

The Role of Brand Image in Mediating the Influence of E-Service Quality, Price Perception, And E-WOM On the Selection of JNE Express Courier Services Technology

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ABSTRACT: Courier services are crucial in delivering orders from business operators to customers. Customers can choose courier services that meet their needs. This study aims to analyze the impact of e-service quality, price perception, and e-WOM on the selection of courier services and the mediating role of brand image in the influence of e-service quality, price perception, and e-WOM on the selection of courier services. This study's sample consists of 105 respondents who are customers of JNE Express using e-commerce in Sidoarjo. The sampling technique used is non-probability sampling, specifically convenience sampling. The primary data used was collected through questionnaires distributed to the respondents. The analysis used the Partial Least Square (PLS) method with Smart PLS version 4.0 software. The study's results conclude that E-service quality has a significant positive impact on the selection of courier services. Price perception and e-WOM have no significant impact on the selection of courier services. Brand image mediates the significant positive effect of e-service quality and e-WOM on the selection of courier services. The brand image does not mediate the impact of price perception on the selection of courier services.

Keywords – E-Service Quality, Price Perception, E-WOM, Courier Service Selection

1. INTRODUCTION

Customers can easily choose courier or alternative services due to the many available options that meet their needs. It is suspected that customers assess whether the service will provide a bad experience or a pleasant one before deciding to choose a courier service. The selection of courier services is part of consumer behavior. According to Nurhasanah et al. (2021), consumer behavior studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.

Based on customer reviews of JNE Express in 2024, 39% of the total 311 reviews indicate that customers would repurchase the service. These reviews are suspected to lead to customer reluctance to cooperate and not choose the courier service if there are many negative reviews (Indonesia Review 2024). Customers will cooperate and choose JNE Express courier services if there are many high ratings on social media.

Courier companies strive to serve customers according to their expectations so that e-commerce users continue to use their services. JNE Express is one such provider that offers solutions for e-commerce product sales by developing business models to support current digital customer retention strategies. Companies can enhance customer appeal by improving e-service quality. E-service quality is an effective marketing technique to ensure customers continue cooperating and choosing courier services. The relationship between e-service quality and the choice of courier services is interesting because there is still a research gap. According to

Firmansyah & Mahfudz (2023), e-service quality can be defined as the combination and evaluation of all services conducted digitally.

Customers are also suspected of wanting to compare e-service quality with price perception. Price perception is important for customers when choosing from several alternative courier services. According to Wasik et al. (2023), price perception can be understood as the amount of certain benefits consumers are asked to exchange for obtaining a product or service.

Apart from prioritizing e-service quality and paying attention to price perceptions, customers are suspected of sharing information through electronic media (e-WOM) by telling the advantages of courier services that make customers choose courier services. According to Hamdani & Maulani (2018), E-WOM can be interpreted as a communication medium for sharing information about a product or service between consumers who do not know each other and have never met before. The fast-paced march in the online world adds to the ease of communication. Customers are suspected of easily giving reviews and star ratings that greatly influence other customers in choosing services.

In the era of digitalization, from the perspective of consumer behavior theory, technology has become a tool for consumers to conduct online transactions, making it easier for them to transact using electronic media such as smartphones. According to Rosário (2022), an individual can use virtual web and social media spaces to discuss specific issues, comment on different facts, and compare things with others (Satpathy & Patnaik, 2019). This study aims to analyze the impact of e-service quality, price perception, and e-WOM on the choice of courier services and the role of brand image in mediating the influence of e-service quality, price perception, and e-WOM on the choice of courier services.

Several studies on the relationship between e-service quality and purchasing decisions have yielded different results. The study conducted by Sudirjo F. et al. (2023) indicates that e-service quality positively and significantly influences purchasing decisions. Service quality strongly impacts purchasing decisions (Viando H.R.A., 2023). However, the research by Muslim (2021) states that e-service quality has a non-significant effect on purchasing decisions. This non-significant effect may be due to the customer's experience using the website for transactions, allowing them to perceive the quality of the e-service directly.

Price perception is suspected to influence the choice of courier services, making it an interesting subject for research due to the varying results found in previous studies. The study by Madani et al. (2023) states that price perception positively and significantly affects purchasing decisions. The better the relative price perception of a product, the greater the purchasing decision. According to Destiani A. et al. (2023), their study also found that price perception positively and significantly affects purchasing decisions. When consumers focus on the price offered by the provider, it can lead them to decide to purchase. However, the research by Rivai & Zulfitri (2021) found that price perception is not a trigger for purchasing decisions. In their study, price perception influences customer satisfaction more dominantly through the quality of the product rather than as a direct factor in purchasing decisions.

