

Research Article

The Effect of Service Strategy and Corporate Image on Customers' Decisions to Use Forwarding Services: An Empirical Study

Putri Wulan Fortuna¹, Amin Mansur^{2*}

^{1,2} Faculty of Economics and Business, YARSI University, Jakarta

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Abstract

The rapid growth of the logistics and freight forwarding industry has intensified competition, requiring companies to understand the key factors influencing customers' decisions in selecting forwarding services. However, empirical evidence on these determinants, particularly in Jakarta, remains limited. Therefore, this study aims to examine the influence of service quality, company image, price perception, and location on customers' decisions to use freight forwarding services at PT. Indonesian Freight Liner. This study employs a quantitative approach using multiple linear regression analysis. Primary data were collected through questionnaires distributed to 110 respondents who had used freight forwarding services. Data quality was assessed using validity and reliability tests, while classical assumption tests included normality, multicollinearity, and heteroscedasticity. Hypothesis testing was conducted using multiple linear regression, the coefficient of determination test, the t-test, and the F-test. The results indicate that service quality and company image have a positive and significant effect on customers' decisions. Meanwhile, price perception and location do not significantly influence decisions. These findings highlight the importance of service performance and corporate reputation in strengthening competitiveness in the freight forwarding industry.

Keywords: Service Quality, Corporate Image, Price Perception, Location, Usage Decision

JEL Classification: L91, D22, M31

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Corresponding author: Amin Mansur (amin.mansur@yarsi.ac.id)



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1. Introduction

In this fast-paced, modern era, time is the primary driver of global economic and trade progress; transportation facilities have become a primary necessity in everyday life. Without transportation facilities, humans will be hampered in carrying out their activities. According to Rustina et al. (2022), transportation facilities are crucial to the business world. Every company, in any form or field, especially in commerce, cannot run properly or make a profit without transportation facilities, because they are integral to the economy, particularly in the distribution of goods, services, and labor.

PT. Freight Liner Indonesia's marketing includes developing short- and long-term programs for broad issues across the marketing mix, including products, prices, places, promotions, people, processes, and physical evidence. To achieve these goals, companies or business entities will take various approaches, including increasing sales volume, expanding marketing and distribution channels to improve services and promotions, and minimizing operating costs (Firdausy, 2021). For companies, the main goal of sales is to achieve a certain sales volume, namely, to make a profit and support the company's growth. The decline in the number of service users each year is an important input for the company in developing new strategies and innovations to retain existing customers and attract new ones. Although PT. Freight Liner Indonesia has tried to provide the best service to customers, but some customers remain dissatisfied and continue to file complaints with management at PT. Freight Liner Indonesia.

Consumer complaints are dominated by the time it takes to receive goods; other complaints concern the driver's impolite attitude. PT. Freight Liner Indonesia has also not developed a GPS to facilitate accurate driver location searches. The many complaints indicate that service quality remains poor, leading customers to be less interested in repurchasing transportation services. To attract consumers, several factors are needed to foster buying interest and drive purchasing decisions. According to Mudfarikah and Dwijayanti (2022), repeat purchases are the act of purchasing a product or service twice or more, based on prior experiences with it. The detailed model of consumer behavior explains that marketing consists of marketing mix variables, namely product, price, place, and promotion, as the main components in marketing.

From the existing definitions, it can be concluded that service quality is needed for a company because if a company's service is not optimal and does not meet the expectations of consumers, it will cause consumers to be disinterested in the company; on the contrary, if they maximize their service, consumers will make repeat purchases. Service quality is the level of excellence consumers expect. If a company can create standards that match consumer expectations, many consumers will make repeat purchases.

From the consumer's perspective, a corporate image can play an important role in maintaining the company's reputation. Corporate image can not only affect consumer perception but also influence whether a company is perceived as good or bad. According to Miranthi and Idris (2017), an image is a set of ideas, beliefs, and impressions of a person towards an object. A good image will instill confidence, build trust, and increase the company's preference.

However, a service cannot be assessed if the consumer has not experienced it. Meanwhile, the price is related to service use; according to Ayu Sunarjo (2022), price is the main factor and a consideration for customers when deciding whether to buy a product or service offered by the company. One of the things customers assess is whether the price the company charges is comparable to the services it offers; this affects the company's image. Giving a reasonable price, or one in line with the quality of service, will also affect satisfaction with the service. Therefore, the company must determine the right pricing strategy so its services can be reused in the market. According to Wirawan (2019), location is where the company operates or where it carries out activities to produce goods and services, prioritizing economic factors.

