

THE IMPACT OF HUMAN RESOURCES AND THE QUALITY OF SERVICE ON COSTUMER SATISFICATION AT THE J&T EXPRESS 2020

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Abstract: The purpose in this study are to find out the extent of Human Resources and the Quality of Service to Customer Satisfaction that occurs in PT. Global Jet Express (J&T Express) grits and other variables that contribute greatly to the customer's satisfaction. In this study, there are three variables which are Human Resources, the Quality of Service and Customer Satisfaction. From the results, Human Resources variables and the Quality of Service share positive results in the satisfaction of customers using the expedition, especially those in the PT. Global Jet Express (J&T Express) Cengkareng region.

Keywords: *Human Resources, Service Quality, Customer Satisfaction*

INTRODUCTION

In today's times of globalization, there is a grow number of people using logistics and transport services. By understanding what the consumer wants and expectations, then Human Resources and the Quality of Services a company gives should be crucial points. Industry provides both Quality and Quality Services, and it can meet consumer levels of interest much more sustainable than the J&T Express, human resource development programs are needed for employees early in the company or continuously after the need for employment. Have a commitment that utilize the system to improve the efficiency and Quality of express service to customers. Although this company is a new company in the field of freight forwarding and expedition services, PT. Global Jet Express (J&T Express) is optimistic that it will become a superior service and become the choice for the Indonesian people. However, there are many cases that occur about the lack of Service Quality and poor resources (Hanif et al., 2020), starting from service users and service providers, which will also affect the image and Quality of existing logistics service providers. Therefore we want to know the effect of Human Resources

and Service Quality PT. Global Jet Express (J&T Express) Customer Satisfaction in Cengkareng. (Chair et al., 2020)

PROBLEM FORMULATION

Based on the background and identification on the problems raised, a problem formulation can be made:

1. The effect of Human Resources on Customer Satisfaction at PT. Global Jet Express (J&T Express) Cengkareng?
2. How does the effect of Service Quality on Customer Satisfaction at PT. Global Jet Express (J&T Express) Cengkareng?
3. How big is the level of effect of Human Resources and Service Quality on Customer Satisfaction at PT. Global Jet Express (J&T Express) Cengkareng?

RESEARCH PURPOSES

In compiling the research, the author conducted various studies with the aim of:

1. To find the effect Human Resources have on Customer Satisfaction
2. To find the effect Service Quality has on Customer Satisfaction
3. To find the effect Human Resources and Service Quality have on Customer Satisfaction

BENEFITS OF RESEARCH

This research is a scientific way to obtain data with a specific purpose in general data obtained from research that can be used to understand, solve and anticipate future problem. Namely to add insight and knowledge, additional information and scientific development, and input. For the company so that it will improve the Quality of the company in considering the Quality of its service.

LITERATURE RIVIEW

HUMAN RESOURCE

Humans are responsible for running the organization, so Human Resources are an important factor and always exist in the organization (Cabeza et al., 2006). Human Resources are the power of thought and human power that are still preserved in them

and need to be fostered, discovered, and developed to be utilized as well as possible for the benefit of human life (**Panjaitan, 2017**) and energy in running and utilized an organization to achieve a goal.

