



JEMSI:
Jurnal Ekonomi Manajemen Sistem
Informasi

E-ISSN: 2686-5238
P-ISSN: 2686-4916

<https://dinastirev.org/JEMSI> dinasti.info@gmail.com +62 811 7404 455

DOI: <https://doi.org/10.38035/jemsi.v6i6>
<https://creativecommons.org/licenses/by/4.0/>

The Impact of Word of Mouth and Brand Image on Purchase Decisions of the Tanjung Priok Branch Courier Company

Sekar Widyastuti Pratiwi¹, Sesaria Mardhiani Rachma Puspita², Adit Taufiqurrahman³, Radifan Fadhli Prasetyo⁴

¹Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia.

²Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia.

³Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia.

⁴Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, radifanfadhli01@gmail.com

Corresponding Author: radifanfadhli01@gmail.com⁴

Abstract: This study examines the effect of word of mouth and brand image on purchasing decisions for courier companies. The population of this study were users of Indah Logistik Cargo services in the Tanjung Priok branch. The sampling technique used is random sampling which has been determined by the researcher using Hair's formula, namely 108 service users of Indah Logistik Cargo, Tanjung Priok branch. Using a survey instrument and survey methodology, data was gathered. The technique for analyzing the data is multiple regression analysis. Statistical testing is done in two ways: partial testing (t-test) and simultaneous testing (f-test). Word of mouth had a partial positive effect and a significant impact on purchasing decisions, according to the results. Purchasing decisions are positively and significantly impacted by brand image. Word-of-mouth and brand image have a substantial and considerable impact on purchasing decisions at the same time, independent of each other.

Keyword: Brand Image, Marketing Management, Purchasing Decision, Word of Mouth, Courier Company.

INTRODUCTION

The logistics industry in Indonesia is growing rapidly, marked by the increasing number of logistics companies and demand for freight forwarding services. Data from the Ministry of Finance referenced by Yukki shows a good record in the logistics segment during the pandemic, even transactions experienced by E-commerce have increased with a total number from 18.1% to 98.3 million transactions, the calculation of the increase in transactions increased by 9.9% to IDR 20.7 Trillion. The development of logistics services in Indonesia has increased a lot, it is all due to logistics companies contributing to the development of the online buying and selling business sector, umkm and other industries. (Rachmawati & Andjarwati, 2020). This phenomenon is followed by the rapid development of delivery service providers. Reporting from BPS data in 2020 (Badan Pusat Statistik) in the midst of this digital economic vortex, the shipping business benefits the most, in line with projections of the logistics business jumping 7.9% in the next five years. Freight forwarding is the fastest growing segment with a projected

CAGR of 9.2%. The existence of service providers can provide support to merchants because they can deliver goods to customers outside the company's business location and operating area, thus expanding market coverage which will automatically increase company profits.

In this tight competition, logistics companies need to build a strong brand image and utilize word of mouth communication to attract and retain customers. Goods delivery services, or adventure services, are becoming more and more in demand daily among Indonesians, particularly in this advanced age. In the age of globalization, technological advancements have a tendency to make people appreciate everything that is simple and useful. Particularly when it comes to shipping products that are affordable in the area. In addition to being a practical and convenient option for individuals who enjoy sending items, shipping services are also thought to be highly effective and efficient. Because so many individuals send goods, shipping services are crucial to the community. Shipment services are able to bridge the increasingly infinite distance between the sender and the recipient.

Menurut (Susilawati et al., 2021), Word of mouth is like free and powerful advertising to communicate products or services to consumers. Word of mouth advertising has a big impact on what consumers decide to purchase. Recommendations from dependable friends, associations, and other customers are more likely to be believed by customers than those from commercial sources like salesmen and advertisements. Businesses believe that word-of-mouth builds a strong foundation of trust and experience, which makes it likely that those without information will rely heavily on it. The factor in the emergence of word of mouth is when consumers are satisfied with the service in any aspect provided (Kadi & Setyanta, 2021).

The global economy depends on Word of Mouth (WOM) in the logistics sector, which makes it easier for goods and services to travel between locations. Businesses must develop strong marketing plans in the face of fierce competition if they want to draw in and keep clients. Word of mouth (WOM) or oral communication is one of the tactics that is becoming more and more significant. One of the things that affects a person's decision to buy is word of mouth (WOM). Informal discussions regarding a good or service amongst people. Consumer purchase decisions can be significantly influenced by positive word-of-mouth (WOM) since it is seen as more trustworthy and reputable than information coming from businesses. A form of informal marketing in which consumers recommend products or services to others. This can happen through various means, such as face-to-face conversations, social media, and online reviews. WOM is considered highly credible and persuasive because it comes from the direct experience of other consumers.

