

The Influence of Price, Service Quality, and Word Of Mouth on the Purchase Decision of PT Daniel Samudra Abadi's Loading and Unloading Services

Alexandra Marcellina Harindah Siswanto

School Of Business and Management, Universitas Ciputra Surabaya

amarcellinaharindah@yahoo.co.id

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Abstract—PT Daniel Samudra Abadi is a company engaged in stevedoring services. The services provided are specialized in products, such as steel (cold rolled steel sheet, steel sheet in coil, steel plate, prime concast steel slab, etc.), pulp, and general cargo. The purpose of this research is to determine the influence of price, service quality and word of mouth on the purchase decision of stevedoring service. The population in this research are consumers of PT Daniel Samudra Abadi who have used service from 2018-2020 period with 31 companies as a sample. Determination of the sample in this research using saturated samples. This research uses multiple linear regression analysis. The results showed that all independent variables, namely price, service quality and word of mouth have a positive and significant effect on the purchase decision of PT Daniel Samudra Abadi stevedoring service.

Keywords—*Stevedoring Services, Price, Service Quality, Word Of Mouth, Purchase Decision, Multiple Linear Regression.*

1. Introduction

Since the entry into force of the ASEAN Economic Community (AEC) in 2015, more and more new companies have been established from various industrial aspects that require imported goods from abroad. This gives rise to many business opportunities to support the import process in Indonesia, such as loading and unloading services, trucking, ship loading expeditions, surveyors, and others. PT Daniel Samudra Abadi is a company engaged in loading and unloading services. This company was founded in August 2013 and is located in Surabaya. The services provided specialize in products such as steel (cold rolled steel sheet, steel sheet in coil, steel plate, prime concast steel slab, etc.), pulp, and general cargo. In addition to offering loading and unloading services, PT Daniel Samudra Abadi also has other complementary services, such as shipping freight forwarders (EMKL), trucking, and surveyors. The number of similar business competition that is increasingly competitive, makes the author interested in analyzing the effect of service quality, price, and word of mouth on the purchase decision of PT Daniel Samudra Abadi's loading and unloading services in order to increase the company's sales turnover.

The benefits of this research are expected to be taken into consideration and can provide information about several factors that influence the decision to purchase loading and unloading services at PT Daniel Samudra Abadi. So that the company can rearrange the appropriate strategy to increase the sales turnover of PT Daniel Samudra Abadi. The results of this study are also expected to be an informative source and also reference material for other researchers who use the same topic.

2. Literature Review

2.1. Previous Research

Research conducted by Dea and Anti (2019) with the title "Analysis of the Effect of Price, Company Image and Service Quality on Customer Satisfaction in Cargo Delivery Services at PT. Serasi Shipping Indonesia Semarang Branch" aims to determine whether or not the influence of price factors, company image and service quality on customer satisfaction of PT. Serasi Shipping Indonesia Semarang Branch. The result of this research is that there is a positive and significant influence individually or partially between price, company image, and service quality on customer satisfaction. Research conducted by Dea and Anti (2019) is used by researchers as a reference because it has the same variables, namely price and service quality.

Research conducted by Kaura, et al. (2015) with the title "Service Quality, Service Convenience, Price and Fairness, Customer Loyalty, and The Mediating Role of Customer Satisfaction" aims to examine the effect of service quality, perceived price and fairness and service convenience on customer satisfaction and customer loyalty for the sector. Indian retail banking. The results of this study indicate that service quality, price perception, and fairness and service convenience have a positive impact on customer satisfaction and customer loyalty. Research conducted by Kaura, et al. (2015) is used by researchers as a reference because it has the same variables, namely service quality and price.

Research conducted by Farli and Tielung (2015) with the title " Pengaruh citra merek, kualitas layanan dan lokasi terhadap keputusan konsumen menggunakan jasa Salon Headquarters Manado Town Square " aims to determine the effect of brand image, service quality, and location both simultaneously and partially on consumer decisions in using salon services. The results of this study indicate that simultaneously brand image, service quality and location affect consumer decisions. Partially brand image and service quality affect consumer decisions. Research conducted by Farli and Tielung (2015) is used by researchers as a reference because it has the same variables, namely service quality and purchasing decisions.

2.2. Theoretical basis

2.2.1. Price

According to Setyo (2017, p. 758) price is the amount of value or money that is exchanged by consumers for a product or service that has benefits for consumers when having or using it. According to Fadil and Priyo (2015, p. 140) "Price is the amount paid by consumers to get products or services sold by your business". Furthermore, according to Sutanto (2010) the price of a product is often used as a reference by consumers in assessing the quality of a product. According to Kotler and Keller (2016, p. 78) there are four price indicators:

1. Price affordability
2. Price match with quality
3. Price match with benefits
4. Price competitiveness

According to Tjiptono (2015, p. 95) price has an important role in influencing purchasing decisions:

1. The allocation role of price: The function of price to help buyers decide how to obtain the highest expected benefit or utility based on their purchasing power. Prices also help buyers to allocate their purchasing power to various types of goods and services.
2. Informational role of price: Another function of price is to educate buyers about product factors, such as quality. This is useful for buyers in the face of difficulty in assessing the product's factors or benefits objectively.

