
THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY AND PERCEIVED PRICE ON CONSUMER PURCHASE INTENTION (CASE STUDY: PT. TIKI JALUR NUGRAHA EKAKURIR (JNE) MANADO)

PENGARUH CITRA MEREK, KUALITAS PELAYANAN DAN PERSEPSI HARGA TERHADAP MINAT BELI KONSUMEN (STUDI KASUS PADA PT. TIKI JALUR NUGRAHA EKAKURIR (JNE) MANADO)

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ABSTRACT

Business in Indonesia is developing rapidly as well as consumers' demands. The increase of consumers' demands is a big opportunity for enterprises so they will not waste the chance to offer their products and services to fulfill the increasing demands. Due to the rapid growth of business in Indonesia, service sector also follows the development. The objective of this research is to analyze the influence of brand image, service quality and perceived price on consumer purchase intention of JNE shipping service. The method of analysis used in this research is ordinal regression analysis. The sampling method is simple random sampling and the number of sample of this research is 110 respondents. The results of the analysis are brand image, service quality and perceived price have positive relationship on consumer purchase intention of JNE shipping service. Based on parallel estimates and F test, all independent variables significantly influence the independent variable both simultaneously and partially. JNE should maintain the good relationship with customers and its professional performance to keep the customers' good perception about the company and also JNE should make the price more compatible with the service and benefits so the purchase intention of consumer will increase.

Keywords: brand image, service quality, perceived price, consumer purchase intention

ABSTRAK

Bisnis di Indonesia berkembang begitu pesat, begitu juga permintaan konsumen. Peningkatan permintaan konsumen adalah kesempatan besar bagi perusahaan sehingga mereka tidak akan menyia-nyaiakan kesempatan untuk menawarkan produk dan layanan mereka untuk memenuhi peningkatan permintaan itu. Adanya pertumbuhan yang cepat dari bisnis di Indonesia menyebabkan sektor jasa juga mengikuti perkembangan tersebut. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh citra merek, kualitas pelayanan dan persepsi harga terhadap niat pembelian konsumen pada jasa pengiriman JNE. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi ordinal. Metode pengambilan sampel adalah simple random sampling dan jumlah sampel penelitian ini adalah 110 responden. Hasil analisis adalah citra merek, kualitas layanan dan persepsi harga memiliki hubungan yang positif terhadap niat pembelian konsumen pada jasa pengiriman JNE. Berdasarkan uji parallel estimates dan uji F, semua variabel independen berpengaruh signifikan terhadap variabel independen baik secara simultan dan parsial. JNE harus menjaga hubungan baik dengan pelanggan dan kinerja profesional untuk menjaga persepsi yang baik pelanggan tentang perusahaan dan juga JNE harus membuat harga lebih kompatibel dengan layanan dan manfaat sehingga niat pembelian konsumen akan meningkat.

Kata kunci: citra merek, kualitas pelayanan, persepsi harga, minat beli konsumen

1. INTRODUCTION

Research Background

Business in Indonesia is developing rapidly as well as consumers' demands. In Indonesia, as time goes by, the demands of goods and services are getting higher that causes the number of enterprises increase as well. The increase of consumers' demands is a big opportunity for enterprises so they will not waste the chance to offer their products and services to fulfill the increasing demands. Due to the rapid growth of business in Indonesia, service sector also follows the development. There are many business opportunities that come from this sector, including logistics and freight forwarding business.

Target market of logistics industry is consumers. Because consumers have needs and wants to fulfill, the intention to purchase a service emerges. There are several things that trigger consumers' intention to use a logistics and freight forwarding service such as the company's brand image, service quality and price. The company's brand image is an important factor. Consumers will entrust their goods to be shipped so the company has to have a good image in consumer's mind. Service quality is a crucial factor that determines consumer purchase intention because service quality is the aspect that consumers will assess on the logistics and freight forwarding companies since they are companies that provide service. Price is relative to consumers but also is the determinant in consumers' buying process.

