THE EFFECT OF PRICE, SERVICE QUALITY, AND COMPANY IMAGE ON PURCHASE DECISIONS ON JALANJALAN.ID GRESIK

Sutama Wisnu Dyatmika[1], Lailia Murti Firdaus [2]
Universitas PGRI Adi Buana Surabaya
E-mail: sutama@unipasby.ac.id

Abstract: *Tour and Travel is one of the most well growth business. This happens in line with the people's lifestyle which emphasizes the balance between life and work. Travel business owners are competing to provide good service to create a good image for the company. The company image exposing the quality of service that is felt by consumers and the price that is in accordance with the expectation of the consumers. The purpose of this research is to determine the effect of price, service quality, and corporate image on purchasing decisions. The population in this study were JalanJalan.id consumers in the period of January to December 2020, namely 240 consumers with a sample of 70 respondents. The sampling technique was carried out by means of quota sampling where this sampling was in accordance with the criteria of the researcher to reach the required quota. The results obtained from the hypothesis test prove that partially the price variable (X1) has a significant effect on purchasing decisions at Jalanjalan.id, the service quality variable (X2) has a significant effect on purchasing decisions on JalanJalan.id, corporate image (X3) has an effect on the decision. purchase on JalanJalan.id, and simultaneously from the price variable, service quality variable, and company image variable have a significant effect on purchasing decisions on JalanJalan.id in Gresik.*

Keywords: *Price, Service Quality, Company Image, Purchasing Decision*

1. Introduction

Business develops according to the demands of the times. Nowadays businesses are more likely developing towards a new lifestyle that occurs in society. Traveling is a new lifestyle that develops very rapidly. This is of course supported by the development of social media that can display various kinds of traveling activities for a person and become a trigger for others to do the same thing. With the development of social media, it can also have an influence on sellers, especially the kinds of tour packages offered to meet the traveling needs of customers (Budiono, 2018)

This makes the pattern of competition between travel service bureaus even tighter. Each service bureau strives to provide its best service so that consumers make their choice to the

bureau. From the Association of The Indonesian Tours And Travel Agencies (ASITA) stated that there are as many as 7,000 travel agents in Indonesia (source: https: //www.cnbcindonesia.com), each service bureau has its own advantages, both in terms of price, service , and the image that is formed. The creativity offered by the travel agency has made the phenomenon of a snowball form based on the number of tourists, where the number is always increasing every year. Even in the state of the Covid-19 pandemic, they did not give up and were even more challenged to make travel packages while still prioritizing very strict health protocols. Thus, a healthy lifestyle and still doing traveling activities are still the choice for the majority of people in Indonesia. It's just that a number of things need to be reaffirmed by the travel service agency so that they are not replaced by competitors who offer other things with very attractive packages.

Price is one of the considerations for consumers before purchasing on a product or service. According to Nurfadilah (2019) price is the nominal amount of money needed to exchange various goods and services, so that the existence of goods should be associated with various types of goods and services, where the results are equivalent to objects in the form of goods and services. Low prices can lead to increased customer base and improved marketing strategies. The quality of service must be able to provide the best for customers as well as the price. Service quality is a dynamic condition that has a relationship with humans, goods, processes, and the environment that can provide hope Happy (2009). Providing friendly and courteous service can influence consumers to make purchasing decisions.

After the price and service quality have been improved, the next stage is to maintain the company's image in order to remain good. Company image is a factor that is considered by consumers. Company image is an impression in someone's mind that comes from a collection of feelings, attitudes, ideas, and experiences about the company (Anggrahini, 2019). The company's image will also be able to affect the reputation of the company itself. Companies will be increasingly recognized and able to improve in terms of price, service quality, and also corporate image, if the company image is good, the company will be better known by many consumers and it will be easier to sell products and services. This is closely related to purchasing decisions. A purchase decision is an action taken by a person while determining several alternatives to make a decision, for example, such as a decision to buy a certain product/service at a predetermined place, at a certain price, and in a certain way (Azizah, 2020).

One of the travel agents that has a good development in East Java is JalanJalan.id. In terms of age, this travel agency was newly established in 2017 so that it is currently less than five years, however, the performance shown is very good because every year the number of consumers who use its services always has a significant increase. In addition, the choice of JalanJalan.id can also be used as a reference for whether traveling agents who are relatively young can still be accepted by the market, especially with regard to price, service quality, and

image. This travel agent is located in Gresik Regency, East Java and has an online market, especially in East Java.