2.2.2. Service Quality

According to Kasmir (2017, p. 47) service is an act or deed carried out by a person or organization in order to provide satisfaction to customers or fellow employees. According to Jimanto (2014, p. 3) service quality is the fulfillment of customer needs and desires and the accuracy of delivery to balance the expectations of its customers. Thus, good or bad the quality of services provided by the company depends on the company's ability as a service provider to consistently meet customer expectations (Sulayman et al., 2013, p. 3). According to Hidayat and Firdaus (2014, p. 239) there are five indicators that determine service quality, namely as follows:

1. **Tangibles** : The physical appearance of the company such as modern buildings and equipment, facilities that are visually appealing, employees who look neat and professional, and other supporting facilities related to services. Tangible indicators are generally used to build the company's image in the eyes of customers.
2. **Reliability** : The company's ability to provide services that are accurate and as promised. Reliable in handling customer service problems, delivering correct services from the start, providing services at the time promised, maintaining and storing information accurately. Reliability indicators are very vital for customers, so customers are willing to incur additional costs so that the company can provide services as promised.
3. **Responsiveness** : The company's willingness to always provide accurate and precise information and services to customers. Prioritizing service to customers, helping customers, and always ready to respond to

any customer requests. The responsiveness indicator emphasizes the company's speed in responding to every request and problems faced by customers.

4. **Assurance** : A guarantee provided by the company in order to foster a sense of customer trust, so as to make customers feel safe in transactions. Friendly service employees who have the knowledge and skills to handle any customer questions or problems. Insurance indicators are very important for companies engaged in services with high risk.
5. **Empathy** : The company understands the problems faced by its customers, gives individual attention, treats customers with care, understands and prioritizes customer interests, as well as proper working hours in serving customers. Empathy indicator is the company's effort to convince customers that they are unique and special.

2.2.3. *Word of mouth*

According to Kotler and Keller (2012, p. 254) word of mouth is a communication carried out by the public orally, in writing or using electronic devices related to excellence or experience in using a product or service. According to Hasan (2013, p. 133) word of mouth is a marketing strategy that is believed to be more quickly trusted by customers and has a fairly important role in the context of consumer buying behavior. Furthermore, according to Sernovitz (2015) there are 3 things that can be done so that other people talk about our products or services in word of mouth marketing, namely:

- a) **Be Interesting** : Creating a product or service that is interesting and has a difference. Some companies create similar products or services, but have different characteristics to make them interesting to talk about.
- b) **Make People Happy** : Creating an amazing product or service, excellent service, fix some problems that occur, and make sure a job that the company does can make consumers talk about the product to their friends. Word of mouth will easily occur if the company can make consumers happy with the products or services offered.
- c) **Earn Trust and Respect** : Companies must earn the trust and respect of customers. Without trust, people will be reluctant to recommend products or services that the company provides because this will harm their self-esteem image.

2.2.4. *Buying decision*

According to Farli and Tielung (2015, p. 1109) purchasing decisions are a solving process that combines knowledge to evaluate two or more alternatives and choose one of them before making a decision to buy a product. Furthermore, according to Kotler and Keller (2012, p. 166) the purchase decision consists of five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, post-purchase behavior. Purchasing Decision Indicators according to Kotler and Keller (2012, p. 175):

1. **Stability in a product**: The quality of a good product or service can build a sense of trust in consumers so that it can support consumer satisfaction.
2. **Habits in buying a product**: Consumer behavior in purchasing the same product repeatedly and continuously.
3. **Providing recommendations to others**: Providing reliable information to one or more individuals, such as suggesting, inviting to join, and suggesting a form of command.
4. **Repurchase**: the purchase of a product, goods or services by one or more individuals, and decide to buy again repeatedly, it is called repeat purchase.

3. Research Methods

3.1. Analysis Model

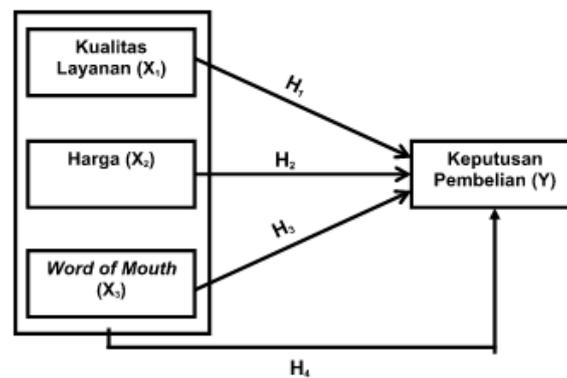


Figure 3.1. Analysis Model
Sources : Data processed, 2021

3.2. Research Hypothesis

- H_1 : Service quality has a significant effect on purchasing decisions for loading and unloading services at PT Daniel Samudra Abadi.
- H_2 : Price has a significant effect on the decision to purchase loading and unloading services at PT Daniel Samudra Abadi.
- H_3 : Word of mouth has a significant effect on purchasing decisions for loading and unloading services at PT Daniel Samudra Abadi.
- H_4 : Service quality, price and word of mouth simultaneously have a significant effect on purchasing decisions for loading and unloading services at PT Daniel Samudra Abadi.

