

The Effect of Marketing Mix and Competitiveness on Customer Satisfaction of PT Jalur Nugraha Ekakurir (JNE) DKI Jakarta

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Abstract: The purpose of this study is to examine how the marketing mix and competitiveness affect customer satisfaction at PT Jalur Nugraha Ekakurir (JNE). The sampling technique uses the Cochran formula because the population is not known with certainty. The data of this study were obtained from questionnaires (questionnaires). The sample taken in this study was JNE Jakarta customers with 91 respondents. This research is classified as quantitative research using regression and correlation techniques along with other tests such as reliability, normality, multicholnearity, Heteroskedasticity, t and F. Results showed that the findings of the Marketing Mix variable validity test were very significant (rcount coefficient > rtable 0.207), showing that it had a good effect on Customer Satisfaction. The T count (5,535) > the T table (1,987) and the significant $0.000 < 0.005$ Marketing Mix had a positive and significant effect on customer satisfaction, according to the Multiple Linear Regression Test H1 results. The H2 findings are known t count (1.545) t table > (1.987) and significant $0.126 < 0.005$. Competitiveness has no negligible or substantial impact on customer satisfaction. Furthermore, it can be concluded from the result that the count F (50.543) > table F (3.10) and significant $0.000 < 0.005$ that the Marketing Mix and Competitiveness both have a significant effect simultaneously.

Keywords: *Courier Services, Marketing Mix, Competitiveness, and Customer Satisfaction*

Introduction

The rapid development of the business world has an impact on the increasing number of new business units spearheaded by the community, both small, medium, and large scale. This phenomenon is followed by the rapid development of companies that provide freight forwarding services or courier services. The existence of courier service providers is able to support the needs of businesspeople because they can deliver goods to customers both near the business location and far outside the company's operational area, so as to expand market coverage which will automatically increase the company's profits.

The need for delivery of goods has become the main need of everyone. All individuals need a fast and safe delivery of goods, to ensure that the goods delivered arrive at the right time and place, in marketing activities, the delivery of goods related to distribution, that is, the transportation of goods or services from the producer to the consumer, to meet human needs. To meet the needs of shipping goods today, many freight forwarding service companies have been born that are developing and competing to seize the market, one of which is PT JNE (Jalur Nugraha Ekakurir) DKI Jakarta Branch.

JNE, also known as PT Tiki Jalur Ekakurir Nugraha, is domiciled in Jakarta. To manage the global courier network, the organization was first established in 1990 as part of PT Citra van Titipan Kilat (TIKI). JNE separated from the corporation to be more independent and launched its own independent business in the domestic market, considering the changes that have taken place and a number of other factors. By partnering with courier companies from many Asian countries in 1991, PT JNE expanded its network worldwide and gained the ability to create delivery zones around the world. Super Speed (SS), YES (Sure Tomorrow Arrives), REG (Regular), OKE (Economical Shipping Fee), and JTR are just a few of the services offered by PT JNE (JNE Tracking).

The purpose of a marketer or company in promoting sales according to Tjiptono (2010: 221) is to inform, influence and persuade and remind customers about the company and its marketing mix. From the objectives stated by Tjiptono, it is known how important it is that a marketer in a company must be observant in seeing the market situation and provide an effective concept in the implementation of sales promotion to increase the number of customers so that they become loyal to the company To carry out marketing strategies, delivery service providers adopt a 4P marketing mix strategy (Product Policy, Price Policy, Distribution Policy, Promotion Policy).

The development of Covid-19 cases in Wuhan, China in 2019 and the spread of Covid in Indonesia a few months later had a mixed impact in many commercial areas, including restaurants, shopping centers, the entertainment industry, transportation, and other fields. The delivery service provider is stable due to the support of the online retail industry in E-commerce. This is an alternative option that is most often used by the general public in this pandemic situation because it makes it possible to shop anytime, anywhere and can minimize physical contact to slow the spread of the Covid-19 outbreak. The following courier service businesses currently operate in Indonesia: (1) JNE; (2) J&T Express; (3) POS Indonesia; (4) TIKI (Fast Deposit); and (5) SiCepat. But because JNE offers fast and reliable services that are responsible and consistent, JNE is consistently the first choice of customers.

To be successful in influencing customer behavior in each market, companies must develop the right combination of marketing strategy elements and use marketing tactics that are consistent with consumer behavior. The YLKI team claims that although JNE services are adequate, given the competition in the logistics and courier sectors, JNE services are still less responsive in terms of handling consumer complaints. The difficulty of filing a claim and not receiving compensation from JNE for such complaints or how customers feel are proof of that. This research was conducted to ascertain the influence of the marketing mix and competitiveness on at PT Jalur Ekakurir Nugraha (JNE) DKI Jakarta to ascertain the extent to which PT JNE provides satisfaction to consumers.

Literature Review

Marketing Mix

The Marketing Mix is a collection of all the active advice tools (product, pricing, promotion, and location) that businesses use to generate the response they want in the open market (Kotler & Armstrong, 2018, p. 79).

Marketing Mix According to Rambat Lupiyoadi (2013: 92), the marketing mix is a tool for marketers consisting of various elements of

marketing programs that need to be considered so that the implementation of marketing strategies and set positioning can run successfully. According to William (1999: 12), that marketing mix informs that in order to increase the highly competitive value of a company, mastery of marketing strategy is the main target. The marketing mix consists of products, prices, distribution, and promotion. Where the relationship is studied specifically, the principles of marketing strategy are inseparable from each other. The consequence of implementing a marketing mix is to increase the quantity, number of services, and number of customers from the implementation of a marketing strategy. The following is a 7P *marketing mix* concept that will be described in full:

1. ***Products***

In theory, products are all forms of business results offered to the market to be used or consumed so that they can meet the needs and desires of the community.

2. ***Price***

The price in question is a certain amount of money that must be paid by the user or client to get the product offered. In other words, a person will use the services or buy the product offered, if the sacrifices incurred (i.e., money and time) correspond to the benefits he wants to get from the products or services offered by the company.

3. ***Place***

This concept focuses on the place or location where the company stands. Where, the more strategic the business place, the greater the benefits that the company will get.

4. ***Promotion***

This 7p *marketing mix* strategy focuses on business promotion issues, such as how to market products, what media to use, and so on. Basically, promotion is an activity of disseminating information that is persuading, influencing, and reminding the market that the product is ready to be sold and bought by them.

5. *People*

Human resource (HR) is an important component of *7p's marketing mix strategy*. The HR factor largely determines whether a company is advanced or not. We cannot deny that this factor plays an important role in making progress or even setbacks for a company.

6. *Process*

The process here includes how the company serves the demands of each of its consumers, from the consumer ordering (*order*) until finally they get what they want.

Certain companies usually have a unique or special way of serving their consumers.

7. *Physical Evidence*

The physical appearance of the place of business will explain how the arrangement of buildings of an enterprise. Whether the company uses a unique interior, an attractive *lightning system*, an eye-catching room design, and so on.

Competitiveness

Competitive advantage, according to Hajar and Sukaatmadja (2016: 6591), is a tactic to outperform rivals. At the heart of marketing performance to face competition is competitive advantage (1990:3) in Supranoto Porter (2009).

Competitiveness is the capacity to show better, faster, or more significant results, according to the Regulation of the Minister of National Education No. 41 of 2007 in Afriyani (2011:11) on process requirements.

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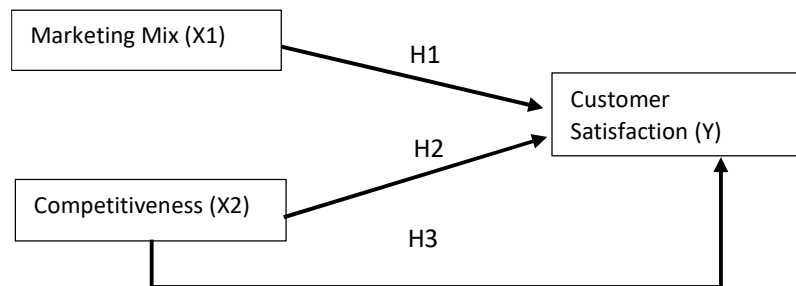
Customer Satisfaction

Customer satisfaction refers to a person's satisfaction or dissatisfaction with the performance (or results) of a product in relation to its

expectations (Kotler, 1997). Further in the article Park in Irawan 2021: 54, Consumer satisfaction is the sentiment that customers have after consuming a good or service. Bahrudin, M., and Zuhro, S. (2016), also confirming the same idea by stating that Customer satisfaction is an assessment of the choices made by certain purchasing decisions and experiences in using or consuming goods or services.(Indrawan & Andrian, 2021)

Raw Model

Picture: 1



Hypothesis

H1: Marketing Mix (X1) affects customer satisfaction (Y)

H2: Competitiveness (X2) has an impact on customer satisfaction (Y)

H3: Marketing Mix (X1) and Competitiveness (X2) both have an impact on customer satisfaction simultaneously (Y)

Hypothesis

The hypothesis proposed in this study is based on theoretical studies, previous research and the development of a conceptual framework. The background of formulating the hypotheses in this study are:

The Effect of Marketing Mix on Customer Satisfaction

Marketing Mix is a marketing strategy that can determine the success of a company in pursuing *maximum profit*. This strategy uses all marketing tools in the company known as the *7P marketing mix* that has been depicted in Literature Review. This concept is certainly different from the 4P marketing

strategy which only has four concepts, namely *product, place, price, and promotion*.

The results of the research conducted by The Graduates, T, and Sulistyowati (E.2019). have a significant impact on customer satisfaction where the sample determination technique with considerations or conditions and certain goals, but the number and characteristics of the sample to be taken must be determined first, and the results of this study simultaneously show the influence of product variables, prices, distribution channels and promotions on consumer satisfaction is significant, then partially show the marketing mix variables consisting of product variables, prices, distribution channels and promotions have a positive and significant effect on consumer satisfaction.(Rizki et al., 2021)

Meanwhile, the results of the research conducted by Aji Firmansyah (2019) were found to have no effect on customer satisfaction where from the results of the study the concept of marketing mix was in line with the principles of standardization of halal, friendly maximum products and satisfying service.

The Effect of Competitiveness on Customer Satisfaction

The definition of competitiveness is the ability of companies, industries, regions, countries, or between regions to produce income factors and relatively higher and sustainable employment factors to face international competition. Therefore, in the context of a regency/city as an organization, competitiveness is defined as the ability of the district/city to develop the social economic capabilities of its region to improve the welfare of the people in its area. Competitiveness is the concept of comparing the ability and performance of an enterprise, sub-sector, or state to sell and supply goods and or services provided in the market. The competitiveness of a country can be achieved from the accumulated strategic competitiveness of each enterprise. The process of value-added creation is within the scope of the company.

The results of the research conducted by Rudi Haryadi have a significant effect on customer satisfaction. This study used a survey method

using a questionnaire which became an instrument or tool for collecting data from respondents. From the results of the study and testing the hypothesis results showed that the delivery price from PT JNE is in accordance with customer satisfaction given to consumers. The delivery price provided by PT JNE is still affordable.

Whilst, the results of research conducted by Hajar and Sukaatmadja (2016: 6591) were found to have no effect on customer satisfaction where the price of shipping PT JNE goods varies according to the type of delivery service offered.

The Effect of Marketing Mix and Competitiveness on Customer Satisfaction

Marketing Strategy is an effort to market a product, be it goods or services, by using certain plan patterns and tactics so that the number of sales becomes higher. One of the strategies in developing a business is to implement a Marketing Mix Strategy (Marketing Mix)

Marketing Mix According to Rambat Lupiyoadi (2013: 92), the marketing mix is a tool for marketers consisting of various elements of marketing programs that need to be considered so that the implementation of marketing strategies and set positioning can run successfully. According to William (1999: 12), that marketing mix informs that in order to increase the highly competitive value of a company, mastery of marketing strategy is the main target. The marketing mix consists of products, prices, distribution, and promotion.

According to Mudrajad Kuncoro (2007) Competitiveness is the concept of comparing the ability and performance of a company, sub-sector, or country to sell and supply goods and or services provided in the market. The competitiveness of a country can be achieved from the accumulated strategic competitiveness of each enterprise. The process of value-added creation is within the scope of the company.

The results of Park's research in (Irawan 2021: 54), revealed that customer satisfaction is a customer's feeling in response to the product of goods or services that have been consumed.

On the contrary, the results of research conducted by Hendra Saputra (2007), stated that the marketing mix and competitiveness do not affect customer satisfaction where the delivery of goods carried out by PT JNE is untimely, but the responsibility of the officers in providing PT JNE services is very good.

Method

This type of research is a descriptive and verifiable method. The population studied is consumers of PT. JNE DKI Jakarta Branch who used courier services recently or within the period of research. The sampling method uses an accidental sampling technique with the Cochran formula because the population is not known with certainty. Through Cochran we can get the number of respondents in this investigation is 91 consumers. Data collection is using questionnaires. We employ several data analysis techniques namely regression and correlation techniques along with other tests such as reliability, normality, multicollinearity, heteroskedasticity, t and F. According to Sugiyono (2017), quantitative research is a research strategy, used to test certain populations or samples, data collection using research instruments, and quantitative or statistical data analysis with the aim of testing predetermined hypotheses.

Simple Linear Regression Analysis

A simple regression analysis aims to determine the influence of one variable on another. In regression analysis, the influencing variables are called free variables or independent variables, while the affected variables are called related variables or dependent variables. If a regression equation has only one free variable with one related variable, then it is called a simple regression equation. If the free variable is more than one, then it is called the multiple regression equation. On a simple regression we can find out how much a change in a free variable can affect the related variable.

T test

1. Testing the significance of the effect of the free changer on the bound changer synchronously was carried out using a t test at the confidence level with a degree of freedom for the numerator (V1) and for the numerator (V2) ceremonial severity of the examiner: - Ho is rejected and Ha is accepted if t is calculated $>$ table t .
2. Partial regression coefficient significance testing is used – t test at a confidence level of 95% with a degree of freedom (df) $n-k-1$. The test criteria are:
 - a. Positive Test Ho is rejected, and Ha is accepted if t counts $>$ t table
Ho is accepted, and Ha is rejected if t calculates table \leq
 - b. Negative Ho test is rejected, and Ha is accepted if t counts negative $<$ t table negative.

RESULTS AND DISCUSSION**Marketing Mix Variable Validity Test****Table 1****Marketing Mix Variable Validity Test Results**

QUESTION	R count	Table R	Information
Question 1	0.682	0.207	Legitimate
Question 2	0.713	0.207	Legitimate
Question 3	0.712	0.207	Legitimate
Question 4	0.756	0.207	Legitimate
Question 5	0.778	0.207	Legitimate

Source: SPSS used to process Primary data, 2022

According to table 1 above, all Marketing Mix variables are determined to be valid using the Pearson correlation test, which is evidenced by the maximum calculation value R of $0.778 >$ the table R 0.207 with a significant degree of 5% using a two-way test.

Competitiveness Variable Validity Test**Table 2****Competitiveness Variable Validity Test Results**

QUESTION	R count	Table R	Information
Question 1	0.792	0.207	Legitimate
Question 2	0.769	0.207	Legitimate

Question 3	0.636	0.207	Legitimate
Question 4	0.540	0.207	Legitimate
Question 5	0.677	0.207	Legitimate

Source: SPSS used to process Primary data, 2022

According to table 2 above, all Competitiveness variables were found to be valid using the Pearson correlation test, as evidenced by a greater calculated value of R of 0.792 > table R of 0.207 and a significant rate of 5% for a two-way test.

Customer Satisfaction Variables

Table 3
Customer Satisfaction Variable Validity Test Results

QUESTION	R count	Table R	Information
Question 1	0.887	0.207	Legitimate
Question 2	0.871	0.207	Legitimate
Question 3	0.821	0.207	Legitimate
Question 4	0.811	0.207	Legitimate
Question 5	0.909	0.207	Legitimate

Source: SPSS used to process Primary data, 2022

Table 3 above shows that all Marketing Mix variables were determined to be valid using the Pearson correlation test, as evidenced by a maximum calculation value of R of 0.909 > table R of 0.207 and a significant rate of 5% for the two-tailed test.

Reliability Test

The findings of the *Cronbach Alpha statistical test* (α) are used to determine the degree of reliability of a variable or research construction. If the value of Cronbach Alpha is more than 0.6, the variable or construction is considered reliable. The reliability rating of the data is more reliable, the closer the alpha value is to one. The reliability test results are shown below:

Marketing mix variables

Table 4
Marketing Mix Variable Test Results

Reliability Statistics		
Alfa Cronbach	Alpha Cronbach Based on Standard Items	N of Items
.779	.779	5

Source: SPSS used to process Primary data, 2022

Based on the reliability test findings, the Cronbach Alpha value of the Marketing Mix variable is **0.779** > 0.6. Thus, the variable X1 is reliable.

Competitiveness Variables

Table 5
Competitiveness Variable Test Results

Reliability Statistics		
Alfa Cronbach	Alpha Cronbach Based on Standard Items	N of Items
.711	.715	5

Source: SPSS used to process Primary data, 2022

According to the reliability test findings, the Cronbach Alpha Variable Competitiveness (X2) is **0.711** > 0.6. Thus, the variable X2 is reliable.

Customer Satisfaction Variables

Table 6
Customer Satisfaction Variable Test Results

Reliability Statistics		
Alfa Cronbach	Alpha Cronbach Based on Standard Items	N of Items
.911	.912	5

Source: SPSS used to process Primary data, 2022

Based on the findings of the reliability test conducted, the Cronbach Alpha Customer Satisfaction (Y) variable is **0.911** > 0.6. As a result, it can be said that the variable Y is reliable.

Test classical assumptions

According to Ghozali (2018), the classical assumption test is the first step taken before multiple linear regression analysis.

Normality Test

Table 7
Normality Test Results

Kolmogorov-Smirnov Test One Sample		
		Non-Standard Residues
N		91
Normal Parameter ^{a,b}	Mean	.0000000
	Std. Deviation	2.10442506
The Most Extreme Differences	Absolute	.140
	Positive	.101
	Negative	-.140
Kolmogorov-Smirnov Z		1.334
Asymp. Sig. (2-tailed)		.057
a. The distribution of tests is normal.		
b. Calculated from the data.		

Source: SPSS used to process Primary data, 2022

The table shows that the value of Kolmogorov-Smirnov is 0.057. The model can be said to meet the assumption of normality because its value is greater than 0.5 (Normal), indicating that the data in this study is distributed normally.

Multicollinearity Test

Table 8
Multicollinearity Test Results

Coefficient ^a								
Pattern		Non-Standard Coefficient		Standard Coefficient	T	Sig.	Statistical cholineterarity	
		B	Std. Error	Beta			Tolerance	Item VIF
1	(Constant)	-,620	2,058		-,301	,764		
	MARKETING MIX	,785	,142	,599	5,536	,000	,452	2,212
	COMPETITIVENESS	,220	,142	,167	1,545	,126	,452	2,212

a. Dependent Variable: CUSTOMER SATISFACTION

Source: SPSS used to process Primary data, 2022

The premise of decision-making for the multicollinearity test is that the tolerance value is greater than 0.1 and the VIF value is lower than 10.

The findings from the table above show that the independent variables have a tolerance value of > 0.1 and a VIF of less than 10, indicating that the data showed no problems with multicollinearity.

Heteroskedasticity Test

Table 9
Heteroskedasticity Results
Coefficient^a

Pattern	Non-Standard Coefficient		Standard Coefficient	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,773	1,416		2,664	,009
MARKETING MIX	,025	,098	,040	,257	,797
COMPETITIVENESS	-,139	,098	-,221	-1,419	,159

a. Dependent Variables: Abs RES

Source: SPSS used to process Primary data, 2022

The threshold of the sig test > 0.05

The result is:

- The Value of the Promotional Sig (X1) is 0.797% higher than 0.05.
- The Quality of Service (X2) Sig value is $0.159 > 0.05$.

According to the results of independent variables, the value of Sig is greater than 0.05, which indicates that heteroskedasticity does not exist.

T test

This test is used to determine whether the independent variable (X) has a significant effect on the dependent variable (Y). From the results of the regression analysis above, the t value is calculated as in table 9. The steps for testing are defining hypotheses, determining significance level, and determination of t count based on SPSS. Testing Criteria If the number is greater than t-table then H_a is accepted, and H_o is rejected.

Multiple Linear Regression Analysis

In this work, multiple regression analysis is used for hypothesis testing (Multiple regression analysis). The table below shows the test findings for hypotheses 1, and 2:

Table 10
 Using the t test, examine the hypothesis H1 and H2.

Coefficient ^a						
Pattern		Non-Standard Coefficient		Standard Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.620	2.058		-.301	.764
	MARKETING MIX	.785	.142	.599	5.536	.000
	COMPETITIVENESS	.220	.142	.167	1.545	.126

a. Dependent Variable: CUSTOMER SATISFACTION

Source: SPSS used to process Primary data, 2022

First Hypothesis Testing (H1)

Given that the calculated value of T is $5.536 > \text{table } T \ 1.987$ and the significance for the impact of X1 on Y is $0.000 < 0.05$, it can be concluded that H1 is accepted and there is an effect of X1 on Y.

Second Hypothesis Testing (H2)

H2 is rejected, meaning that X2 cannot affect Y, since the significance value for the impact of X2 on Y is $0.126 > 0.05$ and the value of T is $1.545 < \text{the table } T \ 1.987$.

R Square Test

Table 11
 R Square Result

Model ^b Summary				
Pattern	R	R Square	Customized R Square	Std. Estimation Error
1	.731 ^a	.535	.524	2.128

a. Predictors: (Constant), COMPETITIVENESS, MARKETING MIX
 b. Dependent Variable: CUSTOMER SATISFACTION

Source: SPSS used to process Primary data, 2022

Based on the findings in the table 10, adjusted R Square (Summery Model) is 0.535 (53.5%) to determine what proportion of the influence of Marketing Mix (X1) and Competitiveness (X2) on Customer Satisfaction Variable (Y) which results in an influence of customer satisfaction of 53.5%.

Table 12
Test F for H3 hypothesis testing

ANOVA ^a						
Pattern	Number of Boxes	Df	Squared Mean	F	Sig.	
1	Regression	457.843	2	228.922	50.543	.000 ^b
	Remnant	398.574	88	4.529		
	Entire	856.418	90			
a. Dependent variable: CUSTOMER SATISFACTION						
b. Predictors: (Constant), COMPETITIVENESS, MARKETING MIX						

Source: SPSS used to process Primary data, 2022

Third Hypothesis Testing (H3)

Based on the results presented above, it can be concluded that H3 is accepted, meaning that there is an impact of X1 and X2 simultaneously on Y. Significant values for effects X1 and X2 simultaneously at Y are $0.000 < 0.05$, and the calculated F value is $50.543 > F_{table} 3.10$.

Discussion and Conclusion

1. The study's findings are interpreted to show that variable (X1) of the marketing mix influences variable (Y) consumer decisions made by PT. JNE. The findings of a straightforward regression analysis of 5.536 in comparison to a significance threshold of 5% $N = 100$ of 0.000 demonstrate this. Therefore, if the r value is higher than the r_{table} , the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. With a positive influence and a coefficient of determination of 11.4, this indicates that the more effective the marketing mix used, the more likely it is that consumers will choose to employ PT. JNE DKI Jakarta's services. While 88.6% is a factor, variable Y is also influenced by other variables that have not been researched, such as the identification of requirements, information seeking, comparison of options, buying decisions, and post-purchase behavior. It is clear from the t-test analysis's findings that factors (X) in the marketing mix and variables (Y) in customer

decisions are both significantly influenced. This is demonstrated by the computation of the t test, which produced values of 5,536, while the t table produced results of 1,987 at a 5% significant level, indicating that H_0 is accepted. The study's findings are consistent with earlier studies by The Graduates, T, and Sulistyowati (E.2019).

2. Since the significant value for the influence of X_2 on Y is $0.126 > 0.05$ and the value of T is 1.545 the table T 1.987, it is demonstrated that H_2 is rejected, implying that X_2 of the competitiveness variable cannot affect Y of customer happiness. It is consistent with the findings of study by Hajar and Sukaatmadja (2016: 6591) that customer happiness is unaffected by competitiveness. From the results discussed above, it may be inferred that H_3 is true, i.e., X_1 and X_2 have an effect on Y concurrently. The estimated F value is $50.543 > F$ -table 3.10, and the significant values for effects X_1 and X_2 occurring concurrently at Y are $0.000 < 0.05$.

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