

THE EFFECT OF PRICE, SERVICE QUALITY, AND SECURITY ON CONSUMER PURCHASING DECISIONS FOR KAI LOGISTIK EXPRESS

Prima Widiyanto¹, Ika Utami Yuliahapsari², Nisrina Zalfa Farida^{3*}, Vania Salsa Fidelia⁴,

¹⁻⁴ Faculty of Management and Business, Institut transportasi dan LogistikTrisakti, Jakarta, Indonesia

*Email corresponding author: nisrinazalfa11@gmail.com

Abstract

This quantitative research aims to analyze the effect of price, service quality, and security on consumer purchasing decisions for KAI Logistik Express in DKI Jakarta. The Cochran sampling technique was used to collect data through an online questionnaire using a Likert scale of 1-5. The sample was 100 respondents, the consumers of KAI Logistik Express in DKI Jakarta. The analysis technique used is SEM-PLS with SmartPLS 4.0 software. The test results show that (1) price does not have a significant effect on KAI Logistik Express consumer purchasing decisions, (2) service quality has a significant effect on KAI Logistik Express consumer purchasing decisions, (3) security has a significant effect on KAI Logistik Express consumer purchasing decisions, and (4) price, service quality, and security have a significant joint effect on KAI Logistik Express consumer purchasing decisions.

Keywords: Consumer Purchasing Decision, Delivery Services, Price, Security, Service Quality

Introduction

The growth of information and communication technology has changed the way businesses operate, including in the logistics and e-commerce industries. This growth has a significant impact on everyone's lives, from daily life to satisfaction as individuals and social beings (Danuri, 2019). Delivery services are defined as business entities engaged in the delivery of goods, including the transportation of goods by land, air, and sea. The company offers effective and efficient services to customers who send their goods, this ensuring customer satisfaction (Gultom et al., 2023). Online shopping activities will involve expedition delivery service providers to deliver goods from sellers who sell online to consumers who are waiting for the goods they ordered.

Geographically, 76.38 percent of e-commerce businesses are in Java. The highest number of e-commerce businesses are in West Java Province at 21.45 percent, East Java Province at 19.09 percent, Central Java Province at 18.06 percent, DKI Jakarta Province at 8.45 percent, DI Yogyakarta Province at 5.81 percent, and Banten Province at 3.52 percent. While 23.62 percent of the number of e-Commerce businesses are spread in provinces outside Java, namely in Sumatra 11.03 percent, Kalimantan 4.41 percent, Bali and Nusa Tenggara 4.19 percent, Sulawesi 3.66 percent, and Maluku & Papua only 0.34 (Badan Pusat Statistika, 2023). DKI Jakarta, as the centre of the digital economy and trade, the use of technology is a key factor in supporting operational efficiency and meeting increasing consumer demand. E-commerce in Jakarta continues to grow rapidly, with more than 8% of Indonesia's e-commerce businesses operating in the region, thereby demanding the presence of reliable and fast logistics services for the delivery of goods. The tight competition in the expedition industry in DKI Jakarta forces each company to continuously innovate and improve their services. KAI Logistik Express is a delivery service provider that utilizes the railway transportation mode, namely trains, under the management of PT Kereta Api Indonesia (Persero). High market demand and the increasing e-commerce market and start-up businesses provide great opportunities for KAI Logistik Express to grow as well as various challenges facing intense competition from established service providers such as DHL, J&T Express, JNE Express, Pos Indonesia, and TIKI.

Price is a main factor customers consider when choosing a delivery service. With many shipping options, customers choose the company that offers the most competitive price without compromising quality. Competitive pricing can attract cost-sensitive customers and increase transaction volume.

The importance of service quality in influencing purchasing decisions. Consumers expect responsive, professional, and friendly service. Good quality includes various aspects, such as ease of ordering process, speed of delivery, and handling of complaints and problems. Satisfactory service will make consumers more satisfied and more loyal. However, the limited number of KAI Logistik Express outlets in DKI Jakarta, namely only 9 outlets with 2 outlets in North Jakarta, 3 outlets in central Jakarta, 1 outlet in West Jakarta, 1 outlet in East Jakarta, and 2 outlets in South Jakarta. Likewise, customer assessments that still provide one-star reviews on Google reviews with unsatisfactory service complaints such as customer service that is difficult to contact, and the length of time in line due to the limited number of employees.

