Purchase Decision Model Through Interest to Buy
Based on Quality of Service and WOM

*Jatmiko

Esa Unggul University
jatmiko@esaunggul.ac.id

Cicih Saputri Yuke

Esa Unggul University
cicisaputri097@gmail.com

Abstract

This study aims to determine the effect of service quality and word of mouth on purchasing decisions through buying interest on JNE service users in Citra Raya. The population in this study are all people who have used JNE services in Citra Raya with at least using JNE services twice and at least 17 years old. The data collection method used non-probability sampling technique with purposive sampling technique in order to obtain a sample of 150 people. The analytical tool used is path analysis. Data processing using statistical software. The results of this study indicate that Service Quality and Word Of Mouth have a positive and significant effect on buying interest. Service Quality, Word of Mouth and Buying Interest have a positive and significant effect on Purchase Decisions. Service Quality has a positive and significant effect on Purchase Decisions through Purchase Interest. Word of mouth has a positive and significant effect on purchasing decisions through buying interest. Purchase interest is a key factor in service quality and word of mouth in improving purchasing decisions or using JNE services in the Citra Raya area.

Keywords: Service Quality, Word Of Mouth, Purchase Decision, Purchase Interest.

INTRODUCTION

In this era of globalization, people's living habits are increasingly modern, especially with the support of fast internet access, making it easier for people to find the information they need. Change after change has occurred when the world is advancing towards a better and modern. As a result of these changes, it is proven that the community can also compensate for the changes that occur. This change also occurs because of the strong development of digital technology in people's lives, access to convenience and also the speed of technology which is also a factor in changes that occur in people's lives themselves. Internet technology is currently very embedded in people's lives because it is very easy.

In running this online business, business people also need goods delivery services. This freight forwarding service is very important and is inherent in the online business world. Services are activities that are offered by one individual to another that are intangible and do not result in the ownership of anything. The existence of this delivery service is very beneficial for business actors and consumers. So, business people must be careful and smart in choosing the right shipping service in order to get the right service. The development of online business today, as well as the high demand from the public for freight forwarding services, opens up great opportunities for logistics companies such as delivery service providers. Increasingly fierce business competition requires delivery service companies to always pay attention to service quality so that it can be accepted in the midst of society. Companies must also be able to develop their abilities and skills in order to compete with other companies, as well as to meet the needs of the community. The community's need for this delivery service covers all regions in Indonesia, not only in urban areas, but evenly to remote villages.

When making a decision to buy a product or service, many variables are taken into consideration when deciding to buy a product or service, namely consumer behavior itself. Purchasing decisions are a major role that must be considered by companies to make marketing strategies that will be carried out and to find out needs, wants and tastes. Factors that influence consumers in making purchases also need to be considered, because they follow trends that often change. Factors that influence purchases are not only the needs and desires of customers but

the quality of service and information from other people is also important.

Currently, many shipping service companies have developed with various strategies to compete in increasing the number of customers. One of the most popular service delivery companies today is JNE. JNE is a service delivery company that was founded in 1990. PT. This JNE started a business that focuses on the delivery of goods and documents from outside and within the country. Initially the company PT. JNE was established as a pioneer in one of the divisions of PT. Tiki, PT. Tiki itself is an international shipping service company. Currently, the number of agents has reached 6,000 agents spread across all corners of Indonesia. Over the years, JNE has been developing and innovating by providing the best service to customers. The services provided by JNE are like picking up goods from the homes of customers who want to send, simply by calling the JNE office, the courier will come to the customer's house to pick up the package.

Judging by the Top Brand Index of the Best Courier Services for the 2018-2020 period in 2018, JNE led in the delivery of the most used services at 45.0%, followed by J&T at 13.9% followed by TiKi, which differed slightly from J&T at 13. ,6% and the last Pos Indonesia 11.6%. In 2019, JNE still led with 26.4% but there was a very big decline from the previous year followed by J&t which also increased by 20.3%, followed by TiKi 12.6% and Pos Indonesia 5.4%, this year the company experienced a significant decrease. In 2020, JNE still led the increase by 27.3%, followed by J&T by 21.3%, followed by TiKi which decreased by 10.8% and finally Pos Indonesia by 7.7%. Based on the results of the Top Brand Index obtained from 2018-2020, the authors indicate that there are problems with JNE which undergo fluctuating changes.

