



## **The Influence of Corporate Image and Service Quality on Consumer Decisions to Use Delivery Services at J&T Express Bintaro Branch**

**Ahmad Nurhadi<sup>1</sup>, Umi Nariawati<sup>2</sup>, Azhar Affandi<sup>3</sup>, Sidik Priadana<sup>4</sup>, Heri Erlangga<sup>5</sup>**

<sup>1\*</sup>Universitas Pamulang, Tangerang Selatan, Banten, Indonesia

<sup>2</sup>Universitas Komputer Indonesia (UNIKOM), Bandung, Jawa Barat, Indonesia

<sup>3,4,5</sup>Universitas Pasundan, Bandung, Jawa barat Indonesia

Email: [yitnowahyitno@gmail.com](mailto:yitnowahyitno@gmail.com)

---

### **Article Info**

#### **Article History:**

Received: 17 March 2022

Revised: 28 March 2022

Published: March 2022

e-ISSN: 2623-2324

p-ISSN: 2654-2528

DOI: 10.5281/zenodo.6427109

---

### **Abstract:**

This study aims to determine the effect of corporate image and service quality on consumer decisions to use delivery services at J&T Express Bintaro Branch. The method used is explanatory research with analytical techniques using statistical analysis with regression, correlation, determination and hypothesis testing. The results of this study that corporate image has a significant effect on purchasing decisions by 40.8%, hypothesis testing is obtained  $t$  count  $>$   $t$  table or  $(8,183 > 1,985)$ . Service quality has a significant effect on purchasing decisions by 41.7%, hypothesis testing is obtained  $t$  count  $>$   $t$  table or  $(8,331 > 1,985)$ . Corporate Image and Service Quality simultaneously have a significant effect on Purchase Decisions with the regression equation  $Y = 9,720 + 0.380X_1 + 0.375X_2$  and the contribution of the influence is 51.8%, hypothesis testing is obtained  $F$  count  $>$   $F$  table or  $(51,601 > 2,700)$ .

**Keywords:** Company Image, Service Quality, Purchase Decision

---

## **INTRODUCTION**

Rapid progress in the field of science and technology is driving changes towards modernization. This has brought changes in all fields, including services related to data, information and goods and services. The development of information and technology in the field of service provision demands the availability of meeting the needs of today's modern society. These include the need for speed of service, delivery and receipt of services, information, goods and documents.

The development of online trading business at this time encourages business people to be able to distribute their products to consumers appropriately so that business people need cooperation in distributing their goods, in this case the delivery of goods. Without this courier service, it is impossible for the trading business to continue to grow. Along with the

development of a wider market, more and more companies need delivery services, so that their marketing reach becomes wider.

A service company is a company engaged in the service sector which is basically an intangible service but the benefits can be felt for consumers. One of the service companies used by the public today is logistics services. Logistics services are services provided by the delivery service manager to the receiving party directly in accordance with certain quality standards. Several companies that provide logistics services in Indonesia today are state-owned and private companies. BUMN has Pos Indonesia while from the private sector there are TIKI, JNE, FedEx, DHL and J&T Express.

J&T Express is a freight forwarding company that has spread throughout Indonesia. At the age of four, J&T Express has managed to achieve the delivery of one million packages per day, outside the peak season. This is driven by the high growth of online business in the country. And J&T Express has received the Top Brand 201 award with an index of 20.3 percent. This index increased from a similar award last year which got 13.9 percent. J&T Express is only below JNE with an index of 45 percent last year (Merdeka.com). With the success that has been obtained, J&T Express has become one of the best shipping service companies in Indonesia.

The company is said to be superior if it can take advantage of existing opportunities with something that is effective and efficient. One of them is by creating a positive impression or image of the company's products or services. A good corporate image can be seen from whether the company is liked by consumers and has good quality and competence. According to Kotler and Keller in Tjiptono (2017: 245) who stated that "company image relates to physical and company-related attributes such as name, building, product/service, to influence the quality communicated by everyone to be interested in the company.

