



Consumer Perceptions Of Service Quality And Prices Of MSMEs Delivery Services

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Abstract

Consumer perception is very important for business. This study aims to explore consumer perceptions of service quality and prices for MSMEs delivery services. Ten informants in this study are consumers who have used the services. The data analysis carried out is by reducing the results of interviews that are considered relevant, displaying data in the form of data groups that show the dimensions of perception, and drawing conclusions after careful analysis. The results show that consumer perceptions of the quality of MSMEs delivery services are mostly positive. However, in terms of responsiveness, the response time is currently still considered too slow so that it often causes consumer dissatisfaction. This is certainly seen as a weakness for MSMEs and needs to be solved in order to stay in business. This study also found that the use of uniforms by MSME delivery services is also important for consumers. Thus, this can begin to be made a priority by MSMEs to build a positive consumer perception of MSMEs. Meanwhile, the perception of consumers towards the price set by MSMEs is in accordance with consumer purchasing power and the quality of services. Therefore, it is concluded that it is in accordance with the Islamic economy. The results can be used as a reference by MSMEs and large-scale businesses, not only at the location of this study, but also in other regions in evaluating business strategies and developing innovative delivery services that suit consumer needs.

Keywords: *Consumer Perception; MSMEs Delivery Service; Service Quality; Service Prices.*

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1. Introduction

In recent years, there have been many service companies that are engaged in transportation and delivery services, especially in Mataram. In addition, with the increase in technological advances, transportation today has allowed transportation business actors to add their services to delivery and shopping services. This has provided advantages to users of transportation services in terms of

comfort and convenience for the community. One of the most commonly used forms of delivery services today is motorcycle taxis (locally called *Ojek*), especially in the city of Mataram. Because *ojek* transportation uses motorbikes as a means of transportation, the delivery service is usually faster than other forms of transportation. In addition, another advantage is that the operational range of motorcycle taxis is wider and more varied and is able to reach routes that are not served by other transportation (Pryambodo & WR, 2013).

More than 70% of the residents of Mataram city have used motorbike/*ojek* transportation modes (BPS, 2020). The high number of motorcycle vehicles or motorcycle taxis in Mataram is a great opportunity for transportation service companies. In addition, it must also be admitted that the high interest and demand of the people of Mataram city for online motorcycle taxis has caused a large number of local MSMEs such as Gupuh, Boncus, Fast Courier, Ngojek, Becat, and others have engaged in *ojek* transportation with delivery services and shopping services for their consumers. Meanwhile, By seeing that the majority of Lombok's population is Muslim, it is logical for every company to think about people's perceptions from the point of view of Islam. That means that it is also worth emphasizing that business in Islam is not only a series of activities for getting profit or as much profit as possible, but it is also very restricted in the way it is acquired and its utilization with halal rules or a good way (Abdurrahman, 2013). In this case, the researchers also want to see how the services are provided in the point of view of Islamic economics.

In addition, seeing that the competitors of MSME delivery services are major players in the market such as Gojek, Grab, Maksim, and other online taxis/motorcycle taxis, MSME engaged in delivery services have quite a tough task to survive in the market. One of the strategies currently implemented by MSMEs is to provide shopping services for users. *Ojek* drivers will receive a list of orders sent by users through the admin. The admin then forwards the message to the nearest motorcycle taxi driver who can pick up the order. This service is set at a fixed price, which is based on the region. For example, for services in the city, the price is set between IDR 8,000 and IDR 10,000. This strategy then becomes a special interest for researchers to find out about the consumer perceptions of this pricing strategy deeply. There were a number of research that has been conducted on the effect of price, however, specifically research on consumer perceptions of the pricing strategy adopted by MSMEs delivery services is still relatively new.

In addition to price, service quality is an important variable that determines the number of consumers, which in turn affects the level of income. Moreover, in previous studies it was found that service quality has a positive and significant effect on income (Lestari, 2019). In addition, other studies have also found that service quality has a positive influence on regional revenue (Aslim, 2018). That is, in order to be able to increase income, it is also important to know how to deeply understand about consumer perceptions of the quality of the services provided by local MSME in Mataram today.

For a local company in particular, understanding consumers is an important and specific need and is done in order to be able to deliver strong signals to consumers regarding the quality of services provided which in the end can result in positive perceptions of consumers so as to contribute to making consumers loyal to the company (Setianto & Wartini, 2017).

