THE INFLUENCE OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN PT. JNE NORTH BANDUNG AREA

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Abstract- This study examines how each dimension of service quality may exhibit different impacts on customer satisfaction and customer loyalty in the service delivery context. PT. JNE is one of the many players in service delivery field. The business is capable to facilitate industrial producers and consumers to transact, to minimize the time, as well as acquiring new business opportunities from the needs of customers who have not been reached. Customer is the key to winning the competition among other business practitioners. Service quality is an important element in the marketing mix that affects the customer. Service quality is a major factor that affects a customer in terms of increasing customer loyalty. The main purpose of this study is to examine how each dimension of service quality may influence customer satisfaction and customer loyalty among PT. JNE customers. This final project is limited in the scope of data. The data which are analyzed were gained in North Bandung, Indonesia. The respondents also limited to people that already experiencing the service at PT. JNE North Bandung area. The distribution of questionnaire of this research will be conducted in PT. JNE branches around North Bandung area. A survey research with judgment sampling was conducted with 178 JNE customers. Descriptive analysis, Frequency analysis, Regression analysis, Correlations analysis, and Path analysis were used to evaluate the data and make data analysis.The results reveal that service quality dimensions significantly influences customer satisfaction; customer satisfaction significantly influences customer loyalty; and also reveal that service quality dimensions do significantly influence the Customer Loyalty through Customer Satisfaction. Research implications and future research directions conclude the study report.

Keywords: service quality, customer satisfaction, customer loyalty, PT. JNE

Introduction

Along with the development of today's business industry, resulted in several companies oriented to customer demand emerges. As is the case in the field of industrial services, in particular freight forwarder or courier company who has a number of customers. The business is capable to facilitate industrial producers and consumers to transact, to minimize the time, as well as acquiring new business opportunities from the needs of customers who have not been reached.

Competition in the logistics business looks tighter and wider for new players who stand on Indonesia. The rapid increase of online, manufacture and retail businesses triggers the growth of local logistics companies, some companies that enliven the logistics industry such as, PT. JNE, TIKI, FedEx, DHL, Pos Indonesia, etc. Those renowned companies currently vying to outperform the market that largely controlled by foreign companies, it does not rule out the possibility for PT. JNE to become the host of the domestic sphere.

Customers become more critical and clever in selecting a brand that provides excellent service quality. These conditions forced PT. JNE to be more swiftly in providing fast and efficient service,

and of course the development of increasingly advanced technology challenging PT. JNE to analyze the demands and needs of customers in the future. Customer is the key to winning the competition among other business practitioners. Service quality is one important element in the marketing mix that affects the customer other than demand, price, value and satisfaction. Service quality is a major factor that affects a customer in terms of increasing customer loyalty. The main purpose of this study is to examine how each dimension of service quality may influence customer satisfaction and customer loyalty among PT. JNE customers.

Today, where people are hardly to satisfy, the demand to a satisfying service is even more challenging. When it comes to marketing, the main goal of the entire marketing strategy is to achieve customer satisfaction. Today, in our modern world, customers' expectation and perception toward product and/or service change rapidly. As well as the aspects on how they achieve the satisfaction of a product and/or service. Definitions of service quality hold that this is the result of the comparison that customers make between their expectations about service and their perception of the way the service has been performed (Caruana, 2002).

In addition, the present study will examine the mechanism by which the perception of service quality dimension influences customer loyalty. Specifically, this study will examine whether or not customer satisfaction mediates this relationship. In this regard, the present study will, therefore, extend Caruana's (2002) research findings which reveal the mediating role of customer satisfaction in service quality and customer loyalty relationships at the aggregate level of service quality. In particular, the dimensions of service quality that are primarily involved in this set of relationships will be explored.

This final project will be focusing on analyzing the influence of service quality and its impact on customer loyalty of PT. JNE in North Bandung area. The main problems which are tried to be answered in this research are:
1. How does the Service Quality influence Customer Satisfaction in PT. JNE North Bandung area?
2. How does the Customer Satisfaction influence Customer Loyalty in PT. JNE North Bandung area?
3. How does the Service Quality influence Customer Loyalty through customer satisfaction in PT. JNE North Bandung area?

