

THE INFLUENCE OF SERVICE QUALITY, DISTRIBUTION FACILITIES, AND CUSTOMER PERSPECTIVE ON CUSTOMER SATISFACTION AT PT GLOBAL JET EXPRESS (J&T EXPRESS) IN NORTH JAKARTA

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Abstract: The rise of e-commerce makes people use delivery service almost daily. There are several factors that affect customers in choosing the delivery service that meets customers satisfaction. The purpose of this study was to find out the influence of quality of service, distribution facilities, and customer perspectives on customer satisfaction at PT Global Jet Express (J&T Express) in North Jakarta. The study used quantitative approach and the data was collected from online survey or online questionnaire to the customers of the Global Jet Express (J&T Express). Data analysis techniques used were descriptive and inferential analysis with the multiple linear regressions by statistical software of SPSS 26. The conclusions of this study showed that the quality of service, distribution facilities, and customer perspectives have a positive and significant effect on customer satisfaction. The research model obtained r square of 66.7% which means that the independent variables can explain the dependent variable of 66,7% while the remaining 33.3% is explained by other variables not examined in the study.

Keywords: *quality of service, distribution facilities, customer perspective, customer satisfaction*

Introduction

During this pandemic, the use of goods delivery services has increased due to the government's call to reduce outdoor activities as well as the increasing needs of individuals or companies. The development of goods delivery services can also be seen from year to year because more and more people use goods delivery services, especially couriers.

According to (Armstrong 2015), customer satisfaction is the extent to which a product is perceived to perform in accordance with buyers' expectations. According to (Lovelock, C, and Wirtz 2011), satisfaction is

an attitude that is decided based on the experience gained. Therefore, it can be concluded that customer satisfaction is a feeling of pleasure or satisfaction that a customer has in accordance with their expectations.

One of the shipping and expedition services companies is PT Global Jet Express (J&T Express) or commonly known as J&T Express. J&T expedition service provider was established on August 20, 2015. Although it is relatively new, J&T can compete with other goods delivery services by improving the quality of service. The quality of service is one of the important factors in improving competitiveness. This company's performances can be seen from how quickly it solves problems. According to (Tjiptono, Fandi., and Chandra 2012) the quality of service is a measure of how well the level of service provided can meet customer expectations. It can be concluded that the meaning of the quality of service is whatever form of maximum service implementation provided by service or product providers with all advantages in order to meet customer needs and expectations.

The provision of facilities also has an effect in capturing customer satisfaction. Facilities are the benchmark of all services provided, as well as having very high impact on customer satisfaction. If the level of facilities that exist is high, it is also very easy and comfortable for customers to use them. (Tjiptono 2014) explains that facilities are physical resources that must exist before a service is offered to consumers. The distribution process is a very important factor because errors in the selection of the distribution process can interfere with the process of distributing goods or services to the hands of consumers.

In addition to the quality of service and distribution facilities, customers' perspectives also need to be considered. According to Martono (2010), perspective is a way of looking at a problem that occurs or a certain point of view used in seeing a phenomenon. Meanwhile, according to (Greenberg 2010), a customer is an individual or group that makes a

purchase of a product or service based on decisions on price considerations and offers that communicate with the company through letters, phone calls, and emails sent periodically. So, it can be concluded that the customer's perspective is the point of view of the customer in assessing the results of goods or services that have been used.

(Nasution 2015) states that the definition of customer satisfaction is a comparison between the quality of goods or services felt with the wishes, needs, and expectations of customers. Customer satisfaction is the benchmark of whether a customer will continue to use the services of the company or switch to another company.

