



Original Article

The Impact of Service Quality, Prices and Consumer Trust on Interest In Goods Deliveri Services (Case Study of Local Expedition Company Service Users in Pontianak City)

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Abstract:

This research aims to determine service quality, price and costumer trust in interest in goods delivery services at local expedition companies in the city of Pontianak. The population in this study were all existing users of local expedition company services and the sample was determined using the Purposive Sampling method. The form of research is a form of causality research with data collection techniques using questionnaires. The analytical method used in this research is the rating scale method which is processed on a computer using the SPSS version 25 program. Data testing is carried out using validity tests, reliability tests, classical assumption tests (normality, multicollinearity, heteroscedasticity and autocorrelation), correlation tests, coefficient tests determination, multiple linear regression test, F test and t test. Based on the test results (Test F), it shows that the variables of service quality, price and customer trust influence consumer buying interest. Partial test results (t test) show that service quality does not influence costumer buying interest, but price and costumer trust influence interest in using the company's goods delivery services.

Keywords: Service quality, price, costumer trust, interest in using services



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Introduction

Goods delivery services have become a major need in this day and age considering that the needs for sending goods for each individual are always increasing, starting from online shopping to various personal and business shipments. Every individual needs a fast and safe goods delivery service to ensure that the goods sent arrive at the right time and reach their destination safely. Based on the results of a survey conducted by digination.id on correspondents, it was found that the highest reason consumers use delivery services is because of spd of delivery and cheap delivery costs, followed by other reasons, namely an easy tracking system, agents close to location of residence, and there is a free shipping subsidy.

Many delivery service companies provide value and satisfaction through quality services and competitive prices. Providing satisfaction to consumers is the most important factor. Many goods delivery service companies were born that emerged and then developed to compete in capturing the market in the era of globalization with the current very rapid level of economic and technological development, in the city of Pontianak there are many types of national logistics in circulation, including JNE Express, JNT Express, TIKI, Ninja Express, Antaraja, POS Indonesia, and many others. For this reason, every company operating in the same field is required to have innovation so that the company's survival is maintained in increasingly competitive competition. Of course this will be a challenge for local expedition companies in the city of Pontianak

The company provides services that can provide satisfaction to customers according to their needs and desires. This means that customers will feel satisfied and continue to increase their transactions or consumption over time. More than that, customers will share their satisfaction with other parties, thus becoming a free promotional event for the company. Purchase interest will increase if it is balanced with good service quality. According to [Kasmir \(2017: 64\)](#). Likewise, price is the main thing in a product/service, where the price must be in accordance with the benefits obtained by a product/service. Affordable prices with equal product quality will make it easier to attract the attention of consumers and potential consumers so they can buy the product. If the price offered can be accepted by the public and is able to compete, it will be an advantage in itself, because consumers will choose products that have the same value at prices that are considered more affordable than competitors. According to [Suharno & Yudi Sutarso \(2010:177\)](#) Price is a marketing policy that will directly affect income. A company's revenue is the product of the quantity sold by the applied price. Trust can be created by providing/delivering products/services according to the specifications advertised on the company website. When consumers receive goods or services that match the company's advertising on the website, it will increase consumers' trust in the company in order to increase consumers' interest in repurchasing.

Sub 1 Quality of Service

It is mandatory for companies to provide the best service quality so that they can survive and remain trusted by customers. Creating Customer Satisfaction can provide benefits, including the relationship between the Company and Customers becoming harmonious, Customers will make repeat purchases to create Customer Loyalty, and forming a word of mouth recommendation that benefits the Company. According to [Ivonne Wood \(2009:5\)](#) As with management concepts in general, definitions of customer service vary greatly and depend on the perspective used. There are service quality indicators according to [Tjiptono, F., & Chandra, 2012](#) in the case of service marketing, the quality dimensions that are often used as a reference are: Reliability, namely the ability to provide services to customers as promised quickly, accurately and to satisfy customers. Responsiveness, namely the initiative and availability of employees to provide services quickly and responsively to customers. Guarantee (assurance), includes knowledge, competence, politeness and trust obtained from employees, free from physical danger, risk or doubt. Empathy, includes comfort in establishing relationships, effective communication, personal attention, and understanding customers' individual needs. Physical evidence (tangibles), including physical facilities, devices, workers and means of communication. According to [Ivonne Wood \(2009:10\)](#) The benefits of providing extraordinary customer service are great, your customers will be satisfied and they will come back to your business. And they will tell their friends, and their friends will also tell their other friends (positive infectious disease recommendations), and so on. For this variable, the hypothesis formulated is as follows

