

# The Influence Covid 19, Competition, Price and Service Quality on Purchase Decisions at PT Melvin Prima Perkasa (Freight Forwarding)

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**Abstract.** The purpose of this study was to determine and analyze the partial and simultaneous effect of the *Covid-19*, Competition, Price, and Service Quality on Purchase Decisions. The population in this study were customers of PT Melvin Prima Perkasa and respondents in this study were customers of PT Melvin Prima Perkasa with a total sample of 72 respondents. The sampling technique here uses the Purposive Sampling-Quota method. In this study, data were collected through questionnaires given directly to respondents. The data analysis method used is descriptive analysis using Multiple Linear Regression, Classical Assumption Test, T Test and F Test with a significance level of 0.05 and the Coefficient of Determination. Partially it is known that the *covid 19*, price and service quality have a positive influence, while the results simultaneously variable *Covid 19*, competition, price and service quality have a significant effect on purchasing decisions.

**Keywords:** Covid 19 Pandemic, Competition, Price, and Quality of Service and Purchase Decisions.

## 1 Introduction

A service company is a company whose main business activity is to offer and sell services or services to customers. One of them is a company providing freight forwarding. service companies Freight forwarding provide types of transportation services from airlines, shipping lines, transportation, customs document processing and others. According to (Mandasari et al., 2021) The role of freight forwarding (EMKL) makes it easier for exporters and importers to process goods shipments [1]. The development of the freight forwarding pandemic era Covid-19 underwent changes. This can happen because the shipping industry in Indonesia has experienced a decline in global containers, which began with the Covid 19 throughout the world which caused a reduction in the number of container cargoes. The decrease in the volume of goods (containers) is due to the impact of reduced truck transportation on land due to people's purchasing power [2].

Which has decreased drastically since the Covid 19, causing low container movement from ports. According to the Chairman of the Indonesian Logistics Association, Mahendra Rianto (2021), the scarcity of containers could occur due to imbalanced trade in the pandemic era and supply shortage causing freight rates to increase, causing shiploads to not be full for

return and departure trips, so the company's ship activities were reduced [3]. The development of the *freight forwarding* is also facing the development of competition between companies in the same field. Competition makes companies must be able to provide good service quality, and the prices offered to customers are acceptable.

In addition to competition between competitors in *freight forwarding*, price offers are also a very important thing for customers to consider when deciding to purchase services. Prices are used by customers to assess the benefits of a service. The problem of offering the company's price to customers is very competitive and is considered a factor for purchasing decisions by old and new customers. So that the decision to purchase services can be carried out continuously by customers, the company must be able to give the best to customers. Good service quality can convince customers and will always appear an impression and a sense of comfort in the minds of customers. According to (Zafitri,2021), there are 5 things that are used as parameters for the level of service quality, namely tangible, reliability, responsive, assurance, and empathy. Before making a purchase decision, customers usually see the overall service quality of the work going well.

PT Melvin Prima Perkasa is a freight forwarding company as well as an EMKL (Sea Ship Expedition) company in Batam that provides services for managing activities and export-import documents for the implementation of transportation, delivery, receipt of container goods from ships using land transportation facilities that are transported for delivery. to the warehouse or from the warehouse is transported to the ship and helps settle all costs incurred for the transportation activities. Container transportation during the *Covid 19* in this company has decreased compared to before the *Covid 19*.

Based on the container entry data for a period of 3 years from PT Melvin Prima Perkasa below, the researchers took data starting in 2019. In that year, the condition of the *freight forwarding*. Even though the *Covid 19 pandemic* in March 2020, the impact of the *Covid 19* was felt in January 2020 and in that month the lowest incoming containers were for 3 years and the number of containers transported by PT Melvin Prima Perkasa decreased in 2020, when pandemic *Covid 19* which weakened the *freight forwarding* and shipping business sector. In 2021 the number of incoming containers experienced a slight increase in trucking, but lower than in 2019 (before the *Covid 19*) this was due to a decrease in domestic container cargo loads entering Batam.