Delivery security is another important component. Consumers need assurance that their goods arrive safely and in good condition at the intended location. Loss of goods, damage during delivery, and security of personal data are key issues that can affect customer decisions. Because of the guaranteed security, customers will have more confidence in the delivery service used.

Based on the results of previous research, many have researched the relationship between price, service quality, and security in purchasing decisions. The findings of the research conducted by Damayanti & Indriani (2021) and Nursani (2019) state that price has a strong influence on purchasing decisions, they also concluded that the better the price level of a company, the higher the purchasing decisions made by consumers on a service. Meanwhile, the findings of the research conducted by Ernawati (2021) state that price has no significant effect on purchasing decisions.

Based on the results of research conducted by Yunita (2019), security significantly influences purchasing decisions, while the results of research conducted by Nursani (2019) state that security has no direct effect on purchasing decisions.

According to the results of research conducted by (Iskandar & Irfan, 2019), it states that service quality affects purchasing decisions, this means that the higher the quality of service, the purchasing decision will increase whereas if the service provided is satisfactory and by customer expectations. However, it is inversely proportional to the results of research conducted by Nursani (2019) that service quality has no direct effect on purchasing decisions.

This research focuses on the objective of analysing the influence of price, service quality, and security on KAI Logistik Express customers' purchasing decisions for goods delivery services in DKI Jakarta in 2024. By examining these factors, this research aims to provide insights that will help KAI Logistik Express refine its strategies to remain competitive in the logistics industry and better meet the needs of its customers in this rapidly evolving market. The findings are not only beneficial to KAI Logistik Express but also contribute to understanding the dynamics of the logistics industry in Jakarta.

Literature review

Price

Price has a major effect on a company's profits. However, price also affects customers' perceptions of price fairness, indirectly impacting the company's bottom line. Customers' perception of price fairness can influence their satisfaction, loyalty, and intention to continue using the company's products or services. When customers feel that the prices are fair, they tend to be more satisfied and loyal, contributing positively to the company's financial performance (Radic, 2024). Price is the money needed to buy certain goods, services, or both. In the context of pricing decisions, the second element that can be managed by sales or marketing teams is the price itself. Prices set too high can lead customers to perceive our products as high-quality and luxurious (Zuliaty Rajasa

et al., 2023). Price is a key element in a company, where it can get revenue from the price to maintain its operational continuity (Marissa Grace Haque, 2020). Price represents the amount paid to acquire a product. Consequently, the price of a good or service influences the market's demand level (Larika & Ekowati, 2020). Price is the amount of money the buyer gives the seller to get the goods (Bangun Rara et al., 2023).

Service Quality

According to Parasuraman cited in (Ekaabi et al., 2020) service quality is the customer's general reaction to the organization's service relative. Service quality has been identified as a crucial element in achieving a sustainable competitive advantage. Service quality impacts customer satisfaction through service provision and performance. Customer satisfaction has many benefits, such as creating strong relationships between companies and customers and increasing customer loyalty (Ali et al., 2021). Customer loyalty can also enhance the company's positive image, encourage word-of-mouth recommendations, and contribute to increased revenue through repeat purchases and reduced costs of acquiring new customers. Service quality refers to the anticipated standard of service excellence relative to price changes or the comparison between consumer expectations of service quality and the actual performance perceived by consumers, influencing price adjustments. (Suparman et al., 2022). According to Lovelock and Wirtzc cited in (Sodikin, 2023) service quality is the expectation of customers always to meet their needs. According to Syaifullah cited in (Tania, 2021) service quality is an expectation of a position of excellence and mastery of the level of excellence that meets customer needs.

Security

Security is essential in delivery, as it protects customer data during the service. Studies show that security highly correlates with customer satisfaction and significantly impacts delivery service users' positive behavioral intentions. Consumer trust in transaction security is also important in choosing a delivery service, while data confidentiality and privacy risks can adversely affect consumer purchase intentions (Chowdhury, 2023). Security according to Vasic, Kilibarda, & Kaurin cited in (Ho-Sam-Sooi et al., 2021) Security in e-commerce refers to the capability to safeguard consumers' data from the risk of information theft during online transactions. Security is a crucial factor for online consumers. E-commerce platforms that protect consumer security and privacy can enhance overall customer satisfaction. Security is a condition in which a person feels free from threats and risks (Khairunnisa & Mursito, 2021). Security is an effort to prevent the theft or loss of an object (Manurung & Fernandes, 2023). Security aims to protect against intentional and unintentional interference (Mutia & Wibowo, 2020).

