

The Influence of Service Quality on Customer Satisfaction in Goods Delivery Services at J&T Express Drop Point Ratolindo

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ABSTRACT

The purpose of this study is to examine how customer satisfaction with the goods delivery service at J&T Express Drop Point Ratolindo is impacted by service quality. SERVQUAL's five dimensions – physical evidence, empathy, reliability, responsiveness, and assurance – are used to gauge the quality of services. Quantitative research using a causal approach is the methodology employed. Questionnaires were used to gather data from 120 respondents who were chosen by chance sampling. Using IBM SPSS 27, multiple linear regression was used to analyze the data through partial testing (T test), simultaneous testing (F test), and the coefficient of determination (R²). Empathy and tangible proof, however, have the opposite impact. The findings indicate that customer satisfaction is highly impacted by all five aspects of service quality at the same time. In part, physical proof and empathy have a bad impact, whilst certainty, responsiveness, and dependability have a good and noteworthy impact. The SPSS program's computations yielded a coefficient of determination of 0.836, meaning that service quality accounts for 83.6% of the variation in customer satisfaction, with other factors outside the model influencing the remaining 16.4%. This research highlights how crucial it is to improve assurance, responsiveness, and dependability in order to preserve client loyalty and happiness

INTRODUCTION

The parcel delivery service industry in Indonesia is experiencing rapid growth in line with the increasing needs of the community and the development of e-commerce (Aunillah & Himawan, 2023; Budhi, 2016). One of the prominent companies in this industry is PT Global Jet Express, commonly known as J&T Express, which since its establishment in 2015 has recorded a volume growth of 40% in 2022, with an average of 2.5 million packages delivered per day. However, despite experiencing significant progress, J&T Express faces serious challenges in maintaining customer satisfaction (Adam et al., 2024; Erniadanti et al., 2025). Every business aspires to survive, expand, and remain competitive. The marketing mix, which is the method the business uses to decide how to deliver its product offers to a particular market segment, or target market, is one component of the integrated marketing strategy. (Ardiyanti et al., 2023; Erfina Miftahul Jannah et al., 2023)

The Top Brand Index 2022 data shows that J&T Express experienced a decrease from 33.4% in 2021 to 23.1% in 2022. This decline indicates that service quality has become a primary concern for customers and an important factor in business sustainability in the face of increasing competition, especially with other brands such as JNE (39.3%), TIKI (11.1%), and Pos Indonesia (8.5%). (Mumtaz et al., 2011; Rita et al., 2019) One branch of J&T Express that requires more attention is the J&T Express Drop Point Ratolindo located in Tojo Una-una Regency, Central Sulawesi. Although its presence greatly aids the community in distributing goods, there are various customer complaints that frequently arise, such as lost packages, damaged or leaking goods upon receipt, and delays in delivery. These complaints are often caused by recording errors, an inaccurate tracking system, non-standard packaging, and improper handling. (Retno Ayu Dewi Novitawati et al., 2019; Yuliana H. Laru et al., n.d.)

Both the society and companies are becoming more selective in fulfilling their physical and spiritual needs, in order to obtain products and services that match their desires (Fatihudin & Firmansyah, 2019; Najib et al., 2022). The quality of products provided to customers and excellent service are among the factors that influence customer satisfaction. Customer satisfaction is an important factor in business (Febriani & Ahmad Fadili, 2021; Sandya Putri Delvita & Rahmi Oktarina, 2024). The function of excellent service involves serving customers in a friendly, accurate, and prompt manner to meet and satisfy the community according to their needs, in order to empower the community (Hermanto et al., 2019; Luo et al., 2024) as public service customers and to rebuild and foster public trust in the government.

