Whose Choice Is It? The Role of Attitude in Determining Customer's Intention to Use the Courier

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Abstract

Numerous researchers have centered their attention on attitude towards an intention to use services, but only a few have focused on attitude towards customer's intention to use the courier. This paper aims to better understand the product quality, price reasonableness as well as brand image that influence the attitude, and lastly the role of attitude as a mediator towards consumer's intention to use a courier in Indonesia.

A total of 100 questionnarires were obtained from customers through random sampling. Using an Ordinary Least Squares (OLS) approach which was intended to test the hypotheses; with a significance level $p \leq 0.05$. The findings show that product quality, and brand image are influencing the attitude of courier usage. The different results indicated that price reasonableness does not influence the attitude of courier usage, whereas the attitude ables to act as mediator to product quality, price reasonableness, and brand image towards the intention to use a courier.

Concerning intention to use the courier, our findings support an attitude dimensions that represents a commitment to improving a product quality standard and positive perception of the brand image. The evidence is also found for the multidimensional attitude model of attitudes: that attitude predicted by the product quality has followed by an adoption common standard. Moreover, our results state that the brand image is stronger predictors of attitude than product quality and moreover price reasonableness that the dimensions of attitude toward a differential impact on intention to use a courier, with affective attitude appearing are more strongly related to intention. In summary, this study suggests that it is considerably more likely that attitudes will be closely related to actions. There's a need for future studies to extend the model of this research by adding other independent variables that are able to describe consumer demand.

Keywords: product quality, price reasonableness, brand image, attitude, intention, Indonesia

JEL Clasification: M31, M39

1. Introduction

It is generally agreed that competitive advantage in the courier business likely depends on perception started to change in the marketing principle to determine the capacity of courier service leading, which means fosters behaviors that lead to customer's perception of superior value. Market orientation implies to customer's needs and delivering solutions and services that meet customer's needs. Furthermore, effective implementation of a market-oriented necessitates an understanding of customers and business processes associated with providing superior value to consumers (Noble, Sinha, & Kumar, 2002). The phenomenon of attitude and intention part of orientation to the customers is a unique issue in terms of understanding customers' intention to use a courier to be studied. Previous studies show inconsistency attitude and intention models relating to the courier (Li & Petrick, 2008; Valaei et al., 2016). This is due each study is based on the object and different settings. In light of the above, it may be expected provide opportunities to design an alternative model capable of elaborating phenomenon.

The research process of identifying the alternative model distinguishing into five variables, namely products quality, price reasonableness, brand image, and attitude which explain its influence on intention to use a courier. Why researchers utilized the salient independents (i.e., products quality, price reasonableness, brand image)

importance in the context of couriers. The reason that the product quality has a very strong relationship and contribute to the positive attitude of consumers towards courier services; price reasonableness can establish consumer confidence for services received; a brand image is one of the key components of the courier service industry to benefit more superior compared to its competitors.

Furthermore, in a context of product's quality needs to be examined because effectively to influence attitude (Grönroos, 1990; Stank et al., 2003; Richey et al., 2007; Rafid and Jaafar, 2007; Sze et al., 2013). Product/service quality effectively to influence attitude, also found in the studies in banking and financial services (Adil, 2013; Sharma & Neha, 2012) and travel agency (Wen, 2010). Furthermore, more specific findings on influence intention and product quality presented by Mentzer (2004), indicating perception of service quality a very relative and changeable nature because of individual psychological influence. The inconsistency is explained on understanding concepts and product quality dimensions (Parasuraman et al., 1988; Zeithaml, 1996), that reliability becomes the deciding factor to service quality. Hence, the consequence of products quality re-tested to review its effectiveness.

Price reasonableness considered important in attitude formation toward courier. This is due that price used by a customer to evaluate a product, both products service, and goods. Prices can give positive or negative perceptions. In the context of behavioral conceptualized price effect on the decision to switch from one service to another service vice versa (Colgate & Hedge, 2001). In this study, price reasonableness needs to be investigated because there are still inconclusive understanding between price and behavioral intentions. The inconclusive understanding is shown by Keaveney (1995), that customer behavior intention has a significant relationship with the low cost. On the other hand, there was no significant relationship between the customer's intent with the high cost of service (Mittal et al., 1998). Imran et al. (2010) found that price reasonableness and consumer behavior is related to one another. It can be understood that the use of the courier, a factor that is important is the timeliness (Mentzer, 2004; Rahman, 2006). Thus, price reasonableness re-tested for effectiveness.

Furthermore, the brand image conceptualized is the perception in the minds of customers about the impression both from a brand (Hawkins & Coney, 2004). A good impression could arise if a brand has an impression of superior, better reputation popular, good and excellent service (Aaker, 2004; Keller & Lehmann, 2003; Kotler & Keller, 2012). The different opinion that brand image, a positive attitude, and intention to use certain products cannot predict actual behavior, for various reasons (e.g. Aydin & Ozer, 2005; Choi & Fishbach, 2011; Gummesson & Grönroos, 1988; Martenson 2007; Pina et al., 2006; Valentini et al., 2011). Vahid and Aidin (2012) find no significant relationship between individual intentions and product choice. The inconsistency condition about a diversity of perceived value of the brand image. Thus, brand image re-test to look at the consistency of customers' attitude and intention.