Menurut (Nurhalima, 2020), A brand image will be built based on the experience and information received by consumers while using the product. Consumers who already have a high level of image or impression of a brand, tend to be more loyal or more loyal to that brand, so they don't care about other brands. Brand Image is also one of the factors for a person in considering a service purchase decision. In addition to serving as a tool for product or service promotion, brands serve as a reflection of the caliber of a company's offerings. Belief in the evaluation of the brand is known as brand image. Consumers who rate the brand image positively, will be more likely to make purchasing decisions. Consumers more often buy products with well-known brands because they feel more comfortable with well-known things. If consumers are faced with a choice between various existing goods, consumers can choose the most desirable combination of goods. Consumer perception of a firm is known as its brand image. A strong brand reputation can entice customers to pick the company's services by fostering a sense of trust and loyalty. According to Kotler and Keller (2021), delivery services are part of the distribution system that includes the delivery of products or goods from producers to end consumers. This service involves various elements such as logistics, supply chain management, and information technology to guarantee that products get at their destination promptly and undamaged. The delivery service industry is considered promising enough to make delivery service companies appear in Indonesia. The large number of delivery services in

Indonesia will result in intense competition in the delivery service industry. Here are some companies engaged in shipping services.

Based on data from ASPERINDO (Asosiasi Perusahaan Jasa Pengiriman Ekspres, Pos dan Logistik Indonesia) states that there are 150 competing companies, it can be seen that the delivery service business is in great demand by entrepreneurs. This is demonstrated by the abundance of shipping service providers in Indonesia, which fiercely competes in the shipping service sector. To meet the growing demand in the marketing industry, a proactive approach is needed. A recent article suggests that being proactive can enhance the performance of the supply chain (Pratiwi et al., 2023). When competition increases, the incentives provided by the company become weaker because managers are naturally encouraged to work harder (Prasetya, 2021). Therefore, the manager of the Cargo Courier Company must choose the best course of action to manage this delivery service in order to preserve the company's reputation and compete with other service brands. The company also needs to be able to make a good impression so that customers are drawn to the brand. Schmidt (1997) also points out that increased competition can increase the risk of liquidation, so managers are more motivated to work harder to retain their customers (Prasetya, 2021). The existence of positive word of mouth will instill in them a favorable perception of the brand, so consumers can decide to make a purchase, this affects consumer purchasing decisions.

Changes that occur in the market environment can quickly change both the variant and price of a product and its technology. Customers have more options when it comes to making purchases in the era of escalating competition. Customers are easily influenced to move to other products if a company's offerings are no longer able to meet their demands and preferences.

There are numerous reputable shipping firms in Indonesia that provide an extensive array of shipping services, making it simple for clients to select the ones that best meet their requirements. The most well-known shipping company is Indah Logistik Cargo. Indah Logistik Cargo is one of the leading logistics companies in Indonesia. The case study in this research is Indah Logistik Cargo, Tanjung Priok branch. The company has long been in the logistics industry and has a good reputation. The courier company offers a variety of freight forwarding services, such as land, sea, and air shipments. Indah Logistik Cargo currently controls the destination of goods delivery in Indonesia, from Sabang to Merauke and several countries. With various types of fleets reaching 1800 units, as well as branch offices spread across all provinces and districts in Indonesia, Indah Logistik Cargo creates positive synergies, ready to turn challenges into new hopes and continue to advance to become number one in the field of freight forwarding services. With multiservice, the Courier Company serves shipments by land, land express, sea, air, city courier, sameday, trucking cooler, trucking dry, towing and international. Indah Logistik Cargo provides energy to continue running fast according to the company's motto, namely timeliness, security and fast information, also committed as a superior freight forwarding service that is also world-class. Therefore, researchers focus on word of mouth and brand image on decision making.

