

Analysis of the Influence of Service Marketing Mix on Customer Purchase Decisions Mediated by Trust in JNE Medan Main Branch

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Abstract

The study analyzed the influence of the service marketing mix with variables assessed as Product (X1), Promotion (X2), Price (X3), Location (X4), Employee (X5), Physical Evidence (X6), and Process (X7) on the purchase decision (Y) of customers mediated by Trust (Z) at JNE Main Branch. The population in this study is 5,400 consumers with a sample size of 185 consumers. The research was conducted from August to October 2023. This study uses quantitative data processed by the SEM-PLS analysis method using SmartPLS 3.0 software. The data sources used are primary data taken directly from respondents and secondary data obtained from interviews with JNE Main Branch management. The results of the study show that the service marketing mix has a positive and significant effect on customer trust. This concludes that the service marketing mix consisting of products, places, promotions, places, employees, physical evidence, processes, and intervening variables, namely customer trust, has a positive and significant effect on purchase decisions and customer trust to use the services of JNE Medan Main Branch. The managerial implication of this study is the need for JNE Medan Main Branch to continue to improve the service marketing mix strategy, especially in terms of product quality, competitive pricing, ease of access, effective promotion, service quality, process efficiency, and the provision of attractive physical evidence. This is important to build customer trust and ultimately improve the purchase decision of freight forwarding services.

Keywords: Service Marketing Mix; Customer Trust; Purchase Decisions,

Introduction

The increasingly fierce competition in the freight forwarding service industry requires companies to continuously improve their marketing strategies in order to attract and retain customers (Hasugia, 2018; Riyanto, 2015). One of the marketing strategies that can be applied is through a service marketing mix, which consists of seven elements, namely product, price, place, promotion, people, process, and physical evidence (Setiawan et al., 2020, 2021; Wahyuni et al., 2021). It is important to



improve product marketing through various efforts, both improving human resources (Nurhayati et al., n.d., 2022) (Sebayang et al., 2021), or the use of technology, especially the internet, (Hariyanto & Wahyuni, 2020; Wahyuni et al., 2019). Promotion has a great influence on the product and service business (Lubis et al., 2022; Mesra et al., 2021)

JNE (Jalur Nugraha Ekakurir) is one of the leading freight forwarding service companies in Indonesia. JNE Main Branch Medan as one of the main branches of this company is faced with increasingly fierce competition with the presence of other freight forwarding service companies in the city of Medan. To be able to compete, JNE Medan Main Branch needs to implement an effective service marketing mix strategy.

In addition, customer trust is also an important factor that can influence the decision to purchase delivery services (Pane, 2018, 2019). Customers who have trust in the company are likely to decide to use the delivery service (Fikri et al., 2019; Pane et al., 2020). Therefore, JNE Medan Main Branch needs to build customer trust through the right service marketing mix strategy.

Several previous studies have examined the influence of the service marketing mix on purchasing decisions, but there are still limited studies that examine the mediating role of customer trust in the relationship. Therefore, this study aims to analyze the influence of the service marketing mix on customer purchase decisions mediated by trust in JNE Medan Main Branch. Based on the observations made by the author on the marketing mix factors carried out by the JNE Medan Main Branch company, it shows that the product factor has had a very good research, where the quality and variety of products and services offered can compete with the products owned by its competitors. Although there are some products that are not superior when compared to the specialized logistics products of their competitors which are project deliverables, such as moving, fulfillment, trucking, and others. The price factor is considered quite competitive, although there are several delivery destinations where the price JNE provides to its customers is not cheaper than the price offered by its competitors. However, there has been no scientific proof that the price offered by JNE reduces customer buying interest. The promotional factor is rated quite well overall. However, what can be observed from the social media of JNE Main Branch Medan is that the coverage of promotional content is not good, this can be seen from the number of viewers, likes and comments on the content shared by JNE Main Branch. This is likely because promotions on social media JNE Medan Main Branch are not able to attract consumers to use JNE expedition services. The location factor, when viewed from the strategic location, the existence of the JNE Medan Main Branch office is adequate. However, when viewed from a distance from the congestion, the location of the JNE office is in one of the congestion centers in Medan City because it is located at an intersection that is congested with vehicle speed. However, this should not be a big problem for JNE because its competitors are also in the region so they experience the same obstacles. And for the parking lot of customers' vehicles, it is not