These activities can be carried out through advertising and promotion. (Hany Susanti, 2024; Saripudin et al., 2024) Therefore, promotion is a way to communicate the goods and services that will be offered so that consumers recognize and purchase them. According to the function of promotion, which is to inform, persuade, remind, and influence, through promotion, the goods and services produced will be easily recognized by consumers. (Adam et al., 2023; Pradaka & Fachri, 2024)

This situation highlights the importance of service quality in creating customer satisfaction. According to (Kotler & Keller, 2022), When expectations and the execution of the services received are compared, customer satisfaction is the emotion that results, whether it be happiness or disappointment. Therefore, to determine the degree to which service quality influences customer satisfaction at the J&T Express Drop Point Ratolindo, it is required to measure the aspects of service quality that include tangible proof, empathy, reliability, responsiveness, and assurance. This study's goal is to understand and evaluate:

Situation

1. The impact of service quality at J&T Express Drop Point Ratolindo on customer satisfaction includes tangible proof, empathy, dependability, responsiveness, and assurance.
2. The impact of tangible proof on J&T Express Drop Point Ratolindo customers' happiness.
3. The impact of empathy on J&T Express Drop Point Ratolindo customers' pleasure.
4. The impact of J&T Express Drop Point Ratolindo's dependability on client satisfaction.
5. The impact of J&T Express Drop Point Ratolindo's response on client satisfaction.
6. The impact of assurance on J&T Express Drop Point Ratolindo customers' happiness

LITERATURE REVIEW

Marketing Management

According to (Adam et al., 2024) The process of planning and carrying out marketing management include concepts to establish interactions with target audiences that satisfy the objectives of the firm or organization, as well as pricing, promotion, and distribution of goods and services.

Characteristics of Services

There are several characteristics of services in service marketing according to (Fatihudin & Firmansyah, 2019) as follows:

- a. Intangibility
- b. Inseparability
- c. Variability
- d. Perishability

Service Quality

Service quality, according to Kotler and Keller (2016), is the worth and attributes of a good or service that are assessed based on how well it meets explicit or implicit demands. Service quality is the required degree of excellence and control over that level of excellence to satisfy client desires, according to Tjiptono in Nur et al. (2025). We can conclude that the efforts to satisfy the requirements and desires of the customer and the precision of its delivery to meet the customer's expectations are at the core of service quality.

Retno Ayu Dewi Novitawati et al. (2019) assert that marketing includes service. Any activity or advantage that one party might offer another that is essentially intangible and does not confer ownership of something is referred to as a "service," and its creation may or may not be connected to a tangible good. The act of giving a thing to another person is known as service. Saharuddin et al. (2016) and Ayudiana et al. (2022)

Dimensions of Service Quality

(Parasuraman et al., 1994) developed the SERVQUAL scale used to measure service quality. The SERVQUAL scale identifies five key dimensions, namely:

1. The ability of a business to prove its existence to internal parties is known as physical evidence. This covers the actual structures (buildings, warehouses, etc.), the tools and equipment utilized (technology), and the way its staff members look.
2. The genuine and individualized attention provided to clients by attempting to comprehend their needs is known as empathy. This entails establishing convenient business hours for clients as well as knowing about and comprehending their unique needs.
3. The ability of a business to deliver services precisely and consistently as promised is known as reliability. This includes being on time, providing all clients with consistent service, having a kind demeanor, and being extremely accurate.
4. In order to avoid giving clients a bad impression of the caliber of the services, responsiveness is a policy to help and deliver prompt (responsive) and accurate services while giving them clear information.
5. Assurance is the expertise, politeness, and capacity of business personnel to promote a feeling of safety and confidence in the organization among clients.

Customer Satisfaction

When a person compares the performance or outcomes of a product or service to their expectations, they can feel satisfied or disappointed. This is known as customer satisfaction. (Kotler & Keller, 2022).

Indicators of Customer Satisfaction

The indicators of customer satisfaction according to (Kotler & Keller, 2022) are:

