



## Influence of Service Quality, Trust, and Timely Delivery of Satisfaction Customer on J&T Express Branch Cikarang West

Melani Quintania<sup>1\*</sup>, Yudi Julius<sup>2</sup>, Nandan Limakrisna<sup>3</sup>

<sup>1,2,3</sup>Persada Indonesia University, Jakarta, Indonesia

Email: <sup>1</sup>[melani\\_quintania@fe.unsada.ac.id](mailto:melani_quintania@fe.unsada.ac.id), <sup>2</sup>[amarta.nandan@gmail.com](mailto:amarta.nandan@gmail.com), <sup>3</sup>[yuliuscard@gmail.com](mailto:yuliuscard@gmail.com)

\*Corresponding Author: [melani\\_quintania@fe.unsada.ac.id](mailto:melani_quintania@fe.unsada.ac.id)

**Abstract:** This study aims to determine the effect of service quality, trust, and timely delivery of J&T customer satisfaction West Cikarang Branch Express. The object examined in this study is J&T West Cikarang Branch Express. The results of this study prove that service quality has an effect positive and significant to satisfaction customer, trust influential positive and significant to satisfaction customer, And accuracy time delivery influential positive and significant to satisfaction customer. While simultaneously the quality of service, trust, and timeliness delivery in a manner together influential positive and significant to satisfaction customer.

**Keywords:** Service Quality, Trust, Time Dellivery, Satisfaction Customer

### INTRODUCTION

See situation world business in era globalization moment This, make businessmen continue to do their best to fulfill desires and increasingly diverse consumer needs. Of course this is challenge Which must faced para perpetrator business For make consumer satisfied with everything he wanted.

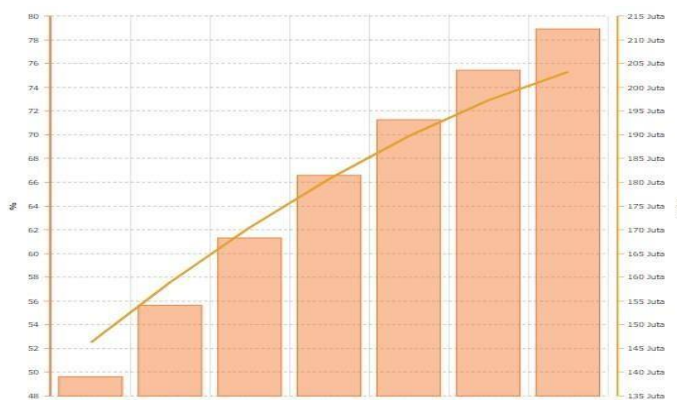
Technology information or normal called with term Internet, Lots used in various activity among them in field marketing. Marketing on the internet has the same term, namely direct marketing, which consumers deal directly with seller product although No stare advance And the seller is at in a different place. With the existence of internet technology has an impact on economic growth in Indonesia and gave rise to a new culture namely the habit of shopping online or which is rife now with term e-commerce.

Development shop on line or e-commerce slowly change method consumption public. For example in method consume goods, people now prefer to buy goods at shop online rather than have to buy things at the store directly. Matter That is proof increasing pattern consumption practical in circles public.

Based on the results of data collection from the Indonesian statistical center on year 2019, as much 45.30% business e-commerce in Indonesia start utilise Internet on range year 2017 until with 2018, businesses that started using the internet in 2010 to 2010 2016 as

much as 28.06%, while those that just started in 2019 as much 25.11% And Which start it before year 2010 only 1.53%.

Following is diagram user and level penetration e-commerce in Indonesia on year 2017 - 2023:



**Picture 1. Table of E-Commerce Users**

Source: databooks.katadata.co.id

Based on the diagram in figure 1.1 Statista records the amount e-commerce users in Indonesia in 2017 reached 139 million users, then up 10.8% to 154.1 million users in year 2018. In 2019 there were around 168.3 million users, in 2020 there were 181.5 million, Then year 2021 as much 193,2 million, And estimated as much 212.2 million on year 2023.

