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CUSTOMER LOYALTY IN HOME DELIVERY LOGISTICS: THE ROLE OF SERVICE RESONANCE QUALITY ON CUSTOMER PERCEIVED VALUE

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Abstract: The growth of e-commerce in covid-19 pandemic period opened a great opportunity for freight forwarding services that contributed to the shipping process. One key to success in e-business is by providing good shipping services. The purpose of this study was to determine the effect of Excellent Service delivery logistics and service resonance quality through customer perceived value on customer loyalty in the new normal era. This study uses a quantitative approach, data collected through surveys by distributing questionnaires to 171 respondents who use five home delivery logistics services, namely JNE, J&T, TIKI, Wahana, and Sicepat. The results of this study indicate that there is a significant influence of service excellent and service resonance quality on customer loyalty through customer perceived value.

Keywords: *Home Delivery Logistics, Service Excellent, Service Resonance Quality, Customer Perceived Value, Customer Loyalty, New Normal*

1. Introduction

In the new normal era, online shopping is predicted to continue to increase, shipping companies must continue to improve home delivery services. According to (Asih, 2016) Excellent service, is a concern to customers by providing the best service to facilitate the ease of need fulfillment and realizing their satisfaction, so they are always loyal to the company.

Home delivery is increasingly important for customers to avoid visiting the store. Customers also don't have to bring their groceries (Mehmood & Najmi, 2017) because they can order and receive goods quickly. In other words, home delivery excellent service is a service provided by the company as an act of concern to customers by providing the best service in order to meet their needs as they always be loyal to the company.

The better service that a company provides the better the resonance of the service echoed by the users. Service quality resonance according to Ferdinand et al., (2020) is an echo that is expected to be an attraction or impulse for people to decide to buy a product. It can be concluded that service resonance quality is echoed to others about the quality of services provided by a company and is expected to attract more purchase.

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According to (Joung et al., 2016) The perceived value comes from what has been received and given by the customer. Whether an accepted service can increase or decrease customer perception of the quality provided, creating the value desired by the customer. In research (Hapsari et al., 2016) concluded that the quality of service drives the customer's perceived value. So the customer's perceived value is the overall customer's perception of the service they have received in exchange to the sacrifices they made.

When the expectation is fulfilled, the customer will choose to repeat it and refuse to use the product or service from another company and recommend it to others. Customer value is a key factor in determining loyalty (Wu & Li, 2018). It is a continuous process that does not end the satisfaction of customer needs, but always continued by a sustain repeat purchases with certain brands (Friska et al., 2020)

2. Method

Methods in this study use quantitative methods. According to Sugiyono (Sugiyono, 2017) quantitative methods are used to research on certain populations or samples. Data collection uses research instruments for testing hypotheses that have been predetermined. Research data collected by distributing questionnaires to the users of home delivery logistics services company, namely, JNE, J&T, Sicepat, TIKI dan WAHANA. Test analysis in this study using the SPSS program and data analysis techniques using path analysis. The population amounted 300 respondents with a research sample of 171 respondents.

Research using the formula of Slovin in calculating samples with an error rate of 5%, as follows (Sugiyono, 2016) :

$$n = \frac{N}{1+N(e)^2}$$

n = Sample size

N = Total population

e = Error tolerance

Based on the explanation above, using Slovin formula, sample size can be calculated as follows:

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$$n = \frac{N}{1+N(e)^2} = \frac{300}{1+300(5\%)^2} = \frac{300}{1,75} = 171,42 \rightarrow 171 \text{ Respondent}$$

After reviewing the literature and conceptual model theory, the hypothesis was developed so the conceptual framework formed, it can be seen in figure 1.

