SiCepat Ekspress Service's Quality Effect

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Abstract

The effects of pandemic era are one of become an interest in conducting this research. The key factor for customers in making repeat purchases which is the largest portion of the company's sales volume is customer satisfaction. The purpose of this study is to provide empirical evidence about the effect of service quality to customer's satisfaction. This research was conducted at sicepat ekspress customer's in negeri besar, waykanan lampung consisting of samples obtained as many as 100 customers. The type of data used in this research is primary data with the sampling technique used was purposive sampling. The data analysis method used is a quantitative method that the multiple regression analysis tested with Statistical Package for the Social Sciences (SPSS) V24. The results of this study indicate that service quality which consist of tangibles, reliability, assurance, integrity, benevolence, and competence have a significant positive effect on customer satisfaction. These results are expected to be useful to improve of service quality, especially at the sicepat ekspress company in Indonesia.

Keywords: Customer Satisfaction, Service Quality, SiCepat Ekspress, Pandemic Era

1. Introduction

Nowadays, online shopping is a common activity for Indonesian people, especially now that people are facing a pandemic where people are limited in their activities by the government or also called PPKM (implementation of restrictions on community activities). This includes restrictions on direct buying and selling, such as in the market, mini markets, malls and so on which require buyers and traders to transact directly, and not to maintain distance. Therefore, people prefer to online shop, because it is safer and easier to do during a pandemic like this. In Indonesia, there are many freight forwarding companies, one of which is the Indonesian SiCepat Ekspress expedition company. SiCepat Ekspress is a company engaged in the service sector, focusing on freight forwarding services covering the entire territory of Indonesia and expanding to Asian continent and also Australia. Since it was first established in 2014.

SiCepat Ekspress has grown rapidly and has more than hundreds of branches spread throughout Indonesia to support all shipping operational activities. Even though it was only established in 2014, SiCepat Ekspress has become a fairly large company and has been reckoned with by other companies engaged in similar delivery service in Indonesia. On 21 February 2018, SiCepat Ekspress presented the SiCepat Syariah Program. In 2019 SiCepat Ekspress won the 2019 Indonesian Business News Award in category of the Best Growth Strategy in Logistic Industry 2019. Companies must pay attention to customer satisfaction with the quality of service according to Fandy Tjiptono (2015) is a dynamic condition that is closely related to products, service, human resources.as well as processes and environments that can at least meet or even exceed the expected service quality.

According to phillip Kotler and Kevin Lane Keller (2007), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance. Consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled (Tjiptono, 2012). According to Djaslim Saladin (2003), the notion of customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (results) of a product and his expectations. As many as 30-4-% of customers are not satisfied with the delivery service (satisfaction level 1-2). The quality of the delivery experiences these days greatly affects customer satisfaction and benefits (Rachmatinnisa, 2009). Satisfying customer needs is the desire of every company. In addition to being an important factor for survival of the company, satisfying customer needs can increase its competitive advantage. Customers who are satisfied with products and services tend to repurchase the product and reuse the

service when the same need reappears in the future. This means that satisfaction is a key factor for consumers in making repeat purchases which are the largest portion of the company's sales volume.

2. Literature Review

2.1. Attribution Theory

Attribution theory is a theory that explains a person's behavior. Attribution theory explains the process of how we determine the causes and motives of a person's behavior. This theory refers to how a person explains the causes of the behavior of others or himself which will be determined whether from internal such as traits, characters, attitudes and others or external such as as pressure from certain situations or circumstances that will have an influence on individual behavior (Fritz Heider, 2005)

2.2. Service Quality

According to Feigenbaum Nasution (2004) Service Quality is satisfaction customer fully (full customer satisfaction). Something product quality if could give satisfaction fully to consumer, that is in accordance with what which expected consumer on something product/service. Parasuraman, et al. (1988), Service Quality can be seen from six dimensions, including: (1) Tangibles; (2) Reliability; (3) Responsiveness; (4) Assurance; (5) Benevolence (6) Competence. According to Zethaml and Bitner (1996) service quality is the level of expected advantage and control over the level of that advantage to meet customer desires, thus the company also begins to think about how the quality of service provided is highly expected by consumers and finally what consumers expect in accordance with their wish.

2.3. Satisfaction Customer

Satisfaction customer is level feeling somebody after compare performance which perceived with hope (Kotler, 2004). There are three aspects of satisfaction consumers, namely: (1) Loyal to the product; (2) there is good communication positive word of mouth; (3) the company becomes main considerations (Kotler, 2000). Measurement of consumer satisfaction (Tjiptono, 2014) has six core concepts, namely as follows: (1) Overall customer satisfaction; (2) Dimensions of customer satisfaction; (3) confirmation of expectations; (4) repurchase intention; (5) willingness to recommend; and (6) customer dissatisfaction.

