

Can Service Quality, Customer Trust and Price Affected the Decision to use Airport Services?

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ABSTRACT

This study aims to determine the effect of service quality, consumer trust, and service prices on the decision to use the services of Joumpa PT. Gapura Angkasa Bali. The data collection technique uses a questionnaire that has been tested for validity and reliability, then various tests and analyzes are performed such as validity test, reliability test, classical assumption test, multiple linear regression analysis, t test, and F test. The results of this study indicate that: (1) the service quality variable has a positive and significant effect on the decision to use services, (2) the customer trust variable has a positive and significant effect on the decision to use services, (3) the service price variable has a positive and significant effect on the decision to use the service.

INTRODUCTION

Transportation is a means of moving goods and people from a place of origin to a destination. Transportation is one of the needs of every citizen and has a big impact on people's lives. Transportation is one of the facilities for regional development, development and transportation can increase accessibility which is often associated with an area. Transportation is also a very important and strategic element to be developed. In addition to economic development and development, transportation is also a tourism facility where distance and time have a major influence on people's decisions to travel. Transportation is very important in tourism, which brings tourists from their place of origin to a tourist destination. Air transportation, especially airplanes, is one of the transportation needed by tourists. Air transportation itself is one of the factors for the development of tourism and economic growth because it is followed by an increase in demand which makes its growth and development wider. So air transportation has its advantages, among others, because it is considered more effective for tourists with a faster travel time and the price obtained is by the comfort during the trip.

Table.1 Domestic Passenger Flight Data at Ngurah Rai International Airport in 2017-2021

| Year | Number of Passengers (Domestic) | Growth % |
|------|---------------------------------|----------|
| 2017 | 5,128,687 | - |
| 2018 | 5,577,535 | 9% |
| 2019 | 4,955,803 | -11% |
| 2020 | 1,775,528 | -64% |
| 2021 | 1,825,064 | 3% |

Table 1. shows a change in domestic flights at Bali's Ngurah Rai International Airport, which experienced an increase in 2017-2019 with a total of 15,662,025 domestic passengers. However, in 2020-2021 the level of passengers experienced a very drastic decline. It decreased by -64% from the previous year, this was since 2020 was the beginning of the Covid-19 pandemic that hit the entire world it greatly affected tourism activities in the world. In 2021, it will get the lowest number with a total growth of only 3% with a total of 1,825,064 domestic passengers (Dinas Pariwisata Provinsi Bali, 2022).

An airport is one of the places or areas in the land area which is part of buildings, facilities, and equipment all of which are to support passenger arrivals, passenger departures, temporary aircraft stops or transits to process passengers at their destinations as well as the movement of aircraft flying with passengers or cargo to be carried on board the aircraft. The airport is also a gateway that connects economic centers, tourist centers, and government activities. The airport is equipped with facilities for flight safety and security, as well as basic facilities contained within the airport. There are two terminals within the airport, namely the Domestic Terminal and the International Terminal. The domestic terminal as air transportation facilities and infrastructure was built to serve domestic flights, while the international terminal as air transportation facilities and infrastructure was built to serve foreign flights. Ngurah Rai International Airport Bali is one of

the air transportation infrastructures that plays an important role in the Bali area in accepting incoming and outgoing tourists and is an example of an airport that provides companies that offer their services in the aviation sector. Service quality or service quality is used as a measure of the services or services offered by the company can achieve the expectations and desires of its customers. Of course, the company always tries to provide the best for prospective airplane passengers to meet passenger expectations properly. Especially at this time, users of air transportation facilities are increasing.

As a service provider at the airport, the company is PT. Garuda Indonesia, a company engaged in the ground handling service business. "Ground Handling" is an airline company activity that is related to service and handling both passengers and their baggage while at the airport terminal as well as service and handling of cargo in the cargo area. These handling activities are carried out during (pre-flight) before departure at the origin airport and during (post-flight) after the flight at the destination airport. The goals and targets to be achieved by ground handling are flight safety, punctuality, passenger satisfaction, and being a service that passengers can trust. To maintain the performance of a company, quality of service is needed in it. Service quality is a form of consumer evaluation of the level of service received using the expected service level (Kotler & Keller, 2017). The higher the level of service quality, the higher the customer satisfaction. Quality is always related to satisfaction, because customers not only judge the quality of the products sold, but also see and assess the services provided. Consumer satisfaction means feelings of pleasure or disappointment that exist after seeing the performance that is done or expected (Kotler & Keller, 2017). Companies that have high customer satisfaction will support better performance. Along with its development, PT. Garuda Indonesia has developed its hospitality services and renewed the name of its service product which was originally known as "Garuda Leisure" and "Garuda Ease" later known as "JOURNA" which means Your Journey Companion and is expected to be a solution in providing convenience for passengers while on the road. at the airport. Journa provides VIP service products and Airport Assistance products intended to provide assistance and guidance for its passengers.

