

*Promotion and Decision to Use the Nugraha Line Services Ekakurir (JNE) for Online Traders in Masaran, Sragen Regency*

**Promosi dan Keputusan Penggunaan Layanan Jalur Nugraha Ekakurir (JNE) Bagi Pedagang Online di Masaran Kabupaten Sragen**

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**Abstract**

*The rise of delivery and online business industries in Indonesia has an impact on the intense competition for delivery goods at domestically/abroad. The study identified that the effectiveness of promotion made JNE superior to other delivery companies. The theories of Tjiptono (2008); and Nugroho (2005) stated that service use decisions that based on certain preferences including promotions. This study aims to determine whether promotion influences the decisions to use JNE for online traders in Masaran District. Sragen Regency. This study used a quantitative approach, by optimizing 100 respondents of online traders as samples and was taken by accidental sampling technique. Questionnaire was to be the instrument for collecting data. The data obtained were tested by Linear Regression Test, t Test and R<sup>2</sup> Test. The linear regression and the t test result show that the promotion has a significant positive effect on the decision to use JNE services. R<sup>2</sup> Test Results obtained number of 0.873 or 87.3 % the decision to use JNE is influenced by promotion, the remaining 12,7% is influenced by other variables. The results of this study can be used as guidelines, recommendations, references and material for the company and other future researches related to marketing.*

**Keywords:** Decision, Services, Online Traders, Promotions.

**Abstrak**

Maraknya industri pengiriman dan bisnis online di Indonesia berdampak pada ketatnya persaingan pengiriman barang di dalam/luar negeri. Studi tersebut mengidentifikasi bahwa efektivitas promosi membuat JNE lebih unggul dari perusahaan pengiriman lainnya. Teori-teori Tjiptono (2008); dan Nugroho (2005) menyatakan bahwa keputusan penggunaan jasa didasarkan pada preferensi tertentu termasuk promosi. Penelitian ini bertujuan untuk mengetahui apakah promosi berpengaruh terhadap keputusan penggunaan JNE bagi pedagang online di Kecamatan Masaran. Kabupaten Sragen. Penelitian ini menggunakan pendekatan kuantitatif, dengan mengambil sampel sebanyak 100 responden pedagang online yang diambil dengan teknik accidental sampling. Kuesioner sebagai instrumen untuk mengumpulkan data. Data yang diperoleh diuji dengan Uji Regresi Linier, Uji t dan Uji R<sup>2</sup>. Hasil uji Regresi linier dan uji t menunjukkan bahwa promosi berpengaruh positif signifikan terhadap keputusan menggunakan jasa JNE. Hasil Uji R<sup>2</sup> diperoleh angka sebesar 0,873 atau 87,3% keputusan menggunakan JNE dipengaruhi oleh promosi, sisanya 12,7% dipengaruhi oleh variable lain. Hasil penelitian ini dapat digunakan sebagai pedoman, rekomendasi, referensi dan bahan kajian bagi perusahaan maupun penelitian-penelitian selanjutnya yang berkaitan dengan pemasaran.

**Kata Kunci:** Keputusan, Layanan, Pedagang Online, Promosi.

**INTRODUCTION**

The need for courier services for online traders in Indonesia has been increasing and following the times. The level of Indonesian consumers towards a product has been increasing every year, we already know that doing online business is currently growing very fast, it is undeniable that it is very easy to offer a product on online sites, in addition to not costing much, Online sites are very effective in offering goods and services, therefore package delivery services (expedition) play an important role in online buying and selling activities. In Indonesia, there are several large

companies engaged in courier services to meet the needs of online traders for delivery of goods between regions or countries, such as JNE, Indonesian Post, TIKI, Go Send, and others.

According to Rahmawati (2017) JNE is an expedition company that is often used by the public to send various types of packages for several reasons, including the price which tends to be cheaper than similar shipping services. In addition, the service at JNE is quite good, **especially in terms** of on time delivery. Usually, the JNE will state the time required. There are many outlets owned by JNE, which are often open on holidays considering that the outlets are privately owned. Based on the information above, there are several factors that make JNE companies superior to other shipping companies. These factors include internal factors (within the company) and external factors (outside the company). In this study, researchers will examine several external factors of the JNE company, one of which is promotion, which makes it superior in facing competition in the expedition business for online traders, related to the decision to use services at JNE, Masaran District, Sragen Regency. The decision to use services, according to Nugroho (2005) is an integration process that combines knowledge and attitudes to evaluate two or more alternative behaviours, and choose one of them. Meanwhile Tjiptono (2008) defined that promotion is essentially a marketing communication, meaning marketing activities that seek to disseminate information, influence or persuade, and or remind the target market of the company and its subsidiaries to be willing to accept, to buy and to be loyal to the products offered by the company concerned.

