

# BUILDING CONSUMER SATISFACTION TO IMPROVE CONSUMER TRUST THROUGH SERVICE QUALITY AND CONSUMER EXPERIENCE IN JNE PEKANBARU

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Achmad Tavip Junaedi

Evelyn Wijaya

Megawati Manullang

Institut Bisnis dan Teknologi Pelita Indonesia

**Abstract:** e-Commerce is growing and influencing the business world. Service quality and consumer experience have an influential role to provide consumer satisfaction and trust. This study aims to understand and analyze the influence of service quality and consumer experience on consumer satisfaction and consumer trust in JNE Pekanbaru. The population in this study is all consumers who have used JNE logistics services in Pekanbaru. The sampling used an accidental sampling technique with 150 respondents. The researchers utilized path analysis techniques with the PLS program. The results show service quality and consumer experience had a significant positive effect on consumer satisfaction and trust. Consumer satisfaction encourages the creation of consumer trust in JNE of Pekanbaru. Therefore, next researches are expected to be able to explore other variables such as customer value, customer relationship management, and other variables suspected of affecting consumer satisfaction and consumer trust.

**Keywords:** Service Quality, Consumer Experience, Satisfaction, Trust.

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*Corresponding Author:*  
Achmad Tavip Junaedi, Institut  
Bisnis dan Teknologi Pelita  
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The development of e-commerce is encouraging companies to make the best attempts in marketing products/services to consumers. Every company needs a marketing strategy to get and keep consumers and gain a large market share. One of the sectors that get the direct impact of e-commerce is

transportation, especially logistics services companies.

Based on data from the Top Brand Index in 2019, the first rank of a logistics services company in Indonesia was JNE with an index value of 45.0. The second rank was TIKI with an index value of 13.6. The third position was JandT with an index value of 13.9. It means JNE is the most preferred logistics service provider by the public compared to other logistics service companies.

Moreover, to the Top Brand Award, JNE has also received other awards from national to international scales such as the Social Media Award, the Contact Service Center Excellence Award, the Indonesia Top Digital Public Relations Award, and the 1<sup>st</sup> Millennium Choice in Courier Services Category. JNE's flagship service is its network that reaches shipping to international routes in collaboration with associations of logistics service providers in Asia. JNE serves the delivery of goods in the form of packages, documents, vehicles, and so on.

Consumer satisfaction is an emotional element as the short-term post-purchase reaction of consumers to the performance of certain services. The reaction can be in the form of anger, dissatisfaction, irritation, neutrality, excitement, or pleasure (Wardhana, 2016). The main key to winning the market competition is to provide high value and satisfaction to consumers through the delivery of high-quality services at competitive prices. Based on a survey of 40 respondents using JNE logistics services, they are not quite satisfied with JNE shipping services. This condition is because the service is still not in the best quality. It is evidenced by consumer complaints such as late delivery-receipt of goods, the late response from JNE on consumer complaints, and delivery address errors.

Service quality describes the overall impression of consumers towards the inferiority/superiority of the organization along with the services offered (Bitner, 2000). Parasuraman, et al. (1988) highlights 22 items considered by consumers in perceived service quality. These items are grouped into 5 dimensions, namely reliability, responsiveness, assurance, empathy, and physical evidence. Quality of service encourages consumers to commit to a company's services so that it has an impact on increasing market share. The better the quality of company services to consumers will increase consumer satisfaction. Research (Sembiring, et al., 2014) found the service quality has a significant positive effect on consumer satisfaction. The results of this study are in line with studies (Pandesia, et al., 2017; Tombeng, et al., 2019; Wijaya, et al., 2019), but in contrast to research (Hadian and Rahmat, 2019). Companies must strive to provide high-quality services to cre-

ate consumer trust. Sukmawati (2015) stated that service quality has a significant positive effect on consumer trust. This is in line with the idea of (Sarwar, et al., 2012).

