

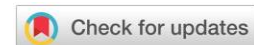
Factors Influencing Decisions on Selecting Expedition Services in E-Commerce Shopee and Tokopedia

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DOI: <https://doi.org/10.30651/blc.v21i2.22522>



ABSTRACT

Keywords:

decision making; expeditionary service; e-commerce; SEM-PLS

Article Info:

Submitted:
12/05/2024

Revised:
15/07/2024

Published:
02/08/2024

The increase in online shopping among the community has led to the use of courier services for shipping goods. However, on the other hand, the increased frequency and volume of shipments have caused various problems experienced by consumers related to deliveries that do not meet expectations. Starting from these issues,, the purposes of this study were: (i) to analyze the decision-making process for selecting e-commerce services by e-commerce's consumers in West Java during the Covid-19 pandemic; (ii) to analyze the factors that influence customer decision making in choosing expedition service on e-commerce during the Covid-19 pandemic. This research was held in February – June 2022. The population of this study was the users of expedition services from e-commerce Shopee and Tokopedia in West Java. The sampling method used in this study was purposive sampling technique about 312 respondents. The data analysis technique used was descriptive analysis and SEM-PLS. The results showed that the decision-making process for the selection of expedition services on e-commerce in West Java during the Covid-19 pandemic was carried out through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-use. Of the six factors that have been tested, there were only two factors that had a significant influence, namely customer trust and service quality. The implications of this study suggested expedition services companies to implicate factors that have been proven to be influential, namely customer trust and service quality into the 7P service marketing mix. In addition to the 7P marketing mix, expedition services companies can use blue ocean strategy, namely by eliminating-reducing-increasing-creating

INTRODUCTION

Technology in the 4.0 era is increasingly developing, and this is marked by the use of e-commerce among the public. In 2019, the growth in the value of electronic commerce (e-commerce) in Indonesia reached 78%, the highest growth in the world (Kominfo 2019). The high growth of e-commerce in Indonesia can be proven by the increase in the value of e-commerce transactions in the last five years, which reached 266.3 trillion rupiah in 2020 (Jayani 2021). This is also marked by the many people who make online transactions through the marketplace, as quoted from Kontan. Co. id (Pink 2020), based on data from BPS (Central Statistics Agency), products sold on e-commerce at the start of the pandemic (April-June 2020) increased by an average of 20% compared to the period before the pandemic occurred. Based on data from iPrice (2021), the e-commerce with the most visitors in the last two years are Tokopedia and Shopee; the number has also increased from the 3rd quarter of 2020 to the 3rd quarter of 2021, as seen in Table 1.

Table 1. Number of e-Commerce Visitors In The 3rd Quarter Of 2020 And 2021

E-Commerce	Number of monthly visitors in the 3rd quarter of 2020	Number of monthly visitors in the 3rd quarter of 2021
Tokopedia	96,532,300	158,136,700
Shopee	84,997,100	134,383,300
Bukalapak	31,409,200	30,126,700

Source: data processed from iPrice in 2020 and 2021

Head of Bank Indonesia Representative Office for West Java Province, Herawanto, said that e-commerce transactions in Indonesia were dominated by West Java Province, with total transactions until mid-Q3 2021 reaching IDR 15.02 trillion, both in purchases and sales made through the marketplace, the total increased by 59.03% from 2020 (Hasbi 2021). The increase in the use of e-commerce in Indonesia has significantly impacted the expedition services used by the marketplace. Quoted from the CNN Indonesia article, the Head of the JNE Solo Main Branch, Bambang Widiatmoko, said that the trend of increasing transactions had occurred since the beginning of the pandemic, which occurred in March and April 2020; at that time, the volume of goods shipments increased by 30% (CNN Indonesia 2020). The spike in goods shipments via e-commerce during the COVID-19 pandemic is a golden opportunity for expedition companies to attract consumers; with the many expedition services available on e-commerce, expedition services must compete to provide the best service so that consumers choose to use these expedition services. According to SiCepat's Chief Technology Officer (CTO), Reynaldi Oeoen, there are two principal demands from consumers for expedition services: speed of delivery and low prices (Yuniar 2021). In addition, factors that can influence repurchase decisions through e-commerce are simultaneously influenced by consumer characteristics and psychology (Alfan 2019).

