

Analysis Of Consumer Interest Towards Use Of J&T Express Services In Kotaagung Tanggamus

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Abstract

The purpose of this study was to determine changes in consumer interest in J&T Express Kotaagung service companies and to determine the response of J&T Express companies to changes in consumer interest. The sample of this study consisted of 100 respondents obtained from the lemeshow formula. Data analysis techniques in this study used multiple linear tests, t tests, F tests, and coefficient of determination tests

Based on the problems and processing of the research results, it is concluded that services have a positive and significant influence on the intention to buy J&T Kotaagung. This means that services affect consumer interest in using J&T Kotaagung shipping services. It is hoped that J&T Kotaagung will further improve the quality of services according to consumer expectations.

Keywords: Service Quality and Consumer Interest.

INTRODUCTION

Economic growth is characterized by increasing numbers growing businesses. Companies that operate in the service sector is one from that's all Lots companies that grow and develop in Indonesia. One of them is a company that operates in field of delivery services goods and courier . Entering the current era of economic globalization , business organizations are moving in field communications and delivery services goods hope to be able to face it the challenges of increasingly fierce competition , sophisticated technological developments , demands good product quality and service quality . To support smoothness and continuity life a business or industrial organization especially

139

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those related to society , then no regardless from the existence of communication service facilities and delivery services. With increasing need community regarding delivery services goods / documents causing business competition company delivery very current stuff strict . Especially with the emergence business the kind that tries provide better service to society according to their expectations . Business competition in in the field of courier services (delivery) continues develop along with increasing demand .

Kotaagung is a fairly developed area fast , so Lots businesses that grow and develop that support economic growth. Deep -seated business service sector including delivery services goods grow and develop in Kotaagung . This is characterized by a large number business delivery existing items , which makes things easier public in matter send goods .

Lots of it mutual residents send goods from something areas to other distant areas make delivery services This item is very important for society . Based on reality these , currently exist Lots delivery service company goods both government and private private . One of delivery service company goods owned by private sector is PT. J&T Express which is a company in the field courier express and logistics.

The increasing number of people transacting online is now starting to create a new paradigm life public . People it will be easier to shop even if the seller and buyer don't each other meet physically, place they also very far apart . That's why delivery services goods are increasingly needed especially by the perpetrators this business .

In Kotaagung There is Lots business delivery competing goods fighting for the market. Delivery service business combined in A container called ASPERINDO (Association of Shipping Service Companies Express , Indonesian Post and Logistics). From that many delivery services For goods in Kotaagung , J&T Express is one of the most popular delivery services many consumers. J&T Express is growing Enough rapidly , this is characterized by the presence of many branches in various regions . J&T Express operates in delivery services , both in the form of documents and goods . J&T Express offers delivery services to make it easier for someone to send long distances relative time period short , depending on the type of service used. Competition between delivery service company goods are getting bigger, this is because there are more and more of them business kind . It should be a delivery service company goods Prioritize customer or consumer satisfaction use the product and service . If the service provided is good and consumers feel satisfied , then there is a possibility that consumers will reuse it another time . However on the contrary if consumers don't satisfied with the service provided , then there is a possibility that the consumer will No will use it again and will look for



another. It's growing courier (delivery) service businesses from private parties resulting in fierce competition in field business delivery.

the author's observations in Kotaagung there have been many develop courier service business , so it's not just J&T Express that has the monopoly provision delivery service . Also included is one of them owned by the government, namely PT. Pos Indonesia, which is increasingly improving the quality of its services and also the types of services, is becoming a rival to J&T Express serve request public . With lots of it business delivery goods in Kotaagung , author interested discuss business delivery J&T Express goods . Because the J&T Express company is more different from other delivery services, consumers seem to like choose J&T Express. Apart from that, J&T Express is able to compete with businesses similar ones in Kotaagung , one of which is PT . Indonesian post. Considering PT. Pos Indonesia has already operated compared to J&T Express. J&T Express is able to compete marked by the presence of an agent (*counter*) who helps serve request public . With a number of agents who help show Consumer interest is also high . Services no marketed through channel distribution traditional like case goods . However in There are two possibilities for providing services , namely first, the consumer visits the location of the service facility , second, the provider visiting service facilities customer . Facility location can determine success a service, because the location is close relation to potential markets something company .

