# The Influence of Service Quality on Consumer satisfaction Delivery Services at JNT Express in Garut

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## Abstract

*The development of commerce is one of the many factors that drive the development of logistics in Indonesia. The reason for this to happen is due to the large demand for goods delivery services. JNT Express is one of the 2nd most popular shipping services in Indonesia which has a good existence and achievements. Because JNT Express is the most frequently used delivery service, in fact many consumer complaints arise due to the poor implementation of service quality and its impact on customer satisfaction. The high use of delivery services and similar online shop makes delivery services need to pay attention to and improve service quality so that there are no complaints about services so that they get satisfaction and a positive experience in the eyes of consumers. In this research, the aim is to obtain information on "The Influence of Service Quality on Consumer Satisfaction of JNT Express Delivery Services in Garut". This research uses a quantitative method with a causal descriptive approach, using a simple linear regression analysis technique which is then tested using IBM SPSS 25 software. The sampling process is carried out using a non-probability sampling with purposive sampling to 100 respondents. Based on a partial hypothesis test, service quality has a significant impact on customer satisfaction with delivery services at JNT Express in Garut. Based on the coefficient of determination, it is found that service quality can have an influence on customer satisfaction of 62.6% and the remaining 37.4% can be influenced by external factors which are not the focus of this research.*

## I. Introduction

Delivery service companies in Indonesia are growing very rapidly due to the development of commerce. It is explained that 88.1% of social media users in Indonesia use commerce as a means to meet needs in a certain period of time. The survey number is the largest value in the We Are Social April 2021 research. Therefore, business actors are competing to provide the best. In addition, based on the results of research observations by MarkPlus, Inc to 122 respondents in Indonesia, 59.8% were residents of the surrounding Jakarta area and 41.2% were non-Jakarta and surrounding areas, explaining that the use of freight forwarding services has grown rapidly in the past. covid-19 in order to carry out the delivery process. Most Indonesians use delivery services to get goods that have been paid for from commerce worth 85.2%. Therefore, people are becoming very picky in determining delivery services. There are two important points which are points of consideration in determining affordability, namely relatively cheap prices and speed of delivery, besides that people also hope that delivery services can improve services with a fast and accurate delivery process according to predictions of 81.1% and orders up to good physique by 72.1%. (Liputan6.com, 2020).

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The JNT Express delivery service is one of the many shipping services that is relatively new and has a good existence and achievements, where the current valuation of JNT Express is double that of Gojek, based on the Global Unicorn Index 2021, it ranks 16th unicorn in the world (Katadata.co id, 2021). In addition, based on search results through digital, it occupies the 2nd position as the most popular delivery service that is often used in Indonesia. (Infobrand.Id, 2021).

According to Parasuraman in (Prananda, Y., Lucitasari, DR, & Khannan, MSA, 2019) Service quality is defined as something that has a difference between reality and consumer expectations regarding the service they get. Quality in service can be said to be successful if it meets consumer criteria and vice versa. The quality of service in the company is the main value for a company because as a shield to profit from maintaining its business with competitors among each other, meaning that if the service has increased in serving customers, then this has an impact on increasing customer satisfaction as well.

As a newcomer, JNT Express has only started its business for approximately six years in the field of freight forwarding. Even so, at the beginning of its establishment in August 2015 until now JNT Express has developed rapidly and has gained public sympathy. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019). There is convenience in the transaction process due to the supporting tools, namely a sophisticated sorting machine, and the existence of a 365-day delivery operation. The growth of shipping traffic is dominated by online and the company has achieved results in the process of sending packages where they achieved about twice the delivery process of JNT Express on weekdays which can send as many as one million packages every day and the most shipments are in the Jakarta city area (DKI Jakarta). ), the city of Bandung (West Java) and the city of Surabaya (East Java). (Liputan6.com, 2021).