Therefore, this study aims to explore and describe consumer perceptions of service quality and prices for MSMEs delivery services in the city of Mataram. As a preliminary research on consumer perceptions on quality of delivery service providers in the city of Mataram, some important things that will be seen are *Tangibles* (cleanliness, tidiness, and appearance of motorcycle driver); *Reliability* (correct price information and ability to solve problems); *Responsiveness* (fast response and delivery); *Assurance* (friendly, skilled, gives a sense of security, and can be trusted by customers); and *Empathy* (the ease of contacting the company/admin, the ability of taxi driver to communicate

with consumers, and the efforts of admins and motorcycle taxis to understand the wants and needs of their consumers) (Parasuraman, Zeithmal, & Berry, 1988).

It is hoped that the results of this study can provide an overview of consumer perceptions of quality and price strategies implemented by MSMEs today and explain the compatibility of the services provided with Islamic principles. So that they can be the basis for deciding the right strategy in the future.

2. Literature Review

Sharia Enterprise Theory

Basically, the Sharia Enterprise Theory is a refinement of the theory that underlies the previous enterprise theory. (Triuwono, 2015) explains that the main concept of this theory is how entrepreneurs base their business activities in accordance with Islamic principles, where the main *Amanah*/order comes from Allah SWT so that the company has the responsibility to use the *Amanah*/order given in accordance with Islamic rules. In this case, ones that can be used as an example is with a reasonable price and honest and trustworthy service.

Consumer Perception

Perception is basically defined as the process by which a person selects, organizes, and interprets a stimulus into a coherent and meaningful picture of his surroundings (Schiffman & Kanuk, 2010). That is, perception is a complex psychological process starting from the activity of selecting, organizing and interpreting so that an individual or a consumer is able to give meaning to a particular object. Some people who are given the same stimuli may select and interpret these stimuli differently, depending on the needs, values and expectations of each individual (Anastasia, 2013).

There are four important factors in consumer perception (Schiffman & Kanuk, 2010), including a) Selective Exposure, where consumers tend to choose whatever they see and feel selectively so that their choices will be influenced by the information they remember; b) Selective Attention, namely consumers tend to be selective in giving attention, consumers pay high attention to needs that suit consumers and lower attention to needs that are not needed at this time; c) Perceptual Defense, namely the consumer will unconsciously protect himself from stimuli that are considered inappropriate or can harm him; and d) Perceptual Blocking, where consumers will hold back stimuli according to their awareness.

(Schiffman & Kanuk, 2010) states that one way that can be done to measure consumer perceptions is by conducting perceptual mapping. Perception mapping can be used by marketers or businesses to differentiate products and services that consumers see in competition with various brands on one or several relevant characteristics. Furthermore, according to (Cravens & Nigel, 2006), marketers and businesses who already know the position of their business or brand according to consumer perceptions will be able to use this information as a basis for determining the right strategy to enter their target market.

From a marketing point of view, this is a form of MSME orientation to consumers/markets (Faerrosa, Athar, & Widiyana, 2022). In the end, MSMEs' concern for the market and consumers can help MSMEs improve their marketing performance.

Delivery Services

Transportation is seen as a secondary need that is difficult to replace. Transportation is generally defined as the process of moving an object (human or goods) from one location to another (Nasution, 2004). Due to the busyness and tendency of people to avoid traffic jams, many people use delivery services to deliver goods or buy their needs. The world's innovative entrepreneurs have long been innovating and providing goods delivery services, one of which is motorcycle taxis. There are several motorcycle taxis companies in the Indonesian market today such as Gojek, Grab and Maxim. Apart from being a general transportation service company, they also have goods delivery services

and shopping services for their customers' needs. In fact, in every region, many local entrepreneurs are starting to venture into the delivery service business like this.

Service Quality

In the delivery service business, service quality is the main key to a company's success in the market. Services are considered as any action or activity offered by one party to another, where this service is basically intangible and does not create ownership by the buyer/consumer of the service (Kotler & Keller, 2009). Therefore, the quality of service is the main point of the company's strategy in maintaining and satisfying its customers. The quality of this service is focused on meeting customer needs and compensating or realizing what the customer expects (Tjiptono, Pemasaran Jasa, 2014).