Based on the description above, the researcher intends to take the research theme as follows: "INFLUENCE OF PRICES, QUALITY OF SERVICE, AND COMPANY IMAGE ON PURCHASE DECISIONS ON JALANJALAN.ID IN GRESIK". With the hypothesis (1) Price has a significant effect on Purchasing Decisions, on JalanJalan.id consumers. (2) Service Quality has a significant effect on Buyer Decisions, on JalanJalan.id consumers. (3) Company image has a significant effect on Purchasing Decisions, on JalanJalan.id. (4) Price, Service Quality, and Company Image have a significant effect on Purchasing Decisions, on JalanJalan.id

2. Research Method

The research theory developed in this study is picking the topic from the marketing side. According to Shinta, A, (2011) marketing management is a process and managerial that can make an individual or a group get what is needed and wanted by innovation, promotion and exchanging products and services that are beneficial to other parties as well as activities related to reporting. products and services from producers to customers.

The conceptual framework in this study is as follows:
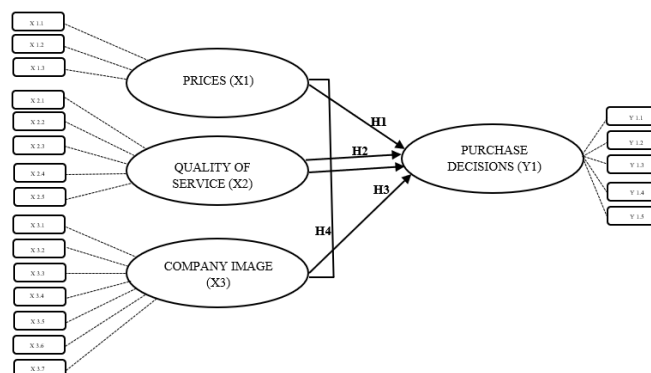
Indicators

Price variable indicators used in this study are: price according to the quality provided, affordable prices, competitive prices. Indicators of service quality, responsiveness, attention, assurance, reliability, physical evidence. The corporate image variable uses the indicators as follow: impression of service users, trust from consumers, attitudes given by society to the company, company personality such as social responsibility and trustworthiness, company reputation, company values such as caring, nimble and responsive attitudes, identity company (Anggrahini, 2019).

Types of Research and Data

The approach of this research is a quantitative approach, using a questionnaire survey method that is given in order to obtain specific information from respondents. The data collection tool used a questionnaire. According to Nurfadilah (2019) the questionnaire is a technique for taking data by giving written questions to respondents. In this study, it is necessary to make a questionnaire with a *Likert* measurement scale using the answer in the form of a *checklist.*

In addition to the questionnaire, this study also uses documentation data from the company Lubis, R. K. (2017). This method serves to collect the required data such as history, organizational structure, vision and mission, the number of consumers who traveled in January-December 2020, totaling 240. In addition, documentation data is also used to find out the contact of respondents so that it is easy to make correspondence in filling out the questionnaire.

Population and Samples

The population in the current study, namely researchers took consumers on JalanJalan.id in January 2020 to Desamber 2020 with a total of 240 people. With a sample that has been taken of 70 respondents, using the formula Slovin Umar (2003) in (Atmaja, 2011), are:

$$n = \frac{N}{1 + Ne^2}$$

Description:
n = number of samples
N= number of populations
e^2= error rate 10%

$$\text{Jumlah sampel} = \frac{240}{1 + 240\,(10\%)^2}$$
$$= 70{,}558$$

From the results above, it is 70,558 which is rounded up to 70.

3. Results and Discussion
3.1. Results
Validity Test

According to (Wulandari, 2013) the validity test serves as a tool in order to test data to determine whether a questionnaire is valid or invalid, the questionnaire can be declared valid if the statement that the researcher has made on the questionnaire can reveal the measurement results of the questionnaire.