Currently, there are 5,000 listed companies engaged in the field of logistics and freight forwarding and 250 among them are foreign companies. PT Tiki Jalur Nugraha Ekakurir (JNE) is one of Indonesian private companies that provide logistics and freight forwarding service. The trend of online shopping is one of the main factors that cause the total shipments of JNE reach huge number. The trend of online shopping is getting popular in every city in Indonesia including Manado as the city with high consumerism. People in Manado have high tendencies to shop online which means the use of shipping service is also high. JNE will have to perform better than others at delivering their services to customers in order to win the competition among logistics industry. The shipping price that set by the company influences consumer intention on using the service that JNE provides. A customer will tend to spend money on a shipping service if the price is kind of affordable and seems compatible with the service. In addition, a customer will not regret sacrificing high amount of money if the service quality meets or exceeds the expectation. Therefore, this study will discuss the the influence of brand image, service quality and perceived price on consumer purchase intention at PT. Tiki Jalur Nugraha Ekakurir (JNE) Manado.

Research Objectives

The research objectives are:

1. To analyze the simultaneous influence of brand image, service quality and perceived price on consumer purchase intention at PT Tiki Jalur Nugraha Ekakurir (JNE) Manado.
2. To analyze the influence of brand image on consumer purchase intention at PT Tiki Jalur Nugraha Ekakurir (JNE) Manado partially.
3. To analyze the influence of service quality on consumer purchase intention at PT Tiki Jalur Nugraha Ekakurir (JNE) Manado partially.
4. To analyze the influence of service quality on consumer purchase intention at PT Tiki Jalur Nugraha Ekakurir (JNE) Manado partially.

Theoretical Review Marketing

According to Kotler and Keller (2012), marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is “meeting needs profitability”. Marketing is the activity, set of institution and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (McDaniel and Lamb, 2011).

Brand Image

Brand-image is defined as perceptions about a brand as reflected by the brand associations (attributes, benefits and overall brand attitudes) held in consumer memory (Keller, 1993). These associations of brand image are multidimensional and consist of the affective dimension or the attitudes towards the brand and the perceived quality dimension (Keller, 1993). Simply stated, brand image can be defined as the meaning consumers develop about the brand as a result of the firm's marketing activities. The brand image is constructed through advertising, word- of-mouth, reference groups, celebrities, and media (Mihalcea and Catoiu, 2008). Creating a specific meaning of the brand through media, celebrities and reference groups encourage customers to deem themselves as a part of the same cultural environment as well as a certain social group (Muniz and O’Guinn, 2001).

Service Quality

Service quality is defined as the accordance to customer needs in the livery of a service (Chakrabarty, Whitten et al. 2007). Service quality is recognized as critical factor in differentiating service product, and creating competitive benefit in the service section (Cronin and Taylor, 1992). One popular approach to service quality as a reference in marketing research is a model of SERVQUAL (Service Quality) by Parasuraman et al (1988). They identified five determinants of service quality, which are:

1. Reliability; the ability to perform the promised service dependably and accurately.
2. Responsiveness; the willingness to help customers and provide prompt service.
3. Assurance; the knowledge, courtesy and ability to inspire trust and confidence.
4. Empathy; proving caring and individualized attention to customers.
5. Tangibles; the appearance of physical facilities, equipment, and personnel.

Perceived Price

Zeithaml and Bitner (1996) stated that the perceived price refers to the relationship between the price and the satisfaction gained through purchasing the product. Anderson, Fornell and Lehman (1994) described the price as being an important factor of consumer satisfaction. In case a consumer attempts to analyse the value of a product, the price is the aspect thought of most often (Zeithaml, 1988; Anderson and Sullivan, 1993). In case the perceived price is too high, the consumer might not be willing to purchase the product and sacrifice whatever needs to be sacrificed. Thus, the lower the perceived price is, the lower the perceived sacrifice (Zeithaml, 1988).