The advantages of the JNT Express delivery service are system on-time tracking package delivery with coverage to all regions in Indonesia, hotline twenty-four hour service , no holidays in package delivery, collaborating with several well-known partners such as Shopee, Garuda Indonesia Cargo, JNT Express shipping prices are market -friendly and friendly, and there check feature via the application and the web. Besides that, if it is observed through customer complaints, JNT Express has a minus value, especially in the service system, namely customer service. There are also those who complain that the application on their JNT Express is difficult to understand clearly. (Pintarjualan.id, 2021).

JNT Express is one of the most popular delivery service providers and has the widest delivery coverage in Indonesia, and has branches in several cities in Indonesia, including Garut. As usual, as many as 115,936 express deliveries and 46,984 express receipts. The data from the statistical center agency in 2018 can be interpreted that the use of delivery services to buy ecommerce in several years in Garut is quite high. (bekasikab.bps.go.id, 2022). In addition, there is a high demand for delivery services in Garut, supported by the number of SMEs similar to online shops appearing.

Based on a statement by the Head of the Garut Cooperative and UKM Service, stating that the number of medium-sized community businesses in Garut Regency as of September 17, 2020, reached 150,176 UMKM and was ranked second after Bandung City, 150,557 SMEs from a total of 1,729,966 district/city proposers in West Java. MSMEs (jabarprov.go.id, 2020). In addition, the Garut district government stated that it would encourage business actors to use digital to benefit from online sales. (repjabar.republika.co.id, 2021).

Based on the above statement, this indicates that the high use of delivery services and similar online shop in Garut that uses goods delivery services, one of which is JNT Express, makes delivery services in Garut need to pay attention and improve service quality, especially so that there are no complaints about services so that they can provide satisfaction/impression and good experience in the eyes of consumers. The following is JNT Express consumer complaint data in Garut:

**Table 1**

| Month | Type of Complaint 2020 | | | Type of Complaint 2021 | | | Total |
|---|---|---|---|---|---|---|---|
| | Lost | Late | Damaged | Lost | Late | Damaged | |
| January | 2 | 14 | 2 | 3 | 10 | 1 | 32 |
| February | 4 | 10 | 0 | 0 | 15 | 2 | 31 |
| March | 0 | 21 | 0 | 2 | 8 | 3 | 34 |
| April | 0 | 10 | 0 | 4 | 12 | 1 | 27 |
| May | 2 | 23 | 1 | 3 | 17 | 4 | 50 |
| June | 1 | 10 | 0 | 2 | 15 | 2 | 30 |
| July | 2 | 10 | 0 | 2 | 7 | 1 | 22 |
| August | 3 | 13 | 2 | 3 | 10 | 1 | 32 |
| September | 2 | 12 | 3 | 2 | 15 | 2 | 36 |
| October | 1 | 21 | 1 | 1 | 4 | 1 | 29 |
| November | 4 | 20 | 2 | - | - | - | 26 |
| December | 1 | 28 | 3 | - | - | - | 32 |
| Total | 22 | 192 | 14 | 22 | 113 | 18 | 381 |

*Source: JNT Express in Garut (2021)*

Based on table 1. regarding consumer complaint data from 2020 to October 2021 shows the many types of complaints felt by consumers, where there are three types of package complaints, namely packages lost, late and damaged. The total number of all package complaints is 381, where every month the number of complaints continues to grow. The existence of the data above shows that the demand for product delivery is increasing but results in the emergence of obstacles or problems that occur so that it is important for the company to improve the quality of service so that there are no complaints or comments, and feelings of disappointment in consumers, because if it is ignored it will have a negative effect on the survival of a company. effort.