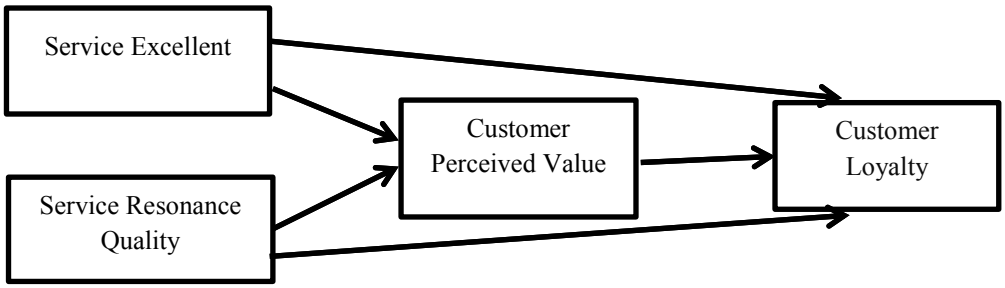

Figure 1. Conceptual framework

H1: Service excellent has a positive and significant influence on customer perceived value

H2: Service resonance quality has a positive and significant influence on customer perceived value

H3: Customer perceived value has a positive and significant influence on customer loyalty

H4: Service excellent has a positive and significant influence on customer loyalty

H5: Service resonance quality has a positive and significant influence on customer loyalty

H6: Service excellent has a positive and significant influence through customer perceived value to customer loyalty

H7: Service resonance quality has a positive and significant influence through customer perceived value to customer loyalty

3. Discussion and result

3.1 Analysis of respondent characteristic

This section describes the profile description of respondents including gender, age, and the selected shipping service company. Most respondents were women with a total of 87 respondents and men as many as 84 respondents so that the total respondents were 171 respondents.

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Based on the respondents' profile of age, respondent aged 21-30 years old represented by 77 respondents, over than 20 years old were 64 respondents, between the age of 41-50 old represented by 15 respondents, between the ages of 31-40 years old were 10 respondents and over 50 years old were 5 respondents.

The survey results from the characteristics of the selected companies revealed that respondents chose JNE represented by 95 respondents, J&T represented by to 41 respondents, TIKI represented by 28 repondents, Sicepat represented by 4 respondents, and the lowest rate of respondents chose WAHANA were to 3 respondents.

3.2 Validity and Reliability tests

3.2.1 Validity Test

According to Darmajaya (2017), the indicator is said to be valid empirically if the correlation coefficient (r) > 0.30.

Table 1. Result of Service Excellent

validity test Correlations

NO	Question Code	Correlation	N	Minimum correlation limit	Decision
1	X1.1	0.773	171	0.30	Valid
2	X1.2	0.762	171	0.30	Valid
3	X1.3	0.703	171	0.30	Valid
4	X1.4	0.718	171	0.30	Valid
5	X1.5	0.773	171	0.30	Valid
6	X1.6	0.636	171	0.30	Valid
7	X1.7	0.759	171	0.30	Valid

Source: Data Processed July 2020

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The table above displayed that the measurement derived from comparing the correlation with the minimum correlation limit with the value range of 0.636 – 0.773 (List of correlation values in the table) compared to 0.30 (minimum correlation limit) The result is greater than the correlation value in the table list. This indicates that all instrument items meet the validity or valid requirements

Table 2. Service Resonance Quality validity test results

Correlations

NO	Question Code	Correlation	N	Minimum correlation limit	Decision
1	X2.1	0.677	171	0.30	Valid
2	X2.2	0.847	171	0.30	Valid
3	X2.3	0.820	171	0.30	Valid
4	X2.4	0.735	171	0.30	Valid
5	X2.5	0.817	171	0.30	Valid
6	X2.6	0.798	171	0.30	Valid

Sources: Data Processed July 2020

Based on the results of the validity test data above, all items of the variable service resonance quality > 0.30 This shows that all items fulfill the validity.

Table 3. Customer Perceived Value validity test result

NO	Question Code	Correlation	N	Minimum correlation limit	Decision
1	Y1	0.771	171	0.30	Valid
2	Y2	0.764	171	0.30	Valid
3	Y3	0.795	171	0.30	Valid
4	Y4	0.751	171	0.30	Valid
5	Y5	0.766	171	0.30	Valid
6	Y6	0.706	171	0.30	Valid
7	Y7	0.745	171	0.30	Valid
8	Y8	0.692	171	0.30	Valid

Sources: Data Processed July 2020

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According to the results of the validity test above, all items of the variable customer perceived value > 0.30. This shows that all items fulfill the validity.

