

## CUSTOMER SATISFACTION OF PT. JNE EXPRESS JAKARTA DURING COVID-19 SITUATION

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**Abstract.** COVID-19 pandemic is a health crisis situation that is being faced by the whole world, especially Indonesia, as it affects not only the health sector, but also the economy on the global scale. PT. JNE Express Jakarta, one of the logistics delivery service companies in Indonesia, is tremendously impacted by Indonesian government large scale social distancing (PSBB) as it encourages people to shift by using online services to fulfill daily needs. This inspires PT. JNE Express Jakarta to sustain service quality in this pandemic situation. Therefore, this research aims to analyze customer's satisfaction with PT. JNE Express Jakarta during COVID-19 situation. Research method used was a descriptive quantitative method with participation of 100 respondents. Results showed that people were satisfied with the price and service quality of PT. JNE Express Jakarta.

**Keywords:** Customer Satisfaction, Service Quality, Price

### Introduction

This year Indonesia has been included as one of the countries mostly affected by COVID-19 outbreak. Quoting the data of Coronavirus COVID-19 Global Cases by Johns Hopkins CSSE from [gisanddata.maps.arcgis.com](https://gisanddata.maps.arcgis.com) on Monday (2/3/2020), the highest records of positive cases after China is reported from South Korea, surpassing 4.212 records. Following the list in top 10 are from Iran, Japan, Singapore, Hong Kong, Bahrain, Kuwait, Thailand, Taiwan, Malaysia, and Indonesia in 22<sup>nd</sup> rank. The outbreak of the virus does not only affect the public health sector, but also the economy on the global scale. Offline transactions of goods/products between seller and buyer unexpectedly come to a halt.

Government has made several attempts to cease COVID-19 outbreak with one of them establishing large scale social distancing regulations (PSBB). The application of large scale social distancing results is quite significant in society activities as many commercial transactions have shifted from offline to online services to fulfill society's necessities. Almost all of the major cities in Indonesia have applied large scale social distancing policies such as Jakarta and Bandung.

The existence of online services has both its upsides and downsides. Online services give customers an easier time to obtain information and make comparisons between prices of products in particular. However, the uncertainty of large scale social distancing regulation made people concerned regarding the longer process of transaction between buyer and seller. Logistics delivery service companies such as JNE, J&T, Pos Indonesia and Tiki receive advantage as they are not restricted from large scale social distancing policy. From the last four years, e-commerce in Indonesia has rapidly grown up to 500 percent. The latest research of Google and included in e-Conomy SEA 2018 report indicates the digital economy in Indonesia this year achieved US\$27 billion or estimated around Rp391 trillion, making Indonesia becoming number one of the biggest digital economic transaction in South East Asia with contribution around 49 percent (Puri mei setyaningrum, 2020). The online marketplace encourages delivery service companies such as TIKI, JNE, PT. POS Indonesia, J&T, Ninja Express to compete in upgrading their features, services, and offering special prices to appeal to customers.

PT. JNE Express is one of logistics companies that cover both local and international delivery services. PT. JNE Express comprise expansive selection of product and services, such as

offering domestic courier express (Diplomat, Super Speed / SS, YES / One Day Service, Regular, OKE), logistics, distribution, money remittance, trucking, air and sea cargo delivery, escort, until custom clearance.

According to a survey of website tariff check JNE, Tiki, and J&T, and website Top Brand Index indicates all three companies offer different tariffs and services. Survey results showed the winner of biggest top brand index in 2019 is JNE (26,4%) with relatively affordable price with various online services. The results shown above were different with research results before COVID-19 outbreak. In his research, (Prasetio, 2012) stated 72.5% of customer satisfaction towards PT. TIKI in the Semarang branch was influenced by price and quality service meanwhile the other 27.5% was influenced by other factors outside the researched variables. Research results (Panjaitan & Yuliati, 2016) indicate service quality (X) that consists of reliability, certainty, reality, verity, and responsiveness having significant impact towards customer satisfaction with score (p value)  $0.003 < 0.05$ . Some result tests display only variable empathy possess some influence over customer satisfaction with a significant amount of variable (p value)  $0.021 < 0.05$ . Other research from (Syahputri, 2019) stated service quality variables among five dimensions incorporate positive and meaningful effect toward customer satisfaction. According to background research, the purpose of this research is to analyze the price and service quality of online delivery companies in developing customer satisfaction during COVID-19 pandemic.