The abundance of positive information on social media will influence consumers' decisions to purchase (Astuti & Mardiansyah, 2019). Research by Mandasari et al. (2023) indicates that e-WOM has a positive and significant impact on purchase decisions. E-WOM causes consumers to make purchase decisions and pay more attention to reviews from others about a product.

The results of studies on e-service quality, price perception, and e-WOM need to be more consistent, which is considered a research gap. This gap allows this study to develop a research model by adding a mediating variable: brand image. Positive reviews on social media from customers, supported by satisfactory e-service quality and attention to price perception, are suspected of forming a trustworthy brand image, encouraging customers to choose courier services.

2. THEORITICAL REVIEW

E-Service Quality

E-service quality plays a crucial role in services operating within the technology sector (Aferi & Yeni, 2022). E-service quality can be understood as the combination and result of evaluations of all services conducted digitally

(Firmansyah & Mahfudz, 2023). Conceptually, according to Salsabila et al. (2022), both e-service quality and service quality serve the same purpose. In other words, they compare customer perceptions of the service they receive with their expectations for fulfilling their desires (Rahayu et al., 2023).

Online service quality has a positive and significant impact on purchase decisions. Customers' treatment can make them confident in buying a product (Rahayu et al., 2023). Research by Surenda et al. (2022) also shows that e-service quality has a positive and significant effect on purchase decisions. Consumers highly consider service quality before making a purchase decision. Service quality is considered good if it can provide goods and services according to customer desires, leading to customer satisfaction and purchase decisions (Fitriany, 2022).

Service quality positively and significantly influences purchase decisions. This means that the better the service quality, the better the purchase decisions (Mulyadi et al., 2023). This study is supported by research from Sinurat et al. (2022), Nasution et al. (2022), and Hartono et al. (2021), which indicate that e-service quality positively and significantly affects purchase decisions. The better and more enjoyable the company provides service delivery through a website or application, as perceived by customers, the higher their online purchasing behavior (Suganda & Arrifianti, 2023).

Price Perception

According to Setiadi (2019), perception can be interpreted as the meaning derived from past experiences and stimuli received through the senses, such as sight, hearing, taste, and so on (Irawan et al., 2023). As defined by Wasik et al. (2023), price perception can be understood as the perceived value consumers are willing to pay to obtain a product or service. Each individual's price perception varies, depending on their background, capabilities, and environment.

Price perception is significant in purchase decisions and is relative to each individual. Reasonable product prices can serve as useful guidelines for consumers and purchasing authorities during the buying process (Essardi et al., 2022). This study is supported by Irawan (2023), who found that price perception positively and significantly impacts purchase decisions. The more relative the price perception of a product, the greater the purchase decision for that product. This finding is also supported by Maharani et al. (2022), Maemunah et al. (2022), and Fahmi et al. (2024), who found that price perception has a positive and significant impact on purchase decisions. Price perception influences purchase decisions favorably when prices are affordable and create a sense of consumer satisfaction (Wijayanti & Nainggolan, 2023). Based on several researchers' findings, price perception has a positive and significant influence on purchase decisions. The more relative the price offered to customers, the better the alignment of price with the quality of goods or services, price competitiveness, and the suitability of the price with the benefits received, the higher the likelihood that customers will make a purchase decision or choose a service.

E-Word of Mouth (E-WOM)

E-WOM refers to statements made by actual, potential, or former consumers about a product or company, where this information is available to others or institutions via the Internet (Badir & Andjarwati, 2020). According to Ansari et al. (2019), E-WOM consists of statements made by consumers on social networking platforms, which can be either positive or negative.

E-WOM positively and significantly impacts purchase decisions (Astuti & Mardiansyah et al., 2019). Kamil & Albert (2020) also found that E-WOM positively and significantly influences purchase decisions. The better the E-WOM regarding a product or service, the more likely customers will make a purchase decision. A key reason consumers buy products is that the company can demonstrate and convince them of the reliability of their products and services (Saraswati & Giantari, 2022). Further research by Mulyadi et al. (2023) also found word of mouth's positive and significant impact on purchase decisions. According to Hamdani et al. (2022), E-WOM content and the valence of opinions play an important role in purchasing goods or services.

