The Role of Service Quality and Trust in Building Customer Satisfaction and Loyalty

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Abstract

This study aims to understand the role of service quality and trust in developing customer satisfaction and loyalty at JNE Margonda, Depok. The research is used as a quantitative approach. Respondents are 127 people who were taken by purposive sampling technique. This study uses Structural Equation Modeling (SEM) with Lisrel 8.80 applications for analyzing the data. All three hypotheses are accepted, and the data supports the model. H1: service quality has a positive and significant effect on customer satisfaction. H2: Trust has a positive and significant impact on customer satisfaction. H3: Customer satisfaction has a positive and significant effect on customer loyalty. The Conclusion: (1) The high quality of service from JNE Surabaya increases customer satisfaction (2) If trust in JNE Surabaya is high, then higher customer satisfaction will be higher too; (3) Respondents who feel satisfied when using JNE Margonda services will be more loyal to JNE Surabaya.

I. Introduction

An organization will continue to make efforts to keep maximizing their profits by satisfying and retaining their customers, for example by establishing a good communication with their customers. According to Priansa (2017) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers".

The communication carried out in this research is Integrated Marketing Communication (IMC) or commonly called integrated marketing communication, namely marketing communication that is integrated in various components. So, in various events, companies can use the tools contained in this IMC. Its components are advertising, direct marketing, sales promotion, personal selling, interactive marketing, telemarketing and public relations (Priansa, 2017). However, these components do not have to be used at the same time, so only as needed.

In JNE companies, IMC is very much applied here, for example with brochures advertising JNE products, telemarketing by giving messages to customers when the goods have been delivered or have arrived, and so on. The main purpose of this marketing communication is to disseminate information (informative communication), influence people to buy various products sold (persuasive communication), and increase people to make repeat purchases (Priansa, 2017). While the communication itself has a purpose that can provide several effects such as being able to grow awareness of certain information in the customer's memory which is called the cognitive effect. Furthermore, it can create effects to do everything expected. Of course, the expected effect is a purchase made by a customer. This

effect is called the affective effect. Finally, it can grow people's behavior into sustainable and repetitive behavior. In this case, of course, the behavior to make repeat purchases. This effect is called the conative effect (Priansa, 2017).

Based on this explanation, the authors reduce it to variables of service quality, trust, loyalty and customer satisfaction. Research shows that customers will show satisfaction supported by the service quality of the organization along with other factors (Tan et al., 2014). Service quality does not only lead to customer satisfaction, but is also a factor which contributes to customer retention and customer loyalty (Loyyl & Kumar, 2018). The determination of marketing strategies must be based on an environmental and internal analysis of the company through an analysis of the company's strengths and weaknesses (Dianto, 2020). Ariadin (2020) stated that in practice, only acts as an intermediary between the customer and the seller of the goods the customer wants (usually in the form of property). So important is this economic sector that in every policy making must consider all aspects that may affect both positive and negative (Rosmika, 2019).

In Indonesia, there is a delivery service, namely JNE Express, where people can use this service because it is fast and efficient. The JNE to be researched is located in Margonda, Depok. Based on data from the Top Brand Index, there has been a decrease in the percentage of JNE's sales for the last three years from 2017 to 2019 with a percentage value of 49.4% dropping to 45% and in the third year the peak of the decline being 26.4%.

Many customer complaints were found on Instagram @jne_id social media, including related to goods that did not arrive on time, many customers tried to contact JNE via email, telephone, twitter, but there was no answer and solution at all, there were also customers who lost the package. Many customers feel disappointment with JNE. In this phenomenon it is quite clear that there is a problem with the JNE organization related to quality service, customer trust, customer satisfaction, and customer loyalty.

Thus, this research aims to analyze whether the decrease in the percentage of JNE sales has any effect on the factors of service quality, trust, satisfaction and customer loyalty.

To carry out communication activities to consumers is not easy and not difficult because consumers are unique individuals, between one consumer and another must have different desires. Companies must understand something that is in each consumer in depth, so they must make observations from various existing consumers. According to Priansa (2017) "By carrying out communication activities effectively and efficiently, companies will be able to build sustainable customer satisfaction so that consumer loyalty will be formed, namely loyal consumers who contribute to the company for the long term".

