A New Technology In Service Marketing Consumer Satisfaction In Determining Use Of Services

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ARTICLEINFO	ABSTRACT
Keywords: Product, Promotion, Price, Location, People and Physical Evidence.	This research was conducted in the J&T Mongons branch in Medan where this study aims to find out how the influence of the service marketing mix consists of Product (X1), Promotion (X2), Price (X3), Location (X4), People (X5), Evidence Physical (X6), and Process (X7) on Consumer Purchasing Decisions (Y) to use J&T expedition services, Mongonsidi Medan Branch. The population in this study was 375 consumers with a sample size of 79 samples. The sample size is determined by the Slovin formula with an error tolerance of 10%. The research was conducted from June to October 2019. This research used quantitative data that was processed using the SPSS application with a multiple linear regression model. The data source used is primary data taken directly from the respondents. The results of the study show that product, promotion, price, location, people, physical evidence, and process have a positive and significant influence both partially and simultaneously on purchasing decisions to use J&T expedition services, Mongonsidi Branch in Medan. Process variables are the variables that most influence consumer purchasing decisions. Products, promotions, prices, locations, people and physical evidence, and processes contribute 88.0% to the formation of consumer purchasing decisions. Products, promotions, prices, locations, people and physical evidence, and processes have a very strong relationship to consumer purchasing decisions.
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1. INTRODUCTION

The service industry is currently a growing economic sector and rapid business and market development. Apart from the growth in the types of services that existed before, this growth was also caused by the emergence of various types of new services with various differentiations as a result of technological growth and easier use of technology. Along with this phenomenon, service marketing is one of the efforts to bridge between service producers and service users.

Service marketing is any activity and action provided by the company to meet the needs and desires of consumers without causing a transfer of ownership. One type of service that is developing very rapidly is freight forwarding services or goods delivery services between cities and provinces. The development of the freight forwarding sector is supported by the development of online shops in Indonesia so as to send data from shops to consumers through expedition services.

J&T Express is a shipping company that is growing rapidly in Indonesia. J&T Express is trying to catch up with competing companies that have previously started their business in shipping services. To be able to dominate the expedition service market, there are many things that must be

done by the J&T Express company in order to attract consumers to then decide to use J&T expedition services. Currently J&T.

Express is spread in almost all major cities in Indonesia, one of which is the J&T Express branch of the Mongonsidi City of Medan. The Mongonsidi branch of J&T Express in Medan city has been established since mid-2016. The Mongonsidi branch of J&T Express continues to grow from initially only having a few dozen consumers per month to hundreds of consumers per month.

Based on the observations made by the authors of the marketing mix factors carried out by the Monginsidi branch of the J&T Express company, it shows that the product factor already has a very good assessment, where the quality of the service products offered satisfy consumers. This can be seen from the convenience of consumers in obtaining the desired service product and the speed of the process and the timeliness of the company for services taken by consumers. It's just that there is no differentiation of service products offered with competitor services, so that the variety of products is not visible.

Promotional factors are considered inadequate. This is because companies rarely carry out various promotions to attract consumers to use J&T Express expedition services. The Mongonsidi branch of J&T Express tends to rely only on the image of the central company to attract consumers, there are no visible efforts made by the Mongonsidi branch of J&T Express in carrying out various promotions.

The price factor is considered quite competitive, where the price of the services offered is not too much different from competitors' prices. So based on the consumer price factor, it is not the reason why you choose to use the J&T Express expedition service for the Mongonsidi branch.

Based on these phenomena, the author feels interested in researching further about how the actual influence of the service marketing mix that has been implemented by the company has influenced consumer decisions in using the services of the Mongonsidi branch of J&T Express.