Prospective airplane passengers expect an airport that has adequate facilities and is also able to provide passenger comfort while still in the airport area (Keke & Susanto, 2019). So the company in the field of airport services must make the customer the main key to the success of its business. That way, the quality of services and service products that will be offered is related to customer trust in the service. Customer trust is the strength of the knowledge that the customer has and all the ends that the customer makes that the product or service has an object and its function. Customers feel confident when they believe in the company's capabilities because it can help customers according to their needs expected by customers. Because the more there is a sense of confidence to use, it means that the customer already believes in the product or service that will be used (Nurhadi, 2017).

Table.2 Joumpa Customer Data in 2017 - 2021

| Year | Total Amount | Growth % |
|-------------|---------------------|-----------------|
| 2017 | 8,855 | - |
| 2018 | 14,523 | 64% |
| 2019 | 20,518 | 41% |
| 2020 | 4,424 | -78% |
| 2021 | 8,655 | 96% |

Table 2. Shows the number of users of Joumpa services in 2017-2021. In 2019 Joumpa served the most customers with 20,518 customers. In 2020 it served at least 4,424 customers and decreased by -78% from the previous year. Where it decreased in the middle of the year because 2020 was the beginning of the Covid-19 pandemic. In addition to the product, the price also has an important role to achieve consumer goals so that customers can conclude that the price set by the company is what customers expect. Price is one of the most important parts of marketing activity. Price is a sum of money in the form of exchange to obtain goods and services (Kusuma & Hermawan, 2020).

Table.3 Publish Rate of Joumpa Bali Service Prices in 2021

| Type OF Service | Category | Charge |
|--|-----------------|---------------|
| VIP Assistance Int' (Departure & Arrival) | 01 Adult/Child | 390,000/pax |
| VIP Group Int' (Departure & Arrival) | Group 15 - up | 300,000/pax |
| VIP Assistance Dom (Departure & Arrival) | 01 Adult/Child | 200,000/pax |
| VIP Group Dom (Departure & Arrival) | Group 15 - up | 176,000/pax |
| Charge Lounge Service (Int' Departure) | 01 Adult/ Child | 270,000/pax |
| Transfer Domestic - Domestic | 01 Adult/Child | 300,000/pax |
| Transfer Domestic - International | 01 Adult/ Child | 600,000/pax |
| Transfer Internasional - Internasional | 01 Adult/Child | 600,000/pax |

Joumpa service prices for domestic and international. This price serves to be used for services which are seen for services at international terminals with higher prices. The relevance of domestic and international prices is expected to be useful for Joumpa customers, especially in terms of their decision to use services while at the airport. Judging from the price factor, Joumpa has the advantage of providing more services for those who will use its services. Passengers who will use these services must be willing to pay more and will get special service facilities. The company has its concept of pricing which aims to meet customer satisfaction which will later be beneficial to the company. When making use decisions, not only the quality of service but also the factors that

determine the price of products and services by entrepreneurs have a significant impact on customer decision-making. After feeling confident with the quality, price and every customer has confidence in the product or service they know, then proceed with determining the decision to use the product or service. Decisions about using services are part of consumer behavior.

Consumer behavior is about studying how individuals, groups, and organizations select, buy, and use goods, services, ideas, or experiences, and how they fulfill their needs and wants (Kotler & Keller, 2017). The existence of this Airport Service is of course very important in providing added value to a company. Based on the good service that has been done, of course, it can affect the level of service usage by customers. Although there was a decline in service use when the Covid-19 pandemic began, if the recovery situation was significant, therefore this study aims to see how much influence the quality of service, customer trust, and the price set in using Joumpa's services have. Of course the company PT. Gapura Angkasa continues to strive to attract its customers to reuse the services of Joumpa Airport VIP Service. The purpose of this study was to determine the effect of service quality, customer trust, and price on the decision to use the services of Joumpa PT. Gapura Angkasa Bali.

• Hypothesis

- H1 : There is an effect of service quality on the decision to use Joumpa Service.
- H2 : There is an effect of customer trust on the decision to use Joumpa Service.
- H3 : There is an effect of service price on the decision to use Joumpa Service.
- H4 : There is an effect of service quality, customer trust, and service price on the decision to use Joumpa Service.