H1: Service quality influences interest in using services

Sub 2 Price

Price according to [Fandy Tjiptono \(2015:289\)](#) Price plays a strategic role in marketing. If the price is too expensive, then the product in question will not be affordable by certain target markets or even customer value will be low. On the other hand, if the price is too cheap, it will be difficult for the company to make a profit or some consumers will perceive the quality as poor. Like other marketing mix elements, if used appropriately, price can be a strategic weapon to compete effectively. There are price indicators according to [Kotler \(2018:4\)](#) which are as follows: Price affordability is consumers' expectations before they make a purchase. Consumers will look for products whose prices they can afford. Matching price with product quality For certain products, consumers usually don't mind if they have to buy at a relatively expensive price as long as the product quality is good. However, consumers prefer products with low prices and good quality. The company's price competitiveness determines the selling price of a product by considering the price of the product sold by its competitors so that the product can compete in the market. Matching price with benefits. Consumers sometimes ignore the price of a product but are more concerned with the benefits of the product. According to [Hasan \(2013: 524\)](#), price objectives are to prevent the entry of competitors, maintain customer loyalty, support repeat sales, or avoid government interference. The objectives set must be consistent with the way the company takes its relative position in the competition. For this variable, the hypothesis formulated is as follows

H2: Price influences interest in using services

Sub 3 Customers Trust

According to [Abdul Kholik et al \(2020:138\)](#) Service Quality is defined as Trust can be interpreted as the strength of a product with its attributes. Trust is often also called the relationship between objects and attributes (object-attribute linkage), namely the consumer's belief about the possibility of a relationship between an object and its relevant attributes. Several situations and indicators of trust (probability, equity, and reliability). The definition above means that "trust is the willingness to depend on a trustworthy seller". [Priansa \(2017:125-126\)](#) states that trust is built between parties who do not know each other in interactions or transaction processes. The two most important dimensions of consumer trust are Trusting Belief. Trusting belief is the extent to which a person trusts and feels confident in other people in a particular situation. Trusting belief is the perception of the party who trusts (consumers) towards the trusted party (company/marketer) that the company owns. characteristics that will provide benefits to consumers. The three elements that will build trusting belief are benevolence, integrity and competence. Goodwill (Benevolence) Relates to how much someone trusts the seller to behave well towards consumers. Benevolence is a seller's willingness to serve consumers' interests in a sustainable manner. Integrity Integrity relates to how much confidence a person has in the seller's honesty in maintaining and fulfilling the agreement that has been made to the consumer. Competence (Competence) Competence is a person's belief in the seller's ability to help consumers do something according to the consumer's needs. The essence of competence is how successful the seller is in producing what consumers want. The essence of competence is the seller's ability to meet consumer needs. For this variable, the hypothesis formulated is as follows