3.3. Research Approach

The type of this research is quantitative research. The method used in this research is descriptive quantitative. The population used is the entire customer who has used the loading and unloading services of PT Daniel Samudra Abadi for the 2018-2020 period. According to Sugiyono (2018, p. 81) the sample is part of a characteristic that comes from the population. The number of samples from this study were 31 companies. The sampling technique used in this study is a saturated sampling technique. Furthermore, according to Sugiyono (2018, p. 83) saturated sampling is a sampling technique when all members of the population are used as samples. Primary data in this study were obtained through questionnaires distributed to 31 customers of PT Daniel Samudra Abadi. Secondary data sources can be obtained by reading, studying, and understanding data from literature, books, and company documents. Secondary data in this study are previous research, literature, and internal data of PT Daniel Samudra Abadi. Methods of data collection using a questionnaire method and using a Likert scale. The questionnaire is a data collection technique that is carried out by giving several questions as well as written statements to the respondents to be answered (Sugiyono, 2017, p. 199). Furthermore, according to Sugiyono (2017, p. 135) the Likert scale has five categories, namely:

1. Strongly agree (SS) = score 5
2. Agree (S) = score 4
3. Disagree (KS) = score 3
4. Disagree (TS) = score 2
5. Strongly disagree (STS) = score 1

3.4. Data analysis method

3.4.1. Validity and Reliability Test

Validity test is used to measure whether or not a questionnaire is valid (Sugiyono, 2016). Pearson Correlation is used to determine the validity of the questionnaire questions by seeing whether the questions in the questionnaire meet the requirements by showing a value of $\text{sig} < 0.05$ then the questions in the questionnaire are said to be valid. Reliability test is data to measure a questionnaire which is an indicator of a variable. According to Sujarweni (2016) the level of reliability of a variable can be carried out simultaneously on all questions. If the

Cronbach Alpha value > 0.6 and Cronbach Alpha is greater than Cronbach Alpha if Deleted (Sunyoto, 2012, p. 45) then the variable is reliable.

3.4.2. Multiple Linear Regression Analysis

The data analysis model used multiple linear regression analysis. The regression equation in this study is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \quad (1)$$

Description:

Y	= Purchase Decision
α	= Constant
$\beta_1, \beta_2, \beta_3$	= Regression Coefficient X_1, X_2, X_3
X_1	= Service Quality Variable
X_2	= Price Variable
X_3	= Word of Mouth Variable
ε	= Error

3.4.3. Hypothesis testing

a) F Test (Simultaneous Test)

The F test is used to determine whether the independent variables together have a significant effect on the dependent variable. The decision-making criteria are:

- If the significant value is <0.05, then the independent variables have a significant effect on the dependent variable.
- If the significant value is > 0.05, then the independent variables have no significant effect on the dependent variable.

b) T test (Partial Test)

The t test was used to determine whether the independent variable individually or partially had a significant effect on the dependent variable. The decision-making criteria are:

- If significant > 0.05, then the independent variable does not have a significant influence individually on the dependent variable.
- If significant 0.05, then the independent variable has a significant influence individually on the dependent variable.

c) Coefficient of Determination Test (R^2)

The coefficient of determination test (R^2) is used to find out how far the closeness of the relationship between the independent variable and the dependent variable is. The value of the coefficient of determination is between 0 and 1. If the value of R^2 is getting smaller, then the ability of the independent variables to explain the dependent variable is very limited. Furthermore, if the value of R^2 is close to 1, the independent variables provide almost all the information needed to predict the dependent variable.

3.4.4. Classic assumption test

a) Heteroscedasticity Test

Heteroscedasticity test is used to determine whether or not there is a deviation from the classical assumption of heteroscedasticity, namely the existence of an inequality of variance from the residuals for all observations in the regression model. The prerequisite that must be met in the regression model is the absence of heteroscedasticity symptoms. This study uses the Glejser test which is carried out by regressing between the independent variables and the absolute residual value. If the significance value between the independent variable and the absolute residual is more than 0.05, then there is no heteroscedasticity problem.

b) Multicollinearity Test

To detect the presence or absence of multicollinearity in the regression can be seen from:

- Tolerance value > 0.10 and
- Variance inflation factor (VIF), if the VIF value is < 10, then there is no multicollinearity (Sujarweni, 2016:185).

c) Normality test

Using the Kolmogorov-Smirnov test. Decision making basis:

- If the significance value 0.05 then the residuals are normally distributed.