However, the opportunities that come are not free from problems. The increase in frequency and volume in shipping goods during the pandemic has caused negligence on the part of the expedition. Several complaints were submitted by consumers about late delivery of packages, based on a survey from Populix, a market research platform with respondents from various regions in Indonesia, as many as 44% of 5920 respondents shopped online at least once a month and as many as 57% complained about late delivery of goods (Widianto 2021). Expedition services have the potential to be a problem because they can pose risks if their services are not properly considered. The risks that can arise are such as incomplete packages received by consumers due to illegal break-ins by certain individuals to the loss of packages that should have been received by consumers, with disappointing follow-ups such as lost packages not being replaced and no refunds.

There has been a significant change in how consumers choose expedition services on e-commerce platforms such as Shopee and Tokopedia, which most users have not fully revealed or realized. According to the Director of Shopee Indonesia (Laucereno, 2021), many consumers admit to a need for more awareness of the new appearance changes in the expedition service selection process, which has the potential to confuse them and create inconvenience. This highlights the urgent need for expedition companies to understand the factors that influence consumer and seller decisions in choosing expedition services when transacting online on e-commerce platforms. This study is also essential to identify the factors underlying consumer preferences in choosing expedition services in e-commerce to reduce the risks consumers may face. The existence of limited relevant research in this area reinforces the urgency of this study. Therefore, this study aims to examine the consumer decision-making process in choosing expedition services in e-commerce in West Java during the COVID-19 pandemic and to analyze the factors that influence it.

METHOD

This research is quantitative research, where data were used, namely primary data and secondary data, conducted in February - June 2022. Primary data was obtained from the results of an online questionnaire via Google Form, which was distributed to consumers who use Shopee or Tokopedia e-commerce who are domiciled in West Java and have purchased goods at least three times in the last three months and have made at least one transaction in the previous month using the expedition services available in the e-commerce, while secondary data was obtained from books, articles, scientific journals from the internet, and other library materials related to the topic discussed.

Sampling was done using the purposive sampling method, a sampling technique with specific considerations (Sugiyono 2019). The reason for using this technique is that it is suitable for quantitative research or research that does not generalize (Sugiyono 2019). The considerations used to determine the sample in this study were consumers who use Shopee or Tokopedia e-commerce who live in West Java, have purchased goods at least three times in the last three months, and have made at least one transaction in the previous month using the expedition services available in the e-commerce. According to Ferdinand (2014), the number of samples can be determined based on the number of indicator variables used and multiplied by 5-10. The number of indicator variables in this study was 50, then multiplied by 5, so there were 250 respondents. However, the respondents who were finally involved were 312 respondents.

In this study, a validity test was conducted to test the level of validity of the instrument used. The validity of the questionnaire can be seen from the $R_{count} > R_{table}$ (Sugiyono 2019). In addition, the questionnaire instrument was also tested for reliability to measure the level of stability or consistency of the measurement results produced by the instrument (Hair et al. 2019). Furthermore, Hair et al. (2019) stated that Cronbach's Alpha is a measure of reliability testing; if the value reaches or exceeds 0.70, the measurement instrument is considered adequate internal consistency. Validity and reliability testing in this study were processed using SPSS software version 20 for Windows.

Then, a descriptive analysis is carried out to describe the data systematically and objectively and present the main characteristics of the data numerically or visually. (Sugiyono 2019). The next stage is SEM (Structural Equation Modeling) analysis with the PLS (Partial Least Square) approach to process and analyze data. According to Hair et al. (2019), the research variables will go through two stages, namely, evaluation of the measurement model (outer model) and assessment of the structural model (inner model). The hypotheses in this study are.

1. H1: Delivery packages positively affect the decision to choose e-commerce expedition services in West Java during the COVID-19 pandemic.

A study conducted by Susilawati and Suganda (2021) stated that delivery packages have a positive effect on purchasing decisions. This means that the better the delivery package, the better the consumer's purchase.

2. H2: Customer adoption capability positively affects the decision to choose e-commerce expedition services in West Java during the COVID-19 pandemic.

This is based on research conducted by Bhatnagar and Gopalaswamy (2017), which found that consumer purchase intentions, trials, and repeat purchases will be higher

when service innovations are easy to use. The level of consumer adaptation will undoubtedly determine the success of innovations in a company.

3. H3: Brand image positively influences choosing e-commerce expedition services in West Java during the COVID-19 pandemic.

According to research conducted by Musay (2013), brand image positively influences purchasing decisions and reflects the image of users and companies. Likewise, Finanda and Wiwaha (2017) said a positive relationship exists between WOM and brand image in purchasing decisions.

4. H4: Word of Mouth (WOM) positively influences the decision to choose e-commerce expedition services in West Java during the COVID-19 pandemic.

In Finanda and Wiwaha's research (2017), WOM and brand image positively affect purchasing decisions. When consumers' WOM towards the expedition service is good, the level of buying decisions is also good, and this is also directly proportional to brand image.