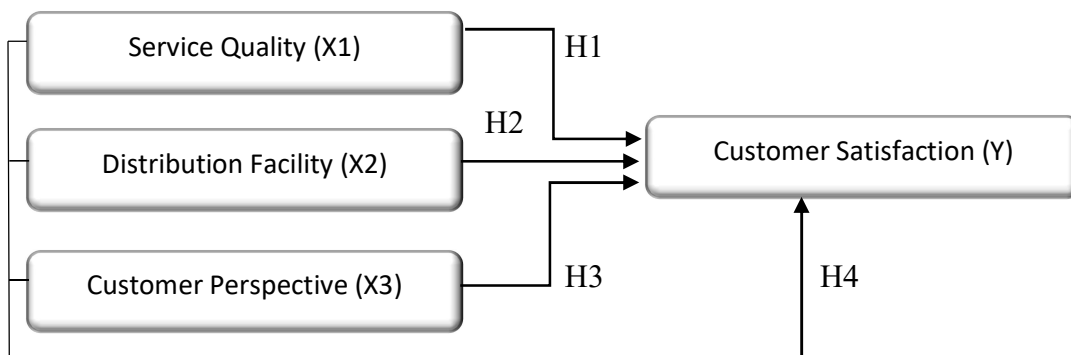


Figure 1.1

Conceptual Framework

Hypothesis

H 1: There is a positive influence between the quality of service and customer satisfaction.

H 2: There is a positive influence between distribution facilities and customer satisfaction.

H 3: There is a positive influence between the customers perspective and customer satisfaction.

H 4: There is a positive influence between the quality of service, distribution facilities, and the customers perspective simultaneously to customer satisfaction.

Method

The type of research used is a quantitative research which is a research method based on the philosophy of positivism. It is used to do research on certain populations or samples of data collection using research instruments, quantitative or statistical data analysis with the aim to test the hypothesis that has been established (Sugiyono 2015). While the descriptive research is a method that seeks to describe and interpret objects according to facts (Sudaryono 2019).

To determine the number of samples used, researchers used William's formula calculations. Example of a withdrawal formula:

$$n = \frac{(\frac{Z\alpha}{2})^2 P * (1 - P *)x}{E^2}$$

Information:

P*: Proportion of population

E: fault tolerance limit 10%

A: Alpha

0.05 (Z /2)2: Normal distribution score with a real level of 5% (1.96)

$$n = (1.96)^2 0.5(1 - 0.5) 0.10^2$$

$$= 96.04 \text{ is rounded to } 100$$

The results of these calculations, this study took a sample of 100 respondents.

Discussion and Results**Instrument Test Results****1. Validity Test**

Questions	r Calculate	r Table	Information
Item X1.1	0.500	0.196	Valid
Item X1.2	0.567	0.196	Valid
Item X1.3	0.555	0.196	Valid
Item X1.4	0.638	0.196	Valid
Item X1.5	0.659	0.196	Valid
Item X1.6	0.530	0.196	Valid
Item X1.7	0.660	0.196	Valid
Item X1.8	0.597	0.196	Valid
Item X1.9	0.726	0.196	Valid
Item X1.10	0.528	0.196	Valid
Item X2.1	0.570	0.196	Valid
Item X2.2	0.701	0.196	Valid
Item X2.3	0.636	0.196	Valid
Item X2.4	0.459	0.196	Valid
Item X2.5	0.486	0.196	Valid
Item X2.6	0.475	0.196	Valid
Item X2.7	0.664	0.196	Valid
Item X2.8	0.649	0.196	Valid
Item X2.9	0.655	0.196	Valid
Item X2.10	0.557	0.196	Valid
Item X3.1	0.534	0.196	Valid
Item X3.2	0.409	0.196	Valid
Item X3.3	0.434	0.196	Valid
Item X3.4	0.532	0.196	Valid
Item X3.5	0.474	0.196	Valid

Item Y.1	0.684	0.196	Valid
Item Y.2	0.699	0.196	Valid
Item Y.3	0.634	0.196	Valid
Item Y.4	0.688	0.196	Valid
Item Y.5	0.533	0.196	Valid
Item Y.6	0.730	0.196	Valid
Item Y.7	0.616	0.196	Valid

Source: Primary Data SPSS 26 Output Item-Total Statistic. Processed 2021

Figure 1.2

According to the results of the table above, it can be concluded that all questionnaires submitted have the *value of corrected item total correlation* greater than the r_{table} value in the 100th N sample, which is 0.196 which means that the overall $r_{\text{count}} > r_{\text{table}}$. So, all statements of Service Quality (X_1), Distribution Facility (X_2), Customer Perspective (X_3) and Customer Satisfaction (Y) variables can be used for the next stage.