The attitude that is considered to affect the intention to use courier. In services industry, attitude is a little thing that makes a big difference. Attitudes have become a key construct in the explanation of consumer intention. Attitudes are a way of summarizing consumer evaluation, so they can provide important information for the marketer because of their direct impact on the use service decision (Longenecker et al., 2005). Nowadays, attitudes are considered multidimensional, with three components (Chiou et al., 2002; Eagly & Chaiken, 2007; Hawkins et al., 2004). Its view that attitude as a construct of three components: cognitive, affective and conative (Chang, 2011; Rosenberg & Hovland, 1995). The research focus is to explain model predictions attitudes and intentions on the courier. Multi-dimensional models used to describe the attitude of the degree of the individual's desire to determine the attitude on courier services (Hartel, Bulander, & Decker, 2006). In this case the researchers wanted to determine the degree of the individual's desire through attitude.

Since its introduction 26 years ago (Ajzen, 1985), the theory of planned behavior (TPB; Ajzen, 1991, 2001) has, by any objective measure, become one of the most influential models for the prediction of human social behavior. In the TPB, the most detailed substantive information about the determinants of a behavior is contained in a person's behavioral, normative and control beliefs. The theory does not specify where these beliefs originated; it merely points to a host of possible background factors that may influence the beliefs people hold. Factors of this kind are expected to influence intentions and behavior indirectly by their effects on the theory's more proximal determinants.

A good case in point is reported by the studes of Li Xiaolin et al. (2011); Wang et al. (2010). The researchers used the TPB as their conceptual framework to examine intention to use a services based on trust and the value associated with the act. A different opinion proposed by Anoraga (2000), it's based on the experience that has been done in the past; or information obtained from the environment. The decision taking action is the best forecasts in the individual intentions. It can be said that the intention of a person is considered to describe the

attitude of directing behavior (Chang, 2011; Phau & Teah, 2009). Intentions to use were predicted very well. It is said that the theory accounted for adequate proportion of variance in behavior, perhaps due to the long time lag between the TPB survey and the behavior.

2. Literature Review

The literature review described the relevant theory with a model. The literature as a theoretical basis which was formed to provide a foundation of truth theoretically. Various references that occur can be explained by providing a common view with reference to previous studies and research that will be investigated. The discussion begins with an explanation of intention theory that became the basis study. This was followed by attitude, product quality, price reasonableness, and brand image.

2.1 Intention

The theory of planned behavior (Ajzen, 1985, 1991) has emerged as one of the most influential conceptual frameworks for the study of human action (Ajzen, 2001). Briefly, according to the theory, human behavior is guided by three kinds of considerations: behavioral beliefs, normative beliefs, and control beliefs. In their respective aggregates, three kinds of considerations that influence to ease or difficulty of performing the behavior. The TPB (Ajzen, 1985, 1991; Mathieson, 1991) is assert that behavior is a direct function of intention. With the TPB, that intention is modeled as a function of attitude and subjective norm. However, an additional construct, perceived behavioral control (PBC) is added to the TPB model to account for situations where individuals lack complete control over their behavior. Notably, perceived behavioral control refers to belief by the perceived facility, that is, of the efficacy of the control factor in either inhibiting or facilitating the behavior. Control beliefs reflect the perceived difficulty (or ease) with which the behavior may be effected (Ajzen, 1991).

In summary, behavioral beliefs produce a favorable or unfavorable attitude toward the behavior; normative beliefs result in perceived social pressure or subjective norm; and control beliefs give rise to perceived behavioral control, the perceived ease or difficulty of performing the behavior. In combination, attitude toward the behavior, subjective norm, and perception of behavioral control lead to the formation of a behavioral intention.

Aspects of belief have been examined in numerous studies in many different fields, such marketing, technology, social and institutional contexts, and consumer behavior (Kim et al., 2012). Belief is based on the consumer's expectations that the seller will not have an opportunistic attitude and take advantage of the situation but will behave in a dependable, ethical and socially appropriate manner, fulfilling commitments despite the consumer's vulnerability and dependence (Gefen et al., 2003). Thus, the consumers' perspectives on trustworthiness are likely to determine the intend uses service (Gupta et al., 2009).

The intention is also defined a self-instruction to perform certain actions in order to obtain the desired results and measured through the efforts deployed to achieve the desired result (Ajzen, 2001; Webb & Sheeran, 2006). Anoraga (2000) indicate that the intention was based on experience or information obtained from the environment. Peter and Olson (2008), indicate that the relationship intention - behavior largely correlational evidence and have not been able to explain the causality of intentions on behavior. Peter et al. (1993) indicates the intention of causing changes in behavior changes and how these attitudes incorporate other factors in influencing behavior.

The belief factor as the main element that determines one's intention to perform certain actions (Hong & Cha, 2013). Belief is a picture of a person's thoughts and opinions are influenced by the social context of something (Kotler & Keller, 2006). Mowen and Minor (2002) indicates that the consumer belief is a subjective perception of customers about the benefits and quality of the product or the brand's performance on different attributes. According to Chaudhuri and Holbrook (2001) and Pei et al. (2014), the importance of the idea has been recognized that belief is fundamental in developing the attitudes and intentions keep promises and commitments.

Subjective norm refers to the individual's subjective assessment of the preferences of others (Ajzen, 1991; Werner, 2004). Chang (2011) and Chen and Peng (2008) indicate a relationship indicator subjective norms on attitudes and intentions in behavior shows inconsistent results, namely that subjective norms influence the customer's intention, but different studies indicate subjective norm indirect effect on intention through attitude (Tarkianen & Sunqvist, 2005). The intention is the best predictor of the behavior and intentions influenced by the attitude and subjective norm. Intention does one describe the attitude directing behavior and subjective norms (Chang, 2011). Attitude refers to the perception of the individual (either positive or negative) toward certain behaviors (Werner, 2004). We will also refer to the study by Penz and Stöttinger (2008) related to the customers' positive attitude in regard to the use of products would increase their intention.

