

**THE INFLUENCE OF BUYING INTEREST AND
SERVICE QUALITY ON CUSTOMER
SATISFACTION OF GOODS DELIVERY SERVICES
JNE GADING GRIYA BRANCH DURING THE
COVID – 19 PANDEMIC IN 2021.**

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Abstract:

The purpose of this study was to test the influence between buying interest and service quality on customer satisfaction of JNE Gading Griya freight forwarding service during the Covid-19 pandemic in 2021. This research method used a quantitative descriptive approach. The quantitative method has used is by conducting interviews with employees of JNE Gading Griya Branch and distributing questionnaires to customers of JNE Gading Griya Branch. The respondents have obtained from this study were 100 respondents who were customers of JNE Gading Griya Branch during the Covid-19 pandemic. The data that have been obtained by author are then processed and analyzed using a simple linear regression and a multiple linear regression. The results of this study state that buying interest and a service quality have a significant and positive effect on customer satisfaction for JNE's freight forwarding service during the Covid-19 pandemic in 2021.

Keywords: Buying interest, Service Quality, Customer Satisfaction, Covid-19

1. Introduction

JNE services that are currently being carried out provide satisfaction to stakeholder users by providing fast and safe services. The presence of JNE is very helpful to the community, especially to users of shipping services, the Covid-19 a pandemic condition that is currently happening in almost all parts of the world has an impact on safer delivery service, both clinically (an exposure to Covid and safe from the security of goods). The quality of service

that is currently being carried out by JNE in minimizing the risk of an exposure to the Covid-19 virus by improving health and a hygiene equipment, especially for frontliner employees who meet directly with customers or the team that handles packages during the delivery process. An equipment and facilities have provided by JNE such as a body temperature checks, masks, gloves, a sterile handwashing liquid, places for washing hands with running water and spraying disinfectant liquids are also carried out in office areas, such as prayer rooms, waiting rooms and toilets. This is a way for JNE to increase the interest and a trust of users to feel safe and comfortable using JNE services.

A consumer behavior analysis refers to how consumers individually make purchase decisions using existing sources and them exchange them for goods or services to feel the benefits.(Kotler dan Keller,2016:161). Consumer behavior at this time requires appropriate and safe services. This is in accordance with a service quality, which is the expected a level of excellence and a control over these advantages to be able to meet customer desires (Tjiptono 2016:59). Service quality is determined by 5 factors, namely Tangible, Emphaty, Responsive, Reliability and Assurance. These service and consumer behavior are an input for JNE to increase buying interest and JNE a service quality will to be even better. Through the results of the research a problem survey, there was an increase in users, especially the delivery of goods made by the community in meeting their daily needs during the Covid-19 pandemic. From the results of the survey , it has encouraged researchers to conduct research on “The influence of Buying Interest and Service Quality on Customers Satisfaction of Goods Delivery services JNE Gading Griya Branch during the Covid-19 pandemic in 2021”.

2. Literature Review

2.1 Buying Interest

In consumer behavior, buying interest is an effort made by consumers to make purchases or fulfill needs by involving third parties. Most the buying process, is one indicator of customer buying behavior, which relates to information gathering and evaluation of alternatives by consumers prior to purchase, and it's accuracy depends on the level of the problem solving process itself (Hill et al al., 2013: Kepoor and Jumar, 2015.)

According to Kotler (Rizky & Yasin, 2014) Put forward that buying interest happened before the purchase decision, interest in buying is a response or process like a product, but haven't made a purchase yet.

From the literature study above buying interest is consumer's ability to determine a choice on products and services which will be used by involving service providers or the item.

2.2 Service Quality

Apart from the proven positive effect of service quality on customer satisfaction, the benefits implementation of quality standard system is difficult resources for it's measurement (Djofack and Camacho 2017). From various theories and conceptual frameworks for approaching service quality assessment (Nguyen et al., 2018), this research is based on the concept of service quality and means end theory. Namely those who propose three elements that are always present in services, namely in there form of product,environment, and delivery.

2.3 Customer Satisfaction

(Pratminingsih et al, 2013)said that customer satisfaction must improve the quality and trust of customers, therefore service companies must pay attention to this so that there are no deviatons from customers. Satisfaction is the strongest thing for customers to be able to reuse the service companies used and can give positive ratings and recommend if customers are satisfied (Su et al., 2016). Based on research, it is stated that the nature of consumers can help employes to develop their performance so they can better understand customers (Wesjohn, Singh, & Magnusson, 2012).

From the expert opinion above customer satisfaction determined by a price, a service quality, a product quality, an emotional factor and efficiency. Customer satisfaction also has determined by hope or an expectation customer before and after do purchase items or services from company or an organization.

