

Determinants of Service Use Decisions for *J&T Express* Users in Padangsidempuan City

Adek Safitri Nasution¹, Riski Ardilla Safitri², Idris Saleh³, Ali Hardana⁴, Chanra Simamora⁵, Elga Nasution⁶

Business Management, Sheikh Ali Hasan Ahmad Addary State Islamic University, Padangsidempuan^{1,2,3,4,5}
safitriladek183@gmail.com¹, riskiardillasafitri@gmail.com², idrissaleh@uinsyahada.ac.id³,
alihardana@uinsyahada.ac.id⁴, chandrasimamora1987@gmail.com⁵, elganasution@gmail.com⁶

Correspondence Email: meiawalina7@gmail.com

Article Info	Abstract
Article history: Received : 07 April 2025 Revised : 13 April 2025 Accepted : 18 Mei 2025 Keywords: Brand Image; Decision To Use The Service; Quality Of Service	<i>In Padangsidempuan City, many people choose to use the J&T Express expedition service even though there are various other expedition services. Even though J&T Express won the Top Brand Award in the expedition service category, this service faced many user complaints, with fluctuating transactions and service quality that was considered poor. This research aims to analyze the influence of brand image and service quality on decisions to use J&T Express services, both partially and simultaneously. This research uses a quantitative approach, by collecting primary data through questionnaires to 97 respondents. Data were analyzed using validity, reliability, classical assumptions, multiple linear regression and hypothesis testing with SPSS version 23. The results show that brand image and service quality have a significant influence on the decision to use services, both partially and simultaneously, with an influence contribution of 41.9%, while 58.1% was influenced by other variables not studied.</i> Abstract In the city of Padangsidempuan, many people choose to use J&T Express expedition services even though there are various other expedition services. Although J&T Express won the Top Brand Award for the expedition service category, the service faced many user complaints, with fluctuating transactions and poor service quality. This study aims to analyze the influence of brand image and service quality on the decision to use J&T Express services, both partially and simultaneously. This study uses a quantitative approach, with primary data collection through questionnaires to 97 respondents. Data were analyzed using validity, reliability, classical assumptions, multiple linear regression, and hypothesis tests with SPSS version 23. The results showed that brand image and service quality had a significant effect on the decision to use services, both partially and simultaneously, with an influence contribution of 41.9%, while 58.1% were influenced by other variables that were not studied.
Corresponding Author: Author Name: Ali Hardana Faculty Name : Ekonomi dan Bisnis Islam Name of College/School : UIN Syekh Ali Hasan Ahmad Addary Padangsidempuan Email: alihardana@uinsyahada.ac.id	

1. INTRODUCTION

The process of international integration is influenced by the development of communication technology, transportation, and science which are key elements in encouraging interaction between regions around the world. Globalization accelerates human mobility, information flow and mobility of goods, especially in freight forwarding or expedition services needed in the advancement of freight mobility between regions of the world. A variety of expedition services are offered to attract consumers in delivery services, both within the city and between countries. Currently, in Indonesia there are many freight forwarding services, such as J&T Express, JNE Express, Tiki, Wahana, Sicepat, ID Express, Ninja Express, Anteraja, and others.

Good communication of the needs of the consumer (consumer behaviour) and understanding consumer behavior helps in understanding how purchasing decisions are made and how consumers search for products. Therefore, with an understanding of consumption behavior, it can be known what factors can make a consumer decide to buy or use a good or service (Rudy Irwansyah: 2021).

Consumption decisions or better known as purchasing decisions are a process of consumer decision-making for purchases that combine knowledge to choose two or more available product alternatives and are influenced by several factors, including quality, price, location, promotion, convenience, service, and others (Rudy Irwansyah: 2021).

The dimensions and indicators of purchasing decisions for a product include six sub-decisions, namely product choice, brand choice, distributor choice, purchase time, and number of purchases (Methiana Indrasari: 2019). Generally, in making decisions, consumers will usually consider quality, brand image (*brand image*) prices and products. The decision process carried out by consumers is the identification of needs, information search, alternative evaluation, decision-making and results.

