

Analysis of service quality at Mitra Utama shipping company

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ABSTRACT

This research takes the title "Analysis of Service Quality in Major Partners Expeditionary Service Companies". The purpose of this study was to determine the level of consumer expectations regarding the service quality of the Main Partner Expedition Service Company and the performance of service quality felt by consumers after receiving the services of the Main Partner Expedition Service Company. The population in this study were all consumers of the Main Partner Expedition Service Company. The samples taken in this study are some of the customers who represent all customers of the Main Partner Expedition Service Company. Data analysis in this study used the IPA method. The results of this study are that the majority of respondents rated their expectations or interests regarding the company's service quality in terms of reliability, responsiveness, assurance, empathy, and tangible as satisfactory (mean 2.98, located between 2.50 to 3.24), most respondents assessing the performance of the company's service quality in terms of reliability, responsiveness, assurance, empathy, and tangible is very important (mean 3.32 lies between 3.25 to 4.00) and the majority of respondents assess the performance and expectations of the company's service quality reviewed from the aspects of reliability, responsiveness, assurance, empathy, and tangible, it has satisfied consumers because the conformity value is $111.41 > 100\%$.

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1. INTRODUCTION

In the current era of globalization, business competition is becoming very tight, both in manufacturing companies and in service companies. Thus, the company is required to have high competitiveness in the face of competing companies. One of the ways to improve competitiveness is to provide quality services in accordance with consumer expectations by understanding consumer needs and desires. The level of service quality cannot be assessed from the company's point of view, but must be viewed from the customer's point of view. In this case, the company determines the service quality standard, while the assessor is the customer. Therefore, in formulating a marketing strategy, it must be oriented to customer needs.

Private freight forwarding companies in Yogyakarta include: PT Muji Rahayu, CV Tani Usada, CV Aryani, as well as several individual shipping service companies that have fleets of under 5 units.

All of these companies in their services have provided excellent services, such as express (fast) service and track and trace services with their respective advantages, for example PT Muji Rahayu offers express services, CV Tani Usada with a large number of fleets. many things make it able to meet consumer needs at any time, CV Aryani has a fleet capable of delivering large quantities of goods, as well as an individual expedition service company that is closer to consumers to make it easier for consumers when they need expedition services.

The key to sustainable competitive advantage lies in delivering high service quality, which in turn will result in customer satisfaction. The increasing number of private goods delivery service companies, making competition to provide the best service for consumers of goods delivery services.

Customer satisfaction or dissatisfaction is the difference between customer expectations and the performance perceived by the customer. According to Yamit (2001), consumer satisfaction is an after-purchase evaluation or evaluation result after comparing what is felt with expectations. In the concept of customer satisfaction, there are two elements that influence, namely expectations and performance. If the company's performance is greater than the customer's expectations, then the customer will be satisfied with the company's services. Meanwhile, if the customer's expectations are greater than the company's performance, the customer will be dissatisfied (disappointed) with the company's services.

According to Davis in Yamit (2001), defines quality that is broader in scope, namely quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. The approach put forward by Goetsch Davis emphasizes that quality does not only emphasize aspects of the end result, namely products and services, but also concerns human quality, process quality and environmental quality. It is impossible to produce quality products and services without going through quality people and processes.

Service and service companies place more emphasis on process quality, because consumers are usually directly involved in the process. Meanwhile, companies that produce products put more emphasis on results, because consumers are generally not directly involved in the process. For this reason, a quality management system is needed that can provide assurance to consumers that the product is produced by a quality process.

PT Mitra Utama is engaged in delivery services, so users or consumers who use this delivery service expect a satisfactory form of service from PT Mitra Utama, the form of service expected by consumers includes all aspects related to delivery results. Delivery service users from PT Mitra Utama want and expect speed, accuracy and security in the process of sending goods to their destination. But in reality there are some who are dissatisfied with the services provided by the company or consumers expect a better form of service than what they get. In companies engaged in delivery services in particular. The number of customer complaints regarding the level of service quality at PT Mitra Utama includes damage to goods, delays in delivery of goods sent, causing consumers to switch to other delivery services.

