

# **Analysis of Purchase Decision on A Shipping Service Company**

**By**

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## ***Abstract***

*This research is using a quantitative study aimed to see whether there is an influence of service quality, location, and e-word of mouth on a purchase decision. This research uses descriptive and verification approaches. The sample in this research amounted to 130 J&T users located in Jakarta using probability sampling technique. Data were collected through questionnaire. Data analysis techniques were processed using Structural Equation Model (SEM) approach based on Partial Least Square (PLS). The result shows that: (1) The service quality has a positive and significant effect on purchase decision (2) Location has no effect on purchase decision; (3) E-word of mouth has a positive and significant effect on purchase decision. The coefficient of determination R<sup>2</sup> is 0.772 or it can be interpreted that 77.2% of purchase decision at J&T shipping service company in Jakarta are affected by service quality, location, and e-word of mouth variables, while the rest are affected by other variables outside this research.*

*Keywords: service quality, location, e-word of mouth, purchasing decision*

# **Analisis Keputusan Pembelian Pada Perusahaan Jasa Pengiriman**

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## **Abstrak**

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh kualitas layanan, lokasi, dan e-word of mouth terhadap keputusan pembelian. Penelitian ini menggunakan pendekatan deskriptif dan verifikatif. Sampel dalam penelitian ini berjumlah 130 orang yang merupakan pengguna J&T yang berada di Jakarta dengan menggunakan teknik *probability sampling*. Pengumpulan data menggunakan kuesioner. Teknik analisis data diolah menggunakan pendekatan *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS). Hasil analisis data menunjukkan bahwa: (1) Kualitas layanan berpengaruh positif dan signifikan terhadap keputusan pembelian (2) Lokasi tidak berpengaruh terhadap keputusan pembelian (3) E-word of mouth berpengaruh positif dan signifikan terhadap keputusan pembelian. Koefisien determinasi  $R^2$  sebesar 0,772 atau dapat diartikan bahwa 77,2% keputusan pembelian pada perusahaan jasa pengiriman J&T di Jakarta dipengaruhi oleh variabel kualitas layanan, lokasi, dan e-word of mouth, sedangkan sisanya dipengaruhi oleh variabel lain diluar penelitian ini.

Kata kunci : kualitas layanan, lokasi, e-word of mouth, keputusan pembelian.