



Influence of Price, Service Quality, and Promotion at Shipping Lines Company (ONE) on Customer Decisions

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Abstract: In international trade activities, the role of a shipping company is very important. Shipping acts as a means of transportation in moving goods from one place to another. This study purpose is to determine and analyze the influence of price, service quality, and promotion, which will have a direct effect on ONE's customer decisions on an ongoing basis. The sample population in this study were the users of the shipping company (ONE). There were 105 respondents. The analysis method used in this research is quantitative descriptive method. The method the author chose for data collection was to conduct a survey in the form of a questionnaire. The results proved of this research simultaneously had a positive and significant impact on ONE's customer decisions.

Keywords: Shipping line, price, service quality, promotions, customer decisions.

INTRODUCTION

In today's globalizations, free trade is a concept adopted by many countries, including Indonesia. Indonesia is an archipelago country whose geographical position and conditions as a country that has a strategic position for international shipping (Sagala, 2021). Therefore, most of the delivery export and import activities in Indonesia are carried out using sea transportation modes, namely using containers from international shipping companies in Indonesia (Maemunah, Permana, et al., 2023). Sea freight transportation plays an important role in the sector of shipping goods because freight transportation by sea is very efficient (Maemunah, Damanik, et al., 2023). The services provided must be able to create and renew customer satisfaction. Satisfaction improvement is a series of efforts to make customers satisfied with the services provided. Customers are the reason we stay in business (Of et al., 2022). Customer loyalty can be the basis for increasing or decreasing the value of a product to the customer. Therefore, companies must be able to provide high-quality services (Bianca Tanasale et al., 2022).

Currently, the competitiveness in sea transportation is increasingly competitive. This can be seen from the number of shipping companies. Prices and routes offered are also very diverse (Adquisiciones et al., 2019). There are so many shipping lines that provide The

process of sea shipment is mostly carried out by shipping companies with container because the use of containers is very useful for accommodating more goods and packaged goods are not easily damaged or destroyed (Prakesakwa et al., 2019). Therefore, researchers will analyze one of the International Shipping Companies, namely PT Ocean Network Express Indonesia (ONE) based in Tokyo, Japan. PT Ocean Network Express Indonesia is an international shipping company that operates in several regions in Indonesia such as in Jakarta, Surabaya, Semarang, Medan, Palembang, Lampung, Batam, Jambi, Pontianak, Samarinda, Padang, Makassar, Banjarmasin.

This research was made based on references from previous research is 'The Influence of Service Quality on User Satisfaction of Loading and Unloading Services at PT. Temas Shipping'. The difference between this research and previous research is that this research will examine the effect of price, service quality, and promotion of the ONE company. Price, service quality, and promotion affect customer decisions whether to continue to choose the product or service offered or only use it once (Christono, 2022). The goals of this research is to determine the influence between price, service quality, and promotion at ONE company which affects customer decisions in using ONE company services. In distributing data, researchers disseminate data by targeting users or direct users who use ONE shipping services in Jabodetabek in fulfilling every need for logistics activities in the process of shipping goods.

Literature review

Shipping Company

Shipping companies are either privately held or state-owned businesses that operate in the transportation of goods from a port of origin to a port of destination, both domestically and internationally (Suwarso, 2022). Shipping is everything related to transportation in waters, ports, and security and safety. The activities includes carriage of goods or people (Maritim, n.d.). Containerized freight transport is one of the most important aspects of the global logistics transportation chain. Shipping services are a cost-effective, flexible and integrated transportation system (Ghorbani et al., 2022).

Price

Price has an important role in influencing customer decisions in purchasing goods and services (Sari & Prihartono, 2020). Price is one of the indicators of product of service quality which is if the product or service has high price, of course it has good quality. So, the customer can make decision based on the price (Hidayat, 2020).

Pricing a product or service has an important essence for the company's strategy to maintain itself and achieve success in the face of competition (Yudiana & Indiani, 2022). Price is one of the important indicators for customers in deciding or using a product or service. High price will cause product that are difficult to sell, on the other hand, but if the price is too low, it will also reduce the profit generated (Tamara et al., 2021).

Service Quality

Good service quality will increase marketing because consumers will be motivated to spread a good impression about the service or business offered to others. Service quality is the main thing that must be considered by companies that involve all the resources the company has. Quality is not measured from the perspective of the service provider alone, but based on the customer's point of view / perception. This is because the customer buys and uses the service. If the service is received and felt as expected, then the service quality can be said to be good and satisfying. Conversely, if the service can fulfill customer satisfaction so that the service can be successful (Elvan et al., 2019). To successfully compete, companies must improve how their service quality is perceived by consumers and improve it perceived

by end consumers. (Leuschner & Lambert, 2016). Given the company's proven high quality and creation of more diverse and durable products, it is believed that customers will be more satisfied and will continue to use the products in the future. ((N. A. Putri et al., 2021).