2.4 Covid-19

According to WHO, The Covid-19 virus ia a type of contagious virus which can be caused by corona virus. Corona virus first time found in December 2019, in Wuhan,China. At the present time Covid-19 becomes epidemic of a disease or worldwide pandemics.

The current pandemic in Indonesia happening from 2020 which is until now exposure is still happening specifically in Indonesia has had an impact on behavior and Indonesian people's habits. Government through Permenkes No.13 year 2020 and national task force No.1 year 2021 have instructed to society for the use and refraction of a healthy lifestyle through 3 M. 3M in meant is everyone must apply and comply with health protocols by, Wearing a mask, keep the distance and avoiding the crowd, and wash hands with soap or use hand sanitizer. The focus of research at JNE Gading Griya

Branch in providing service to consumers referring to the Decree of the Governor of DKI Jakarta No.3 year 2021 regarding the implementing regulations of regional regulations No.2 year 2020 about countermeasures coronavirus in 2020.

Consumer behavior when Covid is occurring experiencing lifestyle changes before an exposure to Covid in meeting daily needs to make direct purchases to a service or goods providers and when exposure to Covid occurs more consumers use a freight forwarding service in making a purchase or a fulfillment of goods and services. According to WHO, Covid-19 virus can spread to humans through small drops from the nose or a mouth when someone coughs or a sigh. The droplets will hit objects touched by others. If that person touch eyes, a nose or a mouth, then that person has the potential to be exposed to the Covid-19 virus.

From the explanation above that Covid-19 is atype of a virus that is contagious and dangerous which can minimizing an exposure by using a healthy lifestyle and 3M.

3. Method

Methods in this study using a descriptive approach. A descriptive approach is used to find the value of the independent variable, either from one or more variables (independent variable) (Sugiyono 2017:56). A quantitative method is by pay attention to the data obtained from the interview and the instrument for buying interest, a service quality to customer satisfaction.

3.1 Research sites

This research is entitled “The Influence Of Buying Interest On Service Quality To Customer Satisfaction Of Goods Delivery Services JNE Gading Griya Branch During The Covid-19 Pandemic in 2021”. This research

conducted at PT.JNE Gading Griya Branch, Gading Griya Lestari Raya Street No.26.

3.2 Population and Sample

Population has used by researchers in this research is customers of PT.JNE Gading Griya Branch in January 2021 until June 2021 6 months long as much 280.53 customer.

According to Sugiyono in (Prof. Dr. Sugiyono), a Sample is a part of the amount and characteristics possessed by the population. Researchers calculate a sample with Slovin formula that is as many as 100 respondents (JNE Gading Griya Branch customer). Sampling using a purposive sampling technique. The purposive sampling technique is sampling a technique based on certain considerations.

3.4 Linier Regression Analysis

Linier regression is based on a causal relationship that is one independent variable with one dependent variable. (Sugiyono 2018, p. 148).

The formula for a linear regression is :

$$Y = a + bX$$

Information :

Y = Dependent Variable (Bound)

X = Independent Variable (Free)

a = Intercept or constant

b = Regression Coefficient

3.5 Correlation Coefficient

Used for know the level of a relationship between independent variable with a dependent variable used a correlation analysis which is called Pearson Product Moment a correlation analysis.

4. Discussion and Result

a. Validity test and Reliability

The results of the validity test of Buying Interest (X_1), Service Quality (X_2) and a Customer Satisfaction (Y) have an average count of 0,693 up to 0,926. Because a r_{table} is 0,1966, then all items of the statement of the variable Buying Interest (X_1), Service Quality (X_2) and Customer Satisfaction (Y) declared Valid. Results of reliability statistics-Cronbach Alpha reliability test Buying Interest (X_1), Service Quality (X_2) in the amount of 0,941 and a Customer Satisfaction (Y) is $> 0,6$, then all tested variables are declared reliable.

b. Simple Linear Regression Analysis

1. Buying Interest Variable (X_1)

Based on the results of the regression coefficient calculation table it can be seen that to estimate Buying Interest affect Customer Satisfaction as follows:

$$Y = 14.215 + 0,697X_1$$

Where :

Y = Customer Satisfaction

X_1 = Buying Interest

From the data above can be concluded to apply 1 unit of a variable value X_1 (Buying Interest) 0,697, will make a variable Y has (Customer Satisfaction) increased by as much as 14.215. A Correlation coefficient on a variable Buying Interest (X_1) of 0,836, a state that the two variables have a positive and significant relationship. On T Test, known $t_{count} 15.065 > t_{table} 1,660$ and significance value $<0,001$ smaller than 0,05. Which means $H_0 =$ rejected and $H_a =$ accepted, it means that there is an influence between a variable Buying Interest to a variable Customer Satisfaction.

