

## The Influence of Service Quality and Trust in JNE Express Shipping Services for Loyalty Deli Serdang Consumers

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*Article history: received February 16, 2023; revised March 08, 2023; accepted March 28, 2023*

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### ABSTRACT

This study aims to analyze the effect of service quality on delivery services on customer satisfaction of JNE Express Deli Serdang. This study uses three variables, namely Service Quality, Trust and Consumer Loyalty. The population in this study are consumers or users of JNE Express Deli Serdang. Samples were taken as many as 68 respondents using a non-probability sampling technique, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample, where this research uses purposive sampling, namely a sampling technique using consideration that it is assumed that in this way information can be obtained that is correct and reflects the population. The data analysis method used is in the form of validity and reliability tests, classical assumption tests, multiple linear regression analysis, T-test and F-test and the coefficient of determination ( $R^2$ ). Based on data analysis, the results show that the indicators in this study are valid and reliable. In the classical assumption test the data is normally distributed, there is no heteroscedasticity and multicollinearity. in the service quality variable hypothesis test, trust has a significant effect on consumer loyalty. And the most influential variable is the trust variable with a regression coefficient of 0.265.

**Keywords:** *Service Quality, Consumer Trust and Loyalty*

### INTRODUCTION

The rapid development of the business world has had an impact on the increasing number of new business units initiated by the community, both on a small, medium and large scale. This phenomenon was followed by the rapid development of companies providing goods delivery services or courier services. The existence of a courier service provider is able to support business people because they can deliver goods to customers both at the business location and those far outside the company's operational area, so that they can expand market coverage which will automatically increase the company's profits. For example, a delivery service provider company, such as PT. TIKI Nugraha Ekakurir Street or it can be called JNE. Many ordinary consumers or online shops use this courier service, with a courier service it will make it easier for them to deliver ordered goods according to the type of package service they want. The more online shop sellers, the more courier services will be needed, without a courier service, the goods will not reach their destination.

Jalan Nugraha Ekakurir or commonly known as JNE is a company engaged in logistics delivery services based in Jakarta. Under the official name labeled Tiki 2 Jalan Nugraha Ekakurir is the largest shipping company in Indonesia. This company was first established on November 26, 1990 under the name PT Tiki Jalan Nugraha Ekakurir by Soeprpto Suparno. At its inception, the company was founded as a pioneer of one of the divisions of PT Citra van Titipan Kilat (TiKi). Tiki itself is an international shipping company.

PT. Citra Van Titipan lightning (TIKI) started its business in 1970 in Jakarta. Armed with that experience, we get the best teachers to continue to be committed and improve the quality of service for consumers. Supported by a network that is widespread in Indonesia with more than 500 TIKI representative offices throughout the archipelago as clear proof that TIKI continues to strive to provide the best for consumers.

Service quality is a word that for service providers is something that must be done well. The application of quality as a characteristic of product appearance or performance is a major part of the company's strategy in order to achieve sustainable excellence, either as a market leader or as a continuous growth strategy. Quality is a dynamic condition that influences products, services, people, processes and the environment that meet or exceed expectations (Tjiptono, 2001). So that the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations (Tjiptono,

2007). Definition of Service Quality According to Suwithi in Anwar (2002: 84) "Service quality is the quality of service provided to customers, both internal customers and external customers based on standard service procedures.

In the concept of *relationship marketing*, trust is one of the dimensions of *relationship marketing* to determine the extent which one party feels about the integrity and promises offered by the other party. Trust in the brand is formed from past experiences and previous interactions. A consumption experience can be defined as the awareness and feelings experienced by consumers during the use of products or services (Sunarto, 2006:236).

Trust is the belief that one will find what one wants in an exchange partner. Trust involves a person's willingness to behave in a certain way because of the belief that his partner will give him what he expects and a hope that is generally owned by someone that the words, promises or statements of other people can be trusted (Barnes, 2003: 148).