The company's image must be able to describe an impression that arises because of an understanding of a reality. So the company's image is needed in improving consumer decisions because image is one of the main factors that determine the selection of products and services for consumers. The image needs to be created intentionally to have a positive value (Sukatendel in Soemirat, 2016: 13). Positive things that can improve the company's image through service, company success and company history or history. Thus, the image of a company is a representation of an institution in the hope of being able to encourage a positive corporate image.

Besides a good corporate image, there are other things that must be considered by a company in order to outperform the competition. Another important thing that must be considered by the company is the quality of service. Good service quality can be seen from the reliability and speed of the company in serving consumers. According to Parasuraman in Lupiyoadi (2013:216) states that "Service quality is how far the difference between reality and consumer expectations for the services they receive".

Meanwhile, according to Tjiptono (2016: 59) states that "Service quality is the level of excellence expected and control over the level of excellence to meet consumer desires". Quality service is a very decisive factor in marketing, on the other hand, consumer disappointment in receiving services from bad companies can make the company's downfall in the future.

Good corporate image and service quality can improve consumer decisions. Satisfied consumers will have a high level of decision on the product or service offered compared to dissatisfied consumers. Basically the real decision will not be formed if the consumer does not or has not made the purchase process first.

According to Kotler and Keller (2017: 153) consumer decisions are "a deeply held commitment to repurchase or subscribe to a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause consumers to switch to another product". Decision is a deeply held commitment to buy or re-support a preferred

product or service in the future despite the influence of the situation and marketing efforts that cause consumers to switch.

Based on the exposure to the background above, the authors are interested in researching with the title "The Influence of Corporate Image and Service Quality on Consumer Decisions to Use Delivery Services at J&T Express Bintaro Branch".

## LITERATUR REVIEW

### 1. Company Image

What is meant by corporate image in this case is related to physical and company-related attributes such as name, building, product/service, to influence the quality communicated by everyone to be interested in the company Kotler and Keller (2014: 55). The indicators used by the author in this study are Likeability, Competence, Performance Quality, Responsibility, Tjiptono (2017:245)

### 2. Service Quality

What is meant by service quality is the expected level of excellence and control over the level of excellence to meet customer desires, Tjiptono (2016: 59). According to Kotler in Tjiptono (2016: 59) there are five indicators of service quality, namely: Tangibles, Reliability, Responsiveness, Assurance, Empathy).

### 3. Consumer Decision

According to Kotler and Armstrong (2019: 251), "consumer behavior is a problem-adjusting approach that consists of five stages carried out by consumers. The five stages are problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior".

## RESEARCH METHODS

In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing. The type of research used is associative, where the aim is to determine the effect of the independent variables on the dependent variable either partially or simultaneously

## RESEARCH RESULTS AND DISCUSSION

### 1. Descriptive Analysis

This test is used to determine the minimum and maximum scores, mean scores and standard deviations of each variable. The results are as follows:

Table 1. Results of Descriptive Statistics Analisis Analisis

	Descriptive Statistics				
	Minimum	Maximum	Mean	Std. Deviation	
Company Image (X1)	99	31	48	38.00	3.990
Service Quality (X2)	99	30	48	37.79	4.296
Purchase Decision (Y)	99	29	48	38.58	3.910
Valid N (listwise)	99				

Corporate image obtained a minimum variance of 31 and a maximum variance of 48 with a mean score of 3.80 with a standard deviation of 3.990. Service quality obtained a minimum variance of 30 and a maximum variance of 48 with a mean score of 3.77 with a standard deviation of 4.296. Consumer Decisions obtained a minimum variance of 29 and a maximum variance of 48 with a mean score of 3.85 with a standard deviation of 3.910.

### 2. Verification Analysis.

This analysis is intended to determine the effect of the independent variable on the dependent variable. The test results are as follows:

**a. Multiple Linear Regression Analysis**

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Multiple Linear Regression Test Results  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.720	2.865		3.393	.001
Company Image (X1)	.387	.086	.395	4.485	.000
Service Quality (X2)	.375	.080	.411	4.674	.000

a. Dependent Variable: Consumer decision (Y)

Based on the test results in the table above, the regression equation  $Y = 9.720 + 0.380X1 + 0.375X2$ . From this equation, it is explained as follows::

- 1) A constant of 9.720 means that if there is no Corporate Image and Service Quality, then there is a Purchase Decision value of 9.720 points.
- 2) The regression coefficient for Corporate Image is 0.380, this number is positive, meaning that every time there is an increase in Corporate Image by 0.380, the Purchase Decision will also increase by 0.380 points.
- 3) The regression coefficient of Service Quality is 0.375, this number is positive, meaning that every time there is an increase in Service Quality of 0.375, the Purchase Decision will also increase by 0.375 points..

