



The Impact of Lifestyle and Service Quality on Purchase Decisions at JNE Express Bekasi

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Abstract

Purpose: This study aims to investigate the influence of lifestyle and service quality on purchase decisions using JNE Express delivery services at the Bekasi branch in 2021.

Research Methodology: A quantitative research method was employed, using primary data collected from 50 customer respondents of JNE Express. The data were analyzed using SPSS version 25 with a linear multiple regression test.

Results: The study found that lifestyle (X_1) has a positive and significant influence on purchasing decisions (Y), with a t-count greater than t-table ($3.431 > 2.010$). Similarly, service quality (X_2) also showed a positive and significant impact on purchase decisions, as t-count (2.631) exceeded t-table (2.010). Furthermore, the combination of lifestyle and service quality together significantly influenced purchasing decisions, with the regression model explaining 83.4% of the variation in purchase decisions.

Conclusions: The findings indicate that both lifestyle and service quality positively and significantly influence customers' purchasing decisions regarding JNE Express delivery services at the Bekasi branch.

Limitations: The study is limited to the Bekasi branch of JNE Express, with only 50 respondents, which may not fully represent the broader population of JNE customers.

Contributions: This research contributes to the understanding of how lifestyle and service quality affect customer decision-making in the logistics and delivery service sector, specifically in the context of JNE Express.

Keywords: *Decision Purchase, Quality of Service, Style Life*

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1. Introduction

Decision purchase is a process when consumers know what the problem is, look for information about a particular product or brand, and evaluate each alternative that can solve the problem, which will eventually lead to a purchasing decision (Azizah, 2020). According to Batlajery, 2016, a purchasing decision is defined as a choice between two or more alternatives. In a purchasing decision, there are factors that influence customers from the emotional bond that is formed between the customer and the producer after the customer uses the product. The company provides the product or service with a plus mark. According to Chiu et al., 2014; Setyawati and Aristiyanto, 2021, these include emotional value, which is

the utility that comes from feelings or affective or positive emotions that arise from consuming a product. In essence, emotional values are related to feelings, that is, feeling positive, which consumers experience when they buy products. Mark social is values held by a consumer regarding what is considered good and what is considered bad by the consumer. Mark quality, utilities Which obtained from product Because reduction cost term short And cost long term (Vasić et al., 2021). Functional value is obtained from product attributes that provide functional utility. to consumer mark This is directly related to the function, which is given by the product or service to consumers (Chu & Wang, 2012). Purchasing decisions play a crucial role in achieving company goals. The company's goals are achieved to the maximum by following the regulations set by it(Kuncoro & Harahap, 2021; Yumurtacı Hüseyinoğlu et al., 2018).

Smoothness and success of service delivery are also influenced by lifestyle and quality of service so that consumers can decide to use service delivery in accordance with their needs. Dwijaya Saputra and Kusnadi, 2021 states that a lifestyle is a person's daily life expressed in their activities, interests, and opinions (Kaharu & Budiarti, 2016). With the COVID-19 cases since last year, the government has advised the public to limit any activities, including shopping outside the home. a house that certainly changes people's lifestyles, even changes people's lifestyles become consumerist In meaning Broadly speaking, consumerism is wasteful and excessive consumption behavior, prioritizing desires over needs, and there is no scale of priorities (Dwiyanto et al., 2019).

According to Eshra and Beshir, 2019, signs of consumptive behavior can arise If You often attracted to a lifestyle or buy certain items for the sake of your image. Especially with the many big promotions on online applications, people do not think twice about buying items. This latest lifestyle is certainly profitable for delivery services. Therefore, the purchasing decision really supports the delivery activity of goods delivery services, which have become a trend chosen by the community to meet daily needs such as clothing, food, and shelter. Several factors contribute to the increase in logistics delivery in goods delivery services, such as business actors in e-commerce, Micro, Small and Medium Enterprises (MSMEs), and other home industries, which are currently growing rapidly. According to Candra Susanto and Henokh Parmenas, 2021; Heriyanto, 2021, an expedition is an activity or activity of sending goods or can also be interpreted as a goods delivery company. With an increase in the number of delivery services, new delivery service companies are becoming competitors, and the services they offer can attract consumer purchasing decisions.

With the increase in the number of Service delivery goods, society can choose services according to their needs. For example, every service delivery has excess in meeting people's needs. Even lifestyle can influence the use of these services because companies usually offer several types of services. One such company is JNE EXPRESS or Track Nugraha Ekakurir, which is centered in Jakarta and has branches throughout Indonesia and operates in the logistics delivery sector. It operates under the auspices of PT Tiki Jalur Nugraha Ekakurir, Indonesia's largest shipping company. The company was founded on November 26, 1990, under the name PT Tiki Jalur Nugraha Ekakurir by Soeprapto.

