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The Influence of Distribution Channels, Price, and Brand Image on the Purchase Decision of Goods Delivery Services at PT. Pos Indonesia Kabanjahe Service Unit

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ABSTRACT

The purpose of this study is to ascertain and examine if pricing, brand image, and distribution channels all significantly influence consumer purchase decisions at PT Pos Indonesia Kabanjahe Service Unit. A quantitative qualitative approach was employed in this study. Multiple linear regression analysis is the data analysis technique employed. It may be inferred from the t hypothesis test results that shipment paths, price, and brand image all significantly influence consumers' decisions to buy. Distributor ways, price, and brand image all significantly influence purchasing decisions at the same time, according to the F hypothesis test results. The corrected R square significance, as determined by the coefficient of determination analysis, is 0.767 (76.7%). Therefore, distribution routes, prices, and brand image account for 76.7% of purchase decisions; various variables not included in this study account for nearly 100%, or 23.3%.

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INTRODUCTION

Shipping methods have a significant impact on what customers decide to buy. The usage of mobile applications and e-commerce websites as distribution channels has grown in significance as more and more customers rely on online platforms to fulfill their demands, including the delivery of goods. One of the main determinants of customer purchase decisions is price. The quantity of goods delivered has significantly increased in tandem with Indonesia's e-commerce's explosive expansion. However, when selecting products delivery services, consumers are becoming more and more price-sensitive. While many consumers prioritize excellence in service, many are searching for less expensive delivery options. Consumer purchasing decisions are significantly influenced by brand image. Customers are becoming more conscious of brand image, and they are more likely to select delivery services that they believe to be reputable and trustworthy. A high purchasing decision also translates into more sales and more visibility for the product in the age of globalization. Businesses offer a range of marketing resources to assist expand their customer base. As businesses look to set themselves apart from rivals, this also promotes innovation in customer service and the presentation of goods and services. High purchasing activity also boosts job possibilities, increases the effectiveness of logistics, and promotes general economic growth. Researchers pre-surveyed 21 respondents who had used PT. Pos Indonesia's goods delivery services in order to gauge the degree of their opinion of the company.

The following are the survey's findings: The average responses to the pre-survey on the purchase decision variable at PT. Pos Indonesia, which was completed by 21 respondents, are as follows. The average percentage of respondents that answered "YES" was 64.27 percent. This suggests that PT. Pos Indonesia's services are seen favorably by a lot of respondents. They are content with the various purchase methods (61.9%), believe that the post office is strategically located and easily accessible (85.7%), and believe that the time needed to receive service is quick and effective (61.9%). The average percentage of respondents that said "NO" was 35.75 percent. This percentage shows that some respondents are still not entirely happy with the services provided by PT. Pos Indonesia. In particular, more respondents (52.4%) voiced unhappiness with the element of buying services in bulk. Additionally, the Distribution Channel Variable Pre-Survey Results: The average percentage of respondents who answered "YES" was 64.28%, while the average percentage of respondents who answered "NO" was 35.72%. With 42.9% of respondents saying they were less satisfied with the services provided, the variance in delivery service types showed the highest level of discontent.

Outcome of the Pre-Survey for the Price variable The average percentage of respondents who said "YES" was 60.7%, while the average percentage who said "NO" was 39.3%. This suggests that a significant portion of respondents still believe that the cost of PT. Pos Indonesia's services falls short of their expectations. Results of the brand perception Variable Pre-Survey: There are still certain respondents who are not quite satisfied with the brand image of PT. Pos Indonesia, as evidenced by the average number of respondents who said "YES" (66.68%) and "NO" (33.32%).

METHOD

This study's research methodology is a quantitative descriptive approach. According to Sugiyono (2017:8), quantitative data can be viewed as a positivist-based research methodology that is employed to investigate definite issues. aims to test the idea and has a large population. Furthermore, this study was carried out methodically to ensure objectivity. Systematic refers to the sequential steps that are used in this research procedure. The site or item where a study will be conducted is known as the research location. The Post Office, Jln. Veteran No.2, Gung Leto, Kabanjahe, postal code 22111, is the site of the study.

RESULTS

According to the study's findings, there were 42 female respondents (43%) and 56 male subjects (57%). Consequently, men made up the bulk of responders. 16 respondents (18%) were between the ages of 20 and 25; 21 respondents (21%); 11 respondents (11%); 17 participants (17%) were between the ages of 31 and 35; 17 responses (17%) were between the ages of 36 and 40; 17 respondents (17%) were between the ages of 41 and 45; 9 participants (9%) were between the ages of 46 and 50; and 7 respondents (7%) were over the age of 50. As a result, most responders were between the ages of 26 and 30. 15 of the participants (16%) were students, 32 respondents (33%), 16 respondents (16%) were civil servants/TNI/POLRI, 18 respondents (18%) were SOE employees, and 18 respondents (18%) were private employees. Consequently, the vast majority of those surveyed were owners.