Based on the background description above, the writer is interested in conducting research that discusses service quality, price, and trust in JNE delivery services *Express* as an object of research and its influence on consumer loyalty. Therefore this study takes the title, "The Influence of Service Quality and Trust in JNE Delivery Services *Express* Against Consumer Loyalty (Studies on JNE Consumers *Express* Deli Serdang).

### Formulation of the Problem

Based on the background description above, the research problem can be formulated as follows:

1. How does the influence of service quality on JNE consumer loyalty *Express* ?
2. How does the influence of trust on JNE consumer loyalty *Express* ?

### Literature Review

#### *Theoretical basis*

#### *Service quality*

#### *Definition of service quality*

According to Tjiptono 2007 (in Tengku Putri Lindung Bulan 2016) service quality can be interpreted as an effort to fulfill consumer needs and desires and the accuracy of their delivery in balancing consumer expectations. Meanwhile Lupiyoadi and Hamdani 2006 (in Tengku Putri Lindung Bulan 2016) say service quality is the degree achieved by characteristics related to fulfilling requirements.

According to Zeithaml et. Al (in Laksana, 2008: 88), service quality can be defined as the magnitude of the difference between the expectations or desires of consumers with their level of perception. Whereas Lewis & Booms (in Tjiptono, 2012: 157) defines service quality simply, which is a measure of how well the level of service provided is able to match customer expectations.

Service Quality is how far the difference between the expectations and reality of the customers for the reality they receive. Service Quality can be identified by comparing customer perceptions of the service they actually receive with the service they actually expect. Service quality is the main thing that needs serious attention by the company, which involves all the resources owned by the company.

#### *Service quality indicators*

In facing competition, there are several dimensions of service quality that can influence customer behavior according to Parasuraman in Lupiyoadi (2008: 182) shows five factors in determining service quality, namely:

- a. Direct Evidence (*tangibles*)
- c. reliability
- d. Responsiveness
- e. Guarantee (*assurance*)
- f. Empathy

#### *Factors that affect the quality of service*

The three gaps that lead to different perceptions regarding service quality are as follows:

1. Gap in Management Perception, namely the difference between service ratings according to service users and management perceptions regarding service user expectations. This gap occurs due to a lack of marketing research orientation, inadequate utilization of research findings, lack of interaction

between management and customers, inadequate bottom-up communication, and too many levels of management.

2. Quality Specification Gap, namely the gap between management's perception of service user expectations and service quality specifications. The discrepancy occurs, among others, due to inadequate management commitment to service quality, perceptions of impropriety, inadequate standardization of tasks and absence of goal setting.
3. Service Delivery Gap, namely the gap between service quality specifications and service delivery. This gap is caused by the following factors:
  - a. Role ambiguity, namely the extent to which employees can perform tasks in accordance with the expectations of managers but satisfy customers.
  - b. Role conflict, namely the extent to which employees believe that they do not satisfy all parties.
  - c. Appropriateness of employees with the tasks that must be done.

The service quality factors mentioned above, must be mixed properly. If not, this can lead to a gap between the company and the customer due to differences in perceptions.

### *Trust*

#### *Definition of Trust*

Trust is a psychological part of consumers. In a company, customer trust is an important factor for business people in running their business. Kotler and Keller (2016: 225) define trust as follows: *Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence*. The meaning of this definition is that trust is the company's willingness to rely on business partners. Trust depends on a number of interpersonal and inter-organizational factors. Such as corporate competence, integrity, honesty and kindness.

According to Luarn and Lin (2003) trust is a number of specific beliefs about integrity (honesty of trusted parties and the ability to keep promises), benevolence (trusted attention and motivation to act in accordance with the interests of those who trust them), competency (the ability of trusted parties to carry out trusting needs), and predictability (the consistency of the behavior of the trusted party).

Some important elements of trust according to (Barnes, 2003: 148 in Chulaifi and Setyowati, 2018) are:

1. Beliefs are developments from past experiences and actions.
2. The character expected of a partner is trustworthy and dependable.
3. Trust involves a willingness to put oneself at risk.
4. Trust involves feeling safe and confident in the partner.