2. If the significance value is < 0.05 then the residuals are not normally distributed.

d) Autocorrelation Test

Autocorrelation arises with consecutive observations over time and relates to one another. Autocorrelation occurs in the sample with time series data. The autocorrelation test uses the Durbin Watson (DW) value, if the value of $du < \text{value of Durbin Watson} < 4-du$ then there is no autocorrelation (V. W. Sujarweni, 2016, p. 186).

e) Linearity Test

The linearity test aims to determine whether two variables have a linear relationship or not significantly. This test is usually used as a prerequisite in correlation analysis or linear regression. Testing on SPSS using Deviation from Linearity with a significance level of 0.05. Two variables are said to have a linear relationship if the significance (Deviation from Linearity) is more than 0.05.

4. Result and Discussion

4.1. Respondents Descriptive Analysis

Respondents in this study were all customers who had used the loading and unloading services of PT Daniel Samudra Abadi for the 2018-2020 period as many as 31 respondents. gender characteristics of the respondents were mostly male as many as 26 respondents (83.9%), while female respondents were 5 respondents (16.1%). the age characteristics of the respondents mostly came from the age range of 41-45 years as many as 10 respondents (32.3%). In the second place, there are 2 age groups, namely 36-40 years old with 7 respondents (22.6%) and 46-50 years old (22.6%) with the same number of respondents. Followed by the age group 31-35 years (19.4%) and 25-30 years (3.2%). Most of the respondents work as employees (74.2%) with a total of 23 respondents. While the rest are included in the other category (25.8%) with a total of 8 respondents.

4.2. Description of Research Variables

The description of respondents' answers is done by describing the distribution of the questionnaire items from the service quality variable (X_1), price (X_2), word of mouth (X_3), and purchasing decision variables (Y).

4.2.1. *Quality of Service (X_1)*

Table 4.1. Descriptive Statistics Service Quality Variable (X_1)

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
X1.1	31	3	2	5	126	4.06	.146	.814
X1.2	31	3	2	5	121	3.90	.169	.944
X1.3	31	3	2	5	129	4.16	.154	.860
X1.4	31	2	3	5	126	4.06	.113	.629
X1.5	31	3	2	5	128	4.13	.178	.991
Valid N (listwise)	31							

Source: Data processed by researchers

In the table above, the highest standard deviation is found in the fifth statement of 0.991, which indicates that the respondents' answers are more varied or heterogeneous, where respondents have different understandings of the fifth statement compared to other statements. While the lowest standard deviation is found in the fourth statement of 0.629, which indicates that the respondents' answers to this statement are consistent or homogeneous which means that respondents have the same understanding of the statement compared to other statements.

4.2.2. Price (X₂)

Table 4.2. Descriptive Statistics Price Variable (X₂)

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
X2.1	31	4	1	5	110	3.55	.190	1.060
X2.2	31	3	2	5	117	3.77	.165	.920
X2.3	31	3	2	5	124	4.00	.167	.931
X2.4	31	4	1	5	121	3.90	.204	1.136
Valid N (listwise)	31							

Source: Data processed by researchers

In the table above, the highest standard deviation is found in the fourth statement of 1.136, which indicates that the respondents' answers are more varied or heterogeneous, where respondents have different understandings of the fourth statement compared to other statements. While the lowest standard deviation is in the second statement of 0.920, which indicates that the respondents' answers to this statement are consistent or homogeneous which means that respondents have the same understanding of the statement compared to other statements.

4.2.3. Word Of Mouth (X₃)

Table 4.3. Descriptive Statistics Variable Word Of Mouth (X₃)

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
X3.1	31	2	3	5	143	4.61	.100	.558
X3.2	31	2	3	5	134	4.32	.097	.541
X3.3	31	2	3	5	133	4.29	.148	.824
Valid N (listwise)	31							

Source: Data processed by researchers

In the table above, the highest standard deviation is found in the third statement of 0.82, which indicates that the respondents' answers are more varied or heterogeneous, where respondents have different understandings of the fourth statement compared to other statements. While the lowest standard deviation is found in the second statement of 0.541, which indicates that the respondent's answer to this statement is consistent or homogeneous which means that the respondent has the same understanding of the statement compared to other statements.

4.2.4. Purchase Decision (Y)

Table 4.4. Descriptive Statistics Purchase Decision Variable (Y)

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Y1	31	2	3	5	141	4.55	.102	.568
Y2	31	1	4	5	141	4.55	.091	.506
Y3	31	1	4	5	139	4.48	.091	.508
Y4	31	2	3	5	144	4.65	.099	.551
Y5	31	2	3	5	149	4.81	.086	.477
Valid N (listwise)	31							

Source: Data processed by researchers

In the table above, the highest standard deviation is found in the first statement of 0.568, which indicates that respondents' answers are more varied or heterogeneous, where respondents have different understandings of the fourth statement compared to other statements. While the lowest standard deviation is found in the second statement of 0.477, which indicates that the respondents' answers to this statement are consistent or homogeneous which means that respondents have the same understanding of the statement compared to other statements.

