Customer Satisfaction: A Central Phenomenon in Digital Marketing J&T Express

Qristin Violinda[1], Annisa Alfadila[2], Henry Casandra Gultom[3], Erandi J Wattegama[4]

[1,2,3]*Faculty of Economic and Business, Universitas PGRI Semarang*
[4]*Faculty of Applied Science, Wayamba University Of Srilanka*

A R T I C L E I N F O

A B S T R A C T

The decrease in J&T express users for 2017-2020 is a severe problem because consumers choose to use other expeditions. This study aims to determine the effect of service quality, delivery rates, and timeliness on customer satisfaction J&T Express Students of the Faculty of Economics and Business, PGRI University Semarang. In this study, students of the Faculty of Economics and Business, PGRI University Semarang, in the 2017,2018,2019 classes, with 256 respondents. The process of collecting data by distributing questionnaires through the Google Form for Students of the Faculty of Economics and Business, Universitas PGRI Semarang, in the 20172018,2019 class. This study uses Multiple Linear Tests with IBM SPSS 22. The results of this study indicate a positive and significant effect between service quality and shipping rates on customer satisfaction J&T Express Students of the Faculty of Economics and Business, PGRI University Semarang. Punctuality does not affect customer satisfaction J&T Express Students of the Faculty of Economics and Business, PGRI University Semarang. Quality of service, delivery rates, and timeliness some variables must be considered, namely related to timeliness because service quality and delivery rates affect customer satisfaction

@2022 Journal of Digital Marketing and Halal Industry

Introduction

In the era of digitalization, business competition is very tight. The development of business in the industrial sector, one of which is engaged in goods delivery and logistics services, has rapidly increased. Business actors (Afandi, 2012) are challenged to make their customers feel satisfied and happy. The development of the E-commerce business has a significant influence on freight forwarding and logistics services. According to (Tjiptono F. 2014), one way to increase competitiveness is to

provide quality services following consumers' interests by understanding consumers' needs and desires.

There are many considerations for setting the rates for freight forwarding and logistics services. There are two ways to determine shipping rates, namely by looking at the distance traveled by shipping a region and the weight of the goods to be sent. The provision of goods delivery and logistics services makes it easier for E-commerce business players to send their merchandise to customers at their destination. From one region to another to remote areas throughout Indonesia. The considerations for determining customer satisfaction for goods delivery and logistics services include service quality, delivery rates, and timeliness. J&T Express is one of the companies engaged in goods delivery and logistics services that are here to facilitate the delivery of goods and logistics to their destination.

According to (Sakti & Mahfudz, 2018), consumer satisfaction with service companies is defined as a condition where consumer expectations for service follow the reality of the services provided to consumers. If a service company's service is far below consumer expectations, consumers will be disappointed. Conversely, consumers will be happy if the services provided meet consumer expectations. Consumer expectations can be known from their own experiences when using the services of a service company, other people's words, and advertising information. Research conducted (Hafizha, Abdurrahman, & Sri, 2019) regarding the effect of service quality, timeliness, delivery rates, and facilities on J&T Express customer satisfaction concluded that the effect of service quality on customer satisfaction. The analysis showed that service quality positively but not significantly impacts customer satisfaction. This shows that the better the service the company provides to its customers, the better customer satisfaction with its services. As the party who buys and consumes the product/service, the customer judges the level of service quality of a company.

The company receives many benefits by achieving a high level of customer satisfaction, namely in addition to increasing customer loyalty but also preventing customer turnover and reducing customer sensitivity to prices, reducing marketing failure costs, reducing operating costs caused by the increasing number of customers, and increasing effectiveness. Advertising and improving business reputation (Rutoni, 2020).

In addition to service quality, delivery rates and timeliness cause customers to continue to choose and use J&T Express expeditions as goods delivery and logistics services. Shipping rates, according to (Tjiptono F. 2014), in general, it can be concluded that tariffs are the only element of the marketing mix that provides income or income for the company, while the other three elements (product, place, and promotion) cause costs/expenditures to arise. Meanwhile, according to (Handoko & Haryo, 2010), timeliness is the period the customer orders the product until the product arrives at the customer. Therefore, estimated arrival time is usually a benchmark for customers to determine whether the service is good. Therefore, there are three dimensions of timeliness of delivery: accuracy in the delivery of goods, accuracy in setting prices, and accuracy in setting time.

