Purchasing Decision Delivery Service KURIRMU in Surabaya

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Abstract

This study aims to determine the effect of the independent variables Electronic Word of Mouth, Price and Service Quality on the dependent variable of the decision to use KURIRMU delivery services in Surabaya. The research approach used is non-probability sampling with purposive sampling method. The population in this study were KURIRMU service users for the last six months and the respondents in this study were over 17 years old and the sample used was 96 respondents. The data of this research is quantitative by collecting data with a questionnaire. The data analysis technique used is multiple linear regression. The results of this study indicate that Electronic Word of Mouth, price partially has a positive and significant effect on purchasing decisions. However, the service quality variable partially has no significant effect on purchasing decisions. Electronic Word of Mouth, Price and Service Quality simultaneously have a positive and significant effect on purchasing decisions.

Keywords : Electronic Word of Mouth, Purchasing Decision, Price, Service Quality

1. Introduction

The rapid development of the service industry in Indonesia today is due to the service industry playing a role and to the development of the MSME sector, online business, home industry and other industries. The service industry also varies greatly according to the role of each sector, one of which is logistics services or courier services. Data from the World Bank's Logistics Performance Index noted that Indonesia's logistics has improved very rapidly in the last three years. Currently, Indonesia is ranked 46th globally compared to 2016 which was ranked 63rd. Meanwhile, the Indonesian Logistics and Forwarders Association (ALFI) predicts the potential growth of the logistics business in the country can reach more than 30% by 2020 (Christian, n.d.).

Courier service providers are able to support the needs of business people because they can make it easier for business people to sell goods to consumers who cannot buy directly. The courier and warehousing industry is adapting to the development of e-commerce. Need more players to sustain the surge in shipments (Indra, 2019).

Top Brand Index 2020 shows that JNE and J&T control the courier service business, respectively 27.3% and 21.3%, which means that JNE and J&T control the courier service business by almost 50%. Not only the big JNE and J&T providers, but there are also many smaller scale courier services such as KURIRMU. KURIRMU is a MSME-scale goods delivery service because it is a productive business owned by individuals or business entities that usually operate within the scope of trading activities that have different characteristics or characteristics (Lestari & Amri, 2020). With so many similar business competition in the field of shipping services, business competition will be even tighter and demand KURIRMU to innovate so that their business can remain intensely competitive.

Table 1. Customer data for KURIRMU for the last 6 months

MONTH	CONSUMER
Oct	629
Nov	436
Des	641
Jan	428
Feb	562
Mar	488
Tot	3184

Based on the table data above, it shows that in November, January and March, KURIRMU service users experienced a decline, while in December and February it increased. It can be said that in 6 months, KURIRMU service users experience fluctuations, however, it is more directed to a downward trend from kurimu consumers. This shows that KURIRMU is affected by intense competition in the same industrial sector. The downward trend in KURIRMU service users shows that there is an indication of a decline in KURIRMU service users. Therefore, your KURIRMU needs something that can boost your KURIRMU service users in order to increase the use of your KURIRMU services.

Based on the above background, the research questions developed in this study are is there any influence of electronic word of mouth, price and quality of service on the Purchase Decision of KURIRMU Delivery Service in Surabaya. The purpose of this study is to find out : 1) Is there any influence of electronic word of mouth on the purchasing decision of KURIRMU delivery service in SURABAYA. 2) Is there a price effect on the decision to purchase KURIRMU delivery service in SURABAYA. 3) Is there any influence of Service Quality on the purchase decision of KURIRMU delivery service in SURABAYA.

1.1 Empiris

(Firnanda, 2017) The purpose of the study was to determine the effect of Electronic Word Of Mouth, Brand Image, Brand Trust on the Decision to Use GO-JEK Online Ojek Services by taking the population of the Samarinda city community with the method used was purposive sampling. The sample in this study was 60 respondents with the criteria of having used GO-JEK services in Samarinda at least once. The data analysis method used is Multiple Linear Regression using SPSS version 23. The results of this study indicate that: Electronic Word of Mouth has a significant positive effect on purchasing decisions as evidenced by the output where the value of $t_{count} > t_{table}$ ($3.573 > 2.003$) with a significance of $0.01 < 0.05$. Brand Image has no significant positive effect on purchasing decisions as evidenced by the output where the value of $t_{count} > t_{table}$ ($0.598 < 2.003$) and significance ($0.552 > 0.05$). Brand Trust has a significant positive effect on Purchase Decisions as evidenced by the output where the value of $t_{count} > t_{table}$ ($3.333 > 2.003$) with a significance of $0.02 < 0.05$.