2. METHOD
2.1. Definition of Services

Services according to Stanton in Priansa (2017:35) are everything separately identifiable, intangible and offered to satisfy a need. Services can be produced using tangible or intangible objects. Services are actually intangible, but in order to produce them, tangible goods are needed. Services are an appearance performance, intangible and quickly lost, more can be felt than owned, and consumers can participate actively in the process of consuming these services. In the marketing strategy, the definition of services must be observed properly, because the meaning is very different from products in the form of goods. Conditions for fast slow service growth will depend heavily on consumer evaluation of the performance (appearance) offered by the producer.

Zeithaml and Bitner in Priansa (2017: 35) state that service is an economic activity whose output is not a product that is consumed at the time of production and provides added value (such as enjoyment, entertainment, leisure and health) is intangible. Swastha in Priansa (2017: 35) states that services are all economic activities whose results are not in the form of products.

According to Cannon (2018: 287), service is an action performed by one party for another party. When you provide a service to a customer, the customer cannot store it but the service will be experienced, used or consumed. For example, when you go to a beauty salon for body care, you will be immediately provided with services from employees starting from the first time you enter during the desired body treatment process until the final stage of body treatment is complete. During the treatment process at the salon you will feel well served, but afterwards all you have is the memory that the service at the beauty salon was as good as expected.

You watch a movie in a cinema by purchasing movie tickets in advanced can be felt when in the cinema that's all. Services are intangible, not real. You can "save" in mind a service. Tjiptono (2015: 16) states, service is any action or deed that can be offered by a party to another party that is basically intangible (not physically tangible) and does not result in certain ownership. However, service products can be related to physical products or not. That is, there are pure service products (such as psychological consulting and management consulting), but there are services that require physical products as the main requirement (eg cruise ships for sea transportation, trains and buses for land transportation, airplanes for flight services and food in restaurants).

Based on the various opinions of the experts above, it can be concluded that services have their own characteristics, which are intangible and do not result in any ownership. The services offered by companies can be pure services or services tied to a physical product. In addition, services are also abstract, cannot be touched, felt, seen, smelled, even heard (intangibility), cannot be separated (inseparability), vary in form, quality and type, and depend on who, when and where the service is provided. produced (variability) and will not last long (durability). Services are processes or activities in which there are always aspects of interaction between consumers and service providers, to get satisfaction.

2.2. Service Marketing

Marketing according to Kotler (2012: 7) is a social process with the process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.

According to Miller & Layton in Tjiptono (2015: 2) states that Marketing is a total system of business activities designed to plan, set prices, promote and distribute products, services and ideas that are able to satisfy the desires of the target market in order to achieve organizational goals.

Marketing is concerned with identifying and satisfying human and societal needs. Marketing is carried out in a structured manner by companies to understand consumer needs and wants, provide direction for profitable sales activities, and coordinate marketing activities to meet these needs and desires with the clear goal of attracting consumers. Marketing is a human activity that takes place in relation to markets where working with markets has the aim of realizing potential exchanges with the intention of satisfying human needs and wants.

Lovelock and Wirtz in Priansa (2017: 36) state that service marketing is part of the overall service system where the company has some form of contact with its customers, from advertising to billing, this includes contacts made at the time of service delivery.

Lupiyoadi in Priansa (2017: 36) states that service marketing is any action offered by one party to another party that is in principle intangible and does not cause any transfer of ownership. Zeithaml and Bitner in Priansa (2017:36) state that service marketing is about promises, promises made to consumers and must be kept. The strategic framework known as the service triangle reinforces the importance of people in companies keeping their promises and being successful in building customer relationships.

Based on this description, the marketing of services is an action offered by producers to consumers, in the sense that the services provided cannot be seen, felt, heard, or touched before being consumed.

2.3. Definition of Service Marketing Mix

Marketing has a very important function in achieving company success. In achieving marketing success, every company needs to develop an effective marketing strategy by combining elements in the service marketing mix. Tjiptono (2015: 30) reveals that the marketing mix is a set of tools that marketers can use to characterize the services offered to customers.