Table 1.

J&T EXPRESS customer complaint data in general

No	Month	Complain type			Solutions
		Delay	Unclear Status	Disappear	
1.	January	484	313	-	J&T Express helps check package
2.	February	233	237	-	status by following up on receipts
3.	March	89	127	1	from customers.
	Total	809	667	1	J&T Express recommends that
					customers contact the call center.

Sumber data :https://twitter.com/jntexpressid/status/1347378292957974532?s=21 (2021)

Based on the table above regarding data on various complaints from J&T Express customers, it shows that January was the highest complaint from customers, with 484 delays and 313 unclear statuses. The second-highest number of complaints was in February, with 233 delays and 237 unclear statuses. The least number of complaints in March was 89 delays, 127 uncertain statuses, and one missing package. The table above is data on J&T Express customer complaints from various segments of users of freight forwarding and logistics services, such as students, retailers, employees, teachers, and all users of J&T Express freight and logistics services.

Based on the table above regarding data on various complaints from J&T Express customers, it shows that January was the highest

complaint from customers, with 484 delays and 313 unclear statuses. The second-highest number of complaints was in February, with 233 delays and 237 unclear statuses. The least number of complaints in March was 89 delays, 127 uncertain statuses, and one missing package. The table above is data on J&T Express customer complaints from various segments of users of freight forwarding and logistics services, such as students, retailers, employees, teachers, and all users of J&T Express freight and logistics services. As a result, freight forwarding and logistics service company J&T Express is in the 3rd level compared to other private goods delivery and logistics services. The 3rd rank is quite good for large companies engaged in shipping and logistics services.

Table 2.

The best delivery service in Indonesia

No	Expeditions	2017- 2018	2019	2020
1.	JNE EXPRESS	1	1	2
2.	POS INDONESIA	4	3	1
3.	J&T Express	2	2	3
4.	TIKI	3	4	4
5.	SiCepat	5	5	5

Sumber data : https://kargo.tech/blog/jasa-pengiriman-barang-tercepat-di-indonesia/ (2021)

Therefore, with the data above, this will cause consumer dissatisfaction with the services provided by J&T Express. If this problem is left unchecked, it will result in considerable losses for J&T Express.

This problem must be overcome because it will impact the company, where the quality of service that is not under customer expectations will have an unfavorable influence on customer satisfaction, ultimately impacting company profits (Nurzaini, 2021). Regarding shipping rates at this company, J&T Express is a freight forwarding service that charges lower/unaffordable rates/prices compared to other shipping services (Hafizha, Abdurrahman, & Sri, 2019). This problem must be overcome because it will have a big impact on the company, where the less affordable freight rates result in fewer customers choosing to choose another shipping service. While the timeliness at this company often experiences delays in the arrival of goods exceeding the predetermined estimate. Timeliness of delivery is very crucial, considering the timeliness of delivery of goods that have been ordered will be one of the important factors in increasing customer satisfaction (Aminah, Rafani, & Haryani, 2017).

Based on the description above, researchers are interested in researching further the effect of service quality, delivery rates, and timeliness on J&T Express customer satisfaction (Study on students of the Faculty of Economics and Business, PGRI University Semarang). The purpose of this study was to determine the effect of service quality on customer satisfaction of J&T Express students of the Faculty of Economics and Business, Universitas PGRI Semarang, and to determine the effect of

shipping rates on customer satisfaction of J&T Express students of the Faculty of Economics and Business, Universitas PGRI Semarang.

Literature Review

The Effect of Service Quality on Customer Satisfaction

According to (Ratnasari & Aksa, 2011), quality is the totality of the characteristics and characteristics of a product or service in terms of its ability to meet predetermined or latent needs. In other words, the quality of a product/service is as far as which the product or service meets its specifications. While service quality, according to (Tjiptono F.,2014) in (Hafizha, Abdurrahman, & Sri, 2019) service quality is focused on efforts to fulfill needs and desires, as well as the accuracy of delivery to balance customer expectations. Research conducted (Sakti & Mahfudz, 2018) shows that service quality positively and significantly affects customer satisfaction. This shows that the higher the service the company provides its customers, the better customer satisfaction in using J&T Express services. Then the following hypothesis can be formulated:

H1: The influence of service quality positively affects J&T Express customer satisfaction.

