The Effect of Trust and Service Quality on Customer Loyalty of Goods Delivery Services (Case Study at PT. Tiki Jalur Nugraha Ekakurir)

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Abstract

This study aims to determine how the influence of trust and service quality on customer loyalty of PT. Tiki Jalur Nugraha Ekakurir (PT. JNE). This research was conducted on customers who have used freight forwarding services in JNE, located at Jl. Pajajaran 17B, Malang City with the number of respondents taken using accidental sampling techniques so that the number of respondents was 100 people. Data collection using questionnaires and data measurement used is the Likert scale. The test instruments in this study were validity and reliability tests, and for data analysis techniques used classical assumption tests, multiple linear regression analysis and hypothesis testing. The results of this study can be seen that there is a positive and significant partial influence between trust and service quality on customer loyalty. The simultaneous influence of the variable trust and service quality has a significant and positive effect on customer loyalty of PT. Tiki Jalur Nugraha Ekakurir.

Keywords: Trust, service quality, customer loyalty.

Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh kepercayaan dan kualitas pelayanan terhadap loyalitas pelanggan PT. Tiki Jalur Nugraha Ekakurir (PT. JNE). Penelitian ini dilakukan pada pelanggan yang telah menggunakan jasa pengiriman barang di JNE yang beralamat di Jl. Pajajaran 17B Kota Malang dengan jumlah responden yang diambil menggunakan teknik *accidental sampling* sehingga jumlah responden sebanyak 100 orang. Pengumpulan data menggunakan kuesioner dan pengukuran data yang digunakan adalah skala *likert*. Instrumen uji dalam penelitian ini adalah uji validitas dan reliabilitas, dan untuk teknik analisis data digunakan uji asumsi klasik, analisis regresi linier berganda dan uji hipotesis. Hasil penelitian ini dapat diketahui bahwa terdapat pengaruh parsial yang positif dan signifikan antara kepercayaan dan kualitas pelayanan terhadap loyalitas pelanggan. Pengaruh simultan variabel kepercayaan dan kualitas pelayanan berpengaruh signifikan dan positif terhadap loyalitas pelanggan PT. Tiki Jalur Nugraha Ekakurir.

Kata kunci: Kepercayaan, kualitas pelayanan, loyalitas pelanggan.

INTRODUCTION

The necessities of life for individuals or companies are currently increasing day by day. With the increasing needs of the community, the delivery of goods from delivery locations to delivery destinations is also increasing and this provides a good opportunity for the advancement of the freight forwarding business in Indonesia. It occurred due to the online buying and selling, which forces companies to compete in the field of shipping services related to the use of regular delivery of goods. There are several variables that the company considers to maintain customer loyalty. Based on several previous studies from Yuniarta et al. (2019) stated that the factors of trust and service quality partially affect customer loyalty in package delivery services at PT. JNE Express Jombang branch. From this study, it was found that trust and service quality showed positive results on customer loyalty and satisfaction. Therefore, in the shipping service industry such as JNE, Tiki, Post Office, Sicepat, J&T Express, etc found that the case of loss of goods or packages belonging to customers often happened, so that a shipping service company must be able to create trust in its customers toward giving a guarantee to their customers that the goods will ship carefully and on time.

This experiences rarely occurred at PT. Tiki Jalur Nugraha Ekakurir (JNE), which is located at Jl. Pajajaran Malang that can be seen through the customers' review. The average of disappointed consumer is only 1.7 of 3,246 reviews. Compared to other freight forwarders, the rating on JNE is in the weak category so that it can be a consideration for potential customers and customers to use other shipping services. Customer complaints on the Google Customer Review portal at PT. Tiki Jalur Nugraha Ekakurir, Jl. Pajajaran, Malang City made researchers find out more about conditions related to complaints by collecting reviews that have been given by customers. Complaints arise about the quality of service, namely poor service that is not following customer expectations such as, piling up goods for a long time and not directly delivering them to customers, making customers think not to reuse PT. Tiki Eka Nugraha Line. Complaints about trust arise in disappointment with the mismatch of expectations given such as goods not arriving according to the promised time, and bad reviews on the company so that customers are disappointed and hesitant to reuse the company's shipping service. In the reviews on the Google Customer Review portal, the researchers found not only negative comments but also positive comments such as services that have begun to be repaired or improved such as the time during delivery as expected, friendly service and guarantees for goods during delivery.