Quality is one of the important factors in consumer consideration before buying or using products (Sofjan Assauri: 2014). In addition, the brand image (*brand image*) is also related to purchasing decisions which are related to consumers' thinking about the brand of the chosen product (Rosmayani: 2020). Price and location factors also greatly affect consumers in using services. Consumers often choose delivery service locations that are strategic and easy to reach (Nurlina: 2019). Here is a table of results *Top Brand Award Special Expedition Services*:

Table 1. Results of Top Brand Awards for Expedition Services

Brand	TBI 2017	TBI 2018	TBI 2019	TBI 2020	TBI 2021	TBI 2022	TBI 2023
ETC	49,4%	45,0%	26,4%	27,3%	28,0%	39,3%	29,1%
J&T	-	13,9%	20,3%	21,3%	33,4%	23,1%	33,3%
TIKI	34,7%	13,5%	13,5%	10,8%	11,2%	11,1%	10,6%
Pos Indonesia	8,4%	11,6%	5,4%	7,7%	8,5%	8,5%	7,35%
DHL	1,3%	-	-	-	6,0%	6,9%	7,2%

Source: <http://www.topbrandaward.com>

In 2017-2021 J&T Express experienced a significant increase in *Top Brand Index* (TBI), successfully maintaining the second position in the category *top brand*. However, in 2022, *top brand index* J&T Express is on the decline. And it is increasing again in 2023. So the results of the top brands of Award from J&T Express are volatile.

J&T Express in Padangsidempuan is a freight forwarding service company that is required to provide quality services so that consumers continue to use the expedition service. However, there are still obstacles in building consumer satisfaction, especially in the quality of service. The following is the data on transactions and complaints at J&T Express Padangsidempuan branch:

Table 2. Number of Transactions and Complaints At J&T Express Padangsidempuan Branch January-June 2023

Moon	Quantity of Goods Shipment	Complaint Data	Percentage
January	10.450	1.045	10%
February	9.666	4.453	47%
March	8.975	1.795	20%
April	12.030	3.007	25%
May	21.230	4.245	20%
June	10.540	2.318	22%

Source: J&T Express Padangsidempuan branch, 2023.

Determinants of Service Use Decisions for J&T Express Users in Padangsidempuan City

Adek Safitri Nasution, Riski Ardilla Safitri, Idris Saleh, Ali Hardana, Chandra Simamora, Elga Nasution

Based on the data in table 2, it can be seen that the number of shipments of goods at J&T Express is said to fluctuate every month and there are still consumer complaints every month regarding the services obtained. If you look at the table, consumer complaints in February increased rapidly by 47% of the number of goods delivered, and fluctuated in the following month which indicates that there is consumer dissatisfaction. If left unchecked, it can affect the purchase decision. Meanwhile, in theory, factors such as brand *image*, price, quality, location, products, and others can influence consumers' decisions to use goods or services.

The results of an interview with a J&T Express service user in the city of Padangsidempuan, Widia Siregar who stated that the reason for choosing the J&T Express expedition service is because the location of the J&T Express office is close, and there are free shipping coupons in the *marketplace* in certain situations. The obstacles and difficulties encountered were poor communication with J&T Express and the length of delivery of goods, as well as the unreliability of the party in handling consumer complaints.

Another user interviewed by the researcher, Nurdiana Sari, stated that the reason for choosing J&T Express expedition services was because they were used to sending and receiving goods through J&T Express expedition services. As for the obstacles that consumers often face, namely poor service experienced by consumers where goods do not reach the address and delays by couriers who sometimes cannot be contacted as well as poor courier communication methods to consumers, J&T Express couriers have exaggerated *cash on delivery* costs when *shopping online* from the price listed without the consumer's knowledge. Therefore, based on this background, the researcher is interested in conducting research.