Based on the research gap that has been conducted, shows that service quality has a significant effect on purchasing decisions at Royal Wedding Organizer Manado, in contrast to research conducted by Haris Fadillah (2023), service quality does not affect purchasing decisions at the Yamaha Suryanata Motor Amuntai dealer.

Regarding the relationship between corporate image and the decision to use financial services, research by Sofiliya Rauda (2017) found that corporate image has a positive and significant effect on the decision to use financial service products at PT. Bank Tabungan Negara (Persero) TBK. Palembang Syariah Branch, but research conducted by Melisa et al. (2014) found that corporate image does not affect consumer decisions to use services at the Melati driving school in Manado.

The relationship between price perception and the decision to use shipping services at PT. Gaffarindo Sukses Logistik shows positive and significant results. This study was conducted by Elyza Yustika (2023), while research by Maiyana and Ricky (2023) found no influence of price perception on purchasing decisions at Hour Coffee and More Jakarta.

Studied the relationship between location and the decision to use services and found that location partially influenced the decision to use the J&T Express Cilincing branch delivery service. Meanwhile, found that location did not significantly affect the decision to use Wafi Laundry services in Bengkulu City. Many factors can influence consumers' decisions about using services. One is that satisfied consumers will use the service long term. According to Amril (2020), the decision to use services is part of consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and acquire goods, services, ideas, or experiences to satisfy their needs and desires.

2. Literature Review and Hypothesis

Quality of Service

Chandra (2023) states that service quality is a dynamic state closely related to products, services, human resources, processes, and environments that can at least meet, and often exceed, expected service quality standards. In addition, according to Priambodo's research (2021), service quality is a combination of properties and characteristics that determine the extent to which a company can meet customer needs. Based on the definition above, service quality is an action taken by the company in the form of an intangible that consumers can feel.

Corporate Image

Corporate image is one of the most important aspects of a company, large or small. According to research by Akbary and Rachmarwi (2022), corporate image is the customer's opinion of the image of a service provider company or the overall image, based on the experience and understanding of each customer, including the level of reputation and reliability that the company has achieved based on customer service and perception.

Price Perception

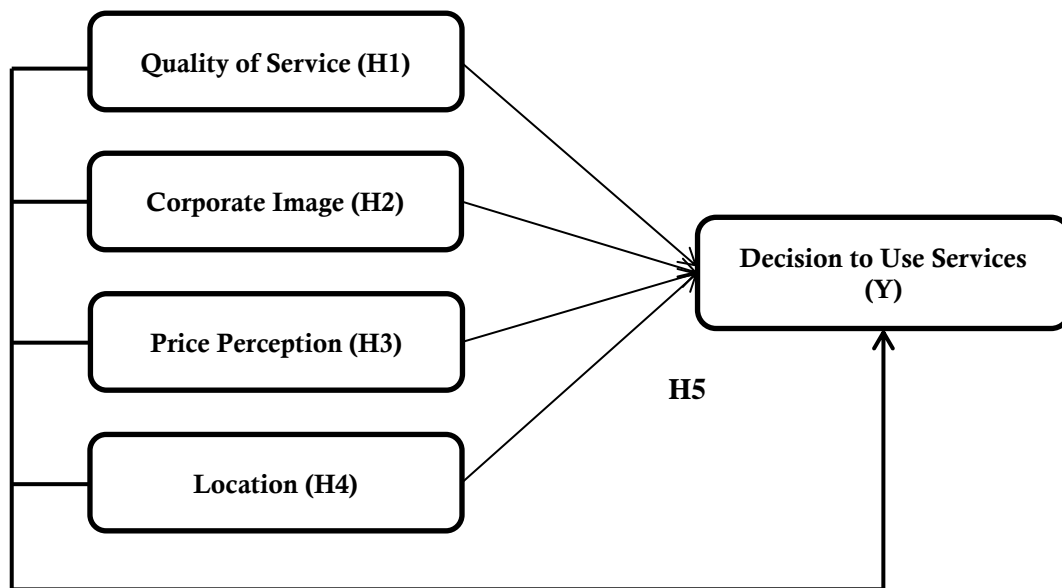
Price in business life is one of the important factors that influence the marketing of goods or services. According to Amirudin (2019), price perception is the degree to which consumers perceive prices as high, low, or reasonable, and it has a major impact on repurchase interest in a product or service. This information includes what is seen, what is felt and what is heard. Price perception is the factor that determines whether someone decides to buy or use the service.