According to Priansa (2017) "Company communication has elements in it such as communicators, communicants, messages, feedback, transmits, communication media, and interference". In this case, the communicator is the producer (ie JNE), the communicant is the wider community who use JNE services. The message conveyed by JNE is in accordance with the tagline "Connecting Happiness", namely delivering happiness is the quality of service that will be given optimally to its consumers. Service quality and innovation are two elements that can build competitive advantage, because the quality of service as a infrastructure that is adequate in providing services, while innovation is applied because consumers want a renewal in the services perceived by consumers, so the end result of service quality and innovation is the creation of competitive advantage (Kusumadewi, 2019).

II. Research Methods

This research is an explanatory type that is used to test hypotheses and explain the influence between variables with a quantitative approach. The population in this research are all people who have used JNE freight forwarding services in Margonda, Depok. The sample in this study was determined to be greater than 100 according to. The sampling technique was incidental sampling method (convenience sampling). According to the theory proposed by Hair et al in Hengky Latan (2012:45) that the minimum sample size for SEM analysis is 100, and the sample obtained in this research is 117 respondents.

For the service quality variable using the instrument described by Parasuraman (1988). Meanwhile, the trust variable was measured using an instrument developed by Flavian & Giunaliu (2007), and the customer satisfaction variable using an instrument developed by Steven A. Taylor (1994) & Baker (1994), and customer loyalty based on Gremler & Brown (1996). by making the necessary adjustments.

The data were collected by using a survey technique using a questionnaire. Measurements in this questionnaire use a Likert scale of 1 to 6, where 1: strongly disagree, 2: disagree, 3: somewhat disagree, 4: somewhat agree, 5: agree, 6: strongly agree. Based on the objectives and hypothesis testing of this research, the data that has been collected will be analyzed using descriptive analysis methods and structural equation modeling (SEM), with the help of SPSS software version 21 and LISREL version 8.8. (Joreskog and Sorbom, 1993).

The descriptive analysis carried out consisted of: the general profile of the respondents and the analysis of the distribution of the respondents' answers. An analysis of the distribution of answer values was carried out to determine the mean value, standard deviation, minimum value and maximum value of respondents' answers for the main research variables consisting of service quality, trust, customer satisfaction, and customer loyalty.

Structural Equation Modeling (SEM) data analysis was carried out in two stages, namely the analysis of the measurement model and the analysis of the structural model. After the analysis of the measurement model is complete, the next step will be parcelling/simplification of the measurement model using the latent variable score (LVS), then structural model analysis will be carried out. Wijanto (2008) states "The purpose of the measurement model analysis is to confirm whether the observed variables (indicators) are indeed a measure/reflection of the latent variables". Analysis of the measurement model using Confirmatory Factor Analysis. The steps are as follows:

a. The overall suitability test of the model where the Goodness of Fit Statistics (GOFI) values consist of RMSEA, NNFI, CFI, IFI, SRMR and GFI. Table 4.6 below shows the GOFI to be used in this study and the GOFI criteria for good fit.

Table 1. Goodness of Fit Index (GOFI)

Indikator	Description	Good Fit Standard Value
RMSEA	Root Mean Square Error of Approximation	<= 0.08
NNFI	Non-Normed Fit Index	>=0.90
CFI IFI	Comparative Fit Index	>=0.90
	Incremental Fit Index	>=0.90
SRMR	Standardized Root Mean Square Residual	<=0.05
GFI	Goodness of Fit Index	>=0.90

b. The analysis of the causal relationship between the research variables in the research model was carried out by looking at the significance and magnitude of the path coefficient values between the two latent variables of the study. A path that represents the relationship between 2 variables is said to have a significant effect on other variables if the t-value 1.96.

c. Research Hypothesis Testing. The results of the significance test obtained from point b, previously, are then used to test the existing research hypotheses, and it can be seen which research hypotheses are supported and which are not supported.