H<sub>1</sub> : Service quality has a positive and significant effect on consumer satisfaction

H<sub>2</sub>: Service quality has a positive and significant effect on consumer trust

Consumer experience is an internal and subjective response resulting from interactions with the company (Meyer and Schwager, 2007). Consumers not only obtain information from services, but they can also feel and experience their involvement in the services. The better the consumer experience in using company services, it will increase consumer satisfaction. Dewi and Hasibuan(2016) found consumer experience possesses a positive and significant effect on consumer satisfaction. This is in line with research (Azhari et al., 2015; Wardhana, 2016), but different from (Pramudita and Japarianto, 2013). The more consumer encounter in using company services will increase consumer trust in the service. Pramita (2019) determined consumer experience has a significant positive impact on consumer trust. The study is following the notions from (Mohmed, et al., 2013; Chen, et al., 2010; Chinomona, 2013).

H<sub>3</sub>: Consumer experience has a positive and significant effect on consumer satisfaction

H<sub>4</sub>: Consumer experience has a positive and significant effect on consumer trust

Trust is an essential factor in building long-term relationships with consumers. Trust cannot be easily recognized by other parties but must be built from scratch and can be proven. A research study (Moorman, et al., 1992) states trust reflects a willingness to depend on its exchange partners. Morgan and Hunt (1994) describe if one party has confidence that the other party involved in the exchange has reliability and integrity, there must be a trust that arises at the party. When consumers are satisfied with the services provided by the company, they will trust the company. A research study (Trini and Salim, 2018) explains consumer satisfaction has a

significant positive effect on consumer trust. The results of the study are in line with research studies of (Elrado, et al., 2014; Wardaya, 2017).

H<sub>5</sub>: Consumer satisfaction has a positive and significant effect on consumer trust

The research objectives are (1) to analyze the effect of service quality and consumer experience on consumer satisfaction and consumer trust of JNE in Pekanbaru and (2) to analyze the effect of consumer satisfaction on consumer trust in Pekanbaru.

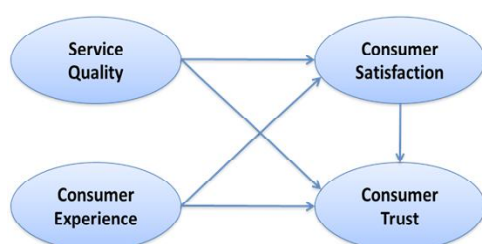


Figure 1 Conceptual Framework

## METHOD

### Population and Sample

The population in this study was consumers who used JNE logistics services in Pekanbaru. The sampling adopted the opinion of Roscoe (Sugiyono, 2012) by utilizing accidental sampling techniques so that the number of samples reached 150 respondents.

### Method of Collecting Data

This study applied primary data and secondary data. The researchers obtained primary data from questionnaires filled out by respondents, while secondary data from literature and relevant research journals. The data were collected during 4 months of the research period (November-February 2020).

### Data Analysis Technique

The researchers implemented path analysis techniques with the support of the Smart PLS 3.0 statistical program. Before designing the path equation, researchers conducted a preliminary test in-

cluding a validity test, a reliability test, and a multicollinearity test to examine the feasibility of the research model.

## RESULTS

### Profile of The Research Respondents

The population in this study is all consumers who utilized JNE logistics services in Pekanbaru. Because of the limited workforce and time of questionnaire distribution, the researchers only distributed 150 questionnaires to 150 respondents. Respondent characteristics in the study include gender, age, occupation, and income.

Based on the questionnaire recapitulation, there were 59 (39%) respondents are male and 91 (61%) respondents are women. This was because the respondents had online businesses and they needed to deliver the goods to their customers.

Besides, 17 (11%) respondents were aged less than 20 years, 110 (73%) respondents were between 21-30 years, 18 (12%) respondents were between 31-40 years, and 5 (3%) respondents were more than 40 years. Respondents aged 21-30 years had side jobs by opening an online business and according to respondents, with the development of current technology; they could carry out this activity anytime and anywhere.

Other results revealed 35 (23%) respondents were students, 67 (45%) respondents worked as private employees, 22 (15%) respondents were self-employed, 10 (7%) respondents were civil servants, and 16 (11%) respondents had other jobs (housewives). Most respondents who worked as private employees also had a secondary job by opening an online business. Based on further surveys, respondents began these activities because they found considerable online business opportunities.