Based on the description above, the researcher made a research entitled “The Effect *Covid 19*, Competition, Price and Service Quality on Purchase Decisions at PT Melvin Prima Perkasa (*Freight Forwarding*)”.

## **2 Literature Review**

### **2.1 Pandemic Covid 19**

Pandemic *Covid* is the spread of a virus called *SARS-CoV-2 World Health Organization (WHO)* announced the disease or virus as a world disease disaster on March 11, 2020 because the virus has spread worldwide from the beginning of the emergence of the virus on December 31 2019 [4]. According to (Arifin, 2020) the *Covid 19* in the shipping and *freight forwarding*: Decreased *volume* of export and import cargo, *clearance* at ports, decreased performance as a result of *physical distancing* and *work from home* problems *docking* ship [5].

## 2.2 Competition

According to (Halim et al., 2019) competition among companies to compete for *customers* leads to innovation and improving the products offered and finally at lower prices [6]. Competition among companies trying to dominate the market, for example profit and market share. The competition indicator refers to *Porter's Five Force Competitiveness theory* (Barutçu & Tunca, 2012) in (Anggorowati et al., 2019) which consists of: Existing company competition, the threat of new entrants, the strength of the purchase offer, the threat of substitute services or products, the strength of *stakeholders* [7].

## 2.3 Price

According to Basu Swastha (in Lisnasari et al., 2016) in (Zafitri, 2021) the definition of price is the value of money that must be given in order to get an item and service obtained. The price matches what is obtained, the *customer* can be sure to buy a service if the benefits obtained are appropriate [8]. According to Kotler and Armstrong (2012) as stated in Sabran's translation in (Korowa et al., 2018) price indicators: price affordability, price suitability with service products, price suitability with benefits, price according to ability or price competitiveness [9].

## 2.4 Service Quality

According to (Bakti & Alie, 2020) in (Zafitri, 2021) Service quality is something that is different from the reality and customer desires for what is received. The accuracy conveyed must be in accordance with the wishes of the customer who can meet the needs and expectations of service quality.

According to (Pradita & Widyastuti, 2020) in (Zafitri, 2021) there are five indicators and sub-indicators of service quality, namely:

1. Physical evidence (tangible): Employee performance, services online and offline.
2. Reliability (reliability): Services can meet consumer needs, transaction processing speed.
3. Responsiveness: Employees are able to provide information clearly and easily understood, Employees are able to provide fast, responsive, and friendly service.
4. Assurance: Guarantee the safety of goods, Guarantee on time.
5. Empathy: Serving and prioritizing consumer needs, receiving consumer complaints.

## 2.5 Purchasing Decision

According to Kotler & Armstrong (2016) in (Hasbi & Oktini, 2018) defines purchasing decisions as part of consumer behavior. Consumer behavior is human behavior individually, in groups to choose, buy, use, and use goods, services, ideas and experiences to satisfy needs. According to Kotler & Armstrong (2016) in (Hasbi & Oktini, 2018) indicators of purchasing decisions are: Choice of products or services, choice of dealers, time of purchase, number of purchases, payment methods [10].

### 3 Methods

The method in this research is descriptive in nature through a quantitative approach or type of data. This study conducts a descriptive analysis, an analysis that focuses on relevant, structured and reliable realities and then presented in the form of numbers (Hardani 2020) by applying the data analysis method using multiple linear regression analysis, seen from previous research where the research proves this method can see the value of independent variables, namely from independent variables that do not trigger comparisons and are connected to other variables. The author uses a questionnaire as a research tool so as to obtain information data from service users (customers) of freight forwarding PT Melvin Prima Perkasa. The preparation of the questionnaire in this study used a Likert Scale with 28 questions related to variables.