This research is supported by Irawan (2023), who found that E-WOM significantly influences consumer decisions. Nurhasanah et al. (2021) stated that the most dominant indicator of the E-WOM variable in their study was recommendations on social networking sites. Respondents noted recommendations from users of social networking sites for shopping. Based on the findings of several researchers, it is evident that E-WOM has a positive and significant impact on purchase decisions. The more recommendations from other customers, five-

star ratings on social media, the reliability of the product or service, and positive customer experiences, the higher the likelihood that customers will make a purchase decision or choose a service.

Brand Image

Brand image is a customer-based concept that helps understand the attributes, functional consequences, and personal experiences that customers associate with a particular product or service (Vieira R.A et al., 2022). According to Takaya (2019), brand image represents what a brand is known for. It is built from data, past brand experiences related to the brand image, actions reflecting beliefs, and empathy towards the brand. Corporate image is a collection of consumer perceptions of a company's attributes (Pradani & Mangifera, 2023). Brand image can influence consumer evaluations due to the perceptions or public perceptions of the brand (Siregar, 2020).

Customers with a positive image of a branded item are more likely to purchase. Studies by Hidayat et al. (2023), Maharani et al. (2023), Ali et al. (2023), Sinurat et al. (2023), Kalonta et al. (2023), Kuswibowo et al. (2023), Madani et al. (2023), and Syaharni & Kesumahati (2023) also show that brand image has a positive and significant impact on purchase decisions. Further research by Angeline et al. (2023) also indicates that brand image positively and significantly affects purchase decisions. This demonstrates that a good brand image will enhance purchase decisions. Brand image should be treated as a tool to help consumers make brand choices among various brand offerings (Djaelani & Darmawan, 2021).

Brand image can mediate service quality's positive and significant impact on purchase decisions (Prastiwi S.K. et al., 2023). The better the brand image associated with a product, the more consumers will be attracted to purchase, as they believe that a product with a trustworthy brand image will provide a sense of security when using it. Andrianto & Fianto (2020) and Armawan et al. (2023) found that brand image can mediate the positive and significant influence of service quality on purchase decisions. When the service quality improves, a good brand image is formed in the minds of consumers, which in turn impacts purchase decisions (Saparso et al., 2021).

Research conducted by Prabowo H. et al. (2023) found that brand image can positively and significantly mediate the influence of price perception on purchase decisions. Price perception significantly affects brand image and enhances purchase decisions for consumers looking to buy, which should be utilized optimally. A brand image will be favorable among consumers if the price is affordable. Affordable prices can create satisfaction for consumers. When consumers accept the price, their purchase interest will increase (Wijayanti & Nainggolan, 2023). Andrianto & Fianto (2020) also found that brand image can positively and significantly mediate the influence of price perception on purchase decisions. Price perception can positively and significantly affect purchase decisions when mediated by brand image. This means brand image plays a crucial role in sales. Consumers pay more attention to brand image than price perception because they prefer good products with a good reputation.

Brand image is a variable that mediates the influence of word of mouth on purchase decisions, meaning word of mouth indirectly affects purchase decisions through brand image. When word of mouth increases, it will enhance the brand image, which in turn will automatically increase the purchase decision for a product. This will positively impact the company's brand image, which will also directly affect purchase decisions (Murdana & Suasana, 2020). Research by Andrianto & Fianto (2020) also found that brand image can positively and significantly mediate the influence of e-WOM on purchase decisions. Brand image partially mediates the impact of e-WOM on purchase decisions. The better the brand image, the stronger the influence of e-WOM on purchase decisions. Good e-WOM can enhance consumer purchase decisions directly and indirectly through brand image (Marwida et al., 2023).

Further research by Stefany et al. (2022) found a similar result, indicating that e-WOM can influence purchase decisions based on brand image. E-WOM has a significant impact on purchase decisions through brand image. According to Saputra, Juliana, and Wardana (2020), this study found that brand image is a mediating variable in the influence of e-WOM on product purchase decisions. This shows that the higher the e-WOM, supported by a good brand image, the more likely consumers are to purchase. Companies must maintain e-WOM and brand image to enhance product purchase decisions. Companies must improve their listening and assistance regarding consumer issues to make consumers feel valued by providing excellent customer service.

