Original Article

Effect of Trust, Quality of Service to Jne Express Consumer Satisfaction in Sampit district, Kotawaringin Timur District

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Abstract:

The purpose of this study was to determine the factors that influence consumer satisfaction with JNE Express freight forwarding services in Sampit District, Kotawaringin Timur. District, in the study of 100 people using the Slovin formula. By using the Accidental Sampling method. With the provisions of the data analysis in this study is quantitative using multiple linear regression method and the data is analyzed using the SPSS V.23 program. Based on the results of this study indicate that Trust and Service Quality significantly influence Consumer Satisfaction in JNE Express freight forwarding services in Sampit District, Kotawaringin Timur Regency. Simultaneously the independent variable (Trust and Service Quality) significantly influences the dependent variable (Customer Satisfaction) on JNE Express freight forwarding services in Sampit District, Kotawaringin Timur Regency. R Square value of 0.571 or 57.1% means the variable Customer Satisfaction is influenced by the Trust and Quality of Consumers while the remaining 42.9% is influenced by other variables not used in this study.

Keywords: Trust, Quality Of Service and Consumer
Introduction

This research was conducted by Jne in Sampit, whose address is Jl. MT Haryono Barat NO. 101A Sampit. Jne is open Monday-Friday from 08.30-17.00 and Saturday 08.30-13.00. We can see it based on www.topbrand-award.com. Percentage of Sales of Courier Services according to the Top Brands Index, in 2020, the number of JNE users was 27.30%, in first position, then the number of users increased slightly in 2021, users were 28%, but only in second position, because at that time it was growing competitors who caused the decline in ranking, what caused the significant decline in JNE which was related to user satisfaction, a drastic increase occurred in 2022 amounting to 39.30%, being in first position. From the data above, it can be concluded that the courier service that people in Indonesia are interested in is JNE services. So the problem to be discussed: Does trust have a partial effect on consumer satisfaction with JNE Express goods delivery services? Does service quality have a partial effect on consumer satisfaction with JNE Express goods delivery services? Do Trust and Service Quality have a partial effect on consumer satisfaction with JNE Express goods delivery services? This research aims to find out and analyze; the influence of trust and service quality on consumer satisfaction. Consumer satisfaction is a person’s feeling of happiness or disappointment that arises after comparing the performance (results) of the product being compared to the expected performance (results). If performance is below expectations, customers will feel dissatisfied. If performance results meet expectations, consumers are satisfied. If performance exceeds expectations, consumers are very satisfied or happy.

Trust as entrusting someone or something to safeguard one’s interests, relying on someone or something that is trusted has consequences in the relationship between the person giving the trust and the person being trusted (Kuntari at all., 2015). Consumer trust is a psychological feeling of trust in a product, both the physical product and the benefits provided by the product, including the promises of the Moven and Minor brands (Nidyatantri at all., 2016). Customer trust is closely related to customer satisfaction with a product, service and services. Customer trust arises because of the satisfaction that customers get from the results of the products, services and services they experience (Putra & Indriyani, 2018). Service quality is the result that a person can provide to another person. These performances may be intangible acts and do not result in ownership of property or persons. There are five main dimensions of service quality (in order of relative importance). 1) Reliability. 2) Responsiveness. 3) Guarantee. 4) Attention. 5) Physical Evidence (Tjiptono in Panjaitan & Yulianti, 2016). Previous research with the title Impact of service quality on customer satisfaction (J E Panjaitan & A L Yuliati, 2016).
Research on Analysis of Delivery Service Quality on Consumer Satisfaction at JNE Express Pangkalan Mansyur Agent. Based on data analysis, the results show that the indicators in this research are valid and reliable (Hasby, Nurdalilah, 2019). Research entitled The Effect of Service Quality and Price on Company Image. The results of the research were that consumer satisfaction succeeded in becoming an intervening mediation between service quality and company image and mediation between price and company image (Supradi Thalib & Harimurti Wulandjani 2021). Research entitled The Influence of Service Quality, Perception, Price and Communication Ability on Consumer Satisfaction at PT. Just tripe Lamongan. The research results show that all independent variables have a significant influence on purchasing decisions (Andriyan Huda Prasetivo et al., 2022). Based on the background and literature review described above, the following hypothesis can be proposed: H1: Trust has a partial effect on JNE Express Customer Satisfaction in Mentawa Baru. H2: Service Quality has a partial effect on JNE Express Customer Satisfaction in Sampit. H3: It is suspected that trust and service quality will affect Jne user satisfaction.