According to Kotler and Armstrong (2012: 98) say, Marketing Mix is a mixture of controllable marketing variables used by a company to pursue the desired level of sales in the target market. Marketing Mix consists of 4 (four) elements known as 4P, namely:

1) Product(Product)
2) Price(Price)
3) place(The place)
4) Promotions(Promotion)

There are weaknesses in the 4Ps, prompting many marketing experts to redefine the marketing mix in such a way that it is more applicable to the service sector. As a result, the traditional 4Ps are expanded and added with other elements, namely People, Process, Physical Evidence, and Customer Service.

Based on the level of explanation, this research is research associative. Associative research or causal research (cause and effect) is research that wants to see whether a variable that acts as an independent variable affects other variables that become the dependent variable. (Manullang, M and Pakpahan, 2014:19).

The location of the research was carried out at the J&T Mongonsidi Medan branch located at Jalan Mongonsidi No. 70 Medan Polonia District, Medan City, North Sumatra 20157. Population is the generalization area which consists of objects/subjects have certain quantities and characteristics determined by the researcher to be studied and then drawn conclusions. (Sugiyono, 2016:148).

The population is the total number consisting of objects or subjects that have certain characteristics and qualities determined by the researcher to be studied and then conclusions drawn. (Sujarweni, 2016:4). The population in this study are all consumers who come to visit and use the J&T expedition services at the Mongonsidi branch in Medan City.

In June 2019 there were 375 consumers who used the J&T expedition services of the Mongonsidi branch in Medan City. So that the population of this study amounted to 375 consumers. According to Sugiyono (2016: 14) states that the sample is partial of the number and characteristics possessed by the population. If the population is large, and it is not possible for the researcher to study everything in the population, for example due to limited funds, time and manpower, the researcher can use samples taken from that population. What is learned from the sample, the conclusions will be applicable to the population. For this reason, samples taken from the population must be truly representative (representative). If the population is less than 100, it is better to take all of them until the research is a population study.

Research variables are basically anything that takes any form and has values and variations set by researchers to be studied so that information is obtained about it, then conclusions are drawn (Rusiadi, 2016: 50).

Had in Russiadi (2016: 50) states that variables are all circumstances, factors, conditions, treatments, or actions that can affect experimental results. Bernad in Manullang, and Pakpahan (2014: 35) states that a variable is a learned trait, a symbol, or a symbol that has a number or value attached to it, can be differentiated, has a variation in value or difference in value.

3. RESULT AND DISCUSSION
3.1. Frequency Characteristics of Respondents

In this study, there were 79 respondents who were sampled for fill out the given questionnaire. Each respondent filled out a questionnaire with the answers provided. Questionnaires that have been filled in by respondents are collected by researchers and then recorded for later processing.

The frequency of the respondent's sex characteristics can be seen in following table:

Table 1. Frequency Characteristics of Respondent's Gender

Gender of Respondents		
Characteristics	Frequency	%
Man	28	35,4
Woman	51	64,6
Total	**79**	**100.0**

Source: Results of Data Processing with SPSS 24.0 (2019)

The table above shows that out of a total of 79 respondents, 28 respondents (35.4%) were men, while the remaining 51 respondents (64.6%) were women. So that the majority of respondents are women.

3.2. Respondent Age

The frequency of data from the age characteristics of the respondents can be seen in the table following:

Table 2. Frequency of Respondents' Age Characteristics

Respondent Age		
Characteristics	Frequency	%
Under 21 Years	8	10,1
21 - 25 Years	21	26,6
26 - 30 Years	25	31,6
31 - 35 Years	17	21.5
36 - 40 Years	5	6,3
41 - 45 Years	3	3,8
Over 45 Years	0	0.0
Total	**79**	**100.0**

Source: Results of Data Processing with SPSS 24.0 (2019)

The table above shows that out of a total of 79 respondents, there were 8 respondents (10.1%) of whom were less than 21 years old, 21. Respondents (26.6%) were aged between 21-25 years, 25 respondents (31.6%) were aged between 26-30 years, 17 respondents (21.5%) were aged between 31-35 years, 5 respondents (6.3%) were aged between 36-40 years, 3 respondents (3.8%)

were aged between 41-45 years, and none of the respondents (0.0%) of them are over 45 years old. So that the majority of respondents aged between 26-30 years.