2. RESEARCH METHODS

The type of research is quantitative research. The location of the research taken was J&T Eixpreiss Padangsiimpuan which is located on Jl. Meirdeika, Ciity Walk Complex, Kantiin, Keicamatan Padangsiimpuan Utara, Kota Padangsiimpuan. The research was carried out in December 2022 until August 2023. POpulsion in PEiinii is peJ&T E servicesPadangsi branch. Number of population membersIt is not possible to' (Tuédiikeitahuii), kareTotalsbeirubah. PeAnd then there's theDrawing *non-probablesampling* Population Densitytiidak bythe number of members, and the*purposiivei sampliseibagaii* te"Your Excellency, Your Excellency.. The samples in this study use the Cochran formula, namely:

$$n = \frac{z^2 pq}{e^2} \dots\dots\dots (1)$$

Keiteirangan:

n : The Amount of Time

Z : Theof kiiyakiinan that is neededin the til, yes 95% denilaii 1.96

p : Pebeinar 50%= 0.5

q : Pe salah 50%= 0,5

ei : *Margiin of eor* tiof isolation of the maximum that can be in 10%

From the formula teabove, the number of samples can bethrough the:

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2} \text{ so } n = \frac{0,9604}{0,01} = 96,04$$

Sehiingga dimeinjadii n = 97 re

The The data collection techniques used are observation, interviews and documentation, questionnaires. The data analysis used was validity test, reliability test, classical assumption test, multiple linear regression test and hypothesis test.

3. RESULT AND DISCUSSION

Validity and Reliability Tests

The results of the validity test obtained when measuring the question items on all variables showed that all the questions asked were valid. The results of the reliability test of the *brand image* variable (X1) obtained a *Cronbach Alpha* value of 0.844 > 0.60 so that the *brand image* variable was declared reliable and acceptable. The service quality variable (X2) obtained a *Cronbach Alpha* value of 0.900 > 0.60 so that the service quality variable was declared reliable and acceptable. The variable of the decision to use the service (Y) obtained a *Cronbach Alpha* value of 0.833 > 0.60 so that the variable of the decision to use the service was declared reliable and acceptable.

Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandarizeid Residuals
N		97
Normal Parameters	Mean	.0000000
	Std. Dev.	3.78580397
Most Extreme Differences	Absolute	.062
	Positives	.062
	Negatives	-.048
Second Largest Absolute		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Sumbeir: Data diolah dari hasil SPSS Veirsii 23

On the basis of the tabel can be obtained from nilai signifikansi (Asymp.Sig 2-tailed) i.e. sebesar 0.200. Nilai signifikansi lebih besar dari 0.05 ($0.200 > 0.05$). So it can be concluded that nilai residual terdistribusi normal.

Classical Assumption Test Results

Multicollinearity Test Results

Table 4. Multicollinearity Test

Coefficientsa							
Model	Unstandardized Coefficients		Standardized Coefficients	t	White fish.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8.123	2.805		2.895	.005		
Brand I	.251	.100	.238	2.515	.014	.678	1.475
Quality of Service	.475	.091	.492	5.212	.000	.678	1.475

Sumbeir: Data diolah dari hasil SPSS Veirsii 2.

Nilai VIF for the image brand variabel is $1,475 < 10.00$ and the service quality variabel is $1,475 < 10.00$. So it can be concluded that nilai VIF from the two variabel above < 10.00 . Seimeintara nilai tolerance for variabel brand image i.e. $0.678 > 0.1$, and variabel service quality is $0.678 > 0.1$. It can be concluded that nilai tolerance dari kedua variabel lebih besar dari 0.1 (tolerance > 0.1). Thus it is concluded that there is no such thing as multi-dimensionality.

Heterokedasticity Test

Table 5. Heteroscedasticity Test

	Unstandarizeid Coef		Standardizeid Coef		
Model	B	Std. E	Bait	T	Whitefish.
(Constant)	2.191	1.613		1.359	.178
Brand I	.042	.057	.091	.732	.466
Quality of Service	-.015	.052	-.035	-.279	.781

a. Dependent Variable: Abs_Res

Sumbeir: Data diolah dari hasil SPSS Veirsii 23.