Literature Review

Based on the theory according to Boardman, et al., 2019: 174 Word of mouth is defined as comments, whether favorable or unfavorable, made by prospective or actual customers about a company or product that are widely disseminated online. According to Kotler, et al., 2022 : 419, Word Of Mouth is the process of passing information from one person to another through oral communication.(Rachmawati & Andjarwati, 2020). According to Ali in (Sudarmin, 2023) The worth of mount indicator is divided into 3, namely: Talking about positive experience items, Recommending, Encouraging.

According to Isyanto and Wijayanti (2022) brand image is an impression and psychological picture of the company's activities, both from the knowledge, responses and experiences gained by the public.(Rachmawati & Andjarwati, 2020). According to Aaker &

Biel in Keller & Swaminathan (2020: 239) brand image indicators are divided into 3, namely: Company Image, Product Image, Usage Image.(Liliana, 2023). According to Schiffman and Kanuk (2010) in the journal Harjati and Lusia (2014) A decision is the result of weighing two or more options. If you have a choice between making a purchase or not, that person is in a decision-making position.(Mewoh et al., 2019). Melati and Dwijayanti (2020) cite Kotler and Keller as saying that the purchasing decision indicator is divided into 6, namely: Product Choice, Brand Choice, Seller Choice, Product Purchase Quantity, Product Purchase Time, Payment Method(Nurlina, 2020)

According to Herry Achmad Buchary and Djaslim Saladin (2013:10) “The analysis, planning, execution, and oversight of initiatives aimed at establishing, constructing, and sustaining marketing profitable exchanges in target markets with the intention of achieving organizational goals.” Then, according to a different definition provided by Ben M. Enis in Buchari Alma (2014: 130), marketing management is a procedure meant to boost the efficacy and efficiency of marketing initiatives undertaken by businesses or by individuals.(Enre et al., 2020)

The purchasing habits of consumers are those of individual end consumers and households who purchase products and services for personal use. The consumer market is created by the combination of all these end users. Global consumers differ in terms of age, income, education, and preferences. Diverse customer decisions regarding different goods, services and businesses are influenced by the way they interact with each other and other aspects of their environment (Kotler & Armstrong, 2006). According to (Septiana & Damanuri, 2024).

Tabel 1. Measurement of variables

Variable	Operational definition	Source
Word of Mouth	The present method of information dissemination word of mouth which consists of discussing, promoting, and endorsing is highly successful.	Herawati & Putra, (2023)
Brand Image	Boosting sales is mostly dependent on brand perception. Additionally, brand ambassadors might help to develop a favorable perception of the product.	Arafah, (2023)
Keputusan Pembelian	The process of making decisions starts with needs. In order to satisfy customer wants, an assessment must be carried out in order to determine the optimal options based on customer opinions.	Qomariah, (2020)

Tabel 2. Previous research

Variable	Research Results	Differences	Similarities
Sella Silvia, 2024.	According to the research findings, price, brand image, word-of-mouth, and digital marketing methods all have a positive and simultaneous effect.	The influence of brand image and word-of-mouth (WOM) on customer purchasing decisions is where the similarities lie. WOM and brand image were found to significantly influence purchasing decisions in both experiments.	Utilizing three factors: word-of-mouth, product quality, and brand image. Likewise, Ucok Durian Medan is the research site.
Tri & Atika, 2023.	The findings of the word-of-mouth study indicate that brand perception and product quality significantly and favorably affect consumers' decisions to buy.	Both are impacted by brand image and word-of-mouth. Both make use of Likert scale questionnaires and quantitative surveys.	The population, research samples, and study subjects are where the differences lie.

Variable	Research Results	Differences	Similarities
Hikmania & Nova, 2023.	Product quality, brand image, store atmosphere, promotion, word-of-mouth, and price perception all have an impact on purchase decisions at the same time, according to the study's findings.	The brand image and word-of-mouth are covered in the research equation. By using the T-test and F-test hypothesis testing, these two variables are thought to be significant in influencing purchasing decisions.	The focus on purchasing decisions for Erigo apparel brand products and the focus on purchasing decisions for Indah Logistic Cargo delivery services represent the differences in terms of the variables of purchasing decisions.