LITERATURE REVIEW

Customer loyalty, namely customers who are willing to make purchases and use regularly at a company, by buying and using its services regularly and recommending it to others. Loyal customers not only have the potential to recommend to others, but also the possibility that they are truly loyal to products and services and do regularly at one company for years (Tjiptono, 2014). Kotler & Keller (2016) suggest that three indicators can be used to measure consumer loyalty, namely Repeat purchase, Retention and Referrals. Trust is the belief of one party regarding the intentions, behavior, and expectations of the other party, so it can be explained that trust as a customer expectation on the service provider can be trusted or relied upon in fulfilling its promises (Priansa, 2017). Jasfar (2009) states that there are 3 components of trust indicators, which are perceptions of integrity, perceptions of benevolence, and perceptions of competence. Service quality is a condition that is closely related to products, services, human resources, and processes, and the environment which at least can meet or even exceed the expectations of the quality of service expected by customers (Tjiptono, 2014). Kotler & Keller (2016) suggest five indicators of service quality, tangibles, reliability, responsiveness,

assurance, and empathy. Based on previous studies and literature reviews that have been described, the concepts that have been developed in this study can be arranged as a framework in this study in Figure 1 as follows:
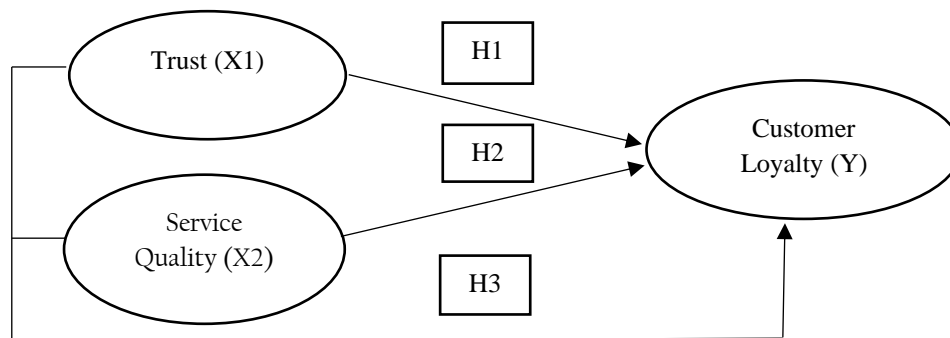
Figure 1. Framework

Based on Figure 1, it is known that the framework describes the variables being considered, namely trust and service quality which affects the customer loyalty variable. Thus, hypothesis can be formulated. The hypothesis is a temporary statement that has not been proven and is used in explaining a fact. The research hypothesis based on the description above can be hypothesized as follows:

   H1: Trust has a positive effect on customer loyalty at PT. Tiki Nugraha Ekakurir Line
   H2: Service quality has a positive effect on customer loyalty at PT. Tiki Nugraha Ekakurir Line.
   H3: Trust and service quality simultaneously have a positive effect on customer loyalty at PT. Tiki Nugraha Ekakurir Line

RESEARCH METHOD

The research location was conducted in Malang City. This research is a quantitative study with an unknown population and determines the number of samples based on the formula for the unknown population and takes 100 respondents who have used services at PT. Tiki Jalur Nugraha Ekakurir (JNE), Jl. Pajajaran, Malang City. This research uses an accidental sampling method. This study uses a Likert scale for measuring data from respondents' answers and data collection techniques for analysis using a questionnaire with google form media. The test instruments in this study were validity and reliability tests, and for data analysis techniques used classical assumption tests, multiple linear regression analysis, and hypothesis testing.

RESULT AND DISCUSSION

Based on the results of a questionnaire that has been distributed to 100 respondents to customers who use JNE, Pajajaran, Malang, the characteristics of the respondents can be known. Characteristics of respondents in this study were dominated by male gender with total of 53 repondents, aged 20-24 years for 77 respondents, the latest education are undergraduate with the total of 71 persons. Based on the use of goods delivery services in the last 6 months, 33 respondents said that they used shipping

services less than 3 times and the majority of 60 respondents used this service for online shopping.

