



## Enhancing Purchasing Decisions Through Reliability and Responsiveness: Exploring Customer Satisfaction as A Mediating Factor for Indonesian Expedition

Edhie Budi Setiawan<sup>1</sup>, Siti Nurhayati<sup>2</sup>, Zihan Intan Maghfira<sup>3</sup>, Mayla Faiza Ningtyas<sup>4</sup>

<sup>1</sup>Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

<sup>2</sup>Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

<sup>3</sup>Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

<sup>4</sup>Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

Corresponding Author: [edhiebudi@itltrisakti.ac.id](mailto:edhiebudi@itltrisakti.ac.id)<sup>1</sup>

**Abstract:** The expedition sector plays a crucial role in the global economy by enabling the movement of goods. JNE, a leading expedition company in Indonesia, faces consumer complaints about service quality, such as delivery delays (reliability) and poor handling of goods (responsiveness). The purpose of this study examines the impact of reliability and responsiveness on purchasing decisions, with customer satisfaction as a mediating factor. Using a quantitative approach, data were collected via online questionnaires from 204 respondents through purposive sampling and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal that both reliability and responsiveness significantly influence purchasing decisions, with customer satisfaction strengthening this relationship. To improve customer purchasing decisions, JNE should prioritize responsiveness, as it is the most influential variable, along with maintaining reliability and customer satisfaction. This research contributes that responsiveness and reliability are crucial for the delivery service industry as they can influence satisfaction and purchase decisions in the service.

**Keywords:** Reliability, Responsiveness, Purchasing Decision, Customer Satisfaction, Freight Forwarding

### INTRODUCTION

Indonesia's strategic geographical location, along with its diverse cultures and lifestyles, has influenced freight forwarding patterns. In Indonesia, freight forwarders compete to be the best in terms of speed and efficiency to capitalize on the huge market potential. Given the high level of mobility in big cities such as Jakarta, Surabaya and Bandung, especially during peak

traffic times, people are looking for fast and efficient delivery services to ensure that important goods and documents arrive safely.

This situation opens up great opportunities for business owners to establish companies engaged in the goods delivery service sector. The number of new businesses, both small and large, creates intense competition in this sector, so each company needs to have an effective marketing strategy. Delivery services that may have previously relied on conventional methods such as post or private couriers are now experiencing rapid development. The advantages of these delivery services lie in convenience, speed, and more affordable costs compared to traditional delivery methods.

Delivery service providers always try to attract consumers by providing the best service. One of the popular shipping companies in Indonesia is JNE, officially known as PT Tiki Jalur Nugraha Ekakurir (Tiki JNE) which was established on November 26, 1990. For consecutive years, JNE has been ranked first as the most popular expedition service according to the Top Brand Award.

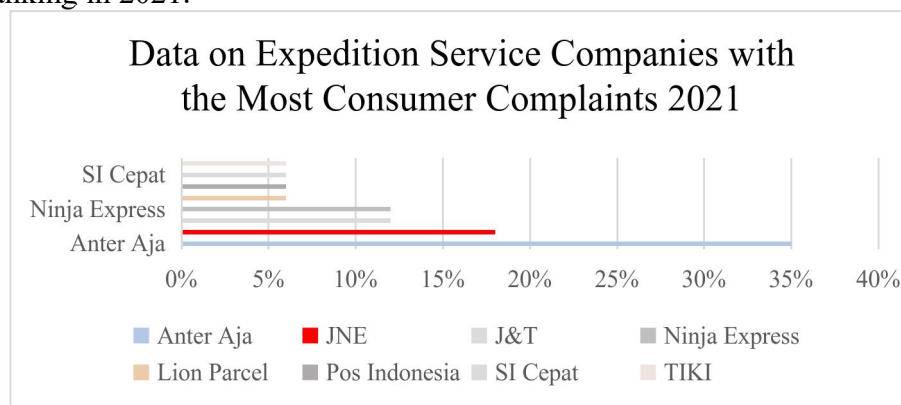
**Table 1 Top Brand Index Courier Service In Indonesia**

	2018	2019	2020	2021	2022
JNE	45.0%	26.4%	27.3%	28.0%	39.3%
J&T Express	13.9%	20.3%	21.3%	33.4%	23.1%
Pos Indonesia	11.6%	5.4%	7.7%	8.5%	8.5%
TIKI	13.6%	12.6%	10.8%	11.2%	11.1%
DHL	3.5%	3.8%	4.1%	6.0%	6.9%

Source: Top Brand Annual Report 2022

Based on the data listed, JNE has achieved prestigious awards from 2018 to 2020, where the company managed to rank first in the Top Brand Award for the Courier Service Category with the highest index compared to other similar companies. However, in 2019 there was a significant decline of 18.9%, from 45% to 26.4%. Nevertheless, JNE's percentage has gradually increased again every year. 2021 shows that J&T Express experienced a significant increase in percentage, namely 12.1%, which resulted in a change in JNE's position to second place. In the same period, JNE only experienced an increase of 0.7%, from 27.3%. This change shows the dynamics of intense competition in the courier service industry in Indonesia.

A journal states that there are several factors that influence consumer decisions in choosing a freight forwarding service, namely the company's ability to handle and fix complaints from its customers Gamachchige & Mudunkotuwa, (2017) . To strengthen this theory, researchers found data based on Databoks in the same year where JNE experienced a decline in ranking in 2021.