Research about Customer Satisfaction of PT. JNE Express Jakarta during COVID-19 situation in Indonesia is uncommon. Thus, hopefully this research is able to help courier service companies in determining price and services strategy adjusted to customer's demand in COVID-19 situation. According to (Ningtiyas, 2019) price is a basic measuring tool of the economic system because price affects allocation of production factors. Meanwhile (Ningtiyas, 2019) stated that price perception is a value of product and service in the form of money (Ningtiyas, 2019). (Noeraini, 2016) specified that price is a value of money (monetary unit) and/or other aspects (non-monetary) that contains certain utilities to obtain a service. Lupiyoadi mentioned other factors that determine or should be considered in deciding service value such as demand elasticity, cost structure, competition, positioning of service offered, company's goals, service life cycle, operating resources, economy condition (Noeraini, 2016). Kotler and Armstrong mentioned 4 indicators that characterize prices, such as affordability, the suitability of the price with product quality, price competitiveness, and suitability of price with the benefit (Luthfan Fazari Harsanto, 2013). The definition of e-service quality according to Parasuraman as follows: online service quality as how far a website facilitate shopping, efficient purchasing, and effective delivery, while according to Wolfinbarger and Gilly, e-service quality is the beginning to the end of transaction including finding information, navigating website, ordering, customer service interaction, delivery and satisfaction towards ordered products (Setyo Ferry wibowo, Raden Atia Raidah, 2019). Parasuraman reveal conceptual model to understand and improve online service quality (e-SQ or e-SERVQUAL) and also identify seven dimensions (Efficiency, Fulfillment, System Availability, Privacy, Responsiveness, Compensation, and Contact) that form scale of core online service along with scale of recovery online service. Four main dimensions (Efficiency, Fulfillment, System Availability, and Privacy) is a core scale of e-SQ that used to measure customer's perception toward service quality given by online retailer, as for three other dimensions (Responsiveness, Compensation, and Contact) is a recovery scale of e-SERVQUAL (Widiaputri et al., 2018). In the opinion of Yen, electronic service quality is described as an evaluation and assessment from customers as a whole regarding service excellence and quality of online delivery in online markets (Gabriella, 2013). As stated by Wood essentially every interaction with customers is the form of customer service. Interactions come through various platforms such as telephone, letter, e-mail or directly face to face. Every contact with customers conveys responsibility towards consumer's perception relating to a business and the entire satisfaction level experienced during interaction. Customer service is all

about fulfilling customer's needs and exceeding customer's hopes (Susilo, 2019). Customer satisfaction is an extremely important factor in determining customers to repurchase products or services. Kotler defines customer satisfaction as the level of feelings perceived by customers after comparing actual product or service to their expectation of product or service (Widiaputri et al., 2018). According to Ahmad, e-satisfaction is when product and service surpass consumer's expectation and level of satisfaction after comparing their buying experiences and hopes felt with experience post purchase (Susilo, 2019).

### Method

This research used quantitative research by approaching analysis tool IBM SPSS v25. The problem of this research is the influence of price and service quality toward customer satisfaction during COVID-19 pandemic. Price and quality are the most important factors to support customer satisfaction. This research is aimed as an improvement proposal to optimizing price and service quality during COVID-19 pandemic, and as price and quality prevention to avoid customer's dissatisfaction. Population in this research was customers that already used JNE delivery service in Jakarta more than once. Slovin formula was used for sampling technique with 100 respondents participating as a sample.