Determinants of Service Use Decisions for J&T Express Users in Padangsidempuan City

Adek Safitri Nasution, Riski Ardilla Safitri, Idris Saleh, Ali Hardana, Chandra Simamora, Elga Nasution

Nilai variabel t yang digunakan > 0.05 dimana t 0.466 > 0.05 , nilai t service 0.781 > 0.05 . So it is concluded that there is no difference in the model.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	8.123	2.805			2.895	.005
Brand Image	.251	.100	.238		2.515	.014
Quality of Service	.475	.091	.492		5.212	.000

Based on the initial model used is:

$$Y = \alpha + b_1X_1 + b_2X_2$$

where $K = 8.123 + 0.251BI + 0.475 CP + 2.805$ (2)

$$K = 8.123 + 0.251BI + 0.475 CP + 2.805$$

From the equation the results of multiple linear regression can be explained as follows:

- 1) Nonconstant which is 8,123 means if image of service is 0, then to use the service 8,123
- 2) Nilai koefisien regresi dari variabel *brand image* adalah 0.251 yang berarti jika *brand image* (BI), plus 1 unit maka akan terjadi peningkatan K sebesar 0.251 unit. Koefisien ini menunjukkan hubungan antara *brand image* dengan penggunaan layanan.
- 3) Nilai koefisien regresi dari variabel *quality of service* (KP) adalah 0.475 yang berarti jika *quality of service* plus 1 unit maka akan terjadi peningkatan K sebesar 0.475 unit. Koefisien ini menunjukkan hubungan antara *quality of service* dan keputusan penggunaan layanan.

Uji Hypothesis

Partial Test (t-test)

Table 7. Partial test (t-test) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
(Constant)	8.123	2.805			2.895	.005
Brand Image	.251	.100	.238		2.515	.014
Quality of Service	.475	.091	.492		5.212	.000

Dependent Variable: Use of the Cycle

Sumber: Data diolah dari hasil SPSS Versi 23.

From the partial test can be found in the number of $\alpha = 0.05$ and $df = n - k - 1$ or $97 - 2 - 1 = 94$, with the critical value $t_{table} 1.9855$. A few of the following are the following:

- 1) *Brand image* (nilai t yang lebih besar dari t_{table} atau $2.515 > 1.9855$). So H_0 is rejected, and H_a is accepted, meaning it can be used to make a brand image to use the service.
- 2) The quality of service was $> 5.212 > 1.9855$. So H_0 is rejected, and H_a is accepted, meaning quality of service is affected by to use the service.

Simultaneous Test (F Test)

Table 8. Simultaneous Test (Test F) ANOVA

Model	Sum of Square	Df	Mean Square	F	Sig.
Regression	1044.345	2	522.173	35.674	.000b
Residual	1375.902	94	14.637		
Total	2420.247	96			

Sumber: Data diolah dari hasil SPSS Versi 23.

Determinants of Service Use Decisions for J&T Express Users in Padangsidempuan City

Adek Safitri Nasution, Riski Ardilla Safitri, Idris Saleh, Ali Hardana, Chandra Simamora, Elga Nasution

Based on the results of the test on the tabel shows that the nilai Fhitung sebesar 35.674 and Ftabel can be evaluated on the statistical tabel with the degree of reliability, i.e. $df = n-k-1$ or $97-2-1 = 94$, sehingga dipeoleh Ftabel = 3.09. So it can be concluded that $F_{hitung} > F_{tabel} = 35.674 > 3.09$ then H_0 is and H_a is diterima, meaning *brand image* and the quality/service berpengaruh (the) to the decision of the service.

Coefficient of Determination Test (R^2)

Table 9. Determination Coefficient Test (R^2)

Model Summary				
Fashion	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657a	.432	.419	3.826

Predictors: (Constant), Kualitas Pelayanan, Brand Image

Sumber: Data diolah dari hasil SPSS Versi 23.

Based on the tabulation, it shows that the effectiveness of the test of the koefisien determinasi (R^2) diketahui nilai Adjusted R Square sel yang menunjukkan pengaruh variabel independen, yaitu *brand image* dan kualitas layanan terhadap variabel dependen, yaitu keputusan menggunakan layanan sebesar 41.9%. The remaining 58.1% was identified by other factors that were not identified in this study.

Validity and Reliability Tests

The results of the validity test obtained when measuring the question items on all variables showed that all the questions asked were valid. The results of the reliability test of the *brand image* variable (X1) obtained a Cronbach Alpha value of $0.844 > 0.60$ so that the *brand image* variable was declared reliable and acceptable. The service quality variable (X2) obtained a Cronbach Alpha value of $0.900 > 0.60$ so that the service quality variable was declared reliable and acceptable. The variable of the decision to use the service (Y) obtained a Cronbach Alpha value of $0.833 > 0.60$ so that the variable of the decision to use the service was declared reliable and acceptable.

