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The Effects of Service Quality on Selection Logistics Service Company for MSMEs in DKI Jakarta

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Abstract: Delivery of goods is one of the main activities of Micro, Small and Medium Enterprises (MSMEs) both in sector services or non-services. Most MSMEs delegate these activities to logistics company so as MSMEs can focus on developing their products. In this situation, logistics company need service quality, which is the basic of logistics company, the level of service determines customer satisfaction and customer satisfaction is a competitive advantage from its competitors. Therefore, the quality of logistics services is a matter of concern for Micro, Small and Medium Enterprises (MSMEs) in supporting their activities. In this research, we use the Pearson Correlation method with the aim for knowing how big the Effect between service quality in the selection of logistics company services for MSMEs by taking into account several indicators of service quality and indicators of choosing logistics company. The results in this research shows service quality only influence of 22.3% in the selection of logistics company services for MSMEs in DKI Jakarta.

Keyword: *Quality of Service, Determination of logistics company, Micro, Small and Medium Enterprises*

1. Introduction

The logistics business is a business that has very good prospects. This is based on the fact that every economic activity always carries out a logistics process. In Indonesia, the existence of logistics company is very helpful in terms of sending goods to consumers. This also has an influence on the economy in Indonesia, and also because Indonesia is an archipelagic country, where the need for logistics is very high.

In logistics business, logistics company require service quality, which is the basis of logistics company. The level of service itself determines customer satisfaction, and this is a competitive advantage over its competitors (Maharani et al., 2019).

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The quality of logistics services is a comprehensive organized activity to meet customer needs in order to achieve customer satisfaction (Kang & Kim, 2009). Therefore, logistics service company must focus on improving the quality of logistics services and strive to be more proactive in providing better services in order to achieve customer satisfaction (Thai, 2013).

At this time, the growth of MSMEs in Indonesia is very rapid and contributes to the surrounding community in creating jobs. In addition, MSMEs also contribute to supporting the economy and also contribute to Gross Domestic Product (GDP) (Ardiani Ika Sulistyawati, Indarto, 2018). DKI Jakarta is the capital city of Indonesia, the center of the Indonesian economy and also a barometer of the national economy. In this case, MSMEs have an important role in economic growth in DKI Jakarta (Yama, 2011).

Micro, Small and Medium Enterprises (MSMEs) are productive business groups managed by individuals or business entities that have the requirements in accordance based on the criteria stipulated in the Law of the Republic of Indonesia Number 20 of 2008 (UU Replublik Indonesia Nomor 20 Tahun 2008, n.d.).

The quality of logistics services is something that Micro, Small and Medium Enterprises (MSMEs) pay attention to supporting their activities. MSMEs need the role of logistics, because one of the roles of logistics is shipping goods and also delivery of goods is one of the main activities of MSMEs. This activity is a very crucial activity for MSMEs. Most MSMEs delegate these activities to third parties engaged in logistics services or logistics couriers (Putratama & Sumarna, 2020).

2. Method

2.1. Method Research

This study used quantitative methods and the data in the form of figures used statistics (Maharani et al., 2019). This research used a questionnaire with a Likert scale, with a point scale ranging from 1 (strongly

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disagree) to 5 (strongly agree) used in assessing score in the questionnaire items. Furthermore, the questionnaire distributed 100 respondents to MSMEs in DKI Jakarta. And then the data was analyzed and processed by Pearson Correlation Analysis using the SPSS application.

2.2. Object of Research

In this research, the independent variable is Quality of Service (X) and the dependent variable is Selection Logistics Company (Y).

Table 1
Dimensions and Indicator for Variable X and Y

Variable	Dimensions	Indicator	No. Instrument
Quality Logistics Service (X)	Customer Focus Quality	Service	1
		Offer insurance	2
	Order Fulfillment Quality	Easy Order Procedure	3
		Variation of Payment	4
	Corporate Image	Choose popular Company	5
		Choose new Company	6
	Timeliness	On Time	7
		Faster than Estimated date	8
	Information Quality	Can be tracking	9
		Provide Information	10
Selection Logistics Company (Y)	Service	Delivery accuracy	11
		Product Safety	12
	Price	Lower Price	13
		Discount	14
	Experience	Recommended by close friend	15
		By rating	16
	Responsiveness	Respond for claim	17
		Get Information when package delivery failure	18

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	Location	Reachable	19
		Strategic Location	20

