

The Influence of Levels of Satisfaction, Trust together with Service Quality on J&T Express Customer Loyalty in East Jakarta

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ABSTRACT

The objective of this study is to determine the influence of service quality, trust, together with customer satisfaction on customer loyalty towards J&T Express in East Jakarta. The sample for this study consists of 120 respondents, selected using simple random sampling. Data collection was conducted through questionnaires. The essential tests include normality, linearity, together with multicollinearity tests. Data analysis was performed using various types of horizontal regression lines. The analysis was conducted using SPSS version 28. The results of this study indicate that, based on the t-test, service quality, trust, together with customer satisfaction are effective together with beneficial for loyal customers. Based on the results of the F-test, good service, trust, together with customer satisfaction collectively have a positive effect on customer loyalty towards J&T Express in East Jakarta. Based on several backtesting results, good service, reliability, together with customer satisfaction contribute only 67% to customer loyalty towards J&T Express in East Jakarta, while the remaining 33% reflects the influence of other variables that were not examined in this study.

Keywords: Service quality, customer satisfaction, trust, consumer loyalty

INTRODUCTION

The rapid growth of the global economy has led to the emergence of new businesses, initiated by small, medium, together with large enterprises alike. This trend is accompanied by the fast-growing delivery services sector or courier service companies. The presence of delivery service providers helps meet the needs of business actors by delivering goods to customers both near the business location together with far beyond the company's operational area, thereby increasing profits by expanding the business market. The utilization of technology together with the flow of

information supports companies in developing products or services that meet the needs together with desires of customers. The more established a company becomes, the more intense the competition. The high demand for delivery services creates business opportunities for entrepreneurs. The shipping industry in Indonesia is a promising business with economic growth increasing year after year (Erwin & Tumpal, 2017). To survive in this competitive landscape, companies must be able to build together with maintain customer loyalty.

PT J&T Express is a company operating in the courier service industry. J&T Express is a courier company that uses modern technology in its simplified processes. The extensive network owned by J&T Express facilitates easy service offerings to customers throughout Indonesia (J&T Express, 2016). In facing competition between logistics companies, J&T Express offers quality service in the form of picking up goods at the sender's location, covering all areas in Indonesia, being able to track goods that are in the delivery process which can be accessed via the application together with website, working operational hours without holidays during 365 days, free hotline, premium service at normal prices, VIP platform, SMS waybill, together with insurance claim facilities. Service quality together with customer loyalty are the two main key elements that determine the successful implementation of every service-oriented company, especially the J&T Express logistics company. The J&T Express company is a company that uses IT to offer its services. This company offers the advantage of picking up goods, so customers don't need to go to the J&T office. This is in accordance with their symbol which says free pick-up together with delivery of goods.

In this case, based on findings together with as a user of J&T Express services, there is a lack of quality in terms of service which results in several backlogs in terms of picking up together with sending goods. Not only that, people complain that the delivery of goods takes weeks together with the service to customers is not friendly enough, the status on the application has been received but the physical goods have not yet been received by the customer, the delivery service is not able

to look after the goods properly so that the goods received are sometimes damaged, customers complain about expensive shipping costs, so there is no anticipation from J&T Express when shipping is overloaded before Eid or other big holidays, which causes shipping to be delayed together with delivery to take a long time to reach its destination.

The purpose of this study is to find out together with analyze whether there is an influence together with if there is, how big an influence is service quality, trust together with consumer satisfaction on J&T Express customer loyalty in East Jakarta.

LITERATURE REVIEW

Service Quality

Zeithaml et al. (2018) state that the quality of service received by customers is reflected in the gap between customers' needs or desires together with their level of understanding. Based on Tjiptono (2016), "Service quality is maintaining performance levels to meet customers' quality expectations together with needs." Sugita et al. (2017) define service quality as all efforts made by a company to fulfill customer needs, including the ability to provide services together with ensure customer satisfaction.

Service quality is a key method that must be improved to achieve success. Buyers' perceptions of service quality serve as a general measure of both product functionality together with quality. Therefore, good service can be defined as efforts to match customer needs with appropriate delivery in order to satisfy buyers' desires together with needs. The higher the level of service provided by a company, the greater the customer satisfaction, which in turn

influences customer loyalty (Putri & Yulianthini, 2023).