**b. Correlation Coefficient Analysis**

The correlation coefficient analysis is intended to determine the strength of the relationship between the independent variables and the dependent variable either partially or simultaneously. The test results are as follows:

Table 3. The Result of Testing the Correlation Coefficient of Corporate Image on Purchase Decisions.

		<b>Correlations<sup>b</sup></b>	
		Company Image (X1) Purchase Decision (Y)	Company Image (X1) Purchase Decision (Y)
Company Image (X1)	Pearson Correlation	1	.639**
	Sig. (2-tailed)		.000
Company Image (X1)	Pearson Correlation	.639**	1
	Sig. (2-tailed)	.000	

Based on the test results obtained a correlation value of 0.639, meaning that the image of the company has a strong relationship with purchasing decisions.

Table 4. Test Results of Service Quality Correlation Coefficient on Purchase Decisions.

		<b>Correlations<sup>b</sup></b>	
		Service Quality (X2) Purchase Decision (Y)	Service Quality (X2) Purchase Decision (Y)
Kualitas Pelayanan (X2)	Pearson Correlation	1	.646**
	Sig. (2-tailed)		.000
Keputusan Pembelian (Y)	Pearson Correlation	.646**	1
	Sig. (2-tailed)	.000	

Based on the test results obtained a correlation value of 0.646, meaning that the quality of service has a strong relationship with purchasing decisions.

Table 5. Results of Testing the Correlation Coefficient of Corporate Image and Service Quality Simultaneously on Purchase Decisions.

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720a	.518	.508	2.742

a. Predictors: (Constant), Service Quality (X2), Company Image (X1)

Based on the test results obtained a correlation value of 0.720, meaning that corporate image and service quality simultaneously have a strong relationship with purchasing decisions.

#### a. Coefficient of Determination Analysis

The analysis of the coefficient of determination is intended to determine the percentage of the influence of the independent variable on the dependent variable either partially or simultaneously. The test results are as follows:

Table 6. Testing Results of the Coefficient of Determination of Company Image on Purchase Decisions.

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 <sup>a</sup>	.408	.402	3.023

a. Predictors: (Constant), Company Image (X1)

Based on the test results, the determination value is 0.408, meaning that the Company's Image has a contribution of 40.8% influence on the Purchase Decision.

Table 7. Results of Testing the Coefficient of Service Quality Determination on Purchase Decisions.

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 <sup>a</sup>	.417	.411	3.000

a. Predictors: (Constant), Service quality (X2)

Based on the test results obtained a determination value of 0.417, meaning that Service Quality has a contribution of 41.7% influence on the Purchase Decision.

Table 8. Testing Results of the Coefficient of Determination of Company Image and Service Quality on Purchase Decisions.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720 <sup>a</sup>	.518	.508	2.742

a. Predictors: (Constant), Service Quality (X2), Company Image (X1)

Based on the test results obtained a determination value of 0.518, meaning that Corporate Image and Service Quality simultaneously have a contribution of 51.8% influence on Purchase Decisions, while the remaining 48.2% is influenced by other factors.

**b. Hypothesis testing**

**Partial Hypothesis Test (T Test)**

Hypothesis testing with t test is used to find out which partial hypothesis is accepted. The first hypothesis: There is a significant effect of corporate image on purchasing decisions. The second hypothesis: There is a significant effect of corporate image on purchasing decisions.

Table 9. Results of Hypothesis Testing on Company Image on Purchase Decisions.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14.777	2.924		5.054	.000
Citra Perusahaan (X1)	.626	.077	.639	8.183	.000

a. Dependent Variable: Buying decision (Y)

Based on the test results in the table above, the value of t count > t table or (8,183 > 1,985), thus the first hypothesis that is proposed that there is a significant influence on corporate image on purchasing decisions is accepted.