Promotion

Promotion is to built customer relationships, not just creating temporary short-term sales volume, promotions must strengthen the position of products or services and build long-term relationships with consumers (R. S. Putri et al., 2015). Promotion is a form of short-term incentive to encourage trial or purchase of products or services. Promotions can be in the form of advertisements through social media, through the company website, via email or telephone promotions carried out by telemarketing (Hedynata & Radianto, 2016).

Customer Decision

Customer decisions are steps where customers decide to use the products or services offered by considering indicators, namely product choices, brand choices, seller choices, product purchase quantities, product purchase times and product payment methods (Ika Sugiarti & Iskandar, 2021). On decision making, customers have purpose or behaviors to satisfied. Furthermore, customers will make decisions whether to use the products or services offered only once or on an ongoing basis (Anwar & Mujito, 2021). Shipping and delivery are usually the main post-purchase services that most customers are concerned about during this time in the decision selection process (Peter Ayeni, Peter Ball, 2010). Purchasing decision process or consumer decision making refers to consistent and prudent activities tailored to needs. The purchasing process begins with a need (Factors et al., n.d.).

METHOD

The study conduct a quantitative descriptive methodology. Sugiono (2016) states, definition of quantitative method is a scientific perspective on reality which can be observable, concrete, quantifiable, and classifiable; variable relationships are causal, and research data is presented as numerical data. This method is considered by the author to be the most suitable for measuring indicators - indicators of research variables that focus on the experiences experienced by ONE customers in the form of research results in the form of numbers that have meaning.

The author collected data by distributing questionnaires, which were carried out by distributing a list of statements to research respondents regarding the research variables, namely Price, Service Quality, Promotion Quality, and Customer Decisions. The questionnaire is compiled from a variable instrumentation grid in the form of a closed questionnaire and relates to the variables taken. The form of answer used is a Likert scale with a scale of 1-5.

The researcher took the research area in Jabodetabek because the researcher saw a big potential in the Jabodetabek area because of the many business who carry out export and import activities in the Jabodetabek area and access strategies between the Port of Tg Priok and Business . As we know, Tg. Priok port is the main and largest port in Indonesia. Tg. Priok port is also the busiest port for export and import activities inIndonesia. Therefore, logistics activities that use Shipping Lines have more potential in the Jabodetabek area.

Research data obtained from four (4) variables, namely the variable price, service quality, promotion on the customer decision variable. This research uses IBM SPSS as an analysis tool. This study focuses on the population of ONE service users in Jabodetabek, specifically a sample of 105 people was taken from the slovin formula :

$$n = \frac{N}{1+N(e)^2}$$

Slovin Formula

n: ukuran sample/jumlah responden

N: ukuran populasi

$$n = \frac{382}{1+382(0,1)^2}$$

$$n = \frac{382}{1+3.82}$$

$$n = \frac{382}{4.82}$$

$$n = 79.25$$

The data we taken from the number of freight forwarding companies spread across Jabodetabek is 382 companies based on DPP ALFI / ILFA data. After using the Slovin formula, the minimum number of samples that must be taken is 79 samples. The number of samples that we get after distributing questionnaires is 105 samples, can be known to exceed the minimum number of samples. This study was measured using several tests, spesifically is normality test, heteroscedasticity test, validity test, reliability test, determination coefficient analysis test, hypothesis testing t and f on the data already obtained.