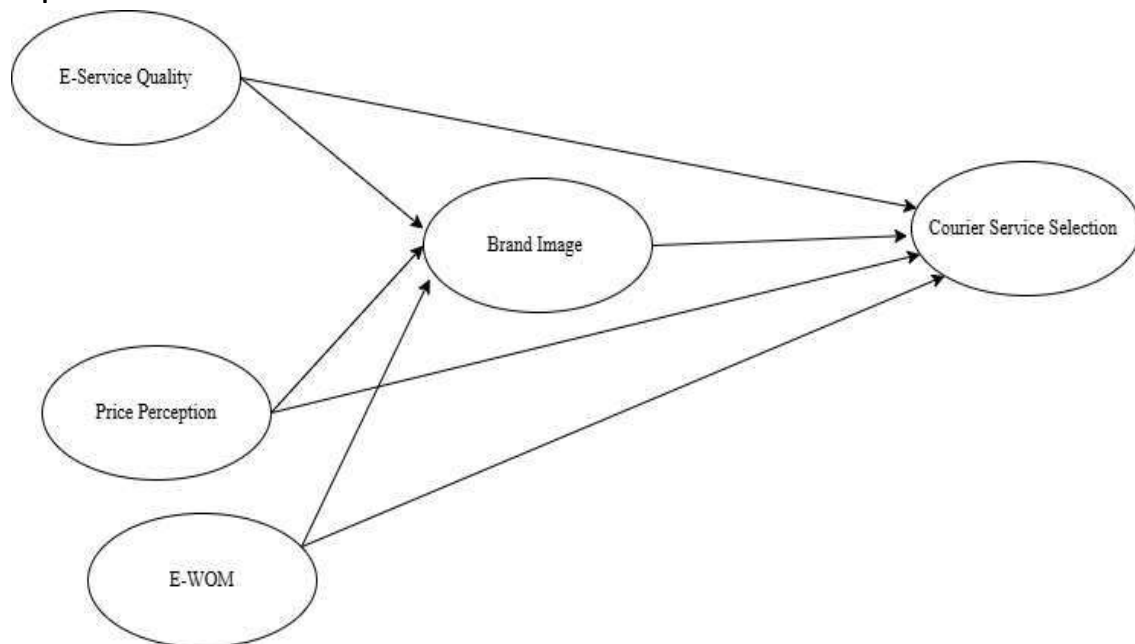
Further research by Saraswati and Gianti (2022) also found that brand image can mediate the influence of e-WOM on purchase decisions. The company's ability to maintain relevance for its users ensures that the brand image remains well-known for providing benefits to consumers, with good product attributes, relationships, and company credibility.

Service Selection

Service selection terminology is part of the purchasing decision process, which is the last step for consumers to buy goods that suit their desires. Before deciding to buy, consumers first find out about the goods or services (Pranoto et al., 2022). Purchasing decisions are the process of the entire experience of studying, choosing, using, and disposing of a product (Akbar, 2020). Purchasing decisions are the process of consumers making decisions regarding a transaction for goods or services offered in the market. The market provides many brands that offer almost the same product at different values to attract consumers (Ansari et al., 2019).

Increasingly fierce business competition requires the market to be creative and attractive to influence consumer purchasing decisions (Mandasari, 2023). Purchasing decisions show how individuals, groups, and organizations choose, buy, use, and use goods, services, ideas, or experiences to satisfy their needs and wants. Purchasing decisions are preceded by a desire to buy, which arises from various influencing factors such as family, desired price, the information provided, and the benefits or benefits obtained from the product or service. When consumers purchase, many situational factors can influence their purchasing decisions. Consumers will certainly seek information about the product or service they are buying before consumers buy a product or service (Nurhasanah et al., 2021).

Conceptual Framework



Hypothesis

H1: E-service quality has a positive effect on the selection of courier services
 H2: Price perception has a significant positive effect on selection

H3: E-WOM has a significant positive effect on the selection of courier services

H4: Brand image mediates a significant positive effect of e-service quality on the selection of courier services

H5: Brand image mediates a significant positive effect of perceived price on the selection of courier services

H6: Brand image mediates the significant positive effect of e-Wom on the selection of courier services

3. METHODS

This research is quantitative, associative research that aims to determine the relationship or influence between

two or more variables. Samapel, in this study, is a customer of JNE Express courier services e-commerce users in Sidoarjo. The sampling technique uses non-probability sampling, namely convenience sampling, with the criteria that e-commerce customers domiciled in Sidoarjo have chosen the JNE Express courier service. The research variable consists of exogenous variables: e-service quality, price perception, electronic word of mouth (e-WOM), and brand image, as well as mediation and endogenous variables, which are courier service selection decisions. The Likert scale measured the research variables: a. Strongly disagree (score 1); b. Disagree (score 2); c. Neutral (Score 3); d. Agree (score 4); e. Strongly agree (score 5). The type of data used is primary data, which is obtained directly from respondents in the form of answers to the statements in the questionnaire. The data analysis method uses Structural Equation Modeling (SEM- PLS), which is used to measure test latent variable relationships.