#### *Trust Indicator*

According to (Meyer et al, 1995: 712 in Chulaifi and Setyowati, 2018: 40-54) there are three factors that shape a person's trust in others, namely ability, benevolence, and integrity. These three factors can be explained as follows:

##### a. Ability

Capability refers to the competence and characteristics of the seller/organization in influencing and authorizing a specific area. In this case, how can sellers be able to provide, serve, and secure transactions from interference from other parties? This means that consumers get guaranteed satisfaction and security from the seller in making transactions. Kim et al stated that abilities include competence, experience, validation, institutional, and ability in science.

##### b. Kindness (benevolence)

Kindness is the seller's willingness to provide mutually beneficial satisfaction between himself and the consumer. The profit earned by the seller can be maximized, but satisfaction is also high. Sellers are not solely pursuing maximum profit, but also have great concern in realizing consumer satisfaction.

##### c. Integrity

Integrity relates to how the seller's behavior or habits carry out his business. The information provided to consumers is true according to the facts or not. The quality of the products being sold can be trusted or not. Kim et al argued that integrity can be seen from the perspective of fairness, fulfillment, loyalty, honesty, dependability, and reliability.

The indicators that are in trust are:

1. Trust in employee service.
2. Trust in the facilities provided.
3. Belief in security guarantees.

#### *Factors that affect service quality*

There are several factors that can affect a person's trust. McKnight (2002) states that there are factors that can influence consumer trust, namely perceived web vendor reputation and perceived web site quality.

- a. Perceived web vendor reputation

Reputation is an attribute given to sellers based on information from other people or sources. Reputation can be important for building a consumer's trust in a seller because consumers do not have personal experience with sellers. Word of mouth reputation can also be the key to consumer interest. Positive information that consumers hear about sellers can reduce perceptions of risk and insecurity when transacting with sellers. This can help increase consumer confidence about the competence, benevolence, and integrity of the seller.

- b. Perceived web site quality

Perceived web site quality, namely the perception of the quality of the site from the virtual store. The appearance of a virtual store can affect the first impression that is formed. A professional website appearance makes customers feel comfortable, so customers can be more confident and comfortable in making purchases.

#### *Consumer Loyalty*

Loyalty is an ancient term that has traditionally been used to describe loyalty and enthusiastic devotion to a country, cause, or individual. In recent business contexts, the term loyalty has been used to describe a customer's willingness to continue to subscribe to a company over the long term, by purchasing and using its goods and services repeatedly and preferably exclusively, and voluntarily recommending the company's products to others, friends and colleagues (Lovelock and Wright, 2007).

According to (Tjiptono, 2008) loyalty is a situation where consumers behave positively towards products or producers (service providers) and in consistent purchasing patterns. The loyalty effect for the company is to provide a continuous source of income over a period of years. It should be underlined that, loyalty will only continue as long as customers feel that they are receiving better value (including higher quality) than can be obtained by switching to other service providers.

Tjiptono (2012:100-108) suggests several characteristics of loyal consumers, including:

- a. Make consistent purchases.
- b. Recommend company products to others.
- c. Consumers will not switch to competitors' products.

Customer loyalty is the final effect of a purchase, which is defined as an attitude and intention to behave in the future, and is expressed through a commitment to re-purchase the product needed by the company, a commitment to recommend to others, an intention to increase the amount of savings, an intention or the desire to tell positive things about the company and the willingness to pay dearly (Palitati, 2007).

From several opinions regarding customer loyalty, it can be concluded that customer loyalty is a positive attitude shown by customers towards a service provider by repurchasing products or services offered by the company in the long term and recommending the company to colleagues and family.

