

ABSTRACT

E-commerce businesses in Indonesia are growing rapidly, which is increasing by 8.8% from 2017 to 2018. Nowadays, more numbers of new e-commerce platforms are making online shopping even easier and online shopping is an alternative to purchasing goods because it makes it easier the purchasing process and can also save time. The more people who shop online, the more business competition for expedition service providers in Indonesia increases. There are factors that influence the decision to choose JNE expedition services, namely Delivery package, Capability customer adoption, Brand image, word of mouth, Customer trust, Social information, Service quality. The problem in this study is how JNE maintains its position as the market leader of freight forwarding companies in Indonesia and the factors that influence service selection decisions. The population in this study were consumers of JNE service users in Semarang. This study used a purposive sampling method with a total sample of 200 respondents. Data collection techniques using questionnaires. The data analysis technique used regression analysis with SEM AMOS.

Based on the results of the discussion in the previous section, conclusions can be drawn as follows: (1) Delivery package has a positive effect on the decision to choose JNE expedition services. (2) Capability adoption of customers has a positive effect on the decision to choose JNE expedition services. (3) Brand image has a positive effect on the decision to choose JNE expedition services. (4) WOM has a positive effect on the decision to choose JNE expedition services. (5) Customer trust has a positive effect on the decision to choose JNE expedition services. (6) Social information has a positive effect on the decision to choose JNE expedition services. (7) Service quality has a positive effect on the decision to choose JNE expedition services.

Keywords: *delivery package, customer capability adoption, brand image, WOM customer trust, social information, service quality, service selection decisions.*