Based on this explanation, the authors are interested in conducting research with the title "The Effect of Service Quality and Word Of Mouth on Usage Decisions Through Buying Interest (Case Study on JNE Citra Raya Customers)". This study aims to determine the direct effect of service quality on the buying interest of JNE customers in Citra Raya. To determine the direct effect of word of mouth on the buying interest of JNE customers in Citra Raya. This study aims to determine the direct influence of buying interest on service purchasing decisions for JNE customers in Citra Raya. To determine the direct effect of service quality on service purchase decisions for JNE customers in Citra Raya. To determine the

direct effect of word of mouth on service purchasing decisions for JNE Citra Raya customers. To determine the effect of service quality on service purchasing decisions through buying interest in JNE Citra Raya customers. To determine the effect of word of mouth on service purchasing decisions through buying interest in JNE Citra Raya customers.

LITERATURE REVIEW

Consumer behavior

According to Kotler et al. 2018) states that "consumer buyer behavior refers to buying behavior of final consumers individuals and households that buy good and services for personal consumption". personal. Meanwhile, consumer behavior is a process that is closely related to the buying process, where at that time consumers carry out activities such as searching, researching and evaluating a product (Meithiana 2019).

Service quality

According to Tjiptono et al. (2016) argues that service quality is a dynamic condition related to products, human resources, procedures and an appropriate environment that even exceeds what is expected by consumers.

Word Of Mouth

According to Kotler et al. (2009) Word of Mouth is a marketing activity through person-to-person intermediaries either orally, in writing, or through electronic communication tools connected to the internet based on experience with products or services.
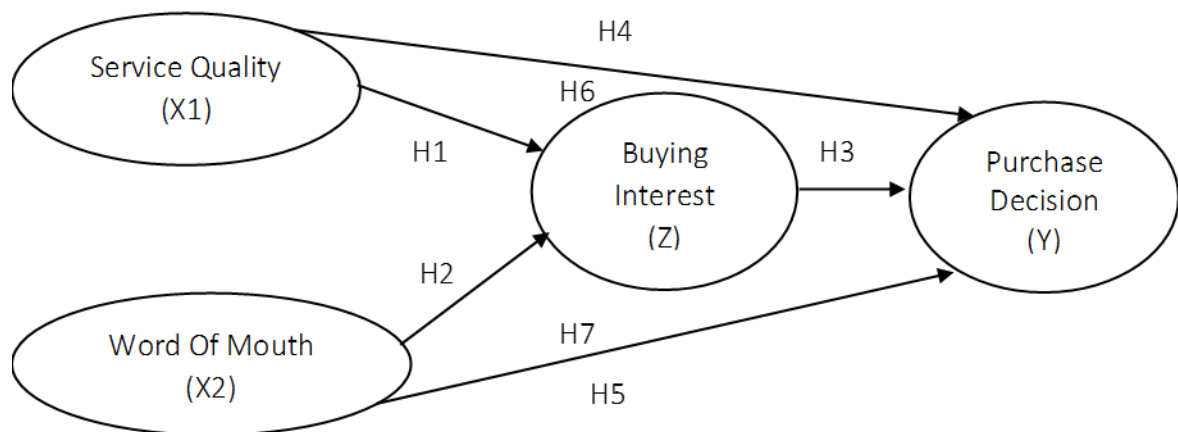
Buying Interest

According to Kojongian et al. (2019) Consumer buying interest is an intention that arises from within a person to make a purchase of a product or service with consideration before the buying process takes place.

Buying decision

According to Kotler (2005) in Firizky (2020) the purchase decision is a stage where consumers have a choice and are ready to make a purchase

or exchange money to pay with ownership rights or use of an item or service.

Research Model

The formulation of the hypothesis is as follows:

H1 : It is suspected that service quality has a direct effect on buying interest in JNE services in Citra Raya.

H2 : It is suspected that word of mouth has a direct effect on buying interest in JNE services in Citra Raya.

H3 : It is suspected that buying interest has a direct effect on the decision to purchase JNE services at Citra Raya.

H4 : It is suspected that service quality has a direct effect on purchasing decisions for JNE services in Citra Raya.

H5 : It is suspected that word of mouth has a direct influence on the decision to purchase JNE services in Citra Raya.

H6 : It is suspected that service quality affects purchasing decisions through interest in buying JNE services at Citra Raya.

H7 : It is suspected that there is an influence of word of mouth on purchasing decisions through interest in buying JNE services at Citra Raya.