Source: Based on authors

Table 2
Data Recapitulation

No	Indicator	Score
1	The company provides services that are polite and friendly.	461
2	The company provides a package of insurance protection guarantees.	461
3	The procedure for ordering a package delivery service is fast and easy.	468
4	I can make payment transactions using cash, debit cards, or using digital wallet applications such as (OVO, Gopay, Dana).	469
5	I prefer choose popular company or have been experience to send my packages.	470
6	I prefer a new company to send my packages.	471
7	Package delivery on time.	462
8	The delivery time was faster than the estimated delivery time selected.	473
9	Packages can be tracked through the website.	468
10	The staff provided me with clear information about the various services provided (packaging services, shipping estimation options, package insurance, etc.).	463
11	Delivery of goods according to the recipient.	459
12	When the goods are received, they are not damaged or defective.	461
13	Low price and in accordance with the services provided.	475
14	Give a discount when sending packages in large quantities.	474
15	In choosing a logistics company, I get recommendations from close friend.	470
16	In choosing a logistics company, I look based on the company's rating.	474
17	The company responds quickly and appropriately if there is a problem with delivery.	463
18	I get information from the company in case of a package delivery failure.	468
19	I chose this logistics company because it is reachable.	473
20	I use a logistics company that is strategically located, making it easier for me to reach out to the location.	474

Source: Based on authors

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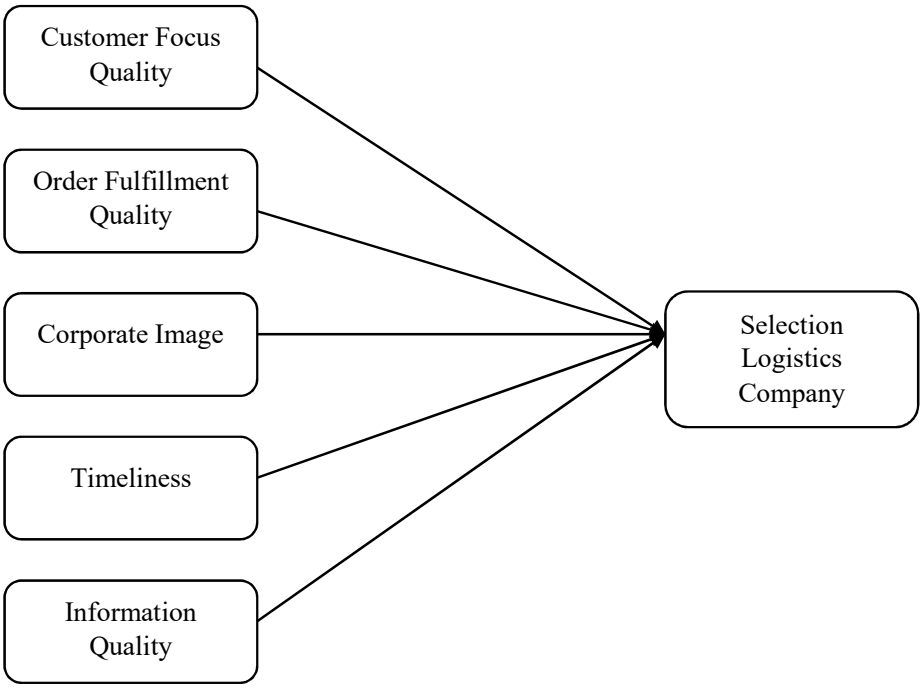
The framework analysis of this research is as show in the figure 1:



Source: Based on authors

Figure 1
Framework Analysis

3. Discussion and Result

3.1. Data Collection

This research uses a questionnaire because the questionnaire is the main means of collecting the quantitative data. Questionnaires enable quantitative data collected to be standardized, and also the data is internally consistent and coherent for analysis (Roopa & Rani, 2012). The total of sample used in this research is 100 MSMEs in DKI Jakarta and the determination of the sample uses the Slovin formula with a 95% confidence level.

The number of sample is determined by the Slovin formula. Slovin formula is a formula for calculating the minimum number of samples.