Based on the previous discussion in Background and Problem Statement sub-chapter, this research aims to:
1. Determine the influence of Service Quality on Customer Satisfaction in PT. JNE North Bandung area.
2. Determine the influence of Customer Satisfaction on Customer Loyalty in PT. JNE North Bandung area.
3. Determine the influence of Service Quality on Customer Loyalty through Customer Satisfaction at. JNE North Bandung area.

Furthermore, this final project is limited in the scope of data. The data which are analyzed were gained in North Bandung, Indonesia area only that in the case which is discussed. The respondents also limited to people that already experiencing the service at PT. JNE North Bandung area. The location of this research was conducted in North Bandung area and the time occurs of this research and survey was during the month of June up until August. This research article is structured as follows. First, literature in the areas of service quality, customer satisfaction, and customer loyalty is reviewed also describing the company profile of PT. JNE. Next, a set of hypotheses are offered and then empirically examined using a survey. Subsequently, data are analyzed and discussed. Finally, research implications are provided and avenues for future research are suggested.

Literature Review

Service quality
Service quality is the evaluation of overall excellence of services; it is the perception of customer, it is the whole judgment or attitude related to the superiority of the service, unlike satisfaction that is only related to specific transaction (Parasuraman, Zeithaml & Berry, 1988). Lehtinen and Lehtinen (1982) give a three dimensional view of service quality: interaction, physical and corporate quality. The other side, essentially from a customer's perspective consisting quality as being two dimensional: output and process quality. Lewis and Booms (1983) defined service quality as measure service provider with customer expectation's. Thus, the influence of service quality: expected service factor and perceived service factor. In the perceived service quality model developed by Gronroos (1994) are functional and technical quality dimensions. Technical quality dimensions are WHAT customer gets (outcome) while functional service related variable refers to HOW customer gets (Process).

The SERVQUAL service quality model was developed by a group of American authors, 'Parsu' Parasuraman, Valarie Zeithaml and Leonard Berry, in 1985, 1988, 1994. It highlights the main components of high quality service. Parasuraman suggested that there 10 conceptual dimensions of service quality. Later Parasuraman et.al refined it and reduced the dimension into only five dimensions of service. These dimensions include reliability, tangibles, responsiveness, assurance and empathy. Parasuraman, Zeithaml & Berry (1988) proposed that meeting or exceeding customer expectations in each of these key areas can improve customer satisfaction. According to Berry and Parasuraman (1991, p.16), these dimensions are defined as:

   (i)   Reliability The ability to perform the promised service dependably and accurately.
   (ii)   Tangibles The appearance of physical facilities, equipment, personnel and communications materials.
   (iii)   Responsiveness The willingness to help customers and to provide prompt service.
   (iv)   Assurance The knowledge and courtesy of employees and their ability to convey trust and confidence.
   (v)   Empathy The provision of caring, individualized attention to customers.

The research format of SERVQUAL survey is a questionnaire. Its design contains questions derived from the five dimensions. Many multinational companies and research institutions have utilized it in order to discover their customer satisfaction level.

Customer Satisfaction
Customer satisfaction, which refers to "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience" (Oliver, 1981), is often considered as an important determinant of repurchase intention (Liao, Palvia, & Chen, 2009) and customer loyalty (Eggert & Ulaga, 2002)

The underpinning theoretical framework is drawn from The Expectation Confirmation Theory (ECT) also known as expectation disconfirmation theory that was developed by Oliver (1977, 1980). This theory seeks to explain post-purchase satisfaction as a function of expectations, perceived performance, and disconfirmation of belief. According to Bitner and Hubbert (1994), there are two ways of viewing customer satisfaction: service-encounter; and overall satisfaction. Service-encounter satisfaction occurs when customers are satisfied with a specific service encounter while overall satisfaction is an evaluation based on multiple encounters. In the present investigation, the concept of satisfaction is operationalized as an overall satisfaction because overall, rather than specific service-encounter, satisfaction is found to be a determinant of customer loyalty (Taylor and Baker 1994).