RESEARCH METHODS

The research design used by the author for this study is causal research which aims to determine the causal relationship between the influence variable (independent variable) and the affected variable (dependent variable). The method used by the author in this study is to use path analysis. So the author wants to know whether there is an influence between service quality (X1), word of mouth (X2) on purchasing decisions (Y) through buying interest (Z). The type of data used is qualitative data, then the data is quantified. Sources of data were obtained from the results of distributing questionnaires to JNE service users in the Citra Raya area and obtained from books, journals, official websites such as the Top Brand Index or other sources related to research. The population used in this study are customers who have sent goods using JNE services in Citra Raya. In this study, the number of populations is not known, so the determination of the number of samples by using a sampling technique with the Non Probability Sampling method with the Purposive Sampling technique is based on special criteria. In this study, sampling was adjusted to the number of statements used in the questionnaire using the formula Hair, et. al in Fahlevi et al. (2014) namely n x 5 observations = 30 x 5 = 150 people. In this study, the sampling method used was non-probability sampling. According to Sugiyono (2017) in Sari (2021) Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. This non-probability sampling uses purposive sampling, which is a sampling technique with certain considerations (Sugiyono, 2017). The author determines the sample to be determined based on the criteria that have been set. The following are the criteria determined by the author. Minimum age 17 years, Have used JNE delivery services at least 2 times and Domiciled in Tangerang Regency. The data analysis techniques used are Validity Test, Reliability Test, Statistical Descriptive Analysis, Path Analysis, Hypothesis Testing using t Test and F Test.

RESEARCH RESULT

Instrument Test

Based on the results of validity testing, it is known that all the statement items of the entire variable as many as 30 statement items have a value of rcount > rtable, so it can be concluded that all of the statement items are entirely valid and can be used in research. The

results of the reliability test can be seen through the results of the reliability test in this study, namely the service quality variable of 0.853, the Word Of Mouth variable of 0.942, the purchasing decision variable of 0.831 and the buying interest variable of 0.923. So overall it means that the statement in this study is declared reliable because the results of CronBach Alpha> 0.6.

Respondents Descriptive Analysis

This analysis is used to determine the degree of respondent's perception of the variables studied in this study using index numbers as a guide for calculating the degree of respondent's perception of a dimension. This index number is a minimum of 1 and a maximum of 4. By using the three box method according to Ferdinand (2014) in Widiansyah (2019). Based on the number of samples studied, as many as 150 respondents, with 4 choices of the Likert scale, the calculation is as follows:

1. $\dfrac{150 \times 1}{4}$ = 37,5 (for minimum value)

2. $\dfrac{150 \times 4}{4}$ = 150 (for maximum value)

Path Analysis

In this study, path analysis is used to determine the direct and indirect effect of service quality variables and word of mouth on purchasing decisions through buying interest. In the first stage, namely testing the effect of service quality and word of mouth on buying interest. In stage II, namely testing the effect of service quality, word of mouth and buying interest on purchasing decisions.

1. Pathway Analysis Phase I

This analysis examiner was conducted to measure the direct influence between service quality (X_1) and word of mouth (X_2) on buying interest (Z) which can be seen through calculations using using statistical analysis as follows:

Value of Regression Coefficient and t-Test Quality of Service and
Word of Mouth on Purchase Interest

Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-3.572	1.696		-2.106	.037
	Service Quality	.479	.059	.530	8.052	.000
	Word of Mouth	.341	.078	.289	4.389	.000
a. Dependent Variable: Buying interest						

1) Significant Value

Based on the results of the first stage of regression testing, the output of SPSS version 26 shows that Service Quality (X_1) has a significant effect on Purchase Interest (Z) which is 0.000 and the results of Word Of Mouth (X_2) have a significant effect on Purchase Interest (Z), namely of 0.000.

2) Strandardized Coefficient Beta Value

Based on the results of the first stage of the regression test, the output results show the Strandardized Beta value for the Service Quality variable (X_1) 0.530 and a positive value which means the better the Service Quality provided, the more interested customers will be to use a service or product and the Standardized Beta value for the Word variable. Of Mouth (x_2) 0.289 and has a positive value which means talking from one person to another will affect high buying interest.

F Test of Service Quality and Word Of Mouth on Buying Interest

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1296.002	2	648.001	77.015	.000^b
	Residual	1236.858	147	8.414		
	Total	2532.860	149			
a. Dependent Variable: Buying interst						
b. Predictors: (Constant), *Word of Mouth*, Service quality						

3) Simultaneous test of service quality and word of mouth variables have a positive and significant influence together on buying interest, which is 0.000 <0.05.