### 4 Result and Discussion

#### 4.1 Descriptive Statistics

The characteristics of the sample and respondents in this study are described in the following table:

**Table 1.** Respondent Profile

Respondent Profile		
Age	Gender	Customer Status
20 - 30 Years	Male	Old
31 - 45 Years	Female	New
>45 Year		

Source: PT Melvin Prima Perkasa

The criteria used as research samples are company customers who meet the following criteria:

1. Freight forwarding (clients) who have joined PT Melvin Prima Perkasa for less than 1 year, since they first established cooperation.
2. Freight forwarding (client) who has joined PT Melvin Prima Perkasa on a regular basis (consumable).
3. Freight forwarding company (client) that has joined PT Melvin Prima Perkasa (non-consumable).
4. Customer service users in other similar companies.

Before testing the hypothesis, first test the data instrument. The data scale in the current study includes ordinal data where the data does not have a certain level of measure. Testing

the data is very important to ensure its proper functioning. Basically, the data testing phase can be carried out in the following steps:

#### 4.2 Validity Testing

Testing Validity testing is useful for measuring the validity of statement items on the questionnaire (Arikunto 2012). The questionnaire used as a measuring tool in the study is based on the r-table value, a valid statement item is obtained when the correlation value of the r-count output is greater than the r-table statistical value. Respondents who will be tested in this study are  $n = 72$ , so that the r-table with a significant level of 5% is 0.228. So that the calculation of validity is more precise and accurate, this study uses IBM SPSS Version 25.

Below is a table of the results of the validity test of the item total correlation all tested variables is 0.228 with a significant level of 5% with  $n = 72$  so it is said to be valid. Therefore, all questionnaire statement items in the variables are said to be valid and can be used as indicators of data collection.

**Table 2.** Result of validity

Variable	Item	Description	r-count	r-table	Decision
<b>Covid-19 Pandemic (X1)</b>	X1.1	The decline in domestic cargo from abroad resulted in a scarcity of containers	0,237	0,2287	Valid
	X1.2	Spraying ship disinfectants and checking the health of the ship's crew	0,258	0,2287	Valid
	X1.3	Reducing employee hours	0,300	0,2287	Valid
	X1.4	Limiting the number of operational personnel in the company environment	0,241	0,2287	Valid
	X1.5	Reducing the number of workers in the ship maintenance field	0,236	0,2287	Valid
<b>Competition (X2)</b>	X2.1	Competition between similar companies occurs in terms of the quality of services offered	0,257	0,2287	Valid
	X2.2	The entry of new players makes the competition even tougher	0,372	0,2287	Valid
	X2.3	Bargaining power of buyers press for more service improvements	0,523	0,2287	Valid
	X2.4	The existence of substitute service offerings limits the profits earned by companies making competition more stringent	0,362	0,2287	Valid
	X2.5	The stronger the existence of a company is strongly influenced by the support of stakeholders	0,324	0,2287	Valid
<b>Price (X3)</b>	X3.1	Customers can reach the price set by the company	0,552	0,2287	Valid
	X3.2	Customers can feel the suitability of the price with the service products offered	0,550	0,2287	Valid
	X3.3	Customers can feel the benefits that are greater or equal to the price paid	0,594	0,2287	Valid

Variable	Item	Description	r-count	r-table	Decision
	X3.4	Customers get prices from companies according to customer capabilities	0,533	0,2287	Valid
Quality of service (X4)	X4.1	Employee performance	0,706	0,2287	Valid
	X4.2	Online and offline services	0,645	0,2287	Valid
	X4.3	Services can meet consumer needs	0,566	0,2287	Valid
	X4.4	Transaction processing speed	0,667	0,2287	Valid
	X4.5	Employees are able to provide information clearly and easily understood	0,656	0,2287	Valid
	X4.6	Employees are able to provide fast, responsive and friendly service	0,573	0,2287	Valid
	X4.7	Goods safety guarantee	0,548	0,2287	Valid
	X4.8	Timeliness guarantee	0,535	0,2287	Valid
	X4.9	Serving and prioritizing consumer needs	0,605	0,2287	Valid
	X4.10	Receiving consumer complaints	0,646	0,2287	Valid
Purchase decision (Y)	Y.1	Customers can make decisions to use the services of the company	0,515	0,2287	Valid
	Y.2	Customers can make decisions and determine dealers because of the company's complete service supply factors	0,612	0,2287	Valid
	Y.3	Customers can decide how much use of services purchased	0,629	0,2287	Valid
	Y.4	Customers can make decisions about payment methods for using services	0,530	0,2287	Valid