The results of the questionnaire also pointed 67 (45%) respondents had a maximum income of IDR 2,500,000, 39 (26%) respondents owned incomes ranging from IDR 2,500,001 to IDR 3,500,000, 20 (13%) respondents earned incomes from IDR 3,500,001 to IDR 4,500,000, and 34 (22%) respondents got an income above IDR 4,500,000. Some respondents just entered the workplace, so their main income is not enough to meet their needs. There-

fore, respondents worked online businesses in addition to their income.

### Preliminary Test

Before testing the path analysis, the authors performed the initial steps in the form of validity and reliability testing. The researcher applied the method to all research variables (service quality, consumer experience, consumer satisfaction, and consumer trust).

**Table 1 Validity and Reliability**

Variable	AVE	Cronbach Alpha
Service Quality	0.519	0.781
Consumer Experience	0.550	0.602
Consumer Satisfaction	0.527	0.873
Consumer Trust	0.512	0.770

Table 1 represents that all research variables are valid because they have an AVE value  $> 0.05$  and considered reliable because the Cronbach's alpha value is  $> 0.60$ .

The multicollinearity test serves to examine the correlation between exogenous variables. The test was performed using the Variance Inflation Factor (VIF).

**Table 2 Data Multicollinearity Results**

Variable	Consumer Satisfaction	Consumer Trust
Service Quality	1.748	1.909
Consumer Experience	1.748	2.943
Consumer Satisfaction		2.929

Based on Table 2, the research variables have a VIF value  $< 10$ . Hence, this study is free from indications of multicollinearity.

### Coefficient of Determination ( $R^2$ )

$R^2$  values indicate the influence between exogenous variables on endogenous variables. The greater the value  $R^2$  shows a better effect.

**Table 3 Coefficient of Determination Results Variable**

Variable	R Square	Adjusted R Square
Consumer Satisfaction	0.659	0.654
Consumer Trust	0.512	0.502

Table 3 shows the  $R^2$  value of 0.654. It explains the variable of consumer satisfaction is influenced by the variable service quality and consumer experience by 65.4%, while the remaining 34.6% is affected by other variables outside the study.

The table also presents an  $R^2$  value of 0.502. It reveals the variable of consumer trust is controlled by variables of service quality, consumer experience, and consumer satisfaction by 50.2%, while the remaining 49.8% is influenced by other variables outside the study.

### Test-Path Analysis and Hypothesis

Path analysis is to determine the effect of exogenous variables on endogenous variables in JNE consumers in Pekanbaru. Hypothesis testing was used to determine the effect of endogenous and partially exogenous variables.

**Table 4 Path Analysis Results**

Variable	Original Sample	T Statistics	P-Value
SQ > CS	0.234	2.958	0.003
CE > CS	0.639	8.942	0.000
SQ > CT	0.283	2.449	0.015
CE > CT	0.250	2.272	0.024
CS > CT	0.268	2.589	0.010

### The Effect of Service Quality on Consumer Satisfaction

The path analysis produces a beta coefficient value indicating the relationship between service quality and consumer satisfaction of 0.234. The t-test results are 2.958 with a p-value of 0.003 ( $p < 0.05$ ). This ensures the quality of service has a positive and significant effect on consumer satisfaction.

### **The Effect of Consumer Experience on Consumer Satisfaction**

The path analysis results confirm the value of the beta coefficient of the relationship between consumer experience and consumer satisfaction of 0.639. T-test generates the value of 8.942 with a p-value of 0.000 ( $p < 0.05$ ). It indicates the consumer experience has a positive and significant effect on consumer satisfaction.

### **The Effect of Service Quality on Consumer Trust**

The results of the path analysis prove the beta coefficient value of the relationship between service quality and consumer trust is 0.283. T-test results obtained are 2.449 with a p-value of 0.015 ( $p < 0.05$ ). It shows the quality of service has a positive and significant effect on consumer trust.

### **The Effect of Consumer Experience on Consumer Trust**

The path analysis test presents the value of the beta coefficient of the relationship between consumer experience and consumer trust is 0.250. The t-test results are 2.272 with a p-value of 0.024 ( $p < 0.05$ ). It indicates the consumer experience has a positive and significant effect on consumer trust.