4) The value of the coefficient of determination can be seen in the following table:

Service Quality Coefficient Value and Word Of Mouth Against Buying Interest

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715^a	.512	.505	2.90069
a. Predictors: (Constant), Word of Mouth, Service Quality				

a. Contribution of service quality (X1) which directly affects buying interest (Z) = 0.530^2 = 0.280 = 28%

b. Contribution of word of mouth (X2) which directly affects buying interest (Z) = 0.289^2 = 0.083 = 8.3%

c. Contributions of service quality (X1) and word of mouth (X2) simultaneously which directly affect buying interest are:

$$R = r2 \times 100\%$$
$$= 0.512 \times 100\%$$
$$= 51.2\%$$

From the results of the coefficient of determination above, it can be interpreted that the quality of service and word of mouth have an influence on buying interest by 51.2% and the remaining 48.8% is influenced by other variables.

$$1 = 1 - 0.512$$
$$= 0.689$$

5) Result of substructural calculation I

Based on the results of the above calculations, the path I diagram can be drawn on the influence of service quality and word of mouth on buying interest as follows:
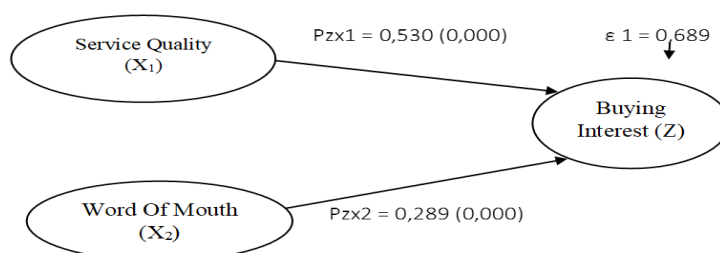
The calculation results from the above equation are as follows:

Sub Structure Equation Model 1:

$Z = pzX1 + pzX2 + 1$

$\quad = 0.530 + 0.289 + 0.689$

Based on the above research, the results show that there is a positive and significant influence on the Service Quality variable (X_1) on Purchase Interest (Z) so that it can be concluded that H1 is accepted and there is a positive and significant effect of the Word Of Mouth variable (X_2) on Purchase Interest (Z) so that it can be concluded that H2 is accepted.

2. Path Analysis Phase 2

This test is conducted to measure the direct influence between Service Quality (X1), Word Of Mouth (X2) and Purchase Interest (Z) on Purchase Decision (Y) can be seen through the following calculations:

Regression Coefficient Value and Service Quality t Test, Word of Mouth and Purchase Interest on Purchase Decisions

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	10.201	1.447		7.049	.000
Service Quality	.126	.060	.167	2.098	.038
Word of Mouth	.396	.069	.473	5.705	.000
Buying Inrterest	.176	.069	.179	2.539	.012
a. Dependent Variable: Purchase Decision					

1) Significant Value

Based on the results of stage II regression testing, the output of SPSS version 26 is obtained that Service Quality (X1) has a significant effect on Purchase Decisions (Y) with a significant <0.05, which is 0.038, for Word Of Mouth (X2) has a significant effect on Purchase Decision (Y) with a significant <0.05, which is 0.000. Furthermore, Purchase Interest (Z) has a significant effect on Purchase Decision (Y) with a significant <0.05, which is 0.012.

2) Strandardized Coefficient Beta Value

Based on the results of the second stage of the regression test, the output results show the Strandardized Beta value for Service Quality (X1) of 0.167 and a positive value, which means the better the quality of service provided, the more customers will use this JNE. The Standardized Beta value for Word Of Mouth (X2) is 0.473 and has a positive value, which means that conversations from one person to another will affect high purchasing decisions. Furthermore, the Standardized Beta value for Purchase Interest (Z) is 0.179 and is positive, which means that the higher someone's buying interest in an item or service, the higher the Purchase Decision.

F Test of Service Quality, Word Of Mouth and Buying Interest on Purchase Decisions

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	902.914	3	300.971	50.590	.000[b]
	Residual	868.579	146	5.949		
	Total	1771.493	149			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Buying Interest, Word of Mouth, Service Quality						

3) Simultaneous test of the variables of service quality, word of mouth and buying interest have a positive and significant influence together on purchasing decisions, namely 0.000 <0.05.