5. H5: Customer trust positively influences choosing e-commerce expedition services in West Java during the COVID-19 pandemic.

Based on research by Alfina et al. (2014), consumer trust in sellers is proven to be one of the determining factors for consumer buying interest in shopping. The more consumers trust the seller, the higher the possibility that consumers will use the seller's services.

6. H6: Service quality positively influences choosing e-commerce expedition services in West Java during the COVID-19 pandemic.

In the research of Rizkalla and Suzanawaty (2012), it was stated that service quality has a positive effect on purchasing decisions. If the service quality received by consumers is satisfactory, then the level of purchasing decisions given by consumers will be high

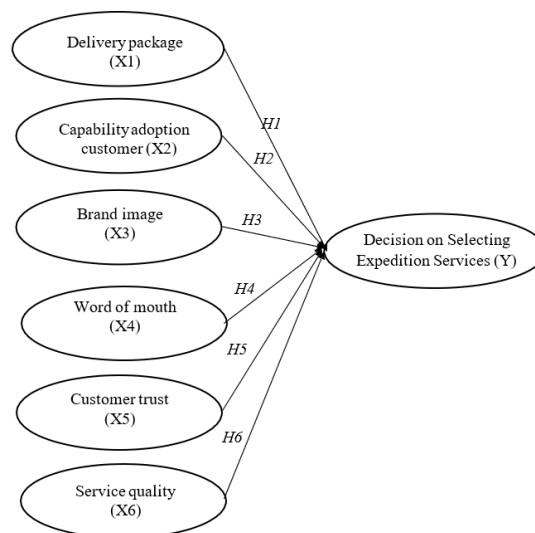


Figure 1. Research Model

RESULT AND DISCUSSION

Result

Consumer Characteristics

The total number of respondents obtained in this study was 312 people. The questionnaire results showed that most consumers were in the age range of 17.01-25 years at 51.6% and female gender at 65.7%. Based on their employment status, most users of e-commerce expedition services in West Java are students or college students at 44.2% and domiciled in Bekasi Regency/City at 61.3%. The highest monthly consumer income is <Rp1,500,000 at 30.8%, and the average monthly expenditure for shopping on e-commerce is dominated by the range \leq Rp500,000 at 55.1%. The most frequently used e-commerce is Shopee, and the most commonly used expedition service when shopping on e-commerce is SiCepat, with a percentage of 38.5%.

Decision Making Process

According to Kotler and Keller (2009), the purchasing decision process is a psychological process by which consumers decide to purchase. It consists of five steps: problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. The results of the dominant purchasing decision will be shown in Table 2.

Table 2. Stages of the Decision-Making Process For Selecting Expedition Services In E-Commerce

Stages of the election decision-making process			Percentage (%)
Problem introduction	Reasons for using expedition services	Package arrived quickly	42
	Benefits of using expedition services	Package received before estimated delivery time	38,5
Information search	Resources	Social Media	39,7
	The influence of information on selection	Interested and I will use it again	80,8
Alternative evaluation	Attributes to be considered	Delivery package	27,7
	Attributes that are the focus of attention	Service quality	37,8
	Practical and reliable expedition services	Yes	99,4
	Have a choice of other expedition services	Yes	90,1
	Other expedition service options	JNE	27,9
	Attributes that reflect the quality of expedition services	Service quality	42
Selection Decision	How to get a decision on choosing an expedition service	Level of satisfaction after using expedition services	61,2
	The most influential factor in the selection	Social Media	26,9
Information search	Average usage of expedition	1–5 times	88,8

Stages of the election decision-making process			Percentage (%)
	services in one month		
	Most frequent time to use expedition services	Weekday (Monday–Friday)	56,7
Post-use behavior	Level of satisfaction after using expedition services	Satisfied	69,9
	Reusing expedition services	Yes	99,4
	Reason for choosing the answer Yes	Quick	17,1
	Recommend the expedition service to others	Yes	83,7
	Reason for choosing the answer Yes	Quick	10,2
	Expedition service interrupted	Using other expedition services	91,7
	Expedition services have experienced price increases	Using other expedition services	58