(Adiprayitno & Edwar, 2017) This study aims to determine the effect of service quality and price on usage decisions. Respondents were 115 people who used JNE's goods delivery service at Putro Agung Wetan Surabaya agent. Based on the results of the analysis, it can be seen that there is an effect of the relationship between service quality variables on usage decisions of 4.470%, and price on usage decisions of 4.617% for JNE goods delivery services at Putro Agung Wetan Surabaya agents.

1.2 Teoritis

1.2.1 eWOM

According to Lee, Noh and Kim in (Rumondang et al., 2020) WOM is a word of mouth system that exists in a virtual space where messages are sent or received related to a product or service and consumers may experience it through chat or online boards. E-WOM can be defined as marketing from netizens to other netizens whose messages are recommendations. Recommendations from other netizens are usually considered more trustworthy than promotional activities from companies and can influence other netizens' decisions to buy or not to buy (Sukoco, 2018). According Goyette in (Sukoco, 2018) in a journal compiled with his friends, in measuring the effect of E-WOM, one can use the following dimensions:

1. Intensity
2. Content
3. Positive opinion

1.3 Price

According to Armstrong & Kotler, (2012 : 345) Price can be defined narrowly as the amount of money charged for a product or service. Or it can be broadly defined as price as the amount of value that consumers exchange for the benefit of owning and using a product or service that allows the company to earn a reasonable profit by being paid for the customer value it creates. According to (Supriadi, 2018) price is the determination of the value of money-goods. According to Alma in (Sari & Yasa, 2020) suggests the price is the value of an item expressed in money. More broadly, price is the sum of the values that consumers exchange for the benefits of owning or using the product or service. According to Kotler and Armstrong in (Astuti & Matandong, 2020) The indicator of price determination is a measure that characterizes the success of price determination. Price determination indicators consist of price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits.

1. Price Affordability
2. Price Match with Product Quality
3. Price Competitiveness
4. Price Match with Benefits

1.4 Service Quality

According to (Abdullah, 2017) Quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs. Goeth and Davis in (Sunyoto, 2013) quality is: "A dynamic condition associated with products, services, people, processes and the environment that meet or exceed expectations". According to Sugiarto (Sunyoto, 2013) service quality is a presentation of products or services according to the applicable size where the product is held and the delivery is at least the same as what consumers want and expect. According to (Kotler, 2012) determines that there are 5 determinants of service quality. The five are presented in order based on their level of importance, including:

1. Tangibles
2. Emphaty
3. Reliability
4. Responsiveness
5. Assurance

1.5 Purchasing Decision

(Kotler & Armstrong, 2012) translates purchasing decisions as a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchase decision. According to (Pranata et al., 2020) the indicators for purchasing decisions are as follows :

1. Stability in a product or service
2. Habits in buying products or services
3. Give recommendations to others
4. Repurchase

1.6 Relationship Between Variables

1. Recommendations from other netizens are usually considered more trustworthy than promotional activities from companies and can influence other netizens' decisions to buy or not to buy (Sukoco, 2018). This means that the higher the eWOM or word of mouth through electronic means, the higher the consumer's attitude to using this service.
2. The more affordable the price offered, the higher the consumer's attitude in using this service. This is supported by research (Leksono & Herwin, 2017). that price influences purchasing decisions.
3. The better the quality of service provided, the higher the consumer in using this service. This is supported by research (Adiprayitno & Edwar, 2017) that service quality affects purchasing decisions.