4. RESULT AND DISCUSSION

Result

Table 1. Respondent Identity

Profile	Number	%
Estimation of Courier Service Selection in One Month		
1-2 Times	61	58%
3-4 Times	26	25%
>4 Times	18	17%
Age		
11-26 Years	67	64%
27-42 Years	29	27%
43-58 Years	9	0.09%
Gender		
Female	71	68%
Male	34	32%

Source: Questionnaire data processed

Based on Table 1, most respondents chose the estimated selection of courier services as many as 1-2 times in one month, with a percentage of 58% or as many as 61 customers. Age was dominated by Generation Z (11-26 years), with 64% or as many as 67 people, and the majority of respondents were female, with 71 people (68%). Construct measurement quality through reliability and validity tests. Construct reliability uses Cronbach's Alpha and Composite Reliability. A reliability test ensures that the construct is free from measurement bias. Furthermore, the instrument validity test uses the cross-loading method, namely the average variance extracted (AVE) for convergent validity and the square root of the AVE for discriminant validity.

Table 2. Construct Validity and Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Image (Z)	0,815	0,890	0,730
E-Service Quality (X1)	0,800	0,53	0,560
E-WOM (X3)	0,719	0,840	0,637
Courier Service Selection (Y)	0,778	0,859	0,605
Price Perception (X2)	0,899	0,929	0,767
R-Square	0,583		

Source: Smart PLS output (2024)

As shown in Table 2, the Cronbach's alpha values of the five latent variables are higher than the threshold value of 0.70 (Hair et al., 2017). Similarly, the Composite Reliability Coefficient of the five latent variables exceeds the

threshold value 0.70 (Hair et al., 2017). Thus, the four latent variables meet the reliability requirements, the latent variables have good internal consistency, and the indicators are construct measures for validity using the AVE value. The results show good validity because the AVE estimate value is higher than the standard normal value of 0.50.

The coefficient of determination (R_Square) = 0.583. It can be interpreted that the model can explain the problem of choosing a courier service by 58.30%, and 41.70% is explained by other variables (other than E-Service Quality, E-WOM, Price Perception, and Brand Image) that have not entered the model and errors. This means that the selection of courier services is influenced by E-Service Quality, E-WOM, Price Perception, and Brand Image by 58.30%, while 41.70% is influenced by variables other than E-Service Quality, E-WOM, Price Perception, and Brand Image.

Table 3. Outer Loading

	Brand Image	E-ServiceQuality	E-WOM Extracted(AVE)	CourierService Selection	Price Perception
X1.1		0.694			
X1.2		0.567			
X1.3		0.542			
X1.4		0.706			
X1.5		0.709			
X1.6		0.758			
X1.7		0.722			
X2.1					0.835
X2.2					0.904
X2.3					0.840
X2.4					0.921
X3.1			0.818		
X3.2			0.807		
X3.3			0.770		
Y1				0.751	
Y2				0.898	
Y3				0.742	
Y4				0.706	
Z1	0.842				
Z2	0.892				
Z3	0.829				

Source: Smart PLS output (2024)

Table 3 illustrates that the factor load of each indicator of the five latent variables is more than the threshold value of 0.5 (Ghozali, 2015). All indicators on the five latent variables have good validity, and based on empirical results, this research model is free from potential measurement bias.