Location

Andhika (2020) defines location as a distribution channel for manufacturing industry products, while location is interpreted as a place of service for service industry products. Explains that location is everything, indicating the various activities the company will undertake to make products or services available and easily accessible to consumers, according to the target.

Decision to Use Freight Forwarding Services

The theoretical basis for the decision variable used in this study is the same as that for purchasing decisions. Previous research has shown that the decision-making process involves selecting among various alternatives. The result of the integration process is a cognitive choice that shows behavioral intention. Behavioral intention itself is a plan to carry out one or more behaviors.

Research Concept Framework**Figure 1. Conceptual Framework of Research****Research Hypothesis****The Influence of Service Quality on Usage Decisions**

Anggoro (2018) stated that service quality reflects the comparison between the level of service delivered by the company and consumer expectations. Research by Maesaroh and Kurniati (2021) on the effect of service quality on service usage decisions found that service quality has a positive and significant effect on service usage decisions. Service quality significantly influences the decision to use a product or service. Customers tend to choose services that provide a positive experience, including speed, friendliness, accuracy, and comfort. Factors such as responsiveness, reliability, assurance, and attention to customer needs are important in determining whether to use. When a service meets or exceeds customer expectations, satisfaction increases, ultimately driving loyalty and the decision to continue using the service. This is in line with other research presented by Perdana and Hidayat (2019), which shows that service quality, price and location have a positive and significant effect on service usage decisions. Based on the theory and results of previous research, the following research hypothesis can be made:

H1: Service Quality Has a Positive and Significant Influence on the Decision to Use Freight Forwarding Services.

Corporate Image Against Usage Decisions

Wahyuni and Waloejo (2020), complete information about corporate image includes 4 (four) elements as follows: personality, reputation, values, and corporate identity. Therefore, corporate image is one of the factors that many people use to recognize products or services, thereby motivating customers to use them again. A positive image can increase customer trust and perceptions of the company's quality and credibility. Factors such as reputation, company values, social responsibility, and past customer experiences shape an image that sticks in consumers' minds. When a company is known as a reliable, professional, and value-added service provider, customers are more likely to choose and continue using its products or services. Previous research conducted by Yutiantoro (2019) stated that corporate image has a positive and significant influence on service usage decisions. Based on previous theories and results, the following research hypothesis can be made:

H2: Corporate Image Has a Positive and Significant Influence on the Decision to Use Freight Forwarding Services.

Price Perceptions on Usage Decisions

Muhtarom (2022) Defines Price perception as the consumer's assessment of whether the price offered by the seller and the price the buyer pays are acceptable. Price itself is the amount of money spent on a product (Asih & Akbar, 2017). This aligns with previous research by Kotler (2021), which explains that four factors determine price perception: price affordability, price suitability with product quality, price suitability with benefits, and price according to price capability or competitiveness. Found that price perception has a positive, significant influence on service usage decisions. Based on the theory and results of previous research, the following research hypothesis can be made:

H3: Price Perception Has a Positive and Significant Influence on the Decision to Use Freight Forwarding Services.

Location on Usage Decisions

Setiawati (2020) stated that location is a very important factor in the retail mix, and that choosing the right strategic location is crucial. The location of a company affects consumer interest; the more strategic the location, the better and the higher the demand. Previous research conducted by Anjani and Lubis (2022) stated that location has a positive and significant influence on the decision to use services. Meanwhile, according to Indah and Nurlina (2019), location has a positive and significant influence on the decision to use services. Based on the theory and results of previous research, the following research hypothesis can be made:

H4: Location Has a Positive and Significant Influence on the Decision to Use Freight Forwarding Services.

Service Quality, Company Image, Price Perception and Location on the Decision to Use Freight Forwarding Services

service usage decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences are used to satisfy their needs and wants". This enters the service usage decision stage before consumers face several choices, so they can decide how to use the services they choose. Corporate image plays an important role in shaping consumers' perceptions of a company, which later affects its impact both internally and externally. Previous research by Krisnawan and Jatra (2021) found that the corporate image variable has a positive, significant effect on usage decisions.

Based on research by Husni and Indah (2019), the results of the partial hypothesis test indicate that price perception has a significant positive effect on service usage decisions. This means that better price perception will increase consumer purchasing decisions; therefore, affordable prices will affect repeat service usage. This affects other factors in service usage decisions, namely location.

H5: Service Quality, Company Image, Price Perception and Location Simultaneously Influence the Decision to Use Freight Forwarding Services.