Meanwhile, in another sense, service quality itself is defined as all forms of activity and effort carried out by a company/organization to meet consumer expectations (Kotler & Keller, 2009). Service quality is also considered as the nature of performance which is the main strategy of the company to create a sustainable competitive advantage (Mardikawati & Farida, 2013). Based on the definitions above, the quality of service in this study is defined as the activities and performance carried out by delivery service companies in the company's efforts to create a competitive advantage in the market.

Price

One of the important points that customers see from a product or service offered by a company is the price factor. Price itself is defined as one of the elements in the marketing mix that will generate income for product or service providers, and becomes an element that generates costs for product/service buyers (Kotler & Keller, 2009). In another sense, price is something that must be spent by consumers to get products/services sold by companies (Harjanto, 2009).

Meanwhile, this price assessment can then be seen from the suitability between the sacrifices made by consumers and the value or benefits they receive after purchasing a product/service. It is this assessment that creates perceptions in consumers, where satisfaction will result in positive perceptions and vice versa dissatisfaction will produce negative perceptions. Thus, the price indicators used as a reference in this study are (Tjiptono, Pemasaran Jasa, 2014)(Tjiptono, 2008): a) Price range with consumer purchasing power, meaning that the product/service price set by the company is still affordable by consumers or it can be said that the set price is not too expensive; b) Price competitiveness with similar products/services, meaning that the prices of products/services set by the company can compete in the market with similar products/services; and c) Conformity of price with quality, meaning, the price offered is in accordance with the quality that consumers get.

3. Methodology

This research is qualitative descriptive research, namely research that aims to provide a specific comprehensive summary of an event experienced by an individual or group of individuals (Lambert & Lambert, 2012). This research was conducted to find out and analyze each variable without connecting or comparing one variable with another (Sugiyono, 2006). This research was conducted to describe consumer perceptions regarding service quality and price of services provided by MSME delivery services in Mataram. Consumer perception in this study is interpreted as a consumer assessment of the dimensions of service quality and service prices for MSME goods delivery services in the city of Mataram.

The population of this study were all people who had used at least three transportation services owned by MSMEs, such as *Becat*, *Ngojek*, *Kurir*, and others at least five times each. Currently, these MSMEs have almost the same types of services and prices, so that in determining the sample, the researchers use a purposive sampling technique in which samples are taken from the population randomly where the sample has certain criteria determined according to research needs (Sugiyono,

2006). In addition, because this research is qualitative research, the data collection techniques used are interviews, observation, and documentation. Ten informants who met the criteria were interviewed. The validity of the data was ensured by source triangulation, namely obtaining data from several different informants and comparing the results of the interviews with the results of the researchers' observations. The data analysis carried out is by reducing the results of interviews that are considered relevant to the study conducted, displaying data in the form of data groups that show the dimensions of consumer perception, and drawing conclusions after a careful analysis of existing data.