4) The value of the coefficient of determination can be seen in the following table:

Service Quality Coefficient Value,
Word Of Mouth and Buying Interest on Purchase Decisions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714[a]	.510	.500	2.43909
a. Predictors: (Constant), Buying Interest, Word Of Mouth, Service Quality				

a) Service Quality Contribution (X$_1$) which directly affects Purchase Decision (Y) = 0.167^2 = 0.028 = 2.8%

b) Word Of Mouth Contribution (X$_2$) which directly affects Purchase Decision (Y) = 0.4732 = 0.223 = 22.3%

c) Contribution of Purchase Interest (Z) which directly affects Purchase Decision (Y) = 0.1792 = 0.032 = 3.2%

d) Contribution of Service Quality (X$_1$), Word Of Mouth (X$_2$) and Buying Interest (Z) simultaneously which directly affect Purchase Decision (Y) are:

R = r2 x 100%
  = 0.510 x 100%
  = 51%

From the results of the coefficient of determination above, it can be interpreted that Service Quality (X$_1$), Word Of Mouth (X$_2$) and Purchase Interest (Z) have an influence on Purchase Decisions (Y) by 51% and the remaining 49% is influenced by other variables.

ε 2 = 1 – 0.510
    = 0.7

5) Calculation Results of Sub Structure II

Based on the results of the above calculations, it can be shown that path II has the effect of Service Quality (X1), Word Of Mouth (X2) and Purchase Interest (Z) on purchasing decisions (Y) as follows:
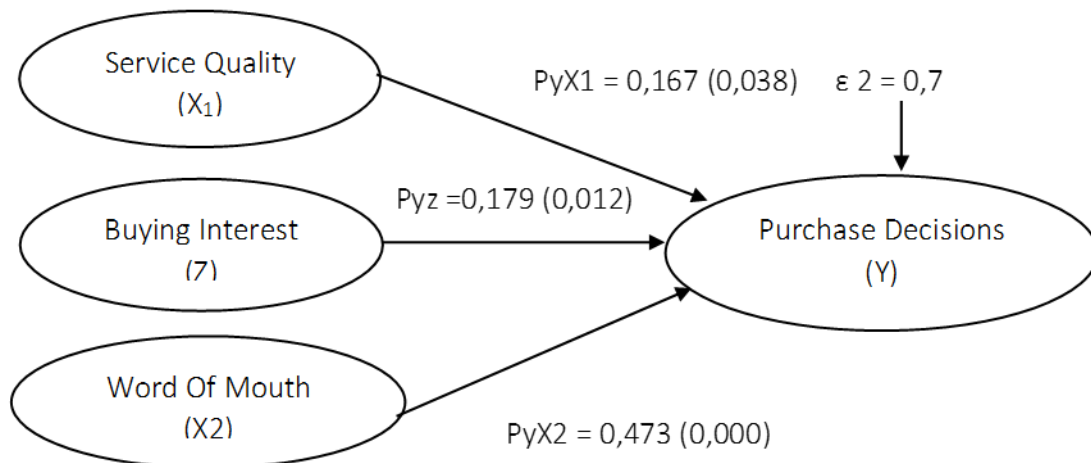
The calculation results from the above equation are as follows:

Sub Structure Equation Model II

Y = PyX$_1$ + PyX$_2$ + Pyz + 2
  = 0.167 + 0.473 + 0.012 + 0.7

Based on the results of the research above, it is found that there is a positive and significant influence between buying interest (Z) on purchasing decisions (Y) so that it can be said that H3 can be accepted. For the Service Quality variable (X1) there is a positive and significant influence on the Purchase Decision (Y) so that it can be said that H4 is acceptable. And the Word Of Mouth variable (X_2) has a positive and significant influence on the Purchase Decision (y) so that it can be said that H5 is accepted.