III. Discussion

3.1 Characteristics of Respondents

The results of descriptive analysis using SPSS 25 obtained the following characteristics of respondents: The number of respondents was 117 people consisting of 42 men (35.9%) and 75 women (64.1%). The largest variation in the age of respondents was between the ages of 17-25 years as many as 67 people (57.3%). The occupations of the majority of respondents are private employees as many as 65 people (55.6%). A total of 71 people (60.7%) had the latest education level of S1. The biggest expenditure of respondents is around Rp. 3,000,000 to Rp. 4,000,000 totaling 70 people (59.8%).

3.2 Analysis of Respondents' Answers
a. Service Quality Variables

The service quality variable has five dimensions, namely tangible products, empathy, reliability, responsiveness, and assurance. The tangible product dimension has 4 indicators, each of which has 3 indicator statements, so there are 12 indicator statements. The empathy dimension has 5 indicators, each of which has 3 indicator statements, so there are 15 indicator statements. The reliability dimension has 5 indicators, each of which has 3 indicator statements, so there are 15 indicator statements. The responsiveness dimension has 4 indicators, each of which has 3 indicator statements, so there are 12 indicator statements. The assurance dimension has 4 indicators, each of which has 3 indicator statements, so there are 12 indicator statements. Thus, the service quality variable is measured by 66 indicator statements. Descriptive analysis of the results of filling in the service quality variable statement can be seen in the following table:

Table 2. Respondents' Answers for Service Quality Variables

Indicator	Mean	Std. Dev	Min	Max
Physical Product	3,8	0,31	3,2	3,8
Empathy	4,3	0,45	3,2	5,1
Reliability	3,9	0,36	3,1	4,8
Responsiveness	4,0	0,51	2,3	5,0
Guarantee	4,2	0,54	2,7	5,4
Quality of service	4,0	0,35	3,3	4,7

Source: data processed by researchers

b. Trust Variable

The trust variable has 3 indicators, namely honesty, competence, and benevolence. Each of these indicators has 3 indicator statements. Thus, there are 9 indicator statements to measure the confidence variable. Descriptive analysis of the results of filling in the confidence variable statement can be seen in the table, as follows:

Table 3. Respondents' Answers for the Confidence Variable

Indicator	Mean	Std. Dev	Min	Max
Honesty	4,5	0,65	2,0	5,7
Competence	4,5	0,56	3,3	5,7
Virtue	4,3	0,76	2,3	5,7
Confidence	4,4	0,56	3,1	5,4

Source: data processed by researchers

c. Customer Satisfaction Variable

The customer satisfaction variable has five indicators including the pleasure of using the service, meeting customer expectations, satisfying experience, and pleasing the customer. Each indicator has 3 indicator statements. Thus, the customer satisfaction variable is measured by 12 indicator statements. Descriptive analysis of the results of filling out customer satisfaction statements can be seen in the table, as follows:

Table 4. Respondents' Answers for Customer Satisfaction Variables

Indicator	Mean	Std. Dev	Min	Max
Happy to use this service	4,6	0,70	2,7	6,0
Meet customer expectations	4,6	0,65	2,0	6,0
Satisfying experience	3,8	0,46	2,7	5,3
Pleasing customers	4,1	0,96	1,3	6,0
Customer satisfaction	4,2	0,52	2,7	5,3

Source: data processed by researchers

d. Customer Loyalty Variables

The customer loyalty variable has six indicators, namely saying positive things about JNE, providing recommendations to use JNE, most likely to use JNE again, rarely switching to other shipping services, JNE is the first choice if you want to send goods/packages, and JNE is a delivery service. best item Each indicator has 3 indicator statements. Thus the customer loyalty variable is measured by 18 indicator statements. Descriptive analysis of the results of filling out customer loyalty statements can be seen in the table, as follows:

Table 5. Respondents' Answers for Customer Loyalty Variables

Indicator	Mean	Std. Dev	Min	Max
Saying positive things about JNE	3,6	0,58	2,0	6,0
Provide recommendations to use JNE	3,9	0,74	1,7	5,7
Most likely will use JNE again	4,1	0,80	1,7	6,0
Rarely make the switch to another delivery service	3,5	0,86	1,0	5,3
JNE is the first choice if you want to send	4,0	0,77	1,7	5,7
JNE is the best freight forwarding service	3,9	1,13	1,0	6,0
Customer loyalty	3,8	0,43	2,7	4,9