LITERATURE REVIEW

Transportation

Transportation is a means of moving goods and people from a place of origin to a destination. Transportation is one of the needs of every citizen and has a big impact on people's lives. Transportation is one of the facilities for regional development, development and transportation can increase accessibility which is often associated with an area. Transportation is also a very important and strategic element to be developed. In addition to economic development and development, transportation is also a tourism facility where distance and time have a major influence on people's decisions to travel. Transportation is very important in tourism, which brings tourists from their place of origin to a tourist destination. Air transportation, especially airplanes, is one of the transportation needed by tourists. Air transportation itself is one of the factors for the development of tourism and economic growth because it is followed by an increase in demand which makes its growth and development wider. So air transportation has its advantages, among others, because it is considered more

effective for tourists with a faster travel time and the price obtained is by the comfort during the trip.

Consumer behaviour

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H1 : There is an effect of service quality on the decision to use Joumpa Service.

H2 : There is an effect of customer trust on the decision to use Joumpa Service.

H3 : There is an effect of service price on the decision to use Joumpa Service.

H4 : There is an effect of service quality, customer trust, and service price on the decision to use Joumpa Service.

METHODOLOGY

This study uses a purposive sampling technique with criteria including customers who use the services of Joumpa PT. Gapura Angkasa Bali who are willing to be research respondents. The total population of customers who use the services of Joumpa PT. Gapura Angkasa Bali in 2021 as many as 8,655 consumers.

$$n = \frac{8.655}{1+8.655(0.1)^2} = 98.8$$

Based on these calculations, the minimum sample size in this study was set with $e = 0.1$ (degree of confidence 90% and obtained a sample size (n) of at least 100 respondents. The data collection technique used in this research is the method of observation, questionnaires which measured using likert scale and interviews. Then the data is tested using Multiple Linear Regression Analysis

Table.3 Variable Operations

| Concept Definition | Dimension | Indicator |
|---|---|--|
| Service quality | Reliability | The ability of staff to provide comfort in service |
| A form of consumer evaluation of the level of service received using the expected service level (Kotler & Keller, 2017) | Responsiveness | Staff willing to help customers and provide responsive service to customers |
| | Assurance | Staff understanding and mastery of the services provided |
| | Empathy | The ability of staff to communicate well and the ability of staff to understand customer needs |
| | Tangibles | Cleanliness and tidiness of staff in serving customers |
| Customer trust | Benevolence | Maintain relationships with customers by providing the latest information regarding the services provided. |
| customer confidence in using a product or service (Priansa, 2017) | Competence | Customers trust the company because of official services |
| | Integrity | Customer assessment of the company's honesty in providing transparency regarding service information and related information. |
| Price means a number of fees charged to customers in using services (Kotler & Keller, 2017) | Price affordability Price match with quality Price competitiveness Price match with benefits | Affordable Joumpa service prices Joumpa service prices are in accordance with the services you get Joumpa service prices are competitive with other ground handling companies Joumpa service prices are in accordance with the perceived benefits |

| | | |
|---|--|---|
| Decision to Use consumer actions when deciding to use the service. (Tjiptono, 2018) | Needs recognition Information search Alternative assessment Decision to use Behavior after using | The customer's decision to use is motivated by the need to find services to facilitate travel to their destination. Customers get information personally or through close relatives to use the services. Customers seek certain benefits according to their interests Some customers decide to use service assistance in order to have an efficient time in an activity, work, or visit to a destination. Satisfied customers will feel that the service provided is good and comfortable service |
|---|--|---|

RESEARCH RESULT

Characteristics of Respondents

The results of the characteristics of respondents based on gender showed that the number of respondents who were man was 53 people (53%), while woman respondents were 47 people (47%). It can be concluded that man are more dominant than woman in this study. Characteristics of respondents based on age showed that respondents aged 18-25 years were 14 people (14%), respondents aged 26-35 years were 37 people (37%), respondents aged 36-45 years were 30 people (30%), while the respondents aged > 45 years were 19 people (19%). It can be concluded that respondents aged 26-35 years are the most dominant in this study. The results of the characteristics of respondents based on occupation showed that 32 respondents were working as private employees (32%), 10 respondents were still students (10%), 29 respondents worked as entrepreneurs (29%), as civil servants as many as 24 people (24%), and other jobs as many as 5 people (5%). It can be concluded that respondents who work as private employees are the most dominant in this study. The results of the characteristics of respondents based on provincial origins show that 19 people (19%), Banten (2%), Yogyakarta (12%), Jakarta 21 people (21%), West Java as many as 15 people (15%), Central Java 9 people (9%), East Java 4 people (4%), West Kalimantan 1 person (1%), Lampung 3 people (3%), NTT 2 people (2%), West Papua 1 person (1%), Riau 2 people (2%), Central Sulawesi 2 people (2%), South Sumatra 1 person (1%), and North Sumatra 6 people (6%). It can be concluded that respondents from Jakarta are the most dominant in this study.