too large so that if it is in a traffic jam and crowded with customers, it is difficult for customers to park their vehicles. But in this case, its competitors are not better than JNE Main Branch Medan. The people factor is considered to be quite good, where JNE Medan Main Branch employees serve consumers very friendly, are able to explain the products offered, and are able to answer consumer questions appropriately. It's just that at certain times customer queues are inevitable, which causes communication between employees and customers to be very limited. The physical evidence factor is considered quite good, the environment of JNE Medan Main Branch is clean, comfortable with several facilities that can be used by customers although some are not optimal, such as less spacious places, cleanliness of access to bathrooms, and so on. The process factor is considered quite good, this is characterized by a fast delivery process, using adequate equipment and systems, but at certain hours customer queues are inevitable.

By understanding the influence of the service marketing mix and customer trust on purchasing decisions, it is hoped that JNE Medan Main Branch can design and implement a more effective marketing strategy to increase the competitiveness and sales volume of freight forwarding services.

Methods

The research was conducted with a quantitative approach, because the data obtained from the respondents were in the form of numbers processed using statistical analysis (Mesra, 2018). In addition, judging from the problems that are studied, this research is a type of casual research (Mesra & Asih, 2022; Wahyuni & Mesra, 2022). A study that examines a problem with the criteria of a causal relationship between independent variables and bound variables.

Variables and Samples

The variables in this study are the marketing mix consisting of 7 aspects, namely Product (X1), Price (X2), Promotion (X3), Place (X4), Employee (X5), Physical Evidence (X6), and Process (X7) as independent variables, customer trust (Z) as mediation variable and customer purchase decision (Y) as bound variable.

The following research method is shown in figure 1. Next:

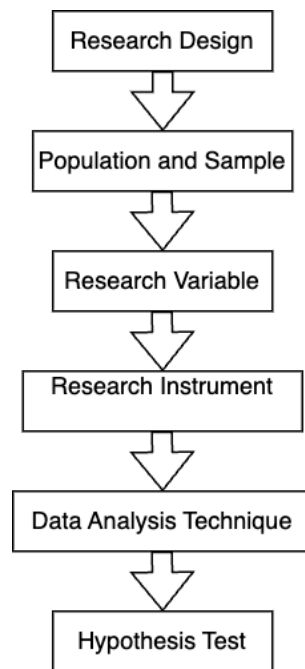


Figure 1. Research Methods

1. Research Design.
This study uses a quantitative research design with an explanatory approach. This study aims to test the hypothesis regarding the influence of the service marketing mix on purchase decisions mediated by customer trust.
2. Population and Sample.
The population in this study is all customers of JNE Medan Main Branch. The sampling technique used is purposive sampling with the criteria of customers who have made goods delivery transactions at JNE Main Branch Medan at least 2 times in the last 6 months. The number of samples used was 150 respondents.
3. Research Variables
 - a. Independent Variables, namely Service Marketing Mix, namely products, prices, places, promotions, people, processes, physical evidence.
 - b. Mediation Variable is Customer Trust
 - c. Dependent Variable: Purchase Decision
4. Research Instruments
Data collection was carried out through the distribution of questionnaires to respondents. The questionnaire consisted of statements that measured each of the research variables using a 5-point Likert scale.
5. Data Analysis Techniques.
Data analysis in this study uses a path analysis method with the help of SPSS software. Path analysis is used to test the direct and indirect influence (through mediation) of the variable of the service marketing mix on customer purchase decisions.
6. Hypothesis Testing.
Hypothesis testing is carried out by looking at the significance value (p-value) of each path in the path analysis model. The hypothesis is accepted if the p-value < 0.05.