SEM-PLS Analysis

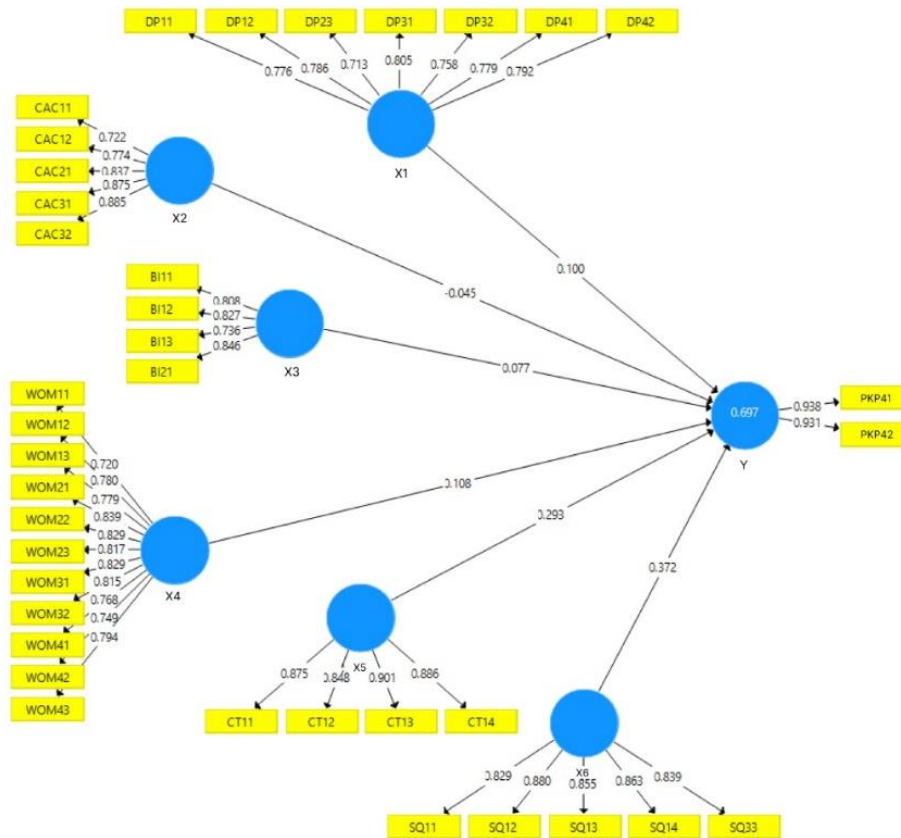
SEM analysis with the Partial Least Square (PLS) approach is used to measure the influence of shipping packages, customer adoption ability, brand image, word of mouth, customer trust, and service quality on the decision to choose the use of e-commerce expedition services in West Java during the Covid-19 pandemic, which is processed through the Smart PLS 3 application. The variables used in the study will go through two stages to obtain research results. Hair et al. (2019) said that the evaluation consists of an assessment of the measurement model (outer model) and an evaluation of the structural model (inner model).

Measurement Model Evaluation Analysis (Outer Model)

Helpful analysis to see the relationship of manifest variables or indicators that present latent variables to be measured. Four tests will be carried out in this analysis: convergent validity, discriminant validity, composite reliability, and Cronbach's alpha.

Convergent Validity

An indicator that measures a construct can be considered valid if the value of the loading factor indicator is more significant than 0.7. The initial outer model results have six indicators with loading factor values of less than 0.7, so it is necessary to drop six indicators that do not meet the validity criteria. The results of dropping the indicators can be seen in Figure.



Source: Data processed (2022)

Figure 2. Outer Model After Dropping

From Figure 1, 12 indicators experienced dropping (deletion); six indicators were because they had a loading factor value less than the requirement of 0.700, while six other indicators were deleted because, during the discriminant validity test stage, the correlation value of the indicator was greater, than the square root value of AVE. The indicators that were deleted were DP21, DP22, BI31, BI32, CT21, CT22, CT23, SQ21, SQ22, SQ31 and SQ32. Furthermore, validity testing was carried out with convergent validity by looking at the construct's Average Variance Extracted (AVE) value. The AVE value of each construct must be above 0.5. The Average Variance Extracted (AVE) value before and after dropping can be seen in Table 3.

Table 3. Average Variance Extracted (AVE) Value

Variabel Laten	AVE Before Dropping	AVE After Dropping
<i>Delivery package</i>	0,508	0,598
<i>Capability adoption customer</i>	0,674	0,674
<i>Brand image</i>	0,529	0,649
<i>Word of mouth</i>	0,630	0,630
<i>Customer trust</i>	0,687	0,770
<i>Service quality</i>	0,644	0,728
<i>Purchase decision</i>	0,873	0,873

Source: Data processed (2022)

Based on Table 3, the Average Variance Extracted (AVE) value in several variables increases. The number of AVE indicators before and after dropping all constructs or latent variables is greater than 0.5, which suggests that all latent variables in this study have a good level of validity.