Customer Loyalty

Customer loyalty is an important aspect of service provision because maintaining existing customers may generate a higher profit than attracting new ones (Reichheld and Detrick 2003). Consequently, creating customer loyalty has become a major goal of many businesses, particularly for those in the service sector (Bove and Johnson 2000). In the past, customer loyalty was manifested by the act of repurchase. Customer loyalty is a crucial factor in companies' growth and their performance. Loyalty is linked with the repeat business. Thus, a customer is loyal when he is frequently repurchasing a product or service from a particular provider. Caruana (2002) defines loyalty as "The degree to which a customer exhibits repeat purchasing behavior from a service provider, possesses a positive attitudinal disposition toward the provider, and considers only using this provider when a need for this service exists". Consequently, the measurement of customer loyalty should involve not only the intention to repurchase, but also such other favorable consumer responses as an intention to spread a positive word-of-mouth communication (Bowen and Chen 2001).

The Relationship Among Service Quality, Customer Satisfaction and Customer Loyalty.

Service quality plays an essential part in creating customer satisfaction. The connection between service quality and customer satisfaction has been well established in service marketing literature (Antony et.al. 2004; Ladhari 2009; Sivadas and Baker-Prewitt 2000). In general, it is commonly argued that a high level of service quality leads to a high level of customer satisfaction. Ladhari (2009), for example, finds that customers who receive high level of service quality are likely to be more satisfied with the hotels compared to those who receive low level of service quality.

Many researchers have found that service quality significantly determines customer satisfaction which, in turn, affects customer loyalty. In particular, customer satisfaction is suggested to be a mediating variable between service quality and customer loyalty (Caruana 2002). Consequently, providing high levels of service quality in order to achieve the highest customer satisfaction is regarded as the most important goal for many businesses in order to gain customer loyalty (Reichheld and Sasser 1990; Zeithaml, Parasuraman & Berry 1990).

The theoretical model guiding the investigation is depicted in figure below, adapted from Caruana (2002).
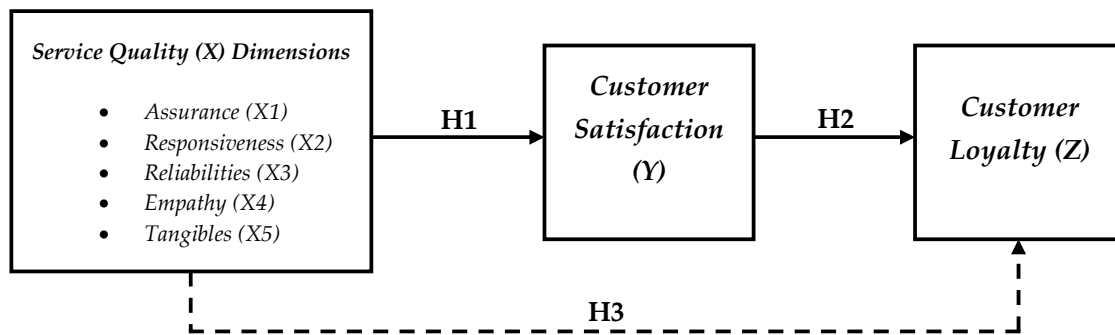

Figure 1. Research Frameworks

This method involves the computation of three regression equations: first the regression of the mediator (customer satisfaction) on the independent variables (service quality); second, the regression of the dependant variables (service loyalty) on the independent variable (service quality); and third, the regression of the dependant variable (service loyalty) on both the independent variable (service quality) and on the mediator (customer satisfaction). (Caruana 2002). The present study will extend Caruana's (2002) research findings which reveal the mediating role of customer satisfaction in service quality and customer loyalty relationships at the aggregate level of service quality. In particular, the dimensions of service quality that are primarily involved in this set of relationships will be explored.

Methodology

A survey research was conducted to examine the relationships among independent variables (dimensions of service quality) and dependent ones (customer satisfaction and customer loyalty). After Reliabilities of the measures being used were ascertained, a series of regression analyses were conducted to test the hypotheses. In this study, the type the data used is quantitative data. According to Sugiyono (2008), quantitative data is in the form of numeric data or qualitative data numbered. Quantitative data analyze the data using statistical formulas such as the correlation coefficient and hypothesis testing. The uses of numbers in the quantitative data ease to calculate the results objectively

In this study, data collection techniques used, including:
1) Literature Study
    This study aims to get secondary data, literature study done by reference through books, journals, and other literature that serve as the theoretical basis.
2) Questionnaire
    This method is used for data collection by providing questions to the respondents. Questionnaires were randomly distributed to customers of PT. JNE in North Bandung area, West Java, Indonesia. The questionnaire used consisted of 33 items. To measure service quality the 21-item SERVQUAL instrument that adopted from Parasuraman et.al (1998) was used. Customer satisfaction was measured with the 2-item scale adopted from Bitner and Hubbert (1994) and to measure customer loyalty the 10-item measure adopted from Gremler and Brown (1996) that captures their conceptualization of customer loyalty has been used. Thus, all measured on a five-point scale using Likert scale ranging from not strongly disagree, to strongly agree covering the numbers $1-5$.

