

Correlation of Service Provider Perspective and Customer Perspective with Customer Development in Lion Parcel

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Abstract. The tight competition among expedition companies make them know precisely about the rate of customer development aimed at developing service and increasing sales, one of which is Lion Parcel where they are consistent in fulfilling the need of customers by not increasing the delivery tariff among the increase of air cargo tariff in Indonesia. This customer development is also synchronized with service provider perspective where they have pretext in this development such as reject or accept the wish of customers. In addition, in the fulfillment of customer development due to customer perspective to find out the customer perspective in satisfying their needs. The present study aims to find out the correlation between service provider perspective and customer perspective with customer development in Lion Parcel. This paper uses multiple regression analysis. Questionnaire was used to collect data sample and regression analysis. Data were collected from 150 respondents supporting all of our hypothesis. The result reveals that service provider perspective and customer perspective with service provider perspective and customer perspective has positive influence on customer development in amount of 64.9% and the rest are affected by other factors.

Keywords: customer development, service provider perspective, customer perspective

Introduction

Economic development in Indonesia has an influence on transportation needs, which is air transportation because air transportation has the advantage of faster travel time compared with other transportation modes. Air transportation is the only suitable long-haul mode to transport high-value, fast-damaged commodities as well as people who have a high level of time sensitivity [1]. Air transportation have an important role in moving people and/or transporting products from one location to another, whether domestic or international travel [2]. The airline has several factors that become the standard of quality for companies focusing on the air transportation industry, namely safety, timeliness, etc. [3].

In the strict competition, the airline now does not only serve the displacement of human beings with transportation tools but the transfer of goods is also served well. Delivery of goods or also called cargo shipping is served by the company via land, air and sea. In the journal [4]. According to Suharto Abdul Majid & Eko Probo D. Warpani (2009:95) cargo is simply defined as all goods shipped by air (aircraft), sea (ship), or land (container trucks) which are usually utilized for trading, both inter-region, city in the country or between countries (international) known as import Export. The definition of cargo according to IATA (2005) in the Journal [5] is all goods transported by airplane using Air Way Bill/SMU (air freight) but excluding postal or other goods contained in the agreement International post conventions and baggage accompanied by passenger tickets or baggage check.

The growth and development of air transportation companies make the competition between air transportation companies increasingly tense and demanding the company to provide more satisfaction to the customer appropriately so as to Companies are able to thrive and compete with competitor companies. In addition to these issues, the intense competition in the global airline industry has intensified the importance of customers' perception of service quality [6]. With respect to processing activities, passenger perception of quality has been traditionally associated with the efficiency of the processes, short waiting times, and the positive attitude of

the service staff (Caves and Pickard, 2000; Fodness and Murray, 2007; Rhoades et al., 2000) in the journal [7]. The success of a company is how the company satisfies its customers or services users. On the other hand, however, they pose new challenges in terms of supply chain management, due to the specificity of delivery (Visser, Nemoto, Brown 2014) in the journal [8].

The more fulfilled expectations from consumers of course consumers will be satisfied [9]. In the journal [10] Oliver (1997, p. 13), customer satisfaction is defined as the customer's fulfilment of response. If a company provides products or services that are good quality, it is expected to meet customers' expectations and finally able to provide maximum value and to create customer satisfaction compared to competitors Existing [11]. A company that manages to build a good relationship with the customer through the service provider and able to satisfy its services users, it will create a business relationship in the long term. In marketing and user-oriented studies, customer satisfaction and behavior have become one of the most popular research areas after it was verified as a core determinant of success in the competitive market [12].

Literature Review

1.1. Service Provider Perspective

According to Wuttke et al (2013) and Filbeck et al (2016) in the journal [13] Service provider perspective, the service provider offers all the supply chain users involved with real time access. Service providers are also free to accept or reject customers' requests, accepting or rejecting usually depending on various factors such as customer ratings, overtime time etc. [14]. To avoid this rejection, usually the company sets a minimum policy against service providers to receive customer requests, where this policy is made for service providers to maintain their level of service. Perspective is important to give more understanding than the recipient of the predecessor and to improve care for the customer [15]. According to Parasuraman et al (1988) in the journal [16], they suggest that service provider perspective focuses on competing priorities especially in satisfying, fulfilling customer desires such as SERQUAL (combining reliability, responsiveness, assurance, empathy, and tangible elements. According to the HM Government (2015) Abbasi et al. (2017) Silvestro and Lustrato (2014) in the journal [13] Service providers are also for risk to costs and operations, and increase shareholder wealth, data visibility, availability and delivery.