Kotler & Keller (2016) define quality as the overall features together with characteristics of a product or service that satisfy expressed or implied needs. Customer satisfaction is the customer's evaluation of a product or service compared to their pre-use expectations. Companies that wish to remain competitive need to offer added value to differentiate themselves from others. The added value provided will encourage customers to continue purchasing the product or service. Companies that can survive are those capable of maintaining customer trust in everyday life.

Based on Parasuraman et al. (as cited in Poornama, 2016), there are five elements of service quality: physical evidence (documentation), reliability, responsiveness, assurance, together with empathy.

Trust

To increase consumer trust together with loyalty, companies in the expedition services industry must provide high quality services. Mowen & Minor in (Sudaryana, 2020) define trust as the belief that someone will find what they want in an exchange partner. Based on Maharani in (Caniago, 2022) consumer trust consists of 4 indicators, namely: Reliability, honesty, care together with credibility.

Customer Satisfaction

Based on Kotler together with Armstrong (2017), "Customer satisfaction is an experience based on the consumer's evaluation of how well their products together with services meet their expectations." This assessment is based on analyzing the customer's purchase intentions or the value that

contributes to achieving the customer's goals.

Howard together with Sheth (as cited in Tjiptono, 2017) suggest that customer satisfaction is the buyer's perception of the balance or disparity between the benefits together with sacrifices.

Kotler together with Keller (2016) state that satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product or service's performance or outcome with their expectations. Customers are dissatisfied if performance or experience does not meet expectations. If it meets expectations, customers are satisfied. If it exceeds expectations, customers will be highly satisfied or even delighted.

Customer satisfaction results from a clear together with positive experience of good service. This response is the outcome of evaluating customer needs together with comparing the company's understanding of excellent performance. Based on Raditha, Clemes, together with Dean (2017), customer satisfaction can be created through signs of satisfaction from the company, the company's status as a good choice, happy service, together with satisfying service.

Based on these points, it can be concluded that customer satisfaction refers to the customer's opinion or view regarding the use of a product or service when their needs together with expectations are met. In other words, if customers feel that what they receive falls short of expectations, they are dissatisfied. If the product or service meets expectations, customers will be satisfied, together with if it exceeds expectations, they will be highly satisfied.

Customer Loyalty

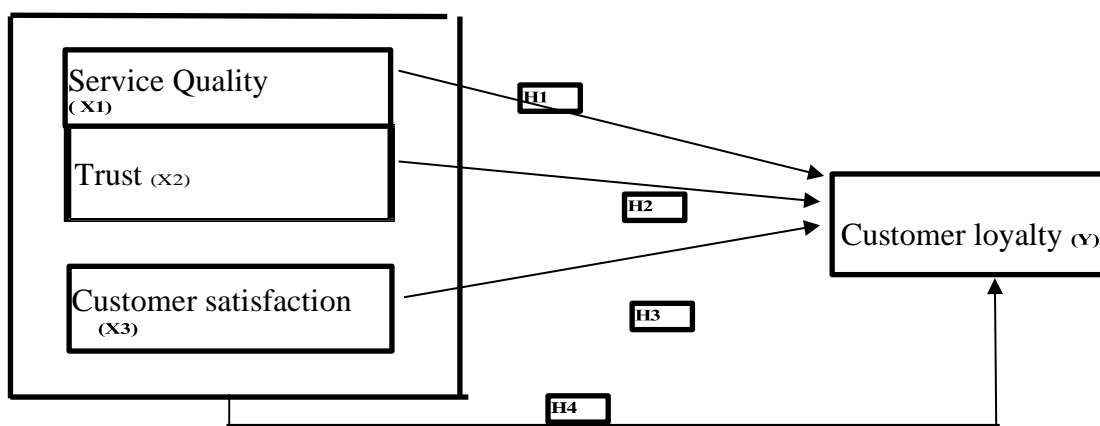
Kotler together with Keller (2016) define loyalty as a strong commitment to repurchase a product or service in the future, regardless of market conditions or competitors' efforts to change behavior.. Loyal customers have several advantages for the company, including loyal customers who are less sensitive to price, remain subscribed or buy the company's products for a long period together with spread positive information about the company together with the products it offers.