DISCUSSION

1. Pengaruh Brand Image (Citra Merek) Terhadap Keputusan Penggunaan Jasa J&T Ekspres di Kota Padangsidempuan.

Once the data collection was carried out, the results of the experiment showed that a partial variabel *brand image* had a tendency to have a tendency to oversee the decision on the use of services with nilai $t_{hitung} > t_{tabel}$ or $2.515 > 1.9855$. And nilai level $Siig < \alpha$, which is $0.014 < 0.05$, so that H_0 is, and H_a is.

This research is in line with Chairul's theory in the book *Brand Marketing: The Art Of Branding* which states that merek will be a very important tool in relation to the need for consumers to buy products. The new measures are expected to increase the volume of business sales. If the subscriber has a positive image in front of a merek, then the subscriber will carry out the product improvement (Ade Sitorus: 2020). Teori Antonius in the book *Brand Marketing: The Art Of Branding* also states that the image of merek can impede the consumer's decision to buy or use a product (Ade Sitorus: 2020).

Hasil penelitian ini is in line with the previous research carried out by Veira Sylvia which is entitled Pengaruh Kualitas Pelayanan dan Citra Merek Terhadap Keputusan Penggunaan Jasa J&T Ekspres PT. Tiki, whose hasil stated that the *image* brand (citra merek) berpengaruh is in a way signifikan terhadap keputusan penggunaan jasa.

It is concluded that the plaintiff can sue the plaintiff for the use of the J&T Ekspres trademark in the city of Padangsidempuan. Therefore, the *Brand Image* (citra merek) is the factor that impedes the decision to use the service at J&T Ekspres users in the city of Padangsidempuan.

2. The quality of service is reflected in the decision on the use of services at the J&T Ekspres Authority in the City of Padangsidempuan.

Once the data collection was carried out, the results of the test showed that a partial variation in the quality of the service had a negative impact on the decision to use the service by nilai $t_{hitung} > t_{tabel}$ or $5.212 > 1.9855$. And nilai level $Siig < \alpha$, i.e. $0.00 < 0.05$, as long as H_0 is, and H_a is.

Determinants of Service Use Decisions for J&T Express Users in Padangsidempuan City

Adek Safitri Nasution, Riski Ardilla Safitri, Idris Saleh, Ali Hardana, Chandra Simamora, Elga Nasution

This research is in line with the theory of Khriishna Anugrah in the book *Quality of Accommodation Services* which states that consumers who initially do not want to be satisfied with a product, will be able to evaluate and improve or use it because there is quality that follows the desire of consumers. Although the quality of the product will also be imitated by the consumer, it will not be imitated by the consumer, which is not the same as the consumer's other quality, namely service (Krishna Anugrah: 2022). Krishna also stated that one of the structures of meimbeilii decisions that impede the consumer's decision is the decision of the service.

Results of this study is in line with the previous research research carried out by Novii Aiisha with the title *Deiteirmiinan Keipdecision Meinging Ojeik Onliinei Services on the Application of Grab to Private Employees in Meidan City* which hasiiil states that the quality of the service has a positive and siniigniikan attitude towards the decision of the user in using the service.

It can be concluded that the quality of the service is determined by the decision to use the services at the J&T Eixpreiss in the city of Padangsiidiimpuan. Therefore, the quality of service is a factor that impedes the decision to use services at J&T Eixpreiss customers in the city of Padangsiidiimpuan.

3. Brand Name (Ciitra Meireik) and Quality of Service Seicara Siimultan Teirhadap Keipituan Peingunyaan Keisu.

Based on the results of the test siimultan (F) states that the results of the *iimagei brand* (ciitra meireik) and the quality of the service are as good as the results of the test in the case of J&T Eixpreiss in the City of Padangsii, which shows that the niilaii Fhiitung $\geq 35.674 > 3.09$ and the Niilaii Siig level $< \alpha$, which is 0.00 < 0.05 . Seihingga H_0 in and H_a in.

