

THE INFLUENCE OF BRAND IMAGE AND QUALITY OF SERVICE ON CONSUMER BUYING INTEREST IN DELIVERY SERVICES PT PAXEL ALGORITA UNGGUL "PAXEL"

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ABSTRACT

The rapid growth of e-commerce business in Indonesia makes freight or package delivery service companies more crowded. The rise of freight forwarding companies makes the competition even tighter, companies are competing to show the advantages and features owned by one of the delivery services called Paxel. Paxel is a newcomer company in the field of freight forwarding services with the advantage of shipping goods with only one day but the majority of people in Bandung already know Paxel but rarely use delivery services from Paxel. Therefore, the problem in this study aims to find out how

brand image variables and service quality do affect the variables of buying interest in consumers. This research method uses descriptive and verifiative methods with quantitative approaches. The sample used in this study is the people of Bandung Raya and numbered 100 people. This research questionnaire was distributed evenly to the people in the five regions of Bandung Raya using the path of analysis and hypothesis testing. The results of this study can be found that brand image variables and service quality significantly affect consumer buying interest variables to use Paxel freight forwarding services.

Keywords: Quality of service, Brand Image, Buying Interests

Introduction

At this time in Indonesia technological progress and the internet is growing very rapidly, the impact in business development in Indonesia is turning into electronic commerce (e-commerce). Census data from the Central Statistics Agency (BPS) said that Indonesia's e-commerce in the last 10 years increased by 17 percent, with total e-commerce businesses reaching 26.2 million units. In 2018 e-commerce in Indonesia continued to increase as the number of entrepreneurs and small micro-businesses (MSMEs) grew and in the last 4 years increased by 500 percent.

The proliferation of e-commerce business growth has a positive impact on freight forwarding service companies. In recent years, freight forwarding companies have continued to grow from both national and private companies. The emergence of new companies that provide freight forwarding services also enliven business competition in this field. The covid-19 pandemic also has an impact on the increase of shipping and shipping companies due to social restrictions by the government that make people make all forms of purchase or sales online.

One of the delivery companies, Paxel, is a business in the field of new services or start-ups founded in 2019 by [1, 2] as founder and also former CEO of one of the largest logistics companies in Indonesia. Paxel offers a different experience in shipping goods because it is easier and practical just through gadgets. Paxel offers many categories of delivery, such as same-day delivery, chiller and freezer service for items that are required in fresh conditions such as meat, fish, and others. Paxel also provides paxelbox for storage/storage lockers and for pickup/pickoff deliveries.

Having a different service advantage with competitors makes paxel growth increase in 2019, the number of same day shipments has reached 1.5 million experiencing growth of 620% compared to last year only reached 200 thousand shipments and has been used by 600 thousand users in Indonesia. Paxel's total same day delivery, about 50% more to deliver food, either frozen or ready to eat. Especially in the city of Bandung became the city with the most food delivery (same day) by 45%, then both bogor city by 12% and Jakarta 11% of the total shipment, while in terms of the location of buyers, most also came from Bandung with the number of 19% of the total ordering, followed by Bekasi 18.4% and Bogor 13%. (<https://pressrelease.kontan.co.id/>)

With the existence of Paxel delivery services that have the advantage of same day delivery makes a seller of goods have a new alternative to send the goods he sells to buyers in a short time. Researchers pre-surveyed 30 randomized people who used freight forwarding services to find out about buying interest in paxel delivery services. Here are the results of pre-surveys that have been conducted regarding consumers' desire to buy interests:

Table 1

Pre-Survey Results

| Question | Answer | |
|---|------------|------------|
| | Already | Do not |
| Do you know paxel? | 56,5% | 43,5% |
| | 35 respond | 29 respond |
| Do you use paxel? | 40% | 60% |
| | 14 respond | 21 respond |
| Is paxel's service quality good enough? | 45,7 % | 54,3% |
| | 16 reply | 19 reply |
| Are you interested in using paxel? | 42,9% | 57,1% |
| | 15 respond | 20 respond |

Based on the pre-survey table above shows that the majority of respondents already know paxel but from respondents who know there are still many who do not use paxel and from the table above shows that the majority are not interested in using paxel. This can hurt the company because of the lack of enthusiasts to use freight forwarding services, although paxel has a service that is crowded from competitors such as chiller and freezer services and paxelbox for storage / storage lockers. Based on these results, researchers only want to know how much influence *the brand image*, quality of service to buying interests.