1.2. Customer Perspective

According to Oliver (1980) in the journal [14] Defines satisfaction as the difference between expectation and perception. Prahalad and Ramaswamy (2006) For example, explain that taking customer perspective and customer-focused means the customer becomes part of the analysis Unit, part of the achievement of the value, and that the organization is working to find Opportunities (with customers) to be created (i.e., co-create) greater value for customers and organizations [17]. According to Lewis & Mitchell (1990) in literature service quality, hope is interpreted as a willingness and customer desire, so that customers are more than given a service provider [18]. According to Voon Boo Ho (2010) in a journal [19] Achieving a high level of customer satisfaction for the possibility of customer loyalty is crucial to increase competitiveness. Customer satisfaction is fundamental to achieving the company's objectives not only for financial results (financial gain) but also for sustainable results [20].

1.3. Customer Development

Customer Development aims to get a service development that can satisfy and increase sales. Knox (1998) defines customer development as a process to develop good relationships with customers [14]. Parvatiyar and Sheth (2000) Customer business development refers to the linkage of one to one marketing program conducted between the supplier (seller) and their distributor or reseller [21]. Referring to the seller's efforts to govern the primary key of the relationship to the creation of relational values through the achievement of buyer and seller

objectives made possible through the development of an effective and efficient business key [21]. Hunter & Perreault (2007) said performing a forged relationship assignment and as an ability to manage customer relationships [21]. In short, customer development has two components: a commitment to start or test the hypothesis, and a commitment to learn deeply about customer problems and desires [22]. In this development needed agents/parties who are skilled in assessing and understanding the customer's strategy priority [21].

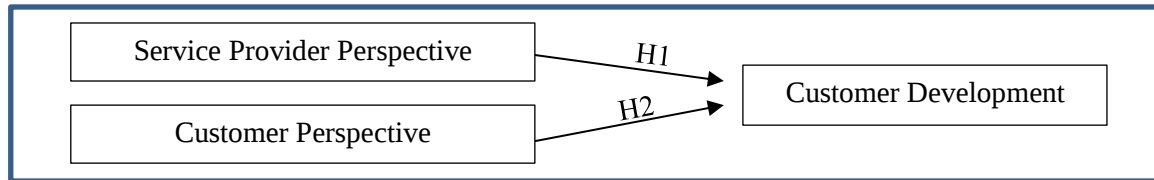


Figure 1. Framework

1.4. Correlation between Service Provider Perspective and Customer Development

The overriding aim of the organizations providing services is to obtain and maintain the customer (Krafska and Elexa, 2014) in the journal [23]. By categorizing customers into usage groups, service providers can create suitable marketing strategies for each segment. Furthermore, segmentation by usage is helpful in assessing the profitability of Customer retention, as well as developing retention strategies (McDougall, 2001) in the journal [24].

H1: Service provider Perspective (X1) has an influence-relationship with customer development (Y).

1.5. Correlation between Customer Perspective and Customer Development

With increased competition, customer fragmentation, emerging technologies, and customer needs for closer relationships, the future of the sales function is being questioned (Moncrief, 2017; Sharma & Sheth, 2010) in the journal [25] by identifying the needs and desires of customers can make easier to estimate the strategy development to satisfy the customers.

H2: Customer Perspective (X2) has an influence-relationship with customer development (Y).

Method

This paper uses quantitative data collected from samples who are users of lion parcel with different characteristics. The source of primary data is collected directly by answering the questionnaire given to the customer that ever use lion parcel services. In addition, the researcher also used primary data and secondary data obtained from various sources such as journals and books related to the material discussed. In the journal [26], according to Hair et al (2010:101) The number of samples could not be analyzed if the number is less than 50, the sample must be 100 or more as a general rule, the minimum number of samples is at least 5 times and will be more acceptable when the number of samples 10 Time of the number of variables to be researched and analyzed, so that the sample is in amount of 150 respondents. Data analysis technique in this paper is multiple linier regression which measures linear relationship between two or more variables. Independent variable for X_1 is Service Provider Perspective and variable X_2 is Customer Perspective then variable Y is Customer Development. The discussion and result part will describe the result of this study that consists of 150 respondents. The result briefly describes the influence of each independent variable to dependent variable and also the impact of independent variable simultaneously to dependent variable.