Source: Databoks 2021

In 2021 the Indonesian consumers foundation, Yayasan Lembaga Konsumen Indonesia (YLKI) reported that JNE ranked second as the freight forwarder with the highest number of consumer complaints, which amounted to 18% of the total 535 complaints filed during that year. These complaints include employee reliability and responsiveness in providing services, package damage, delivery delays, delivery processes that take a long time, and even packages that do not arrive at their destination.

The existence of customer complaints indicates that there is still room to improve service quality and efficiency. According to Maia et al., (2023) high reliability and responsiveness are essential to reduce incidents that negatively impact customer experience and improve overall customer satisfaction.

Based on the background that has been explained, This research will explore and measure which factor is more dominant between reliability and responsiveness on purchasing decisions. The findings of this study also aim to support JNE Express in developing a more efficient operational strategy, by considering reliability and responsiveness factors to increase customer satisfaction and encourage purchasing decisions. The researcher considers it important to conduct research that focuses on "Increasing Purchasing Decisions through Responsiveness and Reliability with Customer Satisfaction as a Mediating Variable". So that the results of the study can increase customer satisfaction and purchasing decisions through responsiveness and reliability.

## **Literature Review**

### **Reliability**

Reliability refers to the ability of service providers to provide services as promised in a precise and reliable manner Thanh Tam, (2020). The reliability dimension of service quality is needed to be seen through consumer perceptions of the quality of service Johnson et al., (2018). In other words, does the company fulfill its promises by providing quality services, on time, and with the right method Thanh Tam, (2020). Meeting customer expectations includes timely performance, error-free service, a friendly attitude, and achieving a high level of accuracy. This factor shows the level of confidence of the business in handling customer service issues and ensuring accuracy Brunner et al., (2018).

### **Responsiveness**

Responsiveness is the readiness to help and provide fast, responsive, and precise services to customers, as well as convey information clearly Fauzi et al.,(2021). This includes attention to customer requests, flexible operating hours, concern from employees, and efforts to improve the customer experience. If the company fails to provide services, the company will try to improve the situation or reduce the losses experienced by customers, to ensure that customers remain satisfied with the services provided Novita et al., (2023). In addition, responsiveness is also defined as the willingness to help customers by reducing the amount of time needed to wait and solving problems quickly or unexpected errors and obstacles Le et al., (2020). This shows the company's desire to provide good and fast service to customers.

## **Customer Satisfaction**

Customer satisfaction is related to how far customer expectations and perceptions of a product or service can be met or even exceed what is expected Olfebri, (2024). In the midst of increasingly fierce competition, achieving a high level of customer satisfaction is the main focus of attention that attracts the attention of researchers Ali & Idrees, (2022). When customers are satisfied with the services received by the company, they tend to prefer and use the company's services repeatedly Nair, (2022). Therefore, ensuring that the level of customer satisfaction remains high is the main goal for companies in maintaining customer purchasing decisions.

## **Purchase Decision**

Purchasing decision is a process in problem solving that involves human action in buying goods or services to fulfill their wants and needs. Individuals who are interested in an object will have the urge to take a series of actions that they are interested in to approach or obtain the object Fitriana et al., (2022). Consumer purchasing decisions can determine the level of satisfaction or dissatisfaction with the product they buy Budi Setiawan et al., (2023). This process includes identifying needs and wants, searching for information, comparing several available product or service options, the decision to buy, and post-purchase behavior Nasib et al.,(2021).

## **Hypothesis**

### **The Effect of Reliability on Customer Satisfaction**

Reliability is when they can provide services in accordance with the agreement because of the ability and commitment they have Man & Eka J, Mika Giofani Harto, (2019) in his research states that Reliability has a positive impact on Customer Satisfaction. When the ability to provide the promised service increases in terms of reliability, it will positively affect the psychological condition of consumers. Consumers will tend to give a better appreciation of the company's products. The same thing is also stated in research by Chege, (2021) . So that the following hypothesis can be formulated:

H1: Reliability has a positive effect on Customer Satisfaction

### ***The Effect of Responsiveness on Customer Satisfaction***

Responsiveness refers to the company's ability and readiness to immediately handle and meet customer needs quickly. According to Hidayat & Leandro, (2023) If the company is not on time or fails to provide services, the company will take action to improve the situation so that customer satisfaction can be created through the services provided. In line with the findings of the study Ye et al., (2017) that Responsiveness has a positive and significant effect on Customer Satisfaction. As well as the results of research Negassa & Japee, (2023) also stated the same thing. So that the following hypothesis can be formulated:

H2: Responsiveness has a positive effect on Customer Satisfaction

### The Effect of Reliability on Purchasing Decision

One of the factors considered by consumers in the purchase decision-making process is the confidence that the company will fulfill their orders with consistency and reliability Mariska et al., (2019) . This theory is in line with research Widayati et al., (2022) that the relationship between reliability and purchasing decisions has a significant relationship. The same thing was also stated by Indrawan Wijaya & Dewi Mustikasari Immanuel, (2023) So that the hypothesis can be formulated as follows:

H3: Reliability has a positive effect on Purchasing Decision

### The Effect of Responsiveness on Purchasing Decision

The company's ability to respond to customer needs and problems quickly and effectively is crucial in influencing purchasing decisions. In research conducted Hidayat & Leandro, (2023) stated that Responsiveness has a positive effect on Purchasing Decisions. This statement can be supported based on the results of relevant research, namely Widayati et al., (2022) stated that the perception of Responsiveness has a positive effect on Purchasing Decisions. So that the following hypothesis can be formulated:

H4: Responsiveness has a positive effect on Purchasing Decision

### The Effect of Customer Satisfactin on Purchasing Decision

According to the conclusion of the research journal Badarou, (2021) that consumer satisfaction plays an important role in their purchasing decisions. When consumers are satisfied with a product, they tend to make repeat purchases. Carvalho et al.,( 2020) in his research states that Customer Satisfaction has a positive and significant influence on Purchasing Decisions. This proves that purchasing decisions are highly dependent on the value created by the product or service and the quality of service provided by the company, which must be in accordance with the wants and needs of customers. This statement can be supported based on the results of relevant research, namely Pereira et al., (2024 ) and Susanto, (2013) so that the following hypothesis can be formulated:

H5: Customer satisfaction has a positive effect on Purchasing Decision

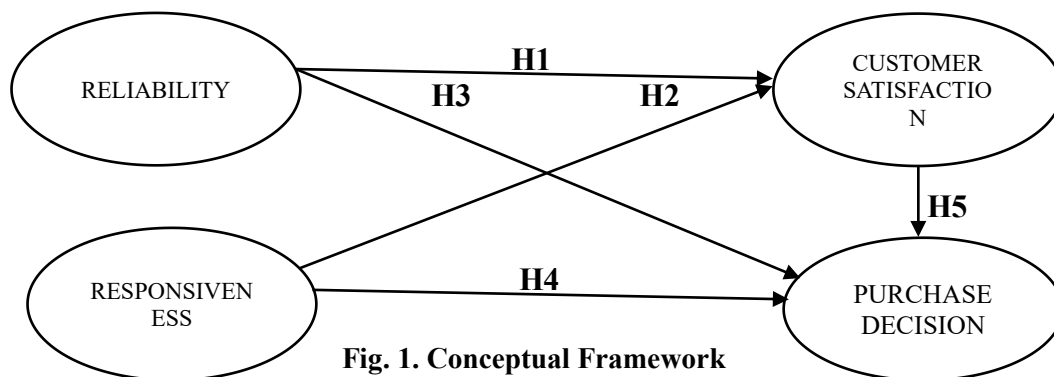


Fig. 1. Conceptual Framework

**METHOD**

This research is a quantitative study to determine the causal relationship between variables by using a questionnaire as a research instrument. JNE users in the Jakarta area constitute the population in this study, although the exact number is unknown. Therefore, sampling was conducted based on the method proposed by (Hair et al., 2019) namely with a sample size of 10 times the number of indicators used. This study has 17 indicators, so the minimum number of samples required is 170 respondents.

This study used a sample of 204 respondents. Sampling using purposive sampling technique. Purposive sampling is a sample selection method using certain criteria or factors, by distributing questionnaires via google form as a research instrument and responses are taken via a Likert scale with a score of 1-5. The data analysis technique was processed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach with SmartPLS 4.0 software.

**Table 2** Measurement of Variables

Variable	Operational definition	Indicators	Source
Reliability	Reliability is the ability of service providers to provide optimal services and solutions, in accordance with the promises made with a high level of accuracy and reliability so as to build and maintain customer trust.	<ol style="list-style-type: none"> <li>1. Fulfillment of on-time delivery service</li> <li>2. Availability of solutions to customer complaints</li> <li>3. Ability to fulfill customer trust</li> <li>4. Customer service consistency</li> </ol>	(Hirata, 2019; Lai et al., 2022)
Responsiveness	The company's ability to provide responsive and fast service is emphasized by responsiveness, focusing on responsibility for the safety of customer goods and maintaining goods during the service process.	<ol style="list-style-type: none"> <li>1. Speed and ease of claim</li> <li>2. Customer service effectiveness</li> <li>3. Corporate responsibility</li> <li>4. Concern for the safety of goods</li> <li>5. Availability of various service options</li> </ol>	(Hirata, 2019)
Purchase Decision	Purchasing decisions involve a series of actions taken by individuals to select and purchase goods or services based on their personal preferences for quality and service provided.	<ol style="list-style-type: none"> <li>1. Preferences</li> <li>2. Competitive Advantage</li> <li>3. Fulfillment of consumer expectations</li> <li>4. Willingness to recommend to the community.</li> </ol>	(Rivai, 2021)
		Indicators	Source

Variable	Operational Definition		
Customer Satisfaction	Customer satisfaction refers to a measure of the extent to which customer expectations and perceptions of a particular product or service are met or even exceed expectations.	<ol style="list-style-type: none"> <li>1. Satisfaction with the service provided</li> <li>2. Satisfaction with service speed</li> <li>3. Make repeat purchases</li> <li>4. Meet consumer expectations</li> </ol>	( Atik et al., 2023; Rindha Purba & Paramita, 2021) ; (Muhammad et al., 2023)

## RESULTS AND DISCUSSION

### Profile Respondent

This study involved 204 respondents from the Jakarta area, with the composition of the respondents consisting of 118 women (57.8%) and 86 men (42.2%). Based on age group, 6 respondents (2.8%) were in the age range of 16-18 years, 136 respondents (66.7%) were in the age range of 19-24 years, 16 respondents (7.8%) were in the age range of 25-34 years, and 46 respondents (22.6%) were over 35 years old. In terms of occupation, respondents are divided into 66 people (32.3%) who work as private employees, 2 people (0.9%) as civil servants, 111 people (54.4%) as students, 8 people (3.9%) as entrepreneurs, and 17 people (8.3%) as housewives. In terms of the frequency of use of the JNE Express service, 75 respondents (36.8%) have used the service for less than 6 months, 50 respondents (24.5%) have used the service within 6 months to 1 year, 20 respondents (9.8%) have used it for 1-2 years, and 59 respondents (28.9%) have used the service for more than 2 years.