#### *Factors Affecting Consumer Loyalty*

According to Zikmund in Vanessa (2007:72) customer loyalty is influenced by five factors, namely:

1. Satisfaction (satisfaction)
2. Emotional bonding
3. Trust
4. Choice reduction and habit (ease)
5. History with the company (experience with the company)

Marconi (in Priyanto Doyo 2006:45) states that the factors that influence a product or service are as follows:

1. Value (price and quality)
2. Image (both from personality and brand reputation)
3. Convenience and ease to get the product
4. Satisfaction felt by consumers

5. Service
6. Warranty and guarantee.

*Efforts to Maintain Consumer Loyalty*

In Ali Hasan (2008: 91) maintaining customer loyalty to a product or company should be maintained, because loyal customers are a very valuable asset for the company, meanwhile, to maintain customer loyalty, suggest companies do the following:

1. Customer bonding
2. Managing inelastic demand
3. Product quality
4. Sales promotion
5. Relationship marketing
6. Identifying customer requirements
7. Continuous improvement
8. Increasing added value for customers
9. Make customers happy
10. Optimizing quality function development
11. Organizational commitment
12. Foster familiarity with customers

**RESEARCH METHOD**

This research was conducted at JNE *Express* which is located on Jl. Medan Lubuk - Pakam. The population in the study conducted by researchers at the JNE *Express* Lubuk Pakam Branch was 213 people. The sampling technique in this study is non-probability, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample . Based on the sampling technique in the study, the number of samples used was 68 people. To analyze the information data obtained by the author using multiple linear regression analysis, partial test (t test), simultaneous test (f test), and test the coefficient of determination.

**RESEARCH RESULTS AND DISCUSSION**

**Multiple linear regression**

Multiple linear analysis in this study used the *SPSS Statistics version 22 software application* . The form of the equation is:

$$Y = a + b_1 x_1 + b_2 x_2 + e$$

Then based on the results of the analysis using the *SPSS Statistics version 22 software program* , the multiple linear regression equation can be presented as follows:

**Table 1**  
**Multiple Linear Regression Analysis**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	8,631	1,724		5.006	,000
	Service quality	,446	,151	,556	2,955	,004
	Trust	,186	,165	,212	1.124	,265

a. Dependent Variable: Customer Loyalty

$$Y = 8.631 + 0.446x_1 + 0.186x_2$$

Based on the above equation, it can be explained as follows:

- 1) The constant coefficient is 8.631 meaning that if there are no service quality and trust variables, then consumer loyalty will be 8.631.
- 2) The regression coefficient of the service quality variable is 0.446 with a positive direction, meaning that for every increase in the quality of physical facilities by 1 point and other variables are constant, consumer loyalty will increase by 0.446 points.
- 3) The regression coefficient of the trust variable is 0.186 with a positive direction, meaning that for every increase in the quality of physical facilities by 1 point and other variables are constant, consumer loyalty will increase by 0.186 points.

### Hypothesis testing

Before looking at the results of testing the hypothesis, it is necessary to know that the hypothesis in this study are:

1. T test

This partial test uses the T test, namely:

$H_0$  accepted if  $t_{hitung} < t_{tabel}$  at  $\alpha = 5\%$

$H_a$  accepted if  $t_{hitung} > t_{tabel}$  at  $\alpha = 5\%$

The following will explain each test partially:

**Table 2**  
**T test**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	8,631	1,724		5.006	,000
	Service quality	,446	,151	,556	2,955	,004
	Trust	,186	,165	,212	1.124	,265

a. Dependent Variable: Customer Loyalty

The formula for finding the value  $t_{tabel}$  is:

$$t_{tabel} = \frac{\alpha}{2}; nk-1$$

Information :

$\alpha = 0.05$  (5%)

N = number of respondents

K = number of independent variables

$$\text{So, } t_{tabel} = \frac{0,05}{2}; 68-2-1$$

$$= 0.025 ; 65$$

Then look for the distribution of values  $t_{tabel}$ , then find a value  $t_{tabel}$  of 1.99. The results of testing the hypothesis partially through the t test are obtained  $t_{hitung}$  based on the coefficient values which can be seen in table 4.2 above.