Combined Path Analysis Stages 1 And 2

From the two stages of path analysis, the overall path diagram is obtained as follows:
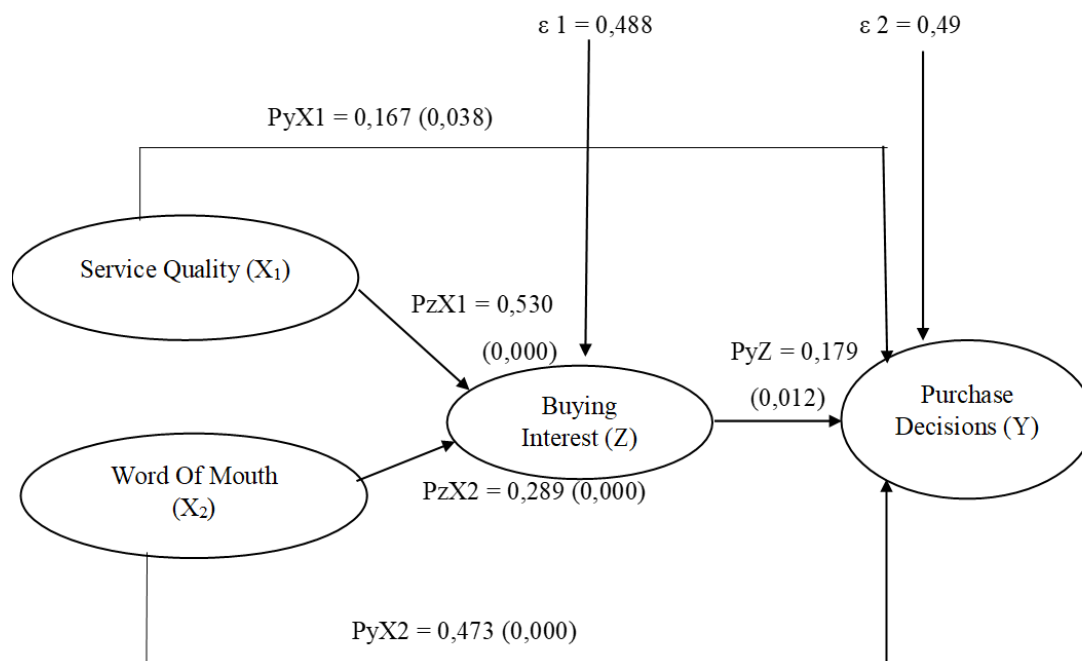
DISCUSSION

1. The Influence of Service Quality (X_1) on Purchase Intention (Z)

The results of the research that have been carried out state that the Service Quality variable has a significant and positive effect on Purchase Interest. With respondents who are mostly women aged 17 – 22 years who like online shopping or have an online business and use JNE services because of the good service so customers are interested in using

JNE services. Buying interest arises after the customer sees or even feels a product or service and finally decides to use it. This JNE has good service standards, friendly employees and a clean place/office that can influence customers to be interested in using this JNE.

Judging from the measurement scale of the index value, based on the Service Quality variable, the procedures for JNE officers' services to consumers are carried out correctly, the services provided by JNE are on time, the friendliness of JNE officers in providing services, the responsiveness of JNE officers to problems submitted by customers, JNE officers are able to serve their needs. customers, JNE officers provide guarantees for delivery of goods, packages arrive on time at their destination, JNE officers are always polite in talking to customers, JNE officers are always neatly dressed and the JNE office/service area is always clean. Based on the highest index value, there are indicators that the service procedures for JNE officers to consumers are carried out correctly, while the lowest index value is in the statement of services provided on time. This proves that the service procedures provided to consumers can increase high buying interest in a service.

This research is supported by research conducted by Alfatiha et al. (2020) that the Service Quality variable has a significant influence on buying interest at Du Cafe Semarang, Service Quality must be in accordance with the needs and expectations of customers and from there customers will be interested in using these services. This is in line with the research conducted by Bakti et al. (2020) that the Service Quality variable has a positive effect on Buying Interest at the Lazada online store in Lampung.

2. Effect of Word Of Mouth (X$_2$) on Purchase Intention (Z)

The results of the research that have been carried out state that the Word Of Mouth variable has a positive and significant effect on buying interest. This is because Word Of Mouth which consists of recommending and telling positive things to others to use JNE services. With respondents who are mostly female, with Student/Student and Employee status who often exchange communication between individuals in the office or in the campus area who can provide positive information about this JNE and persuade them to be interested in using this JNE.

Judging from the results of the index measurement scale on the Word Of Mouth variable, it includes often getting JNE information from

friends or family, often getting JNE information from the internet, often getting clear information about JNE, often getting convincing information about JNE, getting information from people reliable, information about JNE raises the desire to use it. Judging from the index value, the highest index value scale is on the information indicator about JNE which creates a desire to use it, while the lowest index value is found in the indicator often getting convincing information about JNE. This proves that positive information about JNE provided by other people can generate interest in using this JNE.

This research is supported by research conducted by Nurvidiana et al. (2015) stated that the Word Of Mouth variable had a positive effect on Purchase Interest. It can be said that Buying Interest can arise because of the role of Word Of Mouth which comes from family, friends, co-workers and others who will foster curiosity and then seek information so that they are interested in using these goods or services. Confirmed by research conducted by Afifi et al. (2019) that Word of Mouth has a positive effect on buying interest in consumers of the Surabaya branch of Viva Health pharmacies.

3. Influence of Service Quality (X_1) on Purchase Decision (Y)

The results of the research that have been carried out state that service quality has a positive and significant effect on purchasing decisions. This means that the quality of service provided by JNE, such as the readiness of officers in handling consumers, guarantees that the delivery of goods and packages to their destination on time is in accordance with the wishes of the customer. With respondents who spend >Rp. 1,500,000 in 1 month and with very good service, then the Quality of Service affects the Purchase Decision because the Quality of Service provided by JNE has met the wishes and expectations of customers.