J&T Express currently has three types of services delivery named Super, EZ, and Eco. Through this service , senders or consumers can choose package services according to needs and conditions . Package delivery rates using J&T are relatively cheaper if compared to expeditions other . Even though it's just there three service delivery However, J &T remains committed to providing a sense of security for recipients and senders .

These three services utilize this type of transportation air , namely cargo air and freight land , connecting big cities , capitals Province up to the district .

Table 1. Quantity Data Delivery PT. J&T Express Kotaagung (January 2018 – October 2022)

Year	Amount Delivery
2018	952
2019	897



2020	1076
2021	1395
2022	1127

Table 2. Quantity Data JNE delivery in Kotaagung (January 2018 – October 2022)

Year	Amount Delivery
2018	970
2019	976
2020	634
2021	868
2022	998

Source : JNE branch Kotaagung , Tanggamus

Table 3. Quantity Data Indah Cargo Kotaagung Delivery (2018 – October 2022)

Year	Amount
2018	249
2019	237
2020	309
2021	387
2022	296

Source : Indah Cargo Kotaagung Branch , Tanggamus

The number of consumers using J&T services has fluctuated every year in the last 5 years, conditions like this certainly does not meet expectations company . The decrease in the number of transactions occurring at J&T in Kotaagung was certainly due to various things that were happening at that time, one of which was reduced consumer interest because of the existence of other existing shipping service competitors in the area Kotaagung and also government policies that have removed it PPKM policy so people can carry out normal activities, including buying and selling activities , so that some consumers can carry out shopping activities directly which results in reduced use of



delivery services . So in the last year the number of consumers used delivery services decrease.

LITERATURE REVIEW

Marketing is one of the activities carried out by the company in order to defend continuity live , compete , develop , and gain profits . Succeed or not company in reach the goal depends on skill in existing activities so that the organization or company can run smoothly .

Management Marketing according to Kotler and Armstrong (2001:18) is a process of analysis, implementation and control of programs designed to create, build , and maintain profitable exchanges with target buyers to achieve corporate goals . Meanwhile the association American marketing (American Marketing Association) management Marketing is a planning and implementation process conception , determination price , promotion and distribution ideas , goods and services to produce fulfilling exchanges targets individuals and organizations (Kotler, 2006: 14).

Interest is something tendency to do action on an object . Interests are related to attitudes and behavior, interests considered as a catcher or intermediary between factors motivation that influences behavior, interest behavior also identifies how much hard someone has willingness to try . Interest show how much Lots effort that a person plans to undertake things and interests related to behavior.

According to Kotler in Hepiana Patmarima (2016) stated that "Services are any action or activity that can be offered by a party to another party , which is basically No tangible and not result ownership whatever ." Service quality as a measure how good is the level the services provided are in accordance with consumer expectations (Tjiptono and Chandra, 2011). According to Supranto (2006; 226) "Service quality is a word which for service providers is something that must be done well."

RESEARCH METHODS

This analysis uses numerical methods or what is usually called quantitative methods with statistical analysis . According to Creswell (2012), analysis using quantitative methods requires factors to explain how one variable affects another variable .The analysis of this research is included in the experimental category . According to (Sugiyono, 2017), this research uses research methods that aim to study the influence of a variable on other variables in particular .



sampling method is a saturated sampling technique or census method which surveys the entire population Because its population small or less than one hundred . This research sample consists of from 100 J&T Kotaagung consumers .

Quantitative data is research or data analysis that is used as a form of information in the form of numbers that can be measured or calculated . The aim of this analytical research is to test influence one quantitative data variable against another variable . This analysis uses statistical calculations to facilitate data analysis testing. Therefore , the SPSS 25 application tool was used for the above analysis.

simple linear regression analysis or test that connects (X) and (Y). Useful for predictions the influence of the independent variable on the dependent variable . The t-test is added to prove that the influence of the independent variable on the dependent variable considered the same. Coefficient test determination (R²) shows that the accuracy of simple linear regression analysis show big variation the influence of all independent variables and the dependent variable .