4.3. Validity and Reliability Test

4.3.1. Validity test

In this validity test, the researcher uses the Pearson Correlation, which is to test the questionnaire statements by seeing whether the statements in the questionnaire meet the requirements by showing a value of sig < 0.05, then the statement in the questionnaire is declared valid. The validity test in this study used n = 30, with the criteria for

the characteristics of the respondents being the same as those to be tested. From the results of data processing through SPSS, it is known that the validity values for each questionnaire item are as follows:

Table 4.5. Free Variable Validity Test

Variable	Questionnaire Items	Pearson Correlation	Sig	Description
Quality of Service (X ₁)	PT Daniel Samudra Abadi has adequate and modern company facilities	0.668	0.000	Valid
	PT Daniel Samudra Abadi provides fast loading and unloading services as promised	0.719	0.000	Valid
	PT Daniel Samudra Abadi is responsive to every problem faced by customers	0.662	0.000	Valid
	PT Daniel Samudra Abadi provides guarantee insurance during the operational process	0.690	0.000	Valid
	PT Daniel Samudra Abadi maintains good relationship with customers	0.636	0.000	Valid
Price (X ₂)	Affordable prices for loading and unloading services are a consideration for using the services of PT Daniel Samudra Abadi	0.862	0.000	Valid
	The price of the service is in accordance with the quality of loading and unloading services offered by PT Daniel Samudra Abadi	0.875	0.000	Valid
	The service price is in accordance with the benefits of loading and unloading services offered by PT Daniel Samudra Abadi	0.927	0.000	Valid
	The price of services offered by PT Daniel Samudra Abadi is quite competitive	0.927	0.000	Valid
Word Of Mouth (X ₃)	I have heard a lot of positive things about the quality of PT Daniel Samudra Abadi's loading and unloading services from other people	0.943	0.000	Valid
	I got a recommendation for PT Daniel Samudra Abadi's loading and unloading services from other people	0.727	0.000	Valid
	I got encouragement from my relations to purchase the loading and unloading services of PT Daniel Samudra Abadi	0.869	0.000	Valid

Source: Data processed by researchers

In Table 4.5. it can be concluded that the validity test on the independent variable questionnaire items, namely service quality (X₁), price (X₂), and word of mouth (X₃) have a correlation and a significance level of less than 0.05 so that the statement on the questionnaire is stated valid.

Table 4.6. Bound Variable Validity Test

Variable	Questionnaire Items	Pearson Correlation	Sig	Description
Purchase Decision (Y)	I have a need that can be met by loading and unloading services PT Daniel Samudra Abadi	0.671	0.000	Valid
	I received information about PT Daniel Samudra Abadi's loading and unloading services before making a purchase	0.608	0.000	Valid
	I have made a comparison between PT Daniel Samudra Abadi's loading and unloading services with other loading and unloading services before making a purchase	0.753	0.000	Valid
	I decided to buy loading and unloading services from PT Daniel Samudra Abadi with good service quality	0.726	0.000	Valid
	I am satisfied with the loading and unloading services of PT Daniel Samudra Abadi	0.763	0.000	Valid

Source: Data processed by researchers

In table 4.6. it can be concluded that the validity test on the dependent variable questionnaire items, namely the purchase decision (Y) has a correlation and a significance level of less than 0.05 so that the statement on the questionnaire is declared valid.

4.3.2. Reliability Test

The items on the questionnaire can be declared reliable if the Cronbach Alpha value > 0.6. The reliability test in this study used n = 30, with the criteria for the characteristics of the respondents being the same as those to be tested.

Table 4.7. Reliability Test

Variable	Indicator	Cronbach's Alpha if Deleted	Cronbach's Alpha	Description
Quality of Service (X1)	PT Daniel Samudra Abadi has adequate and modern company facilities	0.631	0.688	Reliable
	PT Daniel Samudra Abadi provides fast loading and unloading services as promised	0.617		Reliable
	PT Daniel Samudra Abadi is responsive to every problem faced by customers	0.642		Reliable