1.7 Conceptual Framework

Figure 1. Conseptual Framework

2. Methodology

2.1 Research Location and Time Plan

This study uses quantitative methods with an objective research approach that includes the collection and analysis of quantitative data and uses statistical testing methods. This research was conducted on research respondents, namely consumers who have used KURIRMU services in the city of Surabaya. The implementation of field research is by distributing questionnaires which are planned to be carried out in June-July 2021. As for the overall research from proposal writing to thesis preparation, namely from March - July 2021.

2.2 Population and sample

The population in this study are customers who have used KURIRMU services in the city of Surabaya. The type of sampling is non probability sampling by using a sampling technique using purposive sampling. Purposive sampling selects sample members from the population determined by the researcher alone (Sumargo, 2020: 20). To determine the number of samples in this study using the Slovin formula. The slovin formula in (Nalendra et al., 2021) is a formula for calculating the minimum number of samples from a population. The sample taken is 96 people

3. Result and Discussion

3.1 Result

The results showed that of the 96 respondents, 46 were 36 to 45 years old (47.9%), 14 were over 55 years old (14.6%), 13 were 26 to 35 years old (13.5%), 13 were 46 to 55 years old (13.5%), and 10 represents the age of 17-25 years (10.4%). 80 people are female (83.3%), while 16 people are male (16.7%). 37 people work as housewives (38.5%), 27 people work as entrepreneurs (28.1%), 21 people work as private employees (21.9%), 7 people work as civil servants (7.3%), 3 people work as students (3.1%) and the rest is the rest (1.0%). last education is high school 51.0%, bachelor 41.7%, diploma 5.2%, junior high 2.1%. KURIRMU users in East Surabaya are 32.3%, South Surabaya is 25.0%, West Surabaya is 22.9%, North Surabaya is 10.4% and Central Surabaya is 9.4%.

3.2 Validity Test

Table 2. Result of validity test

Variabel	average R count	R tabel
eWOM (X1)	0,815	0,1689
Price (X2)	0,686	0,1689
Service Quality (X3)	0,651	0,1689
Buying Decision (Y)	0,692	0,1689

From the test results above, it shows that the tested variables have valid information with a significance limit of 5%, which means that the items used in the study are valid.

3.3 Reability Test

Table 3. result of reability test

Variabel Penelitian	Cronbach's Alpha	Description
Electronic Word of Mouth (X1)	0,748	Reliabel
Price (X2)	0,664	Reliabel
Service Quality (X3)	0,659	Reliabel
Buying Decision (Y)	0,638	Reliabel

From the data above, it shows that the value of Cronbach's Alpha eWOM, Price, Service Quality and Purchase Decision each has a value above 0.60, meaning that all the variables tested are reliable.

3.4 Classic Assumption Test

3.4.1 Normality Test

Table 4. Result of Normality Test *One-Sample Kolmogorov-Smirnov Test*

	Unstandardized Residual
N	96
Asymp. Sig. (2-tailed) ^c	.200 ^d

From the table above shows that the value of Asymp. Sig. (2-tailed) is $0.200 > 0.05$. Thus it can be concluded that the data used is normally distributed so that it meets the requirements of simple linear regression testing.

Figure 2. Normality Test Results Using P-P Plot Graph

P-P plot normality test results, the data or plot points are around the diagonal line and follow the direction of the diagonal line and do not move away from the diagonal line so it can be concluded that the data used in this study is normally distributed.

Figure 3. Normality Test Results Using Histogram

The results of the histogram normality test provide a distribution pattern that forms a pattern like a mountain, which means that the data used by the researcher in this study is normally distributed.

3.4.2 Multicollinearity Test

The multicollinearity test is used as an attempt to determine whether or not there is a perfect correlation or close to a perfect relationship. To detect the presence or absence of multicollinearity in the regression model, it can be done by looking at the Tolerance value and the Variance Inflation Factor (VIF) value. If the Tolerance value > 0.10 and the VIF value < 10 then there is no multicollinearity problem. The results of the multicollinearity test are obtained as follows:

Table 5. Multicollinearity Test Results

		Coefficients ^a	
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Electronic Word of Mouth	.942	1.062
	Harga	.858	1.166
	Kualitas Pelayanan	.886	1.129

All three independent variables have a VIF value below 10 and a tolerance value above 0.10. So it can be concluded that there is no correlation between the independent variables or all the independent variables used in this study do not occur multicollinearity so that it is eligible to test multiple linear regression.