This research was conducted because of competition and competition between shipping companies in Indonesia. Competition for shipping services makes companies compete to find strategies that can attract customers to use their services. Competing companies provide reliable and best service for customers who use expedition services. Companies are looking for opportunities to get the right strategy in the implementation of finding customers. Every company must have a target that must be achieved, the strategy applied must also be appropriate, so that it can develop as expected. Companies must take advantage of every opportunity that exists, as well as incoming threats, so that companies can determine the right strategy to run.

2. METHOD

2.1 Research sites

This research was conducted at PT Mitra Utama and the consumers studied were PT Mitra Utama consumers.

2.2 Types of Data and Data Collection Techniques

Primary data, namely data collected directly from the source and processed by the institution concerned for use (Ruslan, 2004: 138). This primary data is in the form of data recapitulation from questionnaires distributed during the study. Secondary data, namely research data obtained indirectly through intermediary media (produced by other parties) or used by other institutions, but

can be utilized in a particular research. This secondary data is in the form of data regarding the time of departure, travel time, and expected arrival.

Data collection technique, namely the questionnaire method (Questionnaire) as a data collection technique is carried out by direct surveys to passengers. Data obtained from the results of respondents' answers to the list of questions submitted.

2.3 Population, Sample, and Sampling Technique

The population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by research to be studied and then drawn conclusions (Sugiyono, 2010). The population in this study are all consumers of PT Mitra Utama. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2010:73). In this study, the samples taken were some of the consumers of PT Mitra Utama, totaling 100 people.

Basically, every consumer has the same opportunity to be taken as a sample, but because the time for taking the sample has been set, those who used the services during the research were used as samples, so that the consumer sampling method was included in the probability sampling category with the accidental sampling method. The use of probability sampling with the accidental sampling method is because each element in the population is known to have a chance to be used as a sample which by chance can be found during the study (Rahayu, 2005), namely respondents or consumers who use the services of PT Mitra Utama.

2.4 Test the Validity and Reliability of Research Instruments

The validity test is intended to determine the extent to which the measuring device actually measures what it is supposed to measure (Santoso, 2005: 268). Validity testing was carried out using the correlation method, namely by looking at the correlation coefficient (r_{xy}) on the correlation item which states the relationship between the question score and the total score. With a total sample of 100 respondents, the degree of confidence was used with a significance level of $\alpha = 5\%$, then a correlation analysis was performed between the question score and the total score. If the r_{xy} value $> r\text{-table} = 0.195$, it can be stated that the item is valid.

Test reliability is an index that shows the extent to which a measuring device can be shown to be trusted or not (Rahayu, 2005: 273). to find out how far the measuring device actually measures what should be measured (Santoso, 2005: 269). The reliability test was carried out using the cronbach alpha technique, with a total sample of 100 respondents. A research instrument is declared reliable if the ralph value is > 0.60 . Calculation of the reliability of this research measuring instrument was carried out with the help of the SPSS for Windows computer program.

2.5 Data Analysis Methods

Descriptive analysis in this study is the analysis of the description of the research variables which describe the answers or assessments of the respondents to the questionnaire given and the distribution of the frequency of respondents and the analysis of service strategies.

The Importance Performance Analysis method was first introduced by Martilla and James (1977) with the aim of measuring the relationship between consumer perceptions and product/service quality improvement priorities, also known as quadrant analysis (Latu and Everett, 2000). Importance Performance Analysis has been generally accepted and used in various fields of study because of its ease of application and display of analysis results which makes it easy to propose performance improvements.