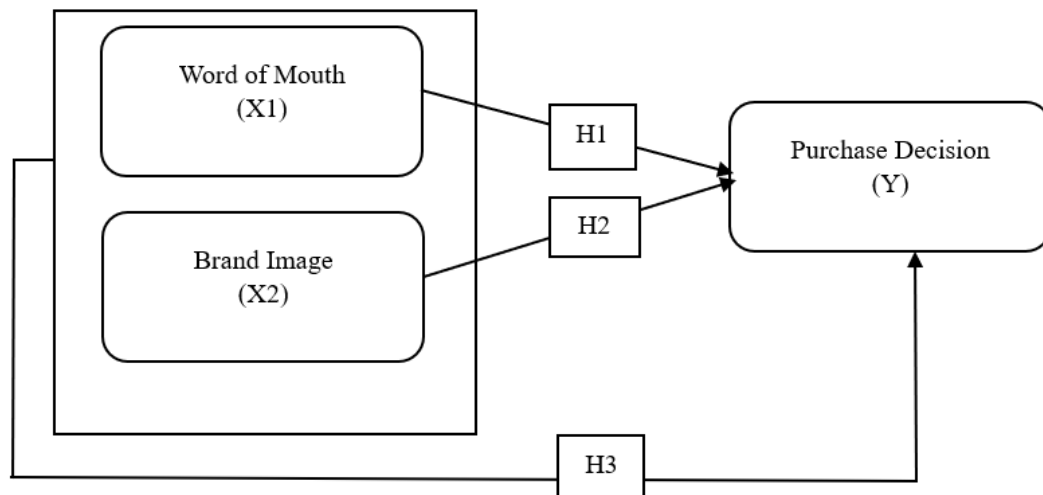


Figure 1. Conceptual Framework

H1: It is believed that word of mouth directly affects purchasing decisions.

H2: It's believed that brand perception directly affects consumer decisions to buy.

H3: It's possible that brand perception and word-of-mouth have an equal impact on judgments about what to buy.

The problem formulation contains article questions that must be explained in the discussion and answered in the conclusion.

METHOD

One sort of quantitative research is used in this investigation. According to Sugiyono (2017), quantitative research is an approach grounded in positivism that looks at specific populations or samples in order to test preconceived notions. The purpose of this research is to determine the effect of word of mouth (X1) and brand image (X2) variables on purchasing decisions (Y) tested on users of Indah Logistik Cargo services in Tanjung Priok branch. the primary data type that was employed in this investigation. Primary data is information that researchers have directly collected from respondents or study subjects. Or also known as first-hand data. Primary data collection in this study by distributing surveys available as Google Forms and printed copies to questionnaires to be filled in by users of Indah Cargo Logistik services in the Tanjung Priok branch. A Likert scale is used to measure data. A tool for measuring attitudes, opinions, and perceptions of an individual or group of individuals about social phenomena is the Likert scale (Sugiyono, 2013). utilizing the subsequent stages of response:

Table 3. Skala Likert

Score	Information
Score 1	Very disagreeable
Score 2	Disagree
Score 3	Neutral
Score 4	Agree
Score 5	Very Agree

Sugiyono (2010), defines a population as a generalization area made up of persons or objects with specific attributes chosen by researchers for analysis before conclusions are made. The population is the focus of the entire study. Population is the entire research subject. The population in this study are users of Indah Logistik Cargo services in the Tanjung Priok branch whose numbers are unknown. The sample was selected using random sampling for this study from among all Indah Logistik Cargo customers in the Tanjung Priok branch. The Hair formula was used to calculate the sample size. Because the population size is uncertain, Hair's calculation is applied. Hair (2010: 176) claims that when the sample size is too high 400, for instance the approach becomes extremely sensitive, making it challenging to obtain accurate goodness of fit measurements. Therefore, for each parameter that is being estimated, a minimum sample size of 5–10 observations is advised. 12 times 9 is the number of indicators ($12 \times 9 = 108$). So through calculations based on this formula, the number of samples from this study was 108 people who came from users of Indah Logistik Cargo services in the Tanjung Priok branch. Data processing in this study using the SPSS (Statistical Product and Service Solutions) V.26 program.

Table 4. Measurement Items

Variable	Indicator	
Word Of Mout. Ali (2020:96)	X1.1	Talking.
	XI.2	Recommending.
	X1.3	Pushing.
Brand Image. Aaker & Biel dalam Keller & Swaminathan (2020:239)	X1.1	Company image.
	XI.2	Product image.
	X1.3	Usage image.
Keputusan Pembelian. Kotler dan Keller (dalam Melati dan Dwijayanti, 2020)	X3.1	Product selection.
	X3.2	Brand secelction.
	X3.1	Seller selection.
	X3.2	Product purchase amount.
	X3.2	Product purchasing time.
	X3.2	Payment method.