Table 1. Validity Test Result

No	Variable	Item	Error rate	r_{Count}	r_{table}	Information
1.	The honesty of employees in service.	X1.1	0,05	0,692	0,195	Valid
2.	Good employee attitude and ethics in service.	X1.2	0,05	0,677	0,195	Valid
3.	Goods delivery services provided are as expected.	X1.3	0,05	0,733	0,195	Valid
4.	Serve customers well.	X1.4	0,05	0,718	0,195	Valid
5.	The information provided is correct.	X1.5	0,05	0,742	0,195	Valid
6.	Understand customer needs and interests.	X1.6	0,05	0,731	0,195	Valid
7.	Goods arrive at the address on time.	X1.7	0,05	0,675	0,195	Valid
8.	Goods delivered on purpose.	X1.8	0,05	0,652	0,195	Valid
9.	Can solve customer problems.	X1.9	0,05	0,656	0,195	Valid
10.	A package delivery vehicle is very feasible.	X2.1	0,05	0,506	0,195	Valid
11.	Has adequate parking.	X2.2	0,05	0,403	0,195	Valid
12.	Cleanliness of the company environment.	X2.3	0,05	0,573	0,195	Valid
13.	The package arrives at the location according to the promised deadline/time.	X2.4	0,05	0,655	0,195	Valid
14.	The package arrived at the location safely.	X2.5	0,05	0,666	0,195	Valid
15.	Customer complaints are handled well.	X2.6	0,05	0,686	0,195	Valid
16.	JNE's service is fast and swift	X2.7	0,05	0,695	0,195	Valid
17.	Customers can find out the existence of the package.	X2.8	0,05	0,515	0,195	Valid
18.	There is a guarantee if an error occurs in the delivery.	X2.9	0,05	0,566	0,195	Valid
19.	Provides free package pick-up service.	X2.10	0,05	0,501	0,195	Valid
20.	JNE prioritizes customer requests and complaints.	X2.11	0,05	0,626	0,195	Valid
21.	Reuse shipping services regularly.	Y.1	0,05	0,864	0,195	Valid
22.	Prioritizing JNE delivery services.	Y.2	0,05	0,882	0,195	Valid
23.	Using all types of services that are available.	Y.3	0,05	0,539	0,195	Valid
24.	Do not use other goods delivery services.	Y.4	0,05	0,797	0,195	Valid
25.	Not easily influenced by other shipping service offers.	Y.5	0,05	0,827	0,195	Valid
26.	Provide good information to others.	Y.6	0,05	0,689	0,195	Valid
27.	Tell positive things to others.	Y.7	0,05	0,805	0,195	Valid
28.	Advise other people to use JNE's freight forwarder.	Y.8	0,05	0,799	0,195	Valid

Source: SPSS Processed Data (2021)

Based on the results of the research instrument test on the validity test, the value of r table is 0.195 with a significance level of 5% (0.05), it is obtained that the value of r count from 28 indicators has significant criteria so that the calculated rvalue of all indicators is declared valid. So it can be concluded that all indicators/items from the variables of trust, service quality, and customer loyalty are valid. Whereas in the reliability test, the results of Cronbach's Alpha value from the reliability test can

be seen in table 2:

Table 2. Reliability Test Result

Variable	Alpha Cronbach	Criteria	Note
Trust (X_1)	0,864	0,600	Reliable
Service Quality (X2)	0,806	0,600	Reliable
Customer Loyalty (Y)	0,902	0,600	Reliable

Source: SPSS Processed Data (2021)

Based on Table 2, it is known that the Cronbach Alpha of the variables of trust, service quality and customer loyalty is greater than the criteria 0.6. These results can be said to be reliable because they show reliable results after several tests.

The normality test is to test whether an independent variable and the dependent variable have a normal distribution or not by performing the Kolmogorov-Smirnov test which has a significant value >0.05 which can be seen in Table 3. Based on table 3, it is known that the results of the normality test get a significance value of 0.149. This explains that the data is normally distributed because the significance value of the normality test is 0.149 greater than 0.05.