2. Reliability Test

No.	Variable	Reliability	Alpha	Information
1.	Service Quality (X_1)	0.874	0.6	Reliable
2.	Distribution Facility (X_2)	0.867	0.6	Reliable
3.	Customer Perspective (X_3)	0.711	0.6	Reliable
4.	Customer Satisfaction (Y)	0.873	0.6	Reliable

Source: Primary Data SPSS 26. Reliability Output. Processed 2021

Figure 1.3

According to the results of the table above, it can be concluded that the overall of the questionnaire items of each variable Service Quality (X_1), Distribution Facility (X_2), Customer Perspective (X_3) and Customer Satisfaction (Y) in this study is reliable as shown in the value of *Cronbach's alpha* throughout the variable has a good value that is above 0.6. So, it can be interpreted that the entire value of this research variable is said to be good and acceptable, which is seen from the output *reliability statistics* that

is the value of *Cronbach's alpha* all variables above the good level.

Classical test assumption

The data processed in this questionnaire have been tested for classical assumption to meet the requirements of the best linear unbiased estimator

Multiple Linear Regression Test Results

The following are multiple linear regression equations obtained from this study.

Coefficients ^a					
Type		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-4.685	2.791		.096
	Service Quality	.276	.074	.326	.000
	Distribution Facility	.444	.072	.538	.000
	Customer Perspective	.178	.085	.124	.038

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output 26. Coefficients, Linear Regression. Processed 2021

Figure 1.4

According to the table above, it is known that the multiple linear regression equation in the *Standardized Coefficient* is as follows:

$$Y = - 4.685 + 0.276X_1 + 0.444X_2 + 0.178X_3$$

Information:

Y: Customer Satisfaction

α : Constant

X_1 : Service Quality

X_2 : Distribution Facility

X_3 : Customer Perspective

The interpretation of the result of the equation is as follows:

Constant (α) of -4.685 means that consistent value of the Participation variable is -4.685.

The Service Quality Regression Coefficient ($\beta_1 X_1$) contributed 0.276 to the Customer Satisfaction variable. If the Service Quality variable increases, then the Customer Satisfaction variable will increase by 0.276.

The Regression Distribution Facility ($\beta_1 X_2$) contributed 0.444 to the Customer Satisfaction variable. If the Distribution Facility variable increases, then the Customer Satisfaction variable will increase by 0.444.

The Customer Perspective Regression Coefficient ($\beta_1 X_3$) contributed 0.178 to the Customer Satisfaction variable. If the Customer Perspective variable increases then the Customer Satisfaction variable will increase by 0.178.

Model Feasibility Test Results

1. Test F

ANOVA ^a						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1078,863	3	359,621	64,060	,000 ^b
	Residual	538,927	96	5,614		
	Total	1617,790	99			

a. Dependent Variable: CustomerSatisfaction

b. Predictors: (Constant), CustomerPerspective, ServiceQuality, DistributionFacility

Source: SPSS Output 26. Anova, Linear Regression. Processed 2021

Figure 1.5

Based on the results of simultaneous testing or test F where the that the value of F counted 64,060 with a sig value of 0.000. Based on the data, the significance value of $0.000 < 0.05$. then it can be concluded that in this study the model is said to be significant and worth using based on the sig

value obtained, that all free variables can explain any changes to the value of bound variables because it has a significant influence.

2. Coefficient of Determination (R^2)

Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 ^a	.667	.656	2.369

a. Predictors: (Constant), Customer Perspective, Service Quality, Distribution Facility

Figure 1.6

Source: SPSS Output 26. Model Summary, Linear Regression. Processed 2021

Based on the R^2 test the magnitude of the Coefficient of Determination (R^2) is 0.667. This means that 66.7% of Customer Satisfaction variables can be explained by Service Quality, Distribution Facility and Customer Perspective variables, while 33.3% is explained by other factors beyond the regression model analyzed in this study.

t Test (Research Hypothesis Test)

Figure 1.4 shows that the $t_{\text{calculated}}$ value in the Variable Service Quality (X_1) of 3.743 with a significant value of 0.000 then should be searched for the t_{value} of table t ($\alpha = 0.05$) is 1.984, because the $t_{\text{value count}}$ ($3.743 > 1.984$) with a significant level ($0.000 < 0.05$), then H_0 rejected and H_a accepted, which means there is a positive and significant influence between Service Quality (X_1) on Customer Satisfaction (Y).