RESULTS AND DISCUSSION

Respondent Characteristics

In this research, questionnaires were distributed in August 2024 to respondents or predetermined samples, namely 108 customers of Indah Cargo Logistik Tanjung Priok branch.

Tabel 5. Characteristics Based On Gender

Gender	Frequency	Percent
Man	61	56 %
Woman	47	44 %
Total	108	100 %

Based on data from respondents on gender, data was obtained that men gave more answers than women, namely 61 people or 56%, while women gave 47 or 44%. With this fact, men who answered the questionnaire accounted for 56% of the 108 respondents, which may indicate that men are more dominant in using Indah Cargo delivery.

Tabel 6. Characteristics Based On Age

Age	Frequency	Percent
18-25	17	16%
26-35	28	26%
36-46	54	50%
>47	9	8%
Total	108	100%

Respondent data based on age was obtained aged 18-25, namely 17 people (16%), aged 26-35, namely 28 people (26%), aged 36-46, namely 54 people (50%) and aged >47 people, namely 9 people (8 %). data shows that men gave more answers than women, namely 61 people or 56%, while women gave 47 or 44%. Regarding the age of the respondents, the results showed that the dominant age was from 36 to 46 years, accounting for 53% of the total number of respondents. This age group is a productive age at work and is selective in choosing the quality of delivery services

Tabel 7. Characteristics Based On Domicile

Domicile	Frequency	Percent
Tanjung Priok	51	47%
Koja	29	27%
Cilincing	17	16%
Rawabadak	11	10%
Total	108	100%

Respondent data based on domicile was obtained from Tanjung Priok domicile, namely 51 people or 47%, Koja domicile, namely 29 people or 27%, Cilincing domicile, namely 17 people or 16% and Rawabadak domicile, namely 11 people or 10%. Based on the data obtained, the identity of respondents who live in Tanjung Priok is 51 respondents or 47%, which means that Indah Cargo Logistik Tanjung Priok branch is widely known by the people of the Tanjung Priok area as a delivery service choice.

Tabel 8. Characteristics Based On Profession

Profession	Frequency	Percent
Government Employee	6	6%
Bussinesman	35	32%
College Student	17	16%
Other	50	46%
Total	108	100%

Respondent data based on occupation showed that the civil service profession was 6 people or 6%, the entrepreneurial profession was 35 people or 32%, the student profession was 17 people or 16% and other professions were 50 people or 46%. based on job characteristics, other job characteristics were the highest, namely 46% who answered. It can be interpreted that other jobs can include laborers, private sector or self-employed.

Uji Validitas

A questionnaire's validity is evaluated using this validity test. A bivariate correlation between each indicator score and the total construct score is the method employed. In this method, the value of rcount is compared to rtable, where rtable is sought at a significance of 0.05 using a two-sided test and (n) = 108, df = n-2 of data. In this investigation, the r table is 0.189, determined at sig 0.05 (two-way test significance) using the formula = n-2 (108-2) = 106. Accordingly, the statement is considered legitimate if the value of rcount > rtable, and invalid if the value of rcount < rtable.

Tabel 9. Test The Validity of Word Of Mouth (X₁)

Questions Items	R count	R tabel ($\alpha = 5\%$)	Information
WOM 1	0,773	0,189	Valid
WOM 2	0,741	0,189	Valid
WOM 3	0,784	0,189	Valid
WOM 4	0,669	0,189	Valid
WOM 5	0,719	0,189	Valid
WOM 6	0,465	0,189	Valid
WOM 7	0,499	0,189	Valid
WOM 8	0,710	0,189	Valid

According to the Word of Mouth (X₁) variable's validity test computation results, the computed r value on every item is higher than the r table value, which is 0.189. Thus, it can be said that all of the questionnaire items for the Word of Mouth variable are valid at the significance level of 0.05.

Tabel 10. Test The Validity of Brand Image (X₂)

Question Items	R count	R table ($\alpha = 5\%$)	Information
BI 1	0,716	0,189	Valid
BI 2	0,743	0,189	Valid
BI 3	0,615	0,189	Valid
BI 4	0,659	0,189	Valid
BI 5	0,595	0,189	Valid
BI 6	0,475	0,189	Valid
BI 7	0,618	0,189	Valid
BI 8	0,500	0,189	Valid

Based on the findings of the Brand Image (X₂) variable validity test computation, the computed r value for every item exceeds the r table value of 0.189. Thus, it can be said that all of the questionnaire items for the Brand Image variable are valid at the significance level of 0.05.