### PLS-SEM Result

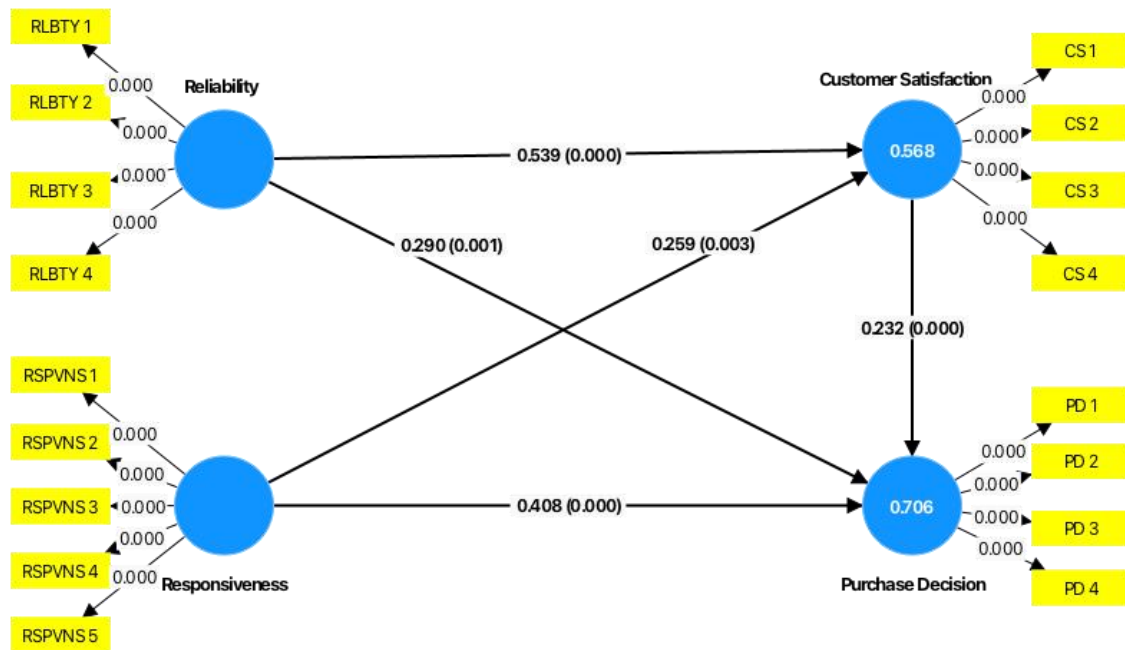


Fig. 2. PLS-SEM Algorithm

**Evaluation of structural model**

**Table 3** Convergent Validity and Reliability Testing

Construct	Item	VIF	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha
Reliability	RLBTY1	3.063	0.891	0.758	0.926	0,894
	RLBTY2	2.622	0.864			
	RLBTY3	2.054	0.844			
	RLBTY4	2.505	0.882			
Responsiveness	RSPVNS1	2.004	0.802	0.699	0.921	0.892
	RSPVNS2	3.032	0.885			
	RSPVNS3	3.032	0.887			
	RSPVNS4	2.242	0.831			
	RSPVNS5	1.806	0.771			
Customer Satisfaction	CS1	2.747	0.766	0.680	0894	0849
	CS2	2.770	0.771			
	CS3	2.542	0.877			
	CS4	2.568	0.878			
Construct	Item	VIF	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha
Purchase Decision	PD1	2.847	0.885	0.780	0.934	0.906
	PD2	3.298	0.906			
	PD3	2.021	0.836			
	PD4	3.110	0.904			

Source: Processed Data (SmartPLS 4.0) 2024

Table 3, Convergent validity analysis reveals that all indicators have a *loading factor* value that exceeds 0.7, Hair et al., (2017) indicating that each indicator can explain the construction quite well. In addition, the *Average Variance Extracted (AVE)* value for each construction is also more than 0.5, so it can be concluded that the construction in this study shows adequate convergent validity. The Composite Reliability (CR) and Cronbach's Alpha (CA) value for each construct shows a number above 0.7 Hair et al., (2019). This shows that the instrument used in this study has a good level of reliability, meaning that the instrument is consistent in measuring the intended variable.

**Discriminant Validity – Heterotrait-Monotrait Ratio (HTMT)**

**Table 4** Discriminant Validity (HTMT)

	Customer Satisfaction	Purchase Decision	Reliability	Responsiveness
Customer Satisfaction				
Purchase Decision	0.767			
Reliability	0.803	0.847		
Responsiveness	0.741	0.864	0.837	

Source: Processed Data (SmartPLS 4.0) 2024

Based on the results of the discriminant validity analysis using the Heterotrait-Monotrait Ratio (HTMT), it meets the requirements set by Hair et al., (2017) which is less than 0.90 (<0.90), the discriminant validity evaluation is fulfilled.