Results

1. Description of Respondent Data

This research was conducted on customers who made transactions at the JNE Main Branch Office in Medan. Based on the results of the questionnaire of 185 copies from the respondents can be described as follows: a. Based on gender, the majority of respondents were male as much as 61% and female as much as 39% of the total respondents. b. Based on the age of the respondents, the majority of respondents were between 20 - 40 years old as much as 57%, followed by respondents who were > 40 years old at 21% and respondents aged < 20 years as much as 12% of the total respondents. c. Based on delivery needs, the majority of respondents sent for office needs as much as 29%, followed by respondents who sent for online shop needs as much as 45% and respondents who sent for personal and family needs as much as 26%. d. Based on the frequency of delivery, the majority of respondents have a frequency of 1-2 times per month as much as 58%, followed by respondents who have a frequency of 3-4 times per month as much as 27% and respondents who have a frequency of > 4 times per month as much as 15%.

2. Description of Research Variables

The description of the research variables is used to find out the respondents' answers to the variables. For the tendency criteria of the variable of service marketing mix, purchase decision and customer trust, it shows that the respondent's assessment of the variable of the service marketing mix, purchase decision and customer trust as a whole is in the good category.

3. Validity Test

a. Convergent Validity

The results of the convergent validity test are that all indicators have a loading factor of more than 0.7 which means that all indicators of each construct in this study have been valid and meet the validity of convergence.

b. Discriminant Validity

In this study, it can be seen from the results of the cross loading calculation, there is a correlation of the indicator with the construct and the construct of other blocks so that it can be said that the construct of the seven variables of the service marketing mix, purchase decision and customer trust, so that it can be known that the construct has adequate discrimination.

c. Average Variance Extracted (AVE)

The results of the Average Variance Extracted (AVE) test for the variables used in this study show the construction of the service marketing mix, purchase decisions and customer trust. The construction has an AVE value above 0.5. So



it can be concluded that all constructs in the research model have met the validity requirements because they have an AVE value above 0.5.

4. Validity Test

The test results in table 4.5 show that the composite reliability results show satisfactory values, namely the value of each variable above the minimum value of 0.70. This shows that the consistency and stability of the instruments used are high. In other words, all the constructs or variables in this study have become fit measuring tools, and all the questions used to measure each construct have good reliability. The results of the evaluation, both from convergent validity and composite validity, can be said that the indicator used as a measure of latent variables is a valid and reliable measure.

5. Inner Model Evaluation (Structural Model)

Testing the inner model or commonly called the ariablel model is carried out to specify the relationship between latent ariables, to assess the influence of certain exogenous latent ariables on the existing endogenous ariables, which can be seen from the R-Square value (R2). The criteria are that if the R2 value is more than 0.652 indicates that the model is good, if the R2 value is more than 0.33 indicates that the model is moderate or moderate, as well as the R2 value is greater than 0.19 then the model is declared weak.

