

Analysis of Factors Determining Consumer Decisions in Choosing JNE Manggelewa Expedition Services, Dompu District

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Abstract. The increasing number of Indonesians choosing to shop online has had a direct impact on logistics service providers due to the high demand for package deliveries. As a result, many businesses are competing to establish ventures in the logistics sector. The aim of this study is to analyze the determining factors behind consumer decisions in selecting JNE Manggelewa, Dompu Regency, as their preferred courier service. This research adopts a qualitative approach, which seeks to explore and understand the meaning that individuals or groups assign to a particular phenomenon or human-related issue. In analyzing the factors influencing consumer decisions in choosing a courier service, the study also considers the growing competition in the logistics industry, with new companies emerging that offer more competitive prices and innovative services. This has led to a decline in the volume of shipments handled by JNE Manggelewa, as customers begin switching to other courier services that better suit their needs. This study employs data collection techniques such as observation, semi-structured interviews, and documentation. The research involves four key informants who provide essential insights for the study. The findings indicate that consumers' decisions to choose JNE are influenced by a combination of rational and emotional factors, as well as social influences from those around them. JNE has successfully built a strong position in the minds of consumers by prioritizing service quality, punctuality, and the security of packages, ultimately enhancing customer loyalty in Manggelewa.

Keywords: *Consumer Decisions, JNE Shipping Service.*

INTRODUCTION

The increase in the number of Indonesians who choose to shop online has a direct impact on companies providing logistics services, due to the high demand for goods delivery. As a result, many business people are competing to set up businesses in the goods delivery (logistics) sector. Companies in this field really help producers in serving consumers who are far from the company's location. Delivery companies are now very important considering the busy activities of society, because they offer fast and affordable delivery of goods, making everything more practical and efficient. Continuously increasing consumer demand has encouraged the growth of many

companies providing logistics and shipping services. This logistics service makes it easier for people to send goods that cannot be received directly by the recipient (Sonya Clausis Dea et al, 2019)

Competition between companies providing delivery services has led to increased demand for package delivery in Indonesia. Therefore, companies providing delivery services must have the right strategy. Several expedition companies, such as JNE, TIKI, Pos Indonesia, FedEx, DHL and J&T, continue to compete to attract customers. This can be seen from the assessments carried out by rating agencies to evaluate the value of a brand, one of which is through the best brand index or *Top Brand Index* (TBI),

namely the award given to brands with the highest predicate (Sonya Clausis Dea et al, 2019)

This condition makes consumers need to be more selective in choosing expedition services for sending goods. The presence of service providers have a strategic role in increasing the flow of goods distribution to various regions. The main function of expedition service providers is as a means of transporting goods from the point of origin of delivery to the destination, as well as providing access to goods transportation, both for inter-city, out-of-city and inter-regional deliveries (Wati Susilawati et al, 2021)

Research from Salwa Nur Salsabilla, (2022) entitled analysis of determining factors in consumer decisions regarding goods delivery services and the results of the analysis show that there are seven indicators used, namely, cost, advertising, quality, perception, number of branches, service, and brand & brand. These seven indicators function as forming factors in determining consumer decisions to choose goods delivery services. Among these factors, brands and brands become the main factors that influence consumers' decisions to use goods delivery services. Based on research conducted by Tiffany Imelasa Septina Pratiwi et al, (2023), the development of the business world in the era of globalization requires organizations to carry out each cycle well, one of which is through implementing marketing activities in the JNE company. Along with the rapid development of business, JNE implements various strategies amidst intense competition. Based on the explanation regarding JNE's success, this company has generally achieved the key factors that support its business success. With so many outlets, JNE is considered an organization that quickly dominates the market, so that people feel more confident in the delivery services offered.

an expedition service provider is very important to maintain confidence that goods sent from the area of origin will arrive safely at their destination. Expedition or goods deliver

Furthermore, research conducted by Putri Nafra , the results of the research analysis that has been explained, concluded that service quality has a significant influence on customer satisfaction. This shows that JNE Corolet Branch employees always prioritize customer interests by handling urgent requests. Meanwhile, price does not have a significant effect on customer satisfaction, which means that the factors in the price variable do not make a big contribution to influencing customer satisfaction. This is due to the fact that JNE Corolet Branch customers do not make price their main priority when making a purchase, but prefer to spend any amount of money as long as the quality of service provided is adequate.