Consumer Purchase Intention

Purchase intention can be understood readily as the likelihood that a consumer intends to purchase a product (Dodd and Dustin, 2011). Whitlark, Geurts and Swenson (1993) define purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy the product. Purchase intention is the last dependent measurement (Dodds, Monroe & Grewal, 1991). Purchase intention can predict the purchase behavior of customers and to understand the market's situation.

Previous Research

Lien, Wen, Huang and Wu (2015) in their research Online Hotel Booking: The Effects of Brand Image, Price, Trust and Value on Purchase Intentions was to see whether brand image, price, trust and value influence purchase intention. The results confirm most of the path effects showing that brand image positively influences perceived price, trust, value, and purchase intentions. Arslan (2014) on his study Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store found that the service quality and image of a store has a positive effect on purchase intention. He, Sha and Yang (2013) on their study An Empirical Study on Impacts of Brand Image of Travel Agencies on Customer Purchase Intentions found that service image is the most concerned, and brand personality and organization image also contribute to customers' purchase intention.

Research Hypothesis

There are four hypotheses that will be developed in this research:

- H1: Brand image, service quality and perceived price simultaneously influence consumer purchase intention at PT Tiki Jalur Nugraha Ekakurir (JNE) Manado.
- H2: Brand image partially influences consumer purchase intention at PT Tiki Jalur Nugraha Ekakurir (JNE) Manado.
- H3: Service quality partially influences consumer purchase intention at PT Tiki Jalur Nugraha Ekakurir (JNE) Manado.
- H4: Perceived price partially influences consumer purchase intention at PT Tiki Jalur Nugraha Ekakurir (JNE) Manado.

2. RESEARCH METHOD

Type of Research

This research causal type of research in which it investigated if there are effects of brand image, service quality and perceived price simultaneously and partially on consumer purchase intention at PT Tiki Jalur Nugraha Ekakurir (JNE) Manado.

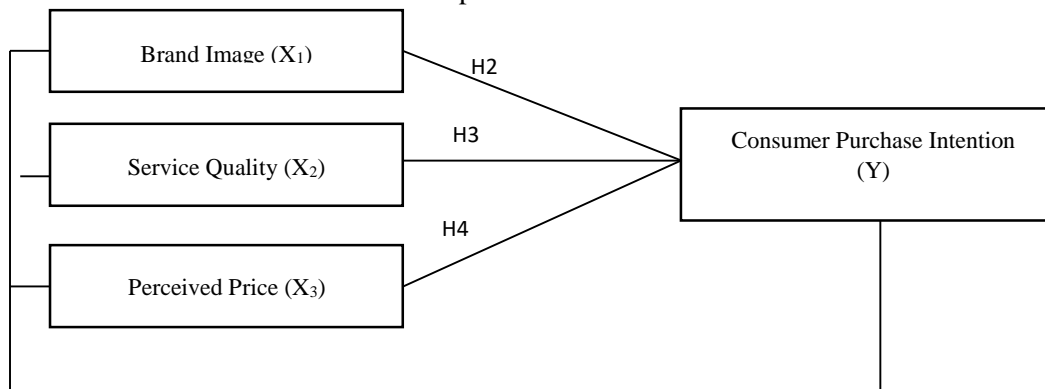
Place and Time of Research

The Location of this study was implemented in Manado. The study was implemented from June until July 2016.

Research Procedure

Below is the conceptual framework.

Figure 1
Conceptual Framework



Source: Data Processed, 2016

Based on the conceptual framework and hypotheses on the study, this study aims to find out the influence of Brand Image (X₁), Service Quality (X₂) and Perceived Price (X₃) on Consumer Purchase Intention (Y) simultaneously and partially.

Population and Sample

According to Sugiyono (2008), population is the generalization region consist the objects/subjects that have certain qualities and characteristics. Set by the researchers to learn and then drawn a conclusions. In this research, the population is customers of JNE in Manado.