Initially, the company was established as a pioneering division of PT Citra Van Titipan Kilat (TiKi). JNE's activities include customs, goods import, and document management. as well as delivery. Not only does JNE serve the domestic share market, but it also participates in delivering goods and documents from abroad to enter Indonesia (Galkin et al., 2017). Shipping activities that are normal for every agent of JNE in place started with serving customers who come straight to the spot, or employees will come to the place where the customer wants to pick up directly (Agusinta et al., 2021; Sun et al., 2015). At the agent's home, the agent's staff wait for the warehouse courier to pick up the goods and create a data report or receipt. Several JNE service variants determine the delivery speed and costs, including OKE (Economical Shipping Cost), REG (Regular), YES (Guaranteed Next-Day Delivery), and SPS/SS (Super Speed), City to City (CTC), TRC (Truck), and so on. From several types of variants, the best depends

on whether the customer wants more speed and whether they are willing to pay more (Candra Susanto & Henokh Parmenas, 2021; Keke et al., 2021). With existence growth industry logistics And e-commerce in time pandemic make PT Tiki Track Nugraha Ekakurir (JNE) throughout 2020 experience improvement.

Performance recorded a 30% growth, said JNE's Vice President of Marketing, Eri Palgunadi (Mahadi, n.d.). Although profitable, party service delivery has several constraints. The government implemented Large-Scale Social Restrictions (PSBB) last year, starting from the island of Java to all of Indonesia, followed by the government implementing Community Activity Restrictions (PPKM) this year. Therefore, people's lifestyle needs have changed, and many people use e-commerce applications for shopping to meet their daily needs. As a result, the request transaction through very online soaring tall, which results in new problems in the world of shipping goods, such as delays in delivery and inadequate service, which results in concerns about damaging public trust and influencing interest in purchasing decisions towards delivery service companies. The purpose of this study is as follows: to identify and test the influence of lifestyle on purchasing decisions using Jne Express delivery services, Bekasi branch in 2021; to identify and test the influence of service quality on purchasing decisions using Jne Express delivery services, Bekasi branch in 2021; and to identify and test the influence of lifestyle and service quality on purchasing decisions using Jne Express delivery services, Bekasi branch in 2021.

Based on the formulation of the problem above, this study aims to identify and test the influence of lifestyle on purchasing decisions using the JNE Express Bekasi branch delivery service. year 2021, to identify and test the influence of service quality on purchase decisions using JNE Express delivery services at the Bekasi branch in 2021. This study aimed to identify and test the influence of lifestyle and service quality on purchase decisions using JNE Express delivery services at the Bekasi branch in 2021.

2. Literature Review

Management is the science and art of combining processes, facilities, ideas, resources, and people to create and sell valuable goods and services to generate profits (Gan & Wang, 2017). According to Hassan et al., 2021, management is a general procedure that covers organizing, implementation, planning, and monitoring in deciding and trying to reach an objective with the use of human resources and others. Furthermore, according to Huang, 2019, management can be defined as a process of organizing, leading, planning, and supervising the efforts of organizational members, as well as the use of all organizational resources to achieve predetermined goals. According to Kalia et al., 2016 a number of description in on can in conclude that Management is a process that combines human resources and others which will eventually produce a product in the form of goods and services in order to provide profits and achieve goals. According to Katrin and Setyorini, 2016 logistics is the science and art of regulating and controlling the flow of information, goods, energy, And source Power other, like product, service And man, from source production to market with the aim of optimizing capital usage.

Logistics management involves managing goods through planning, procurement, storage, distribution, maintenance, and disposal to achieve predetermined objectives. According to Khan et al., 2021 experts in supply chain management and logistics, supply chain management is the activity of managing a framework for obtaining raw materials into semi-finished goods and also finished goods, which are then sent through distribution activities. This activity includes functions of purchasing through the procurement of goods related to suppliers and distributors. According to Kusumawardani and Hastayanti, 2020, "Supply chain management (SCM) is the management of a network of interconnected businesses involved in the provision of product and service packages required from end to end customers and consumers in a supply chain. Supply chain management involves all movements and storage of raw materials, work-in-process inventories, and finished goods from the point of origin to the point of consumption. Of several understandings, one concludes that Management Logistics is the activity

management of goods through various processes, which will be exercised and sent through distribution to meet the specified objectives