## **LITERATURE REVIEW**

### **Definition of Service Usage Decision**

The decision to use services according to Nugroho (2005) is an integration process that combines knowledge attitudes to evaluate two or more alternative behaviours, and choose one of them. Meanwhile, according to Kotler and Armstrong, (2008) is the stage in the purchase decision-making process where consumers actually buy. Decision making is an activity that is directly involved in obtaining and using the goods offered. Based on the above understanding, it can be concluded that the purchase decision is an activity that is directly involved in obtaining, using the goods offered and assessing the choices systematically and objectively and the targets that determine the advantages and disadvantages of each.

### **Service Usage Decision Process**

Kotler (2009) stated the decision-making process to be divided into five stages, including: (1) Problem Introduction (2) Information Search (3) Evaluation of Alternatives (4) Purchase Decision (5) Behaviour After Purchase

### **Promotion**

Joe Pulizzi (2013) defined promotion as essentially a marketing communication, meaning that it is an activity that seeks to disseminate information, influence or persuade, and or remind the target market of the company and its products to be willing to accept, buy and signal the products offered by the company concerned. Meanwhile, Hurriyati (2015) suggests that promotion is a factor that is considered capable of influencing purchasing decisions on goods/services. Which is a marketing activity that seeks to disseminate information, influence or persuade, and or increase the target market for the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned. A good promotion is a promotion that is able to provide information about the product and the benefits of the product for consumers, persuade them to follow the message conveyed in the promotion, and create a positive impression in the minds of consumers.

### **Purpose of Promotion**

Hurriyati (2015) mentioned that there are three promotion objectives, namely: (1) Inform (informing), informing the market about the existence of a new product, introducing a new way of using a product, conveying price changes to the market, explaining how a product works, informing the services provided by the company, correcting wrong impressions, reducing the fear or concern of buyers, and build company image. (2) Persuade Target Customers (Persuading) Shaping brand choices, shifting choices to certain brands, changing customer perceptions of product

attributes, encouraging buyers to shop right away, and encouraging buyers to receive salesperson visits. (3) Remind (reminding), can consist of: reminding buyers that the product in question is needed in the near future, reminding the purchase of places that sell the company's products, making buyers remember even though there is no advertising campaign, and keeping the first memory of buyers falling on the company's products.

### **Promotion Mix**

According to Pulizzi (2013), the promotion mix is: (1) Advertising where it is a form of indirect communication, which is based on information about the advantages or benefits of a product, which is arranged in such a way that it creates a pleasant feeling that will change a person's mind to make a purchase. (2) Sales promotion (sales promotion) Based on the idea of Hurriyati (2015) and Fauzan (2017) saying that sales promotion is a direct form through the use of various incentives that can be arranged to stimulate product purchases immediately and or increase the number of items purchased by customers. (3) Publics. Public relations proposed by Farioli (2003) is a management function that evaluates public attitudes, identifies organizational policies and procedures for the public interest, and implements action and communication programs to form public understanding and acceptance. (4) Personal selling. Personal selling according to Laksana (2008) is an oral presentation in a conversation with one or more prospective buyers for the purpose of creating sales.

### **Three factors that can direct the effectiveness of promotion are as follows:**

(1) Promotion Strategy, the increased of effectiveness of promotion can be achieved by using advanced promotion strategies. By placing the brand properly, the brand can be more successful in the market than services from competitors. Even if you use the best strategy, marketers must run the program correctly to get maximum results. (2) Promotional creativity, even in the absence of a change in strategy, good creativity can improve existing results. (3) Running Promotions. By improving the way promotions enter the market, you can achieve significant results without the need to change your strategy or venture into creation.

## **METHODOLOGY**

In conducting this research, the researcher used a quantitative research approach. The sampling technique used accidental sampling technique. The samples taken were 100 online traders with an error rate of 5%. This research was conducted on the Jalur Nugraha Ekakurir (JNE) Line in Masaran District. Sragen. Meanwhile, to obtain information from respondents, researchers used questionnaires and interviews.

## **FINDINGS**

### **Characteristics of Respondents**

Respondents obtained from the research results are known that the average J NE service users in the district. Masaran District. Sragen Regency are female with the age of 18-28 years, with the last education being high school and working as a student.