According to Sugiyono (2008), sample is part of the number and characteristics owned by the population. The sampling method is random sampling. Random sampling is the basic sampling technique where we select a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. Every possible sample of a given size has the same chance of selection (Easton& McColl, 1997). The sample in this research consists of 110 respondents.

Data Collection Method

Primary Data

For this research, the data obtained directly from the research object by using questionnaire to employees as the respondent. According to Sekaran (2003:236), a questionnaire is a reformulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives.

Operational Definition and Measurement Research Variables

1. Brand Image is the perception about JNE in consumer's mind.
2. Service Quality is the overall standards from JNE service that can be fully accepted by the consumers.
3. Perceived Price is the amount the consumer is willing to give up or sacrifice in order to use JNE's service.
4. Consumer Purchase Intention is the likelihood that a consumer intends to purchase a service from JNE.

This research uses the Likert scale. According to Malhotra (2002:284) the Likert Scale as an interval scale that specifically uses the five response categories ranging from 'strongly disagree' to 'strongly agree' which requires the respondents to indicate a degree of agreement or disagreement with a series of statements related to the stimulus.

Data Analysis Method

Validity Test

Validity testing is used to know whether the selected measurement tool that selected can measure what that supposed to be measured or not. The test is performed by using value of MSA (Measures of Sampling Adequacy). If the value of MSA is above 0.5, the data is considered as valid so it can be used for further tests and analyses.

Reliability Test

Reliability can be defined as the extent to which measures are free from random error (Malhotra and Peterson, 2006:273). In this research the reliability test uses Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable.

Ordinal Regression Analysis

This research is using Ordinal Regression Analysis because as a predictive analysis, ordinal regression describes data and explains the relationship between one dependent variable and two or more independent variables. In ordinal regression analysis, the dependent variable is ordinal (statistically it is polytomous ordinal) and the independent variables are ordinal or continuous-level (ratio or interval) like variables in this research. Ordinal regression method is used to model the relationship between response (outcome) variables and a set of explanatory variables, which can be either categorical or numerical (Sentas, Angelis, Stamelos & Bleris, 2004). In ordinal regression (OR) analysis, the major link functions, e.g. logit, complementary log-log (continuation ratio or proportional hazard), negative log-log, probit and Cauchit are used to build specific models. There is currently no universal method to help the researcher choose which link function best fits a given dataset - only basic heuristics. Generally, the logit link is considered suitable for analyzing ordered categorical data evenly distributed among all categories; the clog-log link is often used to analyze ordered categorical data when higher categories are more probable (Cheng, 2007).

3. RESULT AND DISCUSSION

Result

Brief History of PT Tiki Jalur Nugraha Ekakurir (JNE)

Founded in 1990, JNE is a company engaged in logistics and delivery and headquartered in Jakarta, Indonesia. The official name of this company is PT Tiki Jalur Nugraha Ekakurir. PT Tiki Jalur Nugraha Ekakurir was established on 26 November 1990 by SoepraptoSuparno. This company was initiated as a division of PT Citra van Titipan Kilat (TiKi) operating in the field of international courier service. With eight people and Rp 100 million capital, JNE began their business activities focusing on handling custom clearance, import of goods, documents and their deliveries from abroad to Indonesia..

Validity Test

The test is performed by using value of MSA (Measures of Sampling Adequacy). If the value of MSA is above 0.5, the data is considered as valid so it can be used for further tests and analyses.

Reliability Test

The reliability test in this research uses Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable. Sekaran (2009:311) defined Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another The interpretation of Alpha Cronbach is: 1. < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable. 2. 0.7 indicates that the data is acceptable. 3. 0.8 indicates good internal consistency or consider that the data resulted is reliable.