Table 10. Results of Service Quality Hypothesis Testing on Purchase Decisions.

**Coefficients<sup>a</sup>**

1. Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	16.363	2.683		6.099	.000
Kualitas Pelayanan (X2)	.588	.071	.646	8.331	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Based on the test results in the table above, the value of t arithmetic > t table or (8.331 > 1.985), thus the second hypothesis proposed that there is a significant influence between Service Quality on Purchase Decisions is accepted.

**Simultaneous Hypothesis Testing (F Test)**

Hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted. The third hypothesis is that there is a significant influence between corporate image and service quality on purchasing decisions.

Table 11. Hypothesis Test Results of Corporate Image and Service Quality on Purchase Decisions.

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	776.171	2	388.086	51.601	.000b
Residual	722.011	96	7.521		
Total	1498.182	98			

Based on the test results in the table above, the calculated F value > F table or (51,601 > 2,700), thus the third hypothesis proposed that there is a significant influence between Corporate Image and Service Quality on Purchase Decisions is accepted.

### 1. The Influence of Company Image on Purchase Decisions

Company image has a significant effect on purchasing decisions with a correlation of 0.639 or has a strong relationship with a contribution of 40.8%. Testing the hypothesis obtained the value of t count > t table or (8,183 > 1,985). Thus, the first hypothesis proposed that there is a significant effect between corporate image on purchasing decisions is accepted.

### 2. The Influence of Service Quality on Purchase Decisions

Service quality has a significant effect on purchasing decisions with a correlation of 0.646 or has a strong relationship with a contribution of 41.7%. Testing the hypothesis obtained the value of t arithmetic > t table or (8.331 > 1.985). Thus the second hypothesis proposed that there is a significant effect between Service Quality on Purchase Decisions is accepted.

### 3. The Influence of Corporate Image and Service Quality on Purchase Decisions

Corporate Image and Service Quality have a significant effect on Purchase Decisions with the regression equation  $Y = 9,720 + 0.380X_1 + 0.375X_2$ , the correlation value is 0.720 or has a strong relationship with the contribution of 51.8% influence while the remaining 48.2% is influenced by factors other. Hypothesis testing is obtained by the calculated F value > F table or (51,601 > 2,700). Thus the third hypothesis proposed that there is a significant effect between corporate image and service quality on purchasing decisions is accepted.

## CONCLUSION

1. Company image has a significant effect on purchasing decisions with a contribution of 40.8%. Hypothesis test obtained value of t count > t table or (8,183 > 1,985).
2. Service quality has a significant effect on purchasing decisions with a contribution of 41.7%. Hypothesis test obtained value of t count > t table or (8,331 > 1,985).
3. Corporate Image and Service Quality have a significant effect on Purchase Decisions with a contribution of 51.8% influence while the remaining 48.2% is influenced by other factors. Hypothesis test obtained value F arithmetic > F table or (51,601 > 2,700).

## BIBLIOGRAPHY

- Adam Siwalima (2018) *Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Toko Baby Putri Di Bambu Kuning Trade Center Lampung*.
- Akimas, Hari Nugroho. (2016). Pengaruh Kecerdasan Intelektual (IQ), Kecerdasan Emosional (EQ), Kecerdasan Spiritual (SQ) Terhadap Kinerja Pegawai Inspektorat Provinsi Kalimantan Selatan. *Jurnal Wawasan Manajemen*, Vol. 4, Nomor 3
- Alfarisi, M. S., Haryadi, R. N., & Sunarsi, D. (2022). Moslem Consumer Behavior on Buying Ticket Decision at Halal Tourism Fruit Garden Mekarsari Cileungsi. *International Journal of Sharia Business Management*, 1(1), 17-26.
- Algifari (2015). *Analisis Regresi untuk Bisnis dan Ekonomi*. Yogyakarta: BPFE.
- Alma, Buchori. (2016) *Manajemen Pemasaran & Pemasaran Jasa*, Bandung: CV. Alfabetha.