3. Data and Method

Types of research

The research used in this study is quantitative, using numerical data and statistical software. The data used in this study are provided by subjects, namely opinions and experiences on the use of freight forwarding services at PT. Freight Liner Indonesia in the DKI Jakarta area. The data collection method used in this study is a survey questionnaire administered to collectors from primary sources, namely. These data sources directly provide collectors with relevant, reliable, and objective data that can serve as a basis for analysis.

Population and Sample

The population in this study was service users at PT. Freight Liner Indonesia in DKI Jakarta, which was not known for certain. This data collection technique involved taking objects from a sample. The sampling procedure used in this study was non-probability, using a purposive sampling technique that selected participants based on the researcher's criteria. In this study, by narrowing the population to service users in the DKI Jakarta area and calculating the sample size because the

population size has not been confirmed, the minimum sample size was determined using the Hair formula. Based on the calculation above using the Hair formula, the minimum sample size for respondents in this study was 110.

4. Results

Multiple Linear Regression Coefficients Estimation Results

Table 1. Multiple Linear Estimation Results

Model	Coefficients ^a		
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	
(Constant)	0.505	1.175	
1 Quality of Service	0.29	0.096	0.269
Corporate Image	0.589	0.081	0.605
Price Perception	0.066	0.107	0.057
Location	0.045	0.083	0.05

Source: Processed data (2024)

Based on Table 1 above, the results of the equation indicate that each independent variable has a positive influence on the decision to use. The constant value of 0.505 indicates that without any changes in the variables of service quality, corporate image, price perception, and location, the decision to use remains positive. Service quality has the greatest influence with a regression coefficient of 0.290, followed by corporate image (0.589), price perception (0.066), and location (0.045). This shows that increasing service quality and corporate image are more significant in driving the decision to use than price and location factors.

Statistical Test Results

t-Test Results

Table 2. t-Test Results

Variables	count	table	Sig.
(Constant)	0.429	1,983	0.668
Quality of Service (X1)	3,012	1,983	0.003
Corporate Image (X2)	7,259	1,983	0,000
Price Perception (X3)	0.62	1,983	0.537
Location (X4)	0.545	1,983	0.587

Source: Processed data (2024)

Based on Table 2 above and the calculation results, the t-table value obtained is 1.983. The analysis shows that service quality (X1) and corporate image (X2) have a positive and significant influence on the decision to use (Y), with each t-value greater than the t-table value and a significance value of less than 0.05. Meanwhile, price perception (X3) and location (X4) do not have a significant effect on the decision to use, because tcount is smaller than ttable and the significance value is greater than 0.05. This shows that in making decisions to use, service quality and corporate image play a greater role than price and location factors.

F Test Results

Table 3. F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	716,897	4	179,224	45.29	.000b
Residual	415,476	105	3.957		
Total	1132.373	109			

Source: Processed data (2024)

Based on Table 3 above, it can be concluded that service quality, company image, price perception, and location significantly influence the decision to use simultaneously.

Interpretation of the Results of the Determination Coefficient

Table 4. Results of the Interpretation of the Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.796a	0.633	0.619	1,989

Based on Table 4 above, the Adjusted R-Square value is 0.619, or 62%. So it can be concluded that service quality, company image, price perception, and location can explain 62% of the variance in usage decisions, and the remaining 38% is explained by other variables outside the model, such as promotion variables, reliable delivery, various types of fleets, reviews from other customers, and others.

5. Discussion

Service Quality Influences Usage Decisions

The results of this study indicate that service quality has a positive and significant influence on the decision to use freight forwarding services. This finding suggests that the better the service quality provided by PT. Freight Liner Indonesia Jakarta: the higher the likelihood that customers will use its services. In the logistics industry, service quality is reflected in reliability, responsiveness, accurate delivery schedules, and the ability to handle cargo safely and efficiently. High service quality not only meets customer expectations but also creates a positive service experience, encouraging customers to use the same service provider repeatedly.

This finding supports previous studies by Maesaroh and Kurniati (2021) and Anggoro (2018), which found that service quality significantly influences customers' decisions to use services. From a theoretical perspective, service quality plays a central role in shaping customer satisfaction and trust, which ultimately affects behavioral intentions such as service usage decisions. In logistics services, where operational reliability and timeliness are critical, customers tend to prioritize service performance as the main determinant when choosing a freight forwarding provider.

Corporate Image Influences Usage Decisions

The results also show that corporate image has a positive and significant effect on the decision to use freight forwarding services. A strong corporate image reflects a positive perception and reputation in the minds of customers and the broader market. In the logistics sector, corporate image is closely associated with credibility, professionalism, and operational reliability. Customers often rely on the company's reputation as an indicator of service reliability, especially when dealing with high-value or time-sensitive shipments.