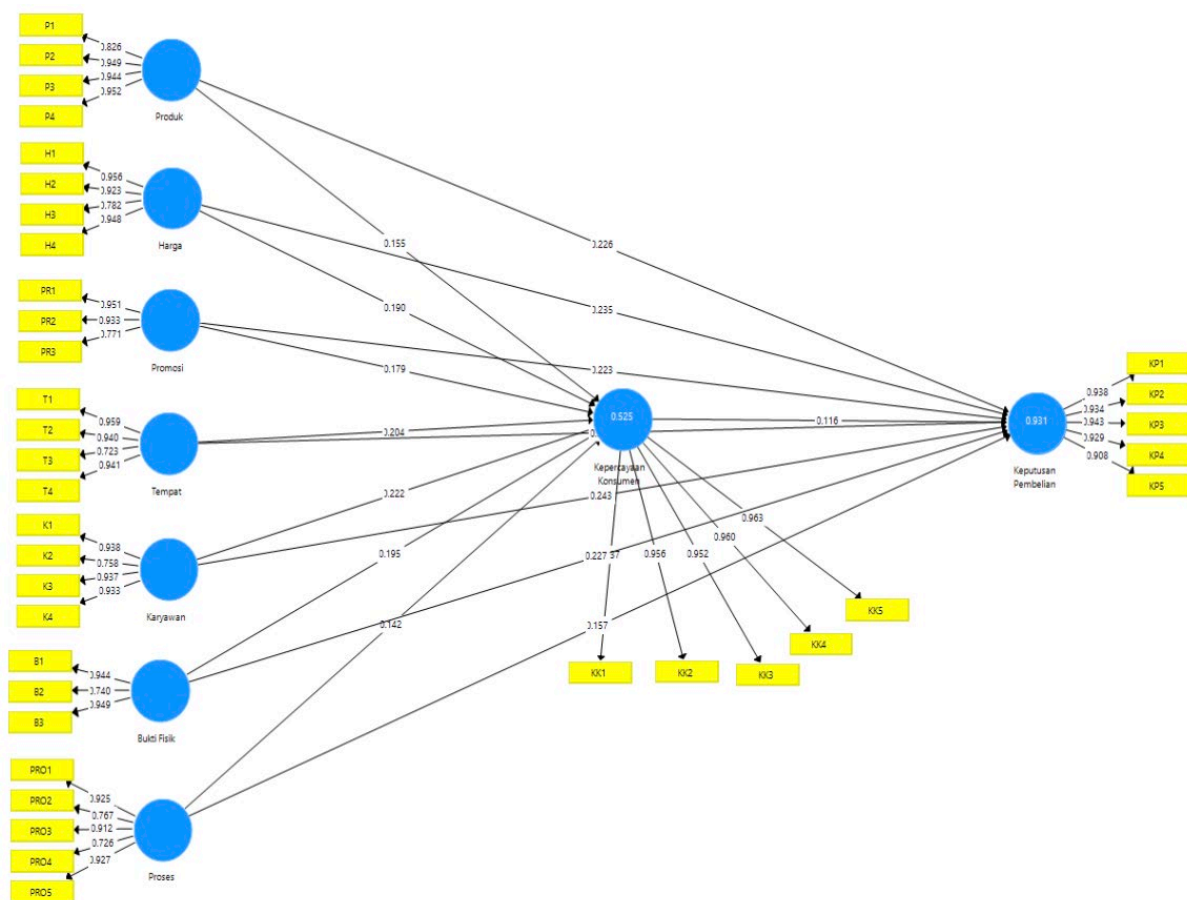


Figure 2. Structural Model



Based on the figure above, the measurement of the indicator is influenced by the latent variable which is depicted using a circle shape with an arrow from the latent variable to the indicator. The direction of the indicator arrows with latent constructs indicates that the study uses reflective indicators, while the arrows between constructs indicate the relationship to be studied (hypothesis). The use of this model with PLS is assessed by looking at the score of R^2 for each endogenous variable, there is only one endogenous variable here. The value of R^2 itself is used to assess how certain exogenous variables affect existing endogenous variables. The test criteria are if the value of R^2 is 0.652, then this indicates that the structural model of endogenous variables is good, if the value of R^2 is equal to 0.33, it means that the model is moderate, and if the value of R^2 is equal to 0.19, it means that the model is weak (Ghozali, 2006).