According to Tjiptono in (Syahputra, RD, & Wibowo, S., 2019)consumer satisfaction is an expression or feeling that shows someone's happiness or dissatisfaction that arises because of alignment or not performance with expectations. If it is in line with expectations, customers will like it. If it is far from expectations, the customer will not like it. The following is the amount of data for sending JNT Express packages in Garut:

**Table 2**. Data for sending JNT Express packages in Garut

| No. | Year | Number of Shipments |
|---|---|---|
| 1. | 2020 | 15,550 |
| 2. | October 2021 | 17,250 |

*Source: JNT Express In Garut (2021)*

From the table above it can be seen that the number of JNT Express package deliveries in Garut has increased from 2020 to October 2021, but even so the target of JNT shipments Express in Garut stated that the level of complaints still increased in certain months of the year and the rate of package delivery also fluctuated in certain months of the year.

From the description of the data above, it shows that the incident of lost, damaged and late packages should not have happened, because JNT Express has become the most frequently used and popular shipping service and has received extraordinary awards in the field of logistics services in Indonesia, but in reality there are many consumer complaints that have been made. arise due to the lack of good implementation of service quality and customer satisfaction. If it is not taken seriously, unwanted things may happen, such as the company will experience losses and consumers will move and prefer to use other shipping services. In addition, the existence of consumer dissatisfaction causes many businesses to run the same focus and compete to be better and make the owners and employees to continue to improve their service system in order to provide satisfaction for customers.

Many factors that cause consumer dissatisfaction, one of which is the quality of service. Therefore, service quality is considered to be one of the many factors that can be a measuring point for customer satisfaction in providing delivery services. The existence of good service quality is expected to provide customer satisfaction, because indirectly it is a positive message that can be spread among consumers continuously. From the description that has been explained, the researchers chose to conduct research related to the topic "The Effect of Service Quality on Consumer Satisfaction of JNT Express Garut Delivery Services".

## 1.1 Problem Formulation

Based on the background and phenomena described above, it can be concluded that there are several problem formulations, namely:

a. How is the quality of delivery services on JNT Express in Garut?
b. How is customer satisfaction with JNT Express delivery services in Garut?
c. How is the influence of service quality on customer satisfaction with delivery services on JNT Express in Garut?
d. How big is the influence of service quality on customer satisfaction with delivery services on JNT Express in Garut?
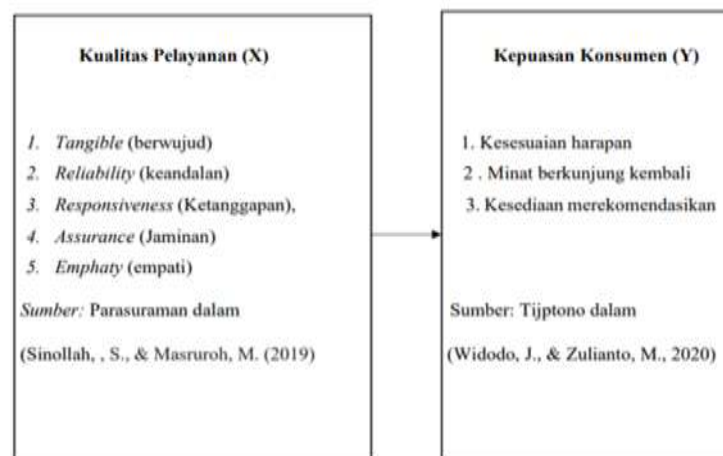
## 1.2 Thinking Framework

| Kualitas Pelayanan (X) | Kepuasan Konsumen (Y) |
|---|---|
| 1. *Tangible* (berwujud)<br>2. *Reliability* (keandalan)<br>3. *Responsiveness* (Ketanggapan),<br>4. *Assurance* (Jaminan)<br>5. *Emphaty* (empati)<br><br>*Sumber:* Parasuraman dalam<br><br>(Sinollah, , S., & Masruroh, M. (2019) | 1. Kesesuaian harapan<br>2 . Minat berkunjung kembali<br>3. Kesediaan merekomendasikan<br><br><br>Sumber: Tijptono dalam<br><br>(Widodo, J., & Zulianto, M., 2020) |

*Figure 1*

### 1.3 Hypothesis

Based on the conclusions from the framework that has been described, the hypothesis in this research is:

Ha: There is a positive and significant impact between Service Quality on Customer Satisfaction with Delivery Services at JNT Express in Garut.