### **The Effect of Consumer Satisfaction on Consumer Trust**

The analysis indicates the value of the beta coefficient of the relationship between consumer satisfaction and consumer trust of 0.268. T-test results obtained are 2.589 with a p-value of 0.010 ( $p < 0.05$ ). It proves consumer satisfaction has a positive and significant effect on consumer trust.

## **DISCUSSION**

Respondents deem that service quality is one of the important variables that affect consumer satisfaction. This is supported by the positive results of the tests. If service quality increases, consumer satisfaction will also grow. The quality of JNE services is declared to be following the standards and exceeds consumer expectations. Hence, consum-

ers are satisfied. JNE can serve consumers quickly and resolve their complaints properly. JNE certainly possibly provides better and higher quality services so consumers are not disappointed. With better service quality, JNE can be building consumer satisfaction. This research also found that JNE employee has not been able to give more attention to the consumer so JNE needed to improve employees' ability in this regard. This research is in line with research (Pandesia et al., 2017; Sembiring, et al., 2014; Tombeng et al., 2019; Wijaya, et al., 2019). However, these results are different from the ideas of (Hadian and Rahmat, 2019) that explain service quality did not significant effect on consumer satisfaction.

Testing on the effect of service quality on consumer trust has positive results. If service quality increases, consumer trust also improves. With the better quality of JNE services, consumers will gain more trust. Building trust requires time and a long process. Therefore, when a company succeeds in building consumer trust, the company has to maintain it well. The service quality provided by JNE started from consumer making transactions to completion enough to make consumer trust in JNE. This is like the results of hypothesis testing and research studies (Sarwar et al., 2012; Sukmawati, 2015; Mahaputra, 2017).

Furthermore, testing the effect of consumer experience on consumer satisfaction has positive results. If consumer experience increases, consumer satisfaction will also expand. Real experiences of consumers using JNE services may increase consumer satisfaction. The better experience, consumers will be more satisfied. This is evidenced by the statement that JNE has broad access ranging from national to international networks and the transaction process is not complicated. Consumers get a better experience and ease of use of JNE services. Consumers are willing to pay more to get a better experience and satisfy with JNE services. This is in line with the hypothesis test results and research studies (Azhari et al., 2015; Dewi and Hasibuan, 2016; Wardhana, 2016). However, these results are different from the ideas of (Pramudita and Japariato, 2013) propose different arguments.

The effect of consumer experience on consumer trust reveals positive results. It means if consumers get a better experience, consumer trust will be increased. Hypothesis test results confirm a significant positive effect on JNE consumer trust in Pekanbaru. Consumers get a positive experience when using JNE services such as the timeliness of product delivery and speed in conducting services so it can increase consumer trust in JNE. When the quality of service matches consumer expectations the positive experience instills consumer trust in JNE. Hence, it is in accordance with studies (Mohmed et al., 2013; Chen et al., 2010; Chinomona, 2013; Pramita, 2019).

The researchers further found when consumer satisfaction rises, consumer trust will more increase. It is in accordance with the results of hypothesis testing and research (Elrado, et al., 2014; Trini and Salim, 2018; Wardaya, 2017) that consumer satisfaction has a significant positive effect on consumer trust. Consumers who are satisfied with JNE services will create great trust. Consumers believe JNE can provide the best services so that consumers become satisfied.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

According to the test results, the service quality and consumer experience significantly impact consumer satisfaction and consumer trust. Also, the research study attests that consumer satisfaction has a significant effect on consumer trust. JNE has successfully provided its best efforts to create consumer satisfaction and trust in the logistics service sector. The company maintains its performance by periodically evaluating performance through recapitulation of consumer complaints. Besides, JNE also needs to improve the quality of service by increasing employee competence in conveying information to consumers. JNE gets a low average score in terms of service delivery of information by employees, so it is important to improve their abilities.

### Recommendations

The current research studies are limited to the use of variables related to consumer behavior when utilizing JNE logistics services, so the results are not perfect. Future studies are expected to involve marketing variables to detect factors influencing consumer satisfaction and consumer trust. Future research is expected to be able to explore other variables such as customer value, customer relationship management, and other variables suspected of affecting consumer satisfaction and consumer trust.

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