	PT Daniel Samudra Abadi provides guarantee insurance during the operational process	0.614		Reliable
	PT Daniel Samudra Abadi maintains good relationship with customers	0.688		Reliable
Price (X ₂)	Affordable prices for loading and unloading services are a consideration for using the services of PT Daniel Samudra Abadi	0.914	0.917	Reliable
	The price of the service is in accordance with the quality of loading and unloading services offered by PT Daniel Samudra Abadi	0.901		Reliable
	The service price is in accordance with the benefits of loading and unloading services offered by PT Daniel Samudra Abadi	0.874		Reliable
	The price of services offered by PT Daniel Samudra Abadi is quite competitive	0.879		Reliable
Word Of Mouth (X ₃)	I have heard a lot of positive things about the quality of PT Daniel Samudra Abadi's loading and unloading services from other people	0.466	0.782	Reliable
	I got a recommendation for PT Daniel Samudra Abadi's loading and unloading services from other people	0.825		Reliable
	I got encouragement from my relations to purchase the loading and unloading services of PT Daniel Samudra Abadi	0.804		Reliable
Purchase Decision (Y)	I have a need that can be met by loading and unloading services PT Daniel Samudra Abadi	0.726	0.743	Reliable
	I received information about PT Daniel Samudra Abadi's loading and unloading services before making a purchase	0.739		Reliable
	I have made a comparison between PT Daniel Samudra Abadi's loading and unloading services with other loading and unloading services before making a purchase	0.668		Reliable
	I decided to buy loading and unloading services from PT Daniel Samudra Abadi with good service quality	0.69		Reliable
	I am satisfied with the loading and unloading services of PT Daniel Samudra Abadi	0.661		Reliable

Source: Data processed by researchers

The table above shows that the results of the reliability test on the research variables, namely service quality (X₁), price (X₂), word of mouth (X₃), and purchasing decisions (Y) have a Cronbach Alpha value greater than 0.06 so it can be concluded that all questionnaire items in this study are reliable.

4.4. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect between the independent variable and the dependent variable. The independent variables in this study are service quality (X₁), price (X₂), and word of mouth (X₃). Furthermore, the dependent variable in this study is the purchase decision (Y). Based on the results of data processing, the results of multiple linear regression are obtained as follows:

Table 4.8. Multiple Linear Regression

	B	Std. Error	t	Sig.
Constant	9,016	1,510	5,973	0,000
Quality of Service (X ₁)	0.172	0.063	2,710	0.012
Price (X ₂)	0.229	0.048	4,743	0.000
Word of mouth (x ₃)	0.532	0.112	4,750	0.0

Source: Data processed by researchers

Based on Table 4.8, the regression equation in this study is:

$$Y = 9,016 + 0,172X_1 + 0,229X_2 + 0,532X_3 \quad (1)$$

The linear regression equation shows that the service quality variable has a positive coefficient value of 0.172. The value of a positive coefficient indicates unidirectional relationship between the variables of service quality (X₁) with purchasing decisions (Y), then if the quality of service PT Daniel Samudra Abadi, the better the buying decision will increase with conditions (X₂) and word of mouth (X₃) has a fixed value. Furthermore, this is also indicated by the price variable (X₂) which has a positive coefficient value of 0.229. A positive coefficient value indicates a unidirectional relationship between the price variable (X₂) and the purchase decision (Y), so if the price of PT Daniel Samudra Abadi's services is appropriate, the purchasing decision will increase with the provision of service quality (X₁) and word of mouth (X₃) has a fixed value. The word of mouth variable (X₃) also has a positive coefficient value of 0.532. The value of a positive coefficient indicates unidirectional relationship between the variables word of mouth (X₃) with the purchase decision (Y), then if the word of mouth PT Daniel Samudra Abadi

goes well then purchasing decisions will be improved by the provision of quality of service (X_1) and the price (X_2) is fixed.

4.5. Classic assumption test

4.5.1. Normality test

Table 4.9. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		31
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	.85083537
Most Extreme Differences	Absolute	.109
	Positive	.109
	Negative	-.073
Test Statistic		.109
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: **Data processed by researchers**

Table 4.9 shows that the Kolmogorov-Smirnov test results show a significance value of 0.200, where the value is greater than 0.05, it can be concluded that the residual distribution meets the assumptions of the normality test.

4.5.2. Linearity Test

Table 4.10. Service Quality Linearity Test (X_1) on Purchase Decision (Y)

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
YTotal * X1Total	Between Groups	(Combined)	49.634	9	5.515	2.172	.069
		Linearity	36.504	1	36.504	14.373	.001
		Deviation from Linearity	13.131	8	1.641	.646	.731
	Within Groups		53.333	21	2.540		
Total		102.968	30				

Source: **Data processed by researchers**

Table 4.10 shows that the value Deviation from Linearity significance 0.731, where the value is greater than 0.05, it can be concluded that there is a linear relationship significantly between the variable quality of service (X_1) dengann purchase decision variable (Y).

Table 4.11 Price Linearity Test (X_2) on Purchase Decision (Y)

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
YTotal * X2Total	Between Groups	(Combined)	75.468	10	7.547	5.489	.001
		Linearity	45.936	1	45.936	33.408	.000
		Deviation from Linearity	29.531	9	3.281	2.386	.051
	Within Groups		27.500	20	1.375		
Total		102.968	30				

Source: **Data processed by researchers**

Table 4.11 shows that the value Deviation from Linearity significance 0.051, where the value is greater than 0.05, it can be concluded that there is a linear relationship significantly between price variables (X_2) the purchase decision variable (Y).