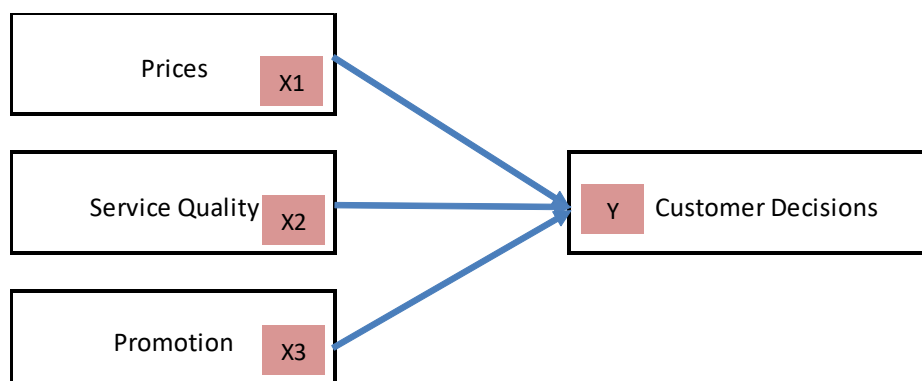
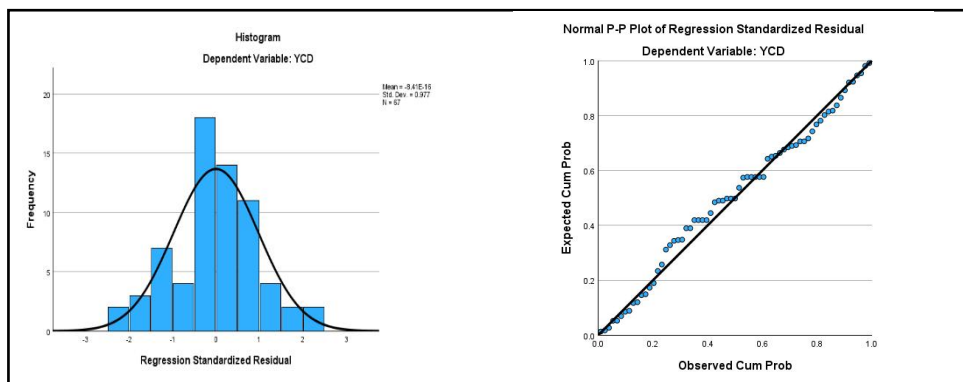


Figure 1 Conceptual Framework

RESULTS AND DISCUSSION

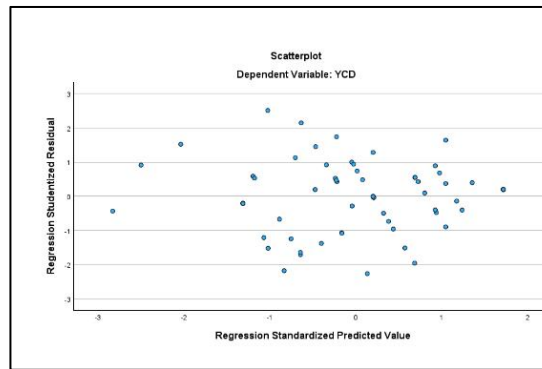
Normality Test



Picture 1 Normality Test

Normally distributed population. In a perfectly normal distribution, the mean, median, and mode values are the same, and they indicate the peak of the curve. The normality test must be passed, indicating that the variable data used for multiple linear regression analysis is normally distributed. The normal P-P Plot is used to visualize data normality in multiple linear regression analysis in this study. Normality is achieved when the points on the Normal P-P Plot graph spread out and follow the graph's diagonal lines. Normality testing generates a Normal P-P Plot graph, which displays the points of the residual value dispersed about and following the direction of the diagonal line. This means that the variable data utilized in multiple linear regression analysis is regularly distributed.

Heteroscedasticity Test



Picture 2 Heteroscedasticity Test

The scatter plot graph indicates that the calculated points are distributed randomly below and above on the original point, with no discernible pattern. The results of the multiple regression test can be deemed to be truly linear because they do not exhibit heteroscedasticity issues, allowing the multiple linear regression study to be continued. The multiple linear regression analysis can be continued because the analysis conditions (classical assumptions) have been met, namely passing the normalcy test and having no heteroscedasticity. The data utilized has been tested without alterations because all of the classical assumption requirements have been met.

Validity Test

The validity test is used to determine the feasibility of the items in a list of statements in defining a variable. The validity test is calculated using Statistical Package for Social Science (SPSS) computer assistance. Variable testing uses a sample of 105 people on the 20 questions asked, this is so that the question items in the questionnaire really have an accurate level of validity. The validity of the training variable is tested by comparing the calculated r value (Corrected Item-Total Correlation column) of the SPSS output with the r table value, with the criteria:

1. If $r_{count} > r_{table}$ or $r_{count} > 0.25$ then valid
2. If $r_{count} < r_{table}$ or $r_{count} < 0.25$ then invalid

The results of the validity test of 4 variables conducted using SPSS are presented in below :

Table 1. Validity Test of Price

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
XP1	15.5522	7.160	.728	.833
XP2	15.4478	8.009	.706	.840
XP3	15.2687	6.987	.789	.816
XP4	15.2537	8.253	.596	.864
XP5	15.1343	7.906	.659	.850

