

THE INFLUENCE of SERVICE QUALITY and CORPORATE IMAGE on CUSTOMER SATISFACTION at PT JNE (JNE)

Irawan Pratama¹, Aria Gusti Narendra², Alit Sodikin³, Esti Liana⁴

^{1,2,3,4} Institute of Transportation and Logistics Trisakti

✉ corresponding author: xgz.aria@gmail.com

Abstract: PT JNE (Jalur Eka Nugraha) is a logistics company that provides freight forwarding services, shipping services goods and services goods transportation. The principal problem in this research is whether the service quality and corporate image affect customer satisfaction. The achievement of corporate goals often associated with the quality of service and the image of the company as well as customer satisfaction. The company requires the image of the company to raise the name and be a great company. The quality of service and the image of the company is as independent variables (X1, X2) while customer's satisfaction is as the dependent variable (Y). This study is aimed to determine the effect of service quality and corporate image on customer satisfaction JNE Bogor (study). Data obtained from the questionnaire and the data is then processed and tested with statistics using SPSS.

Keywords: Service quality, corporate image, customer satisfaction, logistics, JNE

Background

Current social movements and the economy are growing quickly, it is caused by the development of technology and also the trend of globalization that increasingly fast. They have made the market tend to be quickly changed. In line with the trend, companies have to adjust because of the competition to control the market.

There are many companies that have been known to the public in the field of shipping service. JNE is one of them. JNE or jalur eka nugraha is a provider of services of delivery of goods and has the image of a brand that is well known by the community. JNE as a company in the field of services of delivery of goods is putting its customers as the focus. The main key is to be a winner in a market that is very competitive in the current era by providing satisfaction to customers and provide more value in delivering a product or high quality service with competitive price.

A company is successful or unsuccessful because it is influenced by many factors, one of them is how the company handles the customers and able to satisfy them. Customer satisfaction thoroughly is very difficult to be realized because of the desire of customers that are diverse, therefore the customer in terms of this service should be developed to the direction of the current era of globalization. The role of the shipping industry services will be increasingly in need along with the rise of society's demand for the purchase and distribution in the digital age nowadays.

Industry competition on the delivery of goods is also more stringent on the mark with the offers that aggressively done by other new arrivals companies. Competitive price in this market is something that is

commonplace or reasonable because the price can be said as a measurement indicator of the quality of the goods or services of a company. So the increase in quality will have an effect on the improvement of profitability.

Corporate image is an impression or an impression of an overview of a company in the eyes of society or its customer which is formed on the experience and knowledge of their own (Adora, 2006). According to (Sukantel in Soemirat, 2003) states the image is created intentionally so that is positive. A positive image of a company or the history of achievement of the company in the eyes of the customer gets through the success of the company.. So it can be deduced the image of a company can be said as a representation of an institution or a company with the hope of being able to build the company's image in a positive direction in the eyes of society.

Satisfaction is a feeling which could be fun or not like it or be disappointed in terms of positive and negative that comes from the comparison between the perceived or impression towards the work of the service of a product or service that followed with someone's expectations (Kotler and Keller 2009:138-139). If consumers feel satisfied with the services, the greater the likelihood the person will make a purchase again. So if JNE can provide customer satisfaction in terms of beyond the expectations of customers, the customers will be more satisfied and will have an impact on the loyalty towards JNE.

Based on the exposure of the background mentioned above, the author is aware on the important role of a service company in the era of globalization and trends of online business that rely on delivery services company, As well as the importance of customer satisfaction is a valuable asset to a company. So that the researcher intends to conduct the research raised the topic about

the above phenomenon. The chosen title is **“THE INFLUENCE of SERVICE QUALITY and CORPORATE IMAGE on CUSTOMER SATISFACTION at PT JNE”**

Method

This research used was quantitative. This study, first of all, was collecting data and theory, and then doing data analysis. The technique used for data retrieval was by spreading the questionnaire. Documents related to this research were taken from JNE sub-agents in the area of Bogor. The subject in this research were the users of the service from JNE. This research population was all customers of JNE, and in the samples were 82 respondents.