Table 4.12. Word Of Mouth Linearity Test (X_3) on Purchase Decision (Y)

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
YTotal * X3Total	Between Groups	(Combined)	66.706	5	13.341	9.198	.000
		Linearity	51.211	1	51.211	35.306	.000
		Deviation from Linearity	15.495	4	3.874	2.671	.056
	Within Groups		36.262	25	1.450		

	Total	102.968	30			
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Source: **Data processed by researchers**

The above table shows that the value Deviation from Linearity significance 0.056, where the value is greater than 0.05, it can be concluded that there is a linear relationship between the variables significantly word of mouth (X_3) with the purchase decision variable (Y).

4.5.3. *Multicollinearity Test*

Table 4.13. Multicollinearity Test

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.016	1.510		5.973	.000		
	X1Total	.172	.063	.268	2.710	.012	.797	1.254
	X2Total	.229	.048	.449	4.743	.000	.871	1.148
	X3Total	.532	.112	.467	4.750	.000	.808	1.237

a. Dependent Variable: YTotal

Source: **Data processed by researchers**

Table 4.13 shows that the VIF values for service quality variables (X_1), price (X_2), and word of mouth (X_3) are each smaller than 10. Furthermore, the tolerance value for each independent variable is also greater than 0.10 so it can be concluded that there is no multicollinearity in the regression model of this study.

4.5.4. *Heteroscedasticity Test*

Table 4.14. Heteroscedasticity Test

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.241	.892		1.391	.176		
	X1Total	-.005	.037	-.026	-.128	.899	.797	1.254
	X2Total	-.040	.029	-.279	-1.408	.171	.871	1.148
	X3Total	.010	.066	.030	.146	.885	.808	1.237

a. Dependent Variable: Abs_RES

Source: **Data processed by researchers**

The table above shows that the significance value of service quality variables (X_1), price (X_2), and word of mouth (X_3) are each greater than 0.05, so it can be concluded that there is no heteroscedasticity in the regression model of this study.

4.5.5. *Autocorrelation Test*

Table 4.15 Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.888 ^a	.789	.766	.897	2.198

a. Predictors: (Constant), X3Total, X2Total, X1Total

b. Dependent Variable: YTotal

Source: **Data processed by researchers**

The table above shows that the Durbin-Watson value shows a value of 2,198. Furthermore, this study uses the amount of data (n) as many as 31 respondents with the number of independent variables as much as 3, namely the service quality variable (X_1), price (X_2), and word of mouth (X_3). In this study, the researcher used a significance value of 0.05, $n = 31$, $k = 3$ and the resulting dU value of 1.6500. Furthermore, the reference range is $dU = 1.6500$ to $(4-dU) = 2.3500$. The Durbin-Watson value in this study is between 1.6500 and 2.3500, so it can be concluded that there is no autocorrelation.

4.5. Hypothesis testing

4.5.1. *t test*

At 4:15 table known to influence the quality of service (X_1) to the purchasing decision (Y) produce t_{count} 2,710 bigger than t_{table} . The significance value of service quality (X_1) is 0.012 which is less than 0.05, it can be concluded that service quality partially has a significant effect on purchasing decisions for loading and unloading services at PT Daniel Samudra Abadi. Based on this, the hypothesis H1 is accepted. Furthermore, the effect of price (X_2) on purchase decisions (Y) produced 4,743 t greater than t table. The price significance value (X_2) is 0.000 which is less than 0.05, so it can be concluded that the price partially has a significant effect on the purchase decision of PT Daniel Samudra Abadi's loading and unloading services. Based on these conditions, the hypothesis H2 is accepted. The influence of word of mouth (X_3) to the purchasing decision (Y) produce t_{count} 4.750 greater than

t_{table}. The significance value of word of mouth (X₃) is 0.000 which is less than 0.05, it can be concluded that word of mouth partially has a significant effect on purchasing decisions for loading and unloading services at PT Daniel Samudra Abadi. Based on these conditions, the hypothesis H₃ accepted.

4.5.2. F test

Table 4.16. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.250	3	27.083	33.671	.000 ^b
	Residual	21.718	27	.804		
	Total	102.968	30			
a. Dependent Variable: YTotal						
b. Predictors: (Constant), X3Total, X2Total, X1Total						

Source: Data processed by researchers

In the table above, it is known that the results of the F test in this study were 33.671 with a significance value of 0.000 which was less than 0.05, so it can be concluded that the independent variables are service quality (X₁), price (X₂), and word of mouth (X₃) has a significant simultaneous effect on the dependent variable, namely purchasing decisions (Y). Based on this, the hypothesis H_{4is} accepted.