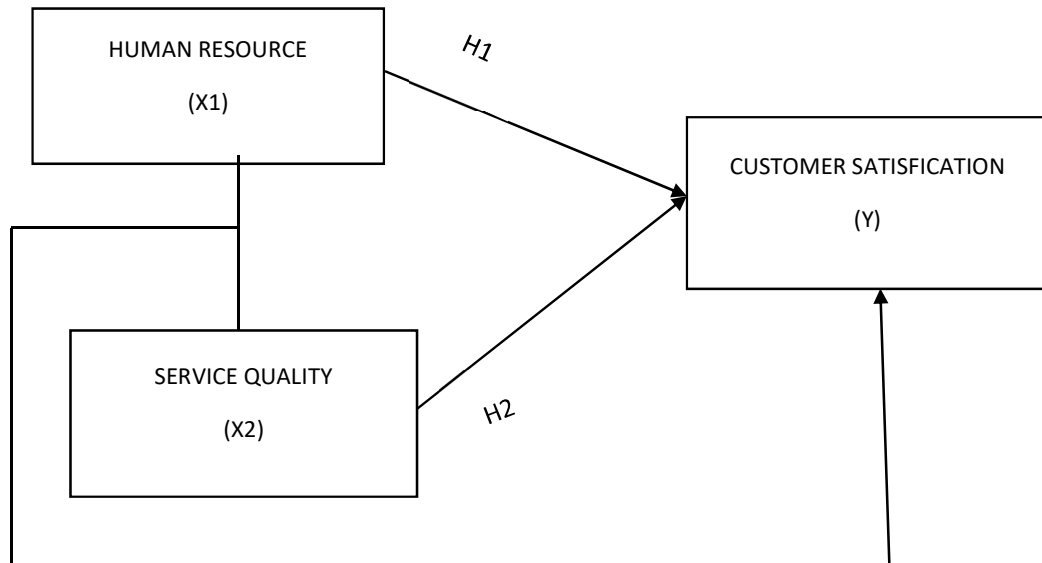
SERVICE QUALITY

(**Afidatur Ro'azah, 2021**) states Service Quality are ability of service providers to serve users of goods or services. According to (**Wibisono & , 2016**) Service Quality is to effort to satisfy the want and desires of consumers and the accuracy of delivery by balancing consumer expectations. Based on description according by experts, it can be concluded that Service Quality is the ability of service providers to serve and satisfy the needs and desires of consumers who use goods or services.

CUSTOMER SATISFICATION

Customer Satisfaction is an expression or level of consumer feelings after getting something they want and comparing it with what they receive. According to Yazid (**Zaluchu, 2021**) Customer Satisfaction is something that determines the absence of a difference between the expectations of the customer and the experience received by the customer. Based on the that description, can be concluded that Customer Satisfaction is a feeling desired by customers in accordance with customer expectations.(Candra et al., 2020)

HYPOTHESIS



Source: Processed by Researchers H3

H1: Human Resources directly affect Customer Satisfaction

H2: Service Quality directly affects Customer Satisfaction

H3: Human Resources and Service Quality directly affect Customer Satisfaction

RESEARCH METHODS

This study uses descriptive analysis with a quantitative approach and uses a simple linear regression analysis technique assisted by SPSS. In this study it will be known whether there is an influence between the variables of the influence of Human Resources (X1) and Service Quality (X2) on Customer Satisfaction (Y) at PT. Global Jet Express (J&T Express). The data taken for this research is questionnaire data filled out by J&T Express service users using a Likert scale consisting of Strongly agree (SS) with score 5, Agree (S) with score 4, Neutral (N) with a score 3, Disagree (TS) with score 2, Strongly Disagree (STS) with score 1. This method uses SPSS assistance to analyze the data and the results of the questionnaire given.

POPULATION & SAMPLE

The population and samples used in this study were men and women aged 15 to 60 years and had used the services of J&T Express Cengkareng. Population according to Sugiyono (**Hakim, 2017**) is a generalization area consisting of objects/subjects that have convinced qualities and characteristics determined by researchers to be studied and then drawn conclusions. Then the sample according to Sugiyono (**Hakim, 2017**) the sample is part of the number and characteristics possessed by the population.

