

## ANALYSIS OF THE EFFECT OF SERVICE QUALITY DURING THE COVID-19 PANDEMIC TOWARDS CUSTOMER SATISFACTION OF PT WAHANA PRESTASI LOGISTIK IN DKI JAKARTA AREA

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**Abstract:** This research aims to determine the effect of service quality during the COVID-19 pandemic on customer satisfaction of PT Wahana Prestasi Logistik in the DKI Jakarta area. The sample of this study uses a saturated sampling of 150 customers who use the services of PT Wahana Prestasi Logistik. This study uses primary data with data collection methods through questionnaires distributed to service users of PT Wahana Prestasi Logistik. Data analysis technique used are simple linear regression analysis, correlation coefficient, coefficient of determination, and Statistical Product and Service Solution (SPSS) version 26.0 and t-test. The results showed that the quality of service provided by PT Wahana Prestasi Logistik during the COVID-19 pandemic had a positive and significant effect on customer satisfaction with a path coefficient value of 0.712 and a significant t of 0.000.

**Keywords:** Service Quality, Customer Satisfaction

### Introduction

The COVID-19 (also known as coronavirus) outbreak began in December 2019 in Wuhan, China, and quickly spread to many countries around the World (De Vos, 2020). In March 2020, the World Health Organization declared the COVID-19 outbreak a pandemic, with countries such as China, Italy, Spain, and the US the hardest hit. Currently since 14 April 2020), more than 1,750,000 people have been infected, and more than 110,000 people have died caused by the virus.

Many countries have taken unprecedented steps to prevent social contact and minimized the spread of the virus, such as closing schools, shops, restaurants and bars, banning public events, and encouraging or forcing work from home. This campaign, namely “keeping your distance”, is efficient at preventing the spread of diseases (such as COVID-19) that are transmitted through breathing and people nearby.

Many countries have imposed social distancing by implementing a lockdown system, such as China, Italy, Spain, the Netherlands, Sweden, England, and the United States. However, there is no clear information about how long social distancing will last.

With the implementation of this social distancing, people's social interactions have changed. People tend to stay at home and do working and shopping activities or other things from home. Of course, this social interaction change has an impact on many sectors. One of the essential sectors affected is the logistics sector.

The logistics sector is a sector that helps the community in delivering goods to various places, and the logistics sector includes shipping via air, sea, and land transportation. The logistics sector is one of the critical sectors because logistics activities accelerate economic growth and productivity growth (Plamonia, 2017). Achieving a high level of performance in logistics is essential for the profitability and efficiency of the national economy and the global economy. For this reason, the logistics sector must be able to adapt to a pandemic situation and to meet the needs of the community as a whole.

As a form of adaptation, of course, companies engaged in goods delivery services must ensure that they can still provide excellent service despite many obstacles during the pandemic because by providing excellent service, customer satisfaction will increase, this is hand in hand with the views of Mulyapradana et al., (2020) that service quality has a close relationship with customer satisfaction. Additionally, it is a central point for the company because it affects customer satisfaction, and customer satisfaction will emerge if the quality of service is provided well.

Meanwhile, according to Prihandoyo (2019), service quality is an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations. The level of service quality cannot be assessed from the company's point of view but must be viewed from the customer's point of view. Therefore, in formulating strategies and service

programs, companies must be oriented to the interests of customers by paying attention to the components of service quality. Service quality is the level of excellence expected and control over the level of excellence to meet customer desires. States that there are five dimensions of service quality, namely: Tangible, Reliability, Responsiveness, Assurance, Empathy.

Meanwhile, according to Syahri et al., (2018), service quality is the level of excellence expected by controlling the level of excellence to fulfill customer desires. Service quality is not seen from the point of view of the service provider or service provider but based on the customer's perception because it is the customer who consumes and feels the service provided. Therefore, they are the ones who should assess and determine the quality of service.

