

THE ANALYSIS OF PT. TIKI JALUR NUGRAHA EKAKURIR IN MAINTAINING SERVICE QUALITY AND CUSTOMER SATISFACTION ON CONSUMER'S LOYALTY INTERESTS DURING COVID-19 PANDEMIC

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Abstract

The growth of the freight forwarding service industry in Indonesia and in the world has been experiencing a rapid growth, which is triggered by the online trading industry. To support the online buying and selling industry, reliable freight forwarding services are needed at an affordable cost. The object of this research is the company PT. Jalur Nugraha Ekakurir (JNE) route, which is a company engaged in the delivery of goods. As a freight forwarder, JNE must maintain service quality and customer's satisfaction with customer's interest in the COVID-19 pandemic situation. This study aims to determine the level of service quality and customer's satisfaction of JNE toward consumer's loyalty interest by using the Servqual method. This study involved 150 individual customers from JNE companies throughout Indonesia. The research method used was by distributing questionnaires to respondents who are Indonesian people. The results show that the average satisfaction level of JNE customers was 94.39% in 2019 and was 99.07% in 2020. from the 5 dimensions of Servqual, in 2020, the responsiveness factor reached the highest satisfaction value, while the aspect that had the lowest satisfaction value was reliability. Based on the IPA matrix, it shows that this factor is also a priority aspect to improve the quality of its services. Meanwhile, the responsiveness factor is considered by customers as an important factor because it has increased the speed of delivery performance during this pandemic and in this case, JNE has been able to satisfy its customers.

Keywords: Servqual Method, Customers, Consumer Loyalty, Covid-19 Pandemic, CSI

Introduction

Recently, technology in Indonesia has been growing rapidly, especially in transportation. Transportation is an important means of helping the mobility of people for their daily activities. According to Andriansyah (2015: 19), the transportation management system is a series of systems or management of

transportation modes by a group or class. Transportation can help people's activities in the economy, delivery of goods or services, passenger transportation, and so on. Because of the importance of transportation for human life, it is necessary to manage transportation properly. In Indonesia, especially in big cities, transportation is one of the needs of the community. Thus, the role of transportation services is increasingly needed, both for community mobility and for shipping goods throughout Indonesia. PT. Jalur Nugraha Ekakurir, commonly known as JNE, is one of the well-known and widest logistics service providers in Indonesia. JNE has many customers and is quite considered by its competitors. JNE serves delivery in the form of packages, documents, vehicles, etc. The advantage of JNE is that it is located at JNE agents which are easy to reach. This can make it easier for the public to send something via JNE compared to other delivery service providers. However, when the Corona Virus Disease (COVID-19) first appeared in December 2019 in China. This virus almost infected the whole world including Indonesia on March 2, 2020. In that year, it caused restrictions on the movement of people and goods. As a result, both export and import shipments decreased in numbers. This is due to a number of sectors that closed roads during the COVID-19 pandemic. Therefore, a further research is needed on PT. Jalur Nugraha Ekakurir in maintaining service quality and customer's satisfaction on consumer's loyalty interest in the COVID-19 pandemic situation. According to Wyckof in Tjiptono, (2001:59), service quality is the level of excellence to meet customer's desires. In other words, two main factors affect service quality, namely expected service and perceived service. In service quality, there are many models that can be used to analyze the service quality. One of which is the gap model developed by Parasuraman, et al. (1988). This model is hereinafter known as Servqual. Parasuraman, Berry, and Zeithaml established a service quality model that highlights the main requirements for high service quality. Meanwhile, according to Parasuraman in Rambat Lupiyoadi (2001), service quality can