3.3. Respondent's Last Education

The frequency of data from the characteristics of the last respondent's educational data can be seen in the following table:

Table 3. Frequency of Respondents' Last Educational Characteristics

Respondent's Last Education		
Characteristics	**Frequency**	**%**
JUNIOR HIGH SCHOOL	1	1,3
SMA/SMK	31	39,2
D3	7	8,9
S1	36	45,6
S2	4	5,1
S3	0	0.0
Total	**79**	**100.0**

Source: Results of Data Processing with SPSS 24.0 (2019)

The table above shows that out of a total of 79 respondents, 1 respondent (1.3%) of them had junior high school education, 31 respondents (39.2%) of whom had senior high school/vocational school education, 7 respondents (8.9%)) of whom had a D3 degree, 36 respondents (45.6%) had a Bachelor's degree, 4 respondents (5.1%) had a Masters degree, and no respondents had a Doctorate degree. So that the majority of the last educated respondents S1.

3.4. Multicollinearity Test

The multicollinearity test aims to test whether it is in the model regression found a correlation between the independent variables (independent). This test was carried out by looking at the tolerance value and variance inflation factor (VIF) from the results of the analysis using SPSS. If the tolerance value is > 0.10 and VIF < 10, it is concluded that there is no multicollinearity problem. (Russiadi, 2016:154). Multicollinearity test from the results of the questionnaires that have been distributed to respondents can be seen in the following table.

Table 4. Multicollinearity Test Results

Coefficients^a						
Model		Collinearity Statistics				Conclusion
		tolerance	Condition	VIF	Condition	
1	(Constant)					
	Product (X_1)	0.527	>0.1	1,897	< 10	Not occur Multicollinearity
	Promotion (X_2)	0.303	>0.1	3,299	< 10	Not occur Multicollinearity
	Price (X_3)	0.163	>0.1	6,126	< 10	Not occur Multicollinearity
	Location (X_4)	0.237	>0.1	4,213	< 10	Not occur Multicollinearity
	People (X_5)	0.289	>0.1	3,458	< 10	Not occur Multicollinearity
	Physical Evidence (X_6)	0.224	>0.1	4,473	< 10	Not occur Multicollinearity
	Process (X_7)	0.311	>0.1	3,218	< 10	Not occur Multicollinearity

a. Dependent Variable: Purchase Decision (Y)

Source: Results of Data Processing with SPSS 24.0 (2019)

4. CONCLUSION

Based on the results of testing and data analysis that has been done, it can be Several conclusions were drawn as a result of the research as follows: Products partially have a positive and significant effect on decisions consumer purchases to use the J&T Services Mongonsidi Medan Branch with a regression value of 0.229 and a large t_{count} of 3.943 with a significant value of 0.000. Promotion partially positive and significant effect on consumer purchasing decisions to use the J&T Services of the Medan Mongonsidi Branch with a regression value of 0.256 and a large t_{count} of 2.760 with a significant value of 0.007. Prices partially have a positive and significant effect on decisions consumer purchases to use the J&T Services Mongonsidi Medan Branch with a regression value of 0.297 and a large t_{count} of 3.281 with a significant value of 0.002. Location partially has a positive and significant effect on decisions consumer purchases to use the J&T Services Mongonsidi Medan Branch with a regression value of 0.221 and a large t_{count} of 2.836 with a significant value of 0.006. People partially have no significant effect on consumer purchasing decisions to use the Mongonsidi Branch J&T Services.

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