Conceptual Framework

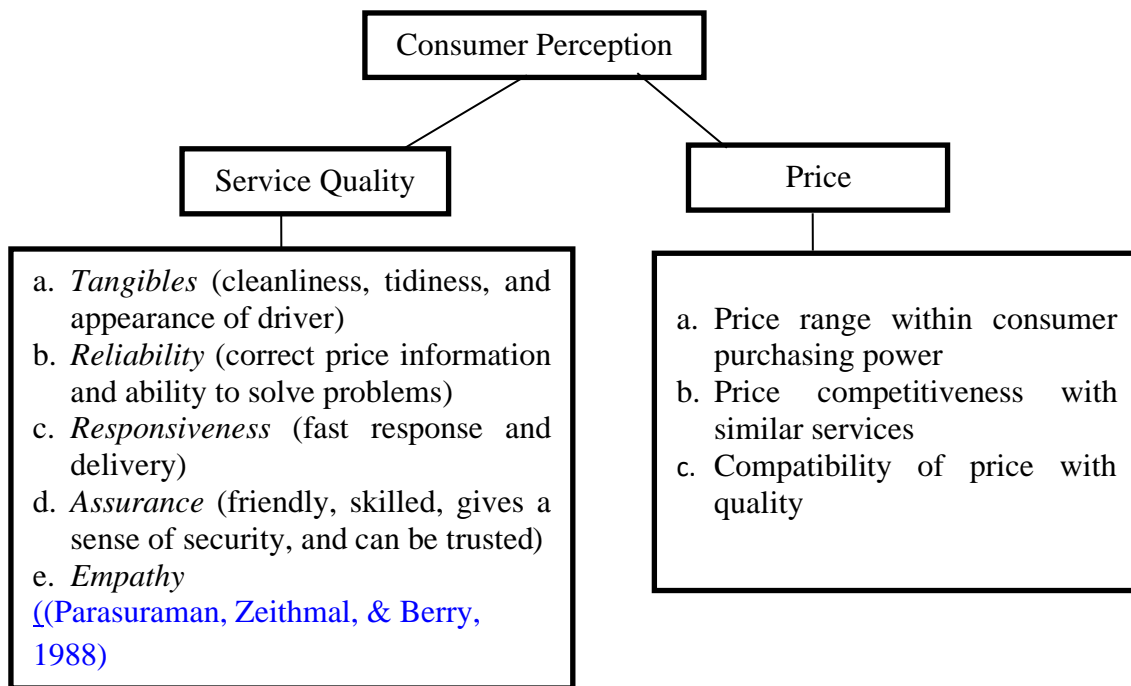


Figure 1. Conceptual Framework

Characteristics of Informants

The informants in this study consisted of ten people consisting of service users of several MSME delivery services of Mataram. The characteristics of the informants can be seen in the following table. Based on the table it can be seen that the informants in this study were men and women with the same number distribution.

Table 1. Characteristics of Informants

Characteristics	Profile of Informants	Sum
Gender	Male	5
	Female	5
Age	15-25	2
	26-35	6
	36-45	2
Education	High School	1
	Bachelor	4
	Master	5
MSMS Delivery Service Used	<i>Ngojek, Fast Courier, Becat</i>	

4. Results And Discussion

Consumer Perceptions of Service Quality

Consumer perceptions of service quality in this study were concluded based on the results of in-depth interviews with consumers. In the following, a mapping of consumer perceptions of the quality of local MSME services for goods delivery services in the city of Mataram is presented.

Table 2. Consumer Perceptions of Service Quality

Service Quality	Dominant Answer Variations
<i>Tangibles</i> (cleanliness, tidiness, and appearance of motorcycle driver)	“The driver is neat and clean. Just like Gojek and other drivers” “Appearance is just the same. Just like the other taxis” “It's clean. Neat. It's no different from the others” “They look ok. They also have a uniform like other companies” “Sometimes they forget to wear their uniform, so we are confused”
<i>Reliability</i> (correct price information and ability to solve problems)	“We can check the price ourselves, so yes, I just believe them” “Sometimes they even take pictures of the menu when we order food and send them to us, so we can make sure of it ourselves” “I have no worries about that. Usually, they are honest. Besides, if they lie, we don't use them anymore”
<i>Responsiveness</i> (fast response and fast delivery)	“In my experience, the response is fast. The admin is agile in responding to chat” “If there's anything, for example, all you have to do is chat the driver and they usually replies quickly too” “They respond quickly, yes. It's just that our order took a while to arrive.” “Yes, the response is really fast. But our orders take a while to be delivered. That's why sometimes if you need it really fast, it's better to order from an online motorcycle taxi, which is really faster.” “It takes a while. Sometimes more than an hour. The chat response is fast. That's why I only use local taxis like this if it's not urgent”
<i>Assurance</i> (friendly, skilled, gives a sense of security, and can be trusted by customers)	“The taxi drivers are friendly and don't make you anxious” “So far, in my opinion, the drivers seem to be trustworthy. And also it a local business, I want to support them.” “Safe. Friendly, so far in my experience I have found those who are friendly and kind.” “Friendly, kind. All good with me. I don't know about other customers” “If I order food, <i>Ngojek</i> service is even better in my opinion. They use a box at the back to store the food. So it's cleaner and safer in my opinion”

<p><i>Empathy</i> (the ease of contacting the company/admin, the ability of taxi driver to communicate with consumers, and the efforts of admins and motorcycle taxis to understand the wants and needs of their consumers)</p>	<p>“If there is an order that is unavailable, they usually informed and offered to buy it elsewhere. They offer first because maybe the price is different”.</p> <p>“The motorcycle taxis are usually local people. If you want to speak in Indonesian, you can, for fun, you can use Sasak. They're okay usually.”</p> <p>“They asked us first if our order was not available. So that we can choose to buy elsewhere or replace orders.”</p> <p>“So far, good communication.”</p>
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Source: Primary data (2022)