Table.4 Hypothesis Testing

| Model | | Unstandardized | | Standardized | |
|-------|--------------------|---------------------|------------|--------------|-----------------------|
| | | Coefficients | | Coefficients | |
| | | B | Std. Error | Beta | t Sig. |
| 1 | (Constant) | -2.697 | 2.867 | | -.941 0.349 |
| | Service quality | 0.419 | 0.069 | 0.417 | 6.0450.000H1 accepted |
| | Customer trust | 0.582 | 0.133 | 0.324 | 4.3720.000H2 accepted |
| | Service Price | 0.335 | 0.090 | 0.256 | 3.7370.000H3 accepted |
| | <i>F</i> = 268.498 | <i>Fsig</i> = 0.000 | | | <i>H4 accepted</i> |

DISCUSSION

Quality of service on the decision to use

The results of the t-test show the value of t arithmetic > t table (6.045 > 1.98472) and a significance value of 0.000 < 0.05, meaning that partially service quality (X1) has a positive effect on service use decisions (Y), so the first hypothesis accepted. This means that the better the quality of JOUMPA services provided by PT. Gapura Angkasa Bali will improve the decision to use services. The quality of service in this study was measured by five indicators, namely reliability, responsiveness, assurance, empathy, and tangibles. Based on the aspect of reliability, employees are expected to be able to provide JOUMPA services according to the applicable work standard in the company, be able to handle problems faced by customers, and take full responsibility for customers. Based on the responsiveness aspect, employees are expected to be able to provide services quickly and accurately and have the initiative to help meet customer needs. Based on the assurance aspect, employees are expected to be able to provide JOUMPA services professionally, as well as ensure the safety and comfort of customers. Based on the aspect of empathy, employees are expected to be able to communicate well with customers, have high concerns, and be able to give maximum attention to customers. Based on the aspect of physical evidence, employees are expected to be presentable and polite when providing services to customers, as well as providing comfortable and safe service facilities. If these aspects can be met, then JOUMPA service customers will not hesitate in using JOUMPA services because the quality of service provided by employees is very maximum. On the other hand, if these aspects have not been met, then customers will feel hesitant to use JOUMPA services because the services provided are considered inadequate.

The results of this study are in line with previous research (Kusuma & Hermawan, 2020) which obtained the results that service quality has a positive effect on service use decisions (Perdana & Hidayat, 2019) (Nurlina & Indah, 2019). The better the quality of JOUMPA services provided by PT. Gapura Angkasa Bali will improve the decision to use services. Quality of service in this study was measured by five indicators, namely reliability, responsiveness, assurance, empathy, and tangibles.

Customer trust in the decision to use

The results of the t-test show the value of t arithmetic $>$ t table ($4.372 > 1.98472$) and a significance value of $0.000 < 0.05$, meaning that partially customer trust (X2) has a positive effect on service use decisions (Y), the second hypothesis (H2) accepted. This means better customer trust regarding the JOUMPA services provided by PT. Gapura Angkasa Bali will improve the decision to use services. Employees are expected to maintain good relations with customers, always provide the latest information, and provide information with confidence. Based on the competency aspect, employees are expected to make customers believe in JOUMPA services. Based on the integrity aspect, employees are expected to provide transparency regarding JOUMPA service information, provide services according to procedures, and establish a good reputation in the eyes of customers. If these aspects have been met, the decision to use services will increase. Customers who fully believe in JOUMPA's services will continue to use the service without needing to think twice. Customers will not choose other services because their trust has been placed in JOUMPA services. PT. Gapura Angkasa Bali must be able to attract customer trust so that customers remain loyal to using JOUMPA services. Conversely, if customer trust is low in JOUMPA services, the decision to use services will also decrease. Customers will not use the JOUMPA service again if they get a bad impression about the service. The results of this study are in line with previous research which found that customer trust has a positive effect on service use decisions (Ambarwati, 2019; Kirana, 2018; Saputra, 2019).

