

The Role of Courier Service Quality in Building Customer Satisfaction and Customer Loyalty

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This article reports the research results about the influence of Courier Service Quality in building Shopee's Customer Satisfaction and Customer Loyalty who uses Shopee Express delivery in 2020. This research aims to determine whether Courier Service Quality affects Customer Satisfaction positively and significantly and whether Customer Satisfaction affects Customer Loyalty positively and significantly. The research method uses a quantitative approach, data collected using a questionnaire, and data analysis using descriptive and inferential analysis. Inferential analysis using factor analysis and simple linear regression. The result shows: that Courier Service Quality has a positive and significant effect on Customer Satisfaction, and Customer Satisfaction has a positive and significant impact on Customer Loyalty.

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1. Introduction

The development of information technology today has changed the arrangement of conventional technology systems (analog) into digital technology. Business systems that have implemented digital technology can conduct their business without recognizing national boundaries and time, can carry out transactions without moving places, and more efficiently and cost-effectively. Many federal and private companies have used information technology, such as e-commerce, as a trading medium through the internet.

E-commerce, short for electronic commerce (electronic commerce), is a business transaction that occurs in an electronic network (Vermaat, 2007). Anyone who can access a computer, have a connection to the internet, and have a way to pay for the goods or services they buy, can participate in e-commerce. The purchase, sale, and marketing of goods and services through electronic systems, such as television, radio, and computer networks or the internet, according to Wong (2010), is also e-commerce. In e-commerce systems, there is a seller and buyer sides. Still, they do not meet face-to-face but through electronic media or the internet as a liaison and communication medium. Along with the development of the current business world, e-commerce in the form of an online store is necessary to improve and win the business competition and product sales. One of the e-commerce in Indonesia is Shopee. Shopee was the top e-commerce platform in Indonesia in the first quarter of 2020. (<https://www.statista.com/statistics/869700/indonesia-top-10-e-commerce-sites>).

Although not many courier service companies in Indonesia have existed for a long time, such as PT Pos Indonesia, which was founded in 1746 (<https://www.posindonesia.co.id/en/content/sejarah-pos>), recently, the growth of courier service companies has increased rapidly, in line with the increasing demand driven by the rapid growth of electronic commerce activities (e-Commerce), including Online Shops and Market Places. Of the many companies that are known and considered good, such as JNE, J&T, Tiki, Pos Indonesia, and DHL.

Table 1
Top Brand Index of 2020 Courier Service Company in Indonesia

BRAND	TBI 2020	TOP
JNE	27.3%	TOP
J&T	21.3%	TOP
Tiki	10.8%	TOP
Pos Indonesia	7.7%	
DHL	4.1%	

Source : www.topbrand-award.com/en/2020/06/jasa-kurir-fase-2-2020/

Table 1 above shows that in 2020 phase 2, JNE occupies the first position as a courier service company with the best brand based on consumer choice, followed by J&T, Tiki, Pos Indonesia, and DHL. In 2019, a new courier service company called Shopee Express started operating. Shopee Express began as a work unit in charge of distributing ordered goods in a marketplace called Shopee. As a newcomer, Shopee Express must compete with established companies to win the attention and hearts of its target market to satisfy its consumers by meeting their expectations. Consumers who are satisfied with the service they receive are expected to become loyal consumers. Consumer loyalty is important in business, especially in industries that require many customers to meet economies of scale, such as courier service companies, so they can operate efficiently and effectively. The efforts made by Shopee by building a courier service specifically for its products cannot be separated from its determination to improve the quality of delivery services (courier service quality) so that customer satisfaction and customer loyalty are achieved, as shown. They were acquired in the first quarter of 2020 to become the top e-commerce.

Service Quality is the level and control of excellence to meet customer desires (Tjiptono, 2010), as well as the completeness of the features of a product or service that provide satisfaction to a need (Kotler & Keller (2016). Schiffman & Kanuk (2010) say customer satisfaction is consumer perception. Meanwhile, Griffin (2005) stated that customer loyalty is a non-random buying behavior expressed from time to time and is a customer's commitment to a brand, store, or supplier based on a positive attitude. And is reflected in consistent repeat purchases (Tjiptono, 2006).

H₁ : Courier Service Quality Positively and Significantly Affects Customer Satisfaction

H₂ : Customer Satisfaction Positive and significant influence on Customer Loyalty

2. Method

This study uses a quantitative approach based on the philosophy of positivism. A quantitative approach is used to examine certain populations or samples where data collection uses research instruments, with quantitative or statistical data analysis to describe and test the established hypotheses (Sugiyono, 2018). The object of research is Shopee customers who use Shopee Express, totaling 50 people obtained by using the convenience sampling technique; The research subject is courier service quality, customer satisfaction, and customer loyalty and the unit of analysis is the role of courier service quality in building customer satisfaction and customer loyalty. Courier service quality research variable has five indicators, namely promptness, convenience, accuracy, safety, and tangibles. Each indicator is measured by three statements, so there are a total of 15 statements. The research variable customer satisfaction has three indicators, namely satisfaction as fulfillment, satisfaction as pleasure, and satisfaction as ambivalence. Each indicator is measured by three statements, so there are a total of 9 statements. The customer loyalty variable has four indicators, namely making regular repeat purchases, making purchases between product and service lines, referring to others, and showing immunity to competitors. Each indicator is measured by three statements so that in total, there are 12 statements.