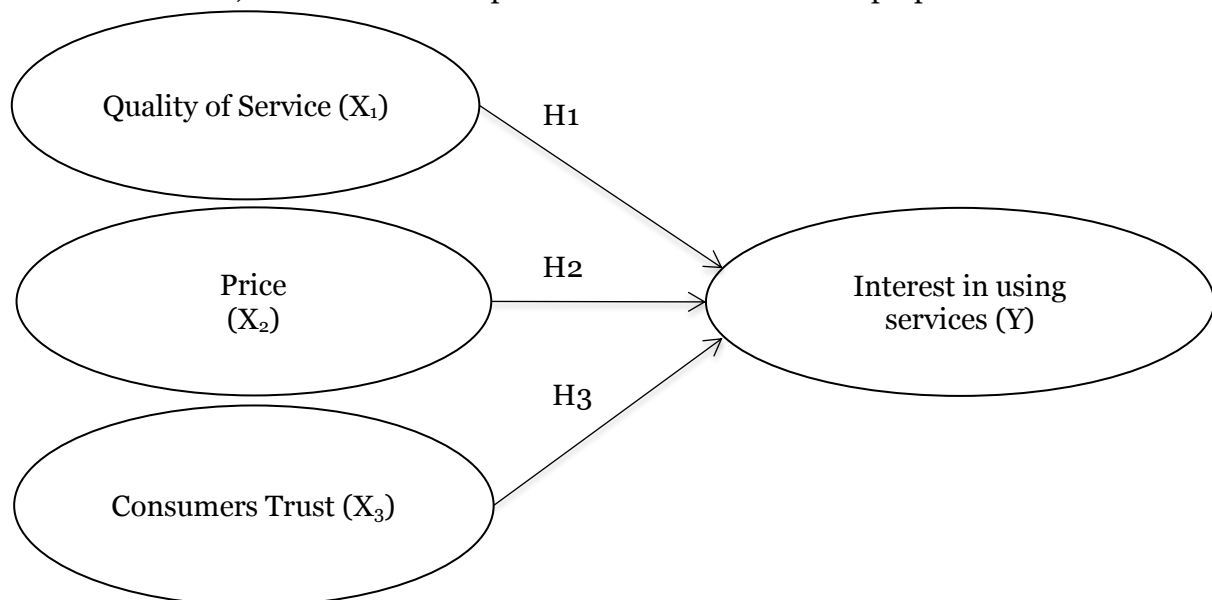
H3: Costumer trust influence interest in using services

Sub 4 Interest in Using Services

According to [Kotler and Keller \(2014\)](#), buying interest is consumer behavior that appears as a response to an object that shows the customer's desire to make a purchase, so buying interest is the sincerity of having something at a sacrifice where buying interest arises because

consumers feel satisfied with the quality of the product provided by the company. Meanwhile, according to [Gogi Kurniawan 2020:48-49](#) Purchase interest is a behavioral component of consuming behavior. According to [Ferdinand \(2014: 189\)](#), buying interest can be identified through the following indicators:

Transactional interest, a person's tendency to buy a product. This interest can be interpreted as someone's desire to immediately buy/own a product. Referential interest, a person's tendency to refer a product to other people. Preferential interest, an interest that describes the behavior of someone who has a primary preference for the product. Preference that a particular product is what is desired and a person has the right to ignore other choices. Exploratory interest, this interest describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the positive properties of the product. There are factors that shape interest according to [Abzari, et al \(2014\)](#), namely product/service quality factors, which are product/service attributes that are considered in terms of their physical benefits. The brand factor is an attribute that provides non-material benefits, namely emotional satisfaction. Packaging factor, product attributes in the form of packaging rather than the main product. Price factors, real and material sacrifices given by consumers to obtain or own a product. Based on the theoretical and empirical framework above, the research conceptual framework used can be prepared as follows:



Source: Processed data 2024

Figure 1. Framework of Thingking

Methods

The form of research is a form of causality research with data collection techniques using questionnaires. The population in this study were all existing users of local expedition company services. Sampling in this research was carried out using the purposive sampling method. The number of samples in this research was 115 respondents. The sample collection technique in this research is by distributing questionnaires to consumers who frequently use services of local expedition company services. The analysis method used in this research is the rating scale method which is processed by computer using the SPSS version 25 program.