The Effect of Shipping Rates on Customer Satisfaction

According to (Kotler & Keller, 2010), the shipping rate (price) is the amount of money customers have to pay to get the product. Price is the amount of money spent for goods or services or the value exchanged by customers for benefits, ownership, or use of a product or service. Research conducted (Hafizha, Abdurrahman, & Sri, 2019) says that shipping

rates positively and significantly affect customer satisfaction at J&T Express Sumbawa Besar City Branch. This shows that the more appropriate the shipping rates the company provide to its customers, the better customer satisfaction with J&T Express Sumbawa Besar City Branch services. Then the following hypothesis can be formulated:

H2: The Effect of Shipping Rates positively affects J&T Express Customer Satisfaction.

The Effect of Timeliness on Customer Satisfaction

According to (Handoko & Haryo, 2010), timeliness is the period consumers order products until the product arrives in the hands of consumers. Therefore, timeliness of delivery is very crucial, considering the accuracy of delivery of products that have been ordered will be one of the essential factors in improving customer quality (Sakti & Mahfudz, 2018). Furthermore, research conducted (Hafizha, Abdurrahman, & Sri, 2019) said that on-time delivery had a positive and significant effect on customer satisfaction. This shows that the more punctual the company delivers to its customers, the better customer satisfaction in using J&T Express services. Then the following hypothesis can be formulated:

H3: Punctuality has a positive effect on J&T Express Customer Satisfaction.

The Method, data, and analysis

This type of research uses quantitative research. Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to examine specific populations and samples, data collection using research instruments, and quantitative data analysis with the aim of testing predetermined hypotheses (Sugiyono, 2016).

The data used in this research is using primary data. Primary data is a source of research data obtained directly from the source (not through intermediary media). Researchers specifically collected primary data to answer research questions (via questionnaires). Primary data can be in the form of opinions of subjects (people) individually or groups, results of observations of an object (physical) events or activities, and test results (Saban, 2017)

The population is a generalization area consisting of objects or subjects with specific qualities and characteristics determined by researchers to be studied, and then conclusions are drawn (Sugiyono, 2016). In this study, the population used was management students in 2017–2019, totaling 712 management students at PGRI Semarang University. Therefore, this research only involves some PGRI Semarang University management students who are customers of the J&T Express delivery service.

According to (Sugiyono, 2016), the sample is part of the number and characteristics possessed by the population. Suppose the population is large, and the researcher can't study everything in the population due to limited funds, human resources, and time. In that case, the researcher can use samples taken from that population. The sample in this study was some of the management students of PGRI Semarang University. The sampling technique uses the technique According to (Echdar, 2017) says that the sample is a representative of the population whose characteristics will be disclosed and used to estimate the characteristics of the population. If the researcher uses the sample as a data source, then what will be obtained are the characteristics of the sample (called statistics),

not the characteristics of the population, but the characteristics of the sample must be used to estimate the population.

Sampling in this study uses a probability sampling design. It is a sampling technique that provides equal opportunities for each member of the population to be selected as a member of the sample (Sugiyono, 2016), using a simple random sampling technique because sample members from the population are taken randomly. Regardless of the level of the population.

The research instrument used was informed consent, namely when asking the respondent's willingness to participate as a research subject self-identity questionnaire to determine the characteristics sample (gender, age, latest education, occupation). Then, the data is processed using SPSS 20. Next, the validity test is carried out to determine the data's validity. After that, the reliability test was carried out as a tool for data collection because the instrument was good. The data analysis technique in this research uses descriptive analysis and multiple linear regression analysis.

students of the Management Study Program at PGRI Semarang University class 2017, 2018, and 2019. This research was carried out by direct data collection and distributing questionnaires. The questionnaire used was in the form of statements using Google Forms. The number of statements is 30 statement items consisting of 9 items from the service quality variable, six items from the shipping rate variable, six from the punctuality variable, and nine from the customer satisfaction variable. The distribution of the questionnaire was carried out from 26 October 2021 to 10 November 2021. This questionnaire was distributed online and in stages considering the COVID-19 pandemic, so the questionnaire could not be distributed in person. But online. The number of samples obtained was as many as 256 respondents. Respondents in this study were students of the Management Study Program, Faculty of Economics and Business at PGRI University Semarang. Below is a description of the identity of the respondents from the research sample based on the results of processing a questionnaire consisting of the Respondent's Name, Gender, Year of Force, and age.