### Direct Effect

**Table 5 Path Coefficients and T-Values**

	STD	VIF	Tstatistics ( O/STDEV )	P values	Result
Customer Satisfaction -> Purchase Decision	0.232	2.321	3.609	0.000	Accepted
Reliability -> Customer Satisfaction	0.539	2.286	7.048	0.000	Accepted
Reliability -> Purchase Decision	0.290	2.959	3.472	0.001	Accepted
Responsiveness -> Customer Satisfaction	0.259	2.286	2.951	0.003	Accepted
Responsiveness -> Purchase Decision	0.408	2.441	5.194	0.000	Accepted

Source: Processed Data (SmartPLS 4.0) 2024

Based on table 5, customer satisfaction affects purchasing decisions, as indicated by the tcount value of 3.609 > 1.97. This shows that customer satisfaction directly affects purchasing decisions, as measured by a correlation coefficient of 0.232 and a VIF of 2.321. Reliability has a positive effect on customer satisfaction with a tcount value of 7.048 > 1.97 and with an original sample of 0.539 and a VIF of 2.286. The tcount value of 3.472 > 1.97 indicates that reliability has a positive effect on purchasing decisions, with a correlation coefficient of 0.290 and a VIF of 2.959. Reliability has a direct effect on purchasing decisions. Responsiveness has a significant effect on customer satisfaction, with a tcount value of 2.951 > 1.97 and a correlation coefficient of 0.259 and a VIF of 2.286. In addition, responsiveness also has a significant effect on purchasing decisions, with a tcount value of 5.194 > 1.97 and a correlation coefficient of 0.408 and a VIF of 2.441. It can be concluded that five of the proposed hypotheses are acceptable.

1.  $H_1$  of 7.048 is greater than 1.97, it can be concluded that Reliability has a positive and significant effect on Customer Satisfaction on JNE Express services.
2.  $H_2$  of 2.951 is greater than 1.97, it can be concluded that it is proven that Responsiveness has a positive and significant effect on Customer Satisfaction in JNE Express services.
3.  $H_3$  of 3.472 is greater than 1.97, it can be concluded that Reliability has a positive and significant effect on Purchase Decision on JNE Express services.
4.  $H_4$  of 5.194 is greater than 1.97, it can be concluded that it is proven that Responsiveness has a positive and significant effect on Purchase Decision on JNE Express services.
5.  $H_5$  of 3.609 is greater than 1.97, it can be concluded that it is proven that Customer Satisfaction has a positive and significant effect on Purchase Decision on JNE Express services.

**Indirect Effect**

Table 6 shows that the relationship between Reliability and Responsiveness cannot be directly affected by Purchase Decision, it must go through Customer Satisfaction as a mediating variable.

**Table 6 Indirect Effect**

	Original sample (O)	T statistics ( O/STDEV )	P values	Result
Reliability -> Customer Satisfaction -> Purchase Decision	0.125	3.074	0.002	Significant
Responsiveness -> Customer Satisfaction -> Purchase Decision	0.060	2.025	0.043	Significant

*Source: Processed Data (SmartPLS 4.0) 2024*

So it can be seen based on table 6 that Customer Satisfaction is a mediator between Reliability and Purchase Decision, showing the results of indirect effects stating T statistics of  $3.074 > 1.97$  with a P value of 0.002, meaning that Customer Satisfaction has a significant effect on the relationship between Reliability and Purchase Decision. Customer Satisfaction is also a mediator of Responsiveness with Purchase Decision, with a T statistic value of  $2.025 > 1.97$  and a P value of 0.043, this proves that Customer Satisfaction has a significant effect as a mediator of the relationship between responsiveness and purchase decision.

**Goodnes of Fit Test**

To measure whether the R-square value is strong or not, there are the following criteria: value  $> 0.69$  (strong), 0.33 (medium), and 0.19 (weak) Chin, (1998). F-Square is used to measure the strength of the relationship between existing constructs with the following criteria: weak (0.02-0.14), moderate (0.15-0.34), and strong ( $> 0.35$ ) Hair et al., (2022).

**Table 7 R-Square and F-Square**

	R Square	Decision	F Square	Decision
Reliability -> Customer Satisfaction	0.568	Moderate	0.294	Moderate
Responsiveness -> Customer Satisfaction			0.068	Moderate
Reliability -> Purchase Decision	0.706	Moderate	0.097	Moderate
Responsiveness -> Purchase Decision			0.232	Moderate
Customer Satisfaction -> Purchase Decision			0.080	Moderate

*Source: Processed Data (SmartPLS 4.0) 2024*

With the results of the R-square endogenous variable Z (Customer Satisfaction) of 0.568 showing moderate output criteria because  $> 0.50$  and  $< 0.69$ , meaning that X1 (Reliability) and X2 (Responsiveness) can predict the variability of variable Z by 56.8%, the rest is influenced by other variables outside of this study by 43.2%. Meanwhile, the output of the endogenous variable Y (Purchase Decision) of 0.706 shows strong criteria because  $> 0.50$  and  $< 0.75$ , able to predict Reliability and Responsiveness on the variability of Y by 70.6% and the remaining 29.4% is

explained outside of this research. Thus, this study provides good predictive results within the established sample frame (Table 7). Based on the F-Square results, reliability and responsiveness moderately affect customer satisfaction with F-Square values of 0.294 and 0.068. The same criteria for reliability, responsiveness, and customer satisfaction moderately affect purchase decisions with F-Square values of 0.097, 0.232, and 0.080 (Table 7).

### Cross-Validated Predictive Ability Test (CVPAT)

The final method for testing the structural model is to validate the predictive effectiveness using the *Cross-Validated Predictive Ability Test (CVPAT)* by comparing the Indicator Average (IA) with the Linear Model (LM) Sharma et al.,(2023) . CVPAT focuses on predicting all endogenous variables simultaneously to observe the accuracy of the structural model. This is done to make comparisons in prediction performance between the two models through thorough statistical analysis Liengaard et al., (2021) has proposed CVPAT.

