = n-2 with a significant 5%. If r table <r count, eat is valid Sujarweni (2015: 192)

Table 4. Validity test results

NO	INSTRUMEN	Harga (X1) r hitung	Citra Merk (X2) r hitung	Kualitas Pelayanan (X3)r hitung	keputusan pembelian (Y) r hitung	r tabel	Keterangan
1	ITEM 1	0.63	0.48	0.713	0.697	0.2199	VALID
2	ITEM 2	0.674	0.593	0.593	0.646	0.2199	VALID
3	ITEM 3	0.73	0.561	0.684	0.764	0.2199	VALID
4	ITEM 4	0.662	0.578	0.636	0.643	0.2199	VALID
5	ITEM 5	0.576	0.687	0.586	0.641	0.2199	VALID
6	ITEM 6	0.652	0.663	0.712	0.536	0.2199	VALID
7	ITEM 7	0.582	0.542	0.752	0.541	0.2199	VALID
8	ITEM 8	0.643	0.587	0.699	0.553	0.2199	VALID
9	ITEM 9	0.723	0.615	0.695	0.655	0.2199	VALID
10	ITEM 10	0.625	0.6	0.661	0.547	0.2199	VALID

Based on table 4, it shows that all statements on each variable are valid to be used as statements in measuring prices, brand image and service quality on purchasing decisions

C. Reliability Test Results

Sujarweni (2015) states that reliability is a measure of the stability and consistency of respondents in answering matters related to question constructs which are the dimensions of a variable and arranged in a questionnaire form.

Table 5. Reliability Test Results

Harga (X1) Cronbach's Alpha	Citra Merek (X2)Cronbach's Alpha	Kualitas Pelayanan (X3) Cronbach's Alpha	Keputusan Pembelian (Y) Cronbach's Alpha	N of Items
0.844	0.788	0.864	0.82	10

Based on table 5.Shows that the *Cronbach's Alpha value*> 0.60 then declared reliable.

D. Classical Assumption Test Results

1. Normality Test

According to Ghozali (2018: 16) there are 2 (two) ways to detect whether the residuals are normally distributed or not, namely by graph analysis and statistical analysis.

Table 6. One sample Kolmogrov Smirnov normality test results

		Unstandardized Residual
N		80
Normal Parameters[a, b]	Mean	.0000000
	Std. Deviation	1.94894599
Most Extreme Differences	Absolute	.057
	Positive	.041

Negative	-.057
Kolmogorov-Smirnov Z	.514
Asymp. Sig. (2-tailed)	.954

Based on table 6, there is a Sig. (2-tailed) of 0.958, thus it can be concluded that the Sig. (2-tailed) is greater than 0.05 or 0.954> 0.055, which means the data is normally distributed.
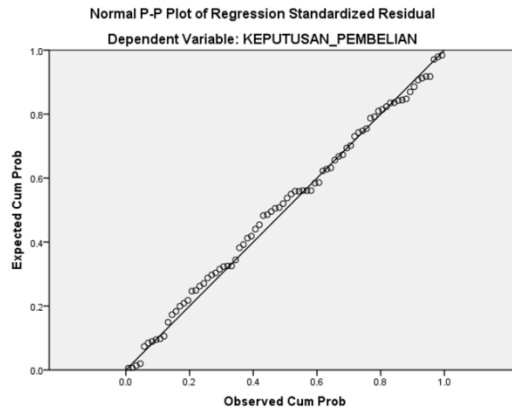