Tabel 11. Test The Validity of Purchasing Decision (Y)

Question Items	R count	R table ($\alpha = 5\%$)	Information
KP 1	0,675	0,189	Valid
KP 2	0,758	0,189	Valid
KP 3	0,433	0,189	Valid
KP 4	0,443	0,189	Valid
KP 5	0,594	0,189	Valid
KP 6	0,708	0,189	Valid
KP 7	0,739	0,189	Valid
KP 8	0,677	0,189	Valid
KP 9	0,367	0,189	Valid
KP 10	0,380	0,189	Valid

Based on the Purchase Decision variable (Y) validity test calculation findings, the calculated r value for each item exceeds the r table value of 0.189. Thus, it can be said that all of the questionnaire items for the Purchasing Decision variable are valid at the significance level of 0.05.

Test of Reliability

Cronbach alpha (a) was used in the reliability test. If a construct or variable has if the Cronbach alpha value is more than 0.60, it is regarded as reliable (Ghozali, 2017). The following table presents the conclusions of the reliability test results for all variables, based on the data from the SPSS version 26 software calculation:

Table 12. Word of Mouth Reliability Test Results (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,811	8

Table 13. Brand Image Reliability Test Results (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,765	8

Table 14: Purchase Decision Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,787	10

The Cronbach alpha (a) is used in the reliability test. If a construct or variable has if the Cronbach alpha value is more than 0.60, it is regarded as reliable (Ghozali, 2011). With a value of 0.811 in the category (0.8 – 1.00 = very strong), the word-of-mouth variable has an extremely strong interpretation value, according to the information in this table. Then brand image and purchasing decisions have a strong interpretation with values of 0.765 & 0.787 in the category (0.6 – 0.79 = strong). It was concluded that word of mouth was in the very strong interpretation category, then brand image and purchasing decisions were in the strong interpretation category.

Then, for the reliability test data processing results, the Cronbach's alpha value for the Word of Mouth variable (X1) was 0.811, for the Brand Image variable (X2), the Cronbach's alpha value was 0.765, and for the Purchase Decision (Y) variable it was 0.787. All variables have Cronbach's alpha values greater than 0.6, indicating the reliability and analytical potential of the data.

Multiple Linier Regression Analysis

Tabel 15. Multiple Linier Regression Analysis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,724	1,515		3,778	,000
	Word Of Mouth	,326	,072	,370	4,525	,000
	Brand Image	,496	,076	,534	6,524	,000

a. Dependent Variable: Purchasing Decision

Based on table 13, a linear regression equation can be formed as follows:
 $Y = 5.724 + 0.326 X1 + 0.496 X2$

- Information:
 Y : Purchasing Decision
 X1 : *Word of Mouth*
 X2 : *Brand Image*

From the linear regression equation on the previous page, the following information can be obtained:

1. a constant of 5.724 can be interpreted when of a lineary regression unit in 1. A constant of 5,724 may be construed when the value of the variable Word Of Mouth (X1) and the variables Brand Image (X2) do not exist (value zero), then the variabel Y or Purchase Decision will be valued 5.724.
2. When one word of mouth (X1) is added, the value of the purchase decision increases by 0.326, according to the interpretation of the X1 coefficient of 0.326. The positive value shows the relationship of the variable X1 with the Y variable versus the straight, that is, when the Word of Mouth(X1) increases, then the Purchase Outcome increases.
3. The X2 coefficient value of 0.496 can be explained when the addition of a Brand Image (X2) increases the purchase outcome by 0.496.

Hypotesis Testing

1. T Test Results

Tabel 16. Partial T Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,724	1,515		3,778	,000
	Word Of Mouth	,326	,072	,370	4,525	,000
	Brand Image	,496	,076	,534	6,524	,000

a. Dependent Variable: Purchasing Decision

Experiments are conducted to determine whether brand image and word-of-mouth have any impact on purchase decisions. through comparing the sig value < 0,05 and the value of t hitting with the t database. to determine t table in this study by calculation (Df = n-k-1/ Df = 108-2-1 = 105) is by looking at column 0,05 on line 105. then the number of t-table is 1,659. Thus, then the conclusion of the hypothesis analysis test t is:

1. Word of mouth impact on purchasing decisions word of outh has a t count of 4.525 > t table of 1,659 and a p-value (Sig.) of 0,000 < $\alpha = 0.05$. then the hypothesis is approved in accordance with the test criteria.
2. Impact of Brand Image on Purchase Decision For the variable Brand Image, the value t counts are 6.524 > t table = 1,659 and the p-value (Sig.) is 0,000 < $\alpha = 0.05$. then the hypothesis is approved in accordance with the test criteria.