Source: data processed by researchers

3.3 SEM Analysis
a. Research Model Estimation Analysis

The estimation of the research model after being simplified gives the results of the path diagram shown in the figure for the t-value (t-value) and the image for the standardized solution.
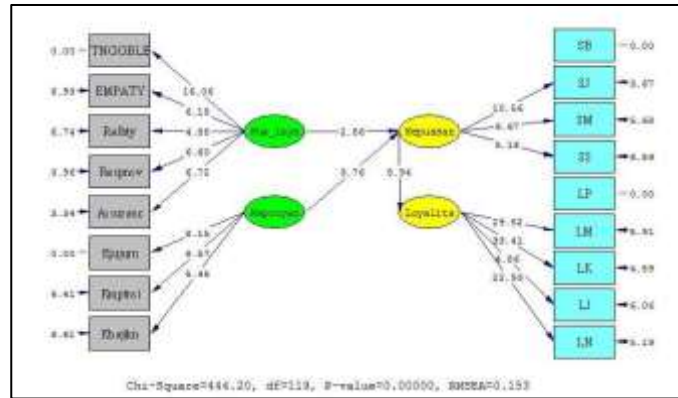
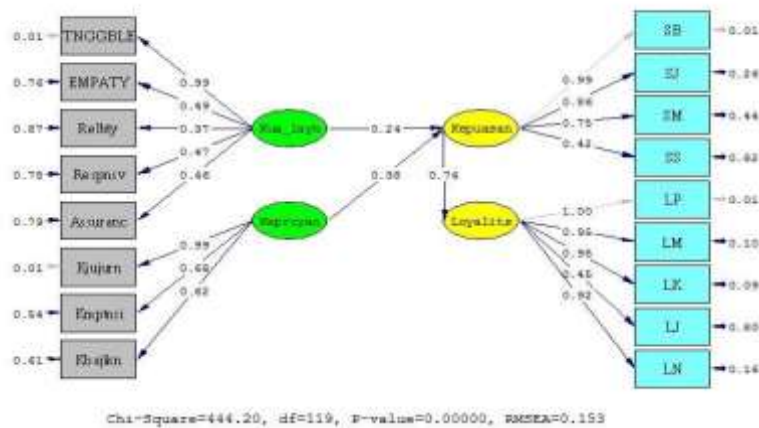***Figure 1.*** *Research Model Estimation Results after Simplifying (t-Value)*

Figure 2. *Research Model Estimation Results after Simplifying (Standard Solution)*

From the image and the printed output of the LISREL 8.8 program, the Goodness Of Fit Index (GOFI) value is obtained which shows the suitability of the data with the structural model, and can be seen in the table below:

Table 6. Goodness Of Fit Index (GOFI) Structural Model

Standard Value

GOFI	Value Result	Match		Conclusion
RMSEA	0,15	$\leq$	0.08	Poor compatibility
NNFI	0,91	$\geq$	0.90	Good match
CFI	0,92	$\geq$	0.90	Good match
IFI	0,92	$\geq$	0.90	Good match
SRMR	0.26	$\leq$	0.05	Poor fit
GFI	0.56	$\geq$	0.90	Poor fit

Source: Lisrel output processed by researchers

The table above proves that not all GOFI values show a good fit, so it can be concluded that the overall fit of the model from the structural model is quite good.

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Table 7. Statistical Test Results of Research Model

Relationship Between Variable	t- value*	Coefficient	Conclusion
Service Quality ➜Satisfaction	2.86	0.24	Signifikan Positif
Trust ➜Satisfaction	3.76	0.38	Signifikan Positif
Satisfaction ➜Loyalty	8.94	0.74	Signifikan Positif

Notes : *t-value 1.96 Significant
Source: Lisrel output processed by researchers

Table 7 above proves the coefficient value between service quality variables on customer satisfaction has a positive and significant effect of 0.24 with a t-value of 2.86; the coefficient value between the variables of trust on customer satisfaction has a positive and significant effect of 0.38 with a t-value of 3.76; and the coefficient value between the variables of customer satisfaction on customer loyalty has a positive and significant effect of 0.74 with a t-value of 8.94.