3. RESULTS AND DISCUSSION

3.1 Quantitative Analysis of the Relationship between Performance and Interest

3.1.1 Analysis of Conformance Level Between Performance and Interest

From 100 respondents to the consumers of shipping service companies who were used as respondents in this study, namely the dimensions of reliability, responsiveness, assurance, empathy, and tangible, answers were obtained about the level of compatibility between performance and importance to service quality. The criteria and research results obtained from each dimension or the level of suitability on the performance dimensions with interests are as follows:

- Criteria: Very suitable, if the level of conformity $> 100\%$
- Appropriate, if the level of conformity $= 100\%$
- Incompatible, if the level of conformity $< 100\%$

Table 1. Conformance Level of Items and Performance Dimensions with Interests

| Items/Dimensions | Interest | Performance | Level Conformity (%) |
|--------------------|----------|-------------|-------------------------|
| <i>reliability</i> | | | |
| 1 | 2.78 | 3,27 | 117.63% |
| 2 | 2.74 | 3.39 | 123.72% |
| 3 | 2.92 | 3.48 | 119.18% |
| 4 | 2.96 | 3,4 | 114.86% |
| Means | 2.85 | 3.39 | 118.95% |
| <i>Responsive</i> | | | |
| 1 | 2.81 | 3,3 | 117.44% |
| 2 | 2.96 | 3,31 | 111.82% |
| 3 | 2.93 | 3,43 | 117.06% |
| Means | 2,9 | 3.35 | 115.52% |
| <i>assurance</i> | | | |
| 1 | 3,15 | 3,32 | 105.40% |
| 2 | 3.07 | 3,31 | 107.82% |
| 3 | 2.99 | 3,4 | 113.71% |
| Means | 3.07 | 3,34 | 108.79% |
| <i>Empathy</i> | | | |
| 1 | 2.89 | 3,26 | 112.80% |
| 2 | 3,19 | 3,5 | 109.72% |
| 3 | 3.09 | 3,27 | 105.83% |
| 4 | 2.91 | 3,25 | 111.68% |
| 5 | 3,19 | 3,5 | 109.72% |
| Means | 3.05 | 3,36 | 110.16% |
| <i>Tangibles</i> | | | |
| 1 | 3.05 | 3,22 | 105.57% |
| 2 | 3,18 | 3,15 | 99.06% |
| 3 | 2.83 | 3,11 | 109.89% |
| 4 | 2.96 | 3,28 | 110.81% |
| Means | 3.01 | 3,19 | 105.98% |
| Means | 2.98 | 3,32 | 111.41% |

Source: Primary Data Processed, 2018

Based on the results of the analysis of reliability, responsiveness, assurance, empathy, and tangible and empathy in table 1, that the aspects of reliability, responsiveness, assurance, empathy, and tangible already have a degree of compatibility between performance and consumer interest in service quality. This means that the management of service quality from these dimensions is in accordance with the interests of consumers. The variables reliability, responsive, assurance, empathy, and tangible show that all quantitative performance values are the same as quantitative importance, so that the level of conformity to reliability, responsiveness, assurance, empathy, and tangible is appropriate, this means that consumers are satisfied with the service through the management of indicators -indicators in the dimensions of reliability, responsiveness, assurance, empathy, and tangible from the company's service quality.

3.1.2 Cartesian diagram

The average calculation of the results of the questionnaire on the Cartesian diagram can be seen that the dimensions of the service quality of the Mitra Utama expedition service company. Dimensions that fall into quadrant A (top priority/maintain), quadrant B (overuse), quadrant C (low priority/ignore), quadrant D (concentrate here).

Table 2. Cartesian Diagram Data of Performance Dimensions by Importance

| Dimensions | Interest | Performance |
|------------|----------|-------------|
| 1 | 2.78 | 3,27 |
| 2 | 2.74 | 3.39 |
| 3 | 2.92 | 3.48 |
| 4 | 2.96 | 3,40 |
| 5 | 2.81 | 3,30 |
| 6 | 2.96 | 3,31 |
| 7 | 2.93 | 3,43 |
| 8 | 3,15 | 3,32 |
| 9 | 3.07 | 3,31 |
| 10 | 2.99 | 3,40 |
| 11 | 2.89 | 3,26 |
| 12 | 3,19d | 3.50 |
| 13 | 3.09 | 3,27 |
| 14 | 2.91 | 3,25 |

| | | |
|-------|------|------|
| 15 | 3,19 | 3,50 |
| 16 | 3,05 | 3,22 |
| 17 | 3,18 | 3,15 |
| 18 | 2,83 | 3,11 |
| 19 | 2,96 | 3,28 |
| Means | 2,98 | 3,32 |