To overcome this drawback, Ajzen (1991) proposed an additional factor, namely: PBC in determining behavioral intention. PBC is the individual's perception about the ease certain behaviors that will be performed, meaning that this perception is indirectly influence behavior. The PBC can directly predict the behavior or mediate the relationship between intention and behavior (Webb & Sheeran, 2006). To measure of intention in this study can be explained that attitude leads to behavior refers to individual perception either positively or negatively influence certain behaviors. In the subjective norm refers to the social factors and characteristics in real life. In the perception of behavioral control refers to the individual's perception about the ease of specific behaviors that will be performed.

2.2 Attitude

Understanding consumers' attitude is important because it affects their behavioral intentions (Longenecker et al., 2005; Kraft et al., 2005). Attitude is defined as an individual's favourable or unfavourable feelings and evaluations about performing a particular behavior (Fishbein & Ajzen, 2010). The attitude can be defined as a learned predisposition to respond consistently favorable or unfavorable to a particular object (Hawkins et al., 2004; Rui & Eugenia, 2009; Stanton et al., 2004). Attitude is a person's increasingly satisfactory or unsatisfactory valuations, trends and feelings toward an object or intimation (Kotler & Armstrong, 2010). According to Judge and Kammeyer-Mueller (2012), with some degree of favor or disfavor attitudes is a psychological trend that is expressed by evaluating a particular object. Aligned with the previous definitions, (Fazio, 2007; Rosenberg & Hovland, 1995) indicated the notion of attitude as an idea, thought, emotion predisposes behavior.

In the context, the attitude affects an individual's behavioral intentions to use service. It is found in the study by Rivera et al. (2015), consumers' attitude plays an important role in shaping users' intent to use a mobile application. The investigators agree that consumer attitude towards a product or a brand affect intention (Ajzen, 2001; Jalilvand et al., 2012; Limbu et al., 2012; Liu et al., 2012). Moreover, according to Botsaris and Vamvaka (2016), state that the dimensions of attitude toward a differential impact on intention, with affective attitude appearing, is more strongly related to intention than instrumental attitude.

Indeed, attitudes have had consistently positively related to the intention to use (Chen & Chao, 2011; Mosavi & Ghaedi, 2012; Tarkianen & Sundqvist, 2005). Attitude refers to the evaluation of the degree of like or dislike of a person against the behavioral assessment. The more like a person's attitude supporting behavior, the stronger the intention to perform the behavior (Ajzen, 1991). This means that if a customer has a positive attitude towards the product then the customers tend to realize the intention to use.

The multi-dimensional recognized that attitude formed as a construct of three components: cognitive, affective and conative. The cognitive component explains to trust the individual to the object. Affective component associated with the individual's emotional to the object. Conative component describes individual intentions or behavior of the object (Bagozzi, 2000; Rosenberg & Hovland, 1995). Previous research by Krugman (1965); and reconfirmed by Chang (2011) has summarized the hierarchical model through the sequence of cognitive, affective and conative. Attitude dimensions are (a) a cognitive component (knowledge, attention, awareness, understanding, trust); (b) the effective component (feelings, beliefs); and (c) conative component (action). The study focus on attitudes that can influence the intention to use courier. This study aims to describe the model predictions about attitudes and intentions on courier services. In this case to describe the degree of the individual's desire to determine the positive attitude to the courier (Russell-Bennett, Härtel, and Worthington, 2013). Usually the positive attitude, the stronger the intention to perform a behavior and vice versa.

2.3 Products Quality

According to Kotler and Armstrong (2010), the product quality has a significant impact on the performance of products or services. Product quality is very important for consumers, whereas the consumers ready to pay high prices, but in return, they expect best-quality products. According to Blijlevens, Creusen, and Schoormans (2009); Chang and Wu (2007); Mentzer (2004) a product quality seen through the appearance of a product and perception of quality. Quality refers to the technical nature of the objective that is measurable. The products can be verified through the process and quality control including product features, product performance, durability. Wankhade and Dabade (2006) defines it differently that product quality is also determined by how customers perceive a product quality on the market. While subjective quality or perceptual quality refers to the value judgments of consumers or the perception of quality. The product quality is defined as suitability for use or conformance to requirements (Russell & Taylor, 2006).

Product and services have become a concern to the researchers (Parasuraman et al., 2005), product services have proven positive effect on attitudes and behavioral intentions of customers. Based on research by Ahmad and

Kamal (2002), indicated that service quality is an antecedent intention to behave. On the other hand, the research which is conducted by Johnson (1997); Yavas et al. (2004) indicated that element of service quality is influential on customer's intentions even attain higher levels rather than the customer's attitude.

A size of the product quality is the perception of quality and the quality gap between the actual product and the products expected from the customer's perspective (Wankhade & Dabade, 2006). The quality perception is a complex phenomenon that involves social, cultural, economic, and technical. The actual product performance gaps and perceived needs of the product are less of a concern in the study perceived product quality with other marketing variables such as customer satisfaction and purchase intention.

Grönroos (1990) indicate that the component of product quality is a technical, functional and image quality. A model of service quality which describes how the services quality is percived by customers. The components of service quality be able to develop service-oriented concepts and model more successfully. In pratice, the service quality is depend on expected and perceived service. In most cases, promises influence the expectations of customers and have an impact on the expected service. The percived service, on the other hand, is the result of the consumer's perception of the service itself.

Based on research by Cakravastia and Takahashi (2004); Kannan and Tan (2002), indicate that a measure of the perceived quality of courier based on the timeliness, costs (freight rates and prices) and risk (reliability, losses, and collateral). Research Fawceet et al. (1996) indicate that the performance of the shipping service affected by the delivery of fast, reliable, high-quality service, responsiveness, innovative, and competitive pricing.

