

## **Analysis Of Employee Service Quality Dimensions That Influence Customer Trust Of Tiki JNE Bekasi Services**

### **Analisis Dimensi Kualitas Pelayanan Karyawan Yang Mempengaruhi Kepercayaan Pelanggan Terhadap Layanan Tiki JNE Bekasi**

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#### **ABSTRACT**

Service quality is one of the factors that influences the level of customer loyalty towards products or services. Increasingly strong competition will make business people more enthusiastic in providing service and trust to consumers with the aim of providing a sense of satisfaction to customers. With the rapid development of companies providing goods delivery services or courier services, many online shop sellers use these courier services. Having a courier service will make it easier for them to deliver ordered goods according to the type of package service they want. This research aims to determine the influence of service quality on consumer trust in JNE Bekasi tiki. There were 100 respondents in this research, namely JNE Bekasi consumers. This research is quantitative and uses SPSS analysis tools. From the data processing that has been carried out, it is known that physical evidence, reliability, guarantee, responsiveness and empathy partially have a positive and significant effect on consumer trust at JNE Bekasi.

**Keywords:** Service Quality, Customer Trust.

#### **ABSTRAK**

Kualitas pelayanan merupakan salah satu faktor yang mempengaruhi tingkat loyalitas pelanggan terhadap produk atau jasa. Persaingan yang semakin ketat akan membuat para pelaku bisnis semakin bersemangat dalam memberikan pelayanan dan kepercayaan kepada konsumen dengan tujuan untuk memberikan rasa puas kepada pelanggan. Dengan semakin pesatnya perkembangan perusahaan penyedia jasa pengiriman barang atau jasa kurir, maka banyak penjual online shop yang menggunakan jasa kurir tersebut. Dengan adanya jasa kurir akan memudahkan mereka dalam mengirimkan barang pesanan sesuai dengan jenis layanan paket yang mereka inginkan. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepercayaan konsumen pada tiki JNE Bekasi. Terdapat 100 responden dalam penelitian ini yaitu konsumen JNE Bekasi. Penelitian ini bersifat kuantitatif dan menggunakan alat analisis SPSS. Dari pengolahan data yang telah dilakukan diketahui bahwa bukti fisik, keandalan, jaminan, daya tanggap dan empati secara parsial berpengaruh positif dan signifikan terhadap kepercayaan konsumen pada JNE Bekasi.

**Kata Kunci:** Kualitas Pelayanan, Kepercayaan Konsumen.

#### **Introduction**

The need to send goods in the era of digitalization is now the most important need for everyone and everyone definitely needs a fast and safe goods delivery service to ensure that the goods sent can reach their destination and arrive on time. This phenomenon was followed by the rapid development of companies providing goods delivery services or courier services. Many online shop sellers use these courier services. Having a courier service will make it easier for them to deliver ordered goods according to the type of package service they want. The more online shop sellers there are, the more courier services will be needed, without courier services the goods will not reach their destination. This causes companies in this industry to try to attract the interest of consumers or the public in line with the high mobility of the population, the very rapid development of the business world has had a huge impact on companies that provide goods delivery services or couriers, the human need for this delivery service is very high and

Therefore, to meet the high demand for goods from the public, currently there are several or even many service provider companies that compete to fulfill the public's trust in fast service delivery and strive to provide the highest value to their customers compared to other customers. its competitors.

Service quality is one of the factors that influences the level of customer loyalty towards products or services. Increasingly strong competition will make business people more enthusiastic in providing service and trust to consumers with the aim of providing a sense of satisfaction to customers and being able to have power. compared to competitors because service quality is the main point in delivery services to maintain customer trust in facing competition and maintain growth and income.

