

3. Customer satisfaction PT J&T surabaya branch perspective of service quality, price and testimonials

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Customer satisfaction PT J&T surabaya branch perspective of service quality, price and testimonials

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ABSTRACT

This study aims to analyze the effect of service quality, price and testimonials of shipping service customers on customer satisfaction of PT Express Surabaya Branch with a total of 70 partners. This study uses three independent variables, namely service quality, price and testimonials with one dependent variable, namely customer satisfaction. The population in this study were customers or users of J&T Express Wringinanom Branch. The sample taken was 500 respondents using Non-Probability Sampling technique with Accidental Sampling approach, which is a sampling technique based on chance, that is, who happens to meet the researcher can be used as a sample. The data analysis method used is in the form of validity and reliability tests, multiple linear regression analysis, T test and F test and it was found that the overall Service Quality Variable has no positive and significant effect on Customer Satisfaction in using J & T services with a value of 0.414 greater than 0.05. The overall price variable has a positive and significant effect on customer satisfaction in using J & T services with a value of 0.033 less than 0.05. The Testimonial Variable (X3) has a t-count value of 3.099, because the t value is 3.099 > t table 1.97. And the significance value is 0.023. The significance value shows a value smaller than a = 0.05 (0.023 < 0.05), which means that the Testimonial variable (X3) partially affects customer satisfaction. Customer Satisfaction (X1), Price (X2) and Testimonials (X3) simultaneously affect Customer Satisfaction (Y).

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INTRODUCTION

Customer satisfaction is indicated by service quality and price (Hu et al., 2009; Mahmud, 2013; Suhartanto & Noor, 2012). Service quality is a series of superior activities from the company that are expected to fulfill customer desires from all aspects of the characteristics of goods or services (Brogowicz et al., 1990; Lin, 2007; Victorino et al., 2005). Service emphasizes aspects of customer satisfaction so that it can create loyalty or loyalty to companies that have provided quality service that is so satisfying for their customers. Given the quite strategic role of customer satisfaction in the

survival of the company, the authors are interested in conducting research on service quality which is thought to affect customer satisfaction (Hansemark & Albinsson, 2004; Javadein et al., 2008; Kassim & Asiah Abdullah, 2010). Price is the amount of money paid for services or the amount of value that customers exchange in order to benefit from owning or using goods or services (Darby & Karni, 1973; Palmer, 2013; Winer, 2001). Price is also very important in determining the quality of service provided to customers and also affects customer satisfaction as a result of research by (da Silva, 2020; Dimiyati & Subagio, 2016; Garga & Bambale, 2016) which states that partially and simultaneously there is a significant relationship between customer satisfaction and service quality with a fairly high determinant value (McDougall & Levesque, 2000; Tannady & Purnamaningsih, 2023; Tarn, 1999).

To assess the company's performance towards customer satisfaction, in traditional marketing a suggestion box is usually provided, in modern marketing it is better known as a review or testimonial facility. With testimonial facilities, companies can find advantages that will be used as weapons to win the market, or shortcomings that will be corrected. Basically, customer satisfaction and dissatisfaction with the product will affect subsequent behavior patterns. This is shown by customers after the purchase process (postpurchase action) (Darby & Karni, 1973; Palmer, 2013). If the customer is satisfied, then he will show the likelihood of buying the same product again. Satisfied customers also tend to give good references to the product to others (Dimiyati & Subagio, 2016; Joudeh & Dandis, 2018; v. Wangenheim & Bayón, 2007).

J&T Exspress started precisely on August 20, 2015. At that time PT Global Jet Exspress was officially established as well as inaugurating the head office in Dipluit, North Jakarta. although this company is a new company in the field of freight forwarding and expedition services, J & T is optimistic that it will become a superior service and a choice for the people of Indonesia.

The research objectives are: to test and analyze the effect of service quality, price and testimonials on customer satisfaction J & T Wringinanom Branch positively and significantly.

RESEARCH METHOD

The object of research on J&T Surabaya Branch customers consisting of 70 J&T partners,. The research was conducted in approximately 6 months, starting from looking for literature studies in the form of journals, previous research, and relevant books, distributing questionnaires, to data processing.