RESULTS AND DISCUSSION

Simple Linear Regression

Inferential Analysis meant to know big The influence of the independent variable on the dependent variable is by using multiple linear regression analysis. From the results of data processing using a computer program *SPSS version 25* is in the attachment the following results were obtained :

Table 4. Simple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,352	3,546		3,765	,000
	Service	,620	,099	,535	6,263	,000

a. Dependent Variable: Consumer Interest

Source: Data processed by SPSS25, 2023.

Based on the results above, Then entered into the form of a multiple linear regression equation , so that it becomes the following equation :

$$Y = 13,352 + 0,620$$

144



$$Y = \alpha + \beta X + e_t$$

Information:

Y : Consumer Interest
 α : Constant
 β : regression coefficient
X : Services
ET : Error

Based on the multiple linear regression equation as above, it can be given interpretation as follows:

1. The above results can be expressed in the form of the equation $Y = 13.325 + 0.620X$ which can be interpreted as follows, Constant value (α) is 13,325 contain meaning that If No notice Services then the interest in purchasing is only equal to 13,325 .
2. The coefficient value for the Services variable (X) is 0.620 meaning that's it there is influence positive between the Service Service variable (X) and the Consumer Interest variable (Y), thus if (X) is increased of 1%, consumer interest increases by 5.01%.

Coefficient determination (R^2)

Coefficient This determination is used to find out how much The magnitude of the influence that the independent variables have on the dependent variable. Value coefficient determination determined by the R square value .

Table 5. Coefficient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,535 ^a	,286	,279	4,277
a. Predictors: (Constant) , Services				

Source: Data processed by SPSS25, 2023.

The results of the regression calculation can be known that coefficient determination (R Square) obtained of 0.286. This means 28.6% Consumer Interest in J&T



Express in Kotaagung Tanggamus influenced by Services , while the remaining 71.4% is Consumer Interest influenced by other variables not examined in this research .

Partial Hypothesis Test or t Test

Partial hypothesis testing can be done to find out influence each independent variable to the dependent variable, if sig value < 0.05 then the proposed hypothesis is accepted or H_0 is rejected and H_a is accepted.

Table 6. Partial Hypothesis Test (t Test)

Influence	t_{count}	$t_{\text{table}} (n- 2; \alpha 0.05)$	Condition	Conclusion
X to Y	6,263	1,984	$t_{\text{count}} < t_{\text{table}}$ (0.000< 0.05)	H_0 is rejected and H_a is accepted

Testing of values Services can be interpreted as testing whether they are significant or not influence Services for Consumer Interests . Hypothesis formulation , with testing criteria: $t_{\text{count}} > t_{\text{table}}$, H_0 rejected , on the contrary $t_{\text{count}} < t_{\text{table}}$, H_0 is accepted . From testing the value of the Services variable , t is calculated of 6.263 and df ($n - k$) = 98, t_{table} amounted to 1,984. Therefore $t_{\text{count}} 6.263 > t_{\text{table}} 1.984$ and significant results 0.000 > 0.05. From these results the decision that can be taken is to reject H_0 and accept H_a , then the Services have a positive and significant effect on Consumer Interest .

CONCLUSION

From the discussion that has been described , it can be drawn conclusion as follows:

Services have influence positive and significant towards buying interest in J&T Kotaagung .This means that services influence Consumer interest in using J&T Kotaagung delivery services .

Suggestion

Based on the conclusions that have been made, suggestions can be given in this research that is seen From the results of the questionnaire and the results of hypothesis testing, suggestions can be drawn that :



1. It is hoped that J&T Kotaagung will further improve the quality of its services according to consumer expectations .
2. Expected to future researchers to be able to develop this research by examining other variables that can influence it consumer interest .

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