According to [Lestari and Haksama, 2017](#), lifestyle is defined as a way of life defined by how people spend their time, what they do, and how they think about themselves and the world around them. Then continued with research by [Murti et al., 2017](#) which states that: Lifestyle shows how people live, how spend the money And How allocate time. Therefore, it can be concluded that lifestyle is a person's lifestyle pattern expressed in their activities, interests, And How opinions in spending money and allocating time. According to [Nunuh and Wulandari, 2021](#), a person's lifestyle is a person's pattern of living in the world of everyday life, which is expressed in the activities, interests, and opinions of the person concerned. Lifestyle describes the whole personal Which interact with the environment. Lifestyle reflects something that is more from social class on the one hand and personality on the other. Activities, interests, and opinions (AIO) are used to examine a consumer's lifestyle categories, such as creativity in cooking, attitudes toward television shows, house cleanliness, and attitudes and implementation of religious teachings.

Lifestyle reflects a consumer pattern that describes a person's choices about how he or she lives. how to use their time and money. Lifestyle reflects consumption patterns that reflect a person's choices on How He use their time And Money ([Azizah, 2020; Qalati et al., 2021](#)). From the description above, the author concludes that lifestyle is a person's choice to carry out activities and allocate time to meet needs and show the form of their life. According to [Restuputri et al., 2021](#), quality can be interpreted as a condition dynamic which are related with product, service, source human resources, process, and environment which fulfil or exceed expectations". According to [Ricardianto et al., 2021](#), Service Quality (service quality) is the extent to which a good service meets the compatibility with customers' hopes. Implementation of quality service means compromising with hope customers with consistent order methods. Quality can be interpreted as the totality of the characteristics of a product (goods and services) that supports the ability to fulfil needs. Quality is often interpreted as everything satisfying the customer or in accordance with conditions or needs ([Ritonga et al., 2020](#)). According to [Setiawan, 2018](#) quality service is compare expectations they to something service with fact or experience Which they get for service.

From various descriptions, the writer concludes that quality service is a form of fulfillment of hope in the aspect of product and service, which can fulfil and satisfy customers. According to [Setiawan, 2018](#), the purchase decision is made by consumers through a series of stages to identify problems, look for information or data from products and brands, and evaluate how good every product or brand is in solving the problem, which leads to the process of making a purchase decision to buy or use a service. According to [Solihin, 2021](#), the decision to purchase or use goods and services requires a series of evaluations and obtaining information or data about the brand, as well as research on various options for similar products before deciding to purchase a brand. According to [Eshra and Beshir, 2019](#), consumer purchasing decisions refer to the approach involved when an individual or group chooses, buys, utilizes, or gathers a product, service, concept, or experience according to their needs and desires. From various understanding in The above writer concludes that the purchase decision is a decision made by the consumer to purchase goods or services. With method choose And evaluate from many brands. The framework of this study is as follows:

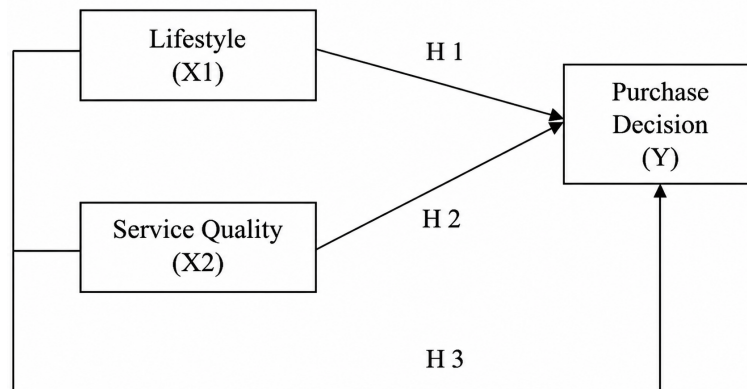


Figure 1. Conceptual Framework

Hypothesis study as following:

H_1 : Allegedly there is influence Which significant between styles live on purchasing decisions.

H_2 : Allegedly there is influence Which significant between qualities service to decision purchase.

H_3 : It is suspected that there is a significant influence between lifestyle, service quality to decision purchase.

3. Methodology

The research method was qualitative, with a survey being conducted. This study used a quantitative research approach. Quantitative research is empirical research whose data are in the form of numbers. Quantitative methods are research methods based on positivism philosophy. was used for research on population or sample certain And For test hypothesis which has been determined.

