



## The Influence of Service Quality and Customer Segmentation on Service Usage Decisions at PT. Samas Agung Tunggal Perkasa

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### ABSTRACT

With the increase in domestic trade activity and the development of e-commerce, the demand for expedition services, particularly by sea, has also increased. One company playing a role in this sector is PT Pelayaran Samas Agung Tunggal Perkasa (SAMAS), which provides inter-island shipping services to Jakarta, Surabaya, Palu, Kendari, and Toli-Toli. However, over time, the company has faced various challenges, particularly increased competition among similar companies due to the growing number of businesses in the expedition services industry. This situation underpins the purpose of this study: to analyze the influence of service quality and customer segmentation on the decision to use PT SAMAS's services. This study used a quantitative method with multiple linear regression analysis. Data collection was conducted through questionnaires distributed to PT SAMAS customers. The results showed that service quality significantly influenced the decision to use services, as evidenced by a calculated t-value of  $2.475 > t\text{-table } 1.996$ . Furthermore, customer segmentation also significantly influenced the decision to use services, with a calculated t-value of  $4.572 > t\text{-table } 1.996$ . Thus, it can be concluded that service quality and customer segmentation have an influence on the decision to use PT SAMAS expedition

### INTRODUCTION

The development of globalization and technological advances have driven a significant increase in consumption and electronic trade activities, which has an impact on the increasing need for fast and reliable freight forwarding services. UNCTAD data shows that the value of global e-commerce continues to increase, in line with the growth of e-commerce users in Indonesia which has experienced a surge in recent years. This condition makes the logistics and expedition sectors an important part of supporting the distribution of goods, especially in Indonesia which has the characteristics of an archipelagic country with complex distribution challenges.

Sea transportation is one of the main modes in supporting distribution between regions, especially to remote areas. This is strengthened by data from the Central Statistics Agency which shows an increase in the volume of goods distribution through sea routes. At the regional level, Palu City has a strategic role in the logistics movement in the eastern region of Indonesia, so it needs reliable expedition companies such as PT. The Samas Agung Tunggal Perkasa (SAMAS) Shipping in supporting the smooth distribution of goods.

In the face of increasingly fierce competition, service quality is the main factor that influences consumer decisions. According to Yulisetiari et al. (2024), service quality is the company's ability to meet or exceed customer expectations, which is reflected through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. In addition, customer segmentation also plays an important role in determining service strategies. Santoso et al. (2024) stated that market segmentation is the process of grouping consumers based on certain characteristics so that companies can provide services that suit the needs of each segment.

The quality of service and the right customer segmentation will influence the decision to use services by consumers. According to Rahardjo in Annisa & Yoestini (2023), the decision to use is a stage where consumers choose to use services based on perceived value and quality. Therefore, understanding these two variables is important to increase customer satisfaction and loyalty.

Based on this, this study uses multiple linear regression methods to analyze the influence of service quality

and customer segmentation on the decision to use expedition services at PT. Samas Agung Tunggal Perkasa Voyage, both partially and simultaneously.

In addition, it is important for expedition companies to continue to innovate services to adapt to the development of increasingly dynamic customer needs. Changes in consumer behavior that tend to prioritize speed, convenience, and security in the delivery of goods require companies to improve their operational standards. According to Tjiptono (2019), innovation in service is one of the strategies that can increase the company's added value and create a sustainable competitive advantage. Therefore, companies are not only required to provide good service, but also to be able to adapt to changes in the business and technological environment.

On the other hand, the utilization of the right marketing strategy through customer segmentation can also help companies in optimizing operational performance and efficiency. Kotler and Keller (2016) stated that companies that are able to understand the specific needs of each market segment will find it easier to determine effective and targeted marketing strategies. Thus, the combination of optimal service quality and proper customer segmentation not only impacts improving service usage decisions, but also contributes to the company's long-term sustainability and growth.