2. Service Quality Variables (X_2)

Based on the results of the regression coefficient calculation table it can be seen that to estimate Service Quality affect to Customer Satisfaction as follows:

$$Y = 4.707 + 0,919X_1$$

Where: $Y =$ Customer Satisfaction

$X_2 =$ Service Quality

From the data above can be concluded for increased of 1 unit of a variable value X_2 (Service Quality) 0,919, will make the variable Y has (Customer Satisfaction) increased by as much as 4.707. A Correlation Coefficient on Service Quality variable (X_2) in the amount of 0,917, states that the two variables have a positive relationship and significant. On T Test, known $t_{count} 22.824 > t_{table} 1,660$ and significance value $<0,001$ smaller than 0,05. Which means $H_0 =$ rejected and $H_a =$ accepted, it means that there is an influence between a variable Service Quality to a variable Customer Satisfaction.

c. Multiple Linear Regression Analysis

Based on the results obtained of a multiple regression coefficient, that it can be made a regression equation to estimate a Buying Interest, Service Quality takes an effect to a Customer Satisfaction.

As follows:

$$Y = 4.964 + 0,072X_1 + 0,842X_2$$

Where:

Y = Customer satisfaction

X₁ = Buying Interest

X₂ = Service Quality

The multiple linear regression equation means that each increase in a score on the variable X₁ (Buying Interest) in the amount of 0,072 it will be followed by an increase Y (Customer Satisfaction). Every time there is an increase in the score for the variable X₂ (Service Quality) in the amount of 0,842 will be followed by increasing a Y (Customer Satisfaction). From the multiple regression equation above, then the value of a Y will be 4.964.

A multiple correlation coefficient of 0,918 stated that the variable of Buying Interest (X₁) and a Service Quality (X₂) has a strong and positive relationship to the variable Customer Satisfaction (Y). The coefficient of a determination or R² is 0,843. This result means the independent variable (a Buying Interest and a Service Quality) can explain 84,3% to the dependent variable namely Customer Satisfaction, while the remaining 15,7% explained by another variable which is not included in this coefficient of a determination model. On F Test, can be concluded that F_{count} > F_{table} (260.768 > 3,09), so that H₀ is rejected and H_a is accepted, which mean there is an influence significant between Buying Interest, Service Quality, a Customer Satisfaction.

1. Buying Interest Variable (X₁)**a. Simple Linear Regression Test****Table 1**
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.215	1.894		7.506	<.001
Buying Interest	.697	.046	.836	15.065	<.001

a. Dependent variable ; Customer Satisfaction

Source : Processed by the author based on spss 21

2. Service Quality Variable (X₂)**a. Simple Linear Regression Analysis****Tabel 2**
Coefficients

Model		Unsatndarized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	4.707	1,664		2.829	.006
	Service Quality	.919	.040	.917	22.824	<.001

a. dependent variable : Customer Satisfaction

Source : Processed by the author based on spss 21

3. Buying Interest Analysis (X_1) and Service Quality (X_2) to Customer Satisfaction (Y)

a. Multiple Linear Regression

Tabel 3
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.964	1.685		2.946	.004
	Buying Interest	.072	.074	.086	.968	.336
	Service Quality	.842	.089	.841	9.462	<.001

a. Dependent Variable : Customer Satisfaction

Source : Processed by the author based on spss 21

Conclusion

1. On a simple correlation coefficient, variable value is Buying interest (X_1) of 0,836 stated that the two variables have a positive and significant relationship. R^2 value of 69,8% independent variable Buying Interest (X_1) affects the dependent variable Customer Satisfaction (Y).
2. On a simple correlation coefficient, variable value is Service Quality (X_2) of 0,917, stated that the two variables have a positive and significant relationship. R^2 value of 84,2% independent variable Service Quality (X_2) affects the dependent variable Customer Satisfaction (Y).
3. On the multiple correlation coefficient of 0,91 stated that the variable of Buying Interest (X_1) and a Service Quality (X_2) has a strong and positive relationship to the variable Customer Satisfaction (Y). R^2 value of 84,3% to the dependent variable namely Customer Satisfaction, while the remaining 15,7% explained by other variables which are not included in this coefficient of a determination model. On F Test f_{count} value of 260,68 > F_{table} of 3,09, so H_0 is rejected and variable Buying Interest and Service Quality Variable on a Customer Satisfaction variable.

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