

**EFFECT OF PRICE, TIMELINESS OF DELIVERY AND QUALITY OF
SERVICE ON DECISIONS TO USE EXPEDITIONARY SERVICES IN AN
ISLAMIC ECONOMIC PERSPECTIVE
(STUDY OF THE SOUTH BANJARBARU COMMUNITY)**

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ABSTRACT

Freight Forwarding is a company that handles data traffic services, money and products. The presence of the provision of expedition services has a very significant position to protect trust if the goods from the area of departure to the destination arrive safely into the hands of the buyer. This research was conducted to answer the problem of how the influence of Price, Timeliness of Delivery and Quality of Service on the use of expedition services in the perspective of Islamic economics. The aim is to determine the effect of price, timeliness of delivery and quality of service on the decision to use expedition services in an Islamic economic perspective. This type of research uses quantitative research with the total population in this study is 45,421 people in south Banjarbaru. The sampling technique was random sampling using the Slovin formula, there were 100 samples of respondents. The analysis tool uses multiple linear regression. The results of the t-test analysis of the effect of price has a value of t arithmetic t table ($3,448 \geq 2,365$) H_0 is rejected H_a is accepted, then there is an influence between price on purchasing decisions. The effect of timeliness of delivery has a value of t arithmetic t table ($1,946 \leq 2,365$) H_0 is accepted and H_a is rejected, then there is no effect on purchasing decisions. The influence of service quality has a value of t arithmetic t table ($3,184 \geq 2,365$) H_0 is rejected H_a is accepted, then there is an influence between service quality on purchasing decisions. In the results of the f test, it is proven that f count is equal to f table ($36,842 \geq 2,698$). So it can be concluded that H_0 is rejected, H_a is accepted, then there is a simultaneous influence on the decision to use.

Keywords: Price, Time, Quality, Purchase Decision

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