be defined as how far the difference between reality and customer's expectations for the services they get. Based on a research conducted by Ho, et al. (2012), the measurement of logistics service quality is divided into four dimensions, namely timeliness, accuracy of order, quality of information, quality of contact personnel, and order discrepancy handling. According to Tjiptono (2004:348), customer's satisfaction has become a central concept in marketing theory and practice and is one of the essential goals for business activities. Customer's satisfaction contributes to many crucial aspects, such as creating customer's loyalty, improving company reputation, reducing future transaction costs, and increasing employee efficiency and productivity. Consumer's satisfaction is the level of consumer's feelings after comparing with their expectations. If a customer is satisfied with the value provided by the product or service, it is very likely to become a customer for a long time. Lovelock and Wright (2007:102) state that satisfaction is their post-purchase reaction, which can be anger, dissatisfaction, irritation, neutrality, joy, and pleasure. In this case, it explains that service quality has a relationship with customer's satisfaction. According to Chandra (2002:6), the products offered by the organization must be of high quality. In simple terms, quality can be defined as a product that is free from defects. Service quality is related to customer's satisfaction, it is related to customer's perceptions. If the perceived service is following the expected service, the quality of the service concerned will be perceived as good or positive. Then, according to Hasan (2008), customer's loyalty is a customer who simply does not repurchase an item and service, for example by recommending others to buy. With this shows that customer's loyalty is influenced by customer's trust. In addition, Kotler (2005:218) argues that trust is a picture of the thoughts held by someone about the picture of something. The results of this study indicate that service quality variables with indicators of consumer's loyalty interest is in line with a research conducted by khalil (2013) that customer's trust helps companies

increase their buying interest. Hong and Cha (2013) also suggests that trust as mediation has a significant influence on online purchase intention.

Method

The research method used in this study was a quantitative approach. According to Sugiyono (2016), quantitative methods can be interpreted as research methods based on the philosophy of positivism used to examine certain populations or samples. Moreover, the data collection used quantitative or statistical data analysis research instruments with the aim of testing predetermined hypotheses. The data collection techniques took a questionnaire. According to Sugiyono (2017), a questionnaire is a data collection technique by giving a set of questions or written statements to respondents to answer them. The object of this research was the JNE company, and its customers were the subjects of this research. This study used a purposive sampling technique by Sekaran (2006). The considerations in selecting respondents as research samples were purposive sampling respondents in which they belong to criteria such as male or female and have used the services of PT JNE. The population in this study was the Indonesian community, which was known to be the sample in this study as many as 150 respondents. This study used primary and secondary data types. The data collection procedure in this study used a questionnaire as primary data, but the questionnaire was distributed to respondents who were considered able to understand the questions in the questionnaire well. Further, it also used secondary data that already existed in the previous year.

Discussion and Result

After calculating the score, the result of Servqual as follows :

1. Satisfaction Level Comparison Analysis for JNE 2019 & 2020

Customer's satisfaction index is a method to measure customer's satisfaction through a certain attribute. A different company has a different

attribute to be measured. It depends on information needed by the company to the consumers by Massnick (1977). According to Irawan (2004), there are four steps to count CSI, there are:

- a. Decide Mean Important Score (MIS) and Mean Satisfaction Score (MSS) The score is based on the interest rate and performance of each respondent:

$$MIS = \frac{\sum_{i=1}^n Y_i}{n}$$

$$MSS = \frac{\sum_{i=1}^n X_i}{n}$$

n = Total Respondent

Y_i = Interest attribute score -i

X_i = Performance attribute score -i

- b. Create Weight Factors (WF)

This weight is the percentage score of MIS per attribute to total MIS of all attribute.

$$WF_i = \frac{MIS_i}{\sum_{i=1}^p MIS_i}$$

where :

p = Interest attribute total

- c. Create Weight Score (WS)

This weight is the multiplication between Weight Factors (WF) and Means Satisfaction Score (MSS)

$$WS_i = WF_i \times MSS_i$$

- d. Calculating the CSI

$$CSI = \frac{\sum_{i=1}^p WS_i}{5} \times 100\%$$

the Criteria of CSI show on Table 1 :

Table 1.

Index value (%)	Customer satisfaction index
81 – 100	Very satisfied
66 – 80,99	Satisfied
51 – 65,99	quite satisfied
35 – 50,99	Less satisfied
0 – 34,99	No satisfied

Source: Constatina (2013)

The satisfaction level of customers in 2019 was calculated with the result for a mean of 94,39% which is considered "very satisfied" according to the CSI index range on Table 1. These also reflected each dimension percentage and interpretation as shown on Table 2 below.

Table 2.

Satisfaction Level 2019			
Num.	Dimensions	Percentage	Interpretation
1	Tangible	100,52%	Very satisfied
2	Realibility	91,80%	Very satisfied
3	Responsiveness	88,95%	Very satisfied
4	Assurance	95,52%	Very satisfied
5	Emphaty	95,14%	Very satisfied
Mean		94,39%	Very satisfied

While the satisfaction level of customer in 2020 was calculated with the result for mean of 99,07% which is considered "very satisfied" according to the CSI Index range as shown on the Table 3 for each dimension result below :

Table 3.