Result and Discussion

The sample of this study was addressed to active

Table 3.

Research Sampling

Respondent	Frecuency	Prosentase (%)
Totally Respondent	256	100%
Years		
2017	119	46%
2018	76	30%
2019	61	24%
Total	256	100%

Gender		
Male	85	33%
Female	171	67%
Total	256	100%

Based on the table above, it can be concluded that all respondents from this research were students who took the management study program. The female gender dominates the number of respondents. With a total of 171 respondents, and for the male sex, as many as 85 respondents. The number of respondents in the 2017 batch was 119. The 2018 batch was 76 respondents. The number of respondents from the 2019 batch is 61 respondents. Based on the data obtained above, the number of female genders is more.

Table 4.

Validity Test

Variable	Item	R value	R table	Item	Significant Value	Grade of Significant	Description
Service Quality (X1)	X1.1	0,201		X1.1	0,000		*Valid*
	X1.2	0,537		X1.2	0,000		*Valid*
	X1.3	0,506		X1.3	0,000		*Valid*
	X1.4	0,704	0,1650	X1.4	0,000	0,05	*Valid*
	X1.5	0,574		X1.5	0,000		*Valid*
	X1.6	0,713		X1.6	0,000		*Valid*
	X1.7	0,715		X1.7	0,000		*Valid*
	X1.8	0,687		X1.8	0,000		*Valid*
	X1.9	0,721		X1.9	0,000		*Valid*
Shipping Rates (X2)	X2.1	0,573		X2.1	0,000		*Valid*
	X2.2	0,671		X2.2	0,000		*Valid*
	X2.3	0,415	0,1650	X2.3	0,000	0,05	*Valid*
	X2.4	0,740		X2.4	0,000		*Valid*
	X2.5	0,590		X2.5	0,000		*Valid*
	X2.6	0,506		X2.6	0,000		*Valid*
On Time Delivery (X3)	X3.1	0,661		X3.1	0,000		*Valid*
	X3.2	0,671	0,1650	X3.2	0,000		*Valid*
	X3.3	0,415		X3.3	0,000	0,05	*Valid*
	X3.4	0,740		X3.4	0,000		*Valid*
	X3.5	0,590		X3.5	0,000		*Valid*
	X3.6	0,475		X3.6	0,000		*Valid*
Consumer satisfaction (Y)	Y.1	0,674		Y.1	0,000		*Valid*
	Y.2	0,561		Y.2	0,000		*Valid*

Y.3	0,505		Y.3	0,000		Valid
Y.4	0,823	0,1650	Y.4	0,000	0,05	Valid
Y.5	0,623		Y.5	0,000		Valid
Y.6	0,686		Y.6	0,000		Valid
Y.7	0,432		Y.7	0,000		Valid
Y.8	0,649		Y.8	0,000		Valid
Y.9	0,389		Y.9	0,000		Valid

Based on the table above, it states that Recount> Rtable, which is more than 0.1650, all statement items are declared valid.

Reliability Test

A reliability test is a measurement carried out several times to measure the same object, producing the same data. According to (Sugiono, 2017), a reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data. The reliability test can be declared reliable if Cronbach's Alpha value > 0.60.

Table 5

Reliability Test

Variable	*Cronbach Alpha*	Keterangan
Service Quality	0,748	Reliable
Shipping Rate	0,633	Reliable
On-Time Delivery	0,631	Reliable
Consumer Satisfaction	0,755	Reliable

The table of reliability test results above shows that all variables are declared reliable because Cronbach's Alpha value is > 0.60. The service quality variable (X1) is 0.748, delivery rate (X2) is 0.633, timeliness (X3) is 0.631, and customer satisfaction (Y) is 0.755. Therefore, it can be concluded that the quality of service, delivery rates, timeliness, and customer satisfaction can be reliable.

Normality Test

The normality test is used to determine whether the number of samples that have been collected has a normal distribution or not. This test is carried out by looking at the results of the significance values, namely, If less than 5% or 0.05, then H0 is rejected and Ha is accepted, which means that the sample distribution is not normal or has no effect. On the other hand, if more than 5% or 0.05, then H0 is accepted and Ha, which means the sample distribution is normal.

Table 6.