The amount user e-commerce in Indonesia make opportunities for cargo transportation services or commonly called expedition companies become something Which needed. Matter This because Indonesia Which shaped country Island And separated by ocean very need system distribution Which can provide and distribute material need tree public in a manner equally to remote parts of Indonesia. With an effective logistics system and efficient, it is expected that goods can arrive at their destination quickly, precisely, And safe.

See opportunity Which There is in in industry delivery goods, Currently there are many companies that compete in the shipping business. Both state-owned and private-owned companies are trying to keep up improve services in an effort to attract customer interest. One of freight forwarding company or privately owned goods delivery service is J&T Express.

J&T express is something company service delivery based on development from system IT Which serve delivery throughout the interior of the city, domestically and internationally. Founded in date 20 August 2015 by Jet Lee And Tony Chen. Moment This J&T Express has more than 2,000 branch offices (drop points) and 55 centers sort (gateways) Which spread in whole region Indonesia, 10,000 sprinter (courier).

Now J&T express in Cikarang Already own total 18 office branch (drops point) Which will the more make it easy access user in reaching J&T Express. Shipping rates vary from region to region different depending on the actual scale and volume of goods and terrain taken into consideration in determining the shipping rate. Whereas Estimated delivery is 1-3 working days, depending on how far the city is objective.

## LITERATURE REVIEW

According to Kotler And Keller (2009: 177) in Roziq (2016) Satisfaction is the feeling of pleasure or disappointment a person derives from comparison between the impression of the performance or results of a product with he hoped. Company will succeed obtain customer in large quantities when assessed can provide satisfaction for customer.

One of the factors that influence customer satisfaction is quality service. Tjiptono (2009) in Alfredo et al (2015), explained that the level of service quality is a crucial aspect in offer service total. Consumer Which determine quality or whether or not a service is, therefore whether or not the quality of service is good will depend on the ability of the service provider to meet expectations consumers consistently. Service quality is said to be satisfactory if the perceived service equals or exceeds expectations. Research conducted by Januar Efendi Panjaitan and Ai Lili Yuliati (2016) with use variable independent quality service give analysis that quality service influential significant to customer satisfaction.

In addition to service quality, accuracy in goods delivery services time and customer trust are factors that must be considered. Trust customer become source determinant when they will do transaction. Draft from trust This namely customers believe that party expedition own reliability Which can ensure security And speed in delivery. Security means that goods that have been sent to the destination address are guaranteed to be safe, from risk fell, and lost. Speed means that goods are delivered quickly until it reaches its destination. Customer trust is important for J&T to pay attention to Express West Cikarang branch, because to get satisfaction and loyalty customer, Wrong One matter Which affect it is trust customer. Matter the in accordance with theory Which stated by Bendapudi and Berry in Roziq (2016). About connection between trust with quality service, be delivered by Irma Come on Noeraini (2016), Which conclude that there is influence between trust in satisfaction customer.

According to Handoko (2010) in Attamimi et al (2020) accuracy time is period time consumer order product until product the arrive in hand consumer. Estimation arrive arrival usually become benchmark para consumer For know is the delivery service is good or not, if the goods sent too take a long time to reach consumers and experience damage or even is lost Of course with matter the will impact with trust customers to the company. Research conducted by Brillian Jaya Sakti and Mahfudz, (2018) on customer satisfaction survey to customer J&T express city Semarang use core variables of service quality, on time delivery, and facilities conclude that accuracy time delivery influential positive And significant on customer satisfaction. J&T express branch Cikarang West as company Which engaged in the service sector are required to provide services that are quality to the customer. Based on results observation Which done by writer to a number of customer J&T Express has the hope that the distribution of goods will be fast and precise, but the actual situation is that J&T Express has delivered goods with a time that is not as promised or exceeds the delivery date limit, especially during major holidays. Then the customer hopes that J&T Express will be able to take responsibility for the security of the goods to be delivered, but the actual situation is that the goods received by the customer are often damaged or not in accordance with the conditions at the time of delivery. In addition, some goods are sent to other cities, and so on.