H: Service Quality have a positive effect on Customer Satisfaction in SiCepat Ekspress Company

Figure 1. Research Framework

3. Materials and Methods

3.1. Materials

This research was conducted at SiCepat ekspress customer's in negeri besar, waykanan lampung consisting of samples obtained as many as 100 customers in the tegal mukti village area, negeri besar sub-district. The type of data used in this research is primary data with the sampling technique used was purposive sampling, which is a carefully selected sample to be relevant to the research design (Nasution, S., 2009).

3.2. Methods

The method used in this research is multiple linear regression model, correlation and determination, T-Ratio statistic, F statistic. Data collecting methods in this study are questionnaires, interviews & documentation. The data analysis method used in this study is using a quantitative method with Statistical Package for the Sosial Sciences (SPSS) V24.

4. Results and Discussion

4.1. Data Validation and Reliability Test

Table 1. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
XA1	51.04	14.968	0.414	0.859
XA5	51.12	14.753	0.523	0.854
XA6	51.48	14.717	0.379	0.862
XA9	51.15	15.240	0.431	0.859
XA10	51.17	14.870	0.512	0.855
XA11	51.33	14.264	0.405	0.863
XA12	51.07	14.086	0.646	0.847
YB1	50.67	14.749	0.385	0.862
YB2	51.10	14.717	0.513	0.854
YB3	50.91	12.931	0.711	0.840
YB4	50.98	12.505	0.731	0.839
YB5	50.90	13.202	0.875	0.832
YB6	50.68	14.705	0.437	0.858

Sources: Primary data processed, 2021

Alpha value > 0.80 means that all items are reliable and all test consistently have strong reliability.

4.2. Classic Assumption Test Results

Table 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Mean		0.0000000
Std. Deviation		0.36769715
	Absolute	0.076
Most Extreme Differences	Positive	0.068
	Negative	-0.076
Test Statistic		0.076
Asymp. Sig. (2-tailed)		0.160^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

From the table above, the significant value is 0.160, which means that the data is normally distributed because the significance value is more than 0.005. thus statistical testing in the form of F test and T test can be carried out in this study to test the hypothesis.
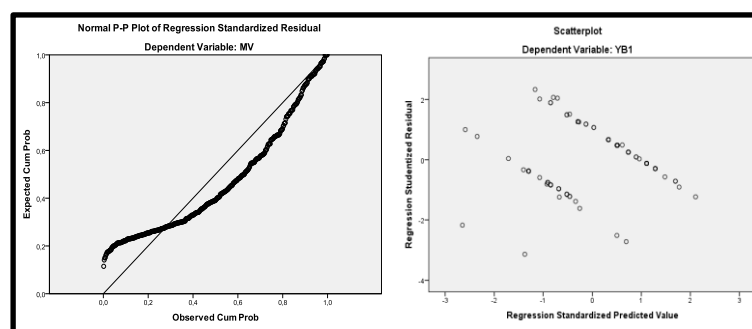

Figure 2. Classic Assumption Test

From the figure.2, it can be seen that the data is normally distributed, there is no heteroscedasticity and multicollinearity so that it can continued for hypothesis testing.

4.3. Hypothesis Testing

4.3.1. Coefficient of Determination Test

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.714[a]	0.510	0.442	0.392

a. Predictors: (Constant): XA12, XA3, XA4, XA8, XA2, XA1, XA5, XA6, XA11, XA10, XA7, XA9

b. Dependent Variable: YB1

From the results of the coefficient of determination (R^2) above, it can be concluded that the Custpmer Satisfaction Variable can be explained by the Service Quality variables by 44.2% while the remaining 55.8% is explained by other variables that is not explained in this study.

4.3.2. Coefficient of Determination Test

Table 3. ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.925	12	1.160	7.543	0.000[b]
	Residual	13.385	87	0.154		
	Total	27.310	99			

a. Dependent Variable: YB1

b. Predictors (Constant):   XA12, XA3, XA4, XA8, XA2, XA1, XA5, XA6, XA11, XA10, XA7, XA9

The F statistical test is used to show whether the independent variables included in the model have a joint effect on the dependent variable. In table 4 of the ANOVA test or the F statistical test, a significance value of < 0.05 was obtained, so the hypothesis was accepted. Then it means that X simultaneously affects Y.

4.3.3. T-Ratio statistic Test

Table 3. Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.468	0.529		6.561	0.000
	X	0.278	0.126	0.218	2.209	0.029

a. Dependent Variable: YB1

Based on table, it is Shown that the effect of Service Quality on Customer Satisfaction has coefficient t-statistics of 2.209 and significant $0.029 < 0.05$. it means that the Service Quality variable has significant positive effect on Customer Satisfaction variable so that the Hypothesis research is supported.

5. Conclussion

Based on the analysis of the results and discussion of the research, the following conclusions can be drawn: Service Quality have a positive and significant effect on Customer Satisfactions. The greater the Service Quality received by the customer, can increase the better of customer satisfactions. From the results of interviews with several customers, many of theme said that they are very satisfied with the service from SiCepat Ekspress, not only in term of services, the time for delivery of goods and finding the location of the recipient of the goods is also alright.

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