The very rapid development of the business world has had an impact on the increasing number of business units that require goods delivery services. Goods delivery services with good service quality, competitive prices and can meet customer satisfaction will be able to encourage customers to be loyal. The existence of globalization which is increasingly wide open for every company has given rise to very tight competition to compete with each other in facing competition and gaining competitive advantage. This condition can be seen from the tight competition for services, prices and promotions offered by various companies. With so many various goods delivery service companies, it requires each company to always provide quality services that can meet the needs and desires of consumers. Therefore, to be able to survive amidst the increasing competition between goods delivery service companies, companies must create consumer-oriented marketing strategies. So that with the competition that occurs, goods delivery service companies can maintain their existence.

In the current era of globalization, people in the business world are busy with busy daily activities, so there is a demand to keep up with developments in the era where everything is done quickly, practically and at affordable prices in the process of sending good goods. One of the providers of goods delivery services or logistics services in Indonesia is JNE.

For example, a company providing shipping services, such as PT. TIKI Jalan Nugraha Ekakurir or can be called JNE. Lintas Nugraha Ekakurir or commonly known as JNE is a company operating in the field of logistics delivery services based in Jakarta. Under the official name labeled Tiki 2, Jalan Nugraha Ekakurir is the largest delivery company in Indonesia. This company was first founded on November 26 1990 under the name PT Tiki Lane Nugraha Ekakurir by Soeprapto Suparno. At its inception, this company was founded as a pioneer of one of the divisions of PT Citra van Titipan Kilat (TiKi). Tiki itself is an international shipping company. PT. Citra Van Titipan Lightning (TIKI) started its business in 1970 in Jakarta. Armed with that experience, we got the best teachers to continue to be committed and improve the quality of service for consumers. Supported by a network spread widely in Indonesia with more than 500 TIKI representative offices in all corners of the archipelago as clear evidence that TIKI continues to strive to provide the best to consumers.

JNE is one of the many logistics services or goods delivery services in Indonesia. JNE is a private goods delivery service. Since the enactment of Law No. 38 of 2009 concerning post, companies operating in the field of goods delivery services can take the form of a company. private. JNE provides goods delivery services in various forms based on the time period and distance traveled to the location based on the form of goods sent. Today's business world requires express or fast goods delivery services. And nowadays, many people want everything instant to save time and also be more practical so that they no longer have to bother with time-consuming activities, so nowadays goods delivery services are much in demand and used because JNE delivery services are also available in a variety of ways. price packages.

The development experienced by JNE cannot be separated from this company's ability to create satisfaction for their customers. The efforts that JNE makes to create satisfaction is by providing quality service and maximum service to their customers. Customer satisfaction is an

important thing that JNE must pay attention to. This is because service consumers who make repeat purchases are greatly influenced by their level of satisfaction when using a service. JNE offers prices that are not too expensive and delivery times that do not take a long time, so that people are more interested in the services provided by JNE. This is done with the aim of making customers believe in the quality of services provided by JNE. Services are something that is invisible, so it will be difficult for a service company to gain customer trust. It is important for JNE to pay attention to customer trust, because to gain customer loyalty, one of the things that influences it is customer trust.

## 2. Method

The type of research used in this research is quantitative research using a questionnaire as a data collection tool. In this research, the data needed is primary data. The respondents in this research were 100 JNE BEkasi consumers. Primary data was obtained through distributing questionnaires to get an overview of the independent and dependent variables. In this research, the data that will be collected is the respondent's perception, therefore the simplest measurement is to use a questionnaire or questionnaire technique which will be handed over to each respondent, functioning as an instrument or measuring tool that will be delivered directly. Questionnaires or questionnaires will be designed using closed questions, namely questions that provide alternative answers, so that respondents only have to choose one answer that is considered most appropriate to the respondent's condition. The measurement scale used in this research adopts a Likert scale with 5 interval levels. The score is given on a scale chosen by the respondent, namely the lowest level is given a value of 1 (one) and the highest level is given a value of 5 (five). The technique used to process data is statistical analysis techniques using SPSS.