2. F Test Results

Tabel 17. Simultaneous F Test Results

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	Model
1	Regression	1079,906	2	539,953	145,548	,000 ^b
	Residual	389,529	105	3,710		
	Total	1469,435	107			

a. Dependent Variable: *Purcashing Decision*

b. Predictor: (Constant), *Brand image*, *Word of Mouth*

When testing at the significance level of 0.05, the F test is used to determine if dependent variables are greatly influenced by independent factors or bound variables concurrently or simultaneously. The values $N1=3-1=2$ ($df=N1=k-1$) and $N2=108-3=105$ ($DF=N2=n-k$) obtained from Table F value with $\alpha = 0.05$ are 3.08. When testing at the significance level of 0.05, the F test is used to determine if Dependent variables are greatly influenced by independent factors variables or bound variables concurrently or simultaneously. The values $N1=3-1=2$ ($df=N1=k-1$) and $N2=108-3=105$ ($DF=N2=n-k$) obtained from Table F value with $\alpha = 0.05$ are 3.08.

Using brand image and word-of-mouth marketing has an impact on purchasing decisions. In this instance, consumers' desire to use goods service financing increases when people or customers who have previously used the services of Indah Logistik Cargo Tanjung Priok branch speak highly of the financing options available for goods services. This can be seen from customer satisfaction reviews on google reviews as well as social media reviews belonging to Indah Logistik Cargo branch of Tanjung Priok.

3. Coefficient Of Determination

The coefficient of determination value, also known as the R Square Adjustment value, is a metric that expresses the degree to which the independent variable influences the dependent variable.

Tabel 18. Coefficient Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	,857 ^a	,735	,730	1,92608

a. Predictors: (Constant), *Brand Image*, *Word Of Mouth*

b. Dependent Variable: Purchasing Decision

The R correlation of 0.857, which falls into the category of extremely strong degree of correlation, indicates that brand image and word of mouth are positively associated to consumer happiness, according to the table above. then 0.730, or 73.0%, is the coefficient of determination (Adjustment R Square). This demonstrates that 73.0% of the influence on the purchasing decision variable may be explained by the effects of word-of-mouth and brand image. While factors not covered in this study account for the remaining 27.0% of purchasing decision variables. This indicates that for Indah Cargo Logistik services at the Tanjung Priok branch, word of mouth and brand perception have a 73.0% influence on purchasing decisions.

Discussion

The analysis's findings led to the conclusion that word-of-mouth and brand perception both partially and simultaneously affect consumers' decisions to buy. This is undoubtedly consistent with the findings of research by Arafah, (2023), who reported that data processing results indicated that word-of-mouth had an impact on the purchasing decision process. According to the linear regression equation, the greater the word-of-mouth, the greater the consumer purchasing decision process. Subsequently, Herawati & Putra, (2023) came to the conclusion that the brand image variable affected decisions made about buying Azarine cosmetics, with a 75.2% influence. Additionally, Qomariah, (2020) came to the conclusion that at Running Korean Street Food Samarinda, the variables Word of Mouth and Brand Image had a simultaneous impact on purchasing decisions.

CONCLUSION

The conclusion drawn from the study of this writing is that Word of Mouth (WOM) and Brand Image have a major impact on the purchase decision of the delivery services of the courier company of the branch of Tanjung Priok in particular Indah Logistics Cargo. In this

study more men than women, that men are more dominant using the delivery service of Indah Logistics Cargo. With many users of services from Tanjung Priok, it is important to continue to strengthen the reputation and quality of services in the region. In addition, improve the promotion and service on Indah Logistics Cargo in areas such as Koja, Cilincing, and Rawabadak to attract more customers from these areas. This research shows that WOM is more effective in increasing customer confidence and loyalty, thus making them more likely to choose Indah Logistics Cargo services. In a same vein, a strong brand image will benefit customers and eventually affect their selections to buy. By utilizing the power of word-of-mouth and enhancing its brand image, Logistics Cargo can create a more successful marketing plan that will help it draw in and keep more clients. Additionally, the research helped shape marketing theory, particularly as it relates to how word-of-mouth and brand image influence consumers' decisions.