**Methods**

The data source used in this research is respondent responses obtained through a questionnaire regarding trust and service quality regarding JNE Express customer satisfaction in Sampit. Research data from this study was obtained from questionnaires filled out by respondents who had used JNE Express services. Secondary data in this research is data from the entire Sampit community and also survey data conducted by researchers in the community, as well as data originating from journals, reference books, etc. that are deemed necessary in this research. Data collection techniques can be carried out in various settings, so data can be collected in natural settings/surveys, etc., from various sources and in various ways. The questionnaire used in this research is a Likert scale model questionnaire used to reveal the attitudes, opinions, and perceptions of a person or group about social phenomena. On a Likert scale, with the design: Strongly agree/always/very positive is given a score of 5, Agree/often/positive is given a score of 4, Doubtful/sometimes/neutral is given a score of 3, Disagree/almost never/negative is given a score 2, Strongly disagree/never/scored 1.

The variables to be measured are translated into indicator variables. Then these indicators are used as a starting point for compiling instrument items which can be in the form of questions or statements. The answers to each instrument item using a Likert scale have a gradation from very positive to very negative for quantitative analysis purposes. In collecting data, the population for this research were consumers who used JNE Express services in Sampit. The number of samples in this study was 100 respondents who were Jne users. Data Analysis Technique, quantitative descriptive method, which is a way to explain the results using existing research. The method is multiple linear regression, which is a statistical method used to determine the relationship between independent and dependent variables. Multiple linear analysis makes it easy for users to enter more than one variable. The validity test in this study used item analysis, namely correlating each item with a total score which is the sum of each item’s scores. The conditions that must be met...
are that they must have the following criteria: a) If the correlation coefficient \( r \geq 0.30 \) then the item is declared valid. b) If the correlation coefficient \( r \leq 0.30 \) then the item is declared invalid. Reliability testing was carried out using SPSS, by calculating the item total correlation, each indicator and the Cronbach’s alpha coefficient for each indicator. The general rule used is that Cronbach’s alpha > 0.60 reflects what is real. Classic Assumption Test, using normality test, multicollinearity test, and heteroscedasticity test. The categories used are based on a Likert scale, to assist in processing the data a computer program is used, namely SPSS Statistics 23 (statistical product and service solutions). The Alpha value used in this research is 0.05. Where the decision making criteria used are as follows: a. If \( F \text{ count} > F \text{ table} \) or \( \text{Sig} < \alpha \) then: \( H_0 \) is rejected, \( Ha \) is accepted, meaning that there is a simultaneous influence between Trust and Service Quality on Customer Satisfaction. b. If \( F \text{ count} < F \text{ table} \) or \( \text{Sig} > \alpha \) then: \( H_0 \) is accepted. 3) Coefficient of Determination, the regression coefficient is used to measure how far the model's ability to explain variations in the dependent variable.

**Results**

The validity of the instrument is expressed in the values resulting from the analysis of the scores for each item against the total value. If the total score shows a positive value or is marked ‘**’, meaning that the item has a valid correlation at a significance level of 5% (0.05) or marked ‘***’ means valid at the 1% significance level (0.01). The trust variable is measured with 6 questions, it is known that all of them are declared valid. The correlation coefficients (calculated \( r \)) of the six questions are all greater than the \( r \) table and are significant at an error level of 1%. Thus, these six questions are suitable to be used as questions for the Trust variable.

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Source: Attachment file

The service quality variable is measured with 8 questions, it is known that all of them are declared valid. The correlation coefficients (calculated \( r \)) of the eight questions are all greater than the \( r \) table and are significant at an error level of 1%. Thus, these eight questions are suitable to be used as questions for the Service Quality variable.