Judging from the results of the index value measurement scale, based on the Service Quality variable, the service procedures of JNE officers to 65 consumers were carried out correctly, the services provided by JNE were on time, the friendliness of JNE officers in providing services, the responsiveness of JNE officers to problems submitted by customers, JNE officers were able to serve customer needs, JNE officers provide guarantees for delivery of goods, packages arrive on time at their destination, JNE officers are always polite in talking to customers, JNE

officers are always neatly dressed and the JNE office/service area is always clean. Based on the highest index value, there are indicators that the service procedures for JNE officers to consumers are carried out correctly, while the lowest index value is in the statement of services provided on time. This proves that if the quality of service provided by JNE is good, it will affect consumer decisions to use it.

This research is strengthened by research conducted by Bahy et al. (2019) states that Service Quality has a positive and significant effect on the Purchase Decision of freight forwarding services at J&T Surabaya. It is also emphasized by research conducted by Sholihat (2019) that Service Quality has a positive effect on Purchase Decisions.

4. Effect of Word of Mouth (X_2) on Purchase Decision (Y)

The results of the research that have been carried out state that Word of Mouth has a positive and significant effect on Purchase Decisions. This means that the information provided between individuals has a very large influence on the decision to use this JNE. The importance of Word Of Mouth as a promotional tool by word of mouth, Word Of Mouth will attract new potential customers to make purchases that have been heard from others. When the belief in a product is positive, it will lead to a decision to make a purchase (Shimp, 2003) in (Nurvidiana et al. 2015). Judging from the results of the index measurement scale on the Word Of Mouth variable, it includes often getting JNE information from friends or family, often getting JNE information from the internet, often getting clear information about JNE, often getting convincing information about JNE, getting information from people reliable, information about JNE raises the desire to use it.

Judging from the index value, the highest index value scale is on the information indicator about JNE which creates a desire to use it, while the lowest index value is found in the indicator often getting convincing information about JNE. This proves that positive information about JNE provided by others can increase the decision to use JNE.

This research is strengthened by research conducted by Afifi et al. (2019) that the Word Of Mouth variable has a positive effect on purchasing decisions because the higher the level of Word Of Mouth presented, the more convincing the relationship between Word Of Mouth to make a purchase. This is confirmed by Wayuni's research (2018) that

the Word Of Mouth variable has an effect on the decision to use JNE services in Kebumen.

5. Influence of Purchase Interest (Z) on Purchase Decision (Y)

The results of the research that have been carried out state that buying interest has a positive and significant effect on purchasing decisions. This means that JNE has provided services that are in accordance with the wishes of customers so that there is an interest in buying which then decides to use JNE's services. This is in accordance with the majority of respondents who are female and have student status who often shop online or sell online using JNE services to send their orders on time. Purchase decisions can be influenced by many things such as buying interest. High buying interest for a product or service will encourage customers to make a purchase.

Judging from the results of the index measurement scale on the buying interest variable including the emergence of interest in using JNE, I will look for information about JNE, there is interest in recommending JNE to others, I will give a positive response about JNE to others, JNE will be my main choice , I'm interested in trying JNE. Judging from the index value, the highest index value scale is on the indicator of the emergence of interest in using JNE, while for the lowest index value, the JNE indicator will be my main choice. This proves that the buying interest that arises in the consumer itself can influence the decision to use this JNE.

This research is strengthened by research conducted by Kojongian et al. (2019) states that buying interest has an effect on purchasing decisions for Xiaomi smartphones in Manado. This is in line with the research conducted by Afifi et al. (2019) that buying interest has a positive effect on consumer purchasing decisions for Viva Health Surabaya branch.

6. Influence of Service Quality (X_1) on Purchase Decision (Y) through Purchase Interest (Z)

This study failed to prove that the sixth hypothesis which states that Service Quality has an effect on Purchase Decisions mediated by Buying Interest on JNE service users in Citra Raya. Based on the value for the influence of Service Quality on Direct Purchase Decisions, it has a greater value than using the 67 buying interest interverning variables. So

that the buying interest variable cannot be used as an interverning variable between service quality and purchasing decisions.

That is, the consumer's decision to use JNE can be felt by the quality of the service provided is good for consumers, so consumers can decide to use this JNE directly without any sense of Buying Interest first to make a Purchase Decision.