## II. Review of Literature

### 2.1 Service Marketing

According to Malau (2018: 59) Services are activities that do not have physical, cannot be felt and cannot be seen by one party to another. For example, the friendliness of a customer service delivery service cannot be seen but can be felt by service users, so it can be interpreted that the importance of service quality for the pleasure of a consumer can bring success to a service company. Based on this understanding, it can be seen that service marketing is actually an activity to offer services that are intangible and relate directly to service users or consumers, so it is very important for every business to serve every customer well, because good service can give a good impression for a business. and satisfaction for customers.

### 2.2 Consumer Satisfaction

Tjiptono (Syahputra, RD, & Wibowo, S., 2019) consumer satisfaction is an expression of happiness or not that exists and arises after they can determine whether expectations or assumptions are with the existing reality regarding the results of a product. Through this understanding, it can be interpreted that if customer satisfaction is a person's level of feeling when he gets the services he buys and compares the performance of the services they choose, whether in accordance with expectations or not. Satisfaction of one customer with another customer there will be differences in line with the assumptions, expectations and needs of these customers. If the services they get are good and meet their expectations, they will be happy and tend to recommend these services to people around them. According to Hawkins and Lonney quoted in Tjiptono in the journal Economic Education (Widodo, J., & Zulianto, M., 2020) the points that form the basis of customer satisfaction are as follows: 1) Conformity of expectations, being the level of conformity between service performance desired by consumers with that of consumers. 2) Re-visit interest, is the customer's willingness to return or use the service again and again. 3) willingness to recommend, is the willingness of customers to promote services that have been felt to others.

### 2.3 Service Quality

Based on the opinion of Parasuraman in (Prananda, Y., Lucitasari, DR, & Khannan, MSA, 2019) service quality is defined as a difference between reality and consumer expectations of the services obtained. Based on this understanding, it can be concluded that all service providers must know and understand efficient order to solve all problems of fierce business and increasing competition. Because it is not uncommon for service providers to offer services that are difficult for consumers, by providing good service to consumers, they can get a good response to the service itself. According to Parasuraman, Zeithaml, and Berry in (Sinollah, S., & Masruroh, M. (2019), there are 5 dimensions that can be seen in service quality, namely Tangible (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (belief), Empathy (empathy).

# III. Research Method

This research uses quantitative methods through a descriptive approach. This research hopes to obtain information about the impact of service quality on customer satisfaction for JNT Express delivery services in Garut. According to Sugiyono (2019: 22) Quantitative method is defined as a method in a research based on positivism, and is intended as a population or sample observation. Data collection uses research, quantitative or statistical data analysis to test hypotheses that have been made. According to Sugiyono (2018:147) descriptive research Statistical data is used in order to be able to analyze data by describing or describing the data as it should be it is a general conclusion. This research applies a Likert scale, according to Sugiyono (2017: 93) The Likert scale is applied as a measuring tool for the behavior, thoughts, and assumptions of a person as well as a group of people about social phenomena. According to Sugiyono (2016: 134-135) there is a Likert modification of 4 (four) options, there are other answers, namely: Strongly Agree (SS) with a score of 4, Agree (S) with a score of 3, Disagree (TS) with a score of 2 , Strongly Disagree (STS) with a score of 1. Based on this understanding, the 4-level Likert scale measurement was used for the questionnaire which forced respondents to choose one side because there was no "neutral" option. The Likert scale can also negate the central side of agree and also disagree, which is "neutral". The case requires the respondent to decide whether to agree or disagree. The following questions are intended so that respondents can make choices instead of choosing a neutral attitude which means not having arguments.