From some of these customer complaints, it can be seen that the service expected by customers has not been fully fulfilled by the West Cikarang branch of J&T Express and there is a gap between expectations and reality. This is because on major holidays, for example national online shopping days and religious holidays there are many deliveries of goods made by consumers which can cause delays in getting the goods to their proper destination. In addition, goods received by customers are damaged or even lost, and J&T often does not replace these items.

Satisfactory service with good quality, timely delivery and low prices are important things that every company should strive for, especially the West Cikarang branch of J&T Express. This is because service consumers in making repeat purchases are strongly influenced by their level of satisfaction when using these services. Services are invisible, so a service company will find it difficult to gain customer trust.

Customer satisfaction is defined as the customer's response to the discrepancy between the previous level of importance and the actual performance he feels after usage.

Understanding customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or results) with their expectations. If the performance is as expected, the customer will be satisfied. If performance does not meet expectations, the customer is dissatisfied. If performance exceeds expectations, the customer is highly satisfied or delighted. Kotler & Keller (2009:138) in Noeraini (2016).

According to Zeithaml and Bitner (2000:75) in Juniariska et al (2020) defines that satisfaction is a customer's response or response regarding meeting the needs of customers. So it can be concluded that satisfaction is an assessment of the special characteristics of a service or product, the product itself, providing a level of customer satisfaction related to meeting the consumption needs of customers.

Based on the description above, it can be concluded that customer satisfaction is a response to one's feelings towards the experience that one gets with one's expectations. Someone will be very satisfied if they get a match between expectations and the experience they get.

The indicators of customer satisfaction in this study are explained based on the attributes of forming satisfaction according to Tjiptono (2010: 101) in Kasinem (2020) the attributes that form satisfaction consist of: Conformity of expectations, Interest in revisiting and Willingness to recommend.

Tjiptono (2014) in Juniariska et al (2020) states that service quality can be called (service quality) is an effort to fulfill a desire or need, as well as accuracy in delivering to match the expectations of a customer. Service quality is one part of the marketing management strategy. Service quality has become a dominant factor in the success of an organization. Quality development is highly driven by conditions of competition between companies, technological advances, economic and socio-cultural stages of society.

Kotler in Alma (2017), explains that service quality is a way of working for companies that try to make continuous quality improvements to processes, products and services produced by companies. Meanwhile, according to Suwithi in Anwar (2011: 59) Quality of service is the quality of services provided to customers, both internal customers and external customers based on standard service procedures.

From these definitions it can be concluded that service quality is everything that is expected by consumers so that companies can fulfill their wants and needs.

Trust is a basic foundation of a business. Building customer trust is a way to create and retain customers. According to Kotler (2004: 199) in Roziq (2016) belief is a picture of one's thoughts about something. Trust is the belief that one will find what one wants in an exchange partner.

Trust involves a person's willingness to act in a certain way because of the belief that his partner will provide what is expected and a hope that is generally owned by someone that the words, promises or statements of other people can be trusted, Kusmayadi (2017). Meanwhile, Muhammad (2019) defines that trust is a condition in which one of the parties involved in the exchange process is confident in the reliability and integrity of the other party. In other words, this trust arises because there is a belief that the parties involved in the exchange will provide consistent, honest, and responsible quality. This belief will lead to good relations between the parties involved in the exchange.

Based on some of the opinions of the experts above, it can be concluded that trust is a belief that a customer has in a service seller that the party can be relied upon to meet their needs and desires.

Trust is an important thing for a commitment or promise, especially for service companies. Trust exists if customers believe that the service provider can be trusted and also has a high degree of integrity.

The indicators of trust in this study are explained based on Jasfar (2019) in Lestari and Hidayat (2019) which states that the trust indicator consists of several components, namely: Perception of Integrity, is the consumer's perception that the company follows acceptable principles such as keeping promise, behave ethically and honestly. The perception of goodness, which is based on the amount of trust in partnerships that have goals and motivations that become the strengths of other organizations when new conditions arise. Perceived competence, is the ability to solve problems faced by consumers and meet all their needs.

Timely delivery is very crucial considering the timeliness of product delivery that has been ordered will be one of the important factors in increasing customer satisfaction.