### **Data Analysis and Results**

In the results of the classical assumption test that the researcher did using the SPSS program tool, the following results were obtained:

#### **Classic assumption test**

(1) Based on the results of the normality test, it can be concluded that the data is normally distributed, this can be seen from the overlapping points around and along the diagonal line, so the data is said to be normal. The results of the Multicollinearity test show that the tolerance value of the independent variable is  $> 0.1$  and the VIF value of the independent variable is  $< 5$ , so it can be concluded that this regression is not affected by multicollinearity.

(2) Based on the results of the heteroscedasticity test, it can be seen that there is no clear pattern, and the points spread above and below the number 0 on the Y axis, so based on the graphical method there is no heteroscedasticity in the regression model.

(3) The results of the autocorrelation test from the Durbin Watson Table of 1.975 will be compared with the table value using a degree of confidence of 5%. The number of samples is 100 and the amount, the independent variable is 3 and the dependent variable is 1, then the Durbin Watson table will get the values of DL 1.613 and Du 1.736. DW value  $1,613 < 1,975 < 2,264$ .

**Table 1. Results of linear regression analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. error	Beta		
Contains	-6,810	1,711		-3,980	,000
Promotion	,822	,052	,576	15,735	,000

**Dependent Variable: Decision Using of JNE**

**Source: Processed data, 2018**

### Linear Regression Analysis

The results of the processing can be seen that the inter-gridded regression equation I obtained as follows:

$$Y = + bX$$

$$Y = -6.810 + 0.822X$$

From the results of the linear regression analysis above, it can be seen that:  $a = -6.810$  indicates if promotion is equal to 0, then the decision to use services (Y) in the Nugraha Ekakurir (JNE) Line, Masaran sub-district, Sragen district decreases (negative) while  $b = 0.822$  indicates that promotion (X1) has a positive effect on the decision to use the service. This means that if the promotion on the Nugraha Ekakurir (JNE) Line, Masaran sub-district, Sragen Regency is increased, then the decision to use services on the Nugraha Ekakurir (JNE) Line will increase, assuming that the service quality and business location are considered constant or constant.

### t test

The company have reached online traders and the company is able to explain the information needed by its users. This is in accordance with previous research from Wantu, Yantu and Isa. According to the data shown in table 1 above, the t value is smaller than 0.05. So, the promotion variable partially has a significant effect on the decision to use JNE services for online merchants in Masaran, Sragen Regency.

### Coefficient of Determination

It is known that the Adjusted R Square value of 0.873 means that the influence given by the promotion on the decision to use JNE services is 87.3% while the remaining 12.7% is influenced by other variables not examined in this study. From the estimation results of Linear Regression with the SPSS program, the linear regression equation in this study is as follow:

$$Y = -6.810 + 0.822X$$

### The Influence of Promotion on Decisions to Use JNE Services

The results showed that the promotion variable had a significant influence on the decision to use JNE. Masaran District. Sragen.Regency. This is evidenced by the results of the t-test with a t-value of 15,735 which is greater than the t-table value (1.984) with a significance value of 0.000 less than 0.05. This means that if promotion is increased, the decision to use services will increase. This can be caused because the promotions carried out by, (2014) "The Effect of the Promotional Mix on Customer Decisions to Use the services of PT. Indonesia Post Gorontalo Branch" This study shows that promotion has a positive and significant effect on decisions to use services.

**CLOSING****Conclusion**

Promotion is the most dominant variable influencing the decision to use the Nugraha Ekakurir (JNE) Line for Online Merchants in Masaran District, Sragen Regency. Promotion (X1) has a positive and significant effect on the Decision to Use the Nugraha Ekakurir (JNE) Service for Online Merchants in Masaran District, Sragen Regency. The Adjusted R Square value of 0.873 means that the influence given by promotion, service quality, and business location on the decision to use JNE services is 87.3% while the remaining of 12.7% is influenced by other variables not examined in this study. In terms of promotion, the Nugraha Ekakurir (JNE) Line, Masaran District, Sragen Regency is expected to be more active in informing the advantages of the services offered by the company considering that many competitors have emerged nowadays.

**Suggestion**

This study still uses a small amount of sample data, furthermore, it is expected to increase the number of sample data and is related to the pandemic of covid 19 as online business industries in Indonesia has an impact on the intense competition for delivery goods at domestically/abroad during this time. The study identified that the effectiveness of promotion made JNE superior to other delivery companies.

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