Discussion

The interpretation and discussion of the direct influence of each independent variable on the dependent variable and indirect influence can be explained as follows:

1. The Influence of the Service Marketing Mix (7P) on Purchase Decisions at JNE Medan Main Branch

The service marketing mix is a set of steps and concepts that the company runs that consists of a combination of variables that are the core of the marketing system. These variables can be controlled by the company to influence consumer responses in its target market. Based on the mean value of the respondent's answer item, the highest item is the 5th indicator of purchase decision, namely "the customer recommends JNE to others" with a score of 4.13. While the smallest variable is physical evidence with a mean value of 3.78. Item B2 (JNE shipping counter is convenient and clean). Meanwhile, from the results of the hypothesis test, it was found that the process is the lowest influence in influencing consumer decisions, so it is hoped that JNE Main Branch Medan will further improve the process indicators in its marketing application. However, overall the implementation of the service marketing mix at JNE Medan Main Branch from products to processes is classified as very good by showing t statistical and p values. The consumer decision process is a market strategy intervention (as practiced in the marketing mix). This means that the outcomes of a company's marketing innovation design are determined by its interaction with the consumer decision process. The results of the analysis showed that 7 variables of the service marketing mix (7P), namely products, places, employees and processes, had a significant influence on customer purchase decisions at JNE Main Medan branch.



- a. Products Have a Positive and Significant Effect on Purchase Decisions.
- b. Price has a significant effect on purchase decisions.
- c. Promotions have a significant effect on purchase decisions.
- d. Place Has a Positive and Significant Effect on Purchase Decisions.
- e. Employees Have a Positive and Significant Effect on Purchase Decisions.
- f. Physical Evidence Does Not Have a Significant Effect on the Decision to Purchase Freight Delivery Services at JNE Medan Main Branch
- g. The Process Has a Positive and Significant Effect on the Decision to Purchase Goods Delivery Services at JNE Medan Main Branch.

2. The Effect of the Service Marketing Mix (7P) on Customer Trust in JNE Medan Main Branch

The dimensions of the marketing mix can create positive value for consumer confidence. The better the marketing mix, the more consumers will trust the company in terms of credibility. Empirically from the results of this study at JNE Main Medan branch, all variables of the service marketing mix have an influence on consumer confidence. This result is in accordance with the theory by Cronin (2000) where the variable of the marketing mix has a significant effect on trust. Similar findings are also found

on the results of research conducted by Heru Mulyanto (2013). For the original sample, the highest number is in the employee variable (People) with a value of 0.222, p-values 0.000 and t-statistic with a value of 5.860. And for the variable that has the least influence from the results of the hypothesis test is the process variable.

- a. Products Have a Significant Effect on Customer Trust in JNE Medan Main Branch
- b. Price Has a Positive and Significant Effect on Customer Trust in JNE Medan Main Branch
- c. Promotion has a significant effect on customer trust in JNE Medan Main Branch
- d. Places with a Positive and Significant Influence on Customer Trust in JNE Medan Main Branch
- e. Employees have a significant influence on customer trust in JNE Medan Main Branch
- f. Physical Evidence Has a Positive and Significant Effect on Customer Trust in JNE Medan Main Branch.
- g. The Process Has a Positive and Significant Effect on Customer Trust in JNE Medan Main Branch

3. The Influence of Customer Trust on Purchase Decisions at JNE Medan Main Branch

Customer trust has a positive and significant effect on the decision to purchase delivery services at JNE Medan Main Branch. This is evidenced by t-statistical values of 3,456 and p-values of 0.001. One of the factors that influence consumers on the purchase decision to buy a product through online media is trust

4. The Effect of Service Marketing Mix on Trust-Mediated Customer Purchase Decisions at JNE Medan Main Branch

- a. Products Have a Significant Effect on the Decision to Purchase Goods Delivery Services Mediated by Trust in JNE Medan Main Branch.
- b. Price Has a Positive and Significant Effect on the Decision to Purchase Goods Delivery Services Mediated by Trust in JNE Medan Main Branch.
- c. Promotion Has a Positive and Significant Effect on the Decision to Purchase Goods Delivery Services Mediated by Trust in JNE Medan Main Branch.
- d. Place Significantly Affects the Decision to Purchase Goods Delivery Services Mediated by Trust in JNE Medan Main Branch.
- e. Employees Have a Significant Effect on the Decision to Purchase Goods Delivery Services Mediated by Trust in JNE Medan Main Branch
- f. Physical Evidence Has a Significant Effect on the Decision to Purchase Goods Delivery Services Mediated by Trust in JNE Main Branch Medan.
- g. The Process Has a Positive and Significant Effect on the Decision to Purchase Goods Delivery Services Mediated by Trust in JNE Medan Main Branch.