**Table 8** Cross-Validated Predictive Ability Test (CVPAT)

	Indicator Average (IA)		
	Average loss difference	t value	p value
Customer Satisfaction	-0.337	4.004	0.000
Purchase Decision	-0.508	7.355	0.000
Overall	-0.423	6.440	0.000

*Source : Processed Data (SmartPLS 4.0) 2024*

The calculation shows that the average loss difference value comparing the PLS model and the average Indicator is negative for both endogenous variables customer satisfaction (-0.337), purchase decision (-0.508) showing that the average indicator (IA) has a p value <0.005 (significant) for customer satisfaction and purchase decision, the conclusion that can be drawn is that the PLS model has a lower prediction error rate than the Indicator Average (IA) model. Thus, the average loss difference between PLS-SEM and LM for each construct and overall is positive and significant. In other words, the PLS path model shows a high level of predictive reliability.

### There is a significant influence between Reliability on Customer Satisfaction

Reliability creates a view or perception of the consistency and reliability of JNE Express services. Consumers see that if a freight forwarding company consistently provides reliable services, they will perceive the service as trustworthy, which in turn can increase consumer satisfaction. This study confirms previous research from Chege, (2021) which proves that Reliability has a positive and significant effect on Customer Satisfaction (H1). This means that when companies are able to consistently meet customer expectations, which will ultimately increase their satisfaction with the services provided.

### There is a significant influence between Responsiveness on Customer Satisfaction

Company responsiveness has a major effect on customer satisfaction, as the ability to respond to questions and needs quickly and effectively creates a positive perception. This makes customers feel valued and understood, thus increasing their satisfaction with the service experience. These results are also in line with research conducted by Negassa & Japee, 2023 ;Ye et al., (2017) which states that Responsiveness positively and significantly affects Customer Satisfaction (H2). Quick response to customer inquiries, handling complaints well, and timely delivery are factors that make customers feel valued and satisfied with the services provided.

**There is a significant influence between Reliability on Purchase Decision**

Reliability has a significant influence on purchasing decisions. When a product or service is rated as reliable, customers tend to trust the brand more and feel confident in their purchase choice. This trust can substantially increase the chances of a transaction occurring, which ultimately results in a favorable purchasing decision. This is proven through research conducted by Indrawan Wijaya & Dewi Mustikasari Immanuel, (2023); Widayati et al., (2022) revealed that there is a positive and significant effect of Reliability on Purchase Decision (H3).

**There is a significant influence between Responsiveness on Purchase Decision**

Responsiveness plays a role in influencing consumer choice when transacting. When an expedition is able to deliver on time, maintain the condition of the goods, and provide accurate information to customers, customer satisfaction with the service will increase. This study is in line with previous findings Widayati et al., (2022); Hidayat & Leandro, (2023) which revealed that there is an influence between Responsiveness on Purchase Decision positively and significantly (H4). In other words, the more reliable the expedition service, the higher the chance that customers will transact with the company.

**There is a significant influence between Customer Satisfaction on Purchase Decision**

Customers will decide to buy a product or service if the customer is satisfied with the service provided, so the more likely they are to remain loyal to the product or service offered, which in turn has a positive impact on increasing profits for the business. This is evidenced by research conducted by Pereira et al., (2024) ; Susanto, (2013) which says that Customer Satisfaction is an important factor influencing positively and significantly Purchase Decision (H5). Therefore, the decision to purchase expedition services is strongly influenced by the level of customer satisfaction.

**CONCLUSION**

The findings indicated that there are two key factors that influence purchasing decisions, namely reliability and responsiveness. However, the results show that responsiveness has a dominant influence on purchasing decisions, it can be concluded that although reliability and responsiveness both influence purchasing decisions, responsiveness proves to be more influential the greater the level of responsiveness, the more it will improve purchasing decisions. This means that aspects such as the speed of response to customer complaints, readiness to handle problems, and the company's ability to provide immediate solutions are the main factors that encourage consumers to make purchases. The more responsive the service is perceived by consumers, the more likely they are to make a purchase decision. Therefore, companies should prioritize improving responsiveness in their services to drive purchasing decisions and maintain customer loyalty. In addition, customer satisfaction acts as a mediator that strengthens the relationship between responsiveness and purchasing decisions. In the context of JNE Express users, consumers are more likely to use the service if the company is responsive to their needs and complaints.

**Practical Implication**

JNE Express companies need to emphasize the value of responsiveness in their marketing strategy in terms of on-time delivery and service consistency. Ensuring that each package arrives at the promised time and in good condition ultimately increases their purchasing decisions. This thus shows that the reliability factor can not only increase customer satisfaction, but also contribute to purchase growth. JNE Express, by prioritizing reliability and

responsiveness, can ensure its position as a leader in the shipping industry and continue to attract new customers while retaining existing ones.

### Research limitations

This research has several limitations that need to be considered, such as (1) This research is limited to the Jakarta area and its surroundings, which affects the ability to apply the results generally. Differences in customer desires in different regions or market segments may not be fully represented in this study. (2) In addition, this study focuses only on two dimensions of service quality, namely reliability and responsiveness, as the main factors that influence customer satisfaction and purchasing decisions. However, there are other dimensions of service quality, such as tangible, assurance, and empathy that can also affect the results but are not discussed in depth in this study. (3) The method used in this study has limitations in the analysis techniques used. This study used a survey, it is possible that respondents gave biased or not entirely accurate answers, which could affect the validity of the research results.

