

THE INFLUENCE OF PRICE AND QUALITY OF SERVICE ON CUSTOMER LOYALTY AT PT J&T EXPRESS JL KAYU JATI 2022

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Abstract: This study aims to determine the effect of price and service quality on customer loyalty at PT J&T Express Kayu Jati Branch. The population in this study was 7,215 customers of J&T Express Kayu Jati Branch with a sample of 100 customers based on the slovin formula. It considers employments essential information with information collection strategies through surveys conveyed to 100 respondents. The information investigation method is different straight relapse and the employments of the Measurable Item and Benefit Arrangement (SPSS) form 26.0 program. The result shows that the cost quality has a positive and mostly noteworthy impact on client devotion with a relapse coefficient esteem of 0.398 and a critical of 0.000. The benefit of the quality includes a positive and somewhat noteworthy impact on client dependability with a relapse coefficient esteem of 0.439 and a noteworthy of 0.000. Price and Service Quality have a significant effect simultaneously on Customer's Loyalty.

Keywords: *Price, Service Quality, Customer Loyalty, J&T Exspress, Corporate Image*

Introduction

The development of technology in this era of globalization is increasing rapidly. It can be seen from the development of different sorts of unused commerce that have been started by most individuals in Indonesia. One of them is in the field of expedition business in Indonesia. The high frequency of delivery of goods and services to shipping companies occurs due to the large frequency of deliveries on online shopping platforms such as Lazada, Shopee, Tokopedia, and others. There are various kinds of companies engaged in the field of expedition or shipping services, one of which is a shipping service company in Indonesia, namely J&T Express.

Most of the people prefer to use delivery services using J&T Express as in the people in Jabodetabek. J&T Express has been considered a trusted shipping service and also has good service to consumers. In the goods delivery service industry, price is one of the important factors that affect the marketing of a product or service. So that the cost advertised may be a

extraordinary thought, some time recently they choose to purchase products or utilize a benefit (Sukaesih et al., 2020).

Quality of Service of J&T Express which has fast and timely service, Quality of Service in easy access to customers, Quality of Service that maintains good relations between employees and customers, and quality of service in serving customers with a friendly and courteous attitude. In addition, there is a risk perception that there is no negative impression (the cost is not appropriate) with the benefits received, the perception of the risk of consumers receiving goods in good condition, the perception of risk that J&T has responsibility for the delivery of goods to consumers on time, the perception of risk in J&T services.

The company has never given a feeling of fear to consumers during service or after service, the perception of J&T Express risk that never harms consumers in the payment transaction process (Bimantara, 2020). Price is used as a tool to help sales, on the other hand it is also used to build a long-term image of a product/ orservice. The price must be able to persuade consumers to behave in such a way that it can provide benefits for the company. Therefore, J&T Express should set rates that can compete with its competitors.

Price

Kotler (509) estimating strategy can be drawn nearer by selecting the ultimate cost by including variables counting mental estimating where shoppers utilize cost as a pointer of quality and company estimating approaches with the point of giving cost standards to sales representatives to be given to buyers and for the benefit of the company (Anwar & Satrio, 2015).

According to (Alma, 2013), price is the value of an item that can be expressed in money. So the definition of cost could be a fundamental measuring device of an financial framework since costs influence the assignment of variables of generation. Cost can also characterized as the sum of cash required to get a few combination of a item and going with benefit (Farisi & Siregar, 2020).

According to (Riyono & Budiharja, 2016), there are four markers that characterize costs, to be specific: Cost reasonableness, cost similarity with item quality, cost competitiveness, cost reasonableness with benefits (Farisi & Siregar, 2020).

The Quality of Service

According to Wykof (in Tjiptono 2007:260) , the quality of service means benefit standard is the rate of greatness anticipated and controller the level of brilliance will be shopper wants (Sofiati et al., 2018).

Meanwhile, according to Hermawan (2018), benefit quality may be a arrangement of uncommon shapes of a generation or benefit that can give the capacity to fulfill desires and wants of the community(Ibrahim & Thawil, 2019).

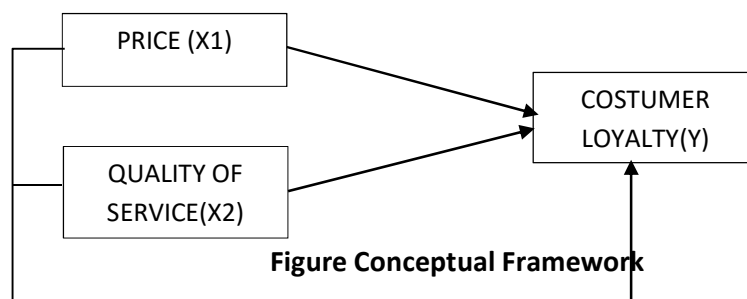
Meanwhile, according to Tjiptono (2007) the benefit quality could be a frame of exertion in assembly shopper needs and wants and the exactness of its conveyance in adjusting customer desires (Ibrahim & Thawil, 2019).

Customer's Loyalty

Based on Tjiptono (2011), buyer constancy might be a customer's commitment to a brand, store or provider based on an awfully positive nature in long-term buys (Yunaida, 2018).

While Hasan (2013) mentioned that devotion could be a concept that appears simply to converse almost in regular settings, though gets to be more troublesome when the meaning is analyzed(Bambang & Heriyanto, 2017).

Hypothesis



H1 :Does the price affect consumer loyalty?

H2 :Does Service Quality Affect consumer loyalty?

H3 :Does Price and Service Quality Affect consumer loyalty?

RESEARCH METHODOLOGY

This research used descriptive quantitative. With a quantitative approach, this research would use quantitative data which then processed and analyzed to draw conclusions.

The quantitative research method proposed by (Sugiono, 2016, P.15) quantitative research is a research that has systematic, planned, and structured specifications from the beginning to the end of the survey design. Methodology based on positivism examines certain populations and samples. Collecting data using research tools, and analyzing quantitative data for the purpose of testing the established hypotheses(Pelanggan, 2021).

Population, sample and sampling technique

Population

Based on Sugiyono (2015:135) , population is a generalization run comprising of subjects/objects that have certain wholes and characteristics chosen by agents to be assessed and drawn conclusions. The population in this research were customers who use delivery services from J&T Express at the V teak branch for 2 months from July 2022 to August 2022 as many as 7,215 customers.

Research sample

According to (Sugiyono, 2018: 118) ,The sample test is portion of the number and characteristics had by the population. Since the population is very huge, the inspecting in this ponder employments the strategy. Non-Probability Inspecting could be a testing procedure that does not give break even with opportunities/opportunities for each component or part of the populace to be chosen as tests (Sugiyono, 2019:131).

Determination of the number of samples using the Slovin formula stated in Riska Hariansah (2013:38) with the following formula:

$$n = \frac{N}{1 + N(e)^2}$$

Information :

n = sample size

N = Total population of J&T Express customers

e = Percentage of fault tolerance allowance.

With a population of 7,215 with a blunder resistance remittance of 10%.

The result of the calculation utilizing the slovin condition is 98.63 but for consolation it will be balanced up to 100 tests.

RESEARCH RESULTS AND DISCUSSION

Instrument Test Results

The results of the validity test state that all statement items for the variables Price (X1), Service Quality (X2) and Customer Loyalty (Y) are valid because they have r-count which is greater than r-table (0.195). Meanwhile, the results of the reliability test show that all variables in this study have Cronbach's alpha values more than 0.60, so that all measuring concepts of each variable from the questionnaire are reliable.

Multiple Linear Regression Test Results

The following is a multiple linear regression equation obtained from this study.

$$Y = 0.398X1 + 0.439X2$$

Information :

Y= Customer Loyalty

X1= Price

X2= Service Quality

Coefficient of Determination (R2)

Based on the R2 test, the regard of the coefficient of confirmation (R2) is 0.605. This recommends that 60.5% of the factors of Commitment Clients can be clarified by the components of Gotten and Advantage Quality, whereas

39.5% is clarified by other variables exterior the backslide outline analyzed in this.

T test Hypothesis (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,423	1,616		,262	,794
	Price	,757	,176	,398	4,293	,000
	Service quality	1.183	,250	,439	4,726	,000

a. Dependent Variable: Customer Loyalty

Source: SPSS output 26. Coefficients, linear regression. Processed 2022

Based on the test comes about within the table over appears that the esteem of t-count on the variable Cost (X1) as enormous as 4,293 with a noteworthy esteem of 0.000, the t-table esteem ($\alpha = 0.05$) is 1.984, since the t-count esteem ($4.293 > 1.984$) with a critical level ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted, which implies that there is a positive and significant influence.

Price (X1) to Customer's Loyalty (Y).

Based on the result, the t-count on the variable Benefit Quality (X2) as colossal as 4,726 with a critical regard of 0.000, the t-table regard ($\alpha = 0.05$) is 1.984, since the t-count regard ($4.726 > 1.984$) with a noteworthy level ($0.000 < 0.05$), then H_0 is rejected and H_a is recognized, which proposes that there's a positive and critical affect between Service Quality (X2) on Customer's Loyalty (Y). (Indrawan & Andrian, 2021)

F Test (Partial)

Based on the results of the simultaneous test or F test where the F-count value is 74.155 with a sig value of 0.000. Based on the results of calculations using SPSS 26 program, the value of Sig = (0.000) is smaller than alpha or the error limit level obtained is 5% ($\alpha = 0.05$). The meaning of the Sig value in the Anova table, the model is said to be significant because it is below the specified alpha value limit of $0.000 < 0.05$. Thus, H_0 is rejected and H_a is accepted, it can be concluded that Price and Service Quality have a significant

influence on Customer Loyalty.

Discussion

The Effect of Price (X1) on Customer's Loyalty (Y)

Based on the results, it is found that the cost which comprises of pointers of cost reasonableness, cost appropriateness with the quality of the item given and cost competitiveness incorporates a positive and noteworthy impact on client devotion. This can be proved by the t-test of the Cost variable on Customer's Loyalty which appears at t-count of 4,293.

The relapse coefficient is 0.398 and the noteworthy esteem is 0.000 which is more little than 0.05. This positive impact implies that the higher the cost given by the company, the higher the customer's loyalty and vice versa, the lower the cost given by the company, the lower the client devotion.

The results of this research are in line with previous research by (Farisi & Siregar, 2020) which stated that the price variable has a positive and significant impact on customer's loyalty.

The Influence of Service Quality (X2) on Customer's Loyalty (Y)

Based on the result, it is found that the Quality of Service which comprises of Tangibles, Unwavering quality, Responsiveness, Confirmation and Sympathy have positive and critical impact on Customer's Loyalty. It is proven by the t-test of the Service Quality variable on Customer's Loyalty that appears at t-count of 4,726. The relapse coefficient is 0.439 and the critical esteem is 0.000 which is more little than 0.05. This positive affect suggests that the higher the quality of advantage given by the company, the higher the customer's loyalty and vice versa, the lower the quality of advantage given by the company, the lower the client constancy.

The results of this research are in line with previous research by (Ibrahim & Thawil, 2019) which stated that the Service Quality variable has a positive and significant impact on Customer's Loyalty.

3. The Effect of Price (X1) and Service Quality (X2) on Customer's Loyalty (Y).

From the result, it is found that Price and Service Quality have a positive and noteworthy impact on Customer's Loyalty with the F-count esteem of 74.155 with a sig esteem of 0.000. The backslide condition, especially $Y = 0.398X_1 + 0.439X_2$, joins a solid relationship with the commitment of the influence of 60.5%, the remaining 39.5% is clarified by other variables exterior the backslide show up analyzed in this. Consequently the H3 that has been proposed that there is a positive and essential effect of Taken a toll and Advantage Quality on Client Dedication can be recognized.

Conclusion

Based on the result of Price, Service Quality, and Customer's Loyalty at J&T EXPRESS East Jakarta, the conclusions are as follow:

1. From the results of the analysis that has been carried out, it shows that the price has a positive and significant effect on J&T Express customer loyalty.
2. Service quality has a positive and significant effect partially on customer loyalty, users of PT. J&T Express Cengkareng branch
3. Based on the results of the study, it was found that price and quality of service simultaneously have a significant effect on customer loyalty of J&T Express Service Users.

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