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The consumer satisfaction variable, measured with 7 questions, is known to be valid. The correlation coefficients (calculated r) of the seven questions are all greater than the r table and are significant at an error level of 1%. Thus, these seven questions are suitable to be used as questions for the consumer satisfaction variable.

Respondents' responses to their trust in JNE Express Sampit which is able to provide services in accordance with procedures, 46% of respondents agreed, and 17% strongly agreed, 35% were neutral, only 2% disagreed. Respondents' answers regarding the belief that JNE Express Sampit is a competent company, 50% agreed, 20% strongly agreed, 35% were neutral, only a few disagreed, namely 6%. Consumers who feel that JNE Express Sampit is competent in their field agree 55%, strongly agree 15%. disagree 8%, neutral 22%. All respondents' answers show that trust in JNE has a bigger role than other factors in influencing consumer satisfaction in using JNE Express goods delivery services.

Respondents' responses to service quality can be seen from the respondents' answers. Respondents' statement that JNE Express Sampit was able to serve well, the answer was agree 47%, strongly agree 18%, disagree 6%, neutral 29%, JNE Express Sampit really cared about consumer interests, agree 54%, strongly agree 21%, neutral 25% , JNE Express Sampit received criticism and suggestions from consumers, agree 45%, strongly agree 24%, neutral 31%. Respondents' answers to the quality of service who felt that JNE Express Sampit had a good reputation, 47% said Agree, 20% strongly agreed, 30% were neutral. Respondents' responses that Jne served consumers well were 53% agree, 11% strongly agree. Only 3% disagree, and 33% are neutral. Respondents' responses were that JNE Express Sampit gave full attention to consumers, 49% agreed and 17% strongly agreed, 2% disagreed, 32% said they were neutral, Statements from respondents who agreed that JNE Express Sampit had friendly employees were 46%, Strongly Agree 18 %. Only 1% disagree, and 35% are neutral. From all respondents' answers, it shows that service quality at JNE has a bigger role than other factors in influencing consumer satisfaction.

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Source: Attachment file
satisfaction in using JNE Express goods delivery services.

Respondents' responses to JNE Express customer satisfaction in Sampit, according to JNE consumers, can provide services according to consumer needs, stating that 57% agree, 22% Strongly Agree. only 1% said they were very dissatisfied, the remaining 20% were neutral. According to the respondents' answers, 48% agreed, 20% strongly agreed that Jne always maintains the level of quality of service provided, only 5% disagreed, the remaining 27% stated they were neutral. Answers stating that Jne always pays attention to the services that consumers want, 44% said Agree, and 25% strongly agreed, 8% disagreed, 23% Neutral. As many as 42% agree, 22% Strongly Agree that JNE can meet consumer satisfaction compared to competitors, only 1% strongly disagree, 8% Disagree, 27% Neutral, 48% of respondents agree, 16% strongly agree respondents who responded that JNE is always the first choice to meet consumer needs, only 7% said they did not agree, 7% and 29% were neutral. Consumers stated that 54% agreed, 17% strongly agreed that JNE Express Sampit rarely received complaints from consumers, only 8% disagreed, 21% were neutral. Respondent responses were 51% agreed, 17% strongly agreed, stating that JNE Express Sampit always takes care of the work it does so that consumers do not need to complain, and 4% disagreed, while 28% said they were neutral. All respondents' answers show that consumer satisfaction with JNE has a bigger role than other factors in influencing consumer satisfaction in using JNE Express goods delivery services.

The normality test uses Smirov with a significance level of 0.05. Based on Smirov's results, the data was declared normally distributed because the significance was > 0.05, namely 0.77. In this research, the multicollinearity test was carried out by looking at the variance inflation factor (VIF) value in the regression model. The results of the multicollinearity test for trust have a VIF value of 2.3 and a service quality value of 2.3. the tolerance value for trust and service quality is 0.429. Based on the test results of the VIF value and tolerance value, there is a perfect (near perfect) linear relationship between some or all of the independent variables, this is because the VIF value is smaller than 5, and there is a tendency for there to be no multicollinearity fluctuations because the tolerance value is below 1.