Table 4. Customer Perceived Value Validity Test Result

NO	Question Code	Correlation	N	Minimum correlation limit	Decision
1	Z1	0.843	171	0.30	Valid
2	Z2	0.877	171	0.30	Valid
3	Z3	0.860	171	0.30	Valid
4	Z4	0.844	171	0.30	Valid

Sources: Data Processed July 2020

Based on the results of the validity test above, all items of customer loyalty are > 0.30. This shows that all items fulfill the validity.

3.2.2 Reliability Test

The reliability tests used Cronbach Alpha method. If an alpha Cronbach value is > 0.60 then the tested questionnaire is reliable. Based on the reliability test conducted on the Service Excellent (X1), Service Resonance Quality (X2), Customer Perceived Value (Y) and Customer Loyalty (Z) variables, the entire variables > 0.60 it shows that all variables are reliable.

Table 5. Reliability Test

No	Variable Research	Number of question items	N	Cronbach Alpha	Cronbach Alpha Limit	Description
1	Service Excellent	7	171	0.854	0.60	Reliable
2	Service Resonance Quality	6	171	0.864	0.60	Reliable
3	Customer Perceived Value	8	171	0.883	0.60	Reliable
4	Customer Loyalty	4	171	0.876	0.60	Reliable

Sources: Data Processed July 2020

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3.3 Path Analysis

3.3.1. Coefficients Path of Service Excellent, Service Resonance Quality to Customer Perceived Value

The calculation of the path efficiency that shows the effect of Service Excellent, Service Resonance Quality on Customer Perceived Value is done using regression analysis. Line coefficients obtained from the results of the standard regression coefficient (beta). For more details, the description of the regression results obtained is presented in the table.

Table 6. Path Analysis X1,X2 to Y

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.190	1.693		6.609	.000
Service Excellent	.393	.059	.399	6.697	.000
Service Resonance Quality	.599	.069	.517	8.685	.000

a. Dependent Variable: Customer Perceived Value

Sources: Data Processed July 2020

According to the table above, it can be pointed out that service excellent has a significant effect on Customer Perceived Value, as indicated by the value of SIG 0.000 smaller than α = 0, 05 with the coefficient of line 0.399. Service Resonance Quality has a significant impact on Customer Perceived Value, indicated by the value of SIG 0.000 smaller than α = 0.05 with a road coefficient of 0.517.

3.3.2. Coefficients Path of Service Excellent, Service Resonance Quality, Customer Perceived Value to Customer Loyalty

Estimation of the path efficiency that shows the effect of Service Excellent, Service Resonance Quality, Customer Perceived Value, and Customer Loyalty is done using regression analysis. Line coefficients obtained from the results of the standard regression coefficient (beta). For more details, the description of the regression results obtained is presented in the table.

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Table 7. Path Analysis X1, X2, Y to Z

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.669	1.150		2.321	.021
Service Excellent	.123	.040	.226	3.090	.002
Service Resonance Quality	.191	.050	.298	3.808	.000
Customer Perceived Value	.203	.047	.366	4.346	.000

a. Dependent Variable: Customer Loyalty

Sources: Data Processed July 2020

The table above depicted that service excellent has a significant effect on customer loyalty indicated by the value of GIS 0.002 smaller than α = 0.05 with line 0.226 efficiency. Service resonance quality has a significant effect on customer loyalty, as indicated by the value of SIG 0.000 smaller than α = 0.05 with line coefficient 0.298. Customer Perceived Value has a significant effect on customer loyalty, indicated by the value of SIG 0.000 smaller than α = 0.05 with a road coefficient of 0.366.