The theory stated by Rudy Iirwansyah in the book *Peiriilaku Konsumein* states that the acquisition of consumer decisions is influenced by a variety of factors between quality, price, meireik, location, promotion, convenience, service and laiin-laiin (Rudy Irwansyah: 2021).

The research carried out by Danii Adiatma with the title *Peingaruh Brand Iimagei and Quality of Service in the face of the J&T Eixpreiss Service Improvement Decision* which clearly states that the image brand and service quality are reflected in the J&T Eixpreiss Company's service improvement decision

It can be concluded that the quality of the *brand image* (ciitra meireik) and the quality of the service are in the face of the decision to use the services at the J&T Eixpreiss in the city of Padangsiidiimpuan. This shows that the better the quality of the service provided, the better the *brand image* of the J&T Eixpreiss company, it can increase the effectiveness of the service use of J&T Eixpreiss customers.

4. CONCLUSIONS AND SUGGESTIONS/RECOMMENDATIONS

4.1 Conclusion

1. Based on the results of the research and discussion, the conclusion that can be obtained is that the results of the partial test (t-test) can be concluded that the *brand image* has a partial effect on the decision to use the service for J&T Express users in the city of Padangsidimpuan.
2. The results of the partial test (t-test) can be concluded that the quality of service has a partial effect on the decision to use the service for J&T Express users in the city of Padangsidimpuan.
3. The results of the simultaneous test (F test) can be concluded that simultaneously or jointly between brand image and service quality have a significant influence on the decision to use services for J&T Express users in the city of Padangsidimpuan.

4.2 Suggestion

1. For the next researcher, to explore more factors other than those that have been made in this study.
2. For J&T Express located in the city of Padangsidimpuan to pay attention to the company's brand image, the quality of service provided because of these variables makes a great contribution in influencing consumers in conducting research. As well as being diligent in the development of keibijakan and strategy to increase the number of subscribers in the long term.

REFERENCE

- Anugrah, K. (2022). *Quality of Service: Accommodation*. Gorontalo: Ideas Publishing.
- Assauri, S. (2014). *Marketing Management*. Jakarta: PT Raja Grafindo Persada.
- Firmadhani, Rizki & Citra. (2022). *Decision Making Techniques*. Bandung: CV. Rtujuh Media Printing.
- Firmansyah, A. (2019). *Product and Brand Marketing*. Surabaya: CV. Publisher Qiara Media.
- _____. *Product and Brand Marketing: Planning and Strategy*. Surabaya: Qiara Media.
- Hakim, L. (2012). *Principles of Islamic Economics*. Jakarta: Erlangga.

Determinants of Service Use Decisions for J&T Express Users in Padangsidimpuan City

Adek Safitri Nasution, Riski Ardilla Safitri, Idris Saleh, Ali Hardana, Chandra Simamora, Elga Nasution