Table 8. Research Hypothesis Test Results

Research Hypothesis	Statistical Test	Conclusion
H1: Service Quality ➜Satisfaction	Significantly Positive	H1 accepted; data supporting the H2 model is
	Significantly Positive	accepted; data supporting the H3 model is
H2: Trust ➜Satisfaction	Significantly Positive	accepted; data support model

Source: processed by researchers

The results of hypothesis testing in table 2 prove that service quality has a positive and significant effect on customer satisfaction. This is in accordance with the theory that has been proposed by Parasuraman (1985) namely that quality and customer satisfaction have a very high correlation. The encouragement given from quality to its customers resulted in a better relationship with the company. This finding is supported by the results of previous research conducted by Ayu Atika (2013) which showed that the quality of services provided by Garuda Indonesia Denpasar can create customer satisfaction. This study is also in accordance with the results of Harun Al Rasyid's research (2017) that service quality will increase customer satisfaction positively and significantly. This shows that every detail improvement in service quality will be noticed by Go-Jek customers and will have a huge impact on customer satisfaction.

The results of hypothesis testing in table 2 prove that trust has a positive and significant effect on customer satisfaction. This is in accordance with the theory of Zeithaml and Bitner (2004) which states that trust is something that significantly affects customer satisfaction to buy and use the products and services offered. This result is supported by previous research conducted by Ahmad Guspul (2014) that trust has a significant influence on customer satisfaction of Kospin Jasa Wonosobo Branch. Other findings are also supported by research from Heri Setiawan (2016) that customer trust has a positive effect on customer satisfaction. So, the better the trust given by the customer will be followed by customer satisfaction, because the suitability of trust can foster customer perceptions that the trust of the product has norms that are in accordance with the quality of the products offered, the quality of service so that customers are satisfied with these products and services.

The results of hypothesis testing in table 2 prove that customer satisfaction has a positive influence on customer loyalty. These results are in accordance with the theory of Zeithaml & Bitner (2005), namely customer satisfaction is an evaluation related to products

or services that can meet their needs and expectations. If the product or service offered is very satisfying, the customer will definitely use or buy the product or service. These findings are supported by previous research from Junai Al Fian (2016) that customer satisfaction has a positive influence on customer loyalty at the AUTO 2000 workshop Sungkono Surabaya branch. This means that if customer satisfaction is shown through confirmation of expectations, repurchase interest and overall consumer satisfaction with the workshop increases, it will increase customer loyalty to the workshop.

IV. Conclusion

Based on the results of research that has been carried out, there are several conclusions obtained, namely: (1) Service quality has a positive and significant influence on customer satisfaction. So, if the service quality is getting better, it will strengthen the customer satisfaction of JNE Surabaya; (2) Trust has a positive and significant effect on customer satisfaction. Therefore, if the trust is high, the resulting satisfaction will be higher for JNE Margonda Depok; (3) Customer satisfaction has a positive and significant effect on loyalty. Therefore, if customers feel high satisfaction, customer loyalty to JNE Surabaya will also be high.

The suggestions that can be contributed to JNE Surabaya are as follows: (1) Improving the quality of service, the most important thing is communication. Because if the customer and the company can build a good communication relationship, it can create a harmonious relationship between the two. Therefore, to increase customer satisfaction, it is necessary to improve service quality and trust. In improving the quality of service, things that can be done by a company include always greeting customers well, always informing customers if there are promos, providing time to listen to various customer complaints, fairness in providing services to all customers, and always providing reports. to the customer if the shipment has arrived at the intended address; (2) In increasing trust, the company can do for example, such as always being honest in performing various services and providing various knowledge and sufficient training to couriers to always be honest in delivering goods/packages to customers; (3) To make someone loyal, it is necessary to increase customer satisfaction. Efforts that can be made include being able to keep their promises regarding goods that will arrive on time, companies can meet customer expectations by sending goods to their destination without any address errors.

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