Discriminant Validity

The following evaluation is the discriminant validity evaluation, done by comparing the cross-loading value of the construct correlation with the measurement item, which must be greater than the correlation value against other latent variables. The results of the Cross Loading value in this study can be seen in Table 4.

Table 4. Cross Loading Value

	<i>Delivery Package</i>	<i>Capability Adoption Customer</i>	<i>Brand Image</i>	<i>Word of Mouth</i>	<i>Customer Trust</i>	<i>Service Quality</i>	<i>Selection Decision</i>
BI11	0,534	0,417	0,808	0,568	0,529	0,485	0,512
BI12	0,506	0,432	0,827	0,589	0,532	0,477	0,470
BI13	0,519	0,641	0,736	0,614	0,489	0,546	0,413
BI21	0,624	0,509	0,846	0,674	0,680	0,663	0,675
CAC11	0,503	0,722	0,496	0,478	0,496	0,475	0,448
CAC12	0,394	0,774	0,415	0,392	0,400	0,422	0,330
CAC21	0,421	0,837	0,473	0,483	0,429	0,439	0,370
CAC31	0,484	0,875	0,516	0,499	0,441	0,500	0,405
CAC32	0,533	0,885	0,571	0,582	0,519	0,584	0,509
CT11	0,622	0,503	0,641	0,631	0,875	0,730	0,747
CT12	0,599	0,494	0,604	0,604	0,848	0,743	0,615
CT13	0,614	0,447	0,590	0,566	0,901	0,790	0,716
CT14	0,654	0,541	0,637	0,625	0,886	0,779	0,684
DP11	0,776	0,417	0,582	0,532	0,554	0,576	0,607
DP12	0,786	0,402	0,543	0,493	0,621	0,592	0,590
DP23	0,713	0,466	0,437	0,414	0,447	0,545	0,404
DP31	0,805	0,499	0,544	0,533	0,588	0,616	0,529
DP32	0,758	0,460	0,503	0,417	0,497	0,535	0,452
DP41	0,779	0,513	0,527	0,458	0,556	0,597	0,440
DP42	0,792	0,410	0,539	0,474	0,548	0,556	0,579
KP1	0,625	0,521	0,640	0,642	0,757	0,769	0,938
KP2	0,643	0,437	0,595	0,595	0,719	0,727	0,931
SQ11	0,618	0,435	0,566	0,596	0,792	0,829	0,762
SQ12	0,649	0,521	0,582	0,551	0,747	0,880	0,649
SQ13	0,656	0,521	0,568	0,567	0,699	0,855	0,604
SQ14	0,612	0,524	0,565	0,566	0,691	0,863	0,669
SQ33	0,630	0,560	0,625	0,668	0,749	0,839	0,708
WOM11	0,415	0,372	0,534	0,720	0,390	0,406	0,419
WOM12	0,448	0,434	0,595	0,780	0,471	0,481	0,469
WOM13	0,420	0,394	0,539	0,779	0,452	0,479	0,452
WOM21	0,568	0,492	0,664	0,839	0,630	0,635	0,593
WOM22	0,545	0,449	0,645	0,829	0,622	0,604	0,642

	<i>Delivery Package</i>	<i>Capability Adoption Customer</i>	<i>Brand Image</i>	<i>Word of Mouth</i>	<i>Customer Trust</i>	<i>Service Quality</i>	<i>Selection Decision</i>
WOM23	0,527	0,502	0,635	0,817	0,637	0,634	0,565
WOM31	0,493	0,465	0,633	0,829	0,584	0,567	0,606
WOM32	0,525	0,516	0,648	0,815	0,578	0,582	0,535
WOM41	0,458	0,508	0,566	0,768	0,502	0,505	0,456
WOM42	0,458	0,575	0,550	0,749	0,502	0,529	0,431
WOM43	0,502	0,566	0,602	0,794	0,579	0,576	0,528

Source: Data processed (2022)

Table 4 shows that all cross-loading values from the correlation of latent variables with their indicators are more significant than the correlation of latent variables with other indicators. This shows that the indicators in the latent variables can predict their variables better than other indicators in other latent variables. The next stage in the discriminant validity test is to compare the correlation between constructs with the square root of AVE. Suppose the result of the square root of AVE for each construct is greater than the correlation between the construct and other constructs. In that case, the result of the discriminant validity test is considered good and includes the model criteria. The value of the square root of AVE and the correlation between constructs are described in Table 5, Fornell-Larcker Criterion.