Figure 2. PP Plot Normality Test Results

Figure 2 shows the data spreads around the diagonal line and follows the direction of the diagonal line or graph so that a decision can be made that the data is normally distributed.
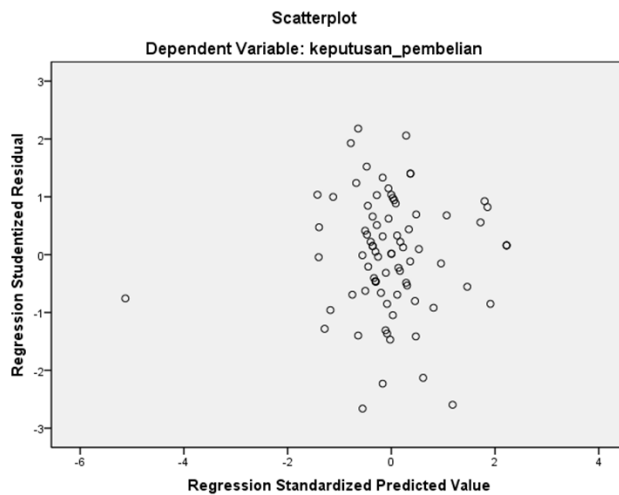
2. *Heteroscedasticity Test*

Figure 3. Heteroscedasticity Test Results

Based on Figure 3, it shows that the data is spread above and below the number 0 and there is no clear pattern so that a decision can be made that there is no heteroscedasticity.

E.   *Hypothesis test*

There are 2 (two) types of hypothesis testing, first the parisial test or t test and simultaneous test or the F test. The t test will show how much influence one independent variable individually has in explaining the variation of the dependent variable (Ghozali, 2016: 97). t count> t table, then H_0 is rejected and Ha is accepted or the independent variable individually (partially) affects the dependent variable. The F test is a test of the overall significance of the regression line, whether Y is linearly related to X_1, X_2, and X_3. If the result of the calculation of F count> F (table) then H_0 is accepted and Ha is rejected so that it can be said that the variables from the regression model is not able to explain the dependent variable. Conversely, if F count> F (table) then H_0 is rejected and Ha is accepted, it can be concluded that the three independent variables (X_1, X_2, X_3) together have a significant effect on the dependent variable (Y).

Table 7. Price Hypothesis Test Results Against Purchasing Decisions

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	13,375	2,829		4,727	.000
PRICE_X1	.678	.067	.755	10,159	.000

Based on table 7. Obtained the value of Sig. of 0000, and is therefore taken the decision that the H_a H accepted and rejected because the Sig> 0.05 so that it can be concluded that there is a significant relationship between the price on purchase decisions

Table 8. Hypothesis Testing Buying Decision Against Brand Image

Model	Coefficients unstandardized		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	10,430	2,989		3,490	.001
CITRAMEREK_X2	.781	.074	.768	10,599	.000

Based on table 8. Obtained the value of Sig. of 0000, and is therefore taken a decision that Ha Ho accepted and rejected because the Sig> 0.05 so that it can be concluded that there is a significant relationship between the image of the brand to the purchasing decision

Table 9. Hypothesis Testing Service QualityBuying Decision Against

Model	Coefficients unstandardized		StandardizedCoefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	8.145	2.303		3537	.001
SERVICE QUALITY X3	.056 .858 14,760 .000				.824

Based on table 9. Obtained the value of Sig. amounting to 0.000, thus it can be decided that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so it can be concluded that there is a significant relationship between service quality and purchasing decisions.

Table 10. Hypothesis Testing of Price, Brand Image and Service Quality Against Purchasing Decisions

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	956,815	3	318,938	80,778	.000
Residuals	300,073	76	3,948		
Total	1256,888	79			

Based on table 10. Obtained the value of Sig. amounting to 0.000, thus the decision can be taken that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so it can be concluded that there is a significant relationship between price, brand image and service quality on purchasing decisions.