In measuring product quality to courier or logistics provided by the company, according to Frizziero and Rafele (2000); Van Amstel and D'hert (1996) is: lead time, regularity, reliability, completeness, flexibility, truth, harmfulness, productivity. In the context of the express courier, measured by the timeliness, orders accuracy, quality of information, availability and quality of personal relationships (Narayanan et al., 2009; Mittal & Lassar, 1996; Russell & Hoag, 2004). Colonna (1997) showed indicators of the product quality used by Federal Express: regulation, reliability, completeness, correctness, harmfulness, and productivity. The standard was adopted by the Global Express Association (Frontier Economics, 2015), requires that the express courier attributes are: global reach, reliability, transparency, speed, security. Furthermore products quality re-tested for effectiveness in this study.

2.4 Price Reasonableness

Price reasonableness is considered in this study because it can create attitude formation toward the courier. Customer cognitive conception, price factor is something that must be paid to get some type of product (Zeithaml, 1996). In courier context, in addition to price as a form of sacrifice that had to be paid for services but also imposed as insurance cost (Gerrard & Cunningham 2004). One possible cause of the decision to switch behavior to products / services of others, according to Colgate and Hedge (2001); Peng and Wang (2006) due to price.

Peng and Wang (2006), said that price is the main reason customers switch, because expensive, unreasonable and pricing policies that cannot be trusted. Therefore, customers with choice determining by comparing prices with service quality provided. So that customer's well-done price reasonableness of service innovation is acceptable, then it will have a positive attitude towards, so it can receive a higher price. It can be said that a high-quality service would consider customers even to pay higher fees than a lower quality of service (Chitty et al., 2007).

Based on studies Imran et al. (2010), indicated that price reasonableness will be assessed by service quality, both definitely associated with a positive attitude (Oliver, 1997) depends on equity principle. Known that customers make choices by comparing price with service quality provided. Service performance is a service perceived (Rahman, 2006; Mentzer et al., 2007). The courier factors considered is shipments timeliness, and reposition price is accepted, the customer is positive about product / service and receives a higher price. Karampour and Ahmadinejad (2014) mention that price sensitivity hasn't effect on intentions customer buy. Then price reasonableness dimension used to look for consistency against customer intention.

2.5 Brand Image

The company's brand could be the same as the brand product/service in term of marketing communication activity enables the company repute and prestige. But the company brand and product brand has a role different from the company (Aaker, 2004). The brand image could be elaborating memories, beliefs, and preferences of the customer's attitude toward a brand, therefore believe the corporate image influence on brand intention-behavioral (Hsieh et al., 2004; Karampour & Ahmadinejad, 2014). In that way, the brand image is important variables considered in this study because it can affect customer attitudes to intended use by courier.

Based on research Aaker (2004); Anisimova (2007); Blomback et al. (2007); Martenson (2007); Da Silva et al. (2008) indicate that brand image is a type of association that comes to mind customers when considering a brand, association a certain image that is convincing to brand. On the corporate side, a brand is used to sell products at low prices and transformed to change the added value on quality and service. Indeed, brand image and corporate image perception influence on intention and brand purchase behavior (Hsieh et al., 2004; Karampour & Ahmadinejad, 2014). This is due to customers tend to use services products when customers require (Choi & Fishbach, 2011). Based on studies Matthiesen and Phau (2010) indicate that brand image is formed by a perception of service quality. Blomback et al. (2007) indicate brand was built by the interaction with the unity of the features that are intangible and tangible representing the brand. Research Valentini et al. (2011) indicate that brand selection decisions process by customers evolves over time, such as a desire to use the product / service, tolerance prices and intention to recommend products or services. The quality of service perceived customer (Aydin and Ozer 2005) is a form of evaluation to determine the perception of a brand image, (Pina et al., 2006) supplementary service affects the company's image, especially brands that already have an image of a high. Ogba and Tan (2009) indicate that brand image influence positive attitude. In the context study is able to identify customer's courier service company that chooses to convince ourselves in using the courier product that services delivered match what was promised.

According to Keller and Lehmann (2003), brand image and attitude affect customer's intention, Nguyen and LeBlanc (1998) indicates that attitude is more influential than the brand image of the intention. Hsieh et al. (2004) indicate that perception of company's brand big influence on buying behavior. Brand choice decision occurs when customers recognize a symbolic relationship between the brand image with consumer's self-image (Arnould et al., 2005). Vahid and Aidin (2012) indicate that it can not predict actual behavior of selection of products / services, due to various reasons, particularly situational reasons. Brand image is measured from consumer's perception of company performance concerned, the basic idea of value-percept diversity, customer satisfaction offer what consumers need and ability to pay (Martenson, 2007).

The brand image reflects brand attributes strongest associations were intangible, abstract benefits and customer attitude in each category of product that is different from a product brand of products services. Brand image is a perception in the minds of customers about a good impression of a brand (Hawkins et al., 2004). A good impression could arise if a brand has a unique advantage, good reputation, popular, nice and provide the best service (Aaker 1997; Keller & Lehmann, 2003; Kotler & Keller, 2012). The brand image used to see consistency of attitude and intention.