The type of research used with a quantitative descriptive approach. According to (Sugiyono, 2019), the descriptive qualitative method is a research method based on the philosophy of postpositivism. This study uses observation and questionnaire data sources.

Table 1. Observation and questionnaire data sources

Variabel	Definisi	Indikator
Kualitas pelayanan (X1)	Kualitasx pelayananx adalah tingkatx keunggulan yang diharapkan dan pengendalian atas tingkat keunggulan tersebut untuk memenuhi keinginan pelanggan.	<ol style="list-style-type: none"> 1. Bukti fisik (tangible) 2. Reabilitas (reliability) 3. Daya tanggap (responsiveness) 4. Jaminan (assurance) 5. Empati (emphaty)
Harga (X2)	Harga adalah sejumlah uang yang dibebankan atas suatu produk atau jasa, atau jumlah dari nilai yng tukar pelanggan atas penggunaan produk atau jasa tersebut.	<ol style="list-style-type: none"> 1. Keterjangkauan harga 2. Kualitas harga dengan kualitas produk 3. Daya saing harga Kesesuaian harga dengan produk
Testimoni (X3)	Testimoni adalah pernyataan atau pesan pelanggan mengenai pengalamannya selama bertransaksi dengan penjual, baik itu cara pelayanannya maupun kualitas barang/ jasa, harga yang dibeli.	<ol style="list-style-type: none"> 1. Sensory (Sensasi Indrawi), 2. Affective (Perasaan), 3. Behavioral (Perilaku), 4. Intellectual (tanggapan)

Kepuasan pelanggan (Y)	Kepuasan pelanggan yaitu hasil yang dirasakan pembeli dari kinerja suatu perusahaan yang memenuhi harapan mereka.	<ol style="list-style-type: none"> 1. Kualitas produk yang dihasilkan 2. Kualitas pelayanan yang diberikan 3. Harga produk Kemudahan mengakses produk
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In this study using a Likert scale (Allen & Seaman, 2007; Bertram, 2007; Joshi et al., 2015) with Population and samples in this study of customers at J & T Wringinanom Branch, with a population of about 50 respondents who were met by chance. Peneitihan uses two kinds of data, namely primary data and secondary data with data analysis used in this study including the following: Validity test, reliability test, hypothesis with multiple linear regression, significant test (F test) and partial test (t test).

RESULTS AND DISCUSSIONS

Not to be outdone by other delivery services in Indonesia, J&T Express shipping rates start at just IDR 10,000 and come with an insurance option for people who want to be protected in case of problems or damage. You can also choose your own type of delivery service that best suits the type of goods, shipping budget, or as needed. J&T it self has three types of delivery services as follows.

J&T EZ

This type of delivery service is also known as J&T Regular, which charges a standard shipping fee with an estimated delivery time starting from 2 days. If the destination address is not far away, the longest is about 5 days. However, if the address is quite far away, for example, different cities or outside the province, it can exceed 5 working days. One of the advantages of the J&T EZ service is that it reaches a large area, namely all regions in Indonesia, including remote areas or small towns.

J&T Super

This type of delivery is the fastest at J&T with an estimated arrival time of 1-2 days to the customer's destination address, and a maximum of 3 days if the delivery queue is large, for example during National Shopping Day. But J&T Super rates are also more expensive when compared to the J&T EZ type of service because it is faster. However, the rates for J&T EZ and J&T Super are not that far apart. For comparison, the rate for shipping from Jakarta to Tangerang if using J&T EZ with an item weight of 1 kg is around Rp 11,000, while if using J&T Super with the same item weight and route is around Rp 15,000. So, the difference is only about Rp 4,000.

J&T ECO (Economy)

This type of delivery service is the most economical, aka the cheapest at J&T when compared to the previous two types of services. But the estimated time is also longer, which is around 5 to 14 working days.

Respondents in the study were customers of J&T Express Surabaya Branch shipping services with 70 partners totaling 500 people. Data collection was carried out by distributing questionnaires to respondents who were customers of the J&T Express Surabaya Branch delivery service with 70 partners randomly and by chance. Respondent characters examined in this study include: Gender, Age, number of times using J&T Express delivery services Wringinanom Branch.

