

Analysis of Consumer Satisfaction Using Delivery Service “Titipan Kilat” (TIKI)

T. Nurhaida¹, Lilinesia², Amrin Mulia Utama³

¹Politeknik Mandiri Bina Prestasi, Medan, Indonesia

²STIE Bina Karya Tebing Tinggi, Indonesia

³Universitas Medan Area, Medan, Indonesia

t.nurhaida@gmail.com, lilinesia7@gmail.com, amrinmuliautama@gmail.com

Abstract

The delivery service business is needed and influential in the daily activities of consumers. Many companies run this business so that consumers have many alternatives and can choose a reliable courier service, provide the best service, as well as customer satisfaction. Consumer satisfaction itself is formed, among others, from service quality and trust in the company. are associative and quantitative approaches. The population in this study is TIKI consumers who have used TIKI services more than three times. After testing the hypothesis, the results show that the service quality variable is in the form of completeness (facilities and infrastructure), paying attention to customer desires, always on time in providing services, responsive in solve problems and always carry out their duties to increase customer satisfaction and trust variables Always be honest in doing work., always fulfill their responsibilities to customers, provide the best quality service compared to competitors, and always strive to be the best delivery of goods among others is the best way foster consumer confidence using express delivery services. "Titipan Kilat"(TIKI).

Keywords

service quality; customer trust;
customer satisfaction



I. Introduction

Competition in the Shipping business (freight delivery services) is very strong and is increasingly open to new players starting in the Indonesian region. Online business is growing rapidly triggering the growth of local Shipping companies. The following companies compete in local delivery, namely Pos Indonesia, JNE, J&T, TIKI, FedEx and DHL. Business people of course choose a good, trusted shipping service so that it certainly results in satisfaction

In this case, TIKI is a shipping service industry that is still growing rapidly around us. Strong business competition in freight forwarding companies makes this TIKI service will continue to grow and provide the maximum possible service for its customers so that they feel satisfaction from TIKI services. In the world of business globalization era to take care of consumers is not an easy thing. To fortify consumers, customer satisfaction is needed at the company. Kusumadewi and Karyono (2019) stated that Service quality is considered an important tool for a firm's struggle to differentiate itself from its competitors. To get a lot of consumers, one way to do this is to create customer loyalty (Harahap, 2021).

Consumer satisfaction itself is formed, among others, from the quality of service and trust in the company. The products provided by TIKI to consumers are in the form of SDS (Same Day Service), ONS (Over Night Service), TDS (Two Days Service), REG (Regular), ECO (Economy), INT (International). In addition to products, TIKI also provides services in the form of insurance, packing, repacking, and (online pick-up).

Some of the problems that can affect customer satisfaction in this study are service quality and trust. Consumer satisfaction is the result of a company's achievement process that can be felt by a consumer, where the reaction is in accordance with the consumer's expectations. If the customer is satisfied with the product or service offered by the company, then the customer will always continue to use the services offered by the company and will give advice or by suggesting to others. Vice versa if consumers are not satisfied, the company must focus on preparing customer priorities. Then they will give equal points of customer satisfaction, which forms a parallel repeat purchase and ultimately the profits to the company's profits are also more equal

Quality of Service provided by the company, which intends to deliver relief for consumers. Every time running a business process, both goods and services, consumers must be given the best possible service because service quality has a channel that is strongly related to customer satisfaction. Companies can control their business and are able to compete with other competitors if they provide good service. Good and adequate customer service must be the main mission for a company where customer satisfaction is the first actor for companies in determining strategies to win the competition.

Trust in service marketing is more focused on personal attitudes that refer to the seriousness of consumers on the quality and reliability of the services they receive. Trust grows from an obsolete process until both parties trust each other. If trust is related to consumers and companies, the business to improve quality will be smoother, the relationship between companies and consumers is reflected in the level of trust of consumers. One way that companies can do in developing relationships with consumers, namely all types of products that make the company must have quality or integrity as it should or as promised, so that consumers do not feel deceived, which this can result in consumers switching to competing products.

TIKI has provided maximum service to its customers. Although it has its own privileges in the era of competition, it needs to be addressed that other service companies also have other advantages. In general, it can be said that basically the desire of consumers related to freight forwarding services is to expect something better and useful. As an illustration, it can be stated that consumer considerations related to shipping companies are fast delivery of goods, location, service, and safety or security of goods.

II. Review of Literature

Operational Definition of the Research to be Carried Out

2.1 Consumer Satisfaction

The literature on consumer satisfaction if it is concluded from the opinion of Rangkuti (2011) is that consumer satisfaction is a feeling or reaction to a discrepancy between the previous level of interest and the actual performance perceived by the consumer. Meanwhile (Keller, 2012:) says consumer satisfaction is the result of a company's performance reaction that can be felt by a consumer, where the results are in accordance with the consumer's expectations. Consumer satisfaction has several factors that can influence it, namely product quality, service quality, emotional, price, and cost. (Lupiyoadi, 2013):. According to Hawkins and Lonney cited in Tjiptono (2010), the attributes forming satisfaction or important indicators consist of: a). Conformity of expectations b) Interest in revisiting c). Willingness to recommend, d) Fulfillment of customer expectations after buying the product, e) Always buying product.