Logistics services may include managing the availability of goods and/or packaging facilities and then sending them on time; The main benefit of a logistics or express delivery service provider is that it makes it easier for someone to deliver goods in a timely, fast and practical manner to business partners, friends and relatives as well as consistently providing the best experience to customers.

The definition of timeliness of delivery according to Pujawan in Aminah et al (2017), Timeliness is the ability of suppliers to send on time and small delivery lots. According to Arini T. Soemohadiwidjojo (2018) in Nasution (2020) is when an order is sent completely and precisely on the date agreed between the shop and the consumer, or before the date agreed.

According to Handoko (2010) in Juniariska et al (2020) timeliness is the period from which the customer orders the product until the product arrives at the customer. Estimated arrival is usually a benchmark for customers to find out whether the delivery service is good or not.

Accuracy time is process delivery goods must according to the day and date specified if the day And date No in accordance with Which has determined can become a trigger for customers to make complaints, with goods until appropriate time customer feel satisfied according to Nystrom (2005:28) in Juniariska et al (2020).

Based on a number of opinion in on so, can concluded that the timeliness of delivery is a term the time a customer orders a product until the product arrives at customer.

As for the indicator of the timeliness of delivery according to Amen et al ., (2017), namely: Guarantee / Warranty, is designed For relieve loss customer, in matter customer No satisfied with something product or service which he has paid for. Price conformity, is the amount of money exchanged For a product or service. Responsibility, is the ability to determine attitude to A deed Which done And ability to bear the risk..

## **RESEARCH**

Research is basically aimed at showing the truth And something solving method problem on variable Which researched. Method research is a way or procedure used to conduct research so as to be able to answer the formulation of the problem and objective study.

This type of research uses quantitative research methods, namely research that is used to answer the problem through technique measurement Which careful to variables certain so that, produce conclusions Which can generalized, regardless of the context of time and situation and the type of data Which collected especially data quantitative according to Bintarti (2015). Quantitative research is widely used especially for developing theory in a scientific discipline. The use of measurement accompanied by analysis statically in research implies that this research use method quantitative.

Approach in study This use approach descriptive with the aim of describing the object of research or research result. Descriptive sense is a method that works for describe or provide an overview of the object under study through data or sample Which has collected as exists (Sugiyono 2016:8).



The population in this study are J&T Express customers which are in the West Cikarang region and the number is sufficient big so it is not known with certainty. Technique taking sampling Which used is with non-probability sampling, namely sampling techniques that do not give chance The same for every element or member population For made sample. Element population on non probability sampling chosen on base willingness become respondent or because of the researcher's personal considerations (Wulandari And Mulyanto 2017). Whereas determination taking amount respondent (sample) done through method sampling accidental (accidental sampling). According to Santoso and Tjiptono (2001:89) accidental sampling (convenience sampling) is a sampling procedure that selects a sample of persons or units most easy to find or access.

Whereas according to Sugiyono (2009:221) accidental sampling is take respondent as sample based on as it happens, that is Who just Which in a manner as it happens meet with researcher can used as sample, when people you happen to meet are suitable as data sources with criteria mainly is customer from J&T express branch Cikarang West. Reason use method This Because amount customer service delivery goods J&T express Enough so large that it is not known with certainty. Therefore, this method very suitable for this research.

**RESULT AND DISCUSSION**

Based on the results of the calculation of the validity test of the variables, it is known from the 27 statement items tested, Because results test get mark r count > r table (r count > 0.1966). Matter This means that all statement variable quality service is declared valid.

Test t Partial is testing For show the influence of one independent variable that is in the model dependent. If the significant value is less than 0.05 (sig < 0.05) then it can be concluded that the independent variable is partially influential significant to variable dependent. Testing done with 2 direction with confidence level of 95% and tested the significant level of the influence of variable relationships individually independent of the dependent variable. Where level significance determined as big 5%, For know mark t table so used formula degrees of freedom (df) = nk-1, (df)= 100-3-1 = 96. So t table from 96 is 1,984. Criteria taking decision Which used in testing This is as follows:

- a. If mark t count > t table so H 0 rejected And H a1 accepted.
- b. If mark t count < t table so H 0 accepted And H a1 rejected.