Satisfaction Level 2020			
Num.	Dimensions	Percentage	Interpretation
1	Tangible	94,85%	Very satisfied
2	Realibility	91,61%	Very satisfied
3	Responsiveness	109,86%	Very satisfied
4	Assurance	93,05%	Very satisfied
5	Emphaty	105,97%	Very satisfied
Mean		99,07%	Very satisfied

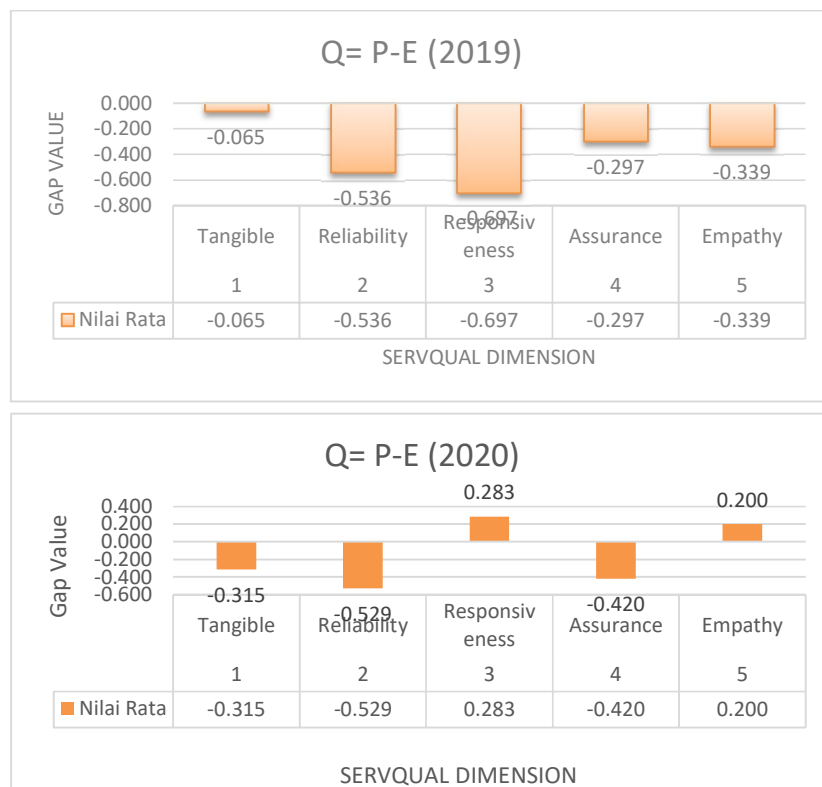
There was an increase in the value of the satisfaction level in 2020 compared to 2019 of 4.68%. The three dimensions were lower than

previous year such as tangibles, reliability and assurance. However, because the value of these two dimensions was higher than previous year, responsiveness (20,91%) and empathy (10,83%), affects the overall satisfaction level percentage. This means that the JNE company cares about the individual attention of customers and is always willing to provide fast service in shipping goods to customers during this Covid-19 Pandemic.

2. Dimension Gap Serviqual analysis

According to Tjiptono (2006), to achieve customer's satisfaction, companies can measure how far the gap (difference) between performance and consumer's expectations is on the five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles.