Table 3. Normality Test Results

N	Sig.	Criteria	Note
100	0,149	0,05	Normal

Source: SPSS Processed Data (2021)

The multicollinearity test is used to test a correlation or relationship between independent variables, using the VIF (Variance Inflation Factor) quantity which can be seen in Table 4. Based on table 4, it is known that the results of the tolerance value calculation for Trust (X1) and Service Quality (X2) show a tolerance value of 0.445 where the value is more than 0.1. Meanwhile, the VIF value of the trust (X1) and service quality (X2) shows a VIF value of 2.249, which is more than 10. So it can be concluded from this test, that there is no multicollinearity between the independent variables in this test.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Interpretation
Trust (X1)	0,445	2,249	No Multicollinearity
Service Quality (X2)	0,445	2,249	No Multicollinearity

In this test, if the significance value is> 0.05 then there is no heteroscedasticity which can be seen in Table 5. Based on table 5, it is known that the variable trust (X1) and service quality (X2) have a significance value of more than 0.05. This explains that each independent variable does not occur heteroscedasticity.

Table 5. Heteroskedasticity Test Results

Variable	Sig.	Criteria	Interpretation
Trust (X1)	0,062	> 0,05	No Heteroskesdasticity
Service Quality (X2)	0,134	> 0,05	No Heteroskesdasticity

The results of this test will later be compared with the Durbin Upper (dU) and Durbin Lower (dL). This study has 100 respondents with the Durbin Watson table using alpha 5%. There are two independent variables used in this study, where the k used in the Durbin Watson table is k = 2 and can be seen in Table 6. Based on table 6, it is known that the value of d = 1.7152 and it can be interpreted that dU (1.7152) < d (1.7152) < 4-dU (2.2848). It is concluded that there is no autocorrelation in this testing regression model.

Table 6. Autocorrelation Test Results

dU	d	4-dU	Criteria	Interpretation
1,7152	1,982	2,2848	dU < d < 4-dU)	No Autocorrelation

Source: SPSS Processed Data (2021)

Based on table 7, it is known that the results of multiple linear regression analysis are as follows:

$$Y= -4{,}553 + 0{,}508\ X_1 + 0{,}330\ X_2 + e \qquad (1)$$

Table 7. Multiple Linear Regression Analysis Results

Model	Coefficients Regression (b)	t-count	sig	Information
Constant	-4,553	-1,314	0,192	
Trust (X1)	0,508	3,923	0,000	Significant
Service Quality (X2)	0,330	2,701	0,008	Significant

Source: SPSS Processed Data (2021)

Based on the results of the multiple linear regression above, it can be seen that the variable influence of trust (X1) and service quality (X2) has a positive and significant effect on customer loyalty (Y) which can be described as follows: Constant, A value of -4,553 has a negative value and a significance value of $0.192 > 0.05$ means that it is significant. This result is the value of customer loyalty in JNE Pajajaran if it does not influence trust and service quality. Trust (X_1), The value of the trust regression coefficient (X1) of 0.508 shows that if trust is given well, then customer loyalty in JNE Pajajaran freight forwarding is higher, assuming the reference variable service quality is equal to zero. Service Quality (X_2), The service quality regression coefficient (X2) is 0.330 with a sig value of 0.008, indicating that if the quality of service provided is appropriate and even exceeds expectations, then customer loyalty in JNE Pajajaran freight forwarder is higher, assuming the trust reference variable is equal to zero. The next stage in this research is the data analysis technique, namely hypothesis testing with three stages, namely the t-test, f test, and the coefficient of determination which are described as follows:

Table 8. Results of the t-test

Variable	t-count	t-table	sig	Information
Trust (X1)	3,923	1,984	0,000	Significant
Service Quality (X2)	2,701	1,984	0,008	Significant

Trust (X1) has t count = 3,923 which is greater than the value of t table = 1.984 with a significance value of 0.000 <0.05. So that in the first hypothesis it is stated that trust (X1) has a positive and significant effect on customer loyalty (Y) can be accepted. Service quality (X2) has a t count = 2.701 which is greater than the value of t table = 1.984 with a significance value of 0.008 <0.05. So that, in the second hypothesis it is stated that Service Quality (X2) has a positive and significant effect on customer loyalty (Y) can be accepted. So, it can be concluded that H1 and H2 are accepted, where the variables of trust and service quality have a positive and partially significant effect on customer loyalty.

Table 9. Results of the f test

Variable	f-count	f-table	sig	Information
Trust (X1)	43,263	3,09	0,000	Ha accepted
Quality Service (X2)				

Source: SPSS Processed Data (2021)

Based on table 9, it is known that the results of the f test are 43.263. The statistical value of the f test or fcount is greater than the f-table value of 30.9 with a significance value of 0.000 <0.05. So it can be concluded that the third hypothesis states that trust and service quality have a positive and simultaneous effect on customer loyalty.