Source: Primary Data Processed, 2018

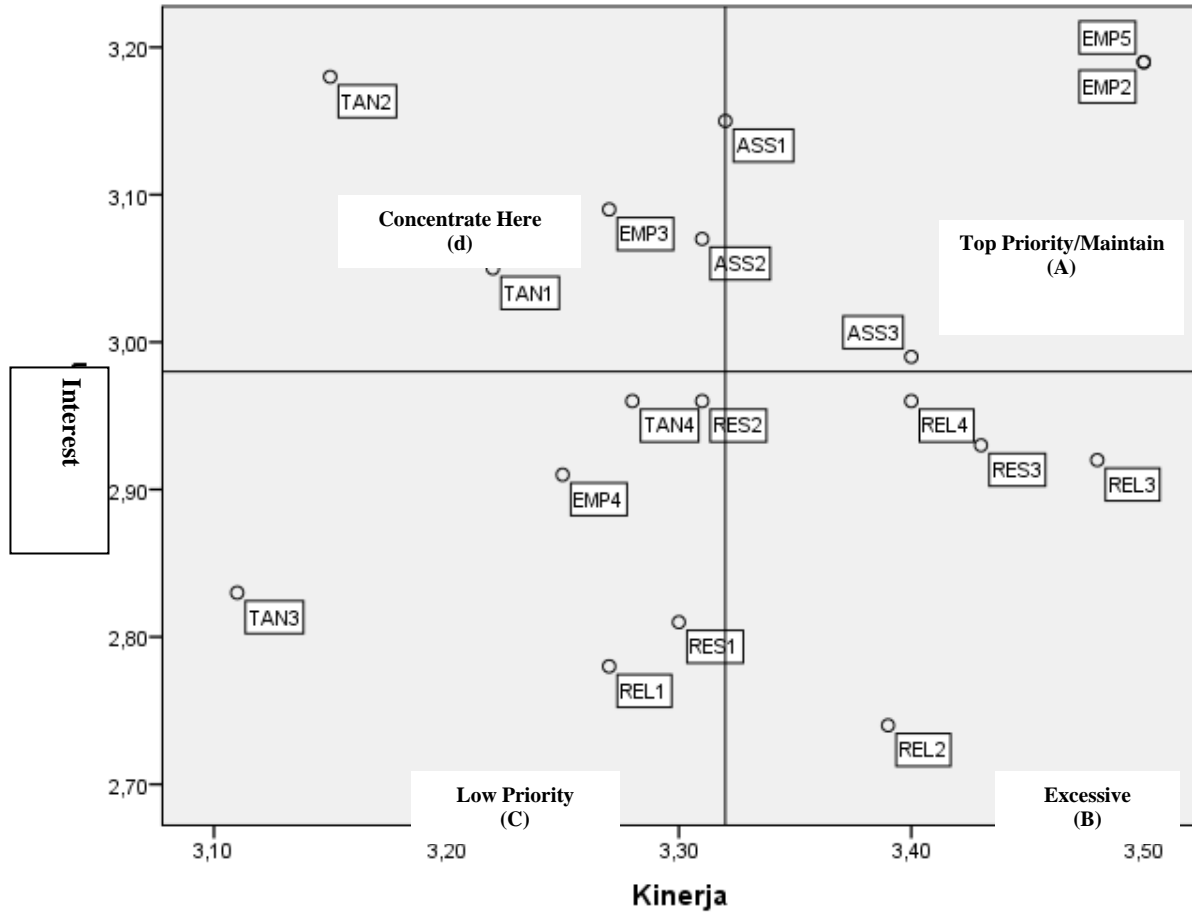


Figure 1. Item Dimension Cartesian diagram

Explanation of each quadrant:

Quadrant A:

This item has a high score both in terms of importance and performance. Aspects in this category are ideal aspects, because it shows that the organization has advantages in areas that are considered important by customers.