Normality Test One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		256
Normal Parameters[,b]	Mean	.0000000
	Std. Deviation	3.50369568
Most Extreme Differences	Absolute	.043
	Positive	.040
	Negative	-.043
Test Statistic		.043
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the table above, it is known that the Asymp value, Sig 0.200> 0.05, can be stated that the data is normally distributed.

Multicolinierity Test

Table 7.

Multikolinierity Test

Variable	Collinearity Statistics		Description
	Tolerance	VIF	
Service Quality	0,991	1,009	Not occur multicollinearity
Shipping Rate	0,970	1,030	Not occur multicollinearity
On-Time Delivery	0,973	1,028	Not occur multicollinearity

(Source: Primary data 2021)

The table above shows the results of the multicollinearity test of the tolerance value of the service quality variable (X1) 0.991, shipping rates (X2) 0.970, and timeliness (X3) 0.973. Then it can be concluded that the independent variable has a VIF value < 10, tolerance > 0.10, and shows no multicollinearity, which is a good regression model.

Heteroskedastisitas Test

The heteroscedasticity test aims to test whether or not the variance of the residuals or observations is equal to other observations. If the value is significant (Sig), > 0.05, the conclusion is that there is no symptom of heteroscedasticity in the regression model. On the other hand, if the value is significant (Sig), < 0.05, then the conclusion is that heteroscedasticity symptoms occur in the regression model.

Table 8.

Heterokedastisitas Test

	Coefficients					
	Unstandardized Coefficients		Standardized Coefficients			
Model	B	Std. Error	Beta		T	Sig.
1 (Constant)	4.418	1.280			3.451	.001
Service Quality	-.054	.029	-.114		-1.827	.069
Shipping Rate	.052	.043	.076		1.204	.230
On-Time Delivery	-.055	.046	-.076		-1.205	.229

Multiple Linear Analysis Test

A multiple linear analysis test determines the linear effect between the independent variable (X) and the dependent variable (Y). The tool used is SPSS version 22.0 software. Here are the results of the linear analysis test.

Table 9

Multiple Regression

	Coefficients							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics		
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	17.053	1.990		8.568	.000		
Service Quality	.294	.045	.377	6.563	.000	.991	1.009
Shipping Rate	.146	.073	.116	2.004	.046	.970	1.030
On-Time Delivery	.102	.073	.081	1.405	.161	.973	1.028

a. Dependent Variable: Kepuasan Pelanggan

(Source: Primary data 2021)

Based on the table above, the following equation is obtained:
$Y = a + b_1X_1 + b_2X_2 + b_3X_3$

= 17,053 + 0,294 X_1 + 0,146 X_2 + 0,102 X_3

T Test

This test is used to partially test the independent variable's effect on the dependent variable (Ghozali, 2018). If the count> t-table value (1.650) or sig < 0.05, then there is an influence between the independent variables on the variable. If the t-count < t-table value (1.650) or sig> 0.05, then there is no influence between the independent variables on the dependent variable.

Table 10.

T Test

Variabel	T hitung	T tabel	Significant Value	Significant Grade	Description
Service Quality	6,563	1,650	0,000	0,05	Significant
Shipping Rate	2.004	1,650	0,046	0,05	Significant
On-Time Delivery	1.405	1,650	0,161	0,05	Not Significant

(Source: Primary data 2021)

Uji F Test

The F test aims to determine whether or not there is a simultaneous (together) effect given by the independent variable (X) on the dependent variable (Y). If the value of sig < 0.05 or F-count > F-table, there is a simultaneous effect of variable X on variable Y. If the value of sig > 0.05 or F-count < F-table. Then there is no simultaneous effect of variable X on variable Y.

Table 11.

F Test

		Sum of Squares	df	Mean Square	F	Sig.
ANOVAᵃ						
Model						
1	Regression	669.587	3	223.196	17.968	.000ᵇ
	Residual	3130.350	252	12.422		
	Total	3799.938	255			

a. Dependent Variable: Consumer satisfaction
b. Predictors: (Constant): Service Quality, Shipping Rate, On Time Delivery

(Source: Data Primary 2021)

Based on table 4.12 above, the F test (ANOVA) results show that the value of F-count > F-table and a significance value of 0.000 <0.05. So it can be stated that the hypothesis of service quality, delivery rates, and timeliness positively affects customer satisfaction.

