

# COMPANY IMAGE ANALYSIS OF CONSUMER DECISIONS IN CHOOSING J&T EKSPRESS AS A GOODS DELIVERY EXPEDITION IN PALEMBANG CITY

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## ***Abstract***

*This research was conducted to analyze and test the influence of Company Image on Consumer Decisions in Choosing J&T Ekspres as a Goods Delivery Expedition in Palembang City. The research population is 70.800 consumers who used J&T Ekspres expedition services from 21 drop points in the city of Palembang during the last year (2023). Samples were drawn using the Slovin method to obtain 100 consumers who represent the population. Hypothesis testing is carried out using simple linear regression analysis, as well as the t test (partial test), with the aim of being able to determine the influence of the independent variable, namely company image, on the dependent variable, namely consumer decisions at a confidence level of 95%. ( $\alpha = 0.05$ ). The results of the t test on the corporate image variable have a positive influence on consumer decisions, this can be seen from the t-count value of  $1.891 > t\text{-table } 1.660$  with  $p \text{ (sig)} = 0.001 < 0.05$ . The coefficient of determination ( $R^2$ ) is 0.408. This shows that 40.8% of consumer purchasing decisions can be explained by the company image variable while the remaining 59.2% is explained by other factors not included in this research.*

***Keywords : Expedition Services, Company Image, Consumer Decisions Making***

## **INTRODUCTION**

In the current era of increasingly advanced globalization, business competition is increasing and becoming tighter, characterized by competition between each company to seek maximum profits by coming up with their own business strategies (Warni et al., 2024). Companies whose marketing concept is oriented towards forming partnerships with customers (market driven partnership) through the development of interactive and intensive communication with consumers, on the other hand, are believed by marketing experts and practitioners to be able to easily form and strengthen customer loyalty of companies that already have partners in the eyes of consumers will get a good image in the eyes of consumers (Rinandy, 2024).

The development of the business world is currently increasing in proportion to the increasing demand of the Indonesian people for products to meet their needs (Warni et al., 2022). The high public need for goods delivery services has become a business opportunity for expedition business players. This can be seen from the large number of companies expanding their wings in the field of goods delivery.

One of the companies engaged in delivery services is J&T Ekspres Palembang, which is a goods delivery and logistics services company that provides deliveries in the form of packages, documents, etc. J&T is the largest online-supported courier and logistics company that is widespread in Indonesia, serving Ekspres delivery, handling and customs as well as distribution in Indonesia. Regular Services reach destination cities and districts throughout Indonesia. PT Global Jet Ekspres (J&T Ekspres) is an express delivery company in Indonesia which was founded on August 20 2015 by Jet Lee and Tony Chen. J&T Ekspres is present for the first time in Indonesia by providing pioneering operational services for 365 days without holidays and can reach all of Indonesia without third party intermediaries. J&T Ekspres became the first brand in Indonesia to focus on online business by launching the slogan "Express Your Online Business".

The following is data regarding the number of consumers who use J&T Express Palembang expedition services:

**Table 1 Number of J&T Express Palembang Expedition Consumers**

No	Month	Total of Consumers
1	January	5.000
2	February	4.800
3	March	7.000
4	April	7.500
5	May	6.000
6	June	6.500
7	July	6.300
8	August	5.500
9	September	5.000
10	October	5.400
11	November	5.800
12	December	6.000
<b>Total</b>		70.800

*Source : J&T Express Palembang 2023*

From the data above, it can be seen that the number of consumers will continue to fluctuate every month in 2023. However, there are several months where the number of consumers has increased during that time, namely in March and April. This makes the J&T Express Palembang expedition service business continue to strive to combine its advantages to continue to attract consumer interest and defend its business from competition from other delivery service businesses.

There are several goods delivery companies that are quite popular among Indonesian people, including:

**Tabel.2 Several Goods Delivery Companies in Indonesia**

No	Name of Expedition
1	J&T Express
2	JNE
3	Pos Indonesia
4	Tiki
5	First Logistics
6	Indah Logistik
7	Pandu Logistik
8	Wahana Logistik
9	RPX
10	Cahaya logistik
11	Si Cepat
12	Anter Aja

The presence of more and more shipping companies has created increasingly fierce competition and made these companies have to increase their competitiveness to maintain the continuity of their business.

To improve a consumer's purchasing decision, it is necessary to create brand awareness, maintain product quality perceptions, brand associations, and brand loyalty so that consumers can remember it so that consumers will not turn to other products Kotler & Armstrong (2008: 115). The success of a company in achieving its stated goals depends on the strategy implemented by the company. Company image is the entire impression that is formed in society about a company and is very important, where a positive image will benefit the company and a bad image will have a negative impact on the company's business so that the company is weak in competition(Warni et al., 2022).