Consumer Purchasing Decisions

Consumer decision-making behavior refers to how consumers produce demand and make purchase decisions (Han, 2021). Consumers make purchasing decisions and can be affected by multiple factors such as financial conditions, technological developments, political circumstances, pricing, locations, and promotional strategies. These factors interact with each other and influence consumer perceptions and preferences, ultimately affecting their buying decision (Haitao, 2022). The purchase decision is when the consumer identifies the product by researching information about a specific product or brand and evaluating its quality and alternatives to determine the most desirable product. Thus the consumer chooses to modify his choice to avoid risk (Nurliyanti et al., 2022). Purchasing decisions are an important element in consumer behavior that influences buying goods or services from a particular brand (Widayanto et al., 2023). The purchasing decision is the behavior of consumers to determine a decision-making process in buying a product (Djafar et al., 2023).

Conceptual Framework

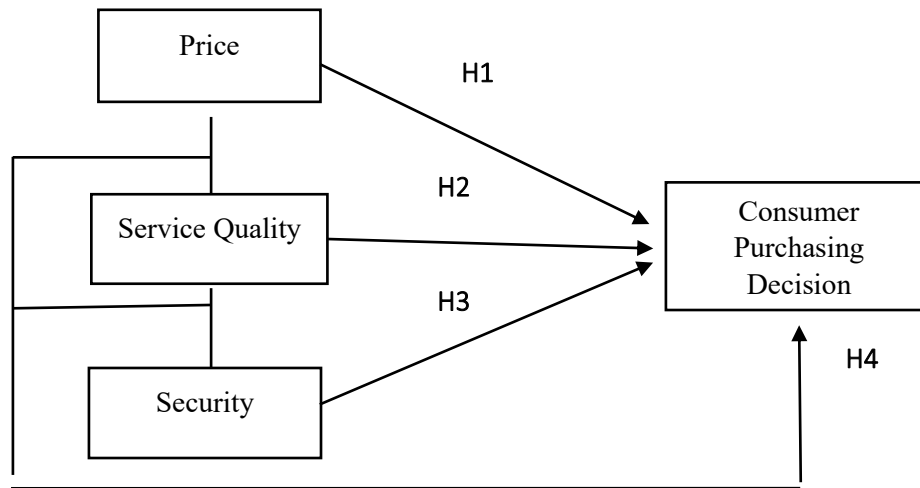


Figure 1. Research Model

Hypothesis

- H1: It is suspected that there is a direct effect of price on purchasing decisions for KAI Logistik Express users
- H2: It is suspected that service quality has a direct effect on purchasing decisions for KAI Logistik Express users.
- H3: It is suspected that there is a direct influence of Security on Purchasing Decisions for KAI Logistik Express users
- H4: It is suspected that price, service quality, and security directly affect purchasing decisions for KAI Logistik Express users.

Research method

This type of research is descriptive research with a quantitative approach. The technique used in this research is the Cochran sampling technique. This research used a population of DKI Jakarta KAI Logistik Express users. The writers used the Cochran sampling technique to collect data through a questionnaire via Google Form, and a Likert scale of 1-5 was used to obtain responses consisting of 16 indicators from 4 variables. The sample was 100 respondents with the criteria of using KAI Logistik, aged 17-50 years, and domiciled in DKI Jakarta.

Because the population is not known with certainty, the sample size is calculated using the Cochran formula (Sugiyono, 2019:136):

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,05)(0,05)}{(0,10)^2}$$

$$n = 96,04$$

Notes:

N= sample

z = price on the normal curve for a 5% deviation, with a value of 1.96

$p = 50\%$ chance of being correct = 0.5

$q = 50\%$ chance of being wrong = 0.5

$e = 10\%$ margin of error

To make this research better, a sample of 100 people was taken in this study. The sample is rounded up to 100 because if one of the questionnaires has invalid data, it can use more questionnaire entries and facilitate researchers in data processing.