## 3. Result And Discussion

### Validity Test Result

Validity tests are used. Validity can be carried out by correlating between statement item scores and the total score of the construct or variable. The significance test is carried out by comparing the calculated  $r$  value with the  $r$  table. A valid or legitimate instrument has high validity. On the other hand, an instrument that is less valid means it has low validity. The results of the validity test ( $dk = n-2 = 100-2 = 98$ ), with  $(\alpha) = 0.05$  are obtained from the  $r$  table 0.1966, meaning that to find out whether the score for each statement item is valid or not, it is determined if  $r$  calculated is greater than  $r$  table and has a positive value, then the variable is valid. Based on the validity test of all instruments, the calculated  $R$  results for all variables have a value greater than the  $r$  table so it can be concluded that the validity test results can be said to be valid in this research and it can be said that the respondents in filling out the questionnaire statement revealed that all the variables in this research were suitable for use. used.

### T Test Result (Partial)

The hypothesized influence of partial physical evidence, reliability, guarantee, responsiveness and empathy on consumer trust is calculated using the  $t$  test. The results of the  $t$  test using the SPSS program obtained the following results:

**Table 1. T Test**

Coefficients <sup>a</sup>						
Model	B	Unstandardized Coefficients		Standardized Coefficients		
		Std. Error	Beta	t	Sig.	
1	(Constant)	8.158	3.359		2.429	.017

Physical Evidence	.119	.084	.120	2.412	.001
Reliability	.317	.062	.429	5.098	.000
Guarantee	.461	.119	.366	3.885	.000
Responsiveness	.482	.163	.491	3.283	.000
Empathy	.317	.054	.329	3.794	.000

a. Dependent Variable: Consumer Trust

#### **Effect of Physical Evidence on Consumer Trust**

It is known that the sig value for physical evidence on consumer trust is  $0.001 < 0.05$ , so physical evidences has a significant effect and the calculated t value is  $2.412 > t$  table 1.985, so the hypothesis is accepted. This means that physical evidence has a positive and significant effect on consumer confidence.

#### **Effect of Reliability on Consumer Trust**

It is known that the sig value for reliability on consumer trust is  $0.000 < 0.05$ , so physical evidence has a significant effect and the calculated t value is  $5.098 > t$  table 1.985, so the hypothesis is accepted. This means that reliability has a positive and significant effect on consumer confidence.

#### **Effect of Guarantee on Consumer Trust**

It is known that the sig value for guarantees on consumer trust is  $0.000 < 0.05$ , so the guarantee has a significant effect and the calculated t value is  $3.885 > t$  table 1.985, so the hypothesis is accepted. This means that guarantees have a positive and significant effect on consumer confidence.

#### **Effect of Responsiveness on Consumer Trust**

It is known that the sig value for responsiveness to consumer trust is  $0.000 < 0.05$ , so responsiveness has a significant effect and the calculated t value is  $3.283 > t$  table 1.985, so the hypothesis is accepted. This means that responsiveness has a positive and significant effect on consumer confidence.

#### **Effect of Empathy on Consumer Trust**

It is known that the sig value for empathy on consumer trust is  $0.000 < 0.05$ , so empathy has a significant effect and the calculated t value is  $3.794 > t$  table 1.985, so the hypothesis is accepted. This means that empathy has a positive and significant effect on consumer trust, the calculated significant value is smaller than the previously determined standard significant value (0.05). Thus, it can be seen that empathy partially has a positive and significant effect on JNE Bekasi consumer trust.

#### **Discussion**

Based on all the tests above regarding the influence of physical evidence on consumer trust, it is known that the sig result is smaller than 0.05, namely 0.001 and the calculated t value of 2.412 is greater than the t table of 1.985, so this shows that physical evidence has a positive and significant effect on consumer trust. Data processed using SPSS and tested produces a calculated r value that is greater than the r table so that the validity test of the physical evidence indicators is declared valid. Then in the reliability test all variables were able to produce values  $> 0.06$ . If the physical evidence is better, the chances of consumer trust will also increase. The hypothesis in this study can be accepted because the statistical results of the t test for physical

evidence obtained a calculated t value of 2.412 which is greater than 1.985. Apart from that, the results of calculating the significant value are smaller than the standard significant value that was previously determined (0.05). Thus, it can be seen that physical evidence partially has a positive and significant effect on JNE Bekasi consumer confidence.