The marketing strategy that paxel must do to cover more customers is with brand image. According to [3] the brand image reflects the feelings consumers and businesses have about the entire organization as well as individual products or product lines. According to [4] in [5, 6] brand image is a consumer's perception of a brand that is also a reflection of memory that can be described and related to the brand.

Brand *image* strategy must be done by the company based on aspects seen by customers before deciding to use the delivery service. For that, the company must continue to build a very strong brand *image* because it will be the most important asset for the company. In addition to brand image, the company is also required to provide quality of service that will affect consumer satisfaction. Quality of service is important for the company as the key to success, but it can also be a boomerang if the quality of service offered does not meet consumer satisfaction.

To be able to provide quality service that meets consumer satisfaction, the company must be able to compete with its competitors in the field of delivery services. According to [7], Quality of Service is the totality of features and character of a product or service that has the ability to satisfy stated or implied needs. Paxel has a different service from its competitors that can be seen from the shipping category offered by Paxel, even Paxel has a different service compared to its competitors. The demands of customer related to delivery services include the speed of delivery of goods, the ease to get services, security and guarantee of goods until safely, and affordable.

To be able to get the extent to which Paxel can provide *brand image* and quality of service, marketing research is needed. The purpose of this marketing research is to get

more information from customers about the decision to become a user of Poxel services. From the explanation above, it can be concluded that *brand image* and quality of service can affect purchasing decisions.

Literature Review Brand Image

According to [8] A brand is a product or service whose dimensions differentiate the brand in some way from other products or services designed to satisfy the same needs. According to Keller brand image in [5] brand image is a consumer's perception of a brand that is also a reflection of memory that can be described and related to the brand. Based on this understanding that brand image is the perception or impression of a person on a brand so that the brand can be attached to the consumer's memory.

Indicator Brand image

According to [9] the indicators used to measure brand image are as follows:

The image of a maker is a set of associations that make consumers represent a company that makes a product or service.

User image is a set of associations that consumers perceive to users who use goods or services.

Product image is a set of associations that consumers perceive to a product.

Brand Image Development

In a company brand image that is well managed will produce positive results, according to [10, 11] the development of a good brand image can produce the following:

Improve understanding of aspects of consumer behavior in making purchasing decisions.

Enriching the orientation of consumption towards things that are symbolic more than the functions of the product.

Increase consumer confidence in the product.

Increasing the advantage of continuous competition, considering technological innovation is very easy for competitors to emulate.

Quality of Service

According to [12] The quality of service is the fulfillment of consumer needs based on the level of excellence of products and services that are in accordance with expectations so as to meet the wishes of consumers. While [13, 14] argues "the quality of service focuses on efforts to meet the needs and desires of consumers and the accuracy of their delivery to keep pace with consumer expectations".

From the above statement it can be concluded that the quality of service is the fulfillment of the needs and desires of consumers in accordance with what consumers expect. Consumers tend to compare the services received with what they expect.

Dimensions of Service Quality

In providing services that aim to increase consumer satisfaction, knowledge is needed about the dimensions of service quality. According to Parasuraman [13] there are five dimensions of service quality, namely:

Direct evidence (*tangibles*)

Tangibles are concerned with the attractiveness of physical facilities, equipment, and communication materials used by the company, as well as the appearance of employees.

Reliability (*reliability*)

Relating to the company's ability to provide accurate services from the first time without making any mistakes and delivering its services in accordance with the agreed time.

Responsiveness (*responsiveness*) With regard to the willingness and ability of employees to help customers and respond to their requests, and inform when services will be provided and then provide services quickly.

Guarantee (*assurance*)

The behavior of employees is able to foster customer trust in the company and the company can create a sense of security for customers. Assurance also means that employees are always polite and master the knowledge and skills needed to handle any customer questions or concerns. In assurance there are several indicators, namely:

Credibility is the trust, honesty of service providers.

Security is freedom from danger, risk, or doubt.

Competence is having the skills and knowledge necessary to carry out the service.

Courtesy is courtesy, respect, consideration, and hospitality of service personnel.

Empathy (*empathy*) Empathy means that the company understands the problems of its customers

and acts in the customer's interests, gives personnel attention to customers and has convenient operations.

Access is approachable and easy to contact.

Communication is listening to consumers and keeping them informed in easy-to-understand language.

Understanding customers is making efforts to recognize consumers and their needs.

Consumer Buying Interests

[15], buying interest is one part of the components of consumer behavior in consumer attitudes and a person's tendency to be able to act before a buying decision is actually made. Furthermore, buying interest can also be interpreted as something that arises by itself after receiving stimulation from the product he sees, from there arises an interest in buying it [7]. From the statement it can be concluded that buying interest is part of consumer behavior where the consumer has the stimulation to buy and choose a product [16-19].