### REFERENCES

- Ali, A. M., & Idrees, A. (2022). Determining the Relationship between the relationship between tourism marketing strategy and tourist satisfaction. *Asian Journal of Social Sciences and Management Studies*, 9, 11–17. <https://doi.org/10.25156/ptjhss.v5n1y2024.pp226-232>
- Atik, M., Ekowati, S., & Rumecko, A. W. (2023). Analysis of The Influence of Delivery Service Quality on Customer Satisfaction JNE Trucking Sub Agent Klaten. *International Journal of Global Operations Research*, 4(2), 101–124. <http://www.iorajournal.org/index.php/ijgor/index>
- Badarou, N. S. (2021). Impact of Customer Satisfaction on Purchasing Decision. *The International Journal of Business & Management*, 9(6), 9–12. <https://doi.org/10.24940/theijbm/2021/v9/i6/bm2106-004>
- Brunner, T. A., Stöcklin, M., & Opwis, K. (2018). Satisfaction, image and loyalty: New versus experienced customers. *European Journal of Marketing*, 42(9–10), 1095–1105. <https://doi.org/10.1108/03090560810891163>
- Budi Setiawan, E., Cory Sabrina, N., Mutia Alda, A., Artanti Arubusman, D., & Ibnu Kholdun, A. (2023). The Ease Of Use And Discount Toward Purchase Decisions And Customer... The Ease Of Use And Discount Toward Purchase Decisions And Customer Satisfaction On E-Ticketing In Indonesia. *Economics and Digital Business Review*, 5(1), 336–344. [www.topbrand-award.com.2020](http://www.topbrand-award.com.2020)
- Carvalho, H. D. F., Saldanha, E. D. S., & Amaral, A. M. (2020). The Mediation Effects of Customer Satisfaction on the Relations Between Product Price, Service Quality and Purchasing Decision. *Timor Leste Journal of Business and Management*, 2(1), 14–26. <https://doi.org/10.51703/bm.v2i2.18>
- Chege, C. N. (2021). Examining the influence of service reliability on customer satisfaction in the insurance industry in Kenya. *International Journal of Research in Business and Social Science (2147- 4478)*, 10(1), 259–265. <https://doi.org/10.20525/ijrbs.v10i1.1025>
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling*. <https://www.researchgate.net/publication/311766005>
- Fauzi, R., Sakti, J., Widiyanto, P., & Susanto, P. C. (2021). SERVICE QUALITY AND CUSTOMER SATISFACTION INCREASING LOYALTY OF PASSENGERS RO-RO FERRY BAKAUHANI ARTICLE INFO ABSTRACT. *JEMEB*, 1(1), 79–92. <https://abnuscjournal.com/jemeb>

- Fitriana, R., Chadhiq, U., Manajemen, J., Ekonomi, F., Wahid, U., & Semarang, H. (2022). *The Effect of E-Commerce and Product Quality on Purchasing Decisions through Consumer Satisfaction as an Intervening Variable*.
- Gamachchige, J. D., & Mudunkotuwa, M. R. S. (2017). *Factors Considered by Shippers When Selecting a Freight Forwarder*.
- Hair, J., Babin, B., & Krey, N. (2017). Covariance-Based Structural Equation Modeling in the Journal of Advertising: Review and Recommendations. *Journal of Advertising*, 46, 454. <https://doi.org/10.1080/00913367.2017.1329496>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). The Results of PLS-SEM Article information. *European Business Review*, 31(1), 2–24.
- Hair, J. F., Tomas, G., Hult, M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. <https://www.researchgate.net/publication/354331182>
- Hair, J., Sarstedt, M., & Ringle, C. (2019). Rethinking some of the rethinking of partial least squares. *European Journal of Marketing*, 53. <https://doi.org/10.1108/EJM-10-2018-0665>
- Hidayat, M. R., & Leandro, G. (2023). The Effect of Physical Evidence, Responsiveness, and Assurance on Customer Purchasing Decisions at PT. Asuransi Reliance. *International Journal of Science and Society*, 5(5), 332–342. <https://doi.org/10.54783/ijssoc.v5i5.891>
- Hirata, E. (2019). Service characteristics and customer satisfaction in the container liner shipping industry. *Asian Journal of Shipping and Logistics*, 35(1), 24–29. <https://doi.org/10.1016/j.ajsl.2019.03.004>
- Indrawan Wijaya, H., & Dewi Mustikasari Immanuel, dan. (2023a). Pengaruh Reliability, Performance, Features, Conformance, Durability Terhadap Purchase Decision. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 8(6).
- Indrawan Wijaya, H., & Dewi Mustikasari Immanuel, dan. (2023b). THE INFLUENCE OF RELIABILITY, PERFORMANCE, FEATURES, SUITABILITY, DURABILITY ON PURCHASING DECISIONS. In *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis* (Vol. 8, Issue 6).
- Johnson, E. C., Karlay, J. S., Fregidou-Malama, M., Hyder, A., & Johnson, E. C. (2018). *Impact of Service Quality on customer Satisfaction Liberia Revenue Authority*.
- Lai, P. L., Jang, H., Fang, M., & Peng, K. (2022). Determinants of customer satisfaction with parcel locker services in last-mile logistics. *Asian Journal of Shipping and Logistics*, 38(1), 25–30. <https://doi.org/10.1016/j.ajsl.2021.11.002>
- Le, D. N., Nguyen, H. T., & Hoang Truong, P. (2020). Port logistics service quality and customer satisfaction: Empirical evidence from Vietnam. *Asian Journal of Shipping and Logistics*, 36(2), 89–103. <https://doi.org/10.1016/j.ajsl.2019.10.003>
- Liengaard, B. D., Sharma, P. N., Hult, G. T. M., Jensen, M. B., Sarstedt, M., Hair, J. F., & Ringle, C. M. (2021). Prediction: Coveted, Yet Forsaken? Introducing a Cross-Validated Predictive Ability Test in Partial Least Squares Path Modeling. *Decision Sciences*, 52(2), 362–392. <https://doi.org/10.1111/deci.12445>
- Maia, F. C., Saldanha, E. D. S., & Graciana, B. (2023). The Effect of Product Quality and Service Quality on Purchasing Decisions Through Corporate Image as Mediation Variable. *Timor Leste Journal of Business and Management*, 5, 68–80. <https://doi.org/10.51703/bm.v5i0.114>
- Man, N., & Eka J, Mika GiofaniHarto, S. (2019). The Effect Of Tangibles, Responsiveness, And Reliability On Customer Satisfaction Of Delivery Services. *International Journal of Economics and Management Studies*, 6(5), 86–92. <https://doi.org/10.14445/23939125/ijems-v6i5p113>

