

Analysis Of Service And Handling Of Goods Delivery On E-Commerce

Shopee On Consumer Loyalty Gen Z In North Jakarta In 2023

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Abstract: Shopee is a leading online shopping platform in electronic commerce, which can be accessed using a smartphone. This research is motivated by several problems that often occur, including in terms of shipping goods. The formulation and objectives of this study are to determine the effect of Shopee E-Commerce Services (X1) and Handling of Goods Delivery (X2) on Generation Z (Y) Consumer Loyalty in North Jakarta in 2023. This research uses quantitative methods, a sample of 100 respondents using the Slovin formula. The type of data used is primary data obtained from questionnaires and secondary data obtained from library research. The data analysis techniques used are Likert scale weighting, regression analysis, correlation coefficient analysis, determination analysis and hypothesis testing. Based on the results of the analysis and discussion test, service and handling of goods delivery have a positive and significant effect on gen z consumer loyalty in North Jakarta in 2023.

Keywords : *Service, Handling, Loyalty, Goods Delivery, E-commerce.*

Introduction

The presence of the internet world that can be used with smartphones makes it easier for us to carry out activities. Including shopping can be online or remotely. Online shopping provides convenience and is more effective for both consumers and producers. For consumers, online shopping or shopping remotely can save time and money to find out information, choose goods, and also buy products that suit their needs. For producers, online shopping can increase the level of revenue, company profits, save operational costs, expand market reach, and improve the quality of their products. (Juhria et al., 2021) As the development of the digital era progresses, the lifestyle of today's society has shifted towards a direction where it tends to choose instant or practical daily fulfillment. Changes in communication technology that are very fast create various significant changes. (Ekonomi & Surakarta, 2020)

In this very rapid digital development, it cannot be denied that rural and urban communities are no strangers to shopping online. Currently, Indonesian people use more online facilities to develop their business and transaction activities, namely shopping online at E-commerce. E-commerce is a place where sellers sell their merchandise through electronic media with the advantage that traders no longer need to create a personal website or online store. Basically, E-commerce has a concept similar to traditional markets in offline trading, if the traditional market is a physical market that requires sellers and buyers to meet face to face, e-commerce is a market where all transactions are carried out online without sellers and buyers having to meet. In addition, if selling in a traditional market, the seller must pay rent while in e-commerce the seller does not need to pay rent. (Zubaidah & Latief, 2022)

The ever-increasing growth of e-commerce in Indonesia has made Shopee a part of the current industry growth. The Shopee app makes it possible to buy and sell a wide variety of products, guarantee safe shopping with the Shopee warranty, find out product

recommendations, grow business, and provide happiness. Shopee, an online buying and selling platform, has made changes to attract customers to transact more through it. With a focus on the mobile platform, Shopee makes searching, buying, and personal selling easier by using a smartphone.

Service quality encourages customers to commit to a company's products and services, resulting in an increase in the market share of a product. Service quality is crucial in retaining customers for a long time (Hukum & Syariah, 2022). The handling process and delivery services also play an important role in determining delivery effectiveness and customer satisfaction. The handling process includes picking, packing, and handling goods before they are delivered to consumers. Meanwhile, good service includes proper communication with consumers such as shipment tracking, and efficient and effective problem solving. Online marketplace with usability, good information quality and a good interaction service will have an impact on the satisfaction of marketplace customers (Ruminda Sitorus et al., 2023).

Various conveniences, such as shopping, are increasingly available to people. Nowadays, there are many choices of online shopping systems, but most people prefer to shop through e-commerce because many sellers choose e-commerce as a way to market their goods. There are many e-commerce such as Shoppe, Lazada, Tokopedia, and others. Besides the various conveniences offered by e-commerce, there are doubts and several other factors that make customers hesitate to shop online. Due to the fact that potential buyers cannot inspect the items they want to buy directly when they make an online purchase, and they are usually only helped by the images and product descriptions that are already displayed by the seller. To reduce the negative effects, customers should seek more information about the items they are buying.

One of the problems that often occurs when shopping online at the Shopee marketplace is in terms of shipping goods. Goods that have been ordered by consumers do not arrive at the destination address that has been made by consumers. The next problem is that the goods ordered by consumers do not match the description mentioned by the online seller in the application, and there are other problems, namely the goods ordered, arrive to consumers in a damaged condition as a result of which consumers cannot use the goods. Another problem that arises is that consumers cannot choose their own courier service, where when sending goods or products Shopee automatically provides suggestions for delivery services, so that users cannot determine the delivery service they want.

This does not rule out the possibility that there are still many users who feel disappointed with Shopee's services. It can be seen from the reviews of many users who regret that the services provided by Shopee are still not optimal, one of which is the delivery of goods. Some cases that often occur are delays in delivery and damage to goods. Therefore, e-commerce companies must pay attention to the quality of service they provide to consumers because this is one of the company's efforts to build relationships with its customers. High-quality service, also known as excellent service, is the best service that meets service quality standards.

Based on the description of the background of the problem, the authors are interested in conducting research with the title "ANALYSIS OF SERVICE AND DELIVERY HANDLING ON SHOPEE E-COMMERCE ON GEN Z CONSUMER LOYALTY IN NORTH JAKARTA IN 2023".

Literature Review

Management

Management comes from the word "to manage", which means "to organize". In the process of organizing, problems, issues, processes, and questions will arise about what is organized, who organizes, why it is organized, and what purpose it is organized for. In addition, management conducts analysis, sets goals and objectives, and determines duties and obligations properly, effectively, and efficiently.

Experts define Management variously, including the Definition of Management according to G.R Terry "Management is a distinctive process consisting of actions of planning, organizing, mobilizing, and controlling which are carried out to determine and achieve predetermined goals through the use of human resources and other sources. While the opinion expressed by Patterson and E.G Plowman which is translated by (Madjir, 2016) states that "management can be defined as a technique, the goals and objectives of a particular group of people are determined, explained and executed (Rulianti, 2016).

Logistics

The word logistics comes from the Greek logos which means "ratio, word, calculation, reason, talk, oration". The word logistics has its origin in the French loger, which means to deposit or provide. Logistics is the art and science of managing and controlling the flow of goods, energy, information, and other resources, such as products, services and people, from production sources to markets with the aim of optimizing the use of capital. Logistics also includes the integration of information, transportation, inventory, warehousing, reserve logistics and packaging.

Logistics is related to the activity of delivering goods or services to achieve the Company's goal of selling goods or services efficiently and effectively from the starting point to the end point or consumer. Logistics is always struggling to find a balance for two things that are very difficult to synergize, namely reducing costs as low as possible but still maintaining the level of service quality and customer satisfaction (Gunawan, 2019).

E-Commerce

Logistics services or delivery of goods are a rapidly growing service due to the development of e-commerce business and the desire and need of the community to transact more practically and economically. (Pribadi et al., 2022).

E-commerce stands for electronic commerce which means electronic commerce. In this case, there is a buying and selling activity of goods and services that occurs through all electronic media. Electronic Commerce (E-commerce) is currently becoming everyone's favorite thing in searching for the products needed, so many companies and entrepreneurs offer or sell their merchandise on the website through an e-commerce-based commerce system. E-commerce is part of e-business, where the scope of e-business is broader, not only commerce but also includes the collaboration of business partners, customer service, job vacancies and others. In addition to www network technology, e-commerce also requires database technology or databases (databases), e-mail or electronic mail (e-mail), and other forms of non-computer technology, such as delivery systems, and payment instruments for this e-commerce (Abdi Sakti Walenta et. al., n.d.).

Service

Service quality is a must for a company to perform to maintain and obtain consumer trust. Customer lifestyle and consumption patterns force a company to be able to provide quality services (Ricardianto et al., 2023).

According to Moenir (2002:6) in (Tarigan et al., n.d.) service is an activity carried out by an organization or individual to consumers that is intangible and cannot be owned,

consumers are people who benefit and activities carried out by organizations that provide services.

Consumers choose service providers based on their experience with their services. If the perceived service does not meet standards and expectations, the consumer's view of the service provider will be negative. However, if the perceived service meets the standards and expectations, consumers will tend to use the service in the future. When the Company offers services to its consumers, they must first study the current and future wants and needs of consumers (Ika Utami Yulihapsari, Juliater Simarmata, Yosi Pahala, Veronica, 2023).

Handling

A mechanism can be defined as a method, operation, procedure, or process. In this research, the handling mechanism in question is how to handle problems that occur when buying goods on the Shopee marketplace.

Handling has one meaning which is handling and comes from the root word hand. Handling has a meaning that states an action taken in doing something. Handling can also mean the process, way, act of handling something that is being experienced. Meanwhile, delivery is the activity of distributing producers' goods and services to consumers. (Hukum & Syariah, 2022)

Loyalty

According to (2007: 18) in (Chaniago & Khare, 2021) formulates customer loyalty as a condition where repeat purchases are made by consumers because of a commitment to something, such as: brand, product quality, company or others.

As long as consumers feel that the benefits of the product / goods purchased are higher than switching to other goods, then loyalty will continue, and vice versa. The criteria for loyal consumers can be seen from: regular repeat purchases, rejecting similar products / services from other companies, willing to recommend to others, not sure of the attractiveness of other products, willing to provide advice.

By providing the best and quality service, customers will feel satisfied and provide a good image for the company so that they are willing to become regular customers (Ika Utami Yulihapsari, Juliater Simarmata, Yosi Pahala, Veronica, 2023).

Research Methods

Methods

The author uses quantitative methods in conducting the analysis. This means that in the research process, the author uses numbers as a tool to analyze what he wants to know. According to Sugiyono (2018; 13) in (Harys, 2020) Quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem under study to produce a conclusion. The measurement scale used in this research is the Likert Scale and the tool for processing this research data is SPSS.

Population

Population is a unit of individuals or subjects in the area and time with certain qualities that will be observed / researched (Supardi, 1993). Based on data obtained by researchers, the population in this study is the generation Z community in North Jakarta who are individuals born in 1997 - 2012.

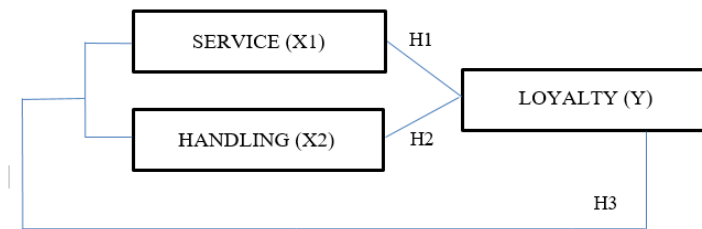
Sampel

A sample is a subgroup or part of the population. By studying the sample, researchers will be able to draw conclusions that can be generalized to the research population (Sekaran, 2011) in (Eni, 1967). Sampling in this study using the Area

Sampling technique. This technique means that the research subjects are grouped according to the area or the exact domicile of the population members (Supardi, 1993). Then the result obtained the number of samples needed in this study is 100 respondents.

Conceptual Framework and Hypothesis

To determine the relationship between variables, the authors will explain the conceptual framework as follows: How does the influence of service and handling of goods delivery at E-commerce Shopee on the loyalty of generation Z consumers in North Jakarta, so that there is no consumer disappointment in being loyal to shopee e-commerce. The framework is as follows



According to Rogers (1966) in (Yam & Taufik, 2021) "Hypotheses are single tentative conjectures used to develop theories or experiments and tested" it can be concluded that in the hypothesis there are several important components, namely temporary conjectures, relationships between variables and truth tests. After explaining the theory above, the hypothesis in this study is:

H1 : It is suspected that there is an influence between services on consumer loyalty.

H2 : It is suspected that there is an influence between the handling of goods delivery on consumer loyalty.

H3 : It is suspected that there is an influence between service and handling of goods delivery on consumer loyalty.

Discussion and Results

In this section, the results of descriptive analysis of respondent characteristics, descriptive analysis of research variables, instrument testing results, classical assumption tests, multiple linear regression analysis, and hypothesis testing will be presented.

Descriptive Analysis of Respondent Characteristics

Table 1

Gender

		Frequency	Percent
Valid	Male	27	27.0
	Female	73	73.0
	Total	100	100.0

Based on the table above of 100 respondents, female consumers dominate the use of shopee e-commerce, namely 73 consumers, while the remaining 27 consumers are men.

Table 2

Age

		Frequency	Percent
Valid	14.00	1	1.0

15.00	1	1.0
16.00	3	3.0
17.00	4	4.0
18.00	2	2.0
19.00	2	2.0
20.00	15	15.0
21.00	54	54.0
22.00	11	11.0
23.00	4	4.0
24.00	3	3.0
Total	100	100.0

It can be explained in the table above that the majority of respondents in this study are in the 14-24 age group.

Table 3**Occupation**

		Frequency	Percent
Valid	Student	76	76.0
	State Employees	1	1.0
	Private sector employee	16	16.0
	etc	7	7.0
	Total	100	100.0

Based on the table above, it can be concluded that shopee e-commerce users who contribute to this research are mostly students.

Descriptive Analysis of Research Variables**Table 4 Recapitulation of Service Variables**

Item	STS (1)	TS (2)	N (3)	S (4)	SS (5)	N	Total	Average
X1.1	0	0	13	45	42	100	100	4,29
X1.2	0	1	11	40	48	100	100	4,35
X1.3	0	4	30	43	24	100	101	3,9
X1.4	0	4	14	49	34	100	101	4,16
X1.5	0	4	23	52	22	100	101	3,95
X1.6	1	4	20	47	29	100	101	4,02
X1.7	1	2	28	37	32	100	100	3,97
X1.8	0	0	18	44	38	100	100	4,2
X1.9	1	3	16	48	33	100	101	4,12
X1.10	1	4	30	39	27	100	101	3,9

Based on the recapitulation table for the Service Variable (X1) above, that the smallest average value is in the 3rd statement item with an average value of 3.9, namely Shopee serves the delivery of goods on time as promised and in the 10th statement item with an average value of 3.9, namely Shopee is able to understand consumer problems and complaints and can provide solutions to these problems. It can be concluded from these two statements that Shopee needs to improve serving the delivery of goods on time as promised and Shopee has not been able to understand and provide solutions to consumer complaint problems.

Meanwhile, the highest average value is found in the 2nd statement item, namely the features on the Shopee website page and mobile application are easily accessible with

an average value of 4.35. It can be concluded that Shopee has features that are easily accessible to consumers.

Table 5 Recapitulation of Handling Variables (X2)

Item	STS (1)	TS (2)	N (3)	S (4)	SS (5)	N	Total	Average
X2.1	0	0	9	40	51	100	100	4,42
X2.2	0	1	15	45	39	100	100	4,22
X2.3	0	1	9	40	50	100	100	4,39
X2.4	0	0	10	37	53	100	100	4,43
X2.5	0	2	17	44	37	100	100	4,16

Based on the recapitulation table for the Handling Variable above, the smallest average value is in the 5th statement item, namely the Shopee delivery service confirms data updates when the package has arrived at the consumer's hands, such as an invoice with an average value of 4.16. It can be concluded from this statement that the shopee delivery service needs to improve and improve how to confirm data updates when the package has reached consumers.

While the highest average value is in the 4th statement bullet, namely the Shopee delivery service informs when the goods have reached the consumer's hands, with photographic evidence in the "Delivery Information" section with an average value of 4.43. It can be concluded from this statement that the Shopee delivery service is able to provide proof of delivery information to consumers.

Table 6 Recapitulation of Loyalty Variables (Y)

Item	STS (1)	TS (2)	N (3)	S (4)	SS (5)	N	Total	Average
Y1.1	0	1	14	33	52	100	100	4,36
Y1.2	1	0	16	46	37	100	100	4,18
Y1.3	0	9	24	39	28	100	100	3,86
Y1.4	1	7	17	44	31	100	100	3,97
Y1.5	3	1	27	40	30	100	101	3,96
Y1.6	8	5	42	27	19	100	101	3,47

Based on the recapitulation table for the Consumer Loyalty Variable (Y) above, that the lowest average value is in the 6th statement item, namely you do not feel interested in switching to another marketplace platform with an average value of 3.47. It can be concluded from this statement that some respondents have an interest in switching to another marketplace platform.

Meanwhile, the highest average value is found in the 1st statement item, namely you feel satisfied, so that it encourages you to make repeat transactions or use Shopee E-Commerce again with an average value of 4.36. It can be concluded from this statement that most respondents are satisfied with the shopping experience at Shopee, and encourage them to use the Shopee platform again in the future.

Instrument Testing Results**Validity Test****Table 7 Service Variable Validity Test Results (X1)**

X1			
	Pearson Correlation	Sig. (2-tailed)	N
X1.1	.575**	.000	100
X1.2	.616**	.000	100
X1.3	.641**	.000	100
X1.4	.868**	.000	100
X1.5	.854**	.000	100
X1.6	.826**	.000	100
X1.7	.826**	.000	100
X1.8	.801**	.000	100
X1.9	.870**	.000	100
X1.10	.867**	.000	100
X1	1		100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the validity test results above, it can be seen that the statements in variables X1.1 to X1.10 have a value of r count more than r table for n = 100 and $\alpha = 5\%$, namely 0.196. So it can be concluded that all statement items are said to be **valid**.

Table 8 Handling Variable Validity Test Results (X2)

X2			
	Pearson Correlation	Sig. (2-tailed)	N
X2.1	.750**	.000	100
X2.2	.723**	.000	100
X2.3	.837**	.000	100
X2.4	.857**	.000	100
X2.5	.624**	.000	100
X2	1		100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the validity test above, it can be seen that the statements in variables X2.1 to X2.5 have a value of r count more than r table for n = 100 and $\alpha = 5\%$, namely 0.196. So it can be concluded that all statement items are said to be **valid**.

Table 9 Loyalty Variable Validity Test Results (Y)

Y			
	Pearson Correlation	Sig. (2-tailed)	N
Y1	.821**	.000	100
Y2	.809**	.000	100
Y3	.842**	.000	100
Y4	.856**	.000	100
Y5	.778**	.000	100
Y6	.649**	.000	100
Y	1		100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the validity test above, it can be seen that the statements in variables Y.1 to Y.6 have a calculated r value of more than r table for n = 100 and $\alpha = 5\%$, namely 0.196. So it can be concluded that all statement items are said to be **valid**.

Reliability Test

Table 10 Service Variable Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.928	10

The Cronbach Alpha testing model shows reliability with a higher number from the Cronbach Alpha value column, the better the level of data reliability and can be said to be a reliable instrument (Warsitoputri, 2015). In this test, the Cronbach's Alpha value is 0.928, which is included in the high reliability category with a Cronbach's Alpha value of $0.928 > 0.600$. It can be concluded that the statements in the Service variable questionnaire used in this study **can be trusted**.

Table 11 Reliability Test Results Handling Variable (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.816	5

In this test, the Cronbach's Alpha value is 0.816, which is included in the high reliability category with a Cronbach's Alpha value of $0.816 > 0.600$. It can be concluded that the statements in the Handling variable questionnaire used in this study are **reliable**.

Table 12 Results of the Loyalty Variable Reliability Test (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.875	6

In this test, the Alpha Cronbach value is 0.875, which is included in the high reliability category with an Alpha Cronbach value of $0.875 > 0.600$. It can be concluded that the statements in the Loyalties variable questionnaire used in this study **can be trusted**.

Classical Assumption Test Results

Table 13 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.14049976
Most Extreme Differences	Absolute	.078
	Positive	.039
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.143 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results in the table above, testing the unstandardized residuals produces an asymptotic significance greater than 0.05. According to the test rules, it can be concluded **that the data is normally distributed.**

Table 14 Multicollinearity Test

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	1.935	1.827		1.059	.292		
	X1	.382	.044	.667	8.656	.000	.567	1.762
	X2	.304	.112	.210	2.721	.008	.567	1.762
	a. Dependent Variable: Y							

Based on the table above, it can be seen that the results of the tolerance calculation show that there are no independent variables that have a tolerance value > 0.10 and a VIF value < 10, which means that **there is no multicollinearity between the independent variables in the regression model.**

Table 15 Heteroscedasticity Test

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	-.611	1.148		-.532	.597
	X1	-.001	.027	-.008	.042	.967
	X2	.033	.076	.087	.440	.661
	a. Dependent Variable: LNRES					

Based on the results of the Glejser test in the table above, it can be concluded that none of the independent variables statistically significantly affect the absolute residual dependent variable. Where it can be seen that the probability of significance is above the 5% confidence level. So it can be concluded that the regression model **does not contain heteroscedasticity.**

Multiple Linear Regression Analysis

Table 16 Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.935	1.827		1.059	.292
	Service	.382	.044	.667	8.656	.000
	Handling	.304	.112	.210	2.721	.008

Based on the table above, the results show that the constant (a) = 1.935 positive value shows the positive effect of the independent variable, where if the independent variable consisting of service and handling = 0, then consumer loyalty is 1.935.

Correlation Test**Table 17 Correlation Test Results of Variable X1 Against Variable Y**

Correlations			
		X1	Y
X1	Pearson Correlation	1	.805**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.805**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the Pearson correlation analysis table between variables (X1) and (Y), it can be seen that the significance value is (2-tailed) = 0.000 < 0.05. Tested using the SPSS application. Thus, there is a positive relationship between X1 and Y.

Table 18 X2 Variable Correlation Test Results Against Y

Correlations			
		X2	Y
X2	Pearson Correlation	1	.648**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.648**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the Pearson correlation analysis table between variables (X2) and (Y), it can be seen that the significance value is (2-tailed) = 0.000 < 0.05. Tested using the SPSS application. Thus, there is a positive relationship between X2 and Y.

Determination Test**Table 19 Determination Test Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820 ^a	.673	.666	2.16245

a. Predictors: (Constant), X2, X1

It can be seen that the adjusted coefficient of determination or (r^2) is 0.666. Based on these results, it can be interpreted that the independent variables (Service and Handling) are able to explain 66.6% of the dependent variable (Consumer Loyalty). The remaining 33.4% is explained by other factors not included in this model.

T Test**Table 21 T Test Results**

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1	(Constant)	1.935		1.059	.292

X1	.382	.044	.667	8.656	.000
X2	.304	.112	.210	2.721	.008

a) X1

The coefficient value of variable X1 Service on variable Y Customer Loyalty is 0.382. The significance value of variable X1 is $0.000 < \alpha = 0.05$. Shows the result that H1 is accepted, which means that variable X1 has a positive and significant effect on variable Y.

b) X2

The coefficient value of the X2 Handling variable on the Y Customer Loyalty variable is 0.304. The significance value of the X2 variable is $0.008 < \alpha = 0.05$. Shows the result that H2 is accepted, which means that the X2 variable has a positive and significant effect on the Y variable.

F Test**Tabel 20 F Test Results**

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	933.848	2	466.924	99.851	.000 ^b
	Residual	453.592	97	4.676		
	Total	1387.440	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

The table above shows that the value of F count $>$ F table ($99.851 > 3.3089$) and the sig value is ($0.000 < 0.05$) with a confidence level of 95%. df 1 (number of variables-1) = 2, and df 2 (n-k) = 98, Ho is rejected. So it can be interpreted that simultaneously the variables X1 and X2 have a significant effect on variable Y.

Discussion**a. The Effect of Shopee Services on Shopee Gen Z Consumer Loyalty in North Jakarta in 2023**

Based on the results of the study, there is a positive and significant influence between service and Shopee Gen Z consumer loyalty in North Jakarta in 2023. Where the t-count value $>$ t-table or $8.656 > 1.660$ and the significance value is $0.000 < \alpha = 0.05$, Ho is rejected and Ha is accepted. This means that the Service variable (X1) partially affects the loyalty of Shopee Gen Z consumers in North Jakarta in 2023. So, if Shopee provides quality service, it will increase the loyalty of Shopee Gen Z consumers in North Jakarta in 2023.

b. The Effect of Handling Shopee Goods Delivery on Shopee Gen Z Consumer Loyalty in North Jakarta in 2023

Based on the results of the study, there is a positive and significant influence between the handling of goods delivery and the loyalty of Shopee Gen Z consumers in North Jakarta in 2023. Where the t-count value $>$ t-table or $2.721 > 1.660$ and the significance value is $0.000 < \alpha = 0.05$, Ho is rejected and Ha is accepted. This means that the variable Handling of Goods Delivery (X2) partially affects the loyalty of Shopee Gen Z consumers in North Jakarta in 2023. So, if Shopee increases the

timeliness of shipping goods, it will build trust, increase satisfaction and loyalty of Shopee Gen Z consumers in North Jakarta in 2023.

c. The Effect of Shopee Goods Delivery Service and Handling on Shopee Gen Z Consumer Loyalty in North Jakarta in 2023

Based on the results of the study, there is a positive and significant influence between service and handling of goods delivery with Shopee Gen Z consumer loyalty in North Jakarta in 2023. Where the F-count > F-table value is $99.851 > 3.3089$ and the significance value is $0.000 < 0.05$ with a confidence level of 95%. So that if Shopee provides quality service and increases the timeliness of delivery of goods, it will build trust, increase satisfaction and loyalty of Shopee Gen Z consumers in North Jakarta in 2023. As for the amount based on these results, that the independent variable (Service and Handling) is able to influence the dependent variable (Consumer Loyalty) by 66.6%. The remaining 33.4% is explained by other factors not included in this study.

Conclusion

Based on the research that has been carried out, namely Analisis of Services and Handling of Goods Delivery at E-Commerce Shopee Against Gen Z Consumer Loyalty in North Jakarta 2023, the following conclusions can be drawn from the research results:

- a. There is an influence between the services provided by E-Commerce Shopee on the loyalty of Generation Z consumers in North Jakarta in 2023.
- b. There is an Influence Between Shopee E-Commerce Handling of Goods Delivery on Generation Z Consumer Loyalty in North Jakarta in 2023
- c. There is an influence between the service and handling of goods delivery provided by E-Commerce Shopee on the loyalty of Generation Z consumers in North Jakarta in 2023

Implications

Based on the above conclusions, the authors suggest the following implications:

Theoretical

Theoretically, this research proves that the services provided by Shopee e-commerce to consumers, especially generation Z, will influence consumer interest in continuing to use Shopee services. In addition, by ensuring the safety and accuracy of the delivery of goods ordered, it can affect consumer loyalty to continue using the Shopee e-commerce platform.

Practice

In practice, this research provides input for Shopee to continue to provide the best service to its consumers by being more responsive in solving problems complained about by consumers and most importantly by paying attention to the safety of handling the delivery of goods.

Research Limitations

In order for this research to be carried out more focused, the authors consider the research problems raised need to be limited to their variables. The limitations of this research are:

- a. This research only discusses what is related to the importance of service and handling of goods delivery at E-Commerce Shopee to foster Gen Z consumer loyalty in North Jakarta in 2023.
- b. Respondents in this research are only generation Z consumers in North Jakarta and the number of respondents is limited to 100 respondents determined by the Slovin formula.
- c. This research is also limited by time and cost so that data collection is carried out by distributing questionnaires via google form to speed up the data collection process and save costs.

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