Discussion and Result

Linear Regression Simple

Simple regression equation variable (X1) of service quality on customer satisfaction (Y)

Table 1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19.368	2.100		9.222	.000
Service quality	.173	.087	.218	1.996	.049

a. Dependent variable: Y

$$Y = 19,368 + 0,173 X_1$$

Where : Y = customer satisfaction

X₁ = quality of service

A simple linear regression equation above states for each increase of 1 unit, the value in the variable X₁ (quality of service) of 0,173 then Y (customer satisfaction) will also increase by 19,368.

Simple regression equation in the variable corporate image (X₂) on customer satisfaction (Y)

Table 1.1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.383	2.426		5.929	.000
Corporate image	.400	.106	.390	3.789	.000

a. Dependent variable: Y

$$Y = 14,383 + 0,400 X_2$$

Where : Y = customer satisfaction

X₂ = corporate image

The meaning of the linear regression equation above that any increase in the unit value in the variable X₂ (company image) of 0.400 then will follow Y (customer satisfaction) rising by 14,383

Regeresi multiple linear

Analysts of service quality (X₁) and corporate image (X₂) to the feelings of the customer (Y).

Classical test requirements analysis regression has been done to give the results of the carried or involved variable that meet the qualification requirements and test the assumptions of the classic. The second thing it was

tested by performing a significance test of the model and regression model that is interpreted .

The results of the multiple linear is as follows :

Tabel 1.2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	10.212	3.054		3.344	.001
	Service quality	.173	.080	.218	2.168	.033
	Corporate image	.400	.103	.390	3.878	.000

a. Dependent variable: kepuasan Pelangg

from the table of regression coefficients above, the regression equation is as follows : $Y = 10,212 + 0,173 X_1 + 0.400 X_2$.

The equation of multiple linear regression means that each increase in the score of the application of the variable X_1 (quality of service) of 0,173, will be followed by the increasing of Y (customer satisfaction). Each increase of 1 unit score for the variable X_2 (company image) of 0.400, Y (customer satisfaction) is also increased. From the above equation, then the value of Y will be 10,212.

Test t

Testing the hypothesis partially (t test) is intended to know whether the presence or absence of the influence of the independent variable was partial to the dependent variable. The results of the hypothesis in this test is as follows :

$$dk = n - k$$

$$dk = 82 - 2$$

$$dk = 80$$

$$dk = 1.990$$

Table 1.3**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19.368	2.100		9.222	.000
Service quality	.173	.087	.218	1.996	.049

a. Dependent Variable: customer satisfaction

the value of t for the quality of service is 1,996 while the value of T table is 1.990. It can be seen $t_{1,996} > T_{table\ 1.990}$ and value of significance is 0,049 $< 0,05$. So the hypothesis says there is a positive and significant influence

between service quality and customer satisfaction.

Table 1.4

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.383	2.426		5.929	.000
Corporate image	.400	.106	.390	3.789	.000

a. Dependent Variable: customer satisfaction

the value of t count for the image of the company is 3,789 while the value of t table is 1,990. It can be seen $t_{3,789} > t_{table\ 1,990}$ and a significance value is $0,000 < 0,05$. So the hypothesis says there is a positive and significant influence between the image of the company to the satisfaction of the customers.

Test F

Test Statistics F test of whether all the independent variables or the independent included in the model have an influence simultaneously on the dependent variable. Test Statistics F is used to meet the independent variable that will be tested at a significance level of 5%. The test results of the coefficient significant simultaneous can be seen in table :

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	98.363	2	49.182	9.859	.000 ^b
	Residual	394.088	79	4.988		
	Total	492.451	81			

Tabel 1.4

- a. Dependent variable: customer satisfaction
- b. Predictors: (constant), corporate image, service quality

If $F_{count} > F_{table}$ then H_a accepted, meaning that the independent variables simultaneously have a significant influence on the independent variable. The value of F_{table} can be sought from the equation $df_1 = \text{number of independent variables}$. In terms of $df_1 = 2$, while $df_2 = n - k - 1$; $(82 - 2 - 1)$;

$df_2 = 79$. With the use of significance of 5% (0.05) it can be seen in table F in column 2 line 79 that is 3,11. It can be concluded that $F_{count} > F_{table}$ ($9,859 > 3,11$) and the significance value is $0,000 < 0,05$ so H_0 is rejected and

Ha is accepted. The service quality variable (X1) and corporate image (X2) have significantly positive effect and occur simultaneously to variable customer satisfaction (Y)

Result

The results of the discussion of service quality (X1) and customer satisfaction(Y)

- a. In simple linear regression, obtained $Y = 19,368 + 0,173 X1$ Where :

Y = customer satisfaction

X1 = quality of service

A simple linear regression equation implied that each increase of 1 unit, the value in the variable X1 (quality of service) of 0,173 then Y (customer satisfaction) will go up by 19,368.