F. Discussion

From the results of hypothesis testing based on table 7. Obtained the value of Sig. amounting to 0.000, thus the decision can be taken that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so it can be concluded that there is a significant relationship between price and purchase decisions. The price regression coefficient of 0.678 means that for each additional (+) 1 unit price (X_1) there will be an increase in Purchasing Decision (Y) by 0.678 units. Based on table 8, the Sig. of 0.000, thus the decision can be taken that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so it can be concluded that there is a significant relationship between brand image and purchasing decisions. The regression coefficient for brand image is 0.781, which means that for each additional (+) 1 unit of Brand Image (X_2), there will be an increase in Purchase Decision (Y) by 0.781 units. Based on table 9. Sig. amounting to 0.000, thus it can be decided that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so it can be concluded that there is a significant relationship between service quality and purchasing decisions. Service quality regression coefficient of 0.824 means that each addition (+) 1 unit of Service Quality (X_3) there will be an increase in Purchasing Decision (Y) by 0.824 units. Based on table 10. The value of Sig. of 0.000, thus the decision can be taken that Ha is accepted and Ho is rejected because the value of Sig> 0.05 so it can be concluded that there is a significant relationship between price, brand image and service quality on purchasing decisions. Price regression coefficient (X_1) is 0.194 means that each additional (+) 1 unit price (X_1) there will be an increase in purchasing decisions (Y) by 0.194 units, when the Brand Image (X_2) and Service Quality (X_3) are considered constant (cateris paribus). Coefficient Brand Image regression (X_2) of 0.103 means that every addition (+) 1 unit of Brand Image (X_2) there will be an increase in Purchase Decision (Y) by 0.103 units, when Price (X_1) and Service Quality (X_3) considered fixed (cateris paribus). Service Quality regression coefficient (X_3) of 0.583 means that each addition (+) 1 unit of Service Quality (X_3) there will be an increase in Purchase Decisions by 0.583 units, when man a Price (X_1) and Brand Image (X_2) are considered fixed (cateris paribus).

Based on table 10. The Sig Value of Price (X_1) is 018, the Sig. Brand Image (X_2) of .345 and the value of Sig. Quality of, 000. So it can be concluded that the variable Price (X1) and Service Quality (X_3) Ho is rejected and Ha is accepted which means that there is a significant influence between Price and Service Quality on Purchasing Decisions (Y), while for the Brand Image variable (X_2) H_o accepted and Ha rejected, which means that there is no significant effect between Brand Image (X_2) on Purchasing Decisions (Y). Based on table 10, the beta coefficient value of the price (X_1) is 216 or 21.6%, the value of the beta coefficient of Brand Image (X_2) is 101 or 10.1% and the beta coefficient value of Service Quality (X_3) amounting to, 607 or 60.7%, so it can be concluded that service quality (X_3) has more influence on purchasing decisions (Y).

V.   CONCLUSION

A. Conclusion

Based on the results of the data analysis above discussion, the following conclusions can be drawn:

1) From the results of the research and testing that the researchers have done, it can be concluded that the price variable (X_1) has a positive and significant effect on consumer decisions using PT Wahana Prestas Logistik shipping service agent BP, Tangerang (Y), this is proven by the results of the hypothesis test. partially (t test) where tcount> ttable.

2) From the results of research and testing that the researchers have done, it can be concluded that the brand image variable (X_2) has a positive and significant influence on consumer decisions to use PT XYZ agent BP, Tangerang (Y), this is evidenced by partial hypothesis test results (t test) where t> t table.

3)   From the results of research and testing that the researchers have done, it can be concluded that the service quality variable (X_3) has a positive and significant effect on consumer decisions to use PT XYZ agent BP, Tangerang (Y), this is evidenced by partial hypothesis test results (t test) where tcount> ttable.

4)   From the results of research and testing that researchers have done, it can be concluded that the simultaneous hypothesis test (F test) between price (X_1), Brand Image (X_2) and Service Quality (X_3) has a positive and significant effect On the consumer's decision to use PT XYZ agent BP, Tangerang (Y), this is evidenced by the simultaneous hypothesis test (F test) where Fcount> Ftable.

B.   *Suggestion*

1)   The price set is quite good and very attractive for consumers to choose PT XYZ as a delivery service. Therefore, it must be maintained in several ways, such as giving a discount with a nominal value of goods delivery of more than 5 kl or by providing a psychological price, sure the odd pricing is odd, for example Rp. 4.999, - in order to impress consumers, the price offered by the company is cheap or low.

2)   To maintain a good brand image, PT XYZ should provide quality, friendly and patient services in dealing with consumers.

3)   To maintain consumer confidence in PT XYZ, it would be better to maintain or increase the values of politeness, friendliness, and responsiveness in serving consumers.

4)   For further researchers,. We recommend that further researchers be able to take other variables that have not been studied and which may influence consumer decisions to use PT XYZ agent BP delivery services.

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