## RESEARCH METHODS

This research uses a quantitative approach with descriptive and verifiable methods. The data used consists of primary data and secondary data. Primary data was obtained through the distribution of questionnaires to PT. Samas Agung Tunggal Perkasa uses a Likert scale of 1–5. Meanwhile, secondary data is obtained from company documents and relevant literature. The number of samples in this study was 70 respondents. According to Sugiyono (2021:133), *purposive sampling* is a technique for determining samples by taking subjects based on specific goals and considerations. Meanwhile, the sampling method in this study uses *the roscoe* formula. *Roscoe* put forward several provisions regarding the sample size that is suitable for use in a study

Sampling Based on Criteria: 1) Have used or are currently using sea expedition services from PT Samas Agung Tunggal Perkasa, 2) Domiciled in Palu City or Donggala Regency, 3) Willing to fill out the research questionnaire completely and honestly.

## RESULTS

### Normality Test

The normality test aims to find out whether the data is distributed normally or not. A good regression model is normal or near-normal distribution data,

**Table 1. Normality Test Results**

Test	Value
Kolmogorov-Smirnov	0,813
Sig	0,524

Based on the table above, the *Kolmogorov Smirnov* value is 0.813 and the significance value of 0.524 is greater than  $\alpha = 0.05$   $H_0$  is accepted. This shows that the data used in the study is normally distributed

### Multicollinearity Test

The multicollinearity test aims to find out whether in the regression model there is a correlation between independent variables. A good regression model is one that does not have multicollinearity. The results of the multicollinearity test can be seen in the following Table 2:

**Tabel 2. Multicollinearity Test Results**

Yes	Independent Variable	Collinearity Statistics	
		Tolerance	VIVID
1	X1	0.462	2.163
2	X2	0.462	2.163

If the VIF value is  $\geq 10$ , multicollinearity occurs, whereas if the VIF value is  $< 10$ , multicollinearity does not occur. Based on the table above, the independent variables of service quality ( $X_{\leq 1}$ ) and customer segmentation (X2) in the study have a *Variance Inflation Factor* (VIF) value of  $< 10$ , which means that there is no multicollinearity.

### Heteroscedasticity Test

The heteroscedasticity test is carried out with the aim of testing whether there is an inequality of variance or residual from one observation to another

**Table 3.** Heteroscedasticity Test Results

Variable	T-value	Sig-Value
Constant	1.971	0.053
X1	0.656	0.514
X2	-1.492	0.140

As seen in the table above, this test uses the Glejser Test on the service quality variable (X1) of 0.514, and customer segmentation (X2) of 0.140. Both values have a significance value greater than 0.05. In accordance with its provisions which state that if the significance value is greater than 0.05, heteroscedasticity does not occur, so that the results of data analysis are all variables in this study that heteroscedasticity does not occur.

### Multiple Linear Regression Analysis Results

Regression analysis is used to measure how much influence there is between independent variables and bound variables. Multiple linear regression analysis in this study was carried out to determine the direction and extent of the influence of the variables of service quality (X1) and customer segmentation (X2) on the variable of decision to use services (Y) in the expedition company.

**Table 4.** Multiple Linear Regression Analysis

Models	Coefficients
Constant	4.125
X1	0.070
X2	0.179

Linear regression modeling aims to conduct an initial analysis in this study. The multiple linear regression model using the output of the SPSS software is as follows:

$$\hat{Y} = 4.125 + 0.070X_1 + 0.179X_2 + e_i$$

Based on the results of the equations obtained, the meaning and meaning of the regression coefficient for each variable can be explained as follows:

A constant value of 4,125 means that the value of the Service Use Decision variable (Y) will be 4,125 assuming a fixed or constant free variable. This means that if there is no variable of service quality, and customer segmentation or value of 0, then the amount of purchase decision is 4,125.

The service quality regression coefficient (X1) is 0.070, which means that if the service quality variable (X1) increases by 1 point, the service utilization decision variable (Y) will increase by 0.070. This shows that the better the quality of services provided, the higher the tendency of customers to use the company's services.

The value of the regression coefficient of the customer segmentation variable (X2) of 0.179 means that every time there is an increase of 1 point, the variable of Service Use Decision (Y) will increase by 0.179. This shows that the better customer segmentation is done, the higher the tendency of customers to use the company's services.