The sampling step use in this research is consisting of three steps, which are:

Figure 2. Sampling Step

Population for this research is the people who live in North Bandung area that also a customer of PT. JNE. The total target population is 56,533 peoples. The judgment sampling will be use as the category of non-probability sampling designs in this research. Judgment sampling was based on the assessment of researcher that the selected sampling was the best party to serve as the research sample. Judgment sampling generally choose someone or something to be sampled because they had "information rich" (Mustafa, 2000). Spreading questionnaire to the respondents will be done to data collection of this research. The distribution of questionnaire of this research will be conducted in PT. JNE branches around North Bandung area.

The sampling size is determined by using the following Slovin's (1960) formula:

$$n = \frac{N}{1+Ne^2}$$

Where:
n : number of sample
N : Number of population
e : level of sampling error, this set to 7.5%

Know:
N = 56,533

$$n = \frac{56,533}{1 + (56,533(7.5\%^2))}$$

n = 177.220 people

n ≈ **178 people**

Therefore, based on the calculation above, the sampling size that will be use in this research is 178 peoples.

Analysis was conduct-by-doing method validity test, reliability test and normality test on the questionnaire that has been distributed. Then the results from these questionnaires generate data that will be analyzed with the correlation analysis method, regression analysis method and also the Path analysis methods. Data processing is performed using SPSS 13.0 (Statistical Package for the Social Science).

Data Analysis

Validity, Reliability and Normality Test

Reliability is a measure that shows the measuring instruments used in the studi have reliability as a measurement tool, the consistency of which is measured through the measurement results from time to time if the phenomenon being measured does not change (Harrison, in Zulganef, 2006). While validity is a measure which indicates that the measured variable is actually a variable to be studied by researchers (Cooper and Schindler, in Zulganef, 2006)

Table 1 Validity and Reliability TestValidity, Reliability and Normality test

Variable	Questions	Pearson Correlation	Critical Point	Information	Cronbach's Alpha	General Standard	Information
SERVICE QUALITY	p1	0.890	0.300	valid	0.925	0.600	reliable
	p2	0.938	0.300	valid			
	p3	0.905	0.300	valid			
	p4	0.533	0.300	valid			
	p5	0.890	0.300	valid			
	p6	0.489	0.300	valid			
	p7	0.486	0.300	valid			
	p8	0.663	0.300	valid			
	p9	0.873	0.300	valid			
	p10	0.461	0.300	valid			
	p11	0.373	0.300	valid			
	p12	0.506	0.300	valid			
	p13	0.518	0.300	valid			
	p14	0.549	0.300	valid			
	p15	0.746	0.300	valid			
	p16	0.586	0.300	valid			
	p17	0.766	0.300	valid			
	p18	0.582	0.300	valid			
	p19	0.565	0.300	valid			
	p20	0.827	0.300	valid			
	p21	0.525	0.300	valid			
Variable	Questions	Pearson Correlation	Critical Point	Information	Cronbach's Alpha	General Standard	Information
COSTUMER SATISFACTION	p22	0.851	0.300	valid	0.696	0.600	reliable
	p23	0.904	0.300	valid			
Variable	Questions	Pearson Correlation	Critical Point	Information	Cronbach's Alpha	General Standard	Information
CUSTOMER LOYALTY	p24	0.857	0.300	valid	0.883	0.600	reliable
	p25	0.679	0.300	valid			
	p26	0.897	0.300	valid			
	p27	0.588	0.300	valid			
	p28	0.814	0.300	valid			

p29	0.324	0.300	valid
p30	0.594	0.300	valid
p31	0.490	0.300	valid
p32	0.874	0.300	valid
p33	0.874	0.300	valid

A validity test result shows that every question of the Service Quality, Customer Satisfaction, and Customer Loyalty variables is valid, because of the Pearson Correlation value is more than 0.300. A reliability test result with using 0.600 as general standards value shows that every question of the Service Quality, Customer Satisfaction, and Customer Loyalty variables is reliable, because the Cronbach's Alpha value is bigger than general standards value.