**Table 2. Validity Test of Service Quality
Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
XSQ1	15.5970	8.426	.831	.889
XSQ2	15.4925	8.587	.801	.895
XSQ3	15.5075	9.072	.810	.893
XSQ4	15.5522	8.736	.798	.895
XSQ5	15.4030	9.820	.700	.915

Table 3. Validity Test of Promotion

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
XPR1	15.7015	7.455	.624	.827
XPR2	15.6567	7.774	.567	.842
XPR3	15.4925	7.981	.634	.823
XPR4	15.6716	7.497	.749	.793
XPR5	15.6866	7.370	.729	.797

Table 4. Validity Test of Customer Decision

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
YCD1	15.3731	7.207	.764	.834
YCD2	15.4627	6.586	.737	.840
YCD3	15.4776	7.193	.691	.850
YCD4	15.4776	7.132	.708	.846
YCD5	15.6418	7.658	.625	.865

Source : Research Data, 2023

From the four-variable test, the researcher tested five types of questions for each variable. The test results indicate that $r_{count} > r_{table}$ (corrected item-total correlation > 0.25) for all questions. Therefore, it can be concluded that the five question items used to measure the four variables are all valid. As a result, it can be concluded that price variables, service quality, and promotion significantly influence customer decisions to use ONE shipping services.

Reliability Test

Reliability test is used to show the extent to which a measuring device (list of statements) can be trusted or reliable. The reliability test was carried out on all valid statement items. The reliability test was carried out using the Cronbach's Alpha method. Reliability is met if the Cronbach's Alpha value is > 0.6 (Nunnally in Mulyanto & Wulandari, 2010: p.126). The rules that determine whether the variable is reliable or not are as follows:

- 1) If the Cronbach Alpha number > 0.60 (Cronbach Alpha > 0.60), then the variable is reliable.
- 2) If the Cronbach Alpha number < 0.60 (Cronbach Alpha < 0.60), it is called the variable is not reliable.

The following are the results of calculating the reliability test of all variables in below :

Table 5. Reliability Test

No	Variable	Cronbach's Alpha	N of Items
1	Price	.869	5
2	Service Quality	.917	5
3	Promotion	.848	5
4	Customer Decisions	.874	5

Source : Research Data, 2023

The table above shows that all 4 variables have a Cronbach Alpha value > 0.6. So, all research variables are declared reliable. So it can be concluded that all the question items used in the questionnaire are reliable which means that they have the same results even at different times (reliable) and the data is accurate and can be used as a research measuring tool.

Coefficient of Determination Analysis Test

Table 6. Result of Determination Coefficient Analysis Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.971 ^a	.943	.941	.80273

a. Predictors: (Constant), XPro, XSQ, XP

b. Dependent Variable: YCD

Source : Research Data,

The coefficient of determination analysis test aims to take into account the ability of the variable model to prove how much influence the independent variable comparing dependent variable together has an simultan impact together, indicated by the adjusted R – Square Value (Ghozali, 2016). From the table above, the value of adjusted R- Square is 0.941 and The value of $R^2 = 0.943$ indicates that customer decisions are influenced by X1 (price), X2 (service quality) and X3 (promotion) by 94.3% and the rest shows that 5.7% there are other variables that can influence customer decisions.

Hypothesis Testing

Table 7 Result of T-test

Model		Unstandardized Coefficients		Coefficients ^a *		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.641	.601		1.067	.290		
	XP	.390	.058	.403	6.755	<.001	.253	3.951
	XSQ	.376	.052	.422	7.220	<.001	.263	3.797
	XPro	.202	.054	.208	3.726	<.001	.289	3.466

a. Dependent Variable: YCD

Description: Price (XP), Service Quality (XSQ), Promotion (XPro), Customer Decision (YCD)

T-test was conducted to test the research hypothesis regarding the effect of each independent variable partially on the dependent variable. Decision making is done by checking the significant value in the coefficient table. Generally, the basis for testing

regression results is accomplish at 95% confidence level or at 5% significance level ($\alpha = 0.05$). Standart for statistical t-test (Ghozali, 2016):

1. If the significance value t (sig) < 0.05 probability, this means there is an influence of the independent variable (X) on the dependent variable (Y) and the hypothesis is accepted.
2. If the significance value t (sig) $>$ probability 0.05, this means there is no influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is rejected.

From the hypotesist t results, a significant level was achieved in Independent Variable that the price (X1), service quality (X2) and promotion (X3) variables is < 0.01 is less than 0.05. So the hypothesis is accepted and already proven as shows that variable X has an influence on customers' decisions (Y).