3. Research Framework and Hypotheses

The impact of attitude on purchase intentions has been extensively studied in the past and researchers have utilized different methodologies to analyze this relationship (Afroz et al., 2015; Ansari & Riasi, 2016; Patel et al., 2016). The approach used in research the influence attitudes and intentions of customers is the Theory of Planned Behavior developed by Ajzen (2001) by adding the perceived behavioral control as a determinant of behavioral intention. The dimensions of the intention to behave subscribers by Ajzen (2001) is essentially determined by three factors, namely: a person's attitude toward the behavior (e.g. attitudes using the product), the degree of social pressure one feels about behavior (subjective norm) and the degree of acceptance of control is perceived at behavior. The third component of this confidence to interact and be a determinant of intentions that determine a person's behavior. In a study of the influence attitudes and intentions of customers in the use of courier, the proposed research model as follows:

3.1 Product Quality Positively Influence on Attitude

Customers use courier for reasons of timeliness submissions (Cakravastia & Takahashi, 2004; Kannan & Tan 2002), at competitive prices (Bienstock & Royne 2010; Rahman, 2006; Mentzer et al., 2010) reliable, safety and shipment security (Oxford Economic Forecasting, 2009). Parasuraman et al. (2005); Goode and Harris (2004) said that service quality is a significant predictor of attitudes (Cronin & Taylor, 1992) affects intention to behave. Indicate that intentions better than customer's attitude towards products / services quality. The degree of intent describes customer state while attitude is perceived by degree assessment of products / services quality provided by providers. In accordance opinions by Fawcett et al. (1996); Colonna (1997) about product quality attributes this study used the Global Express Association Standard (2015), namely: Global Reach; Reliability; Transparency; Speed and Security are predicted to affect positive attitude. Based on these results, products / services quality included in model and proposed the hypothesis as follows:

H1: Product quality positively influence attitude to use a courier.

3.2 Price Reasonableness Positively Influence on Attitude

Price is an important variable for positive attitudes toward a courier services formation. Price give positive or negative consumer perception (Gerrard & Cunningham, 2004; Zeithaml et al., 1996) to assess a product, both products services, and goods. Colgate and Hedge (2001) conclude behavioral effect on the price of customer attitudes about products / services (Peng & Wang, 2006) price (expensive) and pricing policy can not be trusted. Based on Imran et al. (2010) studied price reasonableness will be assessed by a customer in accordance with service quality, both significantly with a positive attitude. Different studies Chitty et al. (2007) high-quality services would be considered good even pay more expensive than low-quality services so that services (Rahman, 2006; Mentzer et al., 2007) is difficult to reposition price. Based on the research above, following hypothesis is advanced:

H2: Price reasonableness positively influence attitude to use a courier.

3.3 Brand Image Positively Influence on Attitude

Based on research Aaker (2004); Anisimova (2007); Blomback and Axelsson (2007); Da Silva and Syed Alwi (2008); Martenson (2007), explained that brand image is customer attitudes perception when considering a particular brand, an image can be brand assured. The brand image role elaborating memories, beliefs and preferences of customer's attitude toward a brand (Hsieh et al., 2004; Karampour & Ahmadinejad, 2014). Keller and Lehmann (2003) explains that brand image and attitude affect customer's intention. Nguyen and LeBlanc (1998) indicated attitude is more influential than a brand image on intention. Hsieh et al. (2004) indicate the company's brand perception big influence on buying behavior. Noted that brand image positively influence attitude and intention to use a particular product. Vahid and Aidin (2012) indicating that it can not predict actual behavior of products / services selection, due to various reasons, particularly situational reasons. Based on research above, following hypothesis is advanced:

H3: Brand image positively influence attitude to use a courier.

3.4 Attitudes Influence on Intentions

Attitude consistently affect on intentions (Tarkianen & Sundqvist, 2005). Customers' positive attitude tend to realize intention (Ajzen, 1991). Based on research (Rosenberg & Hovland, 1995; Fishbein & Ajzen, 2010) attitude predisposes behavior. A multi-dimensional as hierarchical sequence model of cognitive, affective and conative (Rosenberg & Hovland, 1995). Chang (2011) is used to determine attitude effect by intention.

Focus of this study aims to describe the model predictions about attitudes and intentions on courier services is to explain individual's desire degree to determine attitude on courier services customer. The research by Anoraga (2000); Ajzen (2001); Jalilvand et al. (2012); Limbu et al. (2012); Liu et al. (2012), show that based on experience and motivational factors of the intention influencing behavior. Intention described attitude directing behavior and subjective norms and refers to individuals perception that benefits against certain behaviors (Werner, 2004) and increasing the intention to use the services. Results of research Webb and Sheeran (2006) indicate that the intention is the determinant of behavior can predict directly to behavior or mediate relationship between intention and behavior. Based on these studies proposed hypothesis therefore is:

H4: Attitude mediates the relationship between product quality, price reasonableness, and brand image on customer's intention to use a courier.
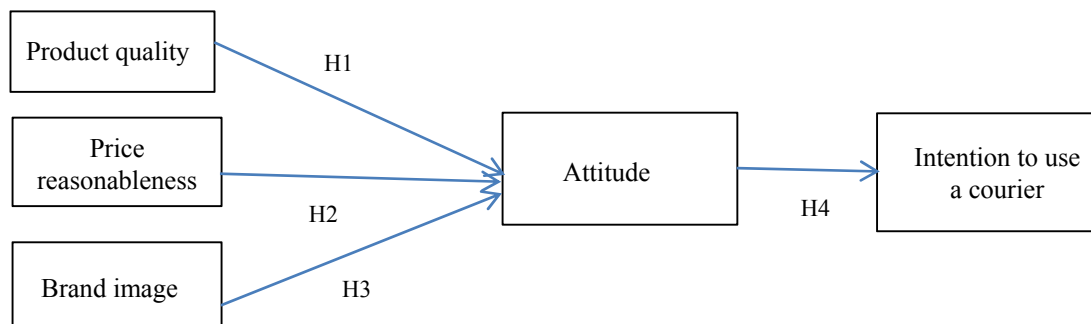

Figure 1. The conceptual model of the study

Intention to use a courier can be considered as the best predictor of actual behaviour (Ajzen, 1985, 1991). Attitude towards the behavior influences consumer's intention to use a courier. The belief about the behavior and all the consequences of the behavior has affected the perceived attitude. Attitude determines final decisions in the consumers using behavior. Hence, based on the importance of attitude in consumer using decisions, a conceptual framework is evolved. The proposed framework believes that the attitude is strongly influenced by three variables namely product quality, price reasonableness, and brand image. The proposed model for intention to use a courier is shown in Figure 1.