Table 5. Fornell-Larcker Criterion

	<i>Delivery Package</i>	<i>Capability Adoption Customer</i>	<i>Brand Image</i>	<i>Word of Mouth</i>	<i>Customer Trust</i>	<i>Service Quality</i>	<i>Selection Decision</i>
<i>Delivery Package</i>	0,773						
<i>Capability Adoption Customer</i>	0,578	0,821					
<i>Brand Image</i>	0,684	0,611	0,805				
<i>Word of Mouth</i>	0,619	0,603	0,761	0,794			
<i>Customer Trust</i>	0,721	0,601	0,715	0,717	0,878		
<i>Service Quality</i>	0,735	0,618	0,695	0,716	0,866	0,853	
<i>Selection Decision</i>	0,678	0,514	0,661	0,663	0,790	0,801	0,934

Source: data processed (2022)

From Table 5, it can be seen that the AVE square root value between constructs is greater than the correlation between constructs with other constructs, so it can be concluded that the delivery package (DP), capability adoption customer (CAC), brand image (BI), word of mouth (WOM), customer trust (CT), and service quality (SQ) constructs have a high level of discriminant validity. After all variables are declared valid, the next stage is to measure the reliability value, where in the SEM PLS method, it can be seen from Cronbach's alpha and composite reliability values.

Composite Reliability

The composite reliability test functions to determine the reliability (consistency) of the indicators used to draw the latent variables. This test parameter can be seen from the composite reliability value, which must be above 0.7. The composite reliability value results in this study are shown in Table 6

Table 6. Composite Reliability Value

Variabel	Composite Reliability
Delivery Package	0,912
Capability Adoption Customer	0,911
Brand Image	0,880
Word of Mouth	0,949
Customer Trust	0,931
Service Quality	0,930
Selection Decision	0,932

Resource: data processed (2022)

From Table 6, it can be seen that all variables tested in this study produced a composite reliability value above 0.7. It is concluded that the constructs in each indicator have a high internal consistency value when measuring the construct.

Cronbach's Alpha

The Cronbach's alpha test aims to strengthen the composite reliability test (seeing the reliability of latent variables). Latent variables are declared reliable if the value of the Cronbach's alpha test results is above 0.6. The Cronbach's alpha value in this study can be seen in Table 7.

Table 7. Cronbach's Alpha Value

Variable	Cronbach's Alpha
Delivery Package	0,889
Capability Adoption Customer	0,878
Brand Image	0,822
Word of Mouth	0,941
Customer Trust	0,901
Service Quality	0,907
Selection Decision	0,855

Resource: data processed (2022)

From Table 13, it can be seen that all the latent variables in this study have a Cronbach's alpha value above 0.6 and meet the criteria. This indicates that the latent variables in this study are declared reliable.

Structural Model Evaluation Analysis (Inner Model)

The inner model is evaluated by looking at the R Square value for the dependent construct and the path coefficient value by assessing the t-values of each path to test the significance between variables in the structural model obtained from the bootstrapping process in PLS. The R Square value for the selection decision variable is 0.702, which means that the independent variable can explain 70.2% of the selection decision variable's diversity, and the remaining 29.8% is explained by other variables outside the variables in the model.

Hypothesis Testing

The six hypotheses in this study were tested by looking at the bootstrapping analysis results on the path coefficient and comparing the t-statistic value with the t-table. The score of the path coefficient indicated by the t-statistic must be above the table value with an alpha significance level of 5% or 1.960 so that the hypothesis formulation can be accepted. The output results of the path coefficient can be seen in Table 8.

Table 8. Output Path Coefficient

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hypothesis
H1: Delivery Package -> Selection Decision	0,100	1,575	0,116	Rejected
H2: Capability Adaption Customer -> Selection Decision	-0,045	0,950	0,342	Rejected
H3: Brand Image -> Selection Decision	0,077	1,089	0,277	Rejected
H4: Word of Mouth -> Selection Decision	0,108	1,793	0,074	Rejected
H5: Customer Trust -> Selection Decision	0,293	3,523	0,000	Accepted
H6: Service Quality Selection Decision	0,372	4,084	0,000	Accepted

Source: Data processed (2022)

Based on Table 8, it is known that of the six hypotheses, only two hypotheses were accepted, namely, customer trust has a positive effect on the decision to choose e-commerce expedition services in West Java during the Covid-19 pandemic (H5) and service quality has a positive impact on the decision to select e-commerce expedition services in West Java during the Covid-19 pandemic (H6).