Customer loyalty indicators based on Griffin in Rini Sugiarsih (2019):

1. Make purchases regularly
2. Customers who do it regularly, where customers will continue to use the product or service.
3. Purchase between product lines together with services

4. Customers not only buy one type of product after another, but they buy accessories for their products, where customers may add items to the products they buy.
5. Recommend products to other people (refers other)
6. Customers will tend to tell what they feel after using a product or service, which is often called Word of Mouth (WOM). Loyal customers will tell positive stories to others
7. Demonstrates immunity to the pull of competitors
8. Loyal customers are customers who are not easily influenced by alternative products or services even though competitors try to provide various advantages or offers.

HYPOTHESIS



Gambar 1. Hypothesis Framework

Hypothesis

- H1** : Service quality is possessing a positive together with significant effect on customer loyalty
- H2** : Trust is possessing a positive together with significant effect on customer loyalty
- H3** : Consumer satisfaction is possessing a positive together with significant effect on customer loyalty
- H4** : Service quality, trust together

with consumer satisfaction simultaneously have a positive together with significant effect on customer loyalty.

RESEARCH METHODS

The type of research used is quantitative research together with the approach used is a quantitative approach. data collection techniques using the questionnaire method. The population in this study were all J&T

Express customers in East Jakarta, while the sample used in the study used a sample of 120 respondents. The data analysis method used in this study is a multiple linear regression model. The data processing technique uses SPSS version 28 to calculate the results of the Multiple Linear Regression variable test, T Test, F Test, together with determination analysis.

RESULTS TOGETHER WITH DISCUSSION

Validity testing is carried out with the aim of testing the validity of each question item in the questionnaire that has been designed. A question item is declared valid if the correlation value (rcount) of the question item is > rtable. It is known that the rtable value in this study is 0.1979 which was obtained

based on the r table (Pearson product moment) by looking at the N value column 120 together with the 2-tailed column. Based on the study results, all rcount values are > 0.1979 (rtable). So it is concluded that all questions are valid.

Reliability testing must be carried out only on questions that have met the validity test, so if they do not meet the validity test requirements then there is no need to continue the reliability test. If the Cronbach's Alpha value is greater than 0.60, then the study questionnaire is reliable. It is known from the results of this study that the questionnaire is reliable, because all Cronbach's Alpha values for the three variables are greater than 0.60.

Table 1. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	33.964	5.645		5.633	.000
	Service quality	.171	.074	.057	2.740	.005
	Trust	.172	.066	.274	2.874	.008
	Consumer satisfaction	.163	.075	.068	2.654	.006

a. Dependent Variable Customer Loyalty

Source: data processing results SPSS, 2024

Table 2. Result t Test(Partial)

Variable	T count	Significant 5%	Conclusion
Service quality (X1)	2.72	0.005	H ₁ accepted
Trust (X2)	2.875	0.008	H ₂ accepted
Consumer satisfaction (X3)	2.654	0.006	H ₃ accepted

Source: data processing results SPSS, 2024

From the table above it can be concluded

1. Influence of X1 on Y

It is known that the sign value is $0.005 < 0.05$ together with the calculated t value is $2.720 > 1.982$, so it can be concluded that H₁ is accepted, which

means there is a positive together with significant influence between variable X1 together with variable Y.

2. Influence of X2 on Y

It is known that the sign value is $0.008 < 0.05$ together with the calculated t value is $2.875 > 1.982$, so it can be

concluded that H2 is accepted, which means there is a positive together with significant influence between variable X2 together with Y.

3. Influence of X3 on Y

It is known that the sign value is $0.006 < 0.05$ together with the calculated

t value is $2.654 > 1.982$, so it can be concluded that H3 is accepted, which means there is a positive together with significant influence between variable X3 together with Y.

Table 3. Result F Test (Simultant)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	708.975	15	47.265	4.235	.028 ^b
	Residual	1.319.220	105	12.564		
	Total	2.028.195	120			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Service quality, Trust, Consumer satisfaction						

Source: Data processing results SPSS, 2024

Based on the table above, it can be concluded that:

1. Influence of X1, X2 together with X3 on Y

It is known that the sign value is $0.028 < 0.05$ together with the calculated F value

is $4.235 > 3.10$ F table, so it can be concluded that H4 is accepted, which means that there is an influence of variables X1, X2 together with X3 on Y.