Based on four years of experience working at JNE Manggelewa, researchers have witnessed increasingly fierce competition for expedition services, with the emergence of various new companies offering more competitive prices and innovative services. This caused a decrease in the volume of goods entering JNE Manggelewa, because customers began to switch to other expedition services that better suited their needs. In this case, effective management services are needed to respond to market dynamics, such as improving service quality, speeding up delivery times, and paying more attention to customer needs. The aim of this research is to analyze the determining factors for consumer decisions in selecting JNE expedition services in Manggelewa Kab. Dompu as a goods delivery service. This research also aims to provide recommendations to improve service quality and competitiveness of JNE

Manggelewa amidst intense expedition competition

Service Quality Zeithaml and Berry quoted from Evi Laili Kumrotin et al. (2021) stated that product quality is what consumers expect from service, which is reflected in the comparison between the services provided by the company and those received by consumers. This means that service is considered satisfactory and good if it meets consumer expectations, and can be called ideal quality if the service received exceeds consumer expectations. On the other hand, if the service does not meet expectations, then the quality is considered inadequate (Samosir quoted from Evi Laili Kumrotin et al, 2021).

Service quality is an important factor that influences consumers' decisions to continue buying our products or switch to competitors, which involves aspects of products, services, human resources, processes and the environment that are relevant to the consumer's experience.

Service quality reflects expectations of achieving excellence in meeting consumer needs as the desired level of excellence. Measuring service quality is carried out using indicators, namely, reliability (*reliability*), responsiveness (*responsiveness*), guarantee (*assurance*), empathy (*empathy*), and physical evidence (*tangible*) quoted from Evi Laili Kumrotin et al, 2021.

Private Service Management Rachman, M. (2021) argues that the private sector has clear differences, where they focus more on customer satisfaction or *stakeholder* with the main aim of increasing profits. Following is some of its characteristics.

The private sector is more oriented towards achieving profits. They tend to prioritize individual needs and carry out analyzes to understand what society needs. Private organizations are also required to meet the needs or preferences of each individual or customer.

1. The private sector is also influenced by economic principles such as the law of supply and demand. This means that services in the private sector are controlled by the market, while the public sector is not directly influenced by market forces.
2. The management system in the private sector is closed, in contrast to the public sector which is required to uphold transparency to the public. The information available to the public is also more limited in the private sector

Consumer Behavior Wawan Weda Asmara et al, (2022) said that consumer behavior refers to a series of activities related to the process of purchasing goods or services, which involves searching for information, research and product evaluation by consumers. This is a basic factor that influences consumer decisions in purchasing the desired goods and services. For example, if the price of a product is affordable, consumers tend to make purchasing decisions quickly, but if the price of the product is high, consumers will consider various aspects before deciding to buy it.

METHOD

The type of research that will be applied in this research is qualitative research, which is a research approach that aims to explore and understand the meaning given by individuals or groups to a phenomenon or humanitarian problem. This approach involves a series of procedures, including asking in-depth questions and structured data collection techniques from participants. The collected data was then analyzed inductively, starting from identifying specific themes to developing more general themes, as well as interpreting the meaning contained in the data. The aim of this research was to obtain results regarding the implementation of analysis of factors determining consumer decisions in selecting JNE expedition services in Manggelewa, Kab. Dompu.

a. Data and Data Sources

1. Data Primer

Primary data is information collected directly by researchers from first sources, such as interviews, questionnaires, or observations of research objects. The purpose of collecting primary data is to obtain relevant and specific information to answer research questions or problems Suyontu et al, (2016)