Discussion and Result

Based on the results of the survey with the Expedition service users with range of age, sex, work and income, customers, it requires the quality of service that can fulfill their needs. Based on the majority, 150 users Lion parcel are satisfied with Lion Parcel Service.

The research was conducted to determine the extent to which lion parcel conducts customer development. This research analyzes the relationship between the service provider perspective and customer perspective to find out how customers are developing in lion parcel. Factors that support customer development based on service provider property is the activity performed by experienced people, door to door service, delivery method that is done according to customer's wishes, and That does not distinguish social status. While the factors that support customer development based on customer perspective is a cheap, delivery time, condition of safe goods, and then track customer goods when on the expedition, and fast response in serving complaints (Customer focus). Based on the above factors, the customer development factor in lion parcel is to better have clear and documented customer development, build good relationship exceeding expectation with fixed or new customer, improve analysis Customer needs and desires.

The results of data and explanations obtained from the questionnaire are explained below.

Respondents Profile

Based on the result of questionnaire, it can be concluded that the average respondents of customer that ever use lion parcel services is female (63%) with the majority of age ranges is from 29-34 Years old. The respondents were mostly Private Employee (57%) and most of them had Salary 3,000,000-6,000,000 (43%).

Data Analysis

The data were processed using SPSS version 25.00. The first analysis is to test the validity. This Validity test aims to determine the validity of questionnaire of collecting data. The basis for decision making in validity testing are: If the Pearson Correlative Value is greater than 0.159 then the Valid item is confirmed and if the Pearson Correlative Value is smaller than 0.159 then the Valid item is confirmed. Validity Test is with Bivariate Pearson Correlative Formula.

Pearson Correlation Values from the minor is 0.408 till the mayor is 0.878 are greater than 0.159 and 5% significance. Therefore, it can be concluded that all item in this research questionnaire are valid, so that all item can be used as research instrument.

Reliability Test

Internal Consistency test (Reliability test) is conducted by calculating alpha coefficient from each instrument in one variable. The instrument used in variable is reliable if it has Cronbach alpha coefficient more than 0.70. The result of reliability test obtained the value of Cronbach's alpha of all indicator is greater than the alpha value ($X1 = 0.716 > 0.70$, $X2 = 0.910 > 0.70$, $Y = 0.915 > 0.70$). Therefore, it can be concluded that all questionnaires in this study are reliable or consistent, it can be used as the research instrument.

Linear Regression Analysis

According to research analysis, it shows that the influence of variable X1 Service Provider Perspective toward Y Customer Development result shown at table 4.

Table 1. Regression Coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.356	1.626		2.679	0.008
	Service Provider Perspective	0.989	0.092	0.664	10.803	0.000

Source : Researcher

Regression test

According to coefficients output above, it is noted that coefficients regression value of service provider perspective is 0.989. it means that service provider perspective has the positive effect to customer development. The formula of regression test is $Y = 4.356 + 0.989 X_1$. Then that positive effect can be stated that the increasing of service provider perspective also arises the increasing of customer development.

t test

The basis measurement for partial t test in regression analysis is if the t value is greater than t table then independent variable effected to dependent variable. In addition, if the t value is greater than t table then independent variable has no effect on dependent variable. According to the significance value of our research shown in Table 4, the result shows that significance value is smaller than 0.05 it means that independent variable has significant effect to the dependent variable. Additionally, if significant value is greater than 0.05, the independent variable has affected dependent variable.

According to the regression analysis result obtained t value is 10.803 greater than t table 1.960 and significant value (Sig.) 0.000 smaller than 0.05. It can be conclude that H_0 is rejected and H_1 is retained which means that service provider perspective significantly affects customer development.

Table 5 shown below consists of the result of our research on the effect of customer perspective (X_2) to customer development (Y).