Table 1. Reliability Statistic

Cronbach's Alpha	N of Items
.908	40

Source: SPSS Output, 2016

In this research, it shows that Alpha Cronbach is 0.908 which is above the acceptance limit of 0.6, therefore, the research instrument is reliable.

Ordinal Regression Analysis

Table 2. Case Processing Summary

		N	Marginal
Consumer Purchase Intention	11	1	0.9%
	13	3	2.7%
	14	14	12.7%
	15	27	24.5%
	16	26	23.6%
	17	15	13.6%
	18	8	7.3%
	19	16	14.5%
Gender	Female	55	50.0%

	Male	55	50.0%
Age	>50 Years Old	6	5.5%
	≤ 20 Years Old	21	19.1%
	21 – 30 Years Old	39	35.5%
	31 – 40 Years Old	31	28.2%
	41 – 50 Years Old	13	11.8%
Occupation	Civil Servant	21	19.1%
	Entrepreneur	21	19.1%
	Private Sector Officer	27	24.5%
	Student	41	37.3%
Education	Associate Degree	6	5.5%
	Bachelor Degree	49	44.5%
	High School	47	42.7%
	Others	8	7.3%
Income	< 1.000.000	19	17.3%
	> 6.000.000	16	14.5%
	1.000.000 – 3.000.000	41	37.3%
	3.000.000 – 6.000.000	34	30.9%
Valid		110	100.0%
Missing		0	
Total		110	

Source: SPSS Output, 2016

Ordinal Regression model is used to determine the influence of several independent variables on a dependent variable. In this research the dependent variable is Customer Purchase Intention, and independent variables are Brand Image, Service Quality and Perceived Price. Table 2 shows the Case Processing Summary.

Model Fitting Information

Table 3. Model Fitting Information

-2 Log				
Likelihood	Chi-Square	df	Sig.	
400.216				
316.646	83.571	17	.000	

Source: SPSS Output, 2016

Model Fitting Testing will test the influence of each independent variable perceived value, perceived price, and perceived quality. This test is done to compare value between -2 Log Likelihood (-2LL) first (intercept only) with -2 Log Likelihood (-2LL) to final model. Table 3, model fitting information, -2 log Likelihood shows that without put independent variable (intercept only) its value 400.216. However with put dependent variable (final) there is decreasing value to 316.646. This value changing is chi-square value 83.571 and significance of actual level 5% (sig.0.000).

Goodness of Fit Test

Table 4. Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	456.733	732	1.000
Deviance	313.873	732	1.000

Source: SPSS Output, 2016

Goodness-of Fit shows the fit test model with data. Pearson value of 456.733 with significance 1.000 (> 0.05) and deviance value 313.873 with significance 1.000 (> 0.05). It means model fits the empirical data or model fits the data well.

Pseudo R-Square

Table 5. Pseudo R-Square

Cox and Snell	.532
Nagelkerke	.546
McFadden	.207

Source: SPSS 22.00 (2016)

Table 5, Pseudo R-Square shows how big independent variable (Brand Image, Service Quality, Perceived Price) be able to explain dependent variable (Customer Purchase Intention). These values as does the coefficient of determination in the regression. Cox and Snell value 0.532 (53.2%), Nagelkerke value 0.546 (54.6%) and McFadden 0.207 (20.7%). Among those three values of Pseudo R-Square, the biggest value is from Nagelkerke (0.546). It shows that Brand Image, Service Quality, Perceived Price are able to explain Customer Purchase Intention as much as 54.6% while the rest 47.3% is explained by other factors that are not included in this research.