The population taken in this research are all respondents who have used the JNT Express delivery service and are domiciled in Garut. The number of respondents who use this service cannot be ascertained how many. The sampling method used in this research is probability sampling, the sampling is done by purposive sampling.With the results of calculations using the Bernoulli formula, the number of respondents was 96.04 or rounded up to 96 people. However, in order to overcome the shortcomings in the distribution of questionnaires, the authors add the number of questionnaires to be distributed to 100 respondents. The method of collecting data in this research is using questionnaires via google form, interviewing supervisors, employees, and consumers of JNT Express in Garut and also study references such as searching for data through existing sources such as company documents, journals, articles, internet, and others.

# IV. Result and Discussion

## 4.1 Characteristics of Respondents

After distributing questionnaires to 100 respondents who have used delivery services on JNT Express in Garut, it can be concluded that the characteristics based on gender are generally female, which is 60%. This happens because women shop online more, research conducted by Katadata in 2019 states that women do online shopping 26 times compared to men who only do shopping 14 times, causing many package deliveries. Furthermore, the age range that dominates is >25-35 years because based on research by *Zebra Technologies Corporation*(Zebra) it is stated that women are comfortable shopping online compared to coming to the store because they prefer *shopping online because* it has a more affordable price than the store, also because there is an unrestricted return if something that has been obtained is not the same as the description or image in the online store, therefore the impact on the use of shipping services also increases. Furthermore, based on occupation, it can be seen that consumers who work as entrepreneurs make up the most

members with 53% of respondents. This happens because of the growth in the use of *commerce* where they can carry out the online shopping process. In addition to the results of observations by *MarkPlus, Inc,* the use of freight forwarding services has grown rapidly in the *covid*, in order to be able to carry out goods delivery activities. The majority of business people or people use delivery services as a means of getting goods that have been purchased through online stores, which is 85.2%. Finally, based on income characteristics, it is known that consumers who use JNT Express delivery services in Garut are the majority of respondents with salaries > IDR 1,000,000 - IDR 3,000,000 per month, which is 38%, this research *e-commerce* concludes that everyone can shop at online stores more than twice, which can reach three to five or even more per month, where they shop with a nominal value of IDR 2 million per month through online stores. Therefore, with an increase in online shopping, customers get the benefit of not being required to carry their groceries because there is already a delivery service to their home so they are more enthusiastic about carrying out repeated transactions when shopping online.

## 4.2 Descriptive Analysis

According to (Sugiyono, 2018:147) descriptive statistics are statistics that are used to be able to analyze a file or data through the elaboration or depiction of the data that has been collected which does not want to create a conclusion that is not based on data but vice versa and can be used independently. generals." The category of value interpretation that can be observed in table 4.1 follows:

**Table 3.** Category of Score Interpretation

| No | Persentase | Kategori Penilaian |
|----|------------|-------------------|
| 1. | 25% - 43,75% | Sangat Buruk |
| 2. | >43,75% - 62,5% | Buruk |
| 3. | >62,5% - 81,25% | Baik |
| 4. | >81,25% - 100% | Sangat Baik |

*Source: Results of Data Processing Author (2022)*

In answering the problem formulation that has been made, descriptive analysis will be applied to explain the overall data collected. Thoroughly based on the conclusions from the results of the descriptive analysis of the service quality variable, it was 78.71% and the value was classified as good criteria. In this case, it shows that customers feel that the quality of delivery services provided by JNT Express is quite good, such as the services provided by employees where they provide fast and friendly service, always recommend the type of delivery as needed, have full attention when serving, and so on. so that it makes consumers feel happy when using JNT Express delivery services. Furthermore, the variable of consumer satisfaction is 79.50% and the value is classified in good criteria. In this case, it illustrates that customers are satisfied using the JNT Express delivery service.