2. Data Seconds

Suyontu et al, (2016) state that secondary data is information obtained from pre-existing sources, such as company reports, publications, or documents that have been collected by other parties. This secondary data is often used to provide a general overview or additional context that supports the analysis of primary data in research

b. Research Informant

Jamal Habibur Rahman believes that research informants are individuals who are used to provide information related to the situation and background of the research. There are three types of informants, namely key informants, expert informants and incidental informants. A key informant is someone who has a deep understanding and comprehensive information regarding the research topic being discussed by the researcher. Usually, a key informant is an expert in a particular field or a resource person who can provide explanations regarding conditions or information related to the main research problem, so that the research objectives can be achieved, quoted from. The selection of key informants must be adjusted to the scope of the research, and should come from experts who have mastered the topic being researched, although they

can also be individuals who are active at the research location. There were 4 informants in this research, namely:

Table 2: Names of research informants

No	Informant's Name	
1	Iwan Setiawan	Head of JNE Agent Manggelewa
2	Kurniawati	JNE Manggelewa Admin
3	Winda Puspitasari	JNE Manggelewa consumers
4	Pipit Wulansari	JNE Manggelewa consumers
5	Jumrah	JNE Manggelewa consumers

Source: Primary Data, February 2025

c. In research that analyzes the determining factors of consumer decisions in selecting expedition services, such as JNE Manggelewa, Dompu Regency, qualitative data collection techniques can be used to gain a deeper understanding of the reasons, perceptions and experiences of consumers in choosing these expedition services. Several techniques that are often used in qualitative research Fenti Hikmawati, 2020 p. 85 like this include:

1. Observation

Observation is an effort made by researchers by observing ongoing behavior or activities to obtain the information needed for research. This process involves selection (*selection*), change (*provocation*), recording (*recording*), coding (*encoding*), as well as analysis of behavioral sequences and situations (*test of behaviors and setting*), all of which were carried out to achieve the research objectives. Observation is an effective technique in research *analysis of the determining factors for*

consumer decisions in selecting JNE expedition services Manggelewa, Dompu Regency, because it allows researchers to directly observe consumer behavior or activities related to the choice of expedition services. In this research, researchers can observe how consumers interact with JNE services, either directly at the service point or through digital interactions, as well as record various factors that influence their decisions.

2. Interview

An interview is a meeting between two people whose aim is to exchange information and ideas through a question-and-answer session, thereby enabling the creation of an understanding of a particular topic. Interviews can be divided into several types, namely structured interviews (*structured interview*), semi-structured interviews (*semi-structured interview*), and unstructured interviews (*unstructured interview*). In this research, semi-structured interviews will be used which are more suitable because they provide a balance between flexibility and direction. Researchers can ask the main questions that have been prepared but can still follow the flow of the conversation to dig deeper based on the respondents' answers, allowing exploration of relevant factors for analyzing the determining factors of consumer decisions in selecting JNE Manggelewa expedition services, Dompu Regency.

3. Documentation

Documentation is a data collection technique that is carried out by giving respondents a set of written questions to answer. This technique allows researchers to collect more structured and detailed information

through questionnaires or questionnaires filled out by respondents. In research on analysis of the determining factors for consumer decisions in selecting JNE Manggelewa expedition services, Dompu Regency, documentation can be used to collect data about consumer preferences and considerations in choosing JNE

4. Data Analysis Techniques

Miles and Huberman quoted from Zuchri Abdussamad, (2021) pp. 160-162, stated that qualitative data analysis was carried out interactively and continuously until reaching a conclusion, with the data obtained being saturated. The data analysis process includes three main activities, namely data reduction, data presentation, and drawing conclusions/verification, including:

a) Data reduction

Data reduction is a thinking process that requires sensitivity, intelligence and deep insight. New researchers can discuss with friends or experts to broaden their horizons, so they can reduce data that is relevant and has important value for findings and theory development

b) Data Presentation

Presentation of data in qualitative research can be in the form of brief descriptions, charts, relationships between categories, or flowcharts, which make it easier to understand the phenomenon being studied and to plan next steps based on that understanding. Data presentation can use narrative text, graphs, matrices, networks, or other diagrams

- c) Drawing conclusions and verification.