Determinasi Coeficient (R Square)

Based on table 4.12 above, the F test (ANOVA) results show that the value of F-count > F-table and a significance value of 0.000 <0.05. So it can be stated that the hypothesis of service

quality, delivery rates, and timeliness positively affects customer satisfaction.

Table 12.

Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.420^a	.176	.166	3.524

a. Predictors: (Constant), Service Quality, Shipping Rate, On Time Delivery

b. Dependent Variable: Consumer satisfaction

(Source: Primary data 2021)

Based on the results of table 4.13 above, the coefficient of determination or R Square is 0.176, which means that the influence of service quality variables, delivery rates, and timeliness on customer satisfaction is 17.6%, the remaining 82.4% is influenced by other variables not examined in this study.

Discussion

The Effect of Service Quality on Customer Satisfaction.

It is known that the results of the hypothesis from the service quality variable indicate that service quality has a significant effect on customer satisfaction of J&T Express FEB students, PGRI University Semarang. It can be proven by calculating t-count > t-table. The service quality variable shows t-count 6.563 > t-table 1.650 and sig value. 0.000 < 0.05. So it can be concluded that hypothesis H1 in this study is acceptable, meaning that there is a positive influence on customer satisfaction. The better the quality of service provided, the greater the customer satisfaction with the J&T Express company. This study's results align with research conducted by (Sakti & Mahfudz, 2018), stating that hypothesis 1 (H1) is accepted. Service quality has a positive and significant effect on customer satisfaction. So it can be concluded that this study's hypothesis (H1) is acceptable. Service quality According to(Octavia, 2019), Service quality is the comparison between the service expected by the customer and the service received.J&T Express is a company engaged in freight forwarding services that provide good service for its customers so that customers are reluctant to choose other freight forwarding services. The quality of service provided by this company greatly influences customer satisfaction to choose an expedition with guaranteed safety of goods sent to customers, the empathy given by the company to understand the problems of its customers, and the responsiveness of a service provider to help customers and respond to their requests immediately.

The Effect of Shipping Rates on Customer Satisfaction

The results of the hypothesis of shipping rates indicate that shipping rates significantly affect the customer satisfaction of J&T Express FEB students, PGRI University Semarang. It can be proven by calculating t-count > t-table. The shipping rate variable shows t-count 2,004 > 1,650 and sig value. 0.046 < 0.05. it means that there is a positive influence on customer

satisfaction. This means that shipping rates can be considered to increase the number of J&T Express users or customers. These results align with research (Hafizha, Abdurrahman, & Sri, 2019) that Shipping rates positively and significantly affect customer satisfaction at J&T Express Sumbawa Besar City Branch. This shows that the more appropriate the shipping rates the company provide to its customers, the better customer satisfaction with J&T Express Sumbawa Besar City Branch services. This means that this study's hypothesis (H2) can be accepted. Shipping rates according to(Juniariska, Rachma, & Budi, 2020)Shipping rate is the price's suitability against the customer's perceived benefits based on the destination to be sent. The shipping rates provided by J&T Express, following the feedback provided by the company, always provide discounted shipping rates on the days that have been determined. J&T Express customers can feel this by not choosing another expedition as a delivery service. So that shipping rates greatly affect J&T Express customer satisfaction.

The Effect of Timeliness on Customer Satisfaction

The results of the hypothesis indicate that punctuality significantly affects customer satisfaction of J&T Express FEB students, PGRI University Semarang. It can be proven by calculating t-count > t-table. The timeliness variable shows t-count 1.405 < 1.650 and the value of sig. 0.161 > 0.05. This means that the hypothesis (H3) in this study is unacceptable. According to(Soegoto, 2013)said that customer satisfaction is a feeling of customers, whether it is a pleasure or a sense of disappointment. A customer arises from comparing the appearance of a product to be associated with

customer expectations for the product. Good punctuality shows the delivery period of the customer ordering an item until the item arrives to the customer. With the estimation provided by J&T Express, it becomes a benchmark for customers to determine whether the timeliness quality is good. This is the company's way of increasing customer satisfaction, so customers are reluctant to choose another expedition and use J&T Express again.