Conclusion

The conclusion of this study is as follows:

1. The product had a positive and significant effect on the purchase decision, with a coefficient value (Original Sample column) = 0.226, and significant, with TStatistics = 16.958 > 1.96, and P-Values = 0.000 < 0.05. The product had a positive and significant effect on consumer confidence, with a coefficient value (Original Sample column) = 0.155, and significant, with a T-Statistics value = 3.862 > 1.96, and P-Values = 0.000 < 0.05. Consumer confidence significantly mediates the relationship between the product and the purchase decision, with P-Values = 0.033 < 0.05 (Hypothesis 3 accepted).
2. Price has a positive and significant effect on the purchase decision, with the coefficient value (Original Sample column) = 0.235, and significant, with TStatistics = 17.338 > 1.96, and P-Values = 0.000 < 0.05. Price had a positive and significant effect on consumer confidence, with a coefficient value (Original



- Sample column) = 0.190, and significant, with T-Statistics = 5.197 > 1.96, and P-Values = 0.000 < 0.05 (Hypothesis 5 accepted). Consumer confidence significantly mediates the relationship between price and purchase decisions, with P-Values = 0.009 < 0.05.
3. Promotion had a positive and significant effect on the purchase decision, with a coefficient value (Original Sample column) = 0.223, and significant, with a T-Statistics value = 13.670 > 1.96, and P-Values = 0.000 < 0.05. Promotion had a positive and significant effect on consumer confidence, with a coefficient value (Original Sample column) = 0.179, and significant, with T-Statistics = 5.426 > 1.96, and P-Values = 0.000 < 0.05. Consumer confidence significantly mediates the relationship between promotions and purchase decisions, with P-Values = 0.010 < 0.05.
 4. Place had a positive and significant effect on the purchase decision, with coefficient values (Original Sample column) = 0.246, and significant, with TStatistics = 14.843 > 1.96, and P-Values = 0.000 1.96, and P-Values = 0.000 < 0.05. Consumer Confidence significantly mediates the relationship between place and purchase decision, with P-Values = 0.009 < 0.05 (Hypothesis 12 accepted).
 5. Employees had a positive effect on the purchase decision, with a coefficient value (Original Sample column) = 0.243, and significant, with TStatistics = 13.663 > 1.96, and P-Values = 0.000 1.96, and P-Values = 0.000 < 0.05 (Hypothesis 14 accepted). 15. Consumer trust significantly mediates the relationship between employees and purchasing decisions, with P-Values = 0.004 < 0.05 (Hypothesis 15 accepted). 105 16. Physical evidence has a positive and significant effect on the purchase decision, with coefficient values (Original Sample column) = 0.227, and significant, with T-Statistics = 12.819 > 1.96, and P-Values = 0.000 1.96, and P-Values = 0.000 < 0.05. Consumer confidence significantly mediates the relationship between physical evidence and purchase decisions, with P-Values = 0.006 < 0.05.
 6. The process had a positive and significant effect on the purchase decision, with the coefficient value (Original Sample column) = 0.157, and significant, with TStatistics = 8.232 > 1.96, and P-Values = 0.000 < 0.05. The process had a positive and significant effect on consumer confidence, with the coefficient value (Original Sample column) = 0.142, and significant, with the value of T-Statistics = 3.765 > 1.96, and P-Values = 0.000 < 0.05 (Hypothesis 20 was accepted). Consumer confidence significantly mediates the relationship between Process and purchase decisions, with P-Values = 0.025 < 0.05. 22. Consumer confidence

has a positive effect on purchase decisions, with coefficient values (Original Sample column) = 0.116, and significant, with T-Statistics = 3.456 > 1.96, and P-Values = 0.001 < 0.05.

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