### Simultaneous Regression Coefficient Test (F Test)

The simultaneous test aims to test whether *all* independent variables included in the model make a significant contribution in explaining the change in dependent variables

**Table 5.** F Test Results

Test Value F	Sig-Value
47.184	0.000

The value of  $F_{cal}$  in the table above is 47,184, with a significance level of 5% and  $F_{table}$  ( $df_1=2$ ,  $df_2=67$ ) of 3.1338. Because the value of  $F_{cal}$  (47.184) > the value of  $F_{table}$  (3.1336) means that  $H_0$  is rejected, it can be concluded that there is a simultaneous or simultaneous influence between service quality and customer segmentation on the decision to use services in expedition companies

#### Partial Regression Coefficient Test (t-test)

The partial test aims to test whether each independent variable (service quality and customer segmentation) has a separate significant influence on the dependent variable (service usage decision).

**Table 6.** Test Results t

Models	T-test value	Sig value
Constant	2.426	0.018
X1	2.475	0.016
X2	4.572	0.000

The results of the partial test showed that the quality of service (X1) had a significant effect on the decision to use the service with a t-value of 2.475 and a significance of 0.016 ( $< 0.05$ ).

Customer segmentation (X2) also had a significant effect with a t-value of 4.572 and a significance of 0.000 ( $< 0.05$ ), and had a more dominant influence than service quality.

Thus, these two variables partially have a positive and significant effect on the decision to use services.

## DISCUSSION

### The Influence of Service Quality on Service Use Decisions

The results of the study show that the quality of service has a significant effect on the decision to use services. This is evidenced by the calculated value of 2,475 which is greater than the  $t_{table}$  of 1,996. This means that the better the quality of service provided by PT. Samas Agung Tunggal Perkasa, the higher the consumer decision in using the service. Good service quality such as punctuality, service reliability, and employee responsiveness can increase customer trust and satisfaction. Thus, service quality is an important factor that influences consumers in making choices to use expedition services.

### The Influence of Customer Segmentation on Service Use Decisions

The results of the study show that customer segmentation has a significant effect on service usage decisions. This is evidenced by a  $t_{cal}$  value of 4.572 which is larger than the  $t_{table}$  of 1.996. This means that the more accurate the company is in segmenting customers, the greater the likelihood of consumers using the service. Good segmentation allows companies to understand customer needs based on specific characteristics, such as the type of goods and shipping needs. Thus, proper customer segmentation can increase the attractiveness of services and drive service usage decisions by consumers.

### The Influence of Service Quality and Customer Segmentation on Service Use Decisions

Simultaneously, service quality and customer segmentation have a significant effect on service usage decisions. This shows that consumers' decisions to use services are not only influenced by one factor, but by a combination of quality service and the company's ability to understand customer needs through segmentation. In other words, the better the quality of service and the more appropriate customer segmentation is carried out, the higher the consumer decision in using the services of PT. Samas Agung Tunggal Perkasa

## CONCLUSION

Based on the results of the research, it can be concluded that service quality and customer segmentation have a positive and significant influence on the decision to use services at PT. Samas Agung Tunggal Perkasa.

Partially, the quality of service has a significant effect on improving service usage decisions, especially in the aspect of assurance that is able to build customer trust. Meanwhile, customer segmentation also has a significant effect and shows a more dominant influence, especially in increasing customer loyalty.

Simultaneously, these two variables have been proven to have a significant influence on service usage decisions. This shows that the better the quality of service and the more appropriate the application of customer segmentation, the higher the tendency of consumers to use expedition services

## RESEARCH IMPLICATIONS

The results of this study provide practical implications for PT. Samas Agung Tunggal Perkasa in improving the decision to use services by customers. Companies need to continue to improve the quality of service, especially in the aspects of assurance, reliability, and responsiveness, in order to increase customer trust and satisfaction. In addition, companies also need to implement a more precise and targeted customer

segmentation strategy. By understanding customer characteristics, needs, and preferences, companies can provide more appropriate services so that they can increase loyalty and decision to use services. Theoretically, this study strengthens the concept that service quality and customer segmentation are important factors in influencing consumer behavior, especially in decision-making on the use of services in the expedition sector

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