Source: Data Processing Result (2022)

### 4.3 Reliability Testing

According to Ghozali (2016) reliability test to measure questionnaires as indicators of variables. Reliability test to measure the reliability or consistency of indicator variables. The variable can be reliable if the Cronbach Alpha is more than or equal to 0.60.

**Tabel 3.** Result of reliability

Variable	Alpha Cronbach	Standard Value	Decicion
Covid-19 Pandemic (X1)	0,875	0,60	Reliable
Competition (X2)	0,870	0,60	Reliable
Price (X3)	0,862	0,60	Reliable
Quality of Services (X4)	0,862	0,60	Reliable
Purchase Decision (Y)	0,863	0,60	Reliable

Source: Data processing result (2022)

#### 4.4 Inferential Statistics Testing

Statistical tests are used to conclude the overall characteristics, for example by testing hypotheses and obtaining estimates (Sugiyono, 2012). In order to know this, it is necessary to do a test with T test, F test, multiple linear regression analysis and the coefficient of determination.

##### 1. T Test

T test is used to test the magnitude of the partial effect of each independent variable on the dependent variable. T test for comparison between the calculated T value and the table T value, and the significance level is 5%. If the calculated T value is greater than T table, then the independent variable (X) affects the dependent variable (Y), which means the hypothesis is accepted. If the value of T count is smaller than T table, then the independent variable (X) is not affect the dependent variable (Y), which means the hypothesis is rejected.

**Table 4.** T Test Output

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	<b>0.536</b>	2.018		0.266	0.791
	Covid-19 Pandemic	<b>0.153</b>	0.076	0.198	2.01	0.048
	Competition	<b>0.134</b>	0.087	0.157	<b>1.551</b>	<b>0.126</b>
	Price	<b>0.291</b>	0.126	0.275	2.31	0.024
	Quality of Services	<b>0.125</b>	0.049	0.29	2.535	0.014

a. Dependent Variable: Purchase Decision

Source: The data results are processed by yourself (2022)

Based on the table above, to see the value of ttable can be searched by the formula for the value of df (degree of freedom), namely:  $df = (n - k)$ ,  $df = (72 - 4) = (68)$  with a significance level df of of 5% so that the t value is 1.995. Then the partial effect of this research can be seen as follows:

1. Covid 19 (X1): T test (Partial) the t-count of the covid 19 pandemic (X1) is 2.010 > t-table 1.996 and the sig value is 0.048 < 0.05. Thus, it is stated that the Covid 19 (X1) pandemic variable partially has a significant effect on the purchasing decision of PT. Melvin Prima Perkasa
2. Competition (X2): T test (Partial) obtained the t-count competition (X2) is 1.551 < t table 1.996 and sig value is 0.126 > 0.05. Thus, it can be stated that the

competition variable (X2) partially has no significant effect on the purchasing decision of PT. Melvin Prima Perkasa.

3. Price (X3): T-test results (Partial) obtained by the value of t-count price (X3) is  $2.310 > t\text{-table } 1.996$  and the sig value is  $0.024 < 0.05$ . That way it can be stated that the price variable (X3) partially has a significant effect on the purchasing decision of PT. Melvin Prima Perkasa.
4. Quality of Service (X4): T test results (Partial) obtained the t value of service quality (X4) is  $2.535 > t\text{ table } 1.996$  and sig value is  $0.014 < 0.05$ . That way it can be stated that the service quality variable (X4) partially has a significant effect on the purchasing decision of PT. Melvin Prima Perkasa.