3.4.3 Heteroscedasticity Test

Table 6. Heteroscedasticity Test result

			Unstandardized Residual
Spearman's rho	Electronic Word of Mouth	Sig. (2-tailed)	0,642
	Harga	Sig. (2-tailed)	0,966
	Kualitas Pelayanan	Sig. (2-tailed)	0,942

From the output data above, it is explained that the value of Sig (2-tailed) for the Electronic Word of Mouth (X1) variable is 0.642, the Price variable (X2) is 0.966, the Service Quality variable (X3) is 0.942. From the conclusion above, it shows that there is no symptom of heteroscedasticity, because the significance value obtained is > 0.05 (95% statistical confidence level or 0.05).

Figure 4. Scatterplot Heteroscedasticity Test Results

The scatter plot graph as shown above shows that the points on the graph are spread out and cannot form a certain clear pattern. So the graph can not be read clearly. These results show that there is no heteroscedasticity.

3.5 Hypothesis Testing

3.5.1 T-Test

Table 7. T-test result

		Coefficients ^a				
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	6.006	2.136		2.812	.006
	Electronic Word of Mouth	.339	.109	.289	3.114	.002
	Harga	.342	.100	.333	3.426	<.001
	Kualitas Pelayanan	.045	.095	.045	.470	.640

- Electronic Word of Mouth partially significant effect on purchasing decisions. It is known that the Electronic Word of Mouth variable has a t-count of 3.114 with a significant value = 0.002 indicating lower than the value of = 0.050 ($0.002 < 0.050$) which means that the Electronic Word of Mouth variable partially has a significant effect on purchasing decisions.
- Price has a significant effect partially on purchasing decisions. It is known that the price variable has a t-count of 3.426 with a value of sig = 0.001 indicating lower than the value of = 0.050 ($0.001 < 0.050$) which means that the price variable partially has a significant effect on purchasing decisions.
- Service quality does not have a significant effect partially on purchasing decisions. It is known that the Electronic Word of Mouth variable has a t-count of 0.470 with a value of sig = 0.640 which is greater than the value of = 0.050 ($0.640 > 0.050$) which means that the Service Quality variable partially has no significant effect on purchasing decisions.

3.5.2 F Test

Table 8. F test result

Model	F	Sig.
Regression	10.459	<.001 ^b

Based on the ANOVA table above, it is known that the variable Electronic Word of Mouth (X1), Price (X2), Quality of Service (X3) has an F value of 10,459 with a value of sig = 0.001 indicating it is smaller than the value of = 0.050 (0.001 < 0.050) which means that the variables Electronic Word of Mouth (X1), Price (X2), Service Quality (X3) simultaneously have a significant effect on purchasing decisions.

3.5.3 Multiple Regression Analysis

Table 9. Multiple Regression Analysis result

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	Model (Constant)	6.006	2.136		2.812	.006
	Electronic Word of Mouth	.339	.109	.289	3.114	.002
	Harga	.342	.100	.333	3.426	<.001
	Kualitas Pelayanan	.045	.095	.045	.470	.640

Based on Table 9 above, the multiple linear regression equation model is as follows:

- $Y = 6,006 + 0,339 X1 + 0,342 X2 + 0,045 X3 + e$
- Based on the multiple linear regression equation above, it can be described as follows:
- The constant coefficient is 6.006, meaning that the value of Purchase Decision (y) is worth 6.006 or the situation when the Purchasing Decision variable has not been influenced by each of the Electronic Word of Mouth (X1), Price (X2), and Service Quality (X3) variables.
- The value of b1 (X1 regression coefficient) is 0.339. If the Electronic Word of Mouth (X1) variable increases by one unit, then the Purchase Decision (Y) variable will change and will get a contribution from the X1 variable of 0.339. Variable Electronic Word of Mouth (X1) has a regression coefficient of 0.339 and a positive value which indicates that Electronic Word of Mouth has a positive influence on purchasing decisions.
- The value of b2 (regression coefficient X2) is 0.342. If the Price variable (X2) increases by one unit, then the Purchase Decision variable (Y) will change and will get a contribution from the X2 variable of 0.342. Price (X2) has a regression coefficient of 0.342 and a positive value which indicates that the price has a positive influence on purchasing decisions.
- The value of b3 (X3 regression coefficient) is 0.045. If the Service Quality variable (X3) increases by one unit, then the Purchase Decision variable (Y) will change and will get a contribution from the X3 variable of 0.045. The service quality variable (X3) has a regression coefficient of 0.045 and a positive value which indicates that service quality has a positive influence on purchasing decisions.