### Discussion and Result

Data of this research was taken from 100 respondents, with a population based on gender 52.4% male and 47.6% female. The respondents categorized from occupation consists of 72.9% students, 13.8% employees, 7.6% entrepreneurs, and 5.7% others. The analysis starts from validity test and reliability test. In the validity test, each variable is considered as valid if  $r_{count} > r_{table}$ . Based on the result of the questionnaire Customer Satisfaction of PT. JNE Express Jakarta during COVID-19 situation's validity test, the questionnaire producing valid points. With 100 respondents, the value of  $r_{table}$  is 0.196. Then, the total instrument of valid statement in variables  $x_1$ ,  $x_2$ , and variable  $y$  consists of 19 statements. Based on survey results with 100 respondents answering questions related to price, 42 out of 100 respondents stated price given by PT. JNE Express is very affordable, 49 respondents agreed that the price given by PT. JNE Express equals with the service given to the customer, 51 respondents affirmed PT. JNE Express offers competitive prices among other companies, 49 respondents express the shipping cost of PT. JNE Express ease their shipping process. In questions related to service quality, 51 respondents stated that package shipping done by PT. JNE Express is fast and punctual, 60 respondents mentioned that PT. JNE Express service starts on schedule, 41 respondents answered that PT. JNE Express employees gave quick and good responses towards customer's complaints, 48 respondents declared that PT. JNE Express accommodates access for their shipping access, 42 respondents agreed that PT. JNE Express does not let customers have long queues, 32 respondents affirmed that PT. JNE Express has adequate physical facilities such as building, parking lot, and toilets. 52 respondents revealed that PT. JNE Express has sufficient service equipment. In questions related to customer satisfaction, 62 respondents expressed that service given by PT. JNE Express meets customer's needs, 60 respondents stated that performance given by PT. JNE Express to customers is outstanding, 44 respondents declared PT. JNE Express performance overall is better compared to other shipping company services, 50 respondents agreed that PT. JNE Express employees are fast at providing services, 55 respondents stated that service given by PT. JNE Express is fast and punctual according to customer's demand, 57 respondents affirmed that PT. JNE Express quick at service recovery, 41 respondents declared that PT. JNE Express is a qualified delivery service company because of package guarantee during shipping, and 45 respondents affirmed that PT. JNE Express is a qualified delivery service due to its vast delivery network to remote places in all of Indonesia.

Questionnaire's validity in this research was tested using software IBM SPSS v.25. The validity test in this research produces valid points and invalid points in. Here are the lists of valid and invalid points in instruments testing, the results of validity test of questionnaire Customer

Satisfaction of PT. JNE Express Jakarta during COVID-19 situation producing valid points. Instruments points can be declared as valid if  $r_{count} > r_{table}$ . With 100 respondents, the value of  $r_{table}$  is 0.196. Then, the total of valid instruments in variables  $x_1$ ,  $x_2$ , and variable  $y$  consists of 19 points.

After data being processed, alpha value for price (variable  $x_1$ ) is 0.772, service quality (variable  $x_2$ ) is 0.761 and the value of customer satisfaction (variable  $y$ ) is 0.860. This means the alpha value is bigger than 0.81, then the instruments used by researchers in collecting data have high reliability.

Based on the data normality test above, variables  $x_1$ ,  $x_2$ , and variable  $y$  have a significant value of 0.200, which is higher than 0.05 ( $0.200 > 0.05$ ), meaning data comes from normal distribution. According to homogeneity tests above, significance value equals 0.232, which is higher than 0.05 ( $0.232 > 0.05$ ), means that data comes from homogenic distribution.

Linearity test results result in a significance value of 0.481, which is higher than average significance value 0.05 ( $0.481 > 0.05$ ), which means the variable of customer satisfaction of PT. JNE Express in Jakarta during COVID-19 situation has a significant linear relationship.

Results acquired for customer satisfaction towards PT. JNE Express during COVID-19 situation, acquired correlation  $r$  product moment equals 0.798 which indicates correlation is very strong.

From the calculation above the acquired correlation value between variable  $x_1$ ,  $x_2$ , and variable  $y$  or  $r$  product moment equals 0.798 which indicates correlation between variable  $x_1$ , variable  $x_2$ , and variable  $y$  is categorized as very strong or very high.

With  $df$  equals 98, acquired  $r_{table}$  in significance rate 5% amount 0.196. Thus  $r_{xy}$  with value amount 0.798 is bigger than  $r_{table}$  value  $0.798 > 0.196$ . Which means there is a significant relationship between customer's satisfactions toward PT. JNE Express in Jakarta during COVID-19 situation.

Therefore, determinant coefficient number equals to 63.68% indicates positive contribution of JNE Express Customers towards price and service quality during COVID-19 situation equals to 63.68% meanwhile the other 37.32% caused by other factors that are not analyzed in this research.

### Conclusion

This research is able to answer all of the hypotheses, therefore it can conclude that price and service quality simultaneously and partially influence customer's satisfaction toward PT. JNE Express Jakarta. Price and service quality contributes 63.68% toward customer satisfaction meanwhile the other 37.32% caused by other factors that are not analyzed in this research.

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