1. Feeling of satisfaction
2. Interest in returning
3. Willingness to recommend
4. Suitability of expectations

Conceptual Framework

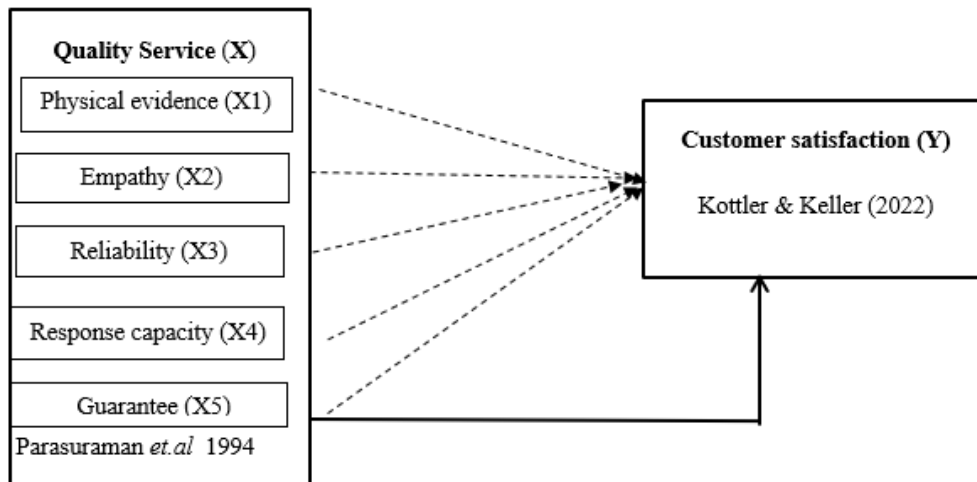


Figure 1. Conceptual Framework

Hypothesis

The following theories can be put forth in this study based on the theory and framework mentioned above:

1. At J&T Express Drop point Ratolindo, customer satisfaction is greatly influenced by service quality, which includes tangible proof, empathy, dependability, responsiveness, and assurance.
2. At J&T Express Drop point Ratolindo, tangible proof significantly affects customer satisfaction.
3. At J&T Express Drop point Ratolindo, empathy significantly affects customer happiness.
4. At J&T Express Drop point Ratolindo, customer satisfaction is significantly impacted by reliability.
5. At J&T Express Drop point Ratolindo, responsiveness significantly affects customer satisfaction.
6. At J&T Express Drop point Ratolindo, assurance significantly affects customer satisfaction.

METHODOLOGY

This type of research is quantitative with a causal research method used to determine the cause-and-effect relationship. The population of this study is all customers of J&T Express Drop point Ratolindo who use J&T delivery services, the number of which is unknown. The sample in this study used the Hair formula, which states that the minimum sample size is 5-10 times the number of indicators; in this study, there are 24 indicators, so the sample size is $5 \times 24 = 120$ respondents. The sampling technique used is accidental sampling. Accidental sampling is a sampling technique where any person encountered by the researcher by chance and meets the sample criteria can be used as a sample (Sugiyono, 2023). The data collection technique used is a questionnaire that has been tested for validity and reliability. Data analysis using multiple linear regression. Multiple linear regression is used to determine the effect of

independent variables on the dependent variable. The equation model is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

Description:

Y = Customer satisfaction

a = Constant

X1 = Physical evidence

X2 = Empathy

X3 = Reliability

X4 = Responsiveness

X5 = Assurance

b = Regression coefficient

RESULTS

Table 1. Summary of Multiple Linear Regression Analysis Test Results

Variabel Dependent Y =Customer Satisfaction					
Variabel Independen	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Standar Error	Beta		
C=Constanta	-.049	.784		-.062	.950
Physical Evidence (X1)	-.206	.086	-.211	-2.401	.018
Empathy (X2)	-.232	.097	-.230	-2.402	.000
Reliability (X3)	.502	.075	.474	6.727	.000
Response Ability (X4)	.545	.086	.522	6.311	.000
Guarantee (X5)	.405	.083	.317	4.902	.018
R	=.918			Sig.f	= .000
R Square (R ²)	=.843			α	≥ 0,05

Source: Process Data, 2025

Based on Table 4.1 above, the following multiple linear regression model equation is obtained:

$$Y = 0,049 - 0,206 - 0,232 + 0,502 + 0,545 + 0,405$$

The explanation of the form of the equations is as follows:

1. The constant value in the above equation indicates that if all variable X (physical evidence, empathy, reliability, responsiveness, and assurance) have a value of 0, then customer satisfaction is -0.049.
2. The regression coefficient for physical evidence (X1) = -0.206. This means that if the value of physical evidence increases by one unit, customer satisfaction will decrease by -0.206.
3. The regression coefficient for empathy (X2) = -0.232. This means that if the value of empathy increases by one unit, customer satisfaction will decrease by -0.232.
4. The regression coefficient for reliability (X3) = 0.502. This means that if the value of reliability increases by one unit, customer satisfaction will increase by 0.502.