Results

Researchers in conducting this research used the linear regression analysis method to analyze the answers to the completed questionnaires. Researchers used the SPSS version 25

program to make it easier for researchers to analyze respondents' answers regarding the variables of service quality, price and service quality regarding interest in using the services in this research. The following are the results of respondents' answers obtained by researchers from collecting questionnaires that were filled in by respondents in this study using criteria (three-box method). The criteria used in this research are Rating Scale criteria with a scale of 1-10 with the following explanation: a score of 1.00 – 40 is defined as low perception; a score of 40.01 - 70 is interpreted as moderate perception and a score of 70.01 - 100 is interpreted as high perception. (Ferdinand, 2014: 232) The following are the results of the respondents' answers in this research which can be seen in the table below, namely table 1.

Table 1. Result of Respondent Answers

No	Indicator	Answer Weigh	Answer Index	Average
Quality of Service (X ₁)				
1	Physical Evidence	926	92,60	89,88
2	Reliability	892	89,20	
3	Responsiveness	902	90,20	
4	Assurance	888	88,80	
5	Emphaty	886	88,60	
Most respondents gave a high perception of Service Quality				
Price (X ₂)				
1	Affordability	898	89,80	89,13
2	According to price	895	89,50	
3	According to benefits	883	88,30	
4	According to competition	899	89,90	
Most respondents gave a high perception of the price variable				
Customer Trust (X ₃)				
1	Goodwill	906	90,60	88,67
2	Integrity	860	86,00	
3	Competence	894	89,40	
Most respondents gave a high perception of the Customer Trust variable				
Interest in using the service (Y)				
1	Transactional Interest	894	89,40	88,85
2	Referential Interest	896	89,60	
3	Preferensial Interest	901	90,10	
4	Eksplorational Interest	863	86,30	
Most respondents gave a high perception of the Interest in using the service variable				

Source: Processed data 2024

Table 2. Statistical Testing

Validity Test			
$X_{1,1} = 0,619$	$X_{2,1} = 0,730$	$X_{3,1} = 0,767$	$Y_{1,1} = 0,823$
$X_{1,2} = 0,519$	$X_{2,2} = 0,546$	$X_{3,2} = 0,760$	$Y_{1,2} = 0,857$
$X_{1,3} = 0,662$	$X_{2,3} = 0,595$	$X_{3,3} = 0,790$	$Y_{1,3} = 0,537$
$X_{1,4} = 0,585$	$X_{2,4} = 0,632$		$Y_{1,4} = 0,647$
$X_{1,5} = 0,581$			
Reliability Test			
$X_{1,1} = 0,697$	$X_{2,1} = 0,673$	$X_{3,1} = 0,782$	$Y_{1,1} = 0,719$

$X_{1,2} = 0,718$ $X_{1,3} = 0,684$ $X_{1,4} = 0,703$ $X_{1,5} = 0,540$	$X_{2,2} = 0,735$ $X_{2,3} = 0,720$ $X_{2,4} = 0,708$	$X_{3,2} = 0,785$ $X_{3,3} = 0,768$	$Y_{1,2} = 0,712$ $Y_{1,3} = 0,794$ $Y_{1,4} = 0,769$
Normality Test <i>Kolmogorov- smirnov test (K-S test or KS test)</i>			0,158
Multikolinearity Test Tolerance VIF	$X_1=0,809$	$X_2=0,824$	$X_3=0,968$
	$X_1=1,235$	$X_2=1,213$	$X_3=1,033$
Heterocedasticity Test	$X_1=0,594$	$X_2=0,015$	$X_3=0,000$
Autocorrelation Test	$1,7455 < 1,859 < 2,2545$		$DU < DW < 4-DU$
Correlation Test	$X_1=0,070$	$X_2=0,021$	$X_3=0,000$
Coefficient of Determination Test (R²)		R Square (%) = 0,709% atau 70,9 %	
Multiple linear regression test		$X_1 = -0,077$; $X_2 = 0,030$; $X_3 = 0,020$	
F test	F hitung = 90,277		sig < 0,05 = 0,000
t test	$X_1=0,594$	$X_2=0,015$	$X_3=0,000$