- Badrudin (2016) *Dasar-Dasar Manajemen*, Bandung: Alfabeta..
- Baker, Sarah. (2016), *Sustainable Development*. Routledge. New York
- Edi Sutrisno (2016). *Manajemen Sumber Daya Manusia*. Jakarta: Prenadamedia Group.
- Erlangga, H., Jasmani, J., & Nurjaya, N. (2019). Pengaruh Kegiatan Promosi Terhadap Keputusan Pembelian Konsumen Pada PT. Modise Busana Sejati Di Bandung. *Jurnal Ekonomi Efektif*, 1(4), 300-308.
- Fandy Tjiptono (2017), *Service Quality and Satisfaction*. Jakarta: Edisi tiga. Andi.
- Gafar, Vanessa, (2017) *Customer Relationship Management and Marketing Public Relation*. Bandung: PT. Alfabeta.
- Griffin, Jill. (2015) *Customer Loyalty: How to Earn It, How to Keep It*. Simon and Chuster. Inc. New York.
- Hasibuan, Malayu S.P. (2016). *Manajemen Sumber Daya Manusia*. Edisi Revisi. Jakarta: PT Bumi Aksara.
- Hery. (2017). *Auditing dan Asurans*. Jakarta. Grasindo.
- Imam Ghozali (2017). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Edisi Kelima. Semarang: Badan Penerbit Undip.
- Istijanto (2014) *Riset Sumber Daya Manusia*. Jakarta: PT. Gramedia Pustaka
- Istijanto (2017), *Aplikasi Praktis Riset Pemasaran*, Jakarta: Gramedia Pustaka Utama.
- Kharis Ismu Fadli (2011). *Studi Mengenai Impulse Buying dalam Penjualan Online*. Semarang : Skripsi Universitas Diponegoro
- Kotler dan Armstrong (2017), *Prinsip-prinsip Pemasaran*. Edisi Kedua Belas". Jilid Satu. Jakarta: Erlangga
- Kotler dan Keller (2017) *Manajemen Pemasaran*. Jakarta: PT. Macaman Jaya Cemerlang.
- Lupiyadi , Rambat (2016) *Manajemen Pemasaran Jasa* edisi 2 , Jakarta : Salemba Empat.
- Rivai Veithzal (2015) *Manajemen Sumber Daya Manusia Untuk Perusahaan*. Penerbit PT Raja Grafindo Persada, Jakarta, 2010.
- Robbins, Stephen. P. dan Mary Coulter. (2015) *Manajemen*. Jakarta: PT. Indeks Kelompok Gramedia. Jakarta.
- Roy Parto Purba (2017) *Pengaruh Citra Perusahaan Terhadap Loyalitas Pelanggan (Studi kasus PT. Bintang Utara Perwakilan Dolok Sanggul)*.
- Safroni, Ladzi. (2015). *Manajemen dan Reformasi Pelayanan Publik dalam Konteks Birokrasi Indonesia*. Surabaya: Aditya Media Publishing
- Salam, Burhanuddin. (2014). *Pengantar Filsafat*. Jakarta: Bumi Aksara
- Saleh, A Muwafik. (2015) *Manajemen Pelayanan* . Pustaka Pelajar, Jakarta
- Singgih Santoso (2015). *Menguasai Statistik Multivariat*. Jakarta: PT Elex Media Komputindo.
- Stonner (2014), *Manajemen Sumber Daya Manusia Edisi Revsi*. Jakarta: Penerbit PT. Bumi Aksara.
- Sudjana (2014) *Metode Statistika*, Bandung: Tarsido.
- Sugiyono (2017), *Metode Penelitian Administrasi : dilengkapi dengan Metode R & D*, Bandung: Alfabeta.
- Suharsimi Arikunto (2014). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Suhartanto (2014). *Metode Riset Pemasaran*. Bandung: Alfabeta
- Suherman, Wawan (2015) *Kurikulum Berbasis Kompetensi Pendidikan Jasmani Teori dan Praktik Pengembangan*, Yogyakarta: FIK UNY.
- Sutojo, Siswanto, (2015). *Membangun citra perusahaan*. Jakarta: PT Damar
- Swastha, Bashu dan T. Handoko (2016) *Manajemen Pemasaran Moderen*. Yogyakarta: BPFE.