The measurement of the variables used in this study included the independent variables, namely price, service quality, and security, and the dependent variable, namely the KAI Logistics purchasing decision. The instruments in this study were measured using a Likert scale consisting of 5 points, which are (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree. The software used is SmartPLS-4, Subsequently, the data is analyzed via the SEM-PLS (Structural Equation Modeling Partial Least Squares) technique.

Table 1. Measurement of variables

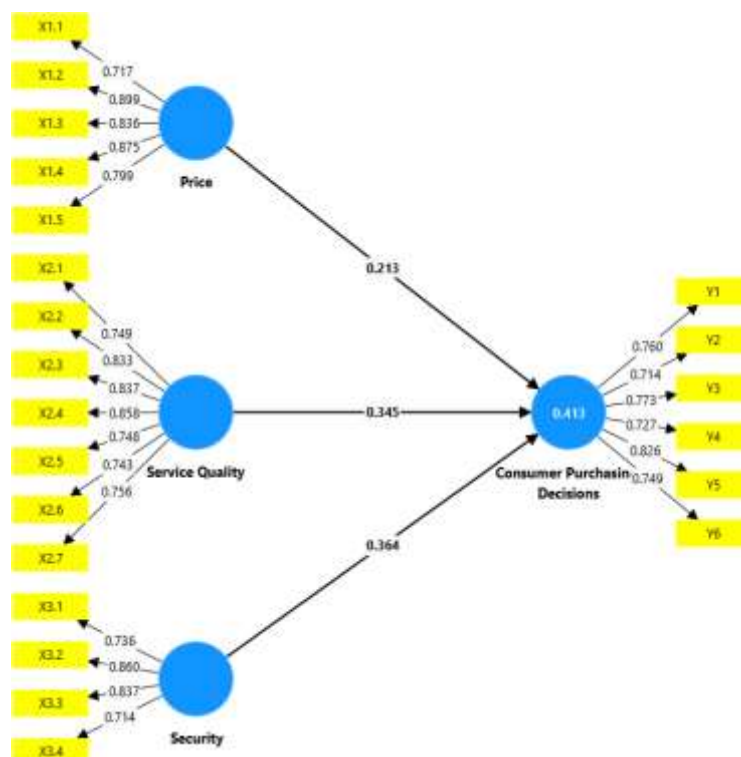
Variable	Operational definition	Items	Source
Price	Price is the cost incurred to acquire a product or service, representing the value that customers offer in return for the benefits they receive from using the product or service	1. Affordable Price 2. Price match with product quality 3. Price Competitiveness	According to Kotler and Armstrong cited in (Fadillah et al., 2019)
Service Quality	Service quality is the consumer's evaluation of how the service level received compares to their expectations. When the service meets or exceeds these expectations, it is perceived as high quality and satisfactory.	1. Tangible 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy	(Kotler, 2019)
Security	According to Park & Kim (2006), Security involves the company's capability to manage, protect, and monitor the safety and integrity of data transactions to ensure that they are secure and safeguarded against unauthorized access or security breaches.	1. Security Assurance 2. Data Confidentiality 3. Tracking Number as Proof of Purchase	According to Masiaga cited in (Robin & Evyanto, 2023)

Consumer Purchasing Decision	Consumer purchase decisions often involve choosing their preferred brand, though two factors can affect the transition from purchase intention to the final decision.	1. Need Recognition 2. Information Search 3. Evaluation of Alternatives 4. Purchase Decision 5. Post-Purchase Evaluation	According to Kotler and Armstrong cited in (Kuswanto, 2021)
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Results and discussion

Profile Respondent

Researchers involved 100 respondents who use KAI Logistik Express delivery services in DKI Jakarta by determining several categories of demographic characteristics. From the data of 100 respondents used for the type category, we obtained several 36% male respondents and 64% female. Then for the age category received from the results of obtaining 100 respondents who use KAI Logistik Express services in DKI Jakarta, the highest number was obtained, namely 66% of respondents aged 17- 27 years, 27% from 28- 38 years old, and 7% from 39- 50 years of age. Meanwhile, for the job category, from the acquisition of 100 respondents of KAI Logistik Express service users in DKI Jakarta who have filled out the questionnaire, several respondents among students 1%, college students 45%, private employees 34%, civil servants as much as 10%, and from among entrepreneurs as much as 10%. In this study, it can be seen that the largest % of respondents who use KAI Logistik Express services come from college students, namely 45%. The last demographic category is residence where out of 100 respondents who use KAI Logistik Express services, 22% of respondents reside in West Jakarta,



21% of respondents reside in Central Jakarta, 26% of respondents reside in South Jakarta, 19% of respondents reside in East Jakarta, and 12% of respondents reside in North Jakarta.