REFERENSI

- Arafah, R. N. S. (2023). Pengaruh Word of Mouth Terhadap Keputusan Pembelian. *Briliant: Jurnal Riset Dan Konseptual*, 8(4), 863. <https://doi.org/10.28926/briliant.v8i4.1639>
- Enre, A. E., Hutagalung, D., Simbolon, H. A., & Ong, M. T. (2020). Pengaruh Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian CV Obor Pematangsiantar. *Owner*, 4(1). <https://doi.org/10.33395/owner.v4i1.173>
- Herawati, H., & Putra, A. S. (2023). Pengaruh Brand Ambassador dan Brand Image Terhadap Keputusan Pembelian Azarine Cosmetic. *Journal on Education*, 5(2), 4170–4178. <https://doi.org/10.31004/joe.v5i2.1115>
- Husen, A., Sumowo, S., Rozi, A. F., Ekonomi, F., & Muhammadiyah Jember, U. (2018). Pengaruh Lokasi, Citra Merek Dan Word of Mouth Terhadap Keputusan Pembelian Konsumen Mie Ayam Solo Bangsal Jember the Effect of Locations, Brand Images and Word of Mouth To Consumer Buying Decisions on Mie Ayam Solo Bangsal Jember. *Jurnal Manajemen Dan Bisnis Indonesia*, 4(2), 2460–9471.
- Liliana, M. (2023). Pengaruh Brand Image Dan Online Customer Review Terhadap Keputusan Pembelian Konsumen E-Commerce Blibli.Com Di Jakarta. *Manajemen*, 27.
- Mewoh, F. M., Tampi, J. R. E., & Mukuan, D. D. S. (2019). Pengaruh Digital Marketing Terhadap Keputusan Pembelian Pada Matahari Department Store Manado Town Square. *Jurnal Administrasi Bisnis*, 9(1), 35. <https://doi.org/10.35797/jab.9.1.2019.23529.35-42>
- Nurlina. (2020). Pengaruh citra merek, persepsi harga dan ulasan pelanggan terhadap keputusan pembelian di marketplace shopee (studi kasus warga pondok ungu permai blok nn). *Bab Ii Kajian Pustaka 2.1*, 2(2004), 6–25.
- Pracoyo, R. R., Sembodro, S. A., Subandi, & Pratiwi, S. W. (2023). *PT XYZ PERISHABLE GOODS PRODUCTION*. 5778, 410–423.
- Pratiwi, S. W., Purwoko, H., Akbar, G. M., Firdaus, M. I., & Lermatan, E. E. (2023). The Influence of Entrepreneurial Orientation Dimension on Supply Chain Performance at PT XYZ Jakarta in 2022. *Jurnal Logistik Indonesia*, 7(2), 184–189. <https://doi.org/10.31334/logistik.v7i2.3612>
- Qomariah, N. (2020). PENGARUH WORD OF MOUTH DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PADA RESTORAN RUNNING KOREAN STREET FOOD DI MALL PLAZA MULIA. *EJournal Administrasi Bisnis*, 8, 35–45.
- Rachmawati, S. D., & Andjarwati, A. L. (2020). Pengaruh Kesadaran Merek dan Citra Merek Terhadap Keputusan Pembelian. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 7(1), 25. <https://doi.org/10.19184/ejeba.v7i1.14849>
- Rivki, M., Bachtiar, A. M., Informatika, T., Teknik, F., & Indonesia, U. K. (n.d.). *PENGARUH BRAND IMAGE DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN DI MASA PANDEMI COVID 19 (STUDI KASUS PADA BISNIS RITEL PAKAIAN “STING”*

CABANG KEDOYA GREEN GARDEN). 19(112), 78–89.

Septiana, E., & Damanuri, A. (2024). Perubahan Perilaku Konsumen Generasi Milenial Dan Generasi Z Terhadap Pembelian Consumer Goods Pada Era Digital. *Indonesian Journal of Management and Accounting*, 5(2), 248–261.

Sudarmin. (2023). *PENGARUH WORD OF MOUTH DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK MS GLOW*. Jurnal Ilmiah Bidang Ilmu Ekonomi.