## 2. F Test

F test (simultaneous) examines the extent to which the independent (combined) has an effect dependent variable, at a significance level of 5%. If F count  $>$  F table, then the independent variable (X) affects the dependent variable (Y), which means the hypothesis is accepted. If F count  $<$  F table, then the independent variable (X) has no effect on the dependent variable (Y), which means the hypothesis is rejected.

**Table 5.** F Test Output

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.391	4	27.348	<b>10.847</b>	<b>.000<sup>b</sup></b>
	Residual	168.929	67	2.521		
	Total	278.319	71			
a. Dependent Variable: Purchase Decision (Y)						
b. Predictors: (Constant), Quality of Services (X4), Covid-19 Pandemic (X1), Competition (X2), Price (X3).						

Source : The data results are processed by yourself (2022)

According to the table above, the F-count value is 10.847 with a sig value 0.000. The calculation results obtained that the value of F-count  $10,847 > F\text{-table } 2.74$  and the value of sig  $0.000 < 0.05$  shows the Covid 19, competition, price and service quality simultaneously have a positive and significant influence on purchasing decisions at PT. Melvin Prima Perkasa.

## 3. Multiple Linear Regression Analysis

Multiple Linear Regression Analysis aims to estimate the linear relationship of a variable referring to two or more independent variables along with the dependent variable. The test results can be observed in the table below:



**Table 6.** Multiple Linear Regression Output

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	<b>0.536</b>	2.018		0.266	0.791
	Covid-19 Pandemic	<b>0.153</b>	0.076	0.198	2.01	0.048
	Competition	<b>0.134</b>	0.087	0.157	1.551	0.126
	Price	<b>0.291</b>	0.126	0.275	2.31	0.024
	Quality of Services	<b>0.125</b>	0.049	0.29	2.535	0.014

a. Dependent Variable: Purchase Decision

Source: The data results are processed by yourself (2022)

According to the results of the table above, the regression equation is obtained:

1. A constant of 0.536 means that if the covid 19 (X1), competition (X2), price (X3), service quality (X4) the value is 0, then the purchase decision (Y) has a value of 0.536
2. The Covid 19 (X1) results in a regression coefficient of 0.153 which means that if the covid 19 pandemic increases by 1 unit, then the purchase decision at PT. Melvin Prima Perkasa will increase by 0.153 without the influence of.
3. Competition (X2) has regression of 0.134 means that if competition increases by 1 unit then the purchase decision at PT Melvin Prima Perkasa will increase by 0.134 without the influence of other variables.
4. Price (X4) has regression coefficient of 0.291 means that if the price increases by 1 unit, then the purchase decision at PT Melvin Prima Perkasa will increases by 0.291 without the influence of the other variable.
5. Quality of Service (X4) has a regression coefficient of 0.125 which means that if the quality of service increases by 1 unit, then the purchase decision at PT. Melvin Prima Perkasa will increase by 0.125 without the influence of other variables.

#### 4. Coefficient of Determination

Testing the coefficient of determination (R<sup>2</sup>) to calculate the contribution of all independent variables to the variance of the dependent variable. The following are the results of the Coefficient of Determination Testing:

**Table 7.** Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 <sup>a</sup>	<b>0.393</b>	0.357	1.588
a. Predictors: (Constant), Quality of Services (X4), Covid-19 Pandemic (X1), Competition (X2), Price (X3).				

Source: The data results are processed by yourself (2022)

Based on the table above, the results of the Summary Model show that the independent variables of the Covid 19, competition, price and service quality contributed 39.3% to the dependent variable of purchasing decisions. For the rest by other variables that are not included in this study.