4. Methods

The purpose of this study was to assess product quality, price reasonableness, brand image, an attitude of respective customer's intention. The results obtained in order to be justified scientifically from the source and veracity, the research method is designed to provide a clear foundation and structured towards research instrument used to test the hypothesis. In order to achieve these objectives, this section will discuss the topic of the scope, sampling techniques, the operational definition and measurement of variables, and statistical methods.

4.1 The Scope of Research

This study was designed as an empirical research to explain a phenomenon (Maholtra, 2007). The research was conducted in Jakarta using survey techniques and data collected are cross-sectional.

4.2 Sampling Techniques

The target population in this study are customers who intend to choose courier in Jakarta have been selected as the research setting is expected to limit the scope of the study so that the results are relatively homogeneous. Non-probabilistic sample was taken with the following criteria: (1) the sample must have knowledge of the courier service intended use; (2) The sample ever use a courier service and intend to use courier service at PT. Jalur Nugraha Ekakurir (JNE). The total sample of 100 respondents is determined, thus meeting the minimum eligibility criteria aspect consideration in the multiple regression analysis (Sekaran, 2006). The data collection was conducted from 6 to 10 October 2015. The first step, set the location of JNE representative offices in five regions, namely Jakarta Barat, Jakarta Pusat, Jakarta Selatan, Jakarta Utara and Jakarta Timur randomly. Furthermore, each of the representative office is taken 20 respondents. We deployed an assistant researcher for each location for 5 days to obtain 100 respondents.

4.3 Operational and Measurement

4.3.1 Product Quality

Product quality is defined as an individual's perception of product superiority (Aaker, 2004) or as suitability for use or conformance to requirements (Russell & Taylor, 2006). In this study variable product quality adopted from Global Express Association (2015). Product quality variable was measured with dimension (a) Global reach measured using five indications: (1) unlimited range; (2) reach to all corners; (3) a broad range; (4) reach to corner and (5) spread range; (b) Reliability were measured using five indications: (1) timely service; (2) reliable services; (3) consistent; (4) tested services; (5) ministry assured; (c) Transparency were measured using five indications: (1) service is transparent; (2) service is open; (3) services are easily tracked; (4) service is easily detected and (5) explicit service. (d) Speed were measured using 5 indications (1) fast delivery; (2) timely delivery; (3) delivery smoothly; (4) delivery efficient and (5) delivery reliable. (e) Security was measured using five indications: (1) safe delivery; (2) delivery is guaranteed; (3) are not damaged; (4) shipment is not lost, and (5) shipments protected. Each item was measured using a 5-point Likert scale from strongly disagree to strongly agree.

4.3.2 Price Reasonableness

By using 5 price reasonableness indicators (Karampour & Ahmadinejad, 2014), price is defined as an individual's quality perception. The price factor is a sacrifice that must be paid to get some product type (Mentzer, 2004; Rahman, 2006; Zeithaml, 1996). This variable was measured) reasonable fare; (2) rational fare; (3) affordable fare; (4) appropriate fare, and (5) regular fare. Each item was measured using a 5-point Likert scale from strongly disagree to strongly agree.

4.3.3 Brand Image

Based on the earlier studies, the researcher determined that this variable was measured by using brand image attributes. Brand image is elaborating memories, beliefs and preferences of customer's attitude toward a brand. So the brand image is measured using 5 indications (Hsieh et al., 2014): (1) popular brands image (2) superior brand image. (3) a good brand image. (4) brand image has a good reputation. (5) brand image has a good

impression. Each item was measured using a 5-point Linkert scale from strongly disagree to strongly agree.

4.3.4 Attitude Towards Courier

Attitude is defined as a degree of evaluation like or dislike of a person against an object or product (Ajzen, 1991, 2001). This means that if a customer has a positive attitude towards a product, the customer tends to manifest intention. Attitude measure multi-dimensional (Fazio, 2007; Fishbein & Ajzen, 2010; Rosenberg & Hovland, 1995) as a construct in a hierarchical manner described through a cognitive, affective and conative sequence.

In this study, attitude to courier service is measured by using a 5 attitude indications, namely: (1) glad to courier services; (2) likes to courier services; (3) excited to courier services; (4) happy on the existence of courier services, and (5) think positive to courier services. Each item was measured using a 5-point Likert scale from strongly disagree to strongly agree.

4.3.5 Intention to Use Courier

Intention (Ajzen, 1985, 1991, 2001) to use courier measure of beliefs the likely consequences, the normative expectations of other people, the presence of factors that may hinder performance of the behavior; perceived social pressure; and perception of behavioral control. This variable was measured by using 5 indications: (1) it will use courier; (2) need to use courier; (3) tendency to use the suit courier; (4) willingness to use courier; (5) regarding use of these services in the future. Each item was measured using a 5-point Likert scale from strongly disagree to strongly agree.

4.4 Validity and Reliability

In the early stages of statistical tests carried out testing the validity, reliability, and normality of the data. Test conducted to determine the validity of such instruments able to measure variable, otherwise invalid. Testing the validity of the instrument using Correlate Bivariate Analyst to determine the Pearson product moment correlation coefficient. Criteria for selection of valid items compared with the value of r table for $\alpha = 0.05$ with degrees of freedom (df = n-2), the value of r table with df = 98 at 0.197.