Based on the results that have been obtained, all statements of each item from the variable Price (X1), Service Quality (X2), Company Image (X3), and Purchase Decision (Y) are declared valid, because all statements have a significant value of 0.000 <0 , 05. The following are the results that have been managed:

Picture 2. Validity Test

Variabel	Item	Correlation	Sig Value	Description
Price (X1)	X1_P1	,753**	0,00	Valid
	X1_P2	,749**	0,00	Valid
	X1_P3	,788**	0,00	Valid
	X1_P4	,726**	0,00	Valid
	X1_P5	,803**	0,00	Valid
	X1_P6	,824**	0,00	Valid
Service Quality (X2)	X2_P1	,684**	0,00	Valid
	X2_P2	,719**	0,00	Valid
	X2_P3	,820**	0,00	Valid
	X2_P4	,774**	0,00	Valid
	X2_P5	,704**	0,00	Valid
	X2_P6	,768**	0,00	Valid
	X2_P7	,748**	0,00	Valid
	X2_P8	,829**	0,00	Valid
	X2_P9	,834**	0,00	Valid
	X2_P10	,838**	0,00	Valid
Company Image (X3)	X3_P1	,758**	0,00	Valid
	X3_P2	,836**	0,00	Valid
	X3_P3	,745**	0,00	Valid
	X3_P4	,811**	0,00	Valid
	X3_P5	,814**	0,00	Valid
	X3_P6	,829**	0,00	Valid
	X3_P7	,844**	0,00	Valid
	X3_P8	,866**	0,00	Valid
	X3_P9	,685**	0,00	Valid
	X3_P10	,808**	0,00	Valid
	X3_P11	,845**	0,00	Valid
	X3_P12	,735**	0,00	Valid
	X3_P13	,766**	0,00	Valid
	X3_P14	,817**	0,00	Valid
Purchase Decision (Y)	Y1_P1	,669**	0,00	Valid
	Y1_P2	,709**	0,00	Valid
	Y1_P3	,760**	0,00	Valid
	Y1_P4	,850**	0,00	Valid

Variabel	Item	Correlation	Sig Value	Description
	Y1_P5	,853**	0,00	Valid
	Y1_P6	,844**	0,00	Valid
	Y1_P7	,799**	0,00	Valid
	Y1_P8	,790**	0,00	Valid
	Y1_P9	,862**	0,00	Valid
	Y1_P10	,807**	0,00	Valid

Source: Output SPSS

Reliability Test

According (Fikri, 2018) reliability test is used in order to measure a data from the questionnaire. This is because the questionnaire can be reliable if the answer of the questionnaire is stable and consistent.

Based on the results obtained, the overall statement of each item from the variable Price (X1), Service Quality (X2), Company Image (X3), and Purchase Decision (Y) can be declared reliable (consistent), because the value obtained from cronbach's alpha> 0.06. The following are the results that have been managed:

Picture 3. Reliability Test

Variabel	Cronbach's Alpha	Nilai Kritis	Keterangan
Harga (X1)	0,864	0,60	Reliabel
Kualitas Pelayanan (X2)	0,924	0,60	Reliabel
Citra Perusahaan (X3)	0,955	0,60	Reliabel
Keputusan Pembelian (Y)	0,934	0,60	Reliabel

Classic Assumption Test
Normality Test

In order to examine whether in the regression model, the independent variable and the dependent variable have a normal distribution or not.

According to the results obtained from research, that between the independent variables, namely: Price (X1), Service Quality (X2), Company Image (X3), and the dependent variable Purchase Decision (Y) are both normally distributed, because the amount obtained from Asymp. Sig. (2-tailed) 0.010> 0.05. The following are the results that have been managed:

Picture 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		70
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.69642559
Most Extreme Differences	Absolute	.123
	Positive	.118
	Negative	-.123
Test Statistic		.123
Asymp. Sig. (2-tailed)		.010[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Multicolinearity Test

It aims to be able to examine whether there is a correlation between the independent variables in the regression model. It is known that the results based on the data have been obtained from research, that there is no multicollinearity. Based on the results obtained from the research, that the VIF value of the price is 3,946, the service quality is 1,939, and the company image is 4,770. Where each variable has a VIF value <10. The following are managed results:

Picture 5. Multicolinearity Test

Coefficients[a]

|		Collinearity Statistics	
Model		Tolerance	VIF
1	Harga	.253	3.946
	Kualitas Pelayanan	.516	1.939
	Citra Perusahaan	.210	4.770

a. Dependent Variable: y

Heteroscedacity Test

The heteroscedasticity test aims to find out in the regression model whether there are similarities or differences in the shape of the residuals from observation to other observations.