The initial conclusions drawn are temporary and may change if not supported by sufficient evidence from subsequent data collection. However, if the initial conclusions are supported by valid and consistent evidence during further data collection, then they can be considered credible

RESULTS AND DISCUSSION

This research was conducted based on consumer behavior theory which aims to analyze the factors that influence consumer decisions in choosing JNE expedition services in Manggelewa, Dompu Regency. Based on the study of Wawan Weda Asmara et al. (2022) with title *analysis of factors determining consumer decisions in selecting JNE Manggelewa expedition services, Dompu Regency*, this research adopts a semi-structured interview approach to dig deeper into consumer perceptions and decisions. Through interviews with various parties involved, including agent heads, admins, and the public as consumers, this research aims to identify the main factors that influence consumer selection of expedition services, with a focus on service quality, price, brand trust and transaction convenience

Factor Pusher Consumer Decisions

The well-known reputation of the JNE Manggelewa agent, fast and safe service, and the many pick-up and delivery points are the main factors that encourage consumers to choose JNE. This is in accordance with the theory that ease of access and brand trust influence consumer decisions. Wawan Weda Asmara et al.'s theory. (2022) is also relevant, which states that consumers tend to make quick decisions if they are confident, but consider other factors if there is doubt, such

as price. The difference with Salwa Nur Salsabilla's (2022) research lies in the focus of the indicators considered. This research places more emphasis on brand reputation, service, and ease of access, while Salsabilla's research includes seven factors such as cost, advertising, quality, perception, number of branches, service, and brand & brand.

Economic Factors

Service quality is more important than price in consumers' decisions to choose JNE, although price still has an influence, in accordance with the theory of Wawan Weda Asmara et al. (2022) which states that consumers consider various factors, including quality and price, before purchasing. The difference with the research of Tiffany Imelasa Septina Pratiwi et al. (2023) is that this research places more emphasis on JNE's marketing strategy and how the company dominates the market with many outlets, while previous research focuses on consumer decisions driven by quality and price.

Trust and Customer Satisfaction Wawan Weda Asmara et al. (2022) which states that consumer purchasing decisions are influenced by information search, research and product evaluation. Consumer trust in JNE, which is built through on-time delivery, safety of goods, and fast handling of problems, reflects positive evaluations that increase customer loyalty. This is different from the research of Putri Nafra Berliana et al. (2020), which emphasizes that service quality has a significant influence on customer satisfaction, while price does not have much of an influence. This research focuses more on how service quality builds customer trust and loyalty, whereas previous research focuses more on service quality which increases customer satisfaction.

Social and Psychological Factors

Wawan Weda Asmara et al. (2022) explain that consumer decisions are influenced by information search and product

evaluation, including the influence of recommendations from friends or family. This recommendation provides a sense of security and comfort, which makes consumers more likely to choose JNE. This is in line with the theory that social and emotional factors play an important role in consumer decisions. Salwa Nur Salsabilla's research (2022), on the other hand, highlights that factors such as brand & brands are the main determinants in consumer decisions, with a focus more on objective aspects such as quality and cost, in contrast to this research which emphasizes social influence in decision making.

Consumer Behavior Theory (Emotional and Rational Factors)

The decision to choose JNE is influenced by emotional factors such as comfort and trust in the brand, although price and quality remain important. Wawan Weda Asmara et al.'s theory of consumer behavior. (2022) stated that purchasing decisions are influenced by emotional and rational factors, where trust in the brand is often more dominant. The difference with the research of Putri Nafra Berliana et al. (2020) lies in its focus; Berliana's research focuses more on the influence of service quality on customer satisfaction, while this research places more emphasis on psychological and emotional factors in choosing JNE.

CONCLUSION

Consumers' decisions to choose JNE are influenced by a combination of rational and emotional factors, as well as social influence from those closest to them. JNE succeeded in building a strong position in the eyes of consumers by prioritizing service quality, timeliness and safety of goods, which ultimately increased customer loyalty in Manggalewa.

SUGGESTION

JNE Manggalewa must continue to strengthen service quality, timeliness and safety of goods, while paying attention to emotional factors by providing a more personalized experience and appreciation for loyal customers. In addition, utilizing word of mouth marketing strategies and referral promotions can increase loyalty and expand customer reach. Finally, providing special promotions or discounts can attract consumers with a limited budget without sacrificing service quality.

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