Table 7. Result of F-test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	674.807	3	224.936	349.074	<.001 ^b
	Residual	40.596	63	.644		
	Total	715.403	66			

a. Dependent Variable: YCD
 b. Predictors: (Constant), XPro, XSQ, XP

Description: Price (XP), Service Quality (XSQ), Promotion (XPro), Customer Decision (YCD)

The F test uses to see if the independent variables, when combined (stimultan), impact the dependent variable. The F test is used to evaluate whether the independent variables have a combined or simultaneous influence on the dependent variable. Anova is statistical testing a type of hypothesis testing in which conclusions can be drawn based on data or statistical groupings that have been determined (Ghozali, 2016).

- 1) If the significance value-f (sig) < 0.05 probability, this means there is an influence of the independent variable (X) on the dependent variable (Y) and the hypothesis is accepted.
- 2) If the significance value-f (sig) > 0.05 probabiliy, this means there is no influence of the independent variable (X) on the dependent variable (Y) or the hypothesis is rejected.

According to the results of the tests, it was determined that there is an influence between independent and dependent variables. This is demonstrated by the computed F value of 349.074. While the final significance value is 0.001, it is less than 0.05. As a result, it is possible to conclude that this multiple regression model is suitable, and the independent variables, which comprise price (X1), service quality (X2), and promotion (X3) have a simultaneous influence on the dependent variable consumer decision (Y).

CONCLUSION

In accordance with the results of this research, it can be outline from the variables that the author examines (price, service quality, and promotion to customer decisions) provided by the ONE company, it is very influential on customer decisions to use or not ONE shipping services. The results of the validity test of the 4 variables on the 5 questions asked show that the data is declared entirely valid. Price aspect, ONE shipping can be said to have a relatively stable price on each route. With a relatively good price, ONE shipping is also said to have good service quality. The quality of service in terms of helping customers solve problems with their shipments to the response of each customer service is fast and swift. From the promotion variable, ONE shipping is also very varied. Starting from distributing broadcasts via email to customers, to providing promotions through the website.

According to the results of the SPSS Reliability test, this this research can be proven that all of the variables are reliable. ONE service quality has the highest level of reliability. So it can be concluded that the service quality factor provided by ONE Shipping services has

the most influential impact. From the results of the research on these three variables, 105 respondents gave a positive impression of ONE shipping and were consistently and significantly interested in always using ONE shipping services.

From the results of the research hypothesis, it can be concluded that the independent variables which include the variables price (X1), service quality (X2) and promotion (X3) have a simultaneous influence on the dependent variable customer decision (Y) and are feasible to use so as to create a positive relationship affecting each other by 94.3%. The research findings suggest that ONE shipping could be a viable option for exporters and importers when selecting a shipping company to fulfill their activities. This conclusion is based on a rigorous study of the results.

Implications

Based on the conclusions, the researcher shows several suggestions that can be taken into consideration for PT Ocean Network Express (ONE) in order to improve service to customers so that increased sales are achieved, including:

- a. In terms of price, it can be said that it is good judging from the results of the questionnaire test. For the future, ONE can provide the best price (cheapest and quality) according to the results of the analysis that has been done.
- b. The quality of service that has been provided so far is quite good, it would be better if the quality of service could be improved with better quality such as being faster in responding to emails. Because considering the results of the analysis explain that service quality has a big influence on customer satisfaction.
- c. In the promotion strategy that has been provided so far, it would be better if new ideas regarding promotions could be added, such as discounts on certain dates during certain periods, in order to increase consumer attractiveness.

For further research, it is recommended to continue analyzing prices coupled with other variables outside the variables in this study, such as brand image variables or others. Hopefully the results of this study can be used properly and can also be useful for companies and make references for future researchers.

Research limitations

This journal is limited to exploring the perspectives of a ONE user in the Jabodetabek area. However, researchers recognize the vast potential of this region, given the high volume of businesspeople engaged in import and export activities, as well as the strategic access between Tg Priok Port and local businesses. Tg. Priok Port is not only Indonesia's largest port, but also the busiest in terms of trade activities. Due to the limited export and import activities in regions other than Jabodetabek, the results may differ when compared to the Jabodetabek area.

To obtain more varied data, it is recommended that further research take samples from one shipping user or similar shipping throughout Indonesia. The researchers examined the impact of price, service quality, and promotion at a single shipping company on customer decisions. It is desirable for future research to incorporate more variables to increase the diversity of the results obtained.

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