Normality test is carried out on an average of the value of every question that is valid and reliable in Service Quality, Customer Satisfaction, and Customer Loyalty. The results indicate that the data in the Service Quality, Customer Satisfaction, and Customer Loyalty variable is normally distributed, because the value of Sig. Kolmogorov-Smirnov bigger than 0.05.

Correlation Analysis Test

In this study, correlation analysis was conducted to determine the level of association between variables in measuring the strength of the relationship between Assurance (X1), Responsiveness (X2), Reliable (X3), Empathy (X4), Tangible (X5) and Customer Satisfaction (Y) against Customer Loyalty (Z).

Table 2 Correlations Test of variable X1, X2, X3, X4, X5 and Y on Z

Correlations

		Assurance(X1)	Responsiveness(X2)	Reliable(X3)	Empathy(X4)	Tangible(X5)	Service Quality (X)	Customer Satisfaction (Y)	Customer Loyalty (z)
Assurance(X1)	Pearson Correlation	1	,561**	,140	-,182*	-,087	,614**	,417**	,360**
	Sig. (2-tailed)		,000	,062	,015	,251	,000	,000	,000
	N	178	178	178	178	178	178	178	178
Responsiveness(X2)	Pearson Correlation	,561**	1	,191*	,001	-,019	,728**	,410**	,315**
	Sig. (2-tailed)	,000		,011	,988	,799	,000	,000	,000
	N	178	178	178	178	178	178	178	178
Reliable(X3)	Pearson Correlation	,140	,191*	1	,248**	,043	,545**	,280**	,124
	Sig. (2-tailed)	,062	,011		,001	,567	,000	,000	,098
	N	178	178	178	178	178	178	178	178
Empathy(X4)	Pearson Correlation	-,182*	,001	,248**	1	,176*	,438**	,193**	,146
	Sig. (2-tailed)	,015	,988	,001		,019	,000	,010	,052
	N	178	178	178	178	178	178	178	178
Tangible(X5)	Pearson Correlation	-,087	-,019	,043	,176*	1	,317**	,229**	,097
	Sig. (2-tailed)	,251	,799	,567	,019		,000	,002	,200
	N	178	178	178	178	178	178	178	178
Service Quality (X)	Pearson Correlation	,614**	,728**	,545**	,438**	,317**	1	,578**	,411**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	178	178	178	178	178	178	178	178
Customer Satisfaction (Y)	Pearson Correlation	,417**	,410**	,280**	,193**	,229**	,578**	1	,163*
	Sig. (2-tailed)	,000	,000	,000	,010	,002	,000		,030
	N	178	178	178	178	178	178	178	178
Customer Loyalty (z)	Pearson Correlation	,360**	,315**	,124	,146	,097	,411**	,163*	1
	Sig. (2-tailed)	,000	,000	,098	,052	,200	,000	,030	
	N	178	178	178	178	178	178	178	178

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 3 Interpretation of Correlation Coefficient

Interval Coefficient	Correlation Level
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Fair
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Based on the correlation test results X1, X2, X3, X4, X5 and Y to Z in the above can be summarized as follows:

Table 4 Correlation Test Results of X1, X2, X3, X4, X5 and Y toward Z

Relationship	Correlations	Relationship Properties
X1 and Y	0,417	fair, inline, significant
X2 and Y	0,410	fair, inline, significant
X3 and Y	0,280	low, inline, significant
X4 and Y	0,193	very low, inline, significant
X5 and Y	0,229	low, inline, significant
Y and Z	0,163	very low, inline, significant

PATH Analysis

The results of Path analysis as well as direct or indirect influence each variable, as follows.