Parallel Estimates

Table 6. Parameter Estimates

	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Threshold	[y = 11]	10.560	3.141	11.304	1	.001	4.404	16.716
	[y = 13]	12.476	3.056	16.668	1	.000	6.487	18.465
	[y = 14]	14.804	3.127	22.412	1	.000	8.675	20.932
	[y = 15]	16.810	3.221	27.242	1	.000	10.497	23.122
	[y = 16]	18.423	3.284	31.465	1	.000	11.986	24.860
	[y = 17]	19.548	3.326	34.540	1	.000	13.029	26.068
	[y = 18]	20.217	3.351	36.406	1	.000	13.650	26.784
Location	x1	.319	.079	16.261	1	.000	.164	.474
	x2	.279	.099	4.042	1	.043	.016	.544
	x3	.606	.168	13.098	1	.000	.278	.935
	[Gender=0]	.605	.368	2.694	1	.101	-.117	1.327
	[Gender=1]	0 ^a	.	.	0	.	.	.
	[Age=0]	-2.010	1.241	2.622	1	.105	-4.442	.423
	[Age=1]	-1.387	1.089	1.623	1	.203	-3.521	.747

[Age=2]	-.721	1.019	.501	1	.479	-2.717	1.275
[Age=3]	-.755	.952	.629	1	.428	-2.620	1.110
[Age=4]	0 ^a	.	.	0	.	.	.
[Occupation=0]	.269	.768	.122	1	.726	-1.237	1.774
[Occupation=1]	-.662	.855	.601	1	.438	-2.338	1.013
[Occupation=2]	-.282	.583	.234	1	.629	-1.426	.861
[Occupation=4]	0 ^a	.	.	0	.	.	.
[Education=0]	-2.550	.964	7.003	1	.008	-4.439	-.661
[Education=1]	-1.197	1.035	1.337	1	.248	-3.226	.832
[Education=2]	-1.294	.789	2.692	1	.101	-2.840	.252
[Education=3]	0 ^a	.	.	0	.	.	.
[Income=0]	1.910	.926	4.260	1	.039	.096	3.725
[Income=1]	2.134	.748	8.131	1	.004	.667	3.600
[Income=2]	.677	.636	1.132	1	.287	-.570	1.923
[Income=3]	0 ^a	.	.	0	.	.	.

Source: SPSS Output, 2016

Parameter Estimates above have to notice the Wald value and significance value. Variable X1 (Brand Image) has Wald value 16.261 with sig. 0.000 (<0.05), variable X2 (Service Quality) has Wald value 4.042 with sig. 0.043 (<0.05) and variable X3 (Perceived Price) has Wald value 13.098 with sig. 0.000 (<0.05). It shows that all independent variables which are Brand Image, Service Quality and Perceived Price have significant influence on Customer Purchase Intention of using JNE service.

Interpretation

1. Brand Image (X1) has significant influence on Customer Purchase Intention (Y). The result of Brand Image (X1): Estimate Value 0.319, Wald Value 16.261 and sig. 0.000 (< 0.05). This result shows the estimated coefficient for Brand Image (X1) is 0.319 and take the exponent of this to find OR with Brand Image (X1) as the base: $\exp(0.319) = 1.375$. Odd Ratio of Brand Image (X1) by dividing the exponent of 0.319 to 1, the result will be $1/1.375 = 0.879$. The odds of Brand Image (X1) of achieving a higher level are 12.1% (1-0.879).
2. Service Quality (X2) has significant influence on Customer Purchase Intention (Y). The result of Service Quality (X2): Estimate Value 0.279, Wald Value 4.082 and sig. 0.043 (< 0.05). This result shows the estimated coefficient for Service Quality (X2) is 0.279 and take the exponent of this to find OR with Service Quality (X2) as the base: $\exp(0.279) = 1.321$. Odd Ratio of Service Quality (X2) by dividing the exponent of 0.279 to 1, the result will be $1/1.321 = 0.757$. The odds for Service Quality (X2) of achieving a higher level are 24.3% (1-0.757).
3. Perceived Price (X3) has significant influence on Customer Purchase Intention (Y). The result of Perceived Price (X3): Estimate Value 0.606, Wald Value 13.098 with significance 0.000 (<0.05). This result shows the estimated coefficient for Perceived Price (X3) is 0.606 and take the exponent of this to find the OR with Perceived Price (X3) as the base: $\exp(0.606) = 1.833$. Odd Ratio of Perceived Price (X3) by dividing the exponent of 0.606 to 1, the result will be $1/1.833 = 0.545$. The odds for Perceived Price (X3) of achieving a higher level are 45.5% (1-0.545).