RESEARCH & DISCUSSION**INSTRUMEN RESULTS****1. VALIDITY TEST**

No.	R Count	R Tabel	Description
X ₁₁	0,840	0,361	Valid
X ₁₂	0,776	0,361	Valid
X ₁₃	0,731	0,361	Valid
X ₁₄	0,796	0,361	Valid
X ₁₅	0,708	0,361	Valid
X ₂	0,826	0,361	Valid
X ₂₂	0,838	0,361	Valid
x ₂₃	0,748	0,361	Valid
X ₂₄	0,843	0,361	Valid
X ₂₅	0,817	0,361	Valid
Y ₁	0,669	0,361	Valid
Y ₂	0,794	0,361	Valid
Y ₃	0,522	0,361	Valid
Y ₄	0,709	0,361	Valid

Source: SPSS Processed Data 2022

Based on the table above, the validation test is carried out by comparing r_{count} with the r_{table} value for degree of freedom ($df = n-2$ (n is the number of samples)). With the number of samples (n) is 30, it can be calculated in this study is $(n-2) = 30-2 = 28$, the value of r_{table} 28 is 0.361. If r_{count} is greater than r_{table} , then the statement item is declared valid or valid. So that from all questions

from the Human Resources variable (X1), Service Quality (X2) and Customer Satisfaction (Y) can be used for the next stage.

2. RELIABILITY TEST

No.	Variabel	R Alpha	Description
1.	Human Source	0,824	Reliabel
2.	Service Quality	0,869	Reliabel
3.	Customer Satisfaction	0,602	Reliabel

Source: SPSS Processed Data 2022

Reliability test used to test the consistency of the data measurement results. The reliability test used in the study used Cronbach's alpha with an alpha standard result of 0.6, the variable was declared reliable. Based on the table above, it is stated that the results of the reliability test on each variable of Human Resources (X1), Service Quality (X2) and Customer Satisfaction (Y) are declared reliable because the R alpha value is greater than 0.60.

MODEL FESABILITY TEST RESULTS

1. Test R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 ^a	.646	.619	1.054

a. Predictors: (Constant), Service Quality (X2), HUMAN RESOURCE (X1)

Source: SPSS Processed Data 2022

The coefficient of determination (R²) is used to measure the model's capability to explain variations in the dependent variable. A small value of R² means that the capability of the independent variables in explaining the variation of the dependent variable is very limited. The adjusted R square value above has a value of 0.619 (61.9%) which can be interpreted that the ability of the Human Resources

(X₁) and Service Quality (X₂) model explains the variation of the Customer Satisfaction variable (Y) by 61.9% and the rest is influenced by the variable other independent by 38.1%.

2. Test t

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.006	2.658		.755	.457
	HUMAN RESOURCE (X1)	.460	.077	.702	5.945	.000
	Customer Satisfaction (X2)	.254	.116	.258	2.182	.038

a. Dependent Variable: Customer Satisfaction (Y)

Source: SPSS Processed Data 2022

The t test is used to determine partial effect, namely the independent variable on the dependent variable. The t-test compares the value of the significance level with a significance level of 0.05 and the value of tcount with ttable. For the value of t table with 30 respondents is: $df = n - 2 = 30 - 2 = 28$. T table for 28 is 2.048. The above is the result of calculations using SPSS. From the table above, the results obtained are:

a. Hypothesis Testing the Effect of Human Resources Variables on Customer Satisfaction Variables

The significance level is $0.000 < 0.05$, so from these results Ho is rejected, Ha accepted. And the value of tcount $5,945 > t_{table}$ 2,048, then from these results Ho rejected, Ha is accepted. These results indicate that there is a significant and positive influence of the human resource variable on Customer Satisfaction.

b. Hypothesis Testing the Effect of Service Quality Variables on Customer Satisfaction Variables

The significance level is $0.038 < 0.05$, so from these results H_0 is rejected, H_a accepted. The value of t_{count} is $2.182 > t_{table}$ 2.048, so from this result, H_0 rejected, H_a is accepted. These results indicate that there is a significant and positive effect of the Service Quality variable on Customer Satisfaction.