Table 1 Test Validity

Variabel	**statement**	***Corrected Item-Total Correlation*/ r count**	**r Table**
Distribution channel	X1.1	0.6	0.361
	X1.2	0.449	0.361
	X1.3	0.698	0.361
	X1.4	0.525	0.361
	X1.5	0.439	0.361
	X1.6	0.538	0.361
	X1.7	0.562	0.361
	X1.8	0.449	0.361
Variable	statement	*Corrected Item-Total Correlation*/ r count	r Table
price	X2.1	0.514	0.361
	X2.2	0.403	0.361
	X2.3	0.787	0.361
	X2.4	0.543	0.361
	X2.5	0.618	0.361
	X2.6	0.787	0.361
Variable	Statement	*Corrected Item-Total Correlation*/ r count	r Table

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Variabel	statement	*Corrected Item-Total Correlation*/ r count	r Table
Brand image	X3.1	0.645	0.361
	X3.2	0.446	0.361
	X3.3	0.727	0.361
	X3.4	0.607	0.361
	X3.5	0.658	0.361
	X3.6	0.582	0.361
	X3.7	0.513	0.361
	X3.8	0.618	0.361
Variable	statement	*Corrected Item-Total Correlation*/ r count	r Table
Purchasing Decisions	Y.1	0.43	0.361
	Y.2	0.607	0.361
	Y.3	0.537	0.361
	Y.4	0.725	0.361
	Y.5	0.676	0.361
	Y.6	0.681	0.361
	Y.7	0.457	0.361
	Y.8	0.763	0.361
	Y.9	0.773	0.361
	Y.10	0.541	0.361
	Y.11	0.426	0.361
	Y.12	0.378	0.361

It can be concluded that all questionnaire statements are valid because the r-calculated value > r-table.

Table 2 Hypothesis test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.340	.187		1.818	.072
	Purchasing Decisions	.374	.056	.386	6.743	.000
	price	.189	.030	.324	6.408	.000
	Brand image	.351	.043	.468	8.219	.000

a. Dependent Variable: Keputusan Pembelian

Partial Hypothesis Test (t-test)

The t-test is used to test whether the proposed hypothesis is accepted or rejected. The following is the formula for finding the t-table value:

t-table = α/2(n-k-1), n = Number of respondents, k = Number of research variables, α = 5%

t-table = α/2(98-4) = 0.0025;94, so the t-table value obtained is 1.985.

The following is derived from the preceding table:

1. Distribution systems have a significant impact on purchase decisions, as indicated by the t-calculated value for distribution channels being 6.743 > t-table 1.985 and sig value being 0.000 < 0.05.
2. Cost has a considerable impact on desires to buy, as indicated by the t-calculated value of 6.408 > t-table 1.985 and the sig value of 0.000 < 0.05.
3. It is possible to infer that brand image has a major effect on purchase decisions because the t-calculated value for brand image is 8.219 > t-table 1.985 and the sig value is 0.000 < 0.05.

Table 3 Simultaneous Hypothesis Test (F-test)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.409	3	5.136	107.669	.000[b]
	Residual	4.484	94	.048		
	Total	19.894	97			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Citra Merek , Harga, Saluran Distribusi

With a threshold for statistical significance of 0.000 < 0.05 and an F-calculated value of 107.669 > F-table 2.70, it can be said that brand image, price, and the number of channels all significantly influence consumer choices at the same time.

Table 4 Coefficient of Determination (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880[a]	.775	.767	.21842

a. Predictors: (Constant), Citra Merek , Harga, Saluran Distribusi

b. Dependent Variable: Keputusan Pembelian

The resultant Corrected R-sq. value is 0.767, or 76.7%. Distribution channels, price, and brand image account for 76.7% of purchases, while other criteria not included in this survey, like delivery time and safety, account for the remaining 100%, or 23.3%.

Purchase decisions at PT. Pos Indonesia Kabanjahe Service Unit are significantly influenced by channels of delivery, according to the research findings and the author's many interviews with customers. This suggests that PT. Pos Indonesia's ability to effectively distribute its products and offerings is crucial in luring clients to use its shipping and other services. Customers take into account a number of important factors when making judgments about what to buy, including the ease of access to post office locations, service speed, broad supply systems, and a range of different shipping alternatives. Price significantly influences customers' decisions to buy at PT. Pos Indonesia Kabanjahe Service Unit, according to the research findings and the author's many interviews with customers. This demonstrates that consumers weigh cost while selecting shipping or other offerings. Purchase decisions at PT. Pos Indonesia Kabanjahe Service Unit are heavily influenced by brand image, according to the research findings and the author's many interviews with PT. Pos Indonesia customers. This implies that consumers' choice of delivery services is greatly influenced by their perceptions of PT. Pos Indonesia's reputation, trustworthiness, and favorable image.

CONCLUSION

1. Distribution mechanisms have a substantial positive impact on purchase decisions, according to the t-hypothesis test results, which show that the t-count value for distribution channels is 6.743 > t-table 1.985 and the sig value is 0.000 < 0.05.
2. Price has a considerable positive impact on purchase decisions, according to the t-hypothesis test results, which show that the mean t- count for price is 6.408 > t-table 1.985 and the sig value is 0.000 < 0.05.
3. The mean t- count for brand image is 8.219 > t-table 1.985 and the significance coefficient is 0.000 < 0.05, according to the findings of the t-hypothesis test. This suggests that brand image significantly influences decisions to buy.
4. It may be inferred from the F-hypothesis test findings that price, brand image, and distribution channels all significantly influence decisions to buy at the same time. The an f-count value acquired is 107.669 > F-table 2.70, and the level of confidence is 0.000 < 0.05.
5. The Improved R-squared value derived from the coefficient of determination analysis is 0.767 (76.7%). Therefore, distribution channels, price, and brand image account for 76.7% of purchases, while other

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criteria not included in this study, like supply stability and speed, account for the residual 100%-76.7% = 23.3%.

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