Discussion

The delivery package variable influences the decision to choose an e-commerce expedition service in West Java of 0.100, with a t-statistic value reaching 0.116. Because the t-statistic value (1.575) is less than the critical value (1.960), the null

hypothesis (H0) is rejected. This shows that although the delivery package variable positively influences the decision to choose an expedition service, its influence is not significant. The majority of respondents felt doubtful about two indicators of the delivery package variable, namely the uniformity of courier clothing (38.1% or 119 respondents felt doubtful) and the neatness of the courier uniform (34.6% or 108 respondents felt doubtful). This is related to the COVID-19 pandemic, which encourages consumers to reduce interaction with outsiders, so the uniformity and neatness of courier clothing are only some factors in choosing an expedition service. As a result, consumer decisions in using e-commerce expedition services are more influenced by the quality of service received than by the delivery package variable or marketing efforts to increase the speed and ease of delivery of goods and services from producers to consumers.

The variable capability adoption customer does not have a positive and significant influence on the decision to choose e-commerce expedition services in West Java, with an influence value of -0.045 and a t-statistic value of only 0.950, below the critical limit of 1.960, which causes the rejection of H2. A study by Bhatnagar and Gopalaswamy (2017) shows that consumers tend to adopt innovations only if they are considered valuable and easy to use. If the initial experience is positive, they will likely make repeat purchases. Examples of innovations such as COD and pay later in expedition services have varying impacts. For example, COD is considered less effective during a pandemic because it involves direct interaction with the courier for cash payments. On the other hand, paying later allows consumers to pay later, like a credit card, but it also carries the risk of excessive consumer behavior. These risks can result in negative experiences for consumers, reducing the likelihood of successful innovation adoption and its impact on expedition service purchasing decisions.

The influence of the brand image variable on choosing an e-commerce expedition service in West Java has a value of 0.077 with a t-statistic of 1.089. Because this t-statistic value is smaller than the critical value of 1.960, the H3 hypothesis is rejected, which indicates that brand image does not significantly influence the decision to choose an expedition service in the region. This result aligns with the findings of Irwan and Wibowo (2021), who concluded that brand image does not significantly affect purchasing decisions. A study by Musay (2013) also shows that consumers often rely on well-known brands if they have yet to gain experience with a particular product. However, with increased access to information through social media, there are more and more complaints about well-known expedition services that are widespread and need to be responded to appropriately by the service providers. This situation shows that an excellent brand reputation only sometimes guarantees satisfactory service quality, so it

does not significantly affect the decision to choose an expedition service on the e-commerce platform, especially during the COVID-19 pandemic, strengthening social media's role in influencing consumer perceptions.

Word of mouth (WOM) variable has an influence of 0.108 on the decision to choose an e-commerce expedition service in West Java, with a t-statistic value of 1.793. This causes the rejection of the H4 hypothesis because the t-statistic value is smaller than the critical value of 1.960, indicating that WOM does not significantly affect the decision to choose an expedition service in the region. WOM refers to disseminating information or experiences about a product through oral, written, or electronic communication. The development of technology and the COVID-19 pandemic have increased the use of electronic communication tools to disseminate information. Social media, in particular, is the primary source of information for consumers seeking information about products or services. However, information from other people often does not always reflect our personal experiences. This is reinforced by the response of one respondent who trusted a particular expedition service even though he heard negative stories about irresponsible couriers. This respondent stated that the decision to choose an expedition service was based more on personal experience of the quality of service received, not just information from other people.

The influence of the customer trust variable on choosing an expedition service on e-commerce in West Java is 0.293 with a t-statistic value of 3.523. Because the t-statistic value of $3.523 > 1.960$, H5 is accepted. It can be said that the customer trust variable has a positive and significant influence on the decision to choose an e-commerce expedition service in West Java. The knowledge and conclusions consumers make about attributes, objects, benefits, and consumer trust in expedition services can influence consumers to choose the expedition service. It can be explained that consumers have sufficient knowledge and can draw conclusions about expedition services when choosing which one to use when shopping on e-commerce. This is supported by the increase in the use of e-commerce during the pandemic, where consumers shop online more often so that they know which expedition service is trusted to be chosen and used. The highest indicator in the customer trust variable is that the courier is capable and expert in carrying out his 42 tasks with a loading factor value of 0.873, which can reflect this variable. These results are similar to the research results of Alfina et al. (2014), which state that the customer trust variable is proven to be a determining factor for consumer interest in online shopping. The courier's expertise and ability in delivering packages include the knowledge consumers possess regarding expedition services so that customer trust influences the decision to choose.