Table 2. Regression Coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.180	1.192		2.668	0.008
	Customer Perspective	0.707	0.045	0.792	15.759	0.000

Source : Researcher

Regression test

Based on Coefficients output above, it is noted that the coefficients value of variable customer perspective (X_2) is 0.707 means positive. So, it can be stated that the Customer Perspective (X_2) has positive influence to Customer Development (Y). The formula of regression test result is $Y = 3.180 + 0.707 X_2$.

t test

Based on regression analysis result shown in table 5, it is obtained t value 15.759 greater than t table 1.960 and significant value (Sig.) 0.000 smaller than 0.05. Thus, we can conclude that H_0 is rejected and H_2 is retained. It means Customer Perspective significantly affects Customer Development.

Multiple Linear Regression Analysis

The Table 6 shown below is analysis of the Multiple Linear Regression of variable Service Provider Perspective (X1) and Customer Perspective (X2) to Customer Development (Y).

Table 3. Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.121	1.338		0.838	0.403
	Service Provider Perspective	0.316	0.102	0.212	3.083	0.002
	Customer Perspective	0.574	0.061	0.642	9.345	0.000

Source : Researcher

Based on Table 6, there are three kinds of interpretation multiple linear regression. First is Constanta (a) which equals to 1.121 states that if variable X1 and variable X2 remain there will be consistency value of variable Y equals 1.121. then second interpretation is Service Provider Perspective (B1) which equals to 0.316 states that if variable X1 increase, then variable Y will be increase by 0.316 , assuming there is no addition or constant of variable X2. The third interpretation is Customer Perspective (B2) equals to 0.574 states that if X2 increase, then variable Y will be increase by 0.574 , assuming there is no addition or constant value of X1. The result formula of multiple linear regression analysis is $Y = 1.121 + 0.316 X1 + 0.574 X2$.

R2(determinant coefficient)

Table 4. Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.806 ^a	0.649	0.644	1.886	2.271

Source : Researcher

According to table 7, we can analyze that determinant coefficient (R2) is 0.649 or 64.9%. It shows that the percentage contribution of the impact of independent variables or Service Provider Perspective (X1) and Customer Perspective (X2) on dependent variable Customer Development (Y) is 64.9% whereas the rest is 35.1% affected or explained by another variable that is not include in this research.

F Simultaneous test

Table 8. ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	967.787	2	483.893	136.059	0.000 ^b
	Residual	522.807	147	3.557		
	Total	1490.593	149			

Source : Researcher

According to the table the F value is 136.059 and F table is 3.06. The criteria of the test is if F value smaller than F table H_0 is retained and if F is value more than F table then H_0 rejected. The result shows that F value > F table ($136.059 > 3.06$) and the significance value is 0.000. Because of the significant value (Sig.) $0.000 < 0.05$ H_0 is rejected, it means there is a significant effect between Service Provider Perspective and Customer Perspective simultaneously on Customer Development.

Conclusion

The results showed that there was a significant influence from the variable service provider perspective on customer development, the supporting factors were services that did not differentiate status, service activities carried out by experienced and knowledgeable people, lion parcel shipping methods tailored to customer needs. Whereas the factor that significantly influences the variable customer perspective on customer development is the ease of tracking goods when goods are shipped, customers feel the goods are safe in shipping, services provided 24 hours, customer care is responsive.

Further research on this topic is suggested to conduct research on customer satisfaction by measuring customer satisfaction with the services provided, the number of respondents more multiplied, conducting research for outside Java, conducting research on customer validation and retention of customers to customer loyalty to develop products or services in the future.

Based on the results of a survey conducted to Lion Parcel service users through a questionnaire, the researcher suggested the following to the company: There were not many respondents who knew the existence of Door-to-door service in Lion Parcel, so it was recommended that companies publish more to the wider community with the superiority of services provided by Lion Parcel. There are still many users of freight forwarding who feel that some other shipping service providers provide cheaper prices than lion parcel, so it is recommended that lion parcel conduct a business feasibility study to compare and check prices with others. Some people still do not know lion parcel, so it is recommended that lion parcel make an introduction to the public, one way is to increase promotions, social media publications, word of mouth, tv ads, install flyers in several strategic places, sponsors, approach entrepreneurs.

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