7. Effect of Word Of Mouth (X_2) on Purchase Decision (Y) through Purchase Interest (Z)

This study did not succeed in proving that the seventh hypothesis which states that Word of Mouth has an effect on Purchase Decisions mediated by Buying Interest on JNE service users in Citra Raya. Based on the value for the effect of Word Of Mouth on Direct Purchase Decisions, it has a greater value than using the buying interest interverning variable. So that the buying interest variable cannot be used as an interverning variable between Word Of Mouth and Purchase Decision.

This means that these JNE users are very concerned about communication information from other people's experiences without growing interest in buying first to use this JNE. Promotion through Word Of Mouth is the most effective way to be done and is usually easier to trust by individuals because it is the experience of someone who has used the service.

RESEARCH FINDINGS

From the results of the research discussion above, the following research findings can be obtained:

1. Service Quality variable has a greater influence than the Word Of Mouth variable in growing buying interest. This means that good service quality and friendly service can grow customers' buying interest in using this JNE.

2. The Word Of Mouth variable has a greater influence than the Service Quality and Purchase Interest variables in deciding to purchase. That is, positive information from trusted people greatly influences the decision to use this JNE.

3. The direct influence of Service Quality on Purchase Decisions is greater than the influence of Service Quality on Purchase Decisions through Purchase Intention. Thus, the purchase intention variable cannot be an

interverning variable between Service Quality and Purchase Decision. That is, service quality plays an important role in purchasing decisions.

4. The direct effect of Word Of Mouth on Purchase Decision is greater than that of Purchase Interest variable which cannot be an interverning variable between Word Of Mouth and Purchase Decision. That is, word of mouth has an important role in purchasing decisions.

CONCLUSION

Based on the research results obtained by the researchers, the following conclusions can be drawn:

1. Service Quality has a positive and significant direct effect on Purchase Interest. Which means that the better the services provided, the higher buying interest will be for JNE services. Customers will be interested and interested in using JNE's services if JNE provides good, friendly, responsive service in responding to problems, providing guarantees for goods and others.

2. Word of Mouth has a direct positive and significant effect on Buying Interest. That is, the higher the interaction between individuals (Word Of Mouth) in sharing positive information about JNE, it can foster customer buying interest in deciding to use a service because someone has more confidence in the opinions of others who have used the service.

3. Quality of Service has a positive and significant direct effect on Purchase Decisions. This means that the quality of service provided by JNE, such as the readiness of officers in handling consumers, guarantees that the delivery of goods and packages to their destination on time is in accordance with the wishes of the customer.

4. Word Of Mouth has a direct positive and significant effect on Purchase Decisions. This means that the information provided between individuals has a very large influence on the decision to use this JNE. The importance of Word Of Mouth as a promotional tool by word of mouth, Word Of Mouth will attract new potential customers to make purchases that have been heard from others.

5. Buying interest has a positive and significant direct effect on Purchase Decisions. This means that JNE has provided services that are in accordance with the wishes of customers so that there is an interest in buying which then decides to use JNE's services. Purchase decisions can be influenced by many things such as buying interest. High buying

interest for a product or service will encourage customers to make a purchase.

6. Service Quality has a positive and significant effect on Purchase Decisions but Purchase Interest does not mediate. The results showed that Purchase Interest cannot be an interverning variable between Service Quality and Purchase Decision. That is, if the quality of service is further improved, the customer will make a direct purchase decision without going through buying interest.

7. Word of Mouth has a positive and significant effect on purchasing decisions but buying interest does not mediate. The results of the study indicate that Purchase Interest cannot be an interverning variable between Word of Mouth and Purchase Decision. That is, positive information greatly influences Purchase Decisions directly without going through Buying Interest.

SUGGESTION

1. For Companies

Based on the results of the study, Service Quality is able to improve Purchase Decisions because it has the highest index, namely from the reliability dimension with an index of 117 whose indicator is "JNE staff service procedures to consumers are carried out correctly". For JNE companies, it is recommended to improve the quality of services such as the friendliness of the officers when responding to problems with customers, delivering packages according to the estimates that have been given. It aims to increase sales volume on this JNE service. And JNE companies are advised to maintain the quality of services provided because from the experience of someone who has used JNE services, they can share positive experiences with others. With a positive story it will increase the use of JNE.

2. For Further Researchers

1) For further researchers to provide better results, it is recommended to add other variables such as price, loyalty, customer satisfaction or other variables.

2) For further researchers, it is recommended to use a larger population and use different analytical tools as a comparison to increase knowledge and as a reference for further research.

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