

THE INFLUENCE OF PROMOTIONS AND SERVICE QUALITY ON CONSUMER SATISFACTION AT JNT EXPRESS DELIVERY CIPAYUNG, EAST JAKARTA

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Abstract: Satisfaction consumer can interpreted results service Which accepted in accordance hope consumer. Company needs promotion to products and also pay attention quality service Because quality service own connection tightly with satisfaction consumer. Study This aim For know influence promotion and quality service to satisfaction consumers on deposit flash JNT East Jakarta . Approach research on studies This is quantitative and method survey done with spread questionnaire to 107 respondents user service delivery lightning JNT in the Cipayung area, East Jakarta. Data analyzed use analysis *Structural Equations Modeling - Partial Least Square* (SEM-PLS). Research results showing that promotion and quality service influential in a way positive and significant to satisfaction consumer.

Keywords: *Promotion influence, Service quality, Consumer satisfaction*

1. Introduction

COVID-19 pandemic change behavior consumer from conventional going digital and changing style life previous society do transaction stare advance be online. Change behavior This accelerate the growth of the delivery courier service business goods. This thing can seen from growth recorded at the Central Statistics Agency (BPS, 2022) where in the first year of the pandemic (2020), the postal and courier transport support service warehousing sector contracted great almost approaching 20% . However, in the following year, this sector grew 5.03%. Then in 2022, it jumped 40.53% the highest in the last 10 years. Growth service This push increase company service courier and delivery For compete in a large market.

Delivery service company compete to provide the best service for customers and strive understand consumer needs. Consumers need a fast and safe goods delivery service provider to ensure that the goods to be sent arrive on time and in good condition (Aspan et al., 2020) . The company is trying give convenience and satisfaction public as user service courier.

One player big in service courier is JNT Express or commonly called JNT. JNT Express was founded on August 20 2015. As a relatively new goods delivery service company, JNT Express has shown that the company is able to compete and survive in a tight competitive climate with many companies that have been around for a long time. (Wikipedia, 2023). JNT lead logistics market with the largest delivery volume in Indonesia. JNT was able to send 2 million packages per day. The old player in the logistics sector, JNE, is in second place. JNE is capable send 1.6 million package each the day. SiCepat is at in ranking third with

delivery 1 million package per day. Furthermore, Ninjas Express recorded send 0.65 million packages per day and SAP 0.15 million packages per day. J&T first operated in 2015. The former CEO of Oppo Indonesia, Jet Lee, is the founder of the logistics company which has expanded to China in 2021. In December 2021, J&T officially became the second decacorn in Indonesia after Gojek. Decacorn means startup with a valuation above US\$ 10 billion. J N T has a valuation of US\$ 20 billion (databox, 2020) .

Rivalry between company service delivery goods Which There is in Indonesia _ very tight . Apart from JNT there are company service couriers who have service programs delivery goods like TIKI, JNE , DHL and Post Indonesia (Top Brands, 2023) . In introduce product services , company need activity promotion with use media promotion effective And appropriate to its target market (Tasruddin, 2015) . Promotion is wrong one variable in the marketing mix which is very important for companies to market their products service (Lupiyoadi , 2013 :) . Activity promotion no just works as tool communication between companies and consumers, but also as a tool to influence consumers in purchasing activities or use service in accordance with desire And his needs (Astuti et al., 2021) . Promotional function is spread information every product to consumers and also provide a good image for the company (Amanah, 2011) .

In satisfying customers and win competition, Companies need pay attention quality services delivered to the consumer. Service quality needs to receive great attention from the company (Lubis et al., 2019) . (Usmara 2003 Gofur, 2019) , that service quality is a statement about attitude, a relationship resulting from a comparison between expectations (expectations) and performance (results). Therefore, service quality has a direct relationship with consumers Which will impact Good or the bad on company (Aryani & Rosinta, 2011) . Lack of precision time on process delivery goods become impact bad on quality service (Eviani & Hidayat, 2021) . Consumer satisfaction can be interpreted as the results of the appropriate service received hope consumer. Service Which given to customer will become reject measure satisfaction consumer, so that results service Which accepted That most No must The same with consumer expectations, or even exceed them (Samsir, 2020) . Consumer satisfaction is a level of feeling somebody after compare (performance or results) Which felt compared to expectations (Setiawan et al., 2019) . Consumer satisfaction is a determining factor whether consumers will buy the product again or forget about it. With creation satisfaction consumer expected consumer will return to buy the product again (Putra et al., 2017) .

Based on research previous is known that generally research that tests influence promotion (Naufal & Magnadi, 2017) and quality service (Wusko, 2014) so that need done study about promotion and quality service as variable testing antecedents satisfaction consumers of services courier.

2. Literature Review

2.1 Promotion and Satisfaction Consumer

Promotion is a form of marketing activity which aims to inform the market about the existence of a new product. Promotion can inform consumers about the benefits of the product, product quality and other things related to the promotion. Griffin and Ebbert (2006) (Sanjaya,

2015) says that promotion is any technique designed to sell products. Hamdani in Sunyoto (2014.154) (Sanjaya, 2015) "Promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing a product.

(Sanjaya, 2015) "Promotion is communicating information between sellers and potential buyers or other people in channels to influence attitudes and behavior. In promotion, there is communication that must be built by the producer to its consumers. Because by building good and clear communication, it will have a positive influence between both parties in order to build mutual trust, without any suspicion towards each other. In making purchasing decisions, consumers will of course also choose which brand and what they will buy or choose. There are many decisions that companies must make in developing marketing strategies at the individual product level. Of the many factors that must be considered, specifically in making purchasing decisions, one of them is the brand.

(Pranitasari et al., 2022) customer satisfaction is a person's feeling of happiness or disappointment that is obtained from comparing the perceived performance results of a product with their expectations, whether the customer is satisfied or not depends on the product's performance compared to the customer's expectations, and whether the customer explains deviations or gaps between performance and 3 expectations. If the performance is lower than expected the customer will be dissatisfied and if the performance is as expected then he will be satisfied, at the same time the customer is very satisfied or even happy if the performance exceeds expectations. (Setyo, 2016) explains that consumer satisfaction is an important element in improving marketing performance in a company. The satisfaction felt by customers can increase the customer's buying intensity. By creating an optimal level of customer satisfaction, it will encourage the creation of loyalty in the minds of satisfied customers. Satisfaction is measured by how well customer expectations are met. Meanwhile, customer loyalty is a measure of how willing customers are to make repeat purchases .

H1 : Promotion influential positive to Satisfaction Consumer

2.2 Quality Service and Satisfaction Consumer

A company necessary services guard quality services offered is at on competitors and more great than imagined consumer . (Erpurini & Janah, 2022) explains that satisfaction or dissatisfaction is a person's feeling of happiness or disappointment which comes from a comparison between his impression of the real or actual product performance and the expected product performance. In general, satisfaction can be interpreted as the similarity between the product and service performance received and the product and service performance that consumers expect. (Setyo, 2016) , consumer satisfaction can create a good basis for repeat purchases and create consumer loyalty; forming word of mouth recommendations that can benefit the company. Based on this information, it can be understood that consumer satisfaction is consumer satisfaction measured by how well consumer or customer expectations are met.

In Aditia et al., 2021 Kotler (2002) explains that there is a close relationship between service quality, customer satisfaction and company profitability. The higher the level of service quality leads to higher customer satisfaction and also supports higher prices and lower costs.

PD is generally regarded as part of a firm's outbound logistics and deals with finished products and incorporates a relationship between the firm and its customers and provides time, place and form utilities that are crucial to customer service (Grant et al., 2006b). Work by Mentzer et al. (1989, 2001), Emerson and Grimm (1996) and Bienstock et al. (1997) has conceptualized and refined a PDSQ model with dimensions or constructs of availability of products, timeliness of delivery, quality of delivery, order status information and order condition. Although most of this work was based on a conventional, business-to-business context it nonetheless contributed important constructs and insights for a study of e-PDSQ in a business-to-consumer (B2C) setting and provided a basis for the development of an e-PDSQ framework discussed below.

(Gofur, 2019) Satisfaction consumer is difference between expectations and perceived performance. So, performance something goods at least The same with what was expected.. (Gofur, 2019) say that satisfaction consumer is level feeling somebody after compare between performance the product he feel it with hope

H2 : Quality Service influential positive to Satisfaction consumer

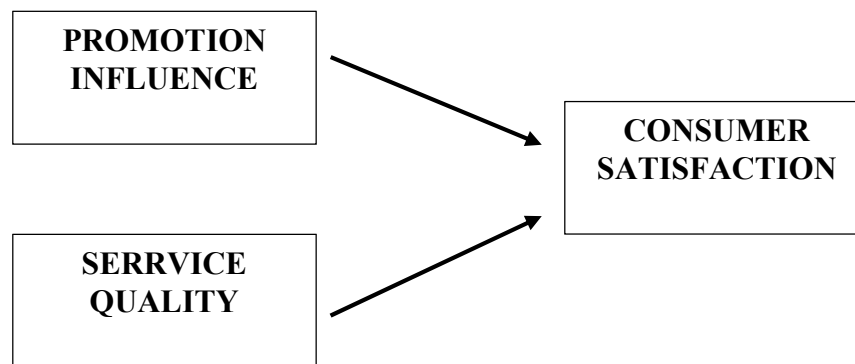


Figure 1. Framework Thinking

3. Research Methods

Type research used is study quantitative. with approach study explanation which means purposeful research explain position the variables studied as well as connection between One variable with other variables. Data collection techniques used in study quantitative This is questionnaire or questionnaires and tests or trial, as effort for know level validity and reliability A questionnaire. The highlighted one in study quantitative is connection between variables inside research and test hypothesis.

3.1 Research Location

Object location Study This is at JNT Cipayung, East Jakarta.

3.2 Population

Population in Research This is all over ever JNT Cipayung East Jakarta consumer use service delivery Where the amount No limited (*infinite population*).

3.3 Sample

The sample is part of the number and characteristics of the population. On research This method taking sample used is Nonprobability Sampling method. Samples used in study This use method Lemeshow Because amount population that will calculated Not yet is known or no infinite. Formula Lemeshow is as following :

Formula Lemeshow

$$n = \frac{Z^2 \times P \times (1 - p)}{d^2}$$

Description :

n = Number of samples

Z = Z score on level 95% confidence is 1.96

P = Maximum estimation i.e. 50% = 0.5

d = Alpha (0.10) or *sampling* error = 10%

From the formula Lemeshow above then the amount samples that will be researchers take are :

$$n = \frac{Z^2 \times P \times (1 - p)}{d^2}$$
$$n = \frac{1,96^2 \times 0,5 \times (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8461 \times 0,25}{0,01}$$

$$n = 96,04$$

Amount sample that needed in this research is based on Formula Lemeshow on is as much as 96.04 or rounded to 97. From the formula the at least must took sample data of 97 respondents. On This research is mine added 10 respondents For anticipate charging the

questionnaire is invalid / valid, and makes the sample data 107 respondents. Retrieval technique sample in study This is purposive sampling included part from nonprobability sampling.

Table 1. List of Indicators

Variable	Indicators	Source
Promotion (X1)	X1.1. Activity Promotion carried out by JNT via social media or conventional give information that I need	(Astuti et al., 2021)
	X1.2. Activity Promotions carried out by JNT include: piece price influence I For use JNT services	
	X1.3. Activity give Face to face flyers create good impression	
	X1.4. Activity give information on social media is satisfying desire I For know JNT 's products	
	X1.5. Message in JNT displays advertisements through social and conventional media can I accept with easy	
Quality Service (X2)	X2.1. JNT courier dressed with neat	(Libo-On, 2021)
	X2.10. Vehicle used by JNT courier located in condition Good	
	X2.11. JNT own Modern looking equipment	
	X2.12. The JNT website has a good tracking system	
	X2.13. Order No damaged moment sent	
	X2.14. Delivery fast and can reliable	
	X2.15. Time wait delivery very short	
	X2.16. JNT courier delivers service in promised time	
	X2.2. JNT couriers are polite	
	X2.3. I feel safe when do transaction with JNT courier	
	X2.4. Very JNT courier knowledgeable in answer all worries I	
	X2.5. JNT Courier is people who can trusted	
	X2.6. JNT Courier answered question I with Enough Good	
	X2.7. JNT courier can with easy contacted	
	X2.8. JNT courier delivers fast service	

	X2.9. JNT Courier has show will For help I	
Satisfaction Consumer (Y)	Y1. The appearance of the courier affects satisfaction I in use JNT courier service	(Libo-On, 2021)
	Y10. Condition both of the vehicles used by courier influence satisfaction I in use JNT courier service	
	Y11. Courier service with equipment modern look affects satisfaction I with JNT courier service	
	Y12. Convenience application influence satisfaction I with use JNT courier service	
	Y13. Condition order moment delivery influence satisfaction I in use JNT courier service	
	Y14. Accuracy time and reliability delivery influence satisfaction I in use JNT courier service	
	Y15. Time short wait For delivery influence satisfaction I in use JNT courier service	
	Y16. Courier capabilities for give service they in promised time influence satisfaction I in use JNT courier service	
	Y2. The courier's honesty and cleanliness influences satisfaction I in use JNT courier service	
	Y3. Security moment do transaction with delivery influence satisfaction I in use JNT courier service	
	Y4. Deep courier knowledge answer all worries I influence satisfaction I in use JNT courier service	
	Y5. The reliability of the courier affects satisfaction I in use JNT courier service	
	Y6. Speed service from customer service influences satisfaction I in use JNT courier service	
	Y7. Convenience contact customer service affects my satisfaction in use JNT courier service	
	Y8. Speed service from customer service influences satisfaction I in use courier service	
	Y9. Desire customer service for help I influence satisfaction I in use JNT courier service	

4. Results and Discussion

4.1 Respondent Data

In study This sample is JNT Cipayung consumers East Jakarta, sample in study This consists from 107 respondents. The data collected covers information about type gender, age, occupation, domicile, destination shipping and how much often use service JNT services.

Gender

Can is known that respondents differentiated become two male and female categories. From data from 107 respondents what is obtained is known composition respondents based on type sex namely 44.9% of the type male and 55.1% were of the same sex sex woman . And results Which shown the amount respondents the most in study This is Woman with 59 respondents .

Age

Can is known that age respondents shared into 4 categories namely 15-20 years , 21-30 years, 31-50 years, >50 years. From data obtained from 107 respondents that is composition respondents based on 4 categories namely 17.8% with aged 15-20 years , 65.4% aged 21-30 years , 16.8% aged aged 31-50 years , 0% with age > 50 years . The results shown are total respondents the most is aged 21-30 years with 70 respondents .

Employment status

Can is known that employment status respondents shared into 6 categories that is Private employee , Self-employed , ASN/TNI/ Polri , Student / Students / i , Housewife Stairs and More . From data obtained from 107 respondents that is composition respondents based on 6 categories namely (31 respondents) 29% with employment status Employee Private, (19 respondents) 17.8% with employment status Self-employed , (31 respondents) 29% with employment status Student / Student / I, (11 respondents) 10.3% with work status as housewife Ladder, (9 respondents) 8.4% with employment status ASN/TNI/ Polri , (6 respondents) 5.6% with employment status Others . The results shown total respondents the most is employee private and Students / Students / i as many as 31 respondents.

Domicile

Can is known that Domicile respondents shared into 5 categories namely East Jakarta, Jakarta South of Jakarta Central, West Jakarta and North Jakarta data were obtained from 107 respondents that is composition respondents based on 5 categories namely (56 respondents) 52.3% with domiciled in East Jakarta, (15 respondents) 14% with domiciled in South Jakarta, (14 respondents) 13.1% with domiciled in Central Jakarta, (11 respondents) 10.3% with West Jakarta domicile, (11 respondents) 10.3% with domiciled in North Jakarta. Results shown the numbers domicile respondents the most is East Jakarta with 56 respondents.

Delivery Purpose

Can is known that objective delivery respondents shared into 3 categories that is Jabodetabek, Outer City and Overseas data for 107 respondents were obtained that is composition respondents based on 3 objectives delivery (60 respondents) 56.1% with objective delivery Jabodetabek , (45 respondents) 42.1% with objective delivery Outside the city, (2 respondents) 1.9% with objective delivery Abroad . The results shown are total objective delivery respondents the most is objective delivery Jabodetabek with 60 respondents.

How much often use service JNT services

Can is known that How much often respondents use service JNT services are shared into 5 categories namely 1 time, 2 times, 3-6 times, 7-10 times and more from 10 times data for 107 respondents was obtained that is composition respondents based on based how much often use service JNT services, (49 respondents) 45.8% with 3-6 deliveries, (20 respondents) 18.7% with more from 10 deliveries, (18 respondents) 16.8% with 7-10 deliveries , (17 respondents) with 15.9% with 2 deliveries, (3 respondents) 2.8% with 1 delivery. The results shown are total How much often respondents use most JNT services is 3-6 times delivery with 49 respondents.

Demographic Variables	Amount	Percentage
Type Sex		
Man	48	44.9%
Woman	59	55.1%
Age		
15-20 Years	19	17.8%
21-30 Years	70	65.4%
31-50 Years	18	16.8%
>50 Years	0	0%
Employment Status		
Employee Private	31	29%
Self-employed	19	17.8%
ASN/TNI/ Polri	6	5.6%
Student / Students / i	31	29%
Housewife _ Ladder	9	8.4%
Other	6	10.3%
Domicile		
East Jakarta	56	52.3%
South Jakarta	15	14%
Central Jakarta	14	13.1%
West Jakarta	11	10.3%

North Jakarta

Objective Delivery

Jabodetabek

Out of Town

Abroad _

How much Often

Use JNT Services

1 time

2 times

3-6 Times

7-10 Times

More of 10 Times

11

10.3%

60

56.1%

45

42.1%

2

1.9%

3

2.8%

17

15.9%

49

45.8%

18

16.8%

20

18.7%

Outer Loading

Validity test done with look at outer loading. Something indicator declared valid if has a loading factor above 0.7. SmartPLS Outputs For *loading factor* provides results as following . For our first time do first test the pilot test for see is from all indicator has passed the validity test .

	Customer satisfaction	Service Quality	Promotion
X1.1			0.861
X1.2			0.885
X1.3			0.866
X1.4			0.776
X1.5			0.887
X2.1		0.829	
X2.10		0.815	
X2.11		0.847	
X2.12		0.767	
X2.13		0.902	
X2.14		0.889	
X2.15		0.908	
X2.16		0.882	
X2.2		0.812	
X2.3		0.883	
X2.4		0.882	
X2.5		0.838	
X2.6		0.894	
X2.7		0.658	
X2.8		0.775	

X2.9		0.828	
Y1	0.880		
Y10	0.887		
Y11	0.840		
Y12	0.860		
Y13	0.887		
Y14	0.885		
Y15	0.859		
Y16	0.862		
Y2	0.863		
Y3	0.807		
Y4	0.768		
Y5	0.765		
Y6	0.855		
Y7	0.865		
Y8	0.836		
Y9	0.823		

Can seen from the table above obtained the results show variable X2.7 No get away validity Because value below 0.7, namely 0.658 which indicates that questionnaire This Not yet worthy For made instrument questionnaire. So from The researcher carried out a retest by deleting the X2.7 indicator, so that the results obtained can be seen in the following table.

	Custom er satisfact ion	Service Quality	Promoti on
X1.1			0.861
X1.2			0.885
X1.3			0.866
X1.4			0.776
X1.5			0.887
X2.1		0.829	
X2.10		0.815	
X2.11		0.847	
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X2.5		0.838	
X2.6		0.894	
X2.8		0.775	
X2.9		0.828	
Y1	0.880		
Y10	0.887		
Y11	0.840		
Y12	0.860		
Y13	0.887		
Y14	0.885		
Y15	0.859		
Y16	0.862		
Y2	0.863		
Y3	0.807		
Y4	0.768		
Y5	0.765		
Y6	0.855		
Y7	0.865		
Y8	0.836		
Y9	0.823		

From the results testing re - done earlier found good results _ that is from all indicators on each the variable Already fulfil validity that is above 0.7 so it is said that all indicators are valid.

Average Variance Extracted (AVE)

Another method for see validity a data with see square root of average variance extracted (AVE) value. Recommended value is 0.5. Following is AVE value in study this :

	Average Variance Extracted (AVE)
Customer satisfaction	0.718
Service Quality	0.724
Promotion	0.732

Table above give AVE value above 0.5 for all the constructs contained in the research model are meaningful Already fulfil conditions.

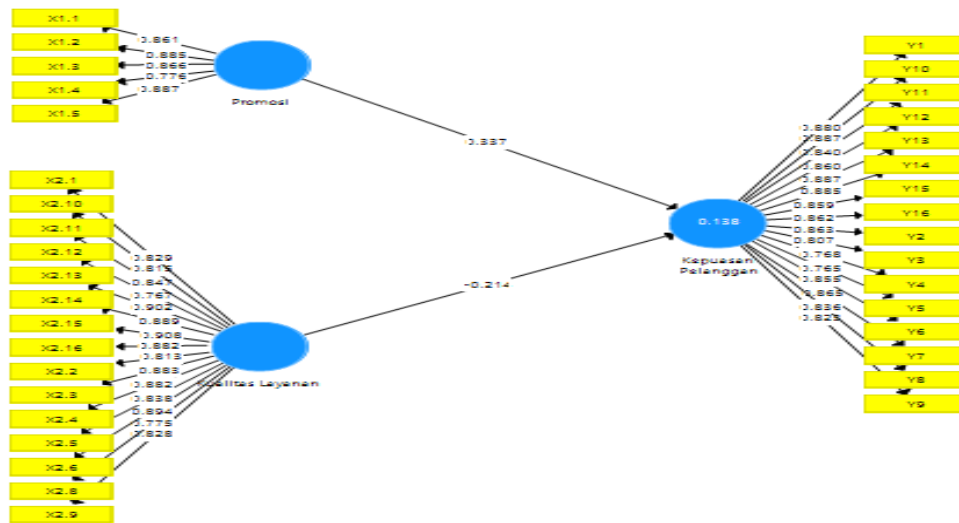


Figure 2. PLS Algorithm

Discriminant Validity

Fornell Larcker

There are requirements for the discriminant test validity of using the approach Fornell-larcker is to see that the square root value of the AVE of a construct is greater than the correlation value with other constructs . The results of the Fornell-LArcker test can be seen in the following table.

	Customer satisfaction	Service Quality	Promotion
Customer satisfaction	0.847		
Service Quality	-0.165	0.851	
Promotion	0.306	0.145	0.856

From the table above it can be concluded that the square root of AVE for customer satisfaction is 0.847, service quality is 0.851 and promotion is 0.856, where these results are greater than the correlation of other constructs so it can be concluded that these variables do not meet the requirements of the Fornell test. larcker .

RELIABILITY TEST**Composite Reliability**

For determine composite reliability, if composite reliability value $\rho_c > 0.8$ can be said that construct own reliability which tall or reliable and $\rho_c > 0.6$ is said quite reliable (Chin, 1998 in Latan and Ghazali 2012),

Variable	Composite Reliability
Customer satisfaction	0.976
Service Quality	0.975
Promotion	0.932

Based on results study on can We Look that composite reliability value shows high yield _ or reliable because For each of these variables show number above 0.8.

Cronbach's Alpha

Reliability testing is also possible strengthened with cronbach's alpha, where the output on the study This give results as following :

Variable	Cronbach's Alpha
Customer satisfaction	0.974
Service Quality	0.973
Promotion	0.908

The recommended value of Cronbach's alpha is above 0.6 so can seen from the data above that research data has in accordance with Cronbach's Alpha value already more of 0.6.

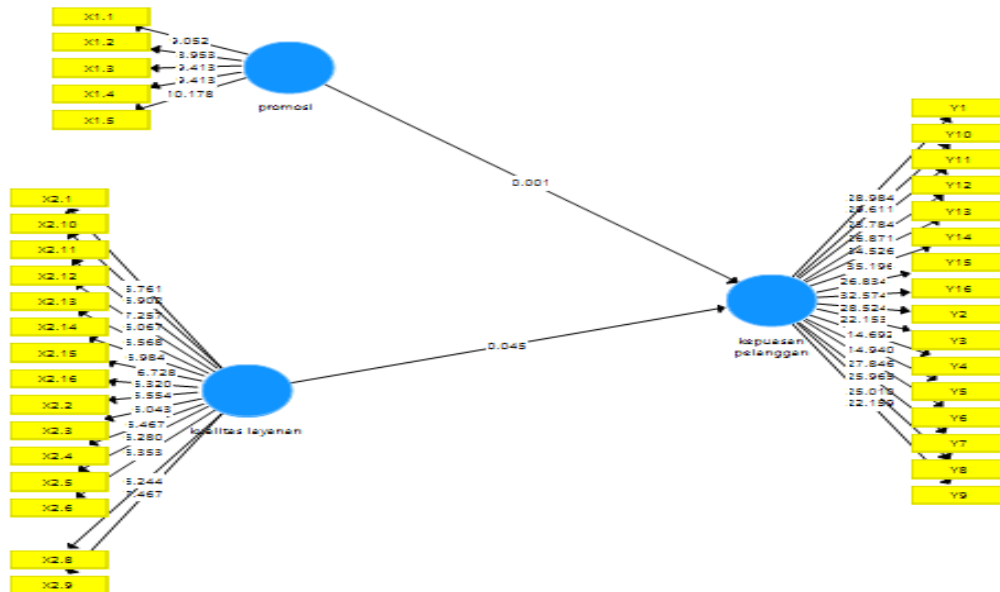


Figure 3. Structural Model Full Bootstrapping

R-Square

Criteria R value ² consists from three classification namely R ² 0.67 (Substantial), R ² 0.33 (Medium / Moderate), R ² 0.19 (Weak / Weak).

	R Square
Customer satisfaction	0.653 _

From the data above can is known there is R-Square value shows mark 0.653 which means moderate.

Hypothesis Testing

For testing hypothesis with use smartPLS with see table estimate for path coefficients. Testing in study This done with bootstrapping procedure.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Quality -> Customer Satisfaction	-0.214	-0.237	0.106	2,014	0.045
Promotion -> Customer Satisfaction	0.337	0.355	0.100	3,355	0.001

5. Conclusion

Based on the table above, it can be concluded:

5.1 Promotion has a significant effect on customer satisfaction because the statistical t value (3.355) is greater than the t table value (1.983) and the p value (0.001) is smaller than 0.05. So based on these results it is stated that the first hypothesis is accepted. So it can be said that the promotions carried out by PT JNT can influence customer satisfaction, so the more and varied the promotions carried out, the more customer satisfaction will increase.

5.2 Service quality has a significant effect on customer satisfaction because the statistical t value (2.014) is greater than the t table value (1.983) and the p value (0.045) is smaller than 0.05. So based on these results it is stated that the second hypothesis is accepted. So it can be said that the better the service provided by PT JNT to its consumers, the more satisfied the customers will feel.

6. Implications

From the discussion research conducted, can be taken related implications with Influence Promotion and Quality service to Satisfaction JNT Cipayung East Jakarta consumers are :

6.1 Enhancement promotion

JNT is necessary focused For increase activity promotion with give pamphlet face to face, because Still Lots existing customers hesitant will exists activity promotion that, This important For enhancement activity promotion customer in the future.

6.2 Enhancement quality service

JNT is necessary notice condition from the vehicle used by the courier, because will influenced by activity courier moment do delivery goods . Because you can happen things that don't desired and created package No Can delivered to place objective appropriate time, This very important For increase satisfaction future customers.

7. Research Limitations

With exists limitations research that researchers find out, researcher hope that researchers furthermore can expand scope study This is for the company delivery lightning JNT Cipayung East Jakarta like add variable new or enlarge samples studied so that study furthermore can produce more research Good.

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