2.1 Research Analysis Model

Based on the relationship between variables and the operationalization of the research variables that have been proposed, the analysis model of this research can be seen in the image below.

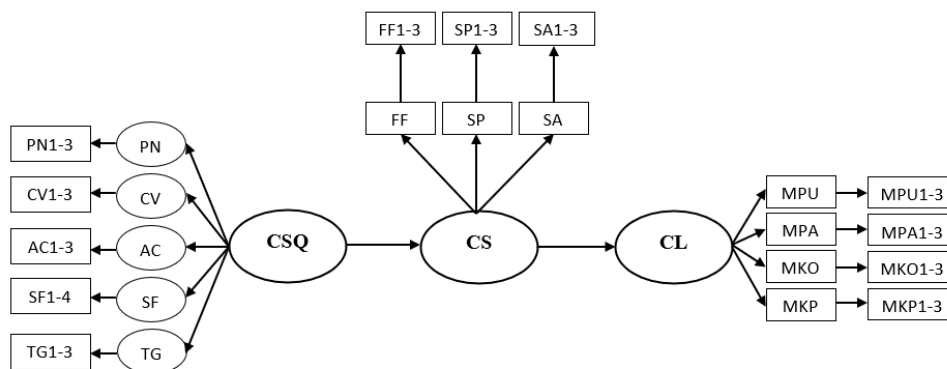


Figure 1. Research Analysis Model

2.2 Analysis Design

Based on research questions and analysis models, the data collected will be analyzed using the IBM SPSS 25.0 program. The research analysis model shows that there is one independent variable, courier service quality, affecting customer satisfaction. Then the customer satisfaction variable affects the customer loyalty variable. Thus the data will be analyzed using simple linear regression, which will produce two linear regression equations, namely: $Y1 = a1 + b1X1$ and $Y2 = a2 + b2X2$, where Y1: customer satisfaction, X1: courier service quality, Y2: customer loyalty, X2: customer satisfaction; a1, a2 : constant, b1, b2 : regression coefficient.

3. Result and Discussion

3.1 Result

Respondents in the study were users of the Shopee Express delivery service on the Shopee application for the South Jakarta area in 2020, totaling 50 people. The characteristics of respondents are based on gender, age, marital status, employment status, and economic status. Based on gender, 72% of respondents were women, 28% were men; based on the age of 28 respondents aged 17 – 24 years (56%), 13 respondents aged 25 – 35 years (26%), 6 respondents aged 36 – 45 years (12%) and 3 respondents aged 46 – 54 (6%) years; based on marital status 32 respondents were unmarried (64%) and 18 respondents were married (36%); based on employment status 19 student respondents (38%), 14 private employee respondents (28%), 8 housewives respondents (16%), 2 entrepreneur respondents (4%), 1 student respondent (2%) and 6 employment status respondents other (12%); based on economic status, 4% of respondents have upper economic status, 71% middle, and 25% lower.

3.2 Characteristics of Respondents' Answers

Table 2
Average Respondents' Answers Courier Service Quality Variable

Indicator	Mean
Promptness	4,78
Convenience	5,02
Accuracy	5,05
Safety	4,90
Tangibles.	5,13
Average Respondents' Answers Variabel Courier Service Quality Variable	4,98

Source: Data processed by Researchers (2022)

Based on the mean value in table 2, it can be concluded that the respondents answered the statement of the indicators of the courier service quality variable at the mean value ranging from 4.78 - 5.13, which was included in the category of quite agree - agree. The average value of the five indicators is 4.98, which is the mean value of the courier quality service variable. The value of 4.98 is categorized as quite agree.



Table 3
Average Respondents' Answers Variable Customer Satisfaction

Indicator	Mean
Satisfaction as fulfillment	5,14
Satisfaction as pleasure	5,09
Satisfaction as ambivalence	5,15
Average Respondents' Answers Variabel Customer Satisfaction	5,13

Source: Data processed by Researchers (2022)

Based on the mean value in table 3, it can be concluded that the respondents answered the statement of the indicators of the customer satisfaction variable at the mean value ranging from 5.09 to 5.15, which was included in the category agreement. The average value of the three indicators is 5.13, which is the mean value of the customer satisfaction variable. The value of 4.98 is in the category of agree.

Table 4
Average Respondents' Answers Customer Loyalty Variable

Indicator	Mean
Make a repeat purchase regularly	4,92
Make purchases between lines products and services	4,95
Referring to others	4,91
Show immunity against competitors	4,40
Average Respondents' Answers Variable Customer Loyalty	4,79

Source: Data processed by Researchers (2022)

Based on the mean value in table 4, it can be concluded that the respondents answered the statement of the indicators of the customer loyalty variable at the mean value ranging from 4.40 to 4.95, which was included in the category of quite agree. The average value of the four indicators is 4.79, which is the mean value of the customer loyalty variable. The value of 4.79 is categorized as quite agree.