Based on the results obtained from the study, the dots pattern extends randomly and there is no pattern or shape at the number 0 on the Y axes. Then the result is that there is no heteroscedasticity. The following are the results that have been managed:

Gambar 6. Heteroscedacity Test
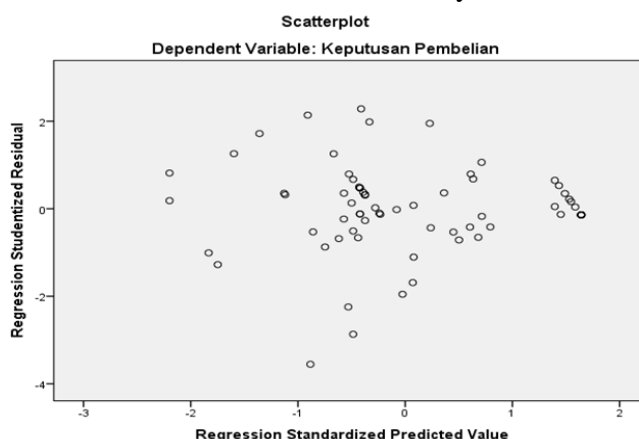
Linearity Test

By looking at the data on the significance of linearity in the ANOVA table, if the significance value <0.05, it is declared linear.

Based on the results that have been obtained from the research, it has a sig value of 0.001 <0.05 so it is declared linear. The following are the results that have been managed:

Picture 7. Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
y * x1	Between Groups	(Combined)	1819.889	10	181.989	31.079	.000
		Linearity	1625.491	1	1625.491	277.594	.000
		Deviation from Linearity	194.397	9	21.600	3.689	.001
	Within Groups		345.483	59	5.856		
	Total		2165.371	69			

Multiple Linear Regression Analysis

The analysis was conducted in order to measure the presence or absence of the relationship between the independent variables, namely: Price (X1), Service Quality (X2), and Company Image (X3) on the dependent variable, namely: Purchase Decision (Y). The following are the results that have been managed:

Picture 8. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3.644	1.887		-1.932	.058
	Harga	.257	.151	.132	1.698	.094
	Kualitas Pelayanan	.506	.126	.450	4.022	.000
	Citra Perusahaan	.299	.091	.398	3.298	.002

a. Dependent Variable: y

Sumber: Lampiran Output SPSS

Based on the results that have been obtained from the research, that:

Y = - 3.644 + 0.257 + 0.506 + 0.299 + e. That is:

a. at a constant value (a) of -3,644, which means that the constant or circumstances where the purchasing decision variable has not been influenced by the independent variable, the purchasing decision variable does not change. In other words, the purchase decision (Y) will increase by -3,644.

b. The Price Variable (X1) will experience an increase in the Purchase Decision (Y) as much as 0.257.

c. The Service Quality Variable (X2) will experience an increase in the Purchase Decision (Y) of 0.506.

d. The Corporate Image Variable (X3) will experience an increase in the Purchase Decision (Y) as much as 0.299.

Hipotheses Test

t Test

The t test was conducted in order to show whether the independent variable used by the researcher had an individual effect on the independent variable.

a. It is known that the result of the variable Price (X1) has a t-count value of 14.309, with a sig. $0.000 < 0.05$, which means that the Price variable (X1) has a significant effect on Purchasing Decisions (Y). The following are the results that have been managed:

Picture 9.

Uji t

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1.010	2.987		-.338	.736
	harga	1.679	.117	.866	14.309	.000

a. Dependent Variable: keputusan pembelian

b. It is known that the results obtained in the Service Quality Variable (X2) have a t-count value of 22.394, with a sig value of 0.000 <0.05, which means that the Service Quality variable (X2) has a significant effect on Purchasing Decisions (Y). The following are the results that have been managed using SPSS:

Picture 10.
Uji t
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.733	1.987		-1.376	.173
	kualitas pelayanan	1.054	.047	.938	22.394	.000

a. Dependent Variable: keputusan pembelian

c. It is known that the results obtained in the Corporate Image Variable (X3) have a t-value of 22.359, with a sig value of 0.000 <0.05, which means that the Corporate Image variable (X3) has a significant influence on Purchasing Decisions (Y). The following are the results that have been managed