4.5.3. Coefficient of Determination

Table 4.17. Correlation Coefficient (R) and Coefficient of Determination (R²)

Coefficient Correlation (R)	Coefficient Determination (R ²)
0,888	0,789

Source: Data processed by researchers

Based on Table 4:17, the coefficient of determination (R²) in this study amounted to 0.789 which indicates that the variable quality of service (X₁), price (X₂) and word of mouth (X₃) influence purchasing decisions feeder PT Daniel Ocean Abadi is 78.9%, while the remaining 21.1% is influenced by other variables not included in this study.

5. Conclusions and Practical Implication

5.1. Conclusion

Based on the results of research and discussions that have been carried out previously, it can be concluded that the service quality variable (X₁) partially has a positive and significant effect on the purchase decision of PT Daniel Samudra Abadi's loading and unloading services. So that the first hypothesis that service quality has a significant effect on purchasing decisions for loading and unloading services at PT Daniel Samudra Abadi is acceptable.

The price variable (X₂) partially has a positive and significant effect on the purchase decision of PT Daniel Samudra Abadi's loading and unloading services. So that the second hypothesis that the price has a significant effect on the purchase decision of PT Daniel Samudra Abadi's loading and unloading services can be accepted.

The word of mouth variable (X₃) partially has a positive and significant effect on the purchasing decisions of PT Daniel Samudra Abadi's loading and unloading services. So that the third hypothesis that word of mouth has a significant effect on purchasing decisions for loading and unloading services at PT Daniel Samudra Abadi is acceptable.

The variables of service quality (X₁), price (X₂), and word of mouth (X₃) simultaneously have a positive and significant effect on the purchasing decisions of PT Daniel Samudra Abadi's loading and unloading services. So the fourth hypothesis that service quality, price and word of mouth simultaneously have a significant effect on purchasing decisions for loading and unloading services at PT Daniel Samudra Abadi can be accepted.

5.2. Practical Implication

Table 5.1. Managerial Implications of Service Quality Variables (X₁)

Indicator	Before Research	After Research
PT Daniel Samudra Abadi has adequate and modern company facilities	Some tools for the loading and unloading process are still using the old year (obsolete)	Checking loading and unloading aids regularly and updating loading and unloading aids such as worn slings or spreaders
PT Daniel Samudra Abadi provides fast loading and unloading services as promised	The quality of loading and unloading services provided by PT Daniel Samudra Abadi is good, but still needs improvement	Routinely conduct briefings before the operational process, so that employees can work optimally quickly and precisely as promised to customers

PT Daniel Samudra Abadi is responsive to every problem faced by customers	The loading and unloading report is only done when the loading and unloading process is complete	Gave a report to the consignee during the unloading process took place (from start to end) in the form of pictures and documents, through whatsapp and email
PT Daniel Samudra Abadi provides guarantee insurance during the operational process	PT Daniel Samudra Abadi always provides guarantee insurance during the operational process	Guarantee the provision of insurance to the consignee in the event of an accident, so that the consignee is satisfied
PT Daniel Samudra Abadi maintains good relationship with customers	PT Daniel Samudra Abadi entertained several consignees who had long-term cooperation	PT Daniel Samudra Abadi will entertain all consignees in order to maintain good relations, and maintain consignee's trust

Source: Data processed by researchers

Table 5.2. Managerial Implications of Price Variables (X₂)

Indicator	Before Research	After Research
Affordable prices for loading and unloading services are a consideration for using the services of PT Daniel Samudra Abadi	Pricing is the main focus of the company	The company's focus is not only on pricing but also on the quality of loading and unloading services provided to consumers
The price of the service is in accordance with the quality of loading and unloading services offered by PT Daniel Samudra Abadi	The quality of service and prices provided to consumers are quite appropriate	Reviewing the suitability of prices with the quality of services provided to consumers
The service price is in accordance with the benefits of loading and unloading services offered by PT Daniel Samudra Abadi	The company has complete services but does not have a service package price	Providing service package prices, not only loading and unloading, but also EMKL trucking services, and surveyors
The price of services offered by PT Daniel Samudra Abadi is quite competitive	The price of PT Daniel Samudra Abadi's loading and unloading services is still above the competitor's price range	Improve and maintain the quality of loading and unloading services

Source: Data processed by researchers

Table 5.3. Managerial Implications of Word of Mouth Variables (X₃)

Indicator	Before Research	After Research
I have heard a lot of positive things about the quality of PT Daniel Samudra Abadi's loading and unloading services from other people	PT Daniel Samudra Abadi's branding is good	Maintaining the company's branding by maintaining the company's work performance
I got a recommendation for PT Daniel Samudra Abadi's loading and unloading services from other people	Collaborating with shipping companies	Maintain good relationship with shipping company, increase shipping company relationship, and also maintain good relationship with consignee directly
I got encouragement from my relations to purchase the loading and unloading services of PT Daniel Samudra Abadi	PT Daniel Samudra Abadi relies on word of mouth to reach the market	In addition to word of mouth, PT Daniel Samudra Abadi needs to provide websites and corporate social media platforms such as websites and Facebook to expand market reach

Source: Data processed by researchers

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