Based on the validity of the test showed that the correlation between any score for product quality, Q2 up to Q45, except Q1 to the product quality total score of questions item corrected has a value of correlation (r count) greater than r table. For Q1 is not used to predict variable product quality, for r arithmetic (0.180) <r table (0.197), so it can not measure a statement about the product quality. For any questions about the price reasonable, brand image, attitudes, and intentions, each score questions Q1 up to the Q5, a significant result, the grains of questions received are considered to be valid for further analysis. The reliability test was conducted to measure the internal consistency of a research instrument. Measurement reliability test used is Cronbach's alpha coefficient, with a limit of reliability if Cronbach's alpha value obtained by $\alpha \geq .70$ (Maholtra, 2010).

The reliability values for all constructs of the five variables, namely: product quality, price reasonableness, brand image, attitude and intention exceed 0.70. Test reliability shows α value for product quality is 0.87; α value price reasonableness is 0.75; α value brand image is, 82; α value attitude is 0.83 and intention is 0.79. This shows that all the questions are valid and can be used to collect the data since the value of instrument reliability is good.

5. Results and Discussion

Selection of the model in this study in the form of multiple linear regression equations. Analysis of regression or least squares analysis (Ordinary Least Square/OLS) is used to determine the relationship between several independent variables and the dependent variable. Linear predictor that is both BLUE (Best Linear Unbiased Estimator), to meet these criteria do the classical assumption test. The model in this study has the characteristic BLUE, because it meets the criteria of the assumption of a linear regression model. This study uses multiple linear regression models to determine the effect of changes in product quality, price reasonableness, brand image and attitude towards the intention to use a courier. Multiple linear regression models is a presented below:

Table 1. Linear equation model

Estimation Equation:	$Y = c(1) + c(2){*}X1 + c(3){*}X2 + c(4){*}X3 + c(5){*}X4$
Substituted Coefficients:	$Y = 1.097 + 0.034{*}X1 + 0.125{*}X2 + 0.075{*}X3 + 0.561{*}X4$
Estimation Equation:	$X4 = c(1) + c(2){*}X1 + c(3){*}X2 + c(4){*}X3$
Substituted Coefficients:	$X4 = -2.056 + 0.133{*}X1 + 0.030{*}X2 + 0.419{*}X3$

Furthermore, investigators be able to do interpretation and analysis of the resulting models and compare the existing theories. Hypothesis testing using regression models -2.056+ Attitude = 0.133*(product quality) + 0.030*(price reasonableness) + 0.419*(brand image). Besides, to know how the attitude accomplishes a role as a mediator between product quality, price reasonableness, and brand image that influence the intention to use a courier. The results of the analysis the product quality, price reasonableness, and brand image have an influence on attitude in varying degrees as well as the attitude do a role as mediator influence the intention to use a courier against all of the independent variables which are a presented below (see Table 2).

The result showed that product quality (probability value of $0.000 < \alpha = 0.05$) in its partially positive influence on attitudes. It can be said that (H1): product quality positively influences on attitude to use a courier, accepted. Hence, based on the coefficient value between product quality and attitude is 0.133, it means that the product quality has a positive influence on attitude. Statistical test results show that the product quality significantly influences attitude. Meanwhile, the attitude positive and significant effect (coefficient = 0.712 and the probability value of $0.000 < \alpha = 0.05$) on the intention to use a courier. The findings of the results indicate that the attitude empirically and statistically, it evidently mediates between product quality and intention to use a courier.

The dependent variable was the intention to use a courier. When viewed outcome the influences of the product quality both directly and indirectly shows an interesting result, attitude as mediating variables on the product quality is statistically indirect influence product quality on the intention to use courier amounted to 0.075. The amount of direct influence product quality on the intention to use courier is 0.133. It can be said to be more effective product quality directly affect the intention to use a courier rather than through an attitude. This agrees with the literature, where it is noted that the product quality appearance directly influences attitude (Adil, 2013; Blijlevens, Creusen, & Schoormans, 2009; Chang & Wu, 2007; Mentzer, 2004; Sharma & Neha, 2012; Wen, 2010). In fact, Johnson (1997); Yavas et al. (2004) found a similar result that product quality is more influential on intentions to use a courier rather than the customer's attitude itself.

Table 2. Coefficient regression model

Dependent: Y (Intention)

Method: Least Squares

Sampel: 1 100

Included observations: 100

Independent	Coefficient	Std. Error	t-Statistic	Prob.
c	1.097	2.029	0.541	0.590
X1 (Product)	**0.034**	0.030	1.124	**0.264**
X2 (Price)	**0.125**	0.079	1.578	**0.118**
X3 (Brand)	**0.075**	0.095	0.788	**0.433**
X4 (Attitude)	**0.561**	0.089	6.283	**0.000**

Dependent: Y (Intention)

Independent	Coefficient	Std. Error	t-Statistic	Prob.
c	5.052	1.182	4.275	0.000
X4 (Attitude)	**0.712**	0.063	11.316	**0.000**

Dependent: X4 (Attitude)

Independent	Coefficient	Std. Error	t-Statistic	Prob.
c	-2.056	2.311	-0.890	0.376
X1 (Product)	**0.133**	0.032	4.183	**0.000**
X2 (Price)	**0.030**	0.090	0.327	**0.745**
X3 (Brand)	**0.419**	0.100	4.194	**0.000**

According to the results of the study, price reasonableness (probability value of $0.745 > \alpha = 0.05$) partially no

positive effect on attitudes. Therefore it can be concluded that the hypothesis (H2): price reasonableness positive effect on positive attitudes, rejected.