Picture 11.
Uji t
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.397	1.851		.214	.831
	citra perusahaan	.704	.031	.938	22.359	.000

a. Dependent Variable: keputusan pembelian

F Test

The F test is carried out in order to find out whether the independent variables simultaneously have a significant effect on the dependent variable. Based on the results obtained from the research:

Variable Price (X1), Service Quality (X2), Company Image (X3) has an F-count value of 223,700 with a sig. 0.000 <0.05, it can be stated that the independent variables simultaneously have a significant effect on the dependent variable. The following are the results that have been managed:

Picture 12. F Test

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1971.484	3	657.161	223.700	.000^b
	Residual	193.887	66	2.938		
	Total	2165.371	69			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), citra perusahaan, harga, kualitas pelayanan

Sumber: Lampiran Output SPSS

3.2. Discussion

The validity test obtained a significant value below the value of 0.05 so that all question items contained in the questionnaire can measure what should be measured or can be declared valid. From the calculation of the reliability test, it was found that the value of Cronbach alpha was found where the results showed a value greater than 0.60, it can be said that the questionnaire was consistent. Normality test with normal distribution results, because the value of Asymp, Sig. (2-tailed) which is 0.010 where the value is above 0.05. By setting the VIF method in the multicolinearity test, which uses VIF as the boundary point to find out whether there is a correlation between the independent variables, of the three variables, the VIF value is less than 10, namely price: 3,946, service quality: 1,939, company image: 4,770. The heteroscedasticity test in the image does not show a certain pattern, the image shows the prediction with the number 0 and the Y axes does not form a pattern and the dots are scattered in other words that there is no heteroscedasticity. The linearity test of the results shows that the value of all variables has a value of 0.001 where the value is less than 0.05, then the result is declared linear. The multiple linear regression analysis test has results that can improve the purchase decision by looking at the results at constant a, the price variable has a result that affects the purchase decision amounted to 0.257, the service quality variable has an effect on the purchase decision amaounted to 0.299, where the overall value of the independent variables can increase or there is a relationship in the purchase decision. The t test for the price variable obtained the t value of 14.309 with a value of 0.000 <0.05, meaning that the price variable has a significant influence on purchasing decisions on JalanJalan.id, and can also affect the increase in opportunities for purchasing decisions. The t test for the service quality variable obtained the t value of 22.394 with a sig value of 0.000 <0.05, meaning that the price variable has a significant influence on purchasing decisions on JalanJalan.id. The t test for the corporate image variable obtained the t value of 22.359 with a sig value of 0.000 <0.05, meaning that the corporate image variable has a significant influence on purchasing decisions on JalanJalan.id, and the company image is also a real

asset of the company where if the company image is good then there will also be many consumers who will entrust their needs to the company. F test with the acquisition of an F count of 223,700 with a sig value of 0,000 <0.05 where overall the independent variables have a significant influence on purchasing decisions on JalanJalan.id in Gresik. This is a real form in a company, to be better in providing prices, service quality, and a good corporate image in order to achieve something as much as possible.

Conclusion

In accordance with the results of hypothesis research and analysis, it can be concluded that research on "The Effect of Price, Service Quality, and Company Image on Purchasing Decisions on JalanJalan.id in Gresik" are as follows:

1. Price variable (X1) has a significant effect on the sig value 0.000> 0.05 on Purchasing Decision (Y). This means that in this context it shows that if the hypothesis is accepted, the higher the perception of consumers through the price variable (x1), the higher the purchasing decisions of consumers on JalanJalan.id.
2. Service Quality variable (X2) has a significant effect on the sig value of 0.000 <0.05 on Purchasing Decision (Y). This means that in this context it shows that the hypothesis is accepted, the higher the perception of consumers through the Service Quality variable (x2), the greater the purchasing decisions of consumers on JalanJalan.id.
3. Company Image Variable (X3) has a significant effect on the sig value 0.000 <0.05 on Purchasing Decision (Y). This means that in the context of showing that the hypothesis is accepted, the higher the perception of consumers through the Corporate Image variable (x3), it can also increase the purchasing decisions of consumers on JalanJalan.id.
4. Price (X1), Service Quality (X2), and Company Image (X3) have a significant effect on the sig value of 0.000 <0.05 on Purchasing Decision (Y). This means that in this context it shows that the hypothesis is accepted, the higher the perception of consumers through the variables Price (x1), Service Quality (X2), and Company Image (X3), the higher the purchasing decisions of consumers on JalanJalan.id