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Determines Slovin formula by taking sample of representatives from each groups within the population. (Sapriyelni et al., 2018).

$$\text{Slovin Formula} \rightarrow n = \frac{N}{1+Ne^2}$$

3.2. Validity Test

A Validity test is used to measure the questionnaire is a valid questionnaire. A questionnaire is considered valid if the questions in the questionnaire reveal something that will be measured by the questionnaire (Rohman & Abdul, 2021). The level of validity can be measured by comparing the r count (correlation item total correlation) with the r table with the provisions degree of freedom (df) = n-2, where n is the number of samples with α = 5%. The criteria for the assessment of the validity test as follows:

a) If r count > r table, then the questionnaire item is valid.

b) If r count < r table, it can be said that the questionnaire item is not valid.

Table 3
Validity Test for Variable X

Variable	r count	r table	Description
X.1	0,387	0,196	Valid
X.2	0,548	0,196	Valid
X.3	0,465	0,196	Valid
X.4	0,544	0,196	Valid
X.5	0,664	0,196	Valid
X.6	0,552	0,196	Valid
X.7	0,636	0,196	Valid
X.8	0,624	0,196	Valid
X.9	0,542	0,196	Valid
X.10	0,616	0,196	Valid

Source: Based on SPSS Ver.26 Calculating

Based on Table 3 The Service Quality Variable (X) has an r count value is greater than the r table value of 0.196 or r count > r table. Based on calculated the data, the question for Variable X is declared valid.

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Table 4
Validity Test for Variable Y

Variable	r count	r table	Description
Y.1	0,559	0,196	Valid
Y.2	0,440	0,196	Valid
Y.3	0,576	0,196	Valid
Y.4	0,614	0,196	Valid
Y.5	0,556	0,196	Valid
Y.6	0,602	0,196	Valid
Y.7	0,529	0,196	Valid
Y.8	0,554	0,196	Valid
Y.9	0,574	0,196	Valid
Y.10	0,610	0,196	Valid

Source: Based on SPSS Ver.26 Calculating

Based on table 4 The Selection Logistics Service Company Variable (Y) has an r count value is greater than the r table value of 0.196 or r count > r table. Based on calculated the data, the question for Variable Y is declared valid.

3.3. Reliability Test

A Reliability test is an index shows the extent to which a measuring instrument can be trusted or relied on. Reliability test is also show extent the measuring instrument is be consistent, if measured twice or more for the same variable indicator. That means the data used reliability is a measuring tool that can show the same results even though it is used many times by different researchers (Rohman & Abdul, 2021).

The Reliability test using the Cronbach Alpha method in the SPSS program with the following test criteria:

a) If the Alpha value > 0.6, it means that the statement is reliable.
b) If the value of Alpha < 0.6, it means the statement is not reliable.

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Table 5
Reliability Test

Variable	Cronbach Alpha Result	N of Items	Cronbach Alpha	Description
X	0.754	10	0,600	Reliable
Y	0.749	10	0,600	Reliable

Source: Based on SPSS Ver.26 Calculating

Based on Table 5, The Cronbach Alpha value of each variable is more than 0.600. It can be concluded that the variables in this research are received and reliable.

3.4. Pearson Correlation Test

Pearson Correlation analysis is a statistical method used to measure a quantity of the strength of the association between variable dependent and variable independent without questioning whether certain variable depends on other variables. The Pearson correlation is a simple correlation involving only one dependent variable and one independent variable(Safitri, 2016).

Table 6
Correlation for Variable X and Y

		Service Quality	Selection Logistics Service
Service Quality	Pearson Correlation	1	.223*
	Sig. (2-tailed)		.026
	N	100	100
Selection Logistics Service	Pearson Correlation	.223*	1
	Sig. (2-tailed)	.026	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).
Source: Based on SPSS Ver.26 Calculating

Based on table 6, the value of Pearson correlation test on this research is 0.223. Based on the Coefficient Interval Value and the results of the correlation calculation, it is explained that the relationship between Service

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Quality and Logistics Service Selection for MSMEs in DKI Jakarta is at a low interval.

Table 7
Interpretation of Correlation Coefficient

Coefficient Interval	Correlation Level
0,80 – 1,000	Very Good
0,60 – 0,799	Good
0,40 – 0,599	Normal
0,20 – 0,399	Low
0,00 – 0,199	Very Low

Source: Based on Sugiyono (2010) from (Safitri, 2016)

Conclusion

Based on the results of data analysis obtained from this research, it can be concluded that the service quality variable (X) has a low correlation with the selection logistics service variable (Y) with a value 0.223. The meaning is the service quality in determination of selection logistics services company only affect 22.3% while the remaining 77.7% is influenced by other factors.

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