Based on mark significance results output SPSS

- a. If mark Sig. < 0.05 so variable free (X) influential significance to variable bound (Y).
- b. If mark Sig. > 0.05 so variable (X) No influential significant to variables bound (Y).

**Table 1. Results Test t Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.928	1.709		1.713	.090
Kualitas Pelayanan	.121	.079	.131	2.270	.000
Kepercayaan	.311	.119	.295	2.620	.010
Ketepatan Waktu Penelitian	.532	.093	.552	5.729	.000

b. Dependent Variable: Kepuasan Pelanggan  
 Source: Data research that processed, 2021

Based on the results of the output table 4.14 above it is known t value calculate the service quality variable (X1) is greater than the value of t table (2.270 > 1.984) with a

significance value below 0.05, namely 0.000. The calculated t value of the trust variable (X2) is greater than the t value table ( $2.620 > 1.984$ ) with a significance value below 0.05 ie 0.010. The value of t calculates the delivery time variable (X3) more big from mark t table ( $5,729 > 1,984$ ) with the significance value is below 0.05 which is equal to 0.000. By means taking decision test Partial in analysis regression can concluded as follows:

1. Quality service (X1) in a manner Partial influential significant to customer satisfaction (Y).
2. Trust (X2) partially has a significant effect to customer satisfaction (Y).
3. Accuracy time delivery (X3) in a manner Partial influential significant on customer satisfaction (Y).

Test F aim For analyze influence together- together variable independent to variable dependent or significant or not the influence of X1, X2, and X3 together to Y. Requirements do they affect together that is, if F count > F table, then Ha is rejected, meaning that each respectively variable independent in a manner together No has a significant influence on the dependent variable.

**Table 2. Results Test F**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	743.555	3	247.852	68.951	.000 <sup>b</sup>
	Residual	345.085	96	3.595		
	Total	1088.640	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan, Kepercayaan, Ketepatan Waktu Pengiriman

F table value = (k ; n – k), F table = (3 ; 97) = 2.70. Based on table 4.15 is known mark significance For variable Quality Service, Trust, and Timely Delivery simultaneous to Customer Satisfaction (Y) is  $0.000 < 0.05$  And mark F count as big  $68,951 > 2.70$  so that can concluded in a manner simultaneous variable Quality Service (X1), Trust (X2), And Accuracy Time Delivery (X3) influential on Customer Satisfaction (Y).

## CONCLUSION AND SUGGESTION

Study This aim For know influence quality service to customer satisfaction, trust to satisfaction customer, And accuracy time delivery to satisfaction customers, as well as service quality, trust, and timeliness delivery together on customer satisfaction.

Based on the results of the analysis on the hypothesis test carried out in study this, then it can be concluded that: Based on results calculation statistics test Partial, so can concluded that the service quality variable as an independent variable in study This own influence positive And significant to customer satisfaction at J&T Express West Cikarang Branch. Based on results calculation statistics test Partial, so can concluded variable trust as variable free in study This own influence positive And significant to customer satisfaction at J&T Express West Cikarang Branch. Based on results calculation test Partial, so can concluded variable accuracy time delivery as variable free in study This own influence positive And significant to customer satisfaction at J&T Express West Cikarang Branch. Based on the results of simultaneous test calculations, it can be concluded that quality service, trust, And accuracy time delivery have a simultaneous effect on customer satisfaction at J&T West Cikarang Branch Express

Based on results study Which obtained from data, basically study This walk Good. However, No something mistake if study want to put forward a number of suggestion Which easy- hopefully beneficial.

As for suggestion Which study submit is as following:

1. should J&T express Branch Cikarang West still maintain good service quality to customers in order not make customers feel disappointed.
2. Customer trust includes competence, honesty, and relationships Good to customer, should J&T express Branch Cikarang West must maintain the good name of the company to customers with always guard trust customer
3. Timeliness of delivery is a very important factor influence on customer satisfaction. Because with specifically time delivery goods to hand customer with time Which has promised.
4. For researcher furthermore, should add or use variable other nor indicator Which capable become factor in determinants of customer satisfaction in addition to service quality, trust, and on time delivery.

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