Figure 1. PLS Model

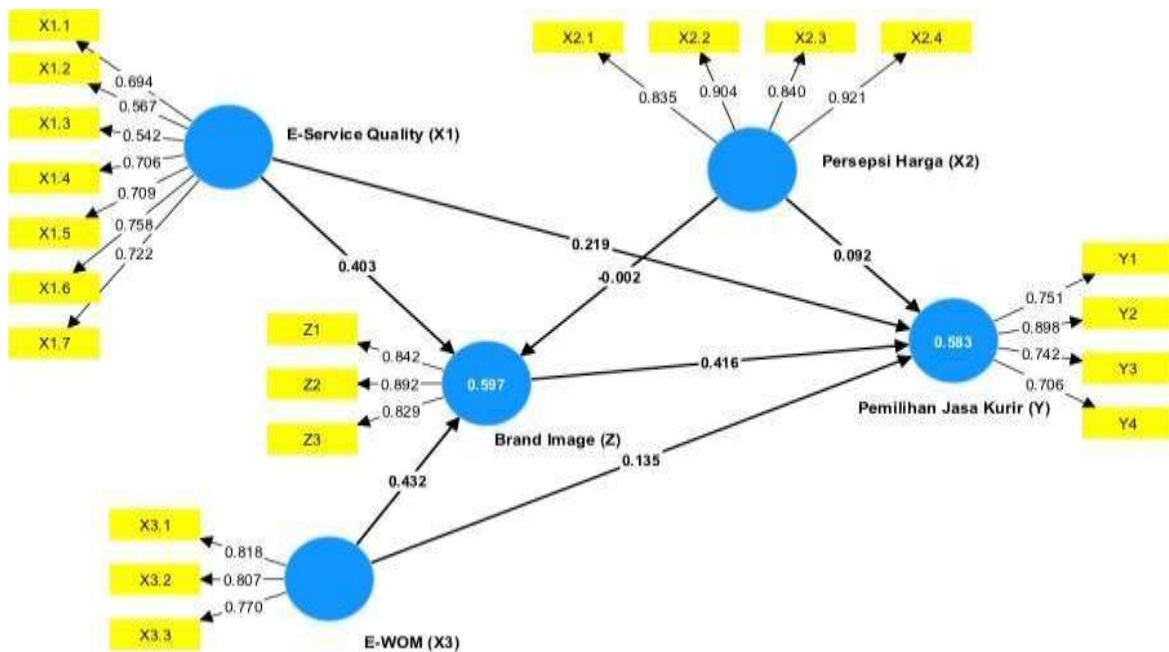


Table 4. Direct Effect Testing

No	Relationship between variables	Path Coefficient	P-Value	Information
1	E-Service Quality -> Courier Service Selection	0,219	0,035	Significant
2	Price Perception -> Courier Service Selection	0,092	0,448	Non- Significant
3	E-WOM -> Courier Service Selection	0,135	0,323	Non- Significant

Source: Smart PLS Output (2024)

Table 5. Testing Mediating Variables

No	Relationship between variables	Mediating Variables	Path Coefficient	P-Value	Information
1	E-Service Quality -> Courier Service Selection	Brand Image	0,168	0,015	Significant
2	Price Perception -> Courier Service Selection	Brand Image	-0,001	0,986	Non-Significant
3	E-WOM -> Courier Service Selection	Brand Image	0,180	0,011	Signifikant

Source: Smart PLS Output (2024)

DISCUSSION

The test results show that e-service quality significantly affects the selection of JNE Express courier services, meaning that hypothesis 1 is accepted. The more JNE Express provides e-service quality in compensation to customers, the higher the customer chooses JNE Express courier services. To optimize compensation, companies are responsible and need the ability to listen well to customers, empathize with customer situations, explain the causes, provide solutions to customer problems to completion, and offer compensation that suits customer needs and preferences. The role of customer service in digital services is very important because it is the bridge

between the customer and the company. This can include live chat, social media, email, mobile apps, and help centers. Providing compensation in the form of sincerity in apologizing, speed in responding to customer complaints, and speed in delivering solutions will further help increase the selection of JNE Express courier services by providing online services such as Over SLA (Service Level Agreement) and My JNE which can provide convenience for customers to use JNE services for 24 hours.

The results of this study are in line with research (Puspita A.M.D., 2022), which states that e-service quality has a significant positive effect on brand image. Likewise, research (Prastiwi et al., 2023) states that service quality has a significant effect on brand image. The better the quality of service, the better the brand image (Wijaya et al., 2020).

The test results show that price perceptions do not significantly affect the selection of JNE Express courier services. Most courier service providers offer relatively the same, even lower prices. Customers prioritize price affordability when buying online, compare prices and choose lower prices, and want specific discounts or promotions they want to take advantage of. Likewise, research (Rivai & Zulfitri, 2021) states that price perception does not significantly affect purchasing decisions.