1. Ass1 : Knowledge and skills of employees in each field
2. Ass3 : The company is responsible for damage to shipping goods
3. Em2 : The service is friendly and polite
4. Em5 : Employees are able to communicate effectively with consumers

The shipping service company's consumers are satisfied with the service in quadrant A and the company has maintained each of these indicators. Its management must be optimal in meeting the level of conformity between the value of interests/interests and the value of performance/implementation. With the results from quadrant A, substantively these indicators are not just a top priority with optimizing management. In this study it was found that the performance carried out by the company was able to satisfy customers.

With the results from quadrant A, substantively these indicators are not just a top priority with optimizing management. Consumers are satisfied with services in quadrant A and the company has prioritized each of these indicators. Its management must be optimal in meeting the level of

conformity between the value of interests/interests and the value of performance/implementation. Thus substantively these indicators have low priority and are considered excessive in their management. However, it is even better if some of the attention in the indicators in quadrant A is the main priority in its management. This is in real terms in this study. The performance of service quality is considered to provide satisfactory performance for consumers.

Quadrant B:

This item with a high level of performance but a low importance score. The results show that organizations focus too much on aspects that have little impact on customer satisfaction, so that resources were originally allocated to other aspects that have high importance scores but low performance.

1. Rail2 : The arrival of consignments is always on time
2. Rail3 : The company has the speed of delivery of goods
3. Rail4 : The company guarantees the safety of the goods sent
4. Res3: Company officers provide complete information to consumers

In this study it was found that the performance carried out by the company was assessed by consumers as satisfactory. However, this item is considered less important, so it tends to be overdone. The company has prioritized the indicators in the B quadrant to further improve its performance and in this B quadrant, consumers are satisfied with the services provided by the company. Thus the company not only maintains its achievements, but also has to increase the value contained in the indicators to be optimal so that consumer satisfaction can also be optimized. This is in real terms in this study. The company's performance in providing services to consumers is good and consumers are satisfied.

Quadrant C :

This item with a low level of importance and performance scores. The aspects included in this group can be ignored from management's attention in the future.

1. Res1 : Company employees respond to consumer needs
2. Res2: Company employees swiftly serve consumer complaints
3. ReL1 : Departure of goods shipments is always on time
4. Emp4 : Services that do not discriminate between consumers
5. Tan3 : The company has a decent and attractive expedition vehicle
6. Tan4 : The company has a decent and attractive expedition vehicle

Consumers are not satisfied with the service in quadrant C. This means that even though the company considers this indicator as an item it has not been managed properly and the management of this item has not been optimal. This is in real terms in this study the performance of the company's service quality is considered not to provide a sense of satisfaction for consumers with the performance provided.

Quadrant D:

This item has a low score in terms of performance level but has a high score in terms of importance. These results indicate the location of the less satisfied customers.

1. Tan1 : The company's employees have a neat appearance
2. Tan2 : The company has good and adequate facilities
3. Emp3: Employees make a good impression on consumers
4. Ass2 : The company provides insurance if the delivery item is damaged

The indicators in quadrant D are above the overall average value of the service quality dimensions at the level of consumer interest and below the overall average value of the company's service quality performance dimensions. From these results that consumers are not satisfied with the services provided by the company through these indicators.

Consumers are considered not satisfied with the services provided by the company through these indicators. Thus substantively these indicators have low priority and are considered excessive in their management. But even better, if some of the attention in the indicators in quadrant A is the main priority in its management. This is in real terms in this study the company's performance in the Quadrant is unsatisfactory for consumers.