The results of the discussion of the image of the company(X2) and customer satisfaction(Y)

- a. In simple linear regression, obtained $Y = 14,383 + 0.400 X2$

Where:

Y: customer satisfaction

X: the image of the company

A simple linear regression equation is interpreted that every increase of 1 unit, the value in the variable X2 (company image) is 0.400 then Y (customer satisfaction) will go up by 14,383

The results of the discussion of service quality (X1) and corporate image (X2) on customer satisfaction (Y)

A. On multiple linear regression, $Y = 10,212 + 0,173 X1 + 0.400 X2$

Where :

Y = customer satisfaction

X2 = the image of the company

That each increase in the score of the application of the variable X1 by 0,173 then Y will also increase by 10,212 with the assumption that the variable X2 in the remained condition. Each increase of 1 unit score for the variable X2 of 0.400 will make Y also increased by 10,212 with the assumption that the variable X1 in a fixed state.

- b. On the t test, it can be seen $t_{3,789} > t_{table 1,990}$ and a significance value is $0,000 < 0,05$. So that the hypothesis that stated there is a positive and significant influence between the image of the company to the satisfaction of the customers.
- c. In the F Test, it can be concluded that $F_{count} > F_{table} (9,859 > 3,11)$, so that H_0 is rejected and H_a is accepted, which means there is significant influence between service quality and corporate image on customer satisfaction.

Conclusion

PT JNE sub branch Bogor is one of the branches of PT JNE engaged in expeditionary services, serving the delivery of the goods. JNE as a company in the field of services of delivery of goods is putting its subscribers as the

orientation of the main or customer-oriented as its ultimate goal. Based on the results of the research, it can be concluded that the hypothesis test simultaneously shows that the quality of service (X1) and corporate image (X2) significantly influence customer satisfaction (Y)

References

- Knowles, R. D. (1998). Passenger rail privatization in Great Britain and its implications, especially for urban areas. *Journal of Transport Geography*, 6(2), 117–133. [https://doi.org/10.1016/S0966-6923\(98\)00005-2](https://doi.org/10.1016/S0966-6923(98)00005-2)
- Nurjanah, R., & Mulazid, A. S. (2018). Pengaruh Kualitas Pelayanan dan Corporate Social Responsibility Terhadap Citra Perusahaan. *Muqtasid: Jurnal Ekonomi Dan Perbankan Syariah*, 9(1), 40. <https://doi.org/10.18326/muqtasid.v9i1.40-53>
- Prihandoyo, C. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Jne Cabang Balikpapan. *Jurnal GeoEkonomi*, 10(1), 116–129. <https://doi.org/10.36277/geoekonomi.v10i1.59>
- Rizqi, M. A. N., Lestari, P., & Wiendijarti, I. (2017). Pengaruh Kualitas Pelayanan Terhadap Citra Perusahaan Listrik Negara. *Interact*, 6(2), 61–77. <http://ojs.atmajaya.ac.id/index.php/fiabikom/article/view/1350>
- Safitri, E., Rahayu, M., & Indrawati, N. K. (2016). Pengaruh Kualitas Pelayanan Dan Citra Perusahaan Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan Service Center [Studi Pada Pelanggan Samsung Service Center Di Kota Malang. *Ekonomi Bisnis*, 21(1), 90–104.
- Utami, A. T., Ismanto, H., & Lestari, Y. (2016). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien. *JKMP (Jurnal Kebijakan Dan Manajemen Publik)*, 1(1), 83. <https://doi.org/10.21070/jkmp.v1i1.429>
- Yuniarta, F., S., I. B., & Wulandari, G. A. (2019). Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pengguna Jasa Pengiriman Paket Pada PT. JNE Express Cabang Jember dengan Kepuasan Sebagai Variabel Intervening. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 6(2), 152. <https://doi.org/10.19184/ejeba.v6i2.11160>