#### 4.6 Discussion

1. H1 The Covid 19 affects the Purchase Decision.

The results of the analysis show that the Effect Covid 19 (X1) has a significant effect on the Purchase Decision at PT Melvin Prima Perkasa. The hypothesis is accepted because the results of the T test prove that  $t_{count} > t_{table}$  1.996 and the nilai sig sebesar 0,048 < 0,05. The results of this study are different from previous research conducted by Arifin (2020), Nasution, Erlina, Iskandar Muda (2020), A, Mack, Agrawal, Wang (2021) . the dependent variable. These results are different from current research which states that the Covid 19 has a positive and significant effect on purchasing decisions.

2. H2 Competition affects Purchase Decisions

The results of the analysis show that Competition (X2) has no significant effect on purchasing decisions at PT Melvin Prima Perkasa. The hypothesis is rejected because the results of the T test prove that  $t_{count} < t_{table}$  1.996 and the sig value is 0.126 > 0.05. The results of this study are in line with previous research conducted by Halim, Iskandar (2019), based on the results of the study it was found that competition had a negative or insignificant effect. These results are consistent with current research which states that competition has no significant effect on purchasing decisions.

3. H3 Price has an effect on Purchase Decision

The results of the analysis show that Price (X3) has a significant influence on purchasing decisions at PT Melvin Prima Perkasa. The hypothesis is accepted because the results of the T test prove that  $t_{count} > t_{table}$  1.996 and the sig value is 0.024 < 0.05. This result is different from previous research conducted by Nasution, Putri, Lesmana (2019) which proves that price has a negative and insignificant effect on purchasing decisions.

These results are different from current research which states that price has a positive and significant effect on purchasing decisions.

4. H4 Service Quality Affects Purchase Decisions

The results of the analysis show that Service Quality (X4) has a significant influence on purchasing decisions at PT Melvin Prima Perkasa. The hypothesis is accepted because the results of the T test prove that t-count is  $2.535 > t\text{-table } 1.996$  and the sig value is  $0.014 < 0.05$ . The results of this study are in line with previous research conducted by Mulyati, Fauzia (2020), which proved that service quality has a positive and significant effect on purchasing decisions. These results are in accordance with current research which states that service quality has a significant effect on purchasing decisions.

5. H5 The Effect Covid 19 Pandemic, Competition, Price, and Service Quality on Purchase Decisions

The results of the analysis show that the purchasing decisions interpreted by the Covid 19, competition, price and service quality together (simultaneously) have a significant influence on purchasing decisions at PT Melvin Prima Perkasa. It is proven that the result of the F test which produces a significance value of 0.000 is less than 0.05. The results of this study also show that the contribution given by the independent variables in this study, namely the covid 19 pandemic, competition, price and quality of service to the dependent variable, namely purchasing decisions, is 0.393 (39.3%). This shows that there are other variables outside this study that also influence purchasing decisions.

6. The effect of research results on problem solving at PT Melvin Prima Perkasa namely, if the covid 19 pandemic has increased then customer purchasing decisions are not reduced because the results are positive, if competition is increased then customer purchasing decisions are reduced because the results are negative, if prices have increased then customer purchasing decisions are not reduced because the results are positive, if service quality has increased then the decision customer purchases are not reduced because the results are positive, this is all in accordance with the results of the T-test with a significance level of 5% and the t-table value of 1.995 and t-test (see table of T-test results).

## 5 Conclusions

Based on the hypothesis testing and analysis that has been completed, the conclusions from this study are as follows:

1. The Covid 19 pandemic variable (X1) partially has a significant effect on purchasing decisions at PT Melvin Prima Perkasa
2. The competition variable (X2) partially has no significant effect on purchasing decisions at PT Melvin Prima Perkasa.
3. The price variable (X3) partially has a significant effect on purchasing decisions at PT Melvin Prima Perkasa.

4. Service quality variable (X4) partially has a significant effect on purchasing decisions at PT Melvin Prima Perkasa.
5. The Covid 19 pandemic variable (X1), competition (X2), price (X3) and service quality (X4) simultaneously have a significant effect on the purchasing decision variable (Y) at PT Melvin Prima Perkasa.

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