Based on the table above, it can be seen that in general, consumer perceptions of the dimensions of service quality are very positive. There are consumers who really appreciate the safety and cleanliness of MSME services for goods delivery services in terms of the availability of special boxes to carry goods or consumer orders. In this case, it is inevitable that consumers will compare MSME services with services obtained from major players such as Gojek or Grab. In addition, based on the data, it can also be seen that the use of uniforms is also important for consumers. This can be understood as a form of convenience for consumers to distinguish service providers from other people or companies engaged in the same field. This can begin to be made a priority by MSMEs as service providers as a form of effort to provide convenience and comfort to consumers. This is ultimately expected to build a positive consumer perception of MSMEs.

Meanwhile, consumers feel safe and comfortable making orders and using their services, especially when ordering food through their services. This is because consumers are given the option to choose a menu and see the price for themselves even though it is in a more traditional way than competitors. As a result, consumers also give great confidence in their honesty, so that it is perceived as reliable. According to Garbarino and Johnson [\(Suratno, Margono, & Puspaningrum, 2016\)](#) define confidence as an individual attitude referring to customer confidence in quality and reliability of the services.

In addition, because conversations between consumers and service providers are carried out personally, consumers find it easier to communicate. This is believed to contribute to building consumers' feelings of familiarity with service providers, so that consumers also consider service providers friendly. In fact, in terms of empathy, consumers really appreciate drivers who don't mind changing shopping locations for their consumers if the requested goods are not available in the original place. This is in line with Islamic values in business such as being resilient and patient to the increase of business productivity by creating positive consumer perception, thus MSME will achieve of greater profits [\(Yudhy, 2021\)](#).

Moreover, consumers know that this business is owned by MSMEs and feel they have to support local entrepreneurs. Empathy has long been believed by marketing experts as a point that has an important role in building consumer loyalty, where consumers who are satisfied with the empathy of a service provider, then the consumer will be loyal to the services provided by the company [\(Kotler & Keller, 2009\)](#).

Therefore, every company, in this case, namely MSMEs in the delivery of goods, is seen as necessary to pay attention to empathy in providing services to its consumers which is the basis for

the formation of positive consumer perceptions which in the end can build consumer loyalty [\(Setianto & Wartini, 2017\)](#).

However, the service in terms of time (responsiveness) is still perceived as slow by consumers. This can be a concern and evaluation for MSMEs engaged in goods delivery services in order to improve service in terms of time. However, service quality is one of the main points of the company's strategy in order to maintain and satisfy its customers. The quality of this service must also be focused on meeting customer needs and realizing what is the customer's expectations [\(Tjiptono, Pemasaran Jasa, 2014\)](#). In this case, the consumer's expectation is that MSMEs are able to compete with the main players in the same business in terms of service time. Therefore, researchers encourage MSME actors to evaluate the flow of receiving and delivering customer orders to be more effective so that it does not take too long.

In addition, this study also looks at how consumers perceive the price of services provided by MSME delivery services in the city of Mataram. Even though consumers basically have different views on the price of a product or service [\(Leliana & Suryandari, 2004\)](#), the results of interviews with informants show that in general prices are perceived as cheap and competitive and in accordance with quality delivered. This is in accordance with the statement (Kotler & Keller, 2009) which states that price is the simplest reason someone chooses to buy or use a service.

In the following table, data is presented regarding consumer perceptions of the price of MSME services for goods delivery in the city of Mataram. The data are presented in the form of interview excerpts or informants' responses to research questions which are then grouped into relevant consumer perception dimensions.