Implication

In a study it is expected to provide benefits, based on the acquisition of positive results it is hoped that it will be beneficial for all parties concerned. From the results that have been concluded, it can be used as a decision making for the company JalanJalan.id. The results include prices that provide significant results on purchasing decisions, this can be conducted by the company JalanJalan.id that the price variable must be increased according to consumer desires and be able to adjust prices with the packages provided. The results of service quality

that provide significant results on purchasing decisions, this of course can also be conducted by the company JalanJalan.id by providing a better level of service to get customer satisfaction both when placing orders and while traveling and knowing more about the desires of consumers in travel. Not only that, due to the results of the company's image also show significant results regarding purchasing decisions, of course the JalanJalan.id company is required to give a better impression so that consumers can have a good experience and consumers can recommend JalanJalan.id to others.

Reference

Aditama Kusuma Atmaja. (2011). Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi pada Tiket Garuda di PT Falah Fantastic Tour Travel Bogor). *Christiana Okky Augusta Lovenia*, (desember), 60.

Aditiya Nurfadilah. (2019). Pengaruh Atraksi Wisata, Fasilitas Pelayanan, Aksesbilitas, Citra Destinasi, dan Harga Terhadap Kepuasan Wisatawan (Studi Pada Taman Wisata Talang Indah, Kabupaten Pringsewu. *Αγαη*, *8*(5), 55.

Anggrahini, S. M. (2019). Pengaruh Citra Perusahaan, Kualitas Layanan, dan Harga Kompetitif Terhadap Loyalitas Pengguna Melalui Mediasi Kepuasan. 53(9), 1689–1699.

Aris Budiono, T. (2018). Pengaruh Kualitas Pelayanan, Citra Merek dan Kepercayaan Terhadap Loyalitas Pelanggan PT. Sembang Global Tour Indonesia. 13(2).

Fikri, M. Q. (2018). Pengaruh Reputasi Perusahaan, Kualitas Pelayanan dan Citra Perusahaan Terhadap Kepuasan Pelanggan Jamaah Umroh PT. Pesona Mozaik di Surabaya.

Happy, W. A. (2009). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi Kasus Pada Luwes Loji Wetan Solo) Skripsi. *Skripsi*, 1–87.

Ida Bagus Gede Paramita, I. G. G. P. A. P. (2020). New normal bagi pariwisata bali di masa pandemi covid 19.

Ilmy, R. M., Yusup, D. K., Gojali, D., & Hartati, N. (2020). Pengaruh Kualitas Pelayanan dan Brand Image Terhadap Tingkat Kepuasan Penguna Layanan Travel Umrah Rabbani Tour, Kota Bandung, Jawa Barat. 1–9.

Ir. Agustina Shinta, M. P. (2011). Manajemen pemasaran. UB Press. Malang

Lubis, R. K. (2017). Pengaruh Kualitas Layanan , Harga Terhadap Keputusan Pembelian Paket Tour Di Pt Dior Travel Lubuk Pakam. *Jurnal Mantik Penusa*, *1*(1), 59–64.

Lubis, S. A., Lie, D., Butarbutar, M., & Inrawan, A. (2017). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Keputusan Pembelian Pelanggan Pada Pt Lovely Holidays Tour and Travel Cabang Pematangsiantar. *Maker*, *3*(1), 31–39.

Nila Nur Azizah. (2020). Pengaruh Harga dan Citra Perusahaan Terhadap Keputusan Pembelian di Swalayan Ngabar Business Center Ngabar Siman Ponorogo.

Rulirianto, Masreviastuti, M. H. (2020). Kepuasan, Kepercayaan, dan Kualitas Pelayanan Pengaruhnya Terhadap Loyalitas Pengguna Jasa Travel di Tulungagung. *6*, 131–143.

Wulandari, N. (2013). Analisis pengaruh kualitas produk, kualitas pelayanan dan lokasi terhadap kepuasan konsumen (Studi Kasus Pada Konsumen Kopikita Semarang).