## 4.3 Validity & Reliability
## a. Test Validity Test

Results of the validity test carried out by researchers by distributing questionnaires to 100 respondents with 20 statements, indicate that the answers to all variables are considered accurate, where the confidence level is 0.05 (5%) and score > *t0.195* , the results can be observed in table 4.below:

**Table 4.** Table Validity Test

| Variabel | Item | R Hitung | R Tabel | Keterangan |
|---|---|---|---|---|
| Kualitas Pelayanan (X) | 1 | 0,342 | 0,195 | Valid |
| | 2 | 0,631 | 0,195 | Valid |
| | 3 | 0,581 | 0,195 | Valid |
| | 4 | 0,598 | 0,195 | Valid |
| | 5 | 0,555 | 0,195 | Valid |
| | 6 | 0,600 | 0,195 | Valid |
| | 7 | 0,548 | 0,195 | Valid |
| | 8 | 0,633 | 0,195 | Valid |
| | 9 | 0,507 | 0,195 | Valid |
| | 10 | 0,761 | 0,195 | Valid |
| | 11 | 0,403 | 0,195 | Valid |
| | 12 | 0,421 | 0,195 | Valid |
| | 13 | 0,451 | 0,195 | Valid |
| | 14 | 0,273 | 0,195 | Valid |
| Kepuasan Konsumen (Y) | 15 | 0,530 | 0,195 | Valid |
| | 16 | 0,599 | 0,195 | Valid |
| | 17 | 0,570 | 0,195 | Valid |
| | 18 | 0,567 | 0,195 | Valid |
| | 19 | 0,707 | 0,195 | Valid |
| | 20 | 0,571 | 0,195 | Valid |

*Source: Researcher Data Processing Results With IBM SPSS 25, 2022*

Based on table 4.1 data processing shows the statements contained in all variables have been considered accurate because the *t-count > t-table* which is 0.195.

## b. Reliability Test

**Table 5.**

| No | Variabel | Cronbach Alpha | Keterangan |
|---|---|---|---|
| 1. | Kualitas Pelayanan | 0,787 | Reliabel |
| 2. | Kepuasan Konsumen | 0,619 | Reliabel |

*Source: Researcher Data Processing Results With IBM SPSS 25 (2022*

From table 4.2 data processing shows statements on all service quality variables (X) and customer satisfaction (Y) already have a reliable assumption because *Cronbach's alpha* is more than 0, 60.

## 4.4 Classical Assumption
## a. Test Normality Test

**Table 6.** Normality Test

|  |  | Unstandardized Residual |
|---|---|---|
| N |  | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
|  | Std. Deviation | 1.26098934 |
| Most Extreme Differences | Absolute | .075 |
|  | Positive | .074 |
|  | Negative | -.075 |
| Test Statistic |  | .075 |
| Asymp. Sig. (2-tailed) |  | .187[c] |

a. Test distribution is Normal
b. Calculated from data
c. Lilliefors Significance Correction

*Source: Author's Data Processing Results with IBM SPSS 25 (2022)*

Through the normality test results *Kolmogrov Smirnov* test obtained *asymp.sig* or a significance score of 0.187 greater than 0.05 so it can be concluded that the data that has been tested has a normal distribution

## b. Heteroscedasticity Test
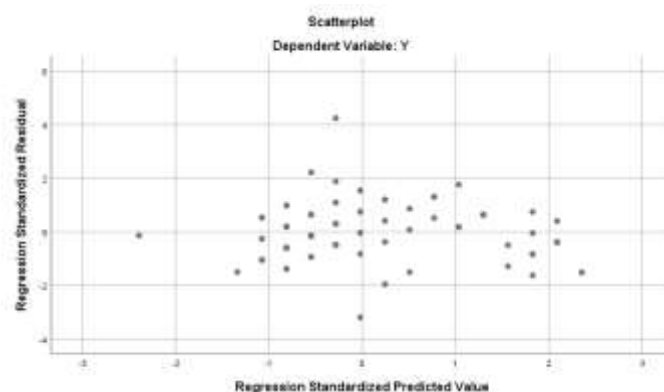


*Source: Data Processing Results with IBM SPSS 25 (2022)*
***Figure 2.** Heteroscedasticity Test Results*

From data 8, it can be observed that the scattered points are not in a certain pattern as seen united in the middle, narrowing and widening or or vice versa, namely to spread and then become one. It can be concluded that there is no heteroscedasticity in this research.