Tabel 3. Consumer Perception of Price

Price	Dominant Answer Variations
Price range within consumer purchasing power	"I prefer to use the local one because it's cheaper" "Inexpensive. The price is also fixed. It's not like an online taxi, right?" "Depends on where to buy or send. I think it's still much cheaper." "Inexpensive. The prices are fixed, whether you buy a lot or a few, that's for sure"
Price competitiveness with similar services	"We can check the price of the goods, yes, then the costs have already been set. And it sure is cheaper" "Because there is no price markup like online motorcycle taxis, that's why it's much cheaper in my opinion" "It's cheap, only local taxis don't have any promos as far as I know. In other companies, sometimes there are promos" "Personally, it's better to use local, especially if you're not in a hurry. It's cheaper."
Compatibility of price with quality	"The price is according to the service. It's a little slow but it's really cheap compared to the others" "In my opinion, the price is okay, according to the quality" "With that price I think it's really suitable"

	“Like I said. It's really slow in my opinion, but the price is also cheap. Suitable. It's just that if you can improve the service” “Prices are okay. But if it can be made faster, it will be better.”
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Source: Primary data (2022)

Based on the data above, it can be seen that the pricing strategy imposed by the service provider is currently perceived to be reasonable and within the consumer purchasing capabilities. Where the price strategy referred to in this case is the price that has been set for each sub-district / city. In fact, there are consumers who feel that MSMEs provide much better prices than major players such as Grab or Gojek. It should also be emphasized that service providers are transparent in terms of prices where consumers can see directly the prices given by the selected store or restaurant, and that service providers do not mark up those prices.

Thus, from the Islamic economy side, it can be said that based on the perception of MSME consumers, the implementation of MSMEs in terms of price and quality of delivery of goods has been seen in accordance with the principles of Islamic economic theory, namely Sharia Enterprise Theory (SET). In the theory, it is explained that the institution (in this case the MSME Service delivery) has given its accountability, especially to Allah SWT and accountability to humans (in this case it is the consumer) [\(Triuwono, 2015\)](#). The concept of accountability referred to in this theory has a transcendental and teleological character. That is, in the view of SET MSME given a mandate by Allah SWT to manage resources and distribute them properly and according to Allah's mandate to other creatures of Allah.

In this case, it can be seen as a strength for MSMEs and can be used as a firm strategy that can be used to survive in the market. Positive perception of consumers in this case is a form of successful strategy, where every company or organization, in particular service companies, basically aiming to provide the best possible service for its customers [\(Juliansyah, 2017\)](#).

Based on the data provide on the table, it can also be seen that regardless of consumer perceptions that the prices provided by MSMEs for local goods delivery are relatively cheap and able to compete, consumers' expectations regarding the speed of service that needs to be improved are emphasized again. Moreover, it is necessary to realize that this evaluation of the price creates perceptions among consumers, where if the consumer is satisfied with the price and service received, it will generate a positive perception and vice versa, dissatisfaction will result in a negative perception. In addition, MSME entrepreneurs need to know that currently there are still many consumers who are very price sensitive [\(Jamaludin, Arifin, & Hidayat, 2015\)](#).

5. Conclusion

Based on the results of this study, it can be concluded that consumer perceptions of service quality are positive in almost all dimensions and indicators of service quality. The consumers really appreciate the safety and cleanliness of MSME services for goods delivery services in terms of the availability of special boxes to carry goods or consumer orders. On another note, consumers also feel safe and comfortable making orders and using their services, especially when ordering food through their services. Consumers also found to give great confidence in their honesty, so that it is perceived as reliable, because consumers have the option to choose a menu and see the price for themselves.

This study also proves that in terms of empathy, consumers of MSMEs delivery service really appreciate drivers who don't mind changing shopping locations for their consumers if the requested goods are not available in the original place. However, specifically on the responsiveness dimension of service quality (speed of delivery), in general, customers still feel that the speed of delivery time for MSME local delivery services still needs to be improved. Meanwhile, in terms of price, MSME

consumers consider that the prices set by MSMEs are affordable and in accordance with consumers' purchasing power, able to compete with similar business services, and in accordance with quality. Thus, this MSME can be said to have underwritten its business in accordance with the Islamic economy.

The results of this study can be used as a reference by MSMEs and large-scale businesses engaged in goods delivery services in particular, or other service providers, not only at the location of this study, but also in other regions in evaluating business strategies and developing innovative delivery services that suit consumer needs. This study can also be used as a knowledge base for improving the quality of their services as a whole and maximally. Today's business competition is very high so that consumers also have many choices in using a service or product, therefore evaluation and innovation need to be continuously carried out. This result can also provide basic information for future researchers to analyze the significance of the effect of consumer perceptions of price and service quality of MSME delivery service.

Author contribution statement

Lady Faerrosa (Lady Josman) for writing the proposal and analyzing the results.

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