3. Test f

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.692	2	27.346	24.605	.000 ^b
	Residual	30.008	27	1.111		
	Total	84.700	29			

a. Dependent Variable: Customer Variable (Y)

b. Predictors: (Constant), Service Quality (X2), Human Resource (X1)

Source: SPSS Processed Data 2022

From the table above, the results of a significance level of $0.00 < 0.05$ are obtained, so from these results H_0 is rejected, H_a is accepted. The value of f_{count} 24,605 $> f_{table}$ 3,35 then from this result H_0 rejected, H_a accepted. Based on the results obtained, it can be concluded that there is a significant and positive influence on the variables of Human Resources and Service Quality on Customer Satisfaction.

DISCUSSION

Influence of Human Resources (X1) on Customer Satisfaction (Y)

The effect of Human Resources (X_1) on Customer Satisfaction (Y) at PT. J&T Cengkareng is indicated by the regression equation $2.006 + 0.460 X_1$. The regression equation shows that if Human Resources increases then Customer Satisfaction will increase as well. The relationship between Human Resources (X_1) and Customer Satisfaction (Y) is positive and significant with a significance level of $0.000 < 0.05$ and a t_{count} value of 5.945 $> t_{table}$ 2.048.

The Effect of Service Quality (X₂) on Customer Satisfaction (Y)

The effect of Service Quality (X₂) on Customer Satisfaction (Y) at PT. J&T Cengkareng is indicated by the regression equation $2.006 + 0.254 X_2$. The regression equation shows that if Service Quality increases, then Customer Satisfaction will increase as well. The relationship between Service Quality (X₂) and Customer Satisfaction (Y) is positive and significant, indicated by a significance level of $0.05 < 0.05$ and a t_{count} value of $2.182 > t_{table} 2.048$.

The Influence of Human Resources and Service Quality on Customer Satisfaction

The effect of Human Resources (X₁) and Service Quality (X₂) on Customer Satisfaction (Y) at PT. J&T Cengkareng is indicated by the regression equation $Y = 2.006 + 0.460 X_1 + 0.254 X_2$. The regression equation shows that if Human Resources and Service Quality increase, then Customer Satisfaction will increase as well. The relationship between Human Resources (X₁) and Service Quality (X₂) on Customer Satisfaction (Y) is positive and significant, indicated by a significance level of $0.000 < 0.05$ and a value of $F_{count} 24.605 > F_{table} 3.35$ and is at the level indicated by correlation coefficient = 0.804 which means that Human Resources (X₁) and Service Quality (X₂) on Customer Satisfaction (Y) have a strong relationship. With a coefficient of determination of 61.9%, which means that 61.9% of Customer Satisfaction (Y) is determined by Human Resources (X₁) and Service Quality (X₂), while 38.1% is determined by other factors.

CONCLUSION

Based on the results of the discussions that have been carried out regarding Human Resources and Service Quality on Customer Satisfaction at PT. Global Jet Express (J&T Express) Cengkareng in 2020, the following conclusions can be drawn:

- Human Resources on Customer Satisfaction use the highest indicator, namely the 1 (one) statement indicator (Employees carry out work activities well) using an average of 4.30 with a percentage of 85.3%. So the company is obliged to maintain and improve every process in keeping employees in order to maintain good performance and increase Customer Satisfaction.

- Quality of Service on Customer Satisfaction by using the highest indicator, namely the indicator of the 5th (five) statement (Providing adequate service in the delivery process) with an average of 4.56 and a percentage of 91%. So the company is obliged to maintain and improve performance in providing adequate services in the delivery process in order to maintain Customer Satisfaction.
- Human Resources and Service Quality to Customer Satisfaction have been tested partially through the f test. positive is shown with a significance level of $0.00 < 0.05$ and $F_{\text{count}} 24.605 > F_{\text{table}} 3.35$ and is at a level indicated by a correlation coefficient of 0.804 with a strong relationship level with the meaning that Human Resources (X_1) and Service Quality (X_2) on Customer Satisfaction (y) has a strong relationship. By using a coefficient of determination of 61.9%, which means that it comes from Customer Satisfaction (Y) is determined by Human Resources (X_1) and Service Quality (X_2) and 38.1% is determined by other factors.

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