Table 5 Path Analysis Result

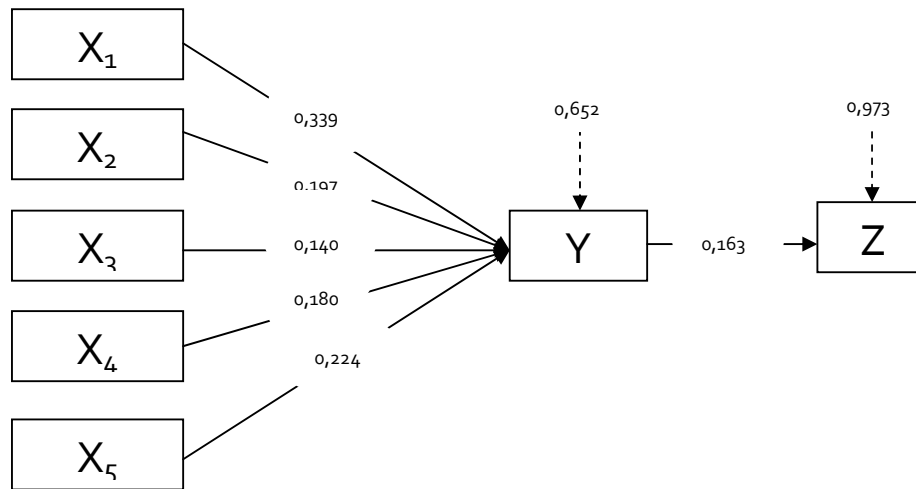| Variable	PATH Coefficients	Influence		
		Direct	Indirect toward Z trough Y	Total
X1 toward Y	0,339	0,339	0,055	0,395
X2 toward Y	0,197	0,197	0,032	0,229
X3 toward Y	0,140	0,140	0,023	0,163
X4 toward Y	0,180	0,180	0,029	0,210
X5 toward Y	0,224	0,224	0,037	0,261
Y toward Z	0,163	0,163	-	0,163
ε1	0,652	0,652	-	0,652
ε2	0,973	0,973	-	0,973

Figure 3 Path Analysis Equation

The Result of Path analysis in descriptive can be seen below:
- Assurance (X1) significantly influence toward Customer Satisfaction (Y) and Contribute significantly. with the value of Beta (path coefficient) is 0,339 (ρ_{YX1}).
- Responsiveness (X2) significantly influence toward Customer Satisfaction (Y) and Contribute significantly. with the value of Beta (path coefficient) is 0,197 (ρ_{YX2}).
- Reliable (X3) significantly influence toward Customer Satisfaction (Y) and Contribute significantly. with the value of Beta (path coefficient) is 0,140 (ρ_{YX3}).
- Empathy (X4) significantly influence toward Customer Satisfaction (Y) and Contribute significantly. with the value of Beta (path coefficient) is 0,180 (ρ_{YX4}).
- Tangible (X5) significantly influence toward Customer Satisfaction (Y) and Contribute significantly. with the value of Beta (path coefficient) is 0,224 (ρ_{YX5}).
- Customer satisfaction (Y) significantly influences toward Customer loyalty (Z) and contributes significantly. with the value of Beta (path coefficient) is 0,163 (ρ_{ZY}).

Conclussions

Based on the results obtained above, the three hypotheses are answered and it can be concluded as follows:
1. The service quality dimensions of Tangibles, Reliabilities, Responsiveness, Assurance and empathy significantly influences customer satisfaction.
2. The Customer satisfaction significantly influences customer loyalty.
3. Customer satisfaction mediates the significant influence of the service quality dimensions (Tangibles, Reliabilities, Responsiveness, Assurance and empathy) on customer loyalty.

This study makes both theoretical and managerial contributions to the areas of service marketing. In terms of theoretical implications, the current study suggests that each dimension of service quality may exhibit different levels of influence on consumer behavior in the case of JNE North Bandung area. In addition, the results of the present study indicate that service quality should be examined at the dimensions, rather than at an aggregate/global, level because each dimension may have different importance or relevance.

In terms of managerial implications, the results of this study also suggest that, to increase PT. JNE customer, PT. JNE manager should pay special attention to improve the Assurance aspects of PT. JNE as well as staff's empathy with customers. Marketing practitioners should pay their attention to the selection of service quality dimensions on which they want to focus to make the best use from their limited resources as customer satisfaction development via service quality improvement. Although the present investigation provides some insights into the areas of service marketing and consumer behavior, some limitations of the study should be acknowledged.

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