3.3 Simple Linear Regression Analysis

The analysis using simple linear regression produces information about the research parameters, namely: R, R², and Anova, as well as the values of the constants and regression coefficients and their significance levels. The analysis will be carried out on two simple linear regression models: model 1: the effect of the courier service quality variable on customer satisfaction, and model 2: the influence of the customer satisfaction variable on customer loyalty.

a. Model 1

From model 1: the effect of courier service quality and customer satisfaction, the parameter value R=0.860, R²=0.650. It can be concluded that the courier service quality variable has a strong relationship with the customer satisfaction variable. In addition, the R² value of 0.650 means that the courier service quality variable can explain 65% of the variations formed in the customer satisfaction variable. The remaining 35% is outside this study.

Analysis of Variance (Anova) produces a significance value of 0.00, smaller than 0.05. This means that the courier service quality and customer satisfaction models are appropriate according to the data collected and then analyzed. In other words, the courier service quality variable affects customer satisfaction.

Table 5
Simple Linear Regression Result Parameter Courier Service Quality and Customer Satisfaction Variables

Model 1	β_1	t	sig
Constant	-2.850E-17	.000	1.000
Courier Service Quality	.806	9.433	.000

Variable dependent: *customer satisfaction*

Source: Data processed by Researchers (2022)

Based on the data in table 5, the following conclusions are obtained. The value of the constant $a_1 = -2.850E-17$ with sig = 1,000 > 0.05 and the value of t = 0.000 < 1.96 so that the value of the constant a_1 is not

significant and can be ignored. The value of $1 = 0.806$ with $sig = 0.000 < 0.05$ and the value of $t = 9.433 > 1.96$, so the value of 1 is significant.

b. Model 2

From model 2, the influence of the customer satisfaction variable on customer loyalty is obtained by the parameter value $R = 0.723$, $R^2 = 0.522$. It can be concluded that the customer satisfaction variable has a fairly strong relationship to the customer loyalty variable. In addition, the R^2 value of 0.522 means that the customer satisfaction variable can explain 52.2% of the variation formed in the customer loyalty variable, the remaining 47.8% outside this study. Analysis of Variance (Anova) produces a significance value of 0.00, which is smaller than 0.05. This means that the customer satisfaction and loyalty model is appropriate according to the data collected and then analyzed. In other words, the customer satisfaction variable affects the customer loyalty variable.

Table 6
Simple Linear Regression Result Parameter Variables Customer Satisfaction and Customer Loyalty

Model 2	β_2	t	sig
Constant	-7.145E-18	.000	1.000
<i>Customer satisfaction</i>	.723	7.245	.000

Dependent variable: customer loyalty

Source: Data processed by Researchers (2022)

Based on the data in table 6, the following conclusions are obtained. The value of the constant $a_2 = -7.145E-18$ with $sig = 1,000 > 0.05$ and the value of $t = 0.000 < 1.96$ so that the value of the constant a_2 is not significant and can be ignored. The value of $2 = 0.723$ with $sig = 0.000 < 0.05$ and the value of $t = 7.245 > 1.96$, so the value of 2 is significant.

3.4 Hypothesis testing

The results of hypothesis testing can be seen in table 6 with the following explanation.

Table 7
Hypothesis Test Results

Hypothesis	Test results	Description
H ₁ : courier service quality positively and significantly affects customer satisfaction.	$\beta_1 = 0.806$ $sig = 0,000$ $t = 9,433$	The hypothesis is accepted, and the data support the model.
H ₂ : customer satisfaction Positively and significantly affect customer loyalty.	$\beta_2 = 0,723$ $sig = 0,000$ $t = 0,7245$	The hypothesis is accepted, and the data support the model.

Based on the results of simple linear regression analysis and the effects of hypothesis testing, simple linear regression equations for the two models can be written as follows.

Model 1: $Y_1 = -2.850E-17 + 0.806 * X_1$, the value of $a_1 = -2.850E-17$ is not significant.

Model 2: $Y_2 = -7.145E-18 + 0.723 * X_2$, the value of $a_2 = -7.145E-18$ is not significant.

where :

Y_1 : customer satisfaction

X_1 : courier service quality

Y_2 : customer loyalty

X_2 : customer satisfaction

From the two simple linear regression equations formed in the two models above, it can be concluded: that courier service quality affects customer satisfaction positively by 0.806 or 80.6% and is significant. If the courier service quality increases by 1 unit, customer satisfaction will increase by 0.806 units. Customer satisfaction affects customer loyalty positively by 0.723 or 72.3% and is significant. If customer satisfaction increases by 1 unit, customer loyalty will increase by 0.723 units.

4. Conclusion

The results show that the theory of courier service quality, customer satisfaction, and customer loyalty is still relevant to the e-commerce industry through online stores and delivery services. The results of this study also strengthen the results of previous studies, such as those conducted by Dimiyati & Subagio (2016)



and Sutrisno, Andajani & Widjaja (2019). The role of the courier service quality variable is very significant in generating customer satisfaction and, subsequently, customer loyalty for Shopee Express delivery service customers.

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