Consumer Buying Interest Stages

According to [20] the stages of buying interest of a prospective consumer are as follows:

Attention, which is the initial stage where prospective customers assess a product or service according to their needs, in addition to customers also learn the products or services offered.

Interest, which is a prospective customer begins to be interested in buying the product or service offered, after getting more detailed information about the product or service offered.

Desire, which is at this stage prospective customers have begun to be interested in the product or services offered.

Action, which is a prospective customer already has a high stability to buy or use the products or services offered.

Buy Interest Indicator

According to [21] Indicators of buying interest are as follows:

Transactional interests are the tendency of a person to buy products.

Referential interest is a person's tendency to recommend products to others.

Preferential interests are those that describe the behavior of a person who has a primary preference for the product. This preference can only be replaced if something happens to the product of his preference.

Exploratory interests, this interest describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product [22-27].

Hypothesis

Based on theory and frame of mind, the researchers proposed the following 3 hypotheses:

Ha1: Brand Image significantly affects buying interest in

Paxel in Bandung Ha2: Quality of Service significantly affects

buying interest in Paxel in Bandung

Ha3: Brand Image and Quality of Service significantly affect buying interest in Paxel in Bandung

RESEARCH METHODS

In a scientific study, researchers must use one of the research methods of several existing research methods. Research method according to [28] is a research method is basically a scientific way to obtain data with a specific purpose and usefulness. Based on this there are four keywords that need to be considered, namely scientific ways, data, goals and uses. The research methods in this study use descriptive and verifiative methods with quantitative approaches. According to [28] descriptive method is research conducted to find out the existence of independent variables, either only on one variable or more (stand-alone variables) without making comparisons and looking for the relationship of that variable with other variables. While the verifiative method according to [28] is a method of proof research to test descriptive results hypothesis with statistical calculations so that the results of proof that show the hypothesis is rejected or accepted. Statistical data processing technique to explain the results of data obtained through multiple linear regression methods using SPSS. The population in this study is the people of Bandung Raya which includes Bandung City, Bandung Regency, West Bandung Regency, Cimahi City and Sumedang Regency. The problem in this study is unknown therefore to determine the sample to be studied using the Formula Cochran [28]

$$n = \left(\frac{Z^2 pq}{e^2} \right)$$

Information:

n = Number of samples required

z² = price in normal curve for 5% deposit

with value of 1.96 p = True odds of 50% = 0.5

q = Wrong chance of 50% = 0.5

e = Sample health level (sampling error), in this study using 10%

Based on the formula, the samples that can be used in this study are:

$$n = \left(\frac{((1,96)^2 \cdot (0,5) \cdot (0,5))}{(0,1)^2} \right) = 96,04$$

Based on calculations using the Cochran formula, the sample to be used in the study amounted to 96.04 and rounded to 100 respondents because to minimize the margin of error within the 5% error limit, thus getting an accuracy rate of 95%.

Discussion

Descriptive analysis of brand image variables (X1)

Table 2

Descriptive Table of Brand Image Statistics

| Brand Image | N | Minimum | Maximum | Mean | Information |
|-------------|-----|---------|---------|------|-------------|
| item_1 | 100 | 2 | 5 | 3,15 | enough |
| item 2 | 100 | 1 | 5 | 3,12 | enough |
| item 3 | 100 | 1 | 5 | 3,43 | good |
| item 4 | 100 | 1 | 5 | 3,10 | enough |
| item 5 | 100 | 1 | 5 | 2,85 | enough |
| Item 6 | 100 | 2 | 5 | 3,44 | good |

Based on the descriptive test table of buying interests. The results of the descriptive test of the buy interest variable consisting of 4 statement items had an average of 2.19. It can be known that buying interest in the category is low, as it is at intervals of 1.80 - 2.59.

Verification Analysis

Table 3

Influence between Variables simultaneously

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change statistics | | | | | Durbin Watson |
|-------|------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | Df2 | Sig. F change | |
| 1 | .261 | .068 | .049 | 2.02722 | .068 | 3.538 | 2 | 97 | .033 | 1.250 |

In the Summary Model Table it can be found that the simultaneous influence is; The Variabel_X1 and Variabel_X2 effect on Variabel_Y is 0.261 or 0.068/6.8% with very ineffective interpretations of relationships.

Multiple Regression Analysis test T

(T test) Multiple regression is a method of analyzing research hypotheses to test the

effect of independent variables (X) on dependent variables (Y).