For this reason, excellent service must be continuously improved by the logistics provider, in this case, PT. Wahana Prestasi Logistik so that it can be a way to adapt during a pandemic and can become a competitive advantage for logistics companies when competition is getting tougher. Satisfied customers are expected to continue to use the company's services and not to turn away with a lot of promotions from competitors.

According to Mulyapradana et al., (2020), customer satisfaction can be measured by several indicators, namely:

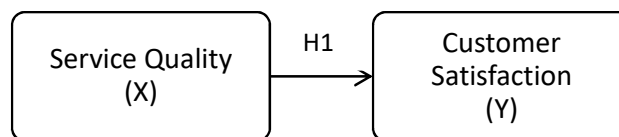
- 1) Conformity of service quality with a level of expectation
- 2) Compliance satisfaction level compared to its peers
- 3) No complaints or complaints displayed

Meanwhile, according to (Zebua, 2020), customer satisfaction is the fulfillment response from customers to a product or service itself that has met customer needs and expectations.

Meanwhile, according to Zebua (2020), there are three dimensions in measuring customer satisfaction universally, namely 1) Attributes related to the product, namely the dimension of satisfaction related to the attributes of the product, such as determining the value obtained by the price, the ability of the product to determine satisfaction, and the benefits of the product. 2) Attributes related to service, namely the dimensions of satisfaction related to the attributes of the service, for example, with the promised guarantee, the process of service fulfillment or delivery, and the problem-solving process provided. 3) Attributes related to purchasing are dimensions of satisfaction related to the attributes of the decision to buy or not from manufacturers, such as ease of getting information, courtesy of employees, and also the influence of company reputation.

In the world of logistics, it is natural for consumers to have fast, cheap, and reliable service, especially during the COVID-19 pandemic. The condition have changed the people's shopping habits from shopping in shopping centers to shopping from home. It is, of course, easier, more practical and safer for health. Hence, these three things should be owned by PT Wahana Prestasi Logistik to maintain customer loyalty using the company's services.

This research aims to analyze the effect of service quality during the COVID-19 pandemic on customer satisfaction of PT Wahana Prestasi Logistik. It is hoped that by obtaining research data, PT. Wahana Prestasi Logistik can use it as a suggestion for its excellent service improvement in the future.



**Figure 1.**

Service quality has an effect on customer satisfaction.

## Method

In this research, the object of research is customer satisfaction of PT Wahana Prestasi Logistik in DKI Jakarta is affected by the quality of service during the COVID-19 pandemic. The research method used in this study is quantitative. The data source used in this study was conducted by distributing questionnaires using Google Forms to customers who used the services of PT Wahana Prestasi Logistik in DKI Jakarta, both before the COVID-19 pandemic and during the COVID-19 pandemic. The type of data in this study is primary data. Respondents in this study are amounted to 150 people using a saturated sample. The data analysis technique used in this study uses simple linear regression analysis, correlation coefficient, coefficient of determination by processing using SPSS software version 26.0 and T-test.

## Discussion and Result

This research using two variables, namely variable X (Quality of Service) and variable Y (Customer Satisfaction). In analyzing the results of the study, it is shown that based on the respondents' assessment of these variables, it can be seen from the hypothesis testing as follows:

### Instrument Test Results

#### X (Service Quality)

The data collected was then tested for validity utilizing Statistical Product and Service Solutions (SPSS) version 26.0. It was shown that from 150 respondents, the score obtained by the mean Quality of Service (X) in general was 4.46. This shows that for each indicator of the Service Quality variable that is asked to the respondent, the answer is at least Agree. The highest average value is found in questionnaire item X.5 with a value of 4.28, and the lowest mean value is found in questionnaire item X.1 with a value of 3.36.

**Y (Customer Satisfaction)**

The data collected was tested for validity, to test this validity using the help of Statistical Product and Service Solutions (SPSS) version 26.0 and showed that of the 150 respondents studied, the score obtained by the mean of Customer Satisfaction (Y) in general was 3.87. This shows that for each indicator of the Customer Satisfaction variable that is asked to the respondent, the answer is at least in doubt. The highest average value is found in questionnaire item Y.9 with a value of 4.19, and the lowest mean value is found in questionnaire item Y.3 with a value of 3.60.