This study's findings are in line with research (Ryananda et al., 2022) that states that price perception does not significantly affect brand image. If a product costs more than the benefits received, consumers will consider the brand image to have poor value.

The results of the tests show that e-WOM has no significant positive effect on the selection of JNE Express courier services. The selection of JNE Express courier services is not influenced by e-WOM. Customers need commitment and consistency from service providers, not just giving five stars from several customers so that the selection of JNE Express courier services can increase. The lack of commitment and consistency in serving customers is evidenced by slow customer service in several areas, causing compensation to be forfeited because it exceeds the specified time limit, seems convoluted, goods are reduced in the middle of the trip, damaged and even lost cannot be resolved properly, causing disappointment and loss on the part of customers. This study's findings align with research (Badir & Andjarwati, 2020), which states that e-WOM has not significantly influenced purchasing decisions. This research is also supported by (Prasetyo & Azmala, 2022), which shows that E-Wom does not have a positive and significant influence on purchasing decisions.

This study's results align with (Astuti & Mardiansyah, et al., 2019), which state that E-WOM positively and significantly influences brand image. This research is also supported by (Putri 2021; Afifah et al., 2022 Ngan & Chinh 2022), which show that E-WOM positively and significantly affects brand image.

The research results show that E-service quality has a positive and significant effect on the selection of JNE Express courier services through brand image. If the e-service quality provided improves, a stronger and more reliable brand image will be formed, which will impact the selection of JNE Express courier services.

Compensation is a major factor in e-service quality. Customer Service is an important liaison between customers and companies through various communication channels.

This study's findings align with research (Andrianto & Fianto, 2020; Armawan et al., 2023), which found that brand image can mediate the effect of service quality on purchasing decisions positively and significantly. Further findings show that brand image can mediate the effect of service quality on purchasing decisions positively and significantly, according to (Prastiwi S.K. et al., 2023).

Based on the results of the research, it is found that price perceptions do not have a positive and significant effect on the selection of JNE Express courier services through brand image. Customers prioritize price affordability when buying online, compare prices and choose lower prices, and want certain discounts or promotions they want to take advantage of. JNE Express needs to improve competitive pricing and effective communication regarding the added value offered, regional coverage, reliability, and speed of delivery.

The findings of this study are in line with research (Lawasa A.M. et al., 2023), which found that brand image is unable to mediate price perceptions on purchasing decisions. They are also in line with research (Ryananda et al., 2022), which states that price perceptions are not found to have a significant effect on purchasing decisions through brand image.

The results showed that e-WOM plays an important role in strengthening and improving the JNE Express brand

image. This shows that the more positive e-WOM customers give to JNE Express, the stronger and more reliable the JNE Express brand image among customers. Customers give JNE Express a positive reputation and often recommend its services on social media, which can expand JNE Express's market share.

The findings of this study are in line with Andrianto & Fianto (2020), who found that brand image can positively and significantly mediate the influence of e-WOM on purchasing decisions. The better the brand image, the better the influence of e-WOM on purchasing decisions (Saputra Juliana & Wardana, 2020). Saraswati and Gianti (2022) also found that brand image can mediate the influence of e-WOM on purchasing decisions.

5. Conclusion and Recommendations

Based on the research results and discussion, this study concludes. First, e-service quality contributes to the selection of JNE Express courier services. Second, e-service quality contributes to brand image. Third, price perceptions do not contribute to the selection of JNE Express courier services because many competitors have the price of a service with relatively the same customer benefits. Fourth, price perceptions do not contribute to brand image because JNE Express has a large market share, but customers still want lower prices. Fifth, e-WOM does not contribute to selecting JNE Express courier services. Sixth, e-WOM makes the highest contribution to brand image. Seventh, e-service quality contributes to the selection of JNE Express courier services through brand image. Ninth, price perception does not contribute to selecting JNE Express courier services. Tenth, e-WOM contributes to selecting JNE Express courier services through brand image.

Recommendations for improving this research are for JNE Express to increase the strength of its brand image, continue to develop technology for the development of online services owned by JNE Express, and be committed and consistent in fulfilling compensation that can increase the selection of JNE Express courier services.

Future Research

Future research is expected to include the variable of free shipping promotions to enhance the contribution to influencing the selection of courier services. The results of this study are hoped to serve as a reference for existing academic material and as a guide for researchers in the field of marketing, particularly regarding e-service quality, price perception, e-WOM, brand image, and service selection.

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