Service price on the decision to use

The results of the t-test show the value of t arithmetic $>$ t table ($3.737 > 1.98472$) and a significance value of $0.000 < 0.05$, meaning that partially the service price (X3) has a positive effect on the decision to use services (Y), so the third hypothesis (H3) accepted. This means that the better the price of JOUMPA services offered by PT. Gapura Angkasa Bali will improve the decision to use services. Based on the aspect of affordability, PT. Gapura Angkasa Bali is expected to be able to provide affordable service prices by customer expectations. Based on the aspect of price suitability with quality, PT. Gapura Angkasa Bali is expected to be able to provide quality services that are by the price offered. Based on the aspect of price competitiveness, PT. Gapura Angkasa Bali is expected to be able to provide prices that vary according to customer needs. Based on the aspect of price suitability with product benefits, PT. Gapura Angkasa Bali is expected to be able to provide facilities, benefits, and results at the given price so that customers get the best impression when using JOUMPA services. In this

case, the price is not only a matter of cheapness but also about whether the quality and benefits of the services provided are by the price offered. Customers will not question the price if it is by the quality obtained, in terms of convenience, completeness, and comfort when using JOUMPA services. Customers will use JOUMPA services if the above price aspects can be met. If the price offered is expensive and does not match the quality and benefits provided, then the customer will prefer other services that are considered more suitable for the given price. PT. Gapura Angkasa Bali must provide the right price balanced with service quality so that customers are sure to continue using JOUMPA services. The results of this study are in line with research which found that service prices have a positive effect on Service usage decisions (Nurlina & Indah, 2019; Batu et al., 2020; Wahyuni & Waloejo, 2020)

Service quality, customer trust, and service prices on the decision to use

The results of the F test show the value of $F_{count} > F_{table}$ ($268.498 > 3.09$) and a significance value of $0.000 < 0.05$, meaning that simultaneously (together) all independent variables are service quality (X1), customer trust (X2), and service price (X3) has a positive effect on service use decisions (Y), so the fourth hypothesis (H4) is accepted. This means that the better the quality of service, customer trust, and service prices, the decision to use services will increase. PT. Gapura Angkasa Bali must be able to attract customers because customers who use JOUMPA services indicate that they need these services because of their needs and desires to make traveling easier to their destination. They must also provide detailed information about JOUMPA services, either through the website or social media so that customers can get information related to services easily. PT. Gapura Angkasa Bali can provide good service facilities so that customers feel comfortable and safe when using JOUMPA services. Based on the aspect of usage decisions, customers feel confident to use JOUMPA services, so they decide to use these services. Based on behavioral aspects after using, customers who are satisfied with the services provided will recommend JOUMPA services to other parties. If the above aspects have been met, then customers will be sure to choose JOUMPA services without needing to think about it. Customers who have believed in the quality of service provided and the attractive prices offered will decide to use JOUMPA services to facilitate their activities. The results of this study are in line with research which obtained the results that service quality, trustworthiness, and the price had a positive effect on service use decisions (Prihatin & Hidayati, 2019).

CONCLUSIONS AND RECOMMENDATIONS

The service quality variable has a positive and significant effect on service use decisions. The results of this study indicate that the aspects of service quality indicators can be met, the better the level of service quality provided by Joumpa will increase the decision to use services. The variable of customer trust has a positive and significant effect on the decision to use services. The results of this study indicate that if the aspects of customer trust indicators have been met, the customer will have full confidence and can improve the decision to use services. The service price variable has a positive and significant effect on service use decisions. The results of this study indicate that the aspects of service price indicators can be met appropriately and balanced with service quality so that customers will be confident and can improve their decision to use Joumpa's services.

PT. Gapura Angkasa Bali is expected to provide the best quality service by always prioritizing customer satisfaction and interests so that PT. Gapura Angkasa Bali remains loyal to using JOUMPA services, one way is by asking for criticism and suggestions from customers regarding JOUMPA services to make them even better in the future. In addition, PT. Gapura Angkasa Bali is expected to maintain customer trust so that customers do not switch to using other similar services, one way is by being fully responsible to clients and always being honest and open. PT. Gapura Angkasa Bali must also pay attention to the price aspect to win the hearts of customers, one way is by providing useful promos for customers so that customers are interested in always using JOUMPA services. Further research is expected to be able to make the results of this study as a reference source related to the influence of service quality, customer trust, and service prices on service use decisions. In addition, further researchers can also add other variables that can influence service use decisions, such as location variables, brand image, or promotions.

ADVANCED RESEARCH

The results of this study are in line with previous research (Kusuma & Hermawan, 2020) which obtained the results that service quality has a positive effect on service use decisions (Perdana & Hidayat, 2019) (Nurlina & Indah, 2019). The better the quality of JOUMPA services provided by PT. Gapura Angkasa Bali will improve the decision to use services. Quality of service in this study was measured by five indicators, namely reliability, responsiveness, assurance, empathy, and tangibles. The results of this study are in line with research which obtained the results that service quality, trustworthiness, and the price had a positive effect on service use decisions (Prihatin & Hidayati, 2019).

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