

ABSTRACT

The development of the world of business in the field of freight forwarding which is increasingly experiencing will encourage the desire of the public to carry out the shipping process in order to reach a certain area or place with a relatively fast time. The purpose of this study was to determine the analysis of the effect of price, corporate image, service quality on the decision to use JNE services.

The sampling method in this study is non probability sampling, by distributing questionnaires to respondents and using purposive sampling technique. The sample used in this study amounted to 115 respondents who had used JNE services in Semarang. Data obtained from questionnaires were then analyzed using SPSS 23 statistical analysis.

The results of the research obtained indicate that price, company image, service quality affect the decision to use services. All independent variables namely price, corporate image, service quality have a positive and significant effect on service use decisions.

Keywords: Price, Corporate Image, Service Quality. Decision on the use of services.