**Simple Linear Regression Test Results**

The following is a simple linear regression equation obtained from this study.

**Table 1.**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,598	2,799		,213	,831
	ServiceQuality	,382	,031	,712	12,348	,000

a. Dependent Variable: CustomerSatisfaction

Source: SPSS output 26. Coefficients, linear regression. Processed 2021

Based on the table above, it is known that the simple linear regression equation known in the Standardized Coefficient column is as follows:

$$Y = 0,598 + 0,712 X$$

The interpretation of the results of these equations is as follows: Constant ( $\alpha$ ) is 0.598, meaning that the consistent value of the Participation variable is 0.598.

The Service Quality Regression Coefficient ( $\beta_1 X_1$ ) has a contribution of 0.712 to the Customer Satisfaction variable (Y). If the Service Quality variable increases, the Customer Satisfaction variable will increase by 0.712.

## Model Feasibility Test Results

### Correlation Coefficient

**Table 2.**  
**Correlations**

		Service Quality(X)	Customer Satisfaction(Y)
<b>Service Quality (X)</b>	Pearson Correlation	1	,712**
	Sig. (2-tailed)		,000
	N	150	150
<b>Customer Satisfaction (Y)</b>	Pearson Correlation	,712**	1
	Sig. (2-tailed)	,000	
	N	150	150

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 26 output. Correlations. Processed 2021

Based on the results of the table above, it can be seen that the R-count in Pearson Correlation is 0.712, and the r table is the 150th N, which is 0.159. With a significant value of 0.000. This means that  $0.712 > 0.159$  with a significant level ( $0.000 < 0.05$ ), then  $H_a$  is accepted, which means that there is a positive and significant relationship between Service Quality (X) and Customer Satisfaction (Y).

### Coefficient of Determination (R<sup>2</sup>)

**Table 3.**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,712 <sup>a</sup>	,507	,504	4,325

a. Predictors: (Constant), Service Quality

Source: SPSS output 26. Coefficients, linear regression. Processed 2021

Based on the R<sup>2</sup> test, the value of the Coefficient of Determination (R<sup>2</sup>) is 0.507. This means that the relationship between the independent variable and the dependent variable is 50.7%. In other words, 50.7% varies from Service Quality and Customer Satisfaction, while 49.3 % is explained by other factors outside the regression model analyzed in this research.

**t-test****Table 4.**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,598	2,799		,213	,831
	ServiceQuality	,382	,031	,712	12,348	,000

a. Dependent Variable: CustomerSatisfaction

Source: SPSS output 26. Coefficients, linear regression. Processed 2021

Based on the test results in the table above, it shows that the t-count value on the Service Quality (X) variable is 12,348 with a significant value of 0.000, so the t-table value ( $\alpha = 0.05$ ) is 1.976 because the t-count value ( $12.348 > 1.976$ ) with a significant level ( $0.000 < 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted. Therefore, there is a positive and significant influence between Service Quality (X) on Customer Satisfaction (Y).

**Discussion****Effect of Service Quality (X) on Customer Satisfaction (Y)**

Based on the results, it is found that Service Quality has a positive and significant effect on Customer Satisfaction. This is evidenced by the t-test of the Service Quality variable on Customer Satisfaction as shown by t-count 12,348. Both the regression coefficient 0.712 and a significant value 0.000 are smaller than 0.05. This positive influence means that the higher the Service Quality provided by the company, the higher the Customer Satisfaction, and conversely. On the other hand, the lower the Service Quality provided by the company, the lower the Customer Satisfaction.



## Conclusion

The results of the analysis, shows that service quality during pandemic COVID-19 has a positive and significant effect on customer satisfaction of PT Wahana Prestasi Logistik in DKI Jakarta. This means that if service quality during pandemic COVID-19 increases, customer satisfaction at PT Wahana Prestasi Logistik in DKI Jakarta will also increase. Therefore, service quality is significantly important to focus on.

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