Table 10. Determination Coefficient Test Results (R^2)

The Effect of Trust (X1)	R^2	Percentage
Service Quality (X2) Against Customer Loyalty (Y)	0,461	46,1%

Source: SPSS Processed Data (2021)

Based on Table 10, it is known that the coefficient of determination R^2 (Adjusted R Square) obtained is R^2 = 0.461. This explains that customer loyalty can be explained by the variable trust and service quality by 46.1%. So that, trust and service quality have an effect of 46.1% on customer loyalty at JNE Pajajaran Malang City, while the remaining 53.9% is influenced by other variables not used in this study. The results of the study show that partially trust has a significant and positive effect on customer loyalty of PT. Tiki Jalur Nugraha Ekakurir. Taken from the variable trust given to customers can influence customer loyalty, the higher the trust given, the higher the customer loyalty. In this study, there are three indicators to measure the level of customer trust, namely the first is the perception of integrity, benevolence, and competence. The results of this study also support previous research conducted by Selly & Rushadiyati (2017), Kusumadewi (2017), and Prastiwi & Zaini (2018) which obtained results that partially trust has a significant and positive effect on customer loyalty.

The results showed that the service quality partially has a significant and positive effect on customer loyalty to PT. Tiki Jalur Nugraha Ekakurir. Taken from the variable quality of service provided to customers can influence customer loyalty, the better the quality of service provided, the higher customer loyalty. In this study, there are five indicators to measure the level of service quality, the first is tangibility, reliability, responsiveness, assurance and empathy. The results of this study also support previous research conducted by Dewi (2011), Yuniarta at al. (2019), Siboro and Suhardi (2020),

and Haroen (2020) which showed that service quality partially has a significant and positive effect on customer loyalty. The results of the analysis show that simultaneously it has a positive and significant effect on trust and service quality on customer loyalty. It can be said that the higher the level of trust and service quality, the higher the level of customer loyalty. According to Sopiah (2013), loyalty is a deep enduring customer commitment to re-subscribe or consistently repurchase selected products or services in the future, even though the influence of situations and marketing efforts has the potential to cause behavior change. By giving high trust to customers and good service quality, it will have a positive impact on customer loyalty. The results of this study also support previous research conducted by Dewi (2011), Yuniarta at al. (2019), Siboro & Suhardi (2020), and Haroen (2020) which stated that trust and service quality simultaneously have a positive and significant to customer loyalty.

CONCLUSION

Based on the results of the research above, it can be concluded that trust is partially positive and has a significant effect on customer loyalty at PT. Tiki Jalur Nugraha Ekakurir. Providing honest information to be able to provide the right solution to customer problems will make customers trust and will make customers loyal. JNE should pay more attention and focus on the statement of trust, namely that the goods arrive at the address on time, which is where most respondents hesitate to believe in using the delivery service at JNE Pajajaran because the package arrives at the destination not on time as promised so that customers are not loyal. This is one way to increase customer confidence to trust and continue to choose JNE as the main choice in freight forwarding services.

Service quality partially has a positive and significant effect on customer loyalty at PT. Tiki Jalur Nugraha Ekakurir. The overall service quality for the services provided is appropriate so that JNE can exceed customer needs and expectations so that there are no complaints that affect customers to be loyal. JNE should pay more attention to and improve services when delivering packages arriving at locations according to the promised deadlines, where respondents are not satisfied with the quality of service provided by JNE Pajajaran that the packages arrive at the location according to the deadlines/times that are not as promised, thus making customers disappointed. This is one way to improve the quality of customer service to remain loyal using JNE as the main choice in delivery services. Trust and service quality simultaneously have a positive and significant effect on customer loyalty at PT. Tiki Nugraha Ekakurir Line. It has a positive and significant effect, meaning that the higher the level of trust and service quality, the higher the level of customer loyalty. The conformity of customer expectations with the trust and quality of service provided by PT. Tiki Jalur Nugraha Ekakurir can influence customers to be loyal. So JNE must evaluate again how to treat customers well, starting from providing honesty in service to prioritizing customer requests and complaints.

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