5. The regression coefficient for responsiveness (X_4) = 0.545. This means that if the value of responsiveness increases by one unit, customer satisfaction will increase by 0.545.
6. The regression coefficient of assurance (X_5) = 0.405. This means that if the value of assurance increases by one unit, customer satisfaction will increase by 0.405.

Hypothesis Testing Results

A. First Hypothesis Test

The first hypothesis in this study is that service quality, which consists of physical evidence, empathy, reliability, responsiveness, and assurance, has a positive and significant effect on customer satisfaction at J&T Express Drop Point Ratolindo. Based on the calculation results, the Sig-F value obtained is 0.000. This indicates that the independent variables significantly affect the dependent variable simultaneously, thus the first hypothesis is proven.

B. Second Hypothesis Test

The second hypothesis of this study is that physical evidence (tangibles) has a positive and significant partial effect on customer satisfaction at the J&T Express Drop point Ratolindo. Based on the calculations, the Sig-F value obtained is $0.018 < 0.05$. This indicates that the physical evidence variable (X_1) has a positive and significant effect on customer satisfaction (Y) at the J&T Express Drop point Ratolindo, thus the second hypothesis is proven.

C. Third Hypothesis Test

The third hypothesis of this study is that empathy (empathy) has a positive and significant partial effect on customer satisfaction at the J&T Express Drop point Ratolindo. Based on the calculations, the Sig-F value obtained is $0.000 < 0.05$. This indicates that the empathy variable (X_2) has a positive and significant effect on customer satisfaction (Y) at the J&T Express Drop point Ratolindo, thus the third hypothesis is proven.

D. Fourth Hypothesis Test

The fourth hypothesis of this research is that Reliability (reliability) partially has a positive and significant effect on customer satisfaction at J&T Express Drop point Ratolindo. Based on the calculation results, the obtained Sig-F value is $0.000 < 0.05$. This indicates that the reliability variable (X_3) has a positive and significant effect on customer satisfaction (Y) at J&T Express Drop Point Ratolindo, thus proving the fourth hypothesis.

e. Fifth Hypothesis Test

The fifth hypothesis of this research is that Responsiveness (responsiveness) partially has a positive and significant effect on customer satisfaction at J&T Express Drop point Ratolindo. Based on the calculation results, the obtained Sig-F value is $0.000 < 0.05$. This indicates that the responsiveness variable (X_4) has a positive and significant effect on customer satisfaction (Y) at J&T Express Drop point Ratolindo, thus proving the fifth hypothesis.

F. Sixth Hypothesis Test

The sixth hypothesis of this research is that Assurance (X_5) partially has a positive and significant effect on customer satisfaction (Y) at J&T Express Drop

point Ratolindo. Based on the calculations, the Sig-F value obtained was $0.018 < 0.05$. This indicates that the assurance variable (X5) has a positive and significant effect on customer satisfaction (Y) at J&T Express Drop point Ratolindo, thus the sixth hypothesis is proven.

DISCUSSION

The Influence of Service Quality on Customer Satisfaction

Service quality is the value and characteristics of a product or service determined by its ability to satisfy stated or implied needs (Kotler & Keller, 2016). The research results show that service quality has a significant simultaneous effect on customer satisfaction in the goods delivery service at J&T Express Drop point Ratolindo. This is in line with previous research conducted by (Aprilia et al., 2023) which states that there is a significant influence between service quality and customer satisfaction at J&T Express Drop point Takkalala in the Lilirilau District of Soppeng Regency.

The Effect of Physical Evidence on Customer Satisfaction

Physical evidence (Tangibles), which refers to a company's ability to demonstrate its existence to internal parties. The appearance and capability of the company's physical facilities and infrastructure that can be relied upon is a tangible proof of the service provided by the service provider. This includes physical facilities (buildings, parking lots, etc.), equipment and tools used (technology), as well as the appearance of employees. Based on the research results, the variable of physical evidence does not have a positive and significant effect on customer satisfaction, or it can be said that the relationship between the two variables is very strong, significant but not in the same direction. This aligns with previous research conducted by (Saputra, 2023) which found that the physical evidence variable does not significantly affect customer satisfaction.

