

ABSTRACT

At the beginning of 2020 the world was hit by the Covid-19 virus, the spread of this virus had a major impact on all sectors around the world including the economic sector and was affected. This phenomenon has made people change their lifestyle. This is because of the activities of the government aimed at spreading the virus, so that finally people can make purchases of goods online. This is an advantage for courier services such as JNE. However, during soaring shipments of goods, JNE experienced quite a high number of complaints. In addition, currently shipping service companies are very diverse. Therefore, power is needed to compete more for JNE, one of which is by increasing promotions and improving service quality. The purpose of this study was to see the effect of promotion and service quality on consumer decisions in using JNE delivery services.

This study uses quantitative methods with multiple linear regression analysis. Data collection techniques by distributing questionnaires as many as 385 respondents with samples in this study are consumers who have used JNE services when purchasing goods in e-commerce. The sampling technique used was purposive sampling.

After conducting research with the methods mentioned, it was found that promotion had a significant effect on purchasing decisions, as well as service quality which had a significant effect on purchasing decisions.

Keywords: COVID-19, Promotion, Service Quality, Purchase Decision, JNE