Table 4

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| Model 1 | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|----------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| Constant | 9.054 | 1.439 | | 6.293 | .000 |
| VAR_x1 | .179 | .071 | .291 | 2.527 | .013 |
| VAR00017 | .111 | .054 | .234 | 2.030 | .045 |

Regression Equation

In the calculations this time is;

$$Y = a + b1. x1 + b2. x2$$

$$Y = 9,054 - 0.179. x1 + 0.111. x2, \text{ meaning}$$

The constant value of interception of **9,054** states that if the Brand *image* variable (X1), Service Quality variable (X2) increases 1 unit, then the Consumer Buying Interest variable (Y) will increase by 9,054.

The coefisen value of the *Brand image* variable regression (X1) to the Consumer Buying Interest y variable is **0.179**. This means that if the *Brand image* variable (X1) rises by 1 unit it will increase the Consumer Buying Interest (Y) variable by **0.179**, assuming the *Brand image* variable (X1) is considered constant.

The coefisen value of the Service Quality variable (X2) regression to the Consumer Buying Interest y variable is **0.111**. This means that if the Service Quality variable (X2) rises by 1 unit it will increase the Consumer Buying Interest (Y) variable by **0.111**, assuming the Service Quality variable (X2) is considered constant.

Hypothesis T test

Using spss analysis calculations researchers know the coefficients value that the value t calculates for variable X1 (Brand image) is 2,527 while the table t value for n = 100 is 1,660. So 2,527 > 1,660, thus it can be concluded that partially the brand image variable (X1) affects consumer buying interest (Y).

The effect of Service Quality (X2) on Consumer Buying Interest (Y) in the results of the coefficients table above using spss analysis calculations, it can be known that the thitung value for variable X2 (Service Quality) is 2,030, while the table t value for n = 100 is 1,660. So that 2,030 > 1,660, it can be concluded that partially the Service Quality variable (X2) affects Consumer Buying Interest (Y).

Table 5

Hypothesis Testing (F test)

| Model | | Sum of Squares | Df | Mean Square | F | Itself. |
|---|------------|----------------|----|-------------|-------|---------|
| 1 | Regression | 29.078 | 2 | 14.539 | 3.538 | .033b |
| | Residual | 398.632 | 97 | 4.110 | | |
| | Total | 427.710 | 99 | | | |
| a. Dependent Variable: VAR_Y | | | | | | |
| b. Predictors: (Constant), VAR_X1, VAR_X2 | | | | | | |

DF = 100-3-1
 DF = 96
 n 1 = 3-1
 n 1 = 2
 Then F table = 3.09

Based on the table above obtained the value F calculated by 3,538 Meanwhile, the rejection criteria H0, if: Fhitung greater than Ftable or $F_0 > F_{\alpha 1, n-1}$, by taking the level of significance (α) of 5%, then from the distribution table F obtained the value of Ftable = 3.09. Because 3 is greater than 3.09 and sig F is 0.033, H0 is rejected. This means that the results of the table above can explain that Variabel_X1 and Variabel_X2 can significantly affect the Variabel_Y.

CONCLUSION

The conclusion in this study can be described as follows;
 The Brand Image variable has a calculated t value of 2,527, while the table's t value for n=100 is 1,660. So that $2,527 > 1,660$, thus it can be concluded that partially the brand image variable (X1) affects consumer buying interest (Y)
 The service quality variable has a calculated t value of 2,030, while the table's t value for n = 100 is 1,660. So that $2,030 > 1,660$, it can be concluded that partially the Service Quality variable (X2) affects Consumer Buying Interest (Y).
 From the results of the F calculation test ($3,538 > 3.09$) it can be concluded that the variable brand image (X1), service quality (X2), as an independent variable together significantly affects Consumer Buying Interest (Y).
 Brand Image variables have a higher contribution compared to Quality of Service. This can be seen from the average value showing brand image of 3.18 while quality of service has an average value of 3.15.

SUGGESTION

The following are some suggestions that can be given to the PAXEL
 To further improve the brand image, researchers recommend that PAXEL establish good relations with consumers, one of which is by improving the quality of consumer service such as customer service that is fast response etc.
 Researchers suggest that PAXEL build a social network more actively to consumers

through online social media (Twitter, Instagram, Facebook, TikTok) as a two-way communication channel with consumers to easily provide messages, handle complaints, answer consumer curiosity, and convey the latest news about PAXEL to consumers.

In addition to adding independent variables that contribute to consumers' buying interests, researchers expect further research to develop regression methods using Intervening variables to determine the mediation effect of a variable and the influence of indirect variables.

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