For companies that operate in the field of goods delivery services, there are several things that can be done in developing a marketing strategy to get a response from consumers. One way is to create a good company image in the eyes of the public. The company image is one of the guidelines for many people in making various decisions such as buying goods or services, becoming a customer, and recommending goods or services to others. (Assauri, 2017). A company's image can be formed when customers feel satisfied because their needs are met, making them loyal to the company (Setiadi, 2013). Communication is an important element and needs to be considered in every marketing activity because in establishing interactions, communication is carried out as a process of conveying messages (Gunawan, 2017). It is important to carry out research on company image with the aim of finding out whether the image of a company in the eyes of the public is still poor or good because company image can also influence consumer decisions in making purchases and even consumer satisfaction and loyalty towards the company.

Based on the background above, the author is interested in conducting research with the title **"Company Image Analysis of Consumer Decisions in Choosing J&T Express as a Goods Delivery Expedition in Palembang City"**.

## METHODS

### Object of the Research

This research took the research object at J&T Express which is located on Jalan Tanjung Api-api Pergudangan Prima Star, Talang Kelapa District, Palembang City.

### Population and Sample

The population of this study are consumers who used J&T Express expedition services from 21 drop points in the city of Palembang during the last 1 year, with a total of 70,800 consumers (data based on table 1 in the introduction above). The sample is part of the number and characteristics of this population, or a small part of the population taken according to a certain procedure so that it can represent the population. One way to determine the sample size is to use the Slovin formula (Umar, 2017):

$$n = \frac{N}{N.d^2 + 1} \quad (1)$$

Keterangan :

n = number of samples,

N = number of population,

d<sup>2</sup> = desire precesion (misal 5 % atau 10 %)

$$n = \frac{70.800}{70.800(0,1)^2 + 1} \quad (2)$$

$$n = \frac{70.800}{70.800(0,01) + 1} \quad (3)$$

$$n = \frac{70.800}{709} \quad (4)$$

$n = 99,85$ , rounded up to 100 respondents

## Methods of the Research

The research used here is exploratory research (explanatory research), that is, this research was conducted to determine the factors that influence consumer decisions in choosing J&T Ekspres as a Goods Delivery Expedition in Palembang City and to carry out a quantitative analysis of this influence.

## Methods of the Data Analysis

The data analysis method used in the research is descriptive. The data analysis steps used in this research are as follows (Sugiyono, 2018):

### 1. Distribute questionnaires

Questionnaires were distributed to employees who were the objects of research using a likert scale.

The Likert scale used is 1 to 5, with the following mapping:

Scale 5 = Strongly Agree (SS)

Scale 4 = Agree (S)

Scale 3 = Neutral (N)

Scale 2 = Disagree (TS)

Scale 1 = Strongly Disagree (STS)

### 2. Calculate the questionnaire using the SPSS 25.0 program by testing validity, reliability, simple regression and t test

### 3. Index or Conclusion

The results of the questionnaire data processing carried out by the researcher will be analyzed and conclusions drawn.

## DISCUSSION

Based on questionnaire data processing using SPSS 25, the results of simple linear regression analysis were obtained with a constant value of 35.420, this means that if the Company Image is 0 (zero) then the Consumer Decision value is 35.420. Then, in a partial test, Company Image has a partial influence on Consumer Purchasing Decisions in choosing J&T as an expedition service. The results of the analysis with the help of SPSS 25.0 software show that the corporate image variable has a t count of 1.891, while the t table is 1.660, so the t count is  $1.891 > t \text{ table } 1.660$  and is significant  $0.001 < 0.05$ , so it can be interpreted that the corporate image variable has a positive and significant effect. Apart from that, the results of computerized data processing using the SPSS 25.0 program obtained a coefficient of determination ( $R^2$ ) of 0.408. This shows that 40.8% of consumer purchasing decisions can be explained by the company image variable while the remaining 59.2% is explained by other factors not included in this research.

The results of this quantitative analysis prove that the company image variable has an influence on consumer purchases. If a qualitative analysis is carried out, each element of the Company Image has an impact on Consumer Purchasing Decisions in choosing J&T as an expedition service. Basically, the higher the level of competition between food companies, the more choices there will be for consumers to be able to choose products that meet their expectations, so that the consequence is that customers become more careful and thorough in choosing each product released by the company. Consumers see the company's image as an important part of a product to be used as a purchase consideration and can be an added value to the product (Thamrin, 2013). J&T as an expedition company can be the answer for consumers who want the best and fastest service in sending goods both domestically and internationally.

## CONCLUSION

Based on the results obtained, Company Image influences consumers' decisions to choose J&T as an expedition service, so it is best that in every strategic policy decision you need to pay attention to the elements of the company's image. Another thing that needs to be considered is the focus on service to consumers, because consumers are potential resources for the organization. In order to retain and attract new consumers who can create a good company image, you can carry out promotions in various media containing the products offered and including prices (Octarinie, 2022). Apart from that, the company will be better known to the wider community. For future researchers, research should be carried out by including other variables such as promotion, price, service quality or others or can develop the indicators in this research variable, so that they can enrich knowledge and research in a company.

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