- Indrasari, M. (2019). *Marketing & Customer Satisfaction*. Surabaya: Untomo Press.
- Irwansyah, R. (2021). *Consumer Behavior*. Bandung: CV. The Mainstream Media.
- Kayawatii, L. (2021). Balancing the Ciitra Meireik Seisuaai Concept of Shariah, in *EiABMiJ Journal*, Volume 3 (3), Seipteimbeir, pp. 46-48.
- Anugrah, K. (2022). *Quality of Service: Accommodation*. Gorontalo: Ideas Publishing.
- Assauri, S. (2014). *Marketing Management*. Jakarta: PT Raja Grafindo Persada.
- Firmadhani, Rizki & Citra. (2022). *Decision Making Techniques*. Bandung: CV. Rtujuh Media Printing.
- Firmansyah, A. (2019). *Product and Brand Marketing*. Surabaya: CV. Publisher Qiara Media.
- _____. *Product and Brand Marketing: Planning and Strategy*. Surabaya: Qiara Media.
- Hakim, L. (2012). *Principles of Islamic Economics*. Jakarta: Erlangga.
- Hardana, A., & Hasibuan, A. N. (2023). The Impact of Probability, Transfer Pricing, and Capital Intensity on Tax Avoidance When Listed Companies in the Property and Real Estate Sub Sectors on the Indonesia Stock Exchange. *International Journal of Islamic Economics*, 5(01), 67-78.
- Hardana, A., & Hasibuan, A. N. (2023). The Impact of Probability, Transfer Pricing, and Capital Intensity on Tax Avoidance When Listed Companies in the Property and Real Estate Sub Sectors on the Indonesia Stock Exchange. *International Journal of Islamic Economics*, 5(01), 67-78.
- Hardana, A., Hararap, N. K., Nasution, J., & Damisa, A. (2024). Business Resilience Amidst The Covid-19 Pandemic. *Jurnal Ekonomi dan Perbankan Syariah*, 12(1). <https://doi.org/10.46899/jeps.v12i1.629>
- Hardana, A., Hasibuan, A. N., Siregar, S. E., Harahap, H. T. D., & Hasibuan, W. I. (2023). Include Islamic Banking's Role As Well As Service Satisfaction, Quality, Trust, And Loyalty In The Framework Of An Integrated Islamic Financial Model. In *International Collaboration Conference on Islamic Economics* (Vol. 1, No. 1).
- Hardana, A., Nasution, J., Damisa, A., & Nasution, Y. (2024). Business Management Training in Improving Culinary Msme Enterprises. *Jurnal Pengabdian Masyarakat Bestari*, 3(1), 31-40. <https://doi.org/10.55927/jpmb.v3i1.7465>
- Hardana, A., Utami, T. W., Hasibuan, L., & Windari, W. (2023). Accounting information in improving corporate values and responsibility to stakeholders in cement manufacturing companies in Indonesia. *The Journal of Management Science (JMAS)*, 6(2), 223-231.
- Hardana, H. A., Rahmat Annam, S. E., & Siregar, B. G. (2022). *Penganggaran Perusahaan*. Merdeka Kreasi Group.
- Indrasari, M. (2019). *Marketing & Customer Satisfaction*. Surabaya: Untomo Press.
- Irwansyah, R. (2021). *Consumer Behavior*. Bandung: CV. The Mainstream Media.
- Kayawatii, L. (2021). Balancing the Ciitra Meireik Seisuaai Concept of Shariah, in *EiABMiJ Journal*, Volume 3 (3), Seipteimbeir, pp. 46-48.
- Kotler, Philip., & Keller, K.V. (2016). *Marketing Management edition 12 Volumes 1 & 2*. Jakarta: PT Indeks.
- Kotler, & Keller, K.V. (2013). *Marketing Management 13th Edition Volume I*. Jakarta: Erlangga.
- Muktii, A. (2021). The Importance of Service Quality and Price in the Opinion of the Petitioner in Keidaii Kiirantii Coffei, in *the Journal of Biina Manajeimein*, Volume 10 (1), Seipteimbeir, p. 235.
- Nasution, J., Hardana, A., & Damisa, A. (2022). Implementasi Akad Murabahah Untuk Pembiayaan Modal Usaha Di Bank Syariah Indonesia Sipirok. *Jurnal Pengabdian Masyarakat: Pemberdayaan, Inovasi Dan Perubahan*, 2(4). <https://doi.org/10.59818/Jpm.V2i4.237>
- Nugraha, J. et.al. (2021). *Consumer Behavior Theory*. Title: PT. Expanding Management.
- Nurliina, et.al. (2019). Demand for Service Quality, Price and Location Facing the Decision on the Use of Goods Inspection Services PT. Ciitra Van Ttiitiipan Kiillat Kota Langsa, in *Jurnal Samudra Eikonomiika*, Volume 3 (1), April, p. 2.
- Rosmayani, S. et.al. (2020). *Consumer Behavior and Its Pride in the Digital Era*. Palembang: Widina.
- Sitorus, S. A. et.al. (2020). *Brand Marketing: The Art Of Branding*. Bandung: CV. Indonesian Science Media.
- Tjiptono, F. (2014). *Service Marketing: Principles, Application, Research*. Yogyakarta: No.
- _____. (2017). *Service Management Realizing Excellent Services, Edition III*. Yogyakarta: Andi Offset.
- Windari, W., Hardana, A., Hutagalung, M. W. R., Lestari, S., & Fitrah, F. (2023). Does Reading Increase the Younger Generation's Intention to Use Islamic Non-Bank Financial Products?. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(4).