Figure 1.4 shows that the $t_{\text{calculated}}$ value in the Variable Distribution Facility (X_2) of 6,169 with a significant value of 0.000 then should be looked for the value of table t ($\alpha = 0.05$) is 1,984, because the value of t_{count} ($6,169 > 1,984$) with a significant level ($0.000 < 0.05$), then H_0 rejected and

H_a accepted, which means there is a positive and significant influence between distribution facility (X_2) on Customer Satisfaction (Y).

Figure shows that the calculated t value in the Variable Customer Perspective (X_3) of 2,100 with a significant value of 0.038 then should be looked for the value of table t ($\alpha = 0.05$) is 1,984, because the value of t_{count} ($2,100 > 1,984$) with a significant level ($0.038 < 0.05$), then H_0 rejected and H_a accepted, which means there is a positive and significant influence between Customer Perspective (X_3) on Customer Satisfaction (Y).

Discussion

1. The Effect of Service Quality (X_1) on Customer Satisfaction (Y)

Based on the results of the research that the researchers conducted, it was obtained that Service Quality consisting of indicator indicators, features, reliability, durability, ease of service has a positive and significant effect on Customer Satisfaction. This can be seen from the test t variable Service Quality against Customer Satisfaction shows t_{count} of 3.743. The regression coefficient is 0.276 and the significant value is 0.000, which is smaller than 0.05. This positive influence means that the higher the Service Quality provided by the company, the higher the Customer Satisfaction and vice versa the lower the Service Quality provided by the company, the lower the Customer Satisfaction.

The results of this study are in line with previous research by (Putranto 2016). From the results of the analysis, it can be known that variable quality of service affects customer satisfaction.

2. The Effect of Distribution Facility (X_2) on Customer Satisfaction (Y)

Based on the results of the research that researchers conducted, it was obtained that distribution facility consisting of indicator indicators, features, reliability, durability, ease of service, space planning, equipment, lighting and color have a positive and significant effect on Customer Satisfaction. This can be seen from the test t variable Distribution Facility against Customer Satisfaction shows t_{count} of 6.169. The regression coefficient is

0.444 and the significant value is 0.000 which is smaller than 0.05. This positive influence means that the higher the Distribution Facility provided by the company, the higher the Customer Satisfaction and vice versa the lower the Distribution Facility provided by the company, the lower the Customer Satisfaction.

The results of this study are in line with previous research by (Putranto 2016), which proves from the results of the analysis can be known that variable facilities have a positive effect on customer satisfaction.

3. The Effect of Customer Perspective (X_3) on Customer Satisfaction (Y)

Based on the results of research conducted by researchers, it was obtained that Customer Perspective consisting of indicators financial analysis, customer analysis, process analysis, analysis of learning and growth (employee performance) has a positive and significant effect on Customer Satisfaction. This can be seen from the test t variable Customer Perspective against Customer Satisfaction showed t_{count} of 2.100. The regression coefficient is 0.178 and the significant value is 0.038 which is smaller than 0.05. This positive influence means that the higher the Customer Perspective given by the company, the higher the Customer Satisfaction and vice versa the lower the Customer Perspective given by the company, the lower the Customer Satisfaction.

The results of this research are in line with previous research by (Kurniasari and Memarista 2017) known that customers are satisfied to use the seed products Cap Bunga Matahari because it is felt to provide a good experience for consumers. Customer satisfaction with Sunflower Stamp seed products also has a positive impact

Conclusion

Things that can be inferred from the concept and supported the theory that supports this research with the title " Influence of Service Quality, Distribution Facilities and Customer Perspectives Affect Customer

Satisfaction " can be concluded that the quality of service, has a significant relationship to customer satisfaction. And it can be seen in the data that the facility has a significant-good relationship to customer satisfaction, as well as on the customer perspective, so the quality of service, distribution facilities and customer perspective can affect customer satisfaction.

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