2.2 Service Quality

According to (Payne, 2011) "service is a pleasant or unpleasant feeling by the recipient of the service at the time of obtaining service". While the notion of service quality is based on the opinion (Mauludin, 2012:) "if it is concluded, it means that service quality is how far the difference between evidence and customer expectations for the subscriptions they receive or obtain". Based on the understanding presented above, service quality can be concluded as activities related to added points (such as enjoyment, entertainment, relaxation) which are intangible and if the services provided by customers are as expected, then the quality of service is impressive (ideal), and On the other hand, if the service received is smaller or perceived to be less satisfying than what the consumer perceives, the service quality will be perceived as bad (less than ideal), so that it is stated based on the needs and desires of consumers. Quality must start with the customer's desire and end with the customer's response.

2.3 Trust

The concept of customer trust is used in this study as a basis for understanding the concept and indicators of measuring customer trust. According to (Lau & Lee, 2009:) describes the concept of customer trust in their trust in the brand where trust in this brand can be interpreted as the willingness of customers to trust and expect brand reliability because they believe that the brand provides good results. the customer's willingness to accept the risk with his expectations. Then based on opinion (Deutsch, 2008). Trust from customers is the expectations of customers who want to be achieved from a group of people who carry out transactions by considering the risk. /brand is able to deliver points beyond its expectations". The essence of what makes a client believe in a particular company or brand is the reliability of the promises directed to the customer, the promise can be kept and everyone's commitment to the company to fulfill that promise, to a particular company or brand.

III. Research Methods

This type of research is an associative and quantitative approach. The variables that are connected in this study are service quality as an independent variable and trust variable as an independent variable, and the dependent variable is the consumer satisfaction variable. The planned and implemented research time is from April until June 2020' As the basis for taking the questionnaire test for customers or users of TIKI services who have delivered goods 3 times in a month of research. And due to several considerations in providing questionnaires, the number of samples was determined to be 108 respondents.

IV. Results and Discussion

4.1 Results

a. Validity and Reliability

In this study, the magnitude of df can be calculated as much as 108-2 negligible 5% with df = 106 then it can be rtable of 0.1891. . All variables (Quality of Service, Trust and Consumer Satisfaction) are stated to be very reliable. Based on these results, if the reliability value is getting closer to 1, then the research instrument is getting better. The reliability value of the instrument above shows that the reliability level of the research instrument is adequate because it is close to 1 (> 0.81). Statistical tests were carried out

using the SPSS 20.00 Software application tool for Windows. Based on tests using the SPSS Statistics 20.00 for Windows program,

Multiple linear regression equation models in this study are:

$$Y = 1.311 + 0.416X_1 + 0.611X_2 + e$$

If you look at the results of the calculations above, the bias is described as follows:

- a) The constant is worth 1.311, indicating that if X_1 , X_2 has no effect, then customer satisfaction (Y) will be worth 1.311.
- b) The coefficient of X_1 (β_1) = 0.416 shows that every time there is an increase in the service quality variable by one unit, it will increase customer satisfaction by 0.416.
- c) The coefficient of X_2 (β_2) = 0.611 shows that every time there is an increase in the confidence variable by one unit, it will increase customer satisfaction by 0.611.

If you look at the results of SPSS calculations carried out on hypothesis testing, the following results are obtained:

- a) The independent variable X_1 (Service Quality) has a positive and significant effect on consumer satisfaction using express delivery services (TIKI).
- b) The independent variable X_2 (Trust) has a positive and significant effect on consumer satisfaction using express courier services (TIKI).
- c) Simultaneously, the two variables X_1, X_2 have a positive effect on consumer satisfaction using express delivery services (TIKI).

4.2 Discussion

After analyzing and testing the problem and having tested it on the SPSS program, the formulation of questions and hypotheses in this study have been answered and the results are known.

a. The Influence of Service Quality Variables on Consumer Satisfaction

From the tests carried out, it can be seen and illustrated that the service quality variable has a positive effect on consumer satisfaction. These results can provide an explanation that the quality of service provided can really affect customer satisfaction. As for completeness (facilities and infrastructure), paying attention to customer desires, always being on time in providing services, being responsive in overcoming problems and always carrying out their duties to improve customer satisfaction is the best way that can be done. And what happened in this research place was that the quality of service at TIKI was not fast enough in responding to problems that occurred to guests so that employees became slow and did not accept the service directions given by the leadership. The quality of service will be good if the leadership motivates all employees to receive input and support the creation of a good working atmosphere. Therefore, the quality of service provided at TIKI is determined by the company's responsiveness ability to meet customer desires in order to succeed in the competition.

b. The Influence of Trust variable on Consumer Satisfaction

From the tests carried out, it can be seen and illustrated that the trust variable has a positive effect on consumer satisfaction. These results can provide an explanation that the Trust variable can be realized by always being honest in doing work, always fulfilling its responsibilities to customers, providing the best quality service compared to other employees competitors, and always strive to be the best delivery of goods among others in meeting consumer satisfaction. And this is what happened at the research site is that consumer trust is still not as expected at TIKI, it is felt that it does not fulfill its responsibilities to customers, such as errors in shipping goods and damage to goods. So that the employee hands off in his responsibilities, things like this will look minus in the

eyes of the customer. Therefore, it is very necessary to increase and reclaim consumer trust in TIKI, by always instilling the importance of honesty, the importance of the spirit of integrity, increasing capability, always being consistent in promises and actions, which can build trust from customers.

V. Conclusion

- After analyzing and testing the research problems above, it is concluded that
- a. Completeness (facilities and infrastructure), paying attention to customer desires, always being on time in providing services, being responsive in solving problems and always carrying out their duties to improve customer satisfaction is the best way that can be done. in service quality using express delivery services.(TIKI)
 - b. Always be honest in doing work, always fulfill their responsibilities to customers, provide the best quality service compared to competitors, and always strive to be the best delivery of goods among others is the best way to grow consumer confidence using express delivery services. (TIKI)

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