Judging from the age of 500 respondents, consisting of 111 respondents aged <20 years (22.2%), 170 respondents aged 21 years to 25 years (34%), 90 respondents aged from 26 years to 30 years (18%), 80 respondents of this average age from 31 years to 35 years (16%), 49 respondents of

this average age of >36 years (10%). Based on this data, it can be seen that the age of the most J & T users is an average age of <20 years to > 36 years, this is a productive age for using J & T.

Judging from the gender of the 500 respondents, it can be seen that 210 respondents were male (42%), while 290 respondents were female (58%). From this data, it can be seen that J&T is in great demand by both men and women.

Judging from the income of 500 respondents; 18% of respondents have income between <Rp. 1,000,000, 32% of respondents have income between Rp. 1,000,000 to Rp. 3,000,000, 34% of respondents have income between Rp. 3,000,000 to Rp. 5,000,000, 16% of respondents have an income of more than Rp. 5,000,000. Based on this data, it appears that the average income of respondents who often use J&T services is Rp. 3,000,000 to Rp. 5,000,000 per month.

The validity and reliability tests in this study state that they are valid and reliable, in multiple linear regression analysis the model is obtained: $Y = 6.979 + 0.161 X1 + 0.491 X2 + 0.348 X3$ which explains that :

The constant coefficient is 6.979

This can be interpreted that customer satisfaction will be worth 6.979 if each of the Service Quality and price variables is 0.

Service Quality variable (X1)

The Customer Satisfaction variable (Y) will be if the Service Quality variable (X1) increases by one unit, the provision of Customer Satisfaction (Y) from Service Quality will increase by one, the value will change by 0.161. The Service Quality variable (X1) has a regression coefficient of 0.161. The positive regression coefficient value indicates that Service Quality has a positive influence on customer satisfaction. Thus, the better the Service Quality, the better the Customer Satisfaction.

Price variable (X2)

The Customer Satisfaction variable (Y) will increase if the Price variable (X2) increases by one unit, the provision of Customer Satisfaction (Y) from the Price will increase by one, the value will change by 0.491. Price (X2) has a regression coefficient of 0.491. The positive regression coefficient value indicates that Price has a positive influence on customer satisfaction. Thus, the better the price, the better the customer satisfaction will be.

Testimonial variable (X3)

The Customer Satisfaction variable (Y) will change if the Testimonial variable (X3) increases by one unit, the provision of Customer Satisfaction (Y) from Testimonials will increase by one, the value will change by 0.348. Testimonials (X3) has a regression coefficient of 0.348. The positive regression coefficient value indicates that testimonials has a positive influence on customer satisfaction. Thus, the better the testimonials, the better the customer satisfaction will be.

CONCLUSION

Based on the results of the study, the conclusions that can be drawn from this research are as follows (a). The overall Service Quality variable does not have a positive and significant effect on Customer Satisfaction in using J & T services with a value of 0.414 greater than 0.05; (b). The overall price variable has a positive and significant effect on customer satisfaction in using J & T services with a value of 0.033 less than 0.05; (c). The Testimonial variable (X3) has a t-count value of 3.099, because the t value is $3.099 > t$ table 1.97. And the significance value is 0.023. The significance value shows a value smaller than $\alpha = 0.05$ ($0.023 < 0.05$), which means that the Testimonial variable (X3) has a partial effect on customer satisfaction; (e). Customer Satisfaction (X1), Price (X2) and Testimonials (X3) simultaneously affect Customer Satisfaction (Y). Suggestions for future research development to achieve better results include other variables that may have an influence on customer satisfaction,

consider qualitative approaches such as in-depth interviews or case studies to gain deeper insights into customer experiences, expand the research sample by involving more respondents from different backgrounds and regions, use more advanced analysis such as path analysis or SEM analysis (Structural Equation Modeling, take into account the influence of specific context factors, such as culture, geography, or local market characteristics, which may affect customer satisfaction. By considering this context, the research will provide a more comprehensive understanding of customer satisfaction in a broader context, considering longitudinal research designs that involve measuring customer satisfaction at different times, combining quantitative and qualitative methods can provide richer and holistic insights into customer satisfaction.

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