4. Results and Discussion

The results show and explain that the data instruments filled in by respondents to measure the influence of lifestyle and quality of service on purchasing decisions for JNE Express branch service delivery are valid and reliable. Furthermore, lifestyle and service quality had a positive and significant influence on purchasing decisions to use JNE Express Bekasi branch services, both partially and simultaneously.

4.1 Analysis Lifestyle Influence To Decision Purchase

Based on the results from the calculation of the test partial (test t) in this study, the count was 3.431, while the table was 2.010. Because the count is greater than the table, i.e., $3.431 > 2.010$, then H_a is accepted and H_0 is rejected, which shows that the lifestyle variables have a significant influence on the purchasing decisions for JNE Express delivery services at the Bekasi branch. This demonstrates that the hypothesis in Chapter I is correct: lifestyle influences purchasing decisions for JNE Express delivery services at the Bekasi branch. These findings are supported by previous research by [Mohd Suki and Abang Salleh, 2018](#), who found that lifestyle has a positive and significant effect on purchasing decisions.

4.2 Analysis Influence Quality Service To Buying Decision

Based on the results from the calculation of the test partial (test t) in this study, the count was 2.631, while the t-table was 2.010. Because t-count is greater than t-table, namely $2.631 > 2.010$, H_a is accepted and H_0 is rejected, indicating that the service quality variable has a significant influence on purchasing decisions for JNE Express delivery services at the Bekasi branch. This indicates that the hypothesis in Chapter I is proven correct, namely that service quality influences purchasing decisions for JNE Express

delivery service at the Bekasi branch.

4.3 Analysis Influence Style Life And Quality Service To Decision Purchase

Based on the results of the test calculations from multiple regression analysis, the researcher obtained the result:

$$Y = 1.998 + 0.507X_1 + 0.350X_2$$

The constant of 1.998 states that if there is a lifestyle value (X_1) and service quality (X_2), then the purchasing decision (Y) value will be 1.998. The result of the regression coefficient X_1 of 0.507 states that every addition of 1 (one) value to the lifestyle (X_1) will increase the purchasing decision variable (Y) by 0.507 times at a constant of 1.998. The result of the regression coefficient (X_2) of 0.350 states that every addition of 1 (one) value on the service quality variable (X_2) will increase the purchasing decision variable (Y) by 0.350 times at a constant of 1.998. Based on the results of the multiple correlation analysis, researchers obtained results (R) = 0.913, which means that the connection between the lifestyle variables (X_1) and service quality (X_2) together contributes to the purchasing decision variable (Y). The remaining 83.4% is determined by other variables outside the model and is very strong.

Based on the results of the simultaneous test (test F), researchers get results F_{count} as large as 118.310. The critical number of F_{table} with numerator degrees of freedom 2 and denominator degrees of freedom 47 at $\alpha = 0.05$ is 3.20. Thus, F_{count} (118.310) > F_{table} (3.20), so H_0 is rejected, and H_a is accepted. This shows that the regression model of lifestyle variables and service quality is significant for purchasing decisions regarding JNE Express delivery services at the Bekasi branch. This shows that the hypothesis in Chapter I is correct: lifestyle and service quality influence the purchasing decisions for JNE Express Bekasi branch delivery services. Based on the results of the coefficient of determination test (R^2), researchers got results as large as 0.834, which shows that lifestyle (X_1) and service quality (X_2) can explain purchasing decisions (Y) by 83.4%, while the remaining 16.6% can be explained by other factors that were not examined in this study.

5. Conclusions

Based on the discussion of the results of data processing carried out using the SPSS 25 program conducted by the author, the author draws some conclusions in this final chapter regarding this research entitled "The Influence of Lifestyle and Service Quality on Purchase Decisions for JNE Express Delivery Services, Bekasi Branch," namely as follows: Lifestyle (X_1) to Purchase Decision (Y): This study shows that lifestyle has a positive and significant influence on the purchasing decisions of JNE Express Bekasi branch. Service Quality (X_2) to Purchase Decision (Y): The results of this research show that service quality has a positive and significant influence on the purchasing decisions for JNE Express Bekasi branch. The results of this study show that both lifestyle and service quality together have a positive and significant influence on the purchasing decisions of JNE Express Bekasi branch.

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Author Contributions

MPA conceptualized the study, collected and analyzed the data, and took the lead in writing and revising the manuscript. MAH contributed to the development of the methodology, data analysis, and interpretation of the results, and provided significant support in the statistical analysis using SPSS. RFS assisted in the literature review, development of the conceptual framework, data collection, and contributed to reviewing and editing the manuscript. All authors approved the final manuscript and agree with the order of authorship.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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