Based on the two lanes, the overall track analysis is presented in the figure below:

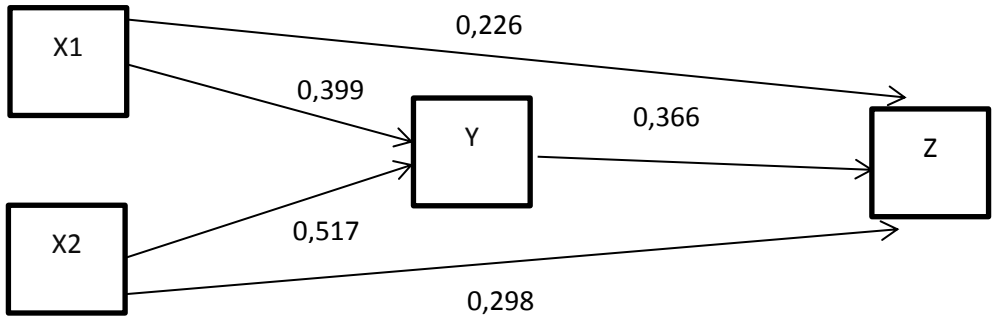

Figure 2. Conceptual Framework

3.3.3. The Direct Effect of Service Excellent, Service Resonance Quality to Customer Perceived Value

Based on the results of sub-structural of analysis 1, the results of the analysis presented on the table.

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Table 8. Direct Effect X1, X2 to Y

Variable	Direct Influence
Service Excellent (X1) → Customer Perceived Value (Y)	0.399
Service Resonance Quality (X2) → Customer Perceived Value (Y)	0.517

Source: Data Processed July 2020

It is shown that the influence of Service Excellent toward Customer Perceived Value (0.399) is smaller than the effect of Service Resonance Quality variable in Customer Perceived Value (0.517). These results indicated that the Service Resonance Quality variable was more dominant in affecting Customer Perceived Value than the Service Excellent because the value of direct influence was greater.

3.3.4. Direct Effect and Indirect Effect on Customer Loyalty through Customer Perceived Value

The sub-structural analysis 2 results presented in the table.

Table 9. Direct effect and indirect effect on Z through Y

Variable	Direct Effect
Service Excellent (X1) → Customer Perceived Value (Y)	0.399
Service Resonance Quality (X2) → Customer Perceived Value (Y)	0.517
Service Excellent (X1) → Customer Loyalty (Z)	0.226
Service Resonance Quality (X2) → Customer Loyalty (Z)	0.298
Customer Perceived Value (Y) → Customer Loyalty (Z)	0.366

Variable	Direct Effect	Indirect Effect	Total Effect
Service Excellent (X1) → Customer Perceived Value (Y) → Customer Loyalty (Z)	0.226	0.226 x 0.399 = 0.090	0.316
Service Resonance Quality (X2) → Customer Perceived Value (Y) → Customer Loyalty (Z)	0.298	0.298 x 0.517 = 0.154	0.452

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Sources: Data Processed July 2020

Based on the table, it appears that the total influence of variable Service Excellent to Customer Loyalty (0.316) is greater than the direct effect (0.226). These results indicated that Customer Perceived Value was an intervening variable in Service Excellent to Customer Loyalty because the total value was greater than the direct effect. Also, it is seen that the total effect of Service Resonance Quality on Customer Loyalty (0.452) was greater than the direct effect (0.298). These results indicated that Customer Perceived Value as an intervening variable affects to Service Resonance Quality in Customer Loyalty because the total value was greater than the direct impact.

4. Conclusion

The analysis results showed that Customer Perceived Value is an intervening variable in Service Excellent to Customer Loyalty because the total value is greater than the direct effect. And the total impact of Service Resonance Quality on Customer Loyalty is greater than the direct effect. These results indicated that Customer Perceived Value as an intervening variable affected the Service Resonance Quality in Customer Loyalty because the total value is greater than the direct impact. Then the customers will likely be loyal to the company if the service quality is excellent, the cost spent was comparable to the quality obtained and fulfilled the customer perceived value.

Research limitations and future research

Due to the limitations of the current conditions, the respondent was limited, so that the majority of respondents were student. Moreover, at this research, we only used five (5) samples of the company's home delivery logistics in the sense of our meticulous. For future research, we suggest there will be more diverse respondents in the study,in terms of the age and the type of home delivery logistics company used in the research.

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