Table 4

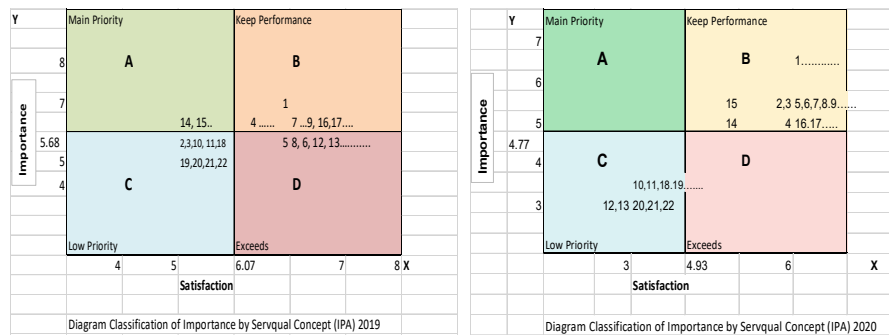


There is a difference between the Servqual gap in 2019 and in 2020 which has been shown on table 4 above. The overall data management of the dimension gap shows an increased value on the three dimensions, except for the two dimensions. In addition to the two dimensions, the assurance dimension has lower value (-0.123), and tangible dimension has lower (-0,250) which means that the expectations expected by customers still do not meet the assurance and tangible dimensions. However, there is a significant increase in two dimensions and a change from negative to positive value such as the responsiveness dimension from (-0.697) to (0.283) and the value of the empathy dimension from (-0.339) to (0.200). Besides, reliability dimension also increases a little bit even though it is still in a negative gap, from (-0,536) to (-0,529) which means that customer's expectations have met the service performance of the JNE's customers on these three dimensions during Pandemic Covid-19. Therefore, this Servqual Gap analysis is also linear or directly has connection with the result of the satisfaction level of CSI above, and it proves that the dimension of responsiveness and empathy is the important dimensions which may affect the overall customer's service level and gap improvement.

3. IPA Matrix Analysis servqual matrix for JNE 2019 & 2020

According to Rangkuti (2008), the concept of IPA comes from the concept of service quality (SERVQUAL) which prioritizes the level of customer's interest where the measurement process is in relation to what the company should do to produce high quality products or services. Rangkuti (2008) continues with the existence of various perceptions of the level of customer's interest, and the company can formulate the most dominant level of interest.

Table 5



Based on table 5, there are differences between 2019 and 2020 where some attributes or indicators of dimension have been shifted, such as indicators number 14,15 shifting from quadrants A (main priority) to B (keep performance), indicator number 2,3 shifting from C (low priority) to B (keep performance), indicator number 5,6,8 shifting from D (exceeds) to B (keep performance), and indicator number 12,13 shifting from D (exceeds) to C (low priority). Nevertheless, the indicator numbers 1,4,7,9,16,17 remain on quadrant B (keep performance), and some of these indicators belong to tangible, reliability, and assurance dimensions. Moreover, the numbers 10,11,18,19,20,21,22 remain on quadrant C (low priority), and most of these indicators belong to responsiveness and empathy dimensions as shown on Table 6. The significant issue on the difference is that in 2019, all indicator spread on all four quadrants, yet in 2020, during the pandemic, the indicator only spread on two quadrants, such as B (keep performance) and C (low priority). There was no more main priority in 2020, and half of servqual dimensions were represented by thirteen indicators that have been concentrated or pooled on quadrant B. This may reflect to maintain the service performance in 2020 or during Pandemic Covid-19.

Table 6

No	indicators	Dimensi
1	Trace system	Tangible
2	Counter agent	
3	Staff appear	
4	Counter appear	
5	Promise	Reliability
6	sympathic	
7	rely on	
8	on time	
9	accurate recording	Empathy
10	execution	
11	quick service	
12	willing to assist	
13	respond demand	Assurance
14	trust staff	
15	safe transaction	
16	polite attitude	
17	support comp	Responsiveness
18	attention companion	
19	personal attention	
20	know needs	
21	Cust as priority	Empathy
22	Convenience time	

Conclusion

The things that can be concluded in this study are the differences in customer satisfaction between 2019 and 2020 in each dimension, especially on the responsiveness dimension with a value of 88.95% which increased to 109.86% and empathy from a value of 95.14% to 105.97%. This means that PT. Jalur Nugraha Ekakurir pathway has responded to this pandemic by performing fast service performance and responding to what each individual wanted before the COVID-19 pandemic. However, the gap analysis shows the differences among the dimensions where there was an increase in negative values on the two dimensions such as tangibles and assurance which means that the customer's expectations still cannot be fulfilled on these dimensions. Nonetheless, one dimension, reliability, experiences a bit improvement on the gap and service level as well. Finally there is a positive value added on the dimensions of responsiveness and empathy based on the average results of customer's satisfaction which means that the performance of PT. Jalur Nugraha Ekakurir route between 2019 and 2020 has improved its service quality based on customer's expectations. Meanwhile, based on Servqual analysis with attribute mapping using a Cartesian diagram (importance performance analysis), there was shifting paradigm that this company service quality dimension was mapped only on the quadrants which is the keep

performance and a low priority. it is concluded that JNE is obliged to ensure that managing the performance can continue to maintain the achievements that have been achieved in quadrant B especially for total thirteen indicators of 1,2,3, 4,5,6,7,8,9, 14,15,16,17.

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