Based on the results of the suitability analysis between interests and service quality, the level of conformity or dissatisfaction is 111.41%, which means that consumers are satisfied with the quality of services provided by the company. This shows that the greater the quality of service, the greater customer satisfaction will be.

Customer satisfaction is the degree to which a person feels after compare the perceived performance or results and then compare them with interests. The level of customer satisfaction is highly dependent on quality a product or service (Supranto, 2011). Measurement of customer satisfaction is an important element in providing better service, more efficient and more effective. If the customer is dissatisfied with a service provided, then the service can be ascertained not effective and efficient. So that it can be concluded that customer satisfaction is a the customer's perception that his interests have been met or exceeded. So that customer satisfaction can be achieved if a product or service meet or exceed the interests of the customer, usually the customer will be satisfied.

Therefore, almost every company is currently aware the importance of the meaning of customers for the company and strive to be able to provide satisfaction to customers. The results of measuring the level of customer satisfaction can show What characteristics or attributes of the product/service make customers not satisfied. The purpose of measuring the level of customer satisfaction is to be able to immediately know the factors that make customers dissatisfied to be repaired immediately, so that customers are not disappointed.

The role of employees is very important to support the success of each companies, especially companies engaged in the service sector. Employees have the ability to influence buyer perceptions, Employees are part of the service itself. So for customers, Employees function as communicators as well as representatives of the image company. Employee performance is shown through the quality of service provided given to the customer so that the company can evaluate the quality employee service. The key to providing better service quality is meet or exceed target customer service quality expectations.

Service quality is described as a statement about attitudes, relationship resulting from a comparison of expectations with performance. Qsatisfaction level is a function of the difference between the performance perceived by the interests, if the perceived performance is below the interests, then consumers feel dissatisfied, whereas if the perceived performance is appropriate with the importance or even exceed, then the consumer will feel satisfied. However, if the perceived performance goes beyond importance, then the consumer will feel it very satisfied.

Products have also become one of the important instruments to achieve success and prosperity in modern companies. Technological developments, increasing global competition, as well as market needs and wants require companies to continuously develop products. There are only two choices, namely success in product development, resulting in a superior product, or failure in achieving its business goals because the product is unable to compete in the market (Cooper and Kleinschmidt, 1987).

A product can satisfy consumers if it is judged to be able to meet or exceed their desires and interests. Quality is also the most basic thing of customer satisfaction and success in competing. In fact, quality is a must for all sizes of companies and for the purpose of developing quality practices and demonstrating to consumers that they are able to find an increasing interest in quality (Mulyono et.al, 2007).

Service quality is the fulfillment of consumer interests or consumer needs that compares results with interests and determines whether consumers have received quality service. If there are demands from consumers, consumers hope that the company can provide services in the form of answers that are given in a friendly, fast, and precise manner. For products that require physical services, service is a critical component of value (Mulyono, 2007).

Service quality has a close relationship with customer satisfaction. Service quality provides an impetus to customers to establish strong relationships with the company. In the long term, this kind of bond allows the company to understand carefully the interests of customers and their needs. Thus, companies can increase customer satisfaction where companies maximize pleasant customer experiences and minimize unpleasant customer experiences (Tjiptono, 1996). If the quality of service received by the customer is better or the same as expected, the customer will be satisfied and will tend to try it again, and vice versa (Alma, 2007).

4. CONCLUSION

The results of the analysis show that the majority of respondents assess interests about the service quality of the company viewed from the aspects of reliability, responsiveness, assurance, empathy, and tangible it is satisfactory (mean 2.98 lies between 2.50 to 3.24). The results of the analysis show

that most respondents assess the company's service quality performance viewed from the aspects of reliability, responsiveness, assurance, empathy, and tangible are very important (mean 3.32 lies between 3.25 to 4.00). The results of the analysis show that the majority of respondents assess the performance and importance of the company's service quality viewed from the aspects of reliability, responsiveness, assurance, empathy, and tangible, it has satisfied consumers because of the value of conformity $111.41 > 100\%$.

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