Table 4. Determiation Coefficient Analysis Test(R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.280 ^a	.667	.67	3.65036
a. Predictors: (Constant), Service quality, Trust, Consumer satisfaction				

Source: Data processing results SPSS, 2024

Table 4. Coefficient of Determiation (R square)

The summary of the model shows a coefficient of determination (R square) of 0.67 or 67%. This means that 0.67 or 67% of customer loyalty (Y) is influenced by service quality (X1), trust (X2), together with customer satisfaction (X3). The remaining 33% (100 - 67) is influenced by other factors not examined in this study.

Effect of Service Quality (X1) on Customer Loyalty (Y) for J&T Express in East Jakarta

The results of the first hypothesis testing in this study indicate that service quality significantly influences customer loyalty. It was found that the service quality variable significantly impacts customer satisfaction for J&T Express in East Jakarta ($b = 0.057, p < 0.05$), supporting the first hypothesis that service quality (X1) affects customer loyalty (Y).

Good service refers to all activities undertaken by the company to meet customer needs. Service quality is the provision of products or services that meet the standards used at the point of delivery, ensuring they align with the desires together with needs of customers (Sunyoto, 2012).

These findings are consistent with previous studies by Raditha, Clemes, together with Dean (2017) together with Minh together with Huu (2016), which state that good service positively impacts product utilization by the community. Good service also enhances customer perceptions of the product, increasing customer loyalty (Raditha, Clemes, together with Dean, 2017). When customers receive good service, their perception of the product improves, making them more likely to repurchase or recommend the service to others. Good service is important together with has a positive effect on customer loyalty, meaning that if service is good, customers will trust the brand or company more. Previous research by Minh together with Huu (2016) concluded that service quality is one way to enhance customer loyalty.

Effect of Trust in J&T (X2) on Customer Loyalty (Y) in East Jakarta

The second hypothesis test results show that trust influences customer loyalty. This study found that the trust variable (X2) significantly affects customer loyalty (Y) for J&T Express in East Jakarta ($b = 0.274$, $p < 0.05$), supporting the second hypothesis that trust has an impact on customer loyalty for J&T Express in East Jakarta.

Effect of Customer Satisfaction (X3) on Customer Loyalty (Y) for J&T Express in East Jakarta

The study also tested the third hypothesis, which posits that customer satisfaction affects customer loyalty. It

was found that the customer satisfaction variable (X3) positively impacts customer loyalty (Y) for J&T Express in East Jakarta ($b = 0.068$, $p < 0.05$), supporting the third hypothesis that customer satisfaction influences customer loyalty for J&T Express in East Jakarta. Based on Kotler & Keller (2016), customer satisfaction is the level of a person's feelings after comparing performance or results with their expectations. Therefore, the level of satisfaction is a function of the gap between performance together with expectations.

The Influence of Service Quality, Trust together with Consumer Satisfaction on J&T express Customer Loyalty in East Jakarta

The results of testing the third hypothesis in this study state that service quality, trust together with consumer satisfaction jointly influence loyalty. It is known that the sign value is $0.028 < 0.05$ together with the calculated F value is $4.235 > 3.10$ F table, so it can be concluded that the fourth hypothesis is accepted, which means that there is an influence of variables X1, X2 together with X3 on Y. Service quality is one of the things that determines consumer satisfaction. Therefore, if the service provided is good together with in accordance with the consumer's wishes then there will be satisfaction, but if the service provided is not good or does not match the consumer's wishes then there will be no consumer satisfaction. Together with if customer satisfaction is obtained as expected, customer loyalty will be formed.

CONCLUSION

Based on the analysis, it can be concluded that:

1. Service quality, reliability, together with customer satisfaction have made J&T

Express a loyal brand among customers in East Jakarta. This is evidenced by the results of correlation together with regression coefficient calculations. Ultimately, there is a positive relationship between the influence of service quality, trust, together with customer satisfaction on customer loyalty to J&T Express in East Jakarta.

2. Based on the summary table of the coefficient of determination, the value of the determination (adjusted R square) is 0.67 or 67%. This means that 0.67 or 67% of J&T Express customer loyalty (Y) in East Jakarta is simultaneously influenced by service quality (X1), trust (X2), together with product customer satisfaction (X3), while the remaining 33% (100-67%) is influenced by other factors not examined in this study, including price, culture, demand convenience, coverage, etc.

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