F-Test

Table 7. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148.728	3	49.576	29.797	.000 ^b
	Residual	176.363	106	1.664		
	Total	325.091	109			

Source: SPSS Output, 2016

F_{count} is 29.797 and F_{table} is 2.70. Therefore, $F_{count} (29.797) \geq F_{table} (2.70)$. Since F_{count} is bigger than F_{table} , H_0 is rejected and H_a is accepted. So it can be concluded that brand image, service quality and perceived price simultaneously influence consumer purchase intention.

Test of Parallel Lines

Table 8. Test of Parallel Lines^a

Model	-2 Log			
	Likelihood	Chi-Square	df	Sig.
Null Hypothesis	315.414			
General	250.989 ^b	64.424 ^c	102	.999

Source: SPSS Output, 2016

Table 8 gives the differences of -2 Log Likelihood between model with an intercept only and independent variable is as much as 250.989 with sig. 0.999 (> 0.05), then H_0 accept that resulting model have equal parameter, so that selection of link function is fitted. But on the reverse, if this assumption is not fulfilled, then selection of link function is not fitted.

Discussion

According to the overall result from this analysis, the first independent variable in this research which is brand image has significant influence toward consumer purchase intention of JNE service in Manado. It can be seen from the Parallel Estimates that this variable influences consumer purchase intention. Previous studies by Che-Hui Lienet al. (2015), Arslan (2014) and Meixian He et al. (2013) also have the same result, that brand image has positive influence towards consumer purchase intention. The second independent variable in this research is service quality. Based on the result in previous section, it can be seen that service quality also has significant influence toward consumer purchase intention of JNE service in Manado. The result of this research indicates that service quality does influence consumer purchase intention and most respondents assess that JNE's service quality is quite good. The result of this research is in accordance with the result from a study by Arslan(2014) which reveals the positive effect of service quality on consumer purchase intention. Third independent variable in this research is perceived price. The result of this research indicates that perceived price does influence consumer purchase intention of JNE service in Manado. Based on the Parallel Estimates result that has been explained, perceived price is the most influencing variable in this research. This result goes along with the research done by Nikhashemi et al.(2012) that considered how price perception can be utilized to understand the consumer purchase intention.

4. RESULT AND DISCUSSION

Conclusion

Conclusions of this research are:

1. Based on F test, all independent variables (brand image, service quality and perceived price) have simultaneous influence on consumer purchase intention of JNE service in Manado because all independent variables have significant value less than 5% (< 0.05) and F_{count} is larger than F_{table} ($29.797 \geq 2.70$).
2. Based on the result of Ordinal Regression Analysis, each independent variables (brand image, service quality and perceived price) has significant influence towards consumer purchase intention of JNE service in Manado.
3. The independent variable that mostly influences consumer purchase intention is X3 (perceived price), followed by brand image (X1).
4. The influence of brand image, service quality and perceived price on consumer purchase intention is as much as 54.6% while the rest 47.3% is explained by other factors that are not included in this research.

Recommendation

Based on the conclusions the researcher recommends that:

1. Since JNE already has good brand image, the researcher suggests that JNE should maintain the good relationship with customers and its professional performance to keep the customers' good perception about the company.
2. According to the analysis result, perceived price is the most significant influencing factor on consumer purchase intention. The price of JNE service is already considered as affordable, but the researcher suggests that JNE should make the price more compatible with the service that JNE provides.
3. Further research should be done for the accuracy of research model. This research only shows 54.6% which can be explained from brand image, service quality and perceived price. There is still 47.3% variation that can be explained by other variables that need to be investigated further.

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