3.5.4 Coefficient of Determination Test (R^2)Table 10. Coefficient of Determination Test (R^2) result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 ^a	.254	.230	1.554

Based on the results of table 4.18 shows the results of the coefficient of determination test. It can be seen in the table that the value of Adjusted R Square is 0.230. It can be concluded that the magnitude of the influence of the Electronic Word of Mouth, Price, and service quality variables on the Purchase Decision is 0.230 (23%) while the remaining 77% is influenced by other variables besides the Electronic Word of Mouth, Price, and Service Quality variables.

3.6 Discussion

Based on the results of the analysis conducted by the researcher using the SPSS 28.0 tool, stating that of the three hypotheses presented by the researcher, only 2 were accepted and 1 was rejected.

1. Influence of Electronic Word of Mouth on Purchase Decisions.

The results of hypothesis testing can prove that Electronic Word of Mouth has an effect on Purchase Decisions, this can be proven by the results of the SPSS 28.0 data processing which states that the Electronic Word of Mouth (X1) variable is obtained $t \text{ count} = 3.114 > t \text{ table} = 1.986$ and the level of significance The result is $0.002 < 0.050$, which means that H_0 is rejected and H_1 is accepted, thus the first hypothesis is accepted.

2. Influence of Price on Purchase Decision.

The results of hypothesis testing can prove that price has an effect on purchasing decisions, this can be proven by the results of processed SPSS 28.0 data which states that the price variable (X2) is obtained $t \text{ count} = 3.426 > t \text{ table} = 1.986$ and the resulting significance level is $0.001 < 0.050$ which means that H_0 is rejected and H_1 is accepted, thus the second hypothesis is accepted.

3. Influence of Service Quality on Purchase Decision.

The results of hypothesis testing can prove that Service Quality on Purchase Decisions, this cannot be proven by the results of the SPSS 28.0 data processing which states that the Service Quality variable (X3) is obtained $t \text{ count} = 0.470 < t \text{ table} = 1.986$ and the resulting significance level is $0.640 > 0.05$, which means that H_0 is accepted and H_1 is rejected, thus the third hypothesis is not accepted.

4. Conclusion

Based on the results of research with the help of SPSS tools, the conclusions that can be drawn from this study are as follows :

1. The Electronic Word of Mouth (X1) variable partially has a positive effect of 3.14 and a significant 0.002 on the decision to use delivery services KURIRMU in Surabaya.
2. The Electronic Price (X2) variable partially has a positive effect of 3,425 and a significant 0.001 on the decision to use delivery services KURIRMU in Surabaya.
3. The Service Quality variable (X3) partially positive effect 0.470 and not significant 0.640 to the decision to use delivery services KURIRMU in Surabaya.
4. Variables Electronic Word of Mouth, Price, and Quality of service simultaneously have an effect of 0.001 on the decision to use delivery service KURIRMU in Surabaya.

In this study, the researcher only examined the effect of the Electronic Word of Mouth, Price, and Service Quality variables on the KURIRMU purchasing decision variable, while other variables affecting the Purchase Decision variable had not been done much. Hopefully for further research can discuss other factors that have not been studied in this study.

Service Quality variable has the least influence on purchasing decisions. Therefore, KURIRMU needs to review the determination of Service Quality, so that the quality of service implemented by KURIRMU will be better in the future and in proportion to what is obtained by customers. The impact of the review on the quality of service will increase the consumer's decision to use KURIRMU so that in the end it will bring benefits to the company

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