Source: Processed data 2024

Based on table 2, it can be seen that there is a validity and reliability test. All data used in this research is valid and reliable. Normality testing using the Kolmogorov Smirnov test obtained a value of 0.158, which is a value greater than 0.05, so it can be concluded that the distribution of this research data is normal. The multicollinearity test shows that the tolerance value produced by each variable is more than 0.10 and the VIF value obtained also has a value of less than 10.00. This means that each of these variables does not show any symptoms of multicollinearity in the regression model, so that in the regression model there is no correlation between the dependent variables. The heteroscedasticity test shows that the significance value of the service quality variable on interest in using services can be concluded that there is no heteroscedasticity while service quality (X_1), price (X_2) and customer trust (X_3) interest in using services (Y). Meanwhile, the price and customer trust variables have heteroscedasticity, because all variables have a sig value of more than 0.05 and seen using a scatterplot graph, there is no heteroscedasticity problem. The autocorrelation test can be seen that the Durbin-Watson value obtained is 1.859 and the table value has a significance of 5%, the number of respondents is 115 samples. So the du value is 1.7455. The DW value of 1.859 is greater than the upper limit (du) and less than (4-du) $4-1.7455 = 2.2545$. It can be concluded that there is no autocorrelation. The results of the correlation coefficient test show that the value criteria and significant values for the price and customer trust variables are 0.0021 and 0.000, so it can be concluded that they have a strong correlation because the significant value is smaller than 0.05, while the trust quality variable is not independent. The coefficient of determination test obtained an R Square value of 0.709 or 70.9 percent. These results show that service quality, price and customer trust in interest in using services is 70.9 percent, while the rest is influenced by other variables not tested in this research. The results of the Multiple Linear Regression test show that the results of the independent variable $Y = -0.077 + 0.030 + 0.020$ can be concluded that all independent variables have a positive influence on the decision to become a member. The results of the F test show that the Sig value. F is 0.000 which is smaller than 0.05. So that the hypothesis test H_0 is rejected and H_a is accepted,

The results of the t test on the first service innovation variable, namely the service quality variable on interest in using services, have a sig value. of 0.594 and degrees sig. used is 0.05, where $0.594 < 0.05$ then H_1 is rejected, meaning that the service quality variable has no effect

on interest in using the service. Next, testing the second hypothesis, namely that the price variable on interest in using services has a sig value. of 0.015 and degrees sig. used is 0.05, where $0.015 < 0.05$ then H2 is accepted, meaning that the price variable influences interest in using the service. Next, testing the third hypothesis, namely that the variable customer trust in interest in using services has a sig value. of 0.000 and degrees sig. used is 0.05, where $0.000 < 0.05$ then H3 is accepted, meaning that the customer trust variable influences interest in using services.

Conclusion

Based on the test results, data analysis and discussion descriptions that have been put forward by researchers regarding the influence of service quality, price and customer trust on interest in using local company services in the city of Pontianak, it can be concluded that the variables of price and customer trust have a simultaneous and significant effect on interest in using services. while service quality has no effect. The results of the research that has been carried out have obtained results based on the theory that has been used in this research, therefore it can be concluded that local delivery companies in the city of Pontianak must maintain the good name of the company and always create good things for consumers.

Suggestion

The suggestions that the author can give are that efforts need to be made to focus on improving the quality of service to consumers by providing effective and efficient services and efforts need to focus on maintaining good relationships with consumers. For price, there is an influence on the interest in reusing services that companies must still pay attention to because price has an important role in consumer interest. It is necessary to calculate prices that are in line with consumer expectations and it is hoped that consumers will feel satisfied with the prices offered by the company. As for customer trust, there is no influence on consumer buying interest, however, it is still important that customer trust is maintained and maintained by local delivery service companies in Pontianak because it is a must to be trusted by the public. Good customer trust can be created by always providing correct information to consumers. Because if consumers receive credible information and the company always keeps its promises, consumers will remain loyal to using its services.

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