Based on all the tests above regarding the effect of reliability on consumer trust, it is known that the sig result is smaller than 0.05, namely 0.00 and the calculated t value of 5.098 is greater than the t table of 1.985, so this shows that reliability has a positive and significant effect on consumer trust. Data processed using SPSS and tested produces a calculated r value that is greater than the r table so that the validity test of the reliability indicator is declared valid. Then in the reliability test all variables were able to produce values  $> 0.06$ . If reliability gets better, the chances of consumer trust will also increase. The hypothesis in this study can be accepted because the statistical results of the t test for the reliability variable obtained a calculated t value of 5.098 which is greater than 1.985. Apart from that, the results of calculating the significant value are smaller than the standard significant value that was previously determined (0.05). Thus, it can be seen that reliability partially has a positive and significant effect on JNE Bekasi consumer confidence.

Based on all the tests above regarding the effect of guarantees on consumer trust, it is known that the sig result is smaller than 0.05, namely 0.00 and the calculated t value of 3.885 is greater than the t table of 1.985, so this shows that the guarantee has a positive and significant effect on consumer trust. Data processed using SPSS and tested produces a calculated r value that is greater than the r table so that the validity test of the guarantee indicator is declared valid. Then in the reliability test all variables were able to produce values  $> 0.06$ . If the guarantee is better, the chances of consumer trust will also be higher. The hypothesis in this study can be accepted because the statistical results of the t test for the collateral variable obtained a calculated t value of 3.885 which is greater than 1.985. Apart from that, the results of calculating the significant value are smaller than the standard significant value that was previously determined (0.05). Thus, it can be seen that partial guarantees have a positive and significant effect on JNE Bekasi consumer confidence.

Based on all the tests above regarding the effect of responsiveness on consumer trust, it is known that the sig result is smaller than 0.05, namely 0.00 and the calculated t value of 3.283 is greater than the t table of 1.985, so this shows that responsiveness has a positive and significant effect on consumer trust. . Data processed using SPSS and tested produces a calculated r value that is greater than the r table so that the validity test of the guarantee indicator is declared valid. Then in the reliability test all variables were able to produce values  $> 0.06$ . If responsiveness is better, the chances of consumer trust will also be higher. The hypothesis in this research can be accepted because the statistical results of the t test for the responsiveness variable obtained a calculated t value of 3.283 which is greater than 1.985. Apart from that, the results of calculating the significant value are smaller than the standard significant value that was previously determined (0.05). Thus, it can be seen that responsiveness partially has a positive and significant effect on JNE Bekasi consumer confidence.

Based on all the tests above regarding the influence of empathy on consumer trust, it is known that the sig result is smaller than 0.05, namely 0.00 and the calculated t value of 3.794 is greater than the t table of 1.985, so this shows that empathy has a positive and significant effect on consumer trust. Data processed using SPSS and tested produces a calculated r value that is greater than the r table so that the validity test of the guarantee indicator is declared valid. Then in the reliability test all variables were able to produce values  $> 0.06$ . If empathy is higher, the chances of consumer trust will also be higher. The hypothesis in this study can be accepted because the statistical results of the t test for the empathy variable obtained a calculated t value of 3.794 which is greater than 1.985. Apart from that, the results of calculating the significant value are smaller than the standard significant value that was previously determined (0.05).

Thus, it can be seen that empathy partially has a positive and significant effect on JNE Bekasi consumer trust.

#### 4. Conclusion

Physical evidence, reliability, guarantee, responsiveness and empathy has a partial effect on JNE Bekasi consumer confidence. If management wants to increase consumer confidence, then JNE Bekasi needs to improve service quality. It is evident from the results of this research that service quality has a positive and significant effect on consumer trust. JNE employees must have the ability to provide precisely and correctly the type of service that has been promised to consumers, awareness or desire to quickly act to help consumers and provide timely service and the willingness to approach, provide protection and make efforts to understand desires, needs and feelings consumer.

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