The Effect of Empathy on Customer Satisfaction

Empathy means providing sincere and individual or personal attention to customers by trying to understand their desires. This expects that a company has knowledge about its customers, understands their specific needs, and has convenient operating hours for them. Based on research results, the empathy variable has a negative and significant impact on customer satisfaction, which means that the relationship between the two variables is very strong, significant but not unidirectional. This is in line with previous research conducted by (Retno Ayu Dewi Novitawati et al., 2019) which states that the empathy variable does not have a positive but significant effect on consumer satisfaction.

The Impact of Reliability on Customer Satisfaction

Reliability is the company's ability to provide services in accordance with what has been promised accurately and reliably. Performance must meet customer expectations, which means timeliness, equal service to all customers, a sympathetic attitude, and high accuracy. The results of this study indicate that the hypothesis is accepted, meaning that the reliability variable has a significant partial effect on customer satisfaction. This can be seen from the highest responses from respondents on the reliability variable indicators, stating that the tracking information for packages from J&T Express Drop point Ratolindo is always accurate and real-time. The results of this study are in line with research

conducted by (Puspitasari et al., 2020), which states that reliability significantly affects consumer satisfaction when purchasing tickets from the airline service agency PT. Garuda Airlines.

The Influence of Responsiveness on Customer Satisfaction

Responsiveness is part of the policy to assist and provide fast (responsive) and accurate services to customers while providing clear information to avoid creating a negative perception of service quality. The results of this study state that the hypothesis is accepted, meaning that the responsiveness variable significantly affects customer satisfaction in a partial manner. This is in line with research conducted by (Irena & Samuel, 2022), which states that responsiveness has a positive and significant effect on customer satisfaction at PT. Go-jek Indonesia.

The Influence of Assurance On Customer Satisfaction

Assurance refers to the knowledge, courtesy, and ability of the company's employees to foster a sense of security and trust among customers towards the company. The results of this study indicate that the hypothesis is accepted and means that the assurance variable has a significant partial effect on customer satisfaction. These findings are also supported by previous research conducted by (Erniadanti et al., 2025), which states that the assurance variable has a positive and significant effect on consumer satisfaction at J&T Express in the city of Cimahi.

CONCLUSIONS

Based on the research results and discussions, the following conclusions can be drawn:

1. The service quality, which consists of Physical Evidence, Empathy, Reliability, Responsiveness, and Assurance, collectively has a significant impact on customer satisfaction in the goods delivery service at J&T Express Drop Point Ratolindo.
2. Physical Evidence negatively affects customer satisfaction in the goods delivery service at J&T Express Drop Point Ratolindo.
3. Empathy negatively affects customer satisfaction in the goods delivery service at J&T Express Drop Point Ratolindo.
4. Reliability has a significant impact on customer satisfaction in the goods delivery service at J&T Express Drop Point Ratolindo.
5. Responsiveness has a significant impact on customer satisfaction in the goods delivery service at J&T Express Drop Point Ratolindo.
6. Assurance has a significant impact on customer satisfaction in the goods delivery service at J&T Express Drop Point Ratolindo.

RECOMMENDATIONS

Based on the results of the research, discussion, and conclusions obtained, the following recommendations can be made:

1. According to the analysis of the data which indicates that the quality of service consisting of Physical Evidence, Empathy, Reliability, Responsiveness, and Assurance significantly affects customer satisfaction in the goods delivery service at J&T Express Drop point Ratolindo, it is therefore recommended that J&T Express Drop point Ratolindo improve the quality of services provided, particularly in the dimensions of Physical Evidence and Empathy.
2. For future researchers, it is suggested to further develop this research by explaining other variables that influence customer satisfaction.

FURTHER STUDY

This research still has limitations so that further research is needed on the topic of The Influence of Service Quality on Customer Satisfaction in Goods Delivery Services to perfect this research and increase insight for readers and writers.

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