- Mariska, A., Soesanto, H., & Mahfudz, M. (2019). THE EFFECT OF BRAND REPUTATION, PRODUCT RELIABILITY, PRICE AND BRAND ADMIRATION ON PURCHASING DECISION (Study on Food Products that Sold through Instagram at Semarang). *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 17(3), 164. <https://doi.org/10.14710/jspi.v17i3.164-176>
- Muhammad, H., Royan, A., & Setyawan, A. A. (2023). *Enrichment : Journal of Management The influence of customer satisfaction and service quality on customer loyalty at moh yamin 's wedangan*. 13(5).
- Nair, Dr. S. S. (2022). A Study on Relationship between Service Quality and Customer Loyalty with Reference to Online Hotel Booking Apps. *International Journal of Current Science Research and Review*, 05(04). <https://doi.org/10.47191/ijcsrr/V5-i4-60>
- Nasib, Syaifullah, Mulyapradana, A., Fadila, Z., & Wasiman. (2021). Do Purchase or Do no Purchase? Customer Purchasing Decisions By Using OVO Application. In *Proceedings of the 2nd Annual Conference on Blended Learning, Educational Technology and Innovation*, 560(Acbleti 2020), 386–389. <https://doi.org/10.11648/j.ijber.20200904.23>
- Negassa, G. J., & Japee, G. P. (2023). The Effect of Bonding, Responsiveness and Communication on Customer Retention: The Mediating Role of Customer Satisfaction. *Journal of Relationship Marketing*, 22(2), 115–131. <https://doi.org/10.1080/15332667.2023.2191111>
- Novita, H., Rinanda Hidayat, M., Leandro, G., & Lubis, H. (2023). The Effect of Physical Evidence, Responsiveness, and Assurance on Customer Purchasing Decisions at PT. Asuransi Reliance. In *International Journal of Science and Society* (Vol. 5, Issue 5). <http://ijsoc.goacademica.com>
- Olfabri, O. (2024). Determination of Customer Loyalty in the International Cargo Company. *Dinasti Internasional Journal Of Education Management and Social Science*, 5(3). <https://doi.org/10.31933/dijemss.v5i3>
- Pereira, G. V., Dewi, L. K. C., & Soares, A. da C. (2024). The Influence of Marketing Mix and Service Quality on Purchasing Decisions Mediated by Consumer Satisfaction at Timor Telecom. *Journal of Digitainability, Realism & Mastery (DREAM)*, 3(02), 8–21. <https://doi.org/10.56982/dream.v3i02.204>
- Rindha Purba, F., & Paramita, L. (2021). The Influence of eWOM and Customer Satisfaction on Purchasing Decisions. *International Journal of Social Science and Business*, 5(4), 575–585. <https://ejournal.undiksha.ac.id/index.php/IJSSB/index>
- Rivai, J. (2021). *Journal of Business and Management Studies (JBMS) The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa*. c, 31–42. <https://doi.org/10.32996/jbms>
- Sharma, P. N., Liengard, B. D., Hair, J. F., Sarstedt, M., & Ringle, C. M. (2023). Predictive model assessment and selection in composite-based modeling using PLS-SEM: extensions and guidelines for using CVPAT. *European Journal of Marketing*, 57(6), 1662–1677. <https://doi.org/10.1108/EJM-08-2020-0636>
- Susanto, A. H. (2013). The Influence Of Customer Purchase Decision On Customer Satisfaction. *Jurnal EMBA*, 1(4), 1659–1666.
- Thanh Tam, P. (2020). Determinants Affecting Customers' Satisfaction Based on Logistics Services: A Case Study of Logistics Companies in Vietnam. In *Int. J Sup. Chain. Mgt* (Vol. 9, Issue 5). <http://excelingtech.co.uk/>
- Widayati, C. C., Nugroho, A., Wiyanto, H., Purnama, E. D., Hardiansyah, Y., Buana, U. M., Sarjana, S. P., Pancasila, U., Kristen, U., & Wacana, K. (2022). The Influence of Trust,

- Reliability, Responsiveness, Web Design on Purchasing Decisions in E-Commerce. *Journal of Marketing and Consumer Research*, 85, 28–37. <https://doi.org/10.7176/jmcr/85-04>
- Ye, J., Dong, B., & Lee, J. Y. (2017). The long-term impact of service empathy and responsiveness on customer satisfaction and profitability: a longitudinal investigation in a healthcare context. *Marketing Letters*, 28(4), 551–564. <https://doi.org/10.1007/s11002-017-9429-2>