These findings are consistent with previous research conducted by Yutiantoro (2019), Wahyuni and Waloejo (2020), which found that corporate image significantly affects customers' decisions to use services. A positive corporate image strengthens customer trust and reduces perceived risk when selecting a logistics service provider. Therefore, companies with a strong reputation are more likely to attract and retain customers in highly competitive logistics markets.

Price Perception Has No Influence on Usage Decisions

The results indicate that price perception does not significantly influence customers' decisions to use freight forwarding services at PT. Freight Liner Indonesia Jakarta. This finding suggests that customers in the logistics market may prioritize service reliability, security, and company reputation over price considerations. In freight forwarding services, customers often handle high-value shipments, where delays, damage, or operational errors can result in significant financial

losses. Consequently, customers may be more willing to pay higher prices in exchange for reliable service performance and trusted logistics partners.

This result is consistent with previous studies conducted by Putri (2022), and Maiyana and Ricky (2023), which found that price perception does not significantly affect purchasing or usage decisions. In logistics markets, service differentiation often occurs through operational capabilities, service reliability, and reputation rather than solely through price competition. As a result, price becomes a secondary consideration compared to service performance and trust in the provider.

Location Has No Impact on Usage Decisions

The findings of this study also show that location does not significantly influence the decision to use freight forwarding services. This can be explained by the characteristics of logistics services, where operational efficiency, service networks, and logistics capabilities are more important than the physical proximity of the service provider. Unlike retail or consumer services, freight forwarding services often operate through digital communication, logistics networks, and transportation systems, enabling transactions and coordination without requiring customers to be physically present at the company's location.

This finding is consistent with studies, which also found that location does not significantly influence service usage decisions. In modern logistics markets, technological advancements and integrated logistics systems enable customers to access services remotely. Therefore, customers are more concerned with service reliability, delivery performance, and professional handling than with the service provider's physical location.

Service Quality, Company Image, Price Perception and Location Simultaneously Influence the Decision to Use Freight Forwarding Services.

The results of the simultaneous test indicate that service quality, corporate image, price perception, and location collectively have a significant influence on customers' decisions to use freight forwarding services. This finding suggests that although some variables may not have a significant individual effect, they still contribute to the overall decision-making process when considered together.

In practice, customers evaluate multiple factors simultaneously when selecting logistics service providers. For instance, high service quality combined with a strong corporate image can increase customer confidence and reduce perceived risk, making customers more tolerant of higher prices or less strategic locations. Therefore, logistics companies that effectively manage these factors can create a competitive advantage and enhance customer loyalty. Which also found that service quality, price perception, corporate image, and location simultaneously influence service usage decisions.

6. Conclusion

Based on the results of the study on the Influence of Service Quality, Company Image, Price Perception, and Location on the Decision to Use Freight Forwarding Services at PT. Freight Liner Indonesia Jakarta, the following conclusions can be drawn: Service Quality has a positive effect on the Decision to Use Freight Forwarding Services, Company Image has a positive effect on the Decision to Use Freight Forwarding Services, Price Perception does not affect the Decision to Use Freight Forwarding Services, Location does not affect the Decision to Use Freight Forwarding Services, Service Quality, Company Image, Price Perception, and Location have a positive and significant effect on the Decision to Use Freight Forwarding Services.

The implications of this study emphasize that PT. Freight Liner Indonesia must continue to improve service quality and strengthen its image to influence customer decisions when choosing forwarding services. Management can focus on improving service speed, responsiveness, and friendliness by training employees and optimizing the management system. In addition, building a positive image through transparency, involvement in social activities, and utilizing customer testimonials can increase customer trust and loyalty. Given that price perception does not have a

significant effect, companies can emphasize added value, such as reliability and service quality, rather than simply competing on price. In addition, a distribution flexibility strategy, such as adjusting service locations, can improve customer convenience and enhance the company's competitiveness in the forwarding industry.

Recommendation

Based on the research findings, PT. Freight Liner Indonesia should improve service quality by setting measurable performance indicators, such as faster response times, higher on-time delivery rates, and quicker complaint resolution. The company should also strengthen its corporate image by increasing transparency, utilizing customer testimonials, and maintaining strong customer relationships. Although price perception and location were not significant factors, the company should focus on creating added value through reliable services, cargo safety, and digital services such as online booking, shipment tracking, and flexible pickup or delivery options to enhance customer convenience and satisfaction.

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