Conclusion

Based on the results of research and discussion, there are conclusions that service quality has a positive and significant effect on customer satisfaction of J&T Express FEB students, PGRI University Semarang. The service quality variable shows t-count 6.563 > t-table 1.650 and sig value. 0.000 < 0.05. So it can be concluded that good service quality affects customer satisfaction of J&T Express FEB students, PGRI University Semarang. Shipping rates positively and significantly affect customer satisfaction of J&T Express FEB students, PGRI University Semarang. The shipping rate variable shows t-count 2,004 > 1,650 and sig value. 0.046 < 0.05. Affordable shipping rates affect J&T Express customer satisfaction, FEB students, PGRI University Semarang and timeliness has no positive and significant effect on customer satisfaction of J&T Express FEB students, PGRI University Semarang. The timeliness variable shows t-count 1,405 < 1,650 and the value of sig. 0.161 > 0.05. It can be concluded that timeliness has no effect on customer satisfaction of J&T Express FEB students at PGRI University

Recommendation

In this study, the effect of service quality, delivery rates, and punctuality on customer satisfaction was 16.6%. Other factors influenced the remaining 83.4%. This research is needed to develop and improve research by adding new variables, such as facilities and insurance, so that it can add other variables and continue to grow. The results of this study can also be a reference for other researchers to be developed again using other variables. For Companies in service quality, delivery rates, and timeliness, some variables must be considered, namely those related to timeliness, because service quality and delivery rates affect customer satisfaction.

References

Afandi Syahrir. (2012). Faktor-faktor Yang Mempengaruhi Kualitas Pelayanan Jasa Pengiriman Pada PT.RJS Cargo Service. Pekan Baru.

Aminah, Rafani Yudi & Hariyani. (2017). Analisis Pengaruh Faktor Ketepatan Waktu Pelanggan terhadap Kepuasan Pelanggan. Jurnal Progresif Manajemen Bisnis,49- 61.

Daga Rosnaini. (2017). Strategi Meningkatkan Kepuasan Nasabah Tabungan pada PT. Bank Pekreditan Rakyat Hasa Mitra Cabang Makkasar. AkMen Jurnal Ilmiah. 445-458.

Dr. Nur Indriantoro, Drs.Bambang Supomo. (2016). Metodolongi Penelitian Bisnis untuk Akuntasi & Manajemen. Yogyakarta: BPFE.

El Fikri Miftah,Ramadhan Ahmad & Harahap. (2020). Strategi Mengembangkan Kepuasan Pelanggan Online Shop dalam Meningkatkan Penjualan. Jurnal Manajemen Tools. 87-105

Eviani, I., & Hidayat, Y. R. (2021). Pengaruh Sistem Pelacakan Online dan Ketepatan Waktu Pengiriman terhadap Kepuasan Pelanggan. Jurnal Manajemen Logistik, 11-19.

Fajria Sohibatul & Triyonowati. (2020). Analisis Faktor-faktor yang Mempengaruhi Kepuasan Pelanggan pada Hartono Elektronik Surabaya. Junal Ilmu dan Riset Manajemen.

Feybi Z.M. (2021). Analisis Pengaruh Pemilihan Moda, Ketepatan Waktu, dan Tarif terhadap Keputusan Pengguna Kapal KMP.TTANDE'MAN. Repository UNIMAR AMNI Semarang.

Fitriya Fauzi, A. B. (2019). Metodologi Penelitian untuk Manajemen dan Akuntansi. Jakarta: Salemba Empat.

Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25.Ed. 9, CET.

IX. Semarang: Badan Penerbit Universitas Diponegoro.

Hafizha, S., Abdurrahman, & Sri, N. H. (2019). Pengaruh Kualitas Pelayanan, Ketepatan Waktu, Tarif Pengiriman dan Fasilitas terhadap Kepuasan Pelanggan J&T EXPRESS. Jurnal Manajemen Dan Bisnis.

Handoko, & Haryo, B. (2010). Cara Mudah Membangun Blog Toko Online / Haryo Bagus Handoko. Jakarta: Elex Media Komputindo.

Herman Hendri. (2018). Strategi Meningkatkan Keunggulan Bersaing melalui Kualitas Pelayanan pada PT. Putra Usaha Mandiri Kota Batam. Jurnal Akuntansi Balerang. 57-63

Juniariska, S., Rachma, N., & Budi, P. A. (2020). Pengaruh Kualitas Pelayanan, Ketepatan Waktu, dