

THE INFLUENCE OF SERVICE QUALITY AND TRUST ON USING CUSTOMER SATISFACTION DELIVERY SERVICES AND ITS IMPACT ON CUSTOMER LOYALTY (Case Study on JNE Sei Rampah)

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Abstract

This study aims to determine the effect of service quality and trust on consumer satisfaction using freight forwarding services and their impact on customer loyalty. The population in the study were employees who worked at a significant level of $\alpha = 5\%$. The data from the study were processed using the help of the SPSS program version 25.00 for windows. Based on the results of the study, in the multiple linear regression test, the regression equation was obtained as follows: equation I: $Z = 13.850 + 0.072 X1 - 0.216 X2$, while equation II: $Y = 25.047 - 0.197 X1 - 0.256 X2 + 0.341Z$. The results of hypothesis testing using multiple linear regression analysis and t test, which showed that the first hypothesis was rejected, meaning that in explaining the Quality of Service variable ($X1$) it had no effect on the Customer Loyalty variable (Z).

Keywords : Service Quality, Trust, Customer Satisfaction, and Customer Loyalty

INTRODUCTION

Basically, consumer satisfaction with JNE is very important in a business entity because it can develop if consumers in the business entity actively participate and are satisfied in the business entity. According to (Satriani, 2018) states that customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions/impressions of the performance or results of a product and their expectations. Maintaining customer satisfaction from time to time will strengthen good relationships with consumers.

One of the factors that influence consumer satisfaction is customer loyalty. according to (Indrasari, n.d., 2019) stated that the definition of customer loyalty (customer) comes from the word custom which is defined as making something habitual or habitual and practicing a customer's habit is someone who becomes accustomed to buying from you, that habit is formed through frequent purchases and interactions over a certain period of time. Without a strong relationship and repeat purchases, the person is not a customer.

In addition to customer loyalty, one aspect that is no less important for the continuity of a company is service quality. According to (Indrasari, n.d., 2019) states that the quality of service (customer service) can be distinguished into two criteria, namely the type of good service quality and poor service quality.

A relationship between two or more parties will occur if each trusts each other. This trust cannot simply be recognized by other parties, but must be built from scratch and can be proven. In the economic world, trust has been considered as a catalyst in various transactions between sellers and buyers so that consumer satisfaction can be realized as expected.

LITERATURE REVIEW

According to (Sugiyono, 2018) States that Satisfaction is a person's level of satisfaction after comparing the perceived performance or results compared to his expectations. So satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experiences after using the services or services provided.

According to (Sugiyono, 2016) explained that customer loyalty (customer loyalty) motivated habits that are difficult to change in purchasing the same goods and services, often rooted in high involvement. Brand loyalty is a measurement of the commitment of customers and clients to a brand, as well as the feelings or perceptions of potential customers and clients.

According to (Molle et al., 2019) defines that customer loyalty has an important role in a business, where consumer loyalty will affect the survival of the company. Thus, it has become a demand for every company to understand what exactly can make consumers loyal to the company, as well as how the company can gain customer loyalty.

According to (Sugiyono, 2018) explains that trust is the foundation of a relationship. A relationship between two or more parties will occur if each trusts each other.

According to (Aini, 2020) explained that those who view that customers must have trust in the company, customers must feel safe in making transactions with companies and transactions carried out are guaranteed with certainty. Trust has an important role in the long-term relationship between customers and companies, especially those that include customer confidence regarding the quality, reliability, integrity and services delivered by the company.

METHOD

Data collection techniques or methods used in this research are interviews and distributing questionnaires. The data source for this research was obtained directly from the original source (not through intermediaries).

Data Analysis Method: The multicollinearity test aims to test whether the regression model found a correlation between independent (independent) variables. In a good regression model between independent variables there should be no correlation (Ghozali, 2018). To test whether or not there is multicollinearity in the regression model, it is done by looking at the tolerance value and the variance inflation factor (VIF) value which can be seen from the SPSS output.

- 1) If the tolerance value is > 10 percent and the VIF value is < 10 , it can be concluded that there is no multicollinearity between the independent variables in the regression.

- 2) If the tolerance value is <10 percent and the VIF value is > 10, it can be concluded that there is multicollinearity between the independent variables in the regression model.

Multiple regression analysis according to(Ghozali, 2016)based on the causal or functional relationship of one independent variable with the dependent variable. The regression coefficient aims to ascertain whether the independent variables contained in the regression equation individually affect the value of the dependent variable. Which is formulated in the form of the following equation:

Equation I

$$Z = a + b_1X_1 + b_2X_2 + e$$

Where :

- Z = LoyaltyCustomer
- A = Constant
- X1 = Service Quality
- X2 = Trust
- b1 = Regression Coefficient of Service Quality variable
- b2 = Regression Coefficient of Trust variable
- e = Confounding Variable (*residual error*)

Equation II

$$Y = a + b_3X_1 + b_4X_2 + b_5Z + e$$

Where :

- Y = Consumer Satisfaction
- A = Constant
- X1 = Service Quality
- X2 = Trust
- Z = Customer Loyalty
- b1 = Regression Coefficient of Service Quality variable
- b2 = Regression Coefficient of Trust variable
- e = Disturbance Variable (*residual error*)

According to(Ghozali, 2016)the purpose of the coefficient of determination (R^2) in essence is "To measure how far the model's ability to explain the variation of the independent variables. The value of the coefficient of determination is between zero and one, a small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. Analysis of the coefficient of determination or abbreviated as Kd is obtained by squaring the correlation coefficient, namely:

$$KD = r^2 \times 100\%$$

Information:

KD = Coefficient of Determination

R = Correlation Coefficient

This test was carried out with the help of a computer and using the SPSS program. According to (Sugiyono, 2016), using the formula:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

t = t test value

r = Pearson's correlation coefficient

r² = The coefficient of determination

n = Number of samples

The criteria used are as follows: Ho is accepted if the value is statistical test (t-count) is in the area of acceptance of Ho, where tcount < ttable or -tcount > -ttable or sig value > α

The regression test with intervening variables aims to see the indirect effect of one variable on another. To examine the influence of intervening variables, the path analysis method is used. Then it is done with the following mathematical equation:

$$Sp2p3 = \sqrt{p3^2 Sp^2 + p2^2 Sp3^2 + Sp^2 Sp3^2}$$

Information :

p2 = coefficient of the mediating variable

p3 = independent variable coefficient

Sp2 = coefficient of moderating variable

Sp3 = independent variable coefficient

After calculating the statistical t value of the effect of mediation through the formula:

$$t = \frac{p2p3}{Sp2p3}$$

From the results of t count there are criteria:

- If the t count > t table with a significance of 0.05, the conclusion is that there is a mediating effect
- However, if the t count < t table with a significance of 0.05, the conclusion is not mediated

RESULTS AND DISCUSSION

Content Results and Discussion

Table 1

Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	SERVICE QUALITY	1,000	1,000
	TRUST	1,000	1,000

a. Dependent Variable: CUSTOMER LOYALTY

Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that there are no correlation symptoms in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

Glejser Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standard	Q	ig.
	B	Error std.	Betas		
(Constant)	.388	1,199		.324	.747
SERVICE QUALITY	.044	.045	.101	.975	.332
TRUST	-.003	.052	-.005	.048	.962

a. Dependent Variable: ABS_RES

The results of the Glejser test show that the sig value of the Service Quality Variable (X1) is 0.332 and the Trust Variable (X2) is 0.962. Where everything is greater than 0.050, so it can be concluded that there are no symptoms of heteroscedasticity in the equation model.

One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstan dardized Residuals
N			96
Normal Parameters, b	Means		.000000
	std. Deviation		1.70708
Most Extreme Differences	absolute		.069
	Positive		052
	Negative		-.069
Test Statistics			.069
asymp. Sig. (2-tailed)			.200c,d
Monte Carlo Sig. (2-tailed)	Sig.		.677e
	99% Confidence Intervals	LowerBou	.554
		Upperboun	.800
	nd		
d			

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.
- Based on 96 sampled tables with starting seed 1502173562.

From the output in the table it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.677. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	SERVICE QUALITY	.992	1008
	TRUST	.950	1,053
	CUSTOMER LOYALTY	.942	1,061

- Dependent Variable: CUSTOMER SATISFACTION

Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that there are no correlation symptoms in the independent variables. So

it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

Glejser Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
	B	std. Error			
(Constant)	4.141	1,854		2,234	.028
SERVICE QUALITY	-.043	.059	-.076	-.734	.465
TRUST	-.081	.070	-.122	-1,152	.252
CUSTOMER LOYALTY	-.068	.072	-.100	-.943	.348

a. Dependent Variable: ABS_RES

The results of the Glejser test show the sig value of the Service Quality Variable (X1) of 0.465 and the Trust Variable (X2) of 0.252 and the Customer Loyalty Variable (Z) of 0.348 which are all greater than 0.050, so it can be concluded that there are no symptoms of heteroscedasticity in this model.

Linear Regression Results Equation I

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients Betas
	B	std. Error	
1 (Constant)	13,850	2,236	
SERVICE QUALITY	.072	.084	.087
TRUST	-.216	.098	-.223

a. Dependent Variable: CUSTOMER LOYALTY

Based on these results, the linear regression equation has the formulation: $Z = b_0 + b_1X_1 + b_2X_2 + \varepsilon_1$, so that the equation is obtained: $Z = 13.850 + 0.072 X_1 - 0.216 X_2$.

The description of the multiple linear regression equation above is as follows:

- A constant value (b0) of 13.850 indicates the magnitude of the Customer Loyalty Variable (Z) if the Service Quality Variable (X1) and Consumer Satisfaction Variable (X2) are equal to zero.
- The regression coefficient value of the Service Quality Variable (X1) (b1) is 0.072 indicating the magnitude of the role of the Service Quality variable (X1) on the Customer Loyalty variable (Z) assuming the Trust variable (X2) is constant.
- The regression coefficient value of the Trust Variable (X2) (b2) is -0.216 indicating the large role of the Trust Variable (X2) in the Customer Loyalty variable (Z) assuming the Service Quality variable (X1) is constant.

Linear Regression Results Equation II

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients Betas
	B	std. Error	
(Constant)	25,047	2,928	
SERVICE QUALITY	-.197	.093	-.200
TRUST	-.256	.110	-.223
CUSTOMER LOYALTY	.341	.114	.289

a. Dependent Variable: CUSTOMER SATISFACTION

Based on these results, the linear regression equation has the formulation: $Y = b_0 + b_1X_1 + b_2X_2 + b_3Z + \epsilon$, so that the equation is obtained: $Y = 25.047 - 0.197 X_1 - 0.256 X_2 + 0.341Z$

The description of the multiple linear regression equation above is as follows:

- A constant value (b0) of 25.047 indicates the magnitude of the Consumer Satisfaction Variable (Y) if the Service Quality Variable (X1), Trust Variable (X2) and Customer Loyalty Variable (Z) are equal to zero.
- The regression coefficient value of the Service Quality Variable (X1) (b3) is -0.197, indicating the large role of the Service Quality Variable (X1) to the Consumer Satisfaction Variable (Y) assuming the Trust Variable (X2) and Customer Loyalty Variable (Z) are constant.
- The regression coefficient value of the Trust variable (X2) (b4) is -0.256 indicating the large role of the Trust variable (X2) on the Consumer Satisfaction Variable (Y)

assuming the Service Quality Variable (X1) and Customer Loyalty Variable (Z) are constant.

- d. The regression coefficient value of the Customer Loyalty Variable (Z) (b5) is 0.341 indicating the large role of the Customer Loyalty Variable (Z) in the Consumer Satisfaction variable (Y) assuming that the Service Quality variable (X1) and Trust Variable (X2) are constant.

Coefficient of Determination of Equation I

Summary modelb

Model	M	R	Square	Adjusted Square	Error of the Estimate	std. Error of Change	Change Statistics			Sig. FChange
							R	FC	df1	
1	.240a	.058	.038	1.57463	1.57463	58	2,8	2	3	96,3

a. Predictors: (Constant), TRUST, QUALITY OF SERVICE

b. Dependent Variable: CUSTOMER LOYALTY

Based on the table, it can be seen that the value of the adjusted R square is 0.038 or 3.8%. This indicates that the Service Quality Variable (X1) and Trust Variable (X2) can explain the Customer Loyalty Variable (Z) of 3.8%, the remaining 96.2% (100% - 3.8%) is explained by other variables in outside this research model.

Coefficient of Determination of Equation II

Summary modelb

Model	M	R	Square	Adjusted Square	Error of the Estimate	std. Error of Change	Change Statistics			Sig. FChange
							R	FC	df1	
1	.436a	.191	.164	1.73470	1.73470	191	7,2	3	2	9,000

a. Predictors: (Constant), CUSTOMER LOYALTY, SERVICE QUALITY, TRUST

b. Dependent Variable: CUSTOMER SATISFACTION

Based on the table, it can be seen that the value of the adjusted R square is 0.164 or 16.4%. This shows that the Service Quality Variable (X1), Trust Variable (X2) and Customer Loyalty Variable (Z) can explain the Consumer Satisfaction Variable (Y) of

16.4%, the remaining 83.6% (100% - 16.4) %) is explained by other variables outside this research model.

**Partial Test (t) Equation I
Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	13,850	2,236		6,193	,000
SERVICE QUALITY	,072	,084	,087	,863	,390
TRUST	-.216	,098	-.223	-2,215	,029

a. Dependent Variable: CUSTOMER LOYALTY

a. Hypothesis Test Effect of Service Quality Variable (X1) on Customer Loyalty Variable (Z)

From the table, a tcount value of 0.863 is obtained. With $\alpha = 5\%$, ttable (5%; nk = 96-2= 94) obtained a ttable value of 1.985. From this description it can be seen that tcount (0.863) < ttable (1.985), as well as the significance value is 0.390 > 0.05, it can be concluded that the first hypothesis is rejected, meaning Service Quality Variable (X1) has no effect on the Customer Loyalty Variable (Z).

b. Hypothesis Test of the Effect of Trust Variable (X2) on Customer Loyalty Variable (Z)

From the table it is obtained that the tcount is -2.215 With $\alpha = 5\%$, ttable (5%; nk = 96-2=94) obtained a ttable value of -1.985 From this description it can be seen that tcount (-2.215) < ttable (-1.985) , and the significance value is 0.029 < 0.05, it can be concluded that the second hypothesis is accepted, meaning The Trust Variable (X2) has an effect on the variable Customer Loyalty (Z).

**Partial Test (t) Equation II
Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			

(Constant)	25, 047	2,928		85 55	. 000
SERVICE QUALITY	- .197	093	-.200	- 2.128	. 036
TRUST	- .256	.110	-.223	- 2,319	. 023
CUSTOMER LOYALTY	.34 1	.114	.289	2, 986	. 004

a. Dependent Variable: CUSTOMER SATISFACTION

a. Hypothesis Test Effect of Service Quality Variable (X1) on Consumer Satisfaction Variable (Y)

From the table, the tcount value is -2.128. With $\alpha = 5\%$, ttable (5%; nk = 96-2=94) obtained a ttable value of -1.985. From this description it can be seen that tcount (-2.128 < ttable (-1.985), as well as with a significance value of 0.036 < 0.05, it can be concluded that the third hypothesis is accepted, meaning Service Quality Variable (X1) has an effect on consumer satisfaction variable (Y).

b. Hypothesis Test of the Effect of Trust Variable (X2) on Consumer Satisfaction Variable (Y)

From the table it is obtained that the tcount is -2.319. With $\alpha = 5\%$, ttable (5%; nk = 96-2=94) obtained a ttable value of -1.985. From this description it can be seen that tcount (-2.319) < ttable (-1.985), and the significance value is 0.023 < 0.05, it can be concluded that the fourth hypothesis is accepted, meaning The trust variable (X2) has an effect on Consumer Satisfaction Variable (Y).

c. Hypothesis Test of the Effect of Customer Loyalty Variable (Z) on Consumer Satisfaction Variable (Y)

From the table it is obtained that the tcount is 2.986. With $\alpha = 5\%$, ttable (5%; nk = 96-2=94) obtained a ttable value of 1.985. From this description it can be seen that tcount (2.986) > ttable (1.985), and its significance value of 0.004 < 0.05, it can be concluded that the fifth hypothesis is accepted, meaning Customer Loyalty variable (Z) has an effect on Consumer Satisfaction Variable (Y).

**Value of Standardized Coefficients Equation I
Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	std. Error	Betas
(Constant)	13,850	2,236	

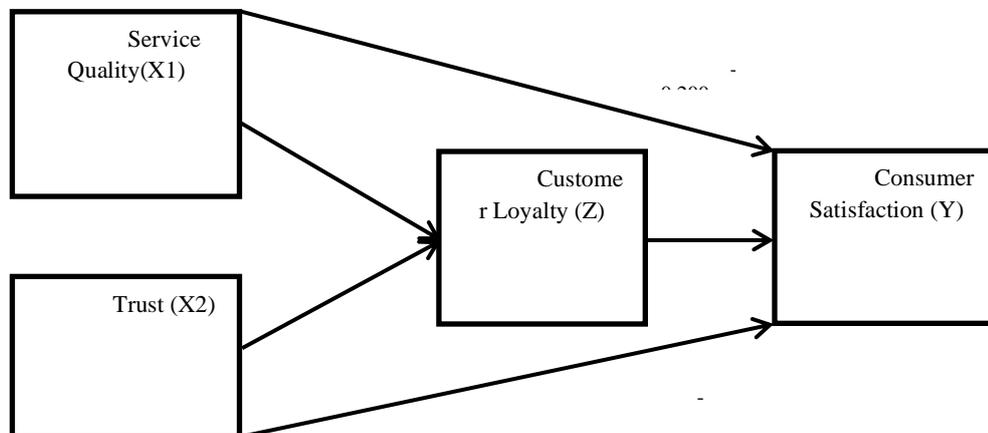
SERVICE QUALITY	07	084	087
TRUST	-	.098	-.223
	.216		

a. Dependent Variable: CUSTOMER LOYALTY

**Value of Standardized Coefficients Equation II
Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	std. Error	Betas
1	(Constant)	25,047	2,928	
	SERVICE QUALITY	-.197	.093	-.200
	TRUST	-.256	.110	-.223
	CUSTOMER LOYALTY	.341	.114	.289

a. Dependent Variable: CUSTOMER SATISFACTION



Path Analysis Figure

From the calculation results obtained, it shows that the indirect effect through the Customer Loyalty Variable (Z) is greater than the direct effect on the Consumer Satisfaction Variable (Y), so it can be concluded that the hypothesis is accepted.

Furthermore, the direct effect of the Trust variable (X2) on the Consumer Satisfaction Variable (Y) is -0.223. While the indirect effect through the Customer Loyalty Variable (Z) is $-0.223 \times 0.289 = -0.064$. From the calculation results obtained, it shows that the indirect effect through the Customer Loyalty Variable (Z) is greater than the direct effect on the Consumer Satisfaction Variable (Y), so it can be concluded that the hypothesis is accepted.

Direct and Indirect Relations

o	Variable	D irect	In directs	T otal	Cri teria	Concl usion
	Service Quality (X1) – Customer Loyalty (Z) – Consumer Satisfaction (Y)	- 0.200	0. 025	- 0.175	DE < ID	Hypot hesis Accepted
	Trust (X2) – Customer Loyalty (Z) – Consumer Satisfaction (Y)	- 0.223	- 0.064	- 0.287	DE < ID	Hypot hesis Accepted

Contents of Discussion Results

1. Effect of Service Quality (X1) on Customer Loyalty (Z)

Based on the results of the analysis of hypothesis 1, it can be seen that the Service Quality Variable (X1) has no positive effect on the Customer Loyalty Variable (Z). this shows that the quality of service has been further improved allocated by the JNE Sei Rampah company so that it can give a distinct impression to customers to be able to return to using services at JNE Sei Rampah, because companies that prioritize service quality will get a good reputation in the eyes of the community and influence so as to create a loyal customer attitude.

2. The Effect of Trust (X2) on Customer Loyalty (Z)

Based on the results of the analysis of hypothesis 2, it can be seen that the Trust Variable (X2) has a positive effect on the Customer Loyalty Variable (Z). This shows that the services provided will have an impact on satisfaction and loyalty and trust as a feeling of trust in the reliability and integrity of partners, meaning that consumers at JNE Sei Rampah will certainly trust service providers such as freight forwarders who have reliability or accuracy and integrity in providing services. to customers.

3. Effect of Customer Loyalty (Z) on Consumer Satisfaction (Y)

Based on the results of the analysis of hypothesis 3, it can be seen that the Customer Loyalty Variable (Z) has a positive effect on the Consumer Satisfaction Variable (Y). This happened because respondents chose to answer agree and strongly agree that they would always use JNE in delivering goods

4. Effect of Service Quality (X1) on Consumer Satisfaction (Y)

Based on the results of the analysis of hypothesis 4, it can be seen that the variable Service Quality (X1) has an effect on the Consumer Satisfaction variable (Y). This proves that one way to satisfy customers is to provide the best possible service. With the services provided, customer satisfaction is created after the customer is satisfied with the services received.

5. The Effect of Trust (X2) on Consumer Satisfaction (Y)

Based on the results of the analysis of hypothesis 5, it can be seen that the Trust Variable (X2) has an effect on the Consumer Satisfaction Variable (Y). This shows that the effect of trust, which includes kindness, integrity (principles) and excellent competence (ability), will increase the feeling of high consumer satisfaction and will also increase the number of consumers in goods delivery services at JNE Sei Rampah. .

6. The Effect of Service Quality on Consumer Satisfaction through Customer Loyalty

Based on the results of the analysis of hypothesis 6, it can be seen that the Service Quality Variable (X1) has a positive effect on the Consumer Satisfaction Variable (Y) through Customer Loyalty (Z). This shows that the respondents chose to agree and strongly agree that employees at JNE are very good at providing good service to customers according to their needs and are skilled at packing goods.

7. The Effect of Trust on Consumer Satisfaction through Customer Loyalty

Based on the results of the analysis of hypothesis 7, it can be seen that the Trust Variable (X2) has a positive effect on the Consumer Satisfaction Variable (Y) through Customer Loyalty (Z). This shows that if one party trusts the other party, it is possible to form positive behavior and good intentions. Therefore, when a consumer has confidence in a particular product or service, the consumer has the intention to buy that product or service. High customer loyalty will affect and have a major impact on the survival of the company, the more loyal customers the longer the sustainability of the company at JNE Sei Rampah

CLOSING

Conclusion

1. Service Quality Variable (X1) has no effecton the Customer Loyalty Variable (Z).
2. The Trust variable (X2) has an effect on the Customer Loyalty variable (Z).
3. Service Quality Variable (X1) has an effecton consumer satisfaction variable (Y).
4. The trust variable (X2) has an effecton Consumer Satisfaction Variable (Y).
5. Customer Loyalty variable (Z) has an effecton Consumer Satisfaction Variable (Y).
6. Service Quality (X1) has a significant effect on Consumer Satisfaction (Y) with Customer Loyalty (Z) for JNE Sei Rampah consumers.
7. Service Quality (X2) has a significant effect on Consumer Satisfaction (Y) with Customer Loyalty (Z) for JNE Sei Rampah consumers.

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