The price reasonableness coefficient is 0.030 it's empirically positive influence on attitude. Hence, the price reasonableness statistically doesn't significant influence on attitude and intention to use a courier. On the other hand, in statistical results said that the attitude is not mediate between the price reasonableness and intention to use a courier. However, in the empirical said that attitude mediates between price reasonableness and intention to use a courier. It was explained that the price reasonableness mediating effect to attitude statistically indirect influence on the intention to use courier amounted to 0.017. The coefficient of price reasonableness direct influence on the intention to use courier is 0.030. It can be said that direct influence of the price reasonableness to the intentions greater than by attitude.

This finding is consistent with previous research which reported that the reasonableness of the price determined by the service received, and not a number of fees to be paid by consumers (Chitty et al., 2007; Imran et al., 2010; Karampour & Ahmadinejad, 2014; Mittal et al., 1998; Oliver, 1997; Zeithaml et al., 1996). With the results that the price reasonableness does not directly affect the attitudes and the intentions to use a courier.

Brand image (probability value of 0.000 <α = 0.05) means that the partial positive effect on attitudes. It can be said that (H3): positive effect on the brand image positive attitude, supported. The coefficient of brand image and attitude is 0.419 and probability value is 0.000 <α = 0.05 means that the brand image and significant positive effect on attitudes. Therefore, the attitude empirically and statistically mediated brand image in influencing intention to use a courier. Attitude as a mediating brand image, statistically the indirect influence of brand image on the intention to use courier amounted to 0.235. The size of the direct influence of brand image on the intention to use courier is 0.419. It's said that brand image more effective directly influence to the intention to use the courier and not through an attitude.

This result is consistent with the findings (Hsieh et al., 2004; Karampour & Ahmadinejad, 2014) that brand image elaborating the customer's attitude toward a brand, then the brand image influence the intentions and buying behavior brand. This finding is also in line with the study (Blomback & Axelsson, 2007; Matthiesen & Phau, 2010; Ogba & Tan, 2009) indicating that the effect on the brand image of customers' positive attitude, and sharpen opinion (Aaker, 2004; Keller, 2001; Kotler & Keller, 2012), that the brand image directly describes the product quality.

Brand image is functional for consumers, as demonstrated by this research. While the findings indicate that consumers tend to use a value-expressive image, whereby one function of the brand is paramount. Consumers whose dominant function manifests as an emotional component (i.e. value-expressive) tend to show truer (i.e. both attitudinal and intention-behavioral).

Meanwhile, attitude (probability value of 0.000 <α = 0.05) significantly influence the intention to use courier. This means that (H4): attitude mediates the relationship between product quality, price reasonableness and brand image on the intention to use a courier, accepted. In line with this findings, investigators proposed that attitudes can have a strong impact on intention, but that this is to be expected only under certain conditions or for certain types of individuals (see Ajzen, 1985, 2001; Bagozzi, 2000; Chaudhuri & Holbrook, 2001; Chen & Chao, 2011; Jalilvand et al., 2012; Kraft et al., 2005; Liu et al., 2012; Longenecker et al., 2005; Mosavi & Ghaedi, 2012; Pei et al., 2014; Penz & Stöttinger, 2008; Rosenberg & Hovland, 1995; Webb & Sheeran, 2006; Werner 2004; Worthington, Russell-Bennett, & Härtel, 2010). Clearly, the degree of attitude-intention consistency was assumed to be moderated by factors related to the person performing the behavior, the situation in which it is performed, or to characteristics of the attitude itself.

6. Conclusion and Recommendations

The study found that the attitude has a role to mediate between product quality, price reasonableness, and brand image with the consumer intentions to use a courier service. Related to the findings that the products quality significant, its influence the consumer's positive attitude to use a courier, known that leading courier company in Indonesia such as PT. JNE didn't fully adopt the standards of the Global Express Association, which requires attributes (e.g. global reach; reliability; transparency; speed; security). It's acknowledged that the PT. JNE focus on courier market in Indonesia. This Global standard has actually been widely used by similar companies become global players. This is prominent because trends in global courier which followed by application of the same standards to facilitating the interconnection and interoperability. With the adopt of common standards to give the complete picture of a courier. Another finding that confirms previous studies that the brand image significantly influences the attitude.

Acknowledged that the brand image is functional for consumers. The findings indicated that consumers tend to use a value-expressive of brand image. Consumers whose dominant use an emotional attribute tend to show both attitudinal and intention-behavioral positively. It is empirically and theoretically that the brand image is very conformable with the products quality received by consumers. Consumer experience a related to products quality, which perceives a superior brand image that implies positive attitudes and intentions. The benefits for marketers in the future is the need to explore the product quality superior and improve the brand image by building the image that his company is a global company.

This study recommends as follows. First, this study concerns to the courier, and the results cannot be expected to explain consumer intention-behavioral for all products/services. Second, just one courier industry is examining, since the different a courier companies have also very different characteristics (e.g. product quality, price level, and brand image), it is likely that also the consumers' attitude to use a courier differs between different companies a national and global scale. Third, the consumer attitudes mediating role of product quality, price reasonableness and brand image to the consumer intentions in shipment the goods by using a particular courier. The study states that the price reasonableness does not affect the attitude of consumers in choosing the courier service. It could not set aside the role of product quality and brand image affects the attitude emotional attributes. Therefore, research on future intention-behavior is recommended to use the multi-attribute model which emphasizes more weights the consumer's emotional. Besides that, marketers wanted to better understand why and how the consumer's capable of control to emotions.

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