The service quality variable has an influence of 0.372 on the decision to choose an e-commerce expedition service in West Java, with a t-statistic value of 4.084. Because this t-statistic value is greater than the critical value of 1.960, the H6 hypothesis is accepted. This shows that service quality positively and significantly affects the decision to choose an expedition service in the region, especially during the COVID-19 pandemic. Service quality is reflected in key indicators such as the courier's friendly attitude and willingness to help consumers, with the highest loading factor of 0.855. The increased shipping volume during a pandemic can increase the risk of delivery errors. Still, friendly and proactive courier services for handling obstacles can significantly influence consumer preferences for expedition services. This finding is consistent with research by Rizkalla and Suzanawaty (2012), which emphasized that service quality is an essential factor in influencing consumer purchasing behavior toward a brand. Good service, where the courier provides friendly and responsive service when facing problems, increases consumer satisfaction and the likelihood of consumers re-choosing and using the expedition service.

Managerial Implications

Based on the research that has been conducted, the factors that influence the decision to choose an expedition service on e-commerce in West Java during the COVID-19 pandemic are customer trust and service quality. Factors that have a significant influence will be implied in the marketing mix. According to Kotler and Armstrong (2012), the marketing mix consists of 7Ps: product, price, promotion, place, process, people, and physical evidence. The 7P marketing mix in this study can be seen briefly in Figure 3.

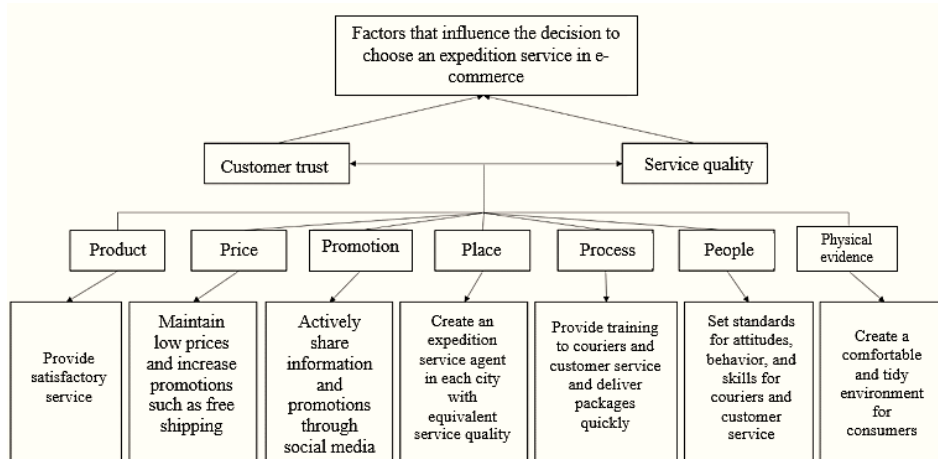


Figure 3. Managerial Implications Based on 7P Marketing Mix

In addition to the 7P marketing mix, expedition service companies can use the blue ocean strategy proposed by Kim and Mauborgne (2005) to determine what factors influence consumer decisions to choose expedition services. The strategy is obtained through the ocean strategy, which is obtained through the limits explained in Table 9 below.

Table 9. Blue Ocean Strategies That Expedition Services Can Apply

Remove	Upgrade
<ol style="list-style-type: none"> 1. Kurir Couriers who do not carry out their duties by procedures, such as breaking into and losing packages. 2. Increase the price of package delivery. 	<ol style="list-style-type: none"> 1. Competence, knowledge, and behavior of the courier and customer service. 2. Speed of package delivery, where the package is received before the estimated arrival time 3. Free shipping promo.
Reduce	Create
<ol style="list-style-type: none"> 1. Negligence by the courier, such as sending the wrong package. 	<ol style="list-style-type: none"> 1. Equalization of the quality of service provided by expedition services in all branches.

CONCLUSSION

Based on the research results, purchasing decision-making behavior is divided into five stages. At the problem recognition stage, consumers use the expedition service because the package arrives quickly. At the information search stage, the source of information about the expedition service is obtained from social media. At the alternative evaluation stage, service quality is the attribute that is the focus of attention and reflects the quality of the expedition service. The selection was planned at the decision stage, and then the expedition service was chosen and used. At the post-purchase stage, consumers feel satisfied and will reuse the expedition service because it is fast; consumers will also recommend it to others for the same reason. Of the six factors tested in this study, only two factors were proven to influence the decision to choose an e-commerce expedition service: customer trust and service quality. The main dominant factor influencing the selection decision is service quality, with an original sample value of 0.372, which is the most significant value in this study and is close to 1. The path coefficient value close to 1 means it has a strong influence. Hence, service quality is the variable with the most decisive influence in choosing an e-commerce expedition service.

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