## 4.5 Simple Linear Regression Test

**Table 7**. Regression Test Results

**Coefficientsᵃ**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .112 | 1.485 | | .075 | .940 |
| | X | .430 | .034 | .791 | 12.818 | .000 |

a. Dependent Variable: Y

*Source: Researcher Data Processing Results with IBM SPSS 25 (2022)*

It can be observed in table 4.7 above, obtained a simple linear regression equation as follows:

$$Y = a + bx$$
$$Y = 0.112 + 0.430\ x$$

a. Constant value a in the regression line of 0.112 means that if the quality of service (X) the value is 0. Then customer satisfaction *(*Y) is worth 0.112.
b. The value of b is the coefficient number in a simple linear regression equation with a value of 0.430, this number means that for every 1% addition of service quality, the value of customer satisfaction is predicted to increase by 0.430. The sign (+) in the regression equation indicates that service quality has a positive relationship to customer satisfaction with delivery services on JNT Express in Garut.
4.1 Based on the table above, a significance value of 0.000 <0.05 is obtained, so it shows that the service quality variable (X) has an effect on the variable customer satisfaction with delivery services at JNT Express in Garut (Y).

## 4.6 Test Hypothesis Testing

**Table 8.** T-Test Results

**Coefficientsᵃ**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .112 | 1.485 | | .075 | .940 |
| | X | .430 | .034 | .791 | 12.818 | .000 |

a. Dependent Variable: Y

*Source: Researcher Data Processing Results With IBM SPSS 25, 2022*

Seen from chart 4.8 In this study, it can be seen that the t-table score is obtained through the formula df = (N-1) = 100 -1 = 99 with an error rate of 0.05 (5%). The significance value for the effect of the variable X on Y is 0.000 < 0.05 and the t value is 12.818 > 1.984. So it can be concluded that Hais accepted which indicates that there is a significant impact between service quality variables (X) on consumer satisfaction with JNT Express delivery services in Garut (Y) partially.

## 4.7 Determination Coefficient Test Results

**Table 9.** Determination Coefficient Testing Results

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .791[a] | .626 | .623 | 1.267 |

a. Predictors: (Constant), X
b. Dependent Variable: Y

Based on the chart shown, it is known that the coefficient of determination R square in this study is 0.626 or 62.6%, which means that service quality (X) is influenced by customer satisfaction with JNT delivery services. Express in Garut (Y) worth 62.6%. While the remaining 37.4% is influenced by other variables or factors not examined by the researcher.

## V. Conclusion

Through the results of research that has been carried out on the impact of service quality on customer satisfaction with delivery services at JNT Express in Garut, several conclusions were obtained to answer the formulation of the problem in this research. The following conclusions can be obtained by researchers, namely:

1. Responses from 100 people on service quality to customer satisfaction JNT Express delivery services in Garut are classified as good criteria, namely 78.71%. This value is obtained through measurement results based on service quality dimensions including Tangible (tangible), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), and Empathy (empathy). Thus, it can be concluded that the quality of service is good.

2. Responses from 100 people on customer satisfaction with delivery services on JNT Express in Garut are classified as good criteria, namely 79.50%. The value was obtained through the measurement results based on the dimensions of Conformity of Expectations, Interest in Returning, and Willingness to Recommend. With that, it can be concluded that the satisfaction of the JNT Express delivery service consumers in Garut is good.

3. Based on the significance value for the impact of service quality on customer satisfaction, it is worth 0.000 <0.05 and the t-count value is 12.818> 1.984. This shows that there is a significant effect between service quality variables (X) on customer satisfaction with delivery services at JNT Express in Garut (Y) partially.

4. The magnitude of the impact of the service quality variable on customer satisfaction with delivery services at JNT Express in Garut is 62.6% and the remaining 37.4% is influenced by other things that are not the focus of this research.

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