- a) Service quality has a significant effect on consumer loyalty to JNE *Express shipping services* with  $t_{hitung} > t_{tabel}$   $2.955 > 1.99$ . The influence of physical facilities on consumer loyalty is 55.6%. The test results  $H_1$  in this study stated that the service quality variable had a significant effect on consumer loyalty. So thus  $H_1$  accepted.
  - b) Trust has no significant effect on consumer satisfaction in JNE *Express shipping services* with  $< 1.124$   $t_{hitung} < t_{tabel}$  1.99 . The effect of reliability on customer satisfaction is 21.2%. The test results  $H_2$  in this study stated that the reliability variable had no significant effect on customer satisfaction. So thus  $H_2$  rejected.
2. F test



The effect of the independent variable on the dependent variable can be seen from the F test, while the F test requirements are:

$H_0$  accepted if  $f_{hitung} < f_{tabel}$  at  $\alpha = 5\%$

$H_a$  accepted if  $f_{hitung} > f_{tabel}$  at  $\alpha = 5\%$

Based on the results of statistical testing (Anova Test / F Test) seen in the table below as follows:

**Table 3**  
**F test**

ANOVA <sup>a</sup>

Model	Sum of Squares	Df	MeanSquare	F	Sig.
1 Regression	360,803	2	180,402	42,492	,000 <sup>b</sup>
residual	275,961	65	4,246		
Total	636,765	67			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Trust, Service Quality

In the table above it is found that the value  $f_{hitung} = 42.492$  with a probability level ( $0.000 < 0.05$ ). After knowing the magnitude of  $f_{hitung}$ , it will be compared with  $f_{tabel}$ .

To find the value  $f_{tabel}$ , you need the formula:

**k; nk**

Information :

k = Number of independent variables (free)

n = Number of respondents

So,  $f_{hitung} = 2 ; 68-2$

2 ; 66

Then look for the value distribution  $f_{tabel}$  and find a value  $f_{tabel}$  of 3.14. Because the value of  $f_{hitung}$  42.492 is greater than the value of  $f_{tabel}$  3.14, it can be concluded that the independent variable  $x_1$  affects  $x_2$  the dependent variable (Y).

### 3. Determination Coefficient Test (R<sup>2</sup>)

The coefficient of determination test was carried out to see the magnitude of the influence of service quality and trust on consumer loyalty to the JNE *Express delivery service*. The determinants obtained are as follows.

**Table 4**  
**Test R<sup>2</sup>**

Summary Model <sup>b</sup>

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	,753 <sup>a</sup>	,567	,553	2,060	1,269

a. Predictors: (Constant), Trust, Service Quality

b. Dependent Variable: Customer Loyalty

From the calculation above, it is obtained that the value of R Square (R<sup>2</sup>) = 0.567 or 56.7%. Because R square ranges from 0 to 1, note that the larger the R square, the stronger the variable. This means that the independent variables namely tangible, reliability, responsiveness, assurance and empathy for JNE *Express customer satisfaction* are 0.567 or 56.7%. The remaining 0.433 or 43.3% can be explained by other variables outside of this study, such as location, price, brand image and others.

## CONCLUSION

Based on the results of research data processing that has been carried out, in this chapter the researcher can draw conclusions regarding the study "The Influence of Service Quality and Trust in JNE Delivery Services on JNE Deli Serdang Consumer Loyalty", as follows, the results of the study show that Service Quality ( $x_1$ ) has a significant effect on JNE Deli Serdang Consumer Loyalty. This can be seen from the significant value of service quality, namely  $0.004 < 0.05$  and a value  $t_{hitung}$  of  $2.955 > t_{tabel}$  1.99, meaning that the service quality variable is positive and partially significant to consumer loyalty. The results of the study show that Trust ( $x_2$ ) has a significant effect on JNE Deli Serdang Consumer Loyalty. This can be seen from the significant value of trust, which is  $0.265 > 0.05$  and a value  $t_{hitung}$  of  $1.124 > t_{tabel}$  1.99, meaning that the trust variable is positive and partially significant to consumer loyalty.

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