The heteroscedasticity test results have a value of one, so they are said to be significant because the significance value of each independent variable for the dependent variable is greater than 0.1 (10%). The autocorrelation test results show that the Durbin Watson autocorrelation test value is 2.194, which is smaller than the Std Error of the Estimate, namely 3.039, so the autocorrelation coefficient is greater than zero (there is positive autocorrelation). So in this test there is a correlation between members of a series of observation data which are described according to time or space. Trust influences service quality and together influences customers in determining service purchasing decisions, which will then influence consumer satisfaction. Trust, service quality, in this research are factors that influence customer satisfaction. Based on the research results above, it is known that there are positive and significant results between trust and service quality together on customer satisfaction obtained from the results of simple linear regression tests and multiple regression tests. Where based on the variable that has a big influence on customer satisfaction, namely the service quality variable, which is 0.421, then the trust variable is 0.528. The biggest influence of these two variables is trust of 0.528,
this is due to JNE's great attention to creating customer satisfaction through convenience and values that give a good impression to customers, such as being able to provide services in accordance with procedures, JNE Express Sampit competent in their field. Overall it can be concluded that there is a very close correlation between trust factors, service quality and customer satisfaction. By maintaining consumer trust and good service quality, it will have a positive impact on consumer satisfaction. If these three factors synergize in a balanced way, JNE Express Sampit will get satisfied consumers which will have a positive influence on the sustainability of a company, in this case JNE. The level of consumer satisfaction among JNE consumers can be said to be satisfied. However, there were still some respondents who expressed dissatisfaction because the respondents felt that providing services was not in accordance with what consumers needed, delivery took a long time, administration services were not fast.

Based on the calculation of the coefficient of determination (R2), it is known that the R Square value is 0.571. This shows that trust and service quality can influence consumer satisfaction, namely 57.1%. Meanwhile, the remaining 42.9% was influenced by other variables not examined in this research. The trust and service quality variables have a positive and significant influence on the customer satisfaction variable so that the hypothesis is accepted, meaning, if the trust given by consumers to JNE is higher, and the service quality is better, then consumer satisfaction will increase. These results prove that respondents who are satisfied with JNE are caused by high trust and good service quality. So, if the quality of service gets better, consumer satisfaction will also increase, and vice versa. Based on the research results, simultaneously the service quality variable is the variable that has the greatest influence on customer satisfaction.

**Conclusion**

Based on the results and discussions that the author has carried out previously. So the author draws conclusions from what the author has described and provides suggestions that might be input for companies to increase consumer satisfaction. Service quality is the most dominant factor influencing JNE Express consumer satisfaction in Sampit, East Kotawaringin Regency. This shows that service quality at JNE has a bigger role compared to other factors in influencing consumer satisfaction in using JNE Express goods delivery services. Trust and Service Quality partially have a significant effect on consumer satisfaction with JNE Express goods delivery services. Trust and Service Quality simultaneously have a significant effect on consumer satisfaction with JNE Express goods delivery services. Based on the calculation of the coefficient of determination (R2), it is known that the R Square value is 0.571. This shows that trust and service quality can influence consumer satisfaction, namely 57.1%. Meanwhile, the remaining 42.9% was influenced by other variables not examined in this research.

**Suggestion**

Based on the results of research conducted by the author, the suggestions that the author can provide as input for the company are as follows:

The trust factor has a significant effect on consumer satisfaction, which means that the company must continue to provide good service and gain trust, maintain it so that a sense of satisfaction arises from consumers and influences consumer interest
in using the company's services again. The service quality factor has a significant influence on consumer satisfaction, which means that a company must continue to maintain the quality of the services it will provide to consumers so that consumers will feel satisfied with the services provided so that consumers will no longer hesitate to use the services offered by the company. Future researchers should further develop research regarding factors that can influence consumer satisfaction variables by using different information analysis.

**Acknowledgments**

Thank you to all parties and teams who were able to work together well.

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