Figure 2. PLS Algorithm

The result in Figure 2 shows that 22 indicators of statement for price, service quality, and security in consumer purchasing decisions already have a value greater than > 0.70 , indicating that the convergence validity requirement has been met, other techniques can also ensure convergent and discriminatory validity values. One such approach is to be able to test the Average Variance Extracted (AVE) of each indicator where a value > 0.50 indicates a good model (Setiawan, 2024).

Validity test

Table 2. Validity Test

Variable	Price (X1)	Service Quality (X2)	Security (X3)	Consumer Purchasing Decision (Y)	Result
X1.1	0.717				Valid
X1.2	0.899				Valid
X1.3	0.836				Valid
X1.4	0.875				Valid
X1.5	0.799				Valid
X2.1		0.749			Valid
X2.2		0.833			Valid
X2.3		0.837			Valid
X2.4		0.858			Valid
X2.5		0.748			Valid
X2.6		0.743			Valid
X2.7		0.756			Valid
X3.1			0.736		Valid
X3.2			0.860		Valid
X3.3			0.837		Valid
X3.4			0.714		Valid
Y1				0.760	Valid
Y2				0.714	Valid
Y3				0.773	Valid
Y4				0.727	Valid
Y5				0.826	Valid
Y6				0.749	Valid

Discriminant Validity

The objective of discriminant validity is to ascertain whether each concept associated with a specific latent variable is distinct from those related to other variables.

Table 3. Discriminant Validity- HTMT

	Price	Service Quality	Security	Consumer Purchasing Decisions
Price				
Service Quality	0.823			
Security	0.155	0.124		
Consumer Purchasing Decision	0.513	0.524	0.399	

According to Ramayah et al. (2017) cited in (Fauzan et al., 2023) states that if the HTMT value is less than 0.85, it can be inferred that there is no issue with discriminant validity. In other words, no evidence suggests that the model cannot distinguish between categories. Based on Table 3 above, the discriminant validity test shows that the HTMT discriminant validity test < 0.85 so there is no problem with discriminant validity.

Reliability Test

The reliability test is carried out to test whether the variables in a research questionnaire are reliable.

Table 4. Reliability Test

	Cronbach's alpha	Composite reliability(rho_a)	Composite reliability(rho_c)	Average variance extracted (AVE)	Result
Price	0.888	0.930	0.915	0.685	Reliable
Service Quality	0.901	0.936	0.921	0.625	Reliable
Security	0.806	0.869	0.868	0.623	Reliable
Consumer Purchasing Decision	0.854	0.864	0.890	0.576	Reliable

Based on the reliability test results, all indicators used in this study are valid, with a load factor result > 0.5. According to Ghazali & Faud in (Dewi et al., 2022) if the Cronbach alpha value > 0.7 is stated to be reliable. The composite reliability value on all variables > 0.70 indicates that the variables are reliable and Ave > 0.5 indicates that the variables are reliable (Herniyanti et al., 2023).

R-Square

Table 5. R-Square

Variable	R square	R square adjusted	Result
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Consumer Purchasing Decision	0.413	0.395	Moderate
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According to Herfiyanto (2018) as cited in (Herniyanti et al., 2023) R-square values are classified as follows: 0.67 or higher indicates a strong relationship, 0.33 signifies a moderate relationship, and 0.19 represents a weak relationship. In Table 5, the bootstrapping method reveals that the R-square value for consumer purchasing decisions is 0.413, or 41.3%. This indicates that 58.7% of the variability is unexplained within the context of this research.

Q-Square

Table 6. Q-Square

	Q ² predict	RMSE	MAE
Consumer Purchasing Decision	0.336	0.841	0.671

Based on table 6 it is known that the Q² value obtained is 0.336. According to Herfiyanto (2018) as cited in (Herniyanti et al., 2023) the range of valid Q² values is 0.02 (Small), 0.15 (Medium), and 0.35 (Large). A Q² value of more than 0 (Zero) indicates the model has predictive relevance. With a Q² value of 0.336, it can be concluded that the model's predictions are relevant.

F-Square

The R-Square that has been obtained from the previous calculation is 0.413 (41.3%) with 3 independent variables (k) (Price, Service Quality, and security), the total sample (n) used is 100 and the significance level used (α) 5%. Then, the obtained F was calculated through this formula:

$$F = \frac{R^2(n - k - 1)}{k(1 - R^2)}$$

$$F = \frac{0,413(100 - 3 - 1)}{3(1 - 0,413)}$$

$$F = \frac{39,648}{1,761}$$

$$F = 22,51$$

Then the F table value is obtained through the F table with a significance value of 5%, as follows:

$$F_{table} = F_{\alpha}(k, n - k - 1)$$

$$F_{table} = F_{0,05}(3, 100 - 3 - 1)$$

$$F_{table} = F_{0,05}(3, 96)$$

$$F_{table} = 2,70$$

Based on the calculation of the F test above, it is obtained showing the value of F-statistics > F-table with the results of F-statistics 22.51 > F-table 2.70 indicating that the variables Price (X1), Service Quality, and Security simultaneously affect the Purchasing Decision (Y) by 41.3% (R-Square) (Hamonangan et al., 2020).

Hypotheses Test

Table 7. Path Coefficient & T-Statistic (Bootstrapping)

Path Coefficients	Original Sample	Sample Mean	Standard Deviation	T statistics	P values	Result
Price->						
Consumer Purchasing Decision	0.213	0.208	0.126	1.681	0.093	Rejected
Service Quality->						
Consumer Purchasing Decision	0.345	0.350	0.122	2.840	0.005	Accepted
Security->						
Consumer Purchasing Decision	0.364	0.378	0.073	4.961	0.000	Accepted

The study uses T-statistics and T-table values to test hypotheses. The hypothesis is accepted if the T-statistics value obtained is more significant than that of T-table values. Based on Table 7, the following details can be provided to test the study hypothesis:

Impact of Price on Consumer Purchasing Decision

Results of statistical testing on the estimated value of the negative impact of price on consumer purchasing decision on KAI Logistik Express, there are T-statistic values (1,681) < T-table (1,985) and p-value (0,093) > 0,05. Based on these results, it can be concluded that H1 is rejected because price does not have a positive and significant influence on the purchase decisions of KAI Logistik Express consumers. It can be concluded that the affordability of KAI Logistik Express delivery prices, the compatibility between shipping prices and the quality of KAI Logistik Express shipping services, and the price of KAI Logistik Express shipping services that compete with shipping services offered by other companies cannot influence the purchasing decisions of users of KAI Logistik Express delivery services. This is consistent with the results found in the research conducted by (Ernawati, 2021) that price has no effect and is not significant on purchasing decisions, which means that price is not the main factor taken into consideration by users of KAI Logistik Express delivery services in DKI Jakarta. However, it is inversely proportional to the results of research conducted by Damayanti & Indriani (2021) which states that price highly influences purchasing decisions. According to him, companies need to set competitive prices in the market. A price level that is affordable, reasonable, cheap, feasible, and has good value will increase consumer purchases. Even though from the results of this study the price does not have a significant effect, KAI Logistik Express still needs to pay attention to the price paid to obtain a product. Thus, the price of a good or service determines the market's demand level. on to the shipping prices offered, because with competitive prices KAI Logistik Express can retain old KAI Logistik service users and attract new users. In addition, by utilizing pricing

strategies, KAI Logistik Express aims to prevent a decline in sales due to the emergence of new shipping companies.

Impact of Service Quality on Consumer Purchasing Decision

Results of statistical testing on the estimated value of the positive impact of service quality on consumer purchasing decision on KAI Logistik Express, there are T-statistic values $(2,840) > T\text{-table } (1,985)$ and p-value $(0,005) < 0,05$. Based on these results, it can be concluded that H2 is accepted because service quality has a positive and significant influence on consumers' purchasing decisions in KAI Logistik Express at DKI Jakarta. It can be concluded that KAI Logistik Express delivery services have complete, adequate facilities, provide services according to needs, make customers trust, and provide maximum service security. This is in line with the results of research conducted by Gede & Gusti (2020), which found that service quality positively and significantly affects purchasing decisions.

Impact of Security on Consumer Purchasing Decision

Results of statistical tests on the estimated value of the positive impact of security on consumers' purchasing decisions on KAI Logistik Express, there are T-statistic values $(4,961) > T\text{-table } (1,985)$ and p-value $(0,000) < 0,05$. Based on these results, it can be concluded that H3 is accepted because security has a positive and significant influence on consumers' purchasing decisions in KAI Logistik Express in DKI Jakarta. It can be concluded that KAI Logistik Express can provide guarantees for loss and damage to goods and can maintain the personal information of its users. The findings of this research are consistent with those of a previous study conducted by Yunita (2019), which found that security significantly affects purchasing decisions. When customers feel their data is safe when making transactions, purchasing decisions will automatically increase / increase (Iskandar & Irfan, 2019).

Impact of Price, Service Quality, and Security on Consumer Purchasing Decision

The results of the F test calculation above, the results of F-statistics $22.5 > F\text{-table } 2.70$ were obtained, so from this value, it can be stated that H4 is accepted. In addition, the calculation results also received an R-Square value of 41.3%, which means that price, service quality, and security affect the purchasing decisions of users of KAI Logistik Express delivery services in DKI Jakarta by 41.3%. In comparison, it can be observed that a considerable proportion of purchasing decisions for the utilization of KAI Logistik Express delivery services, specifically 58.7% are influenced by variables not examined in this research. From the results of the study, it can be seen that the security variable is the strongest variable that influences the decision to use KAI Logistik Express services, meaning that according to respondents, KAI Logistik Express delivery services already have a good level of security that must be maintained and improved to improve purchasing decisions.

Conclusion

Based on the results of research that has been conducted on price, service quality, and security variables on KAI Logistik Express consumer purchasing decisions in DKI Jakarta. Price has no significant effect on purchasing decisions. However service quality significantly affects consumer's purchasing decisions to choose KAI Logistik Express. Likewise, security significantly affects purchasing decisions. The price, service quality, and security simultaneously affect consumer purchasing decisions, with an F-statistics value of 22.51 and an R-Square of 41.3%. The findings indicate that these three variables influence 41.3% of purchase decisions, while 58.7% are influenced by other variables not examined in this research.

Implications

Based on the research results on the effects of price, service quality, and security on the purchasing decisions of KAI Logistik Express, the company needs to monitor and adjust its prices to remain competitive regularly. Conducting routine market analysis will aid in setting appropriate pricing. Furthermore, flexible pricing strategies, such as discounts or promotions, can enhance the appeal of services without compromising quality. Improving delivery reliability, ensuring the safety of goods during the logistics process, and enhancing responsiveness to customer needs can more effectively influence customers' purchasing decisions. It is also essential to build brand image and public trust, especially to ensure the safety of the product in hand, which is a critical factor for customers. Furthermore, implementing continuous feedback mechanisms to monitor and improve service quality and safety based on customer insights is essential. By focusing on these aspects, managers can better align their strategies with customer expectations, ultimately increasing customer loyalty and supporting sustainable business growth.

Research limitations

This study has several limitations that can be used as benchmarks and as an impetus for further researchers to get better research results and advance knowledge in the field, namely as follows: 1) This study uses three independent variables, namely Price, Service Quality and Security, one dependent variable, namely Consumer Purchasing Decisions; 2) Researchers only examined 100 respondents who used KAI Logistik Express in DKI Jakarta; 3) Researchers conducted research with implementation time from May 2024 to August 2024. Based on research that has been carried out using a quantitative approach and focusing on purchasing decisions, future researchers are advised to conduct research using a mixed quantitative and qualitative approach with the effect of adding other independent variables because researchers can identify other variables that may influence purchasing decisions such as promotional variables and publications as one of the other variables that influence purchasing decisions for KAI Logistik Express delivery services in DKI Jakarta. Then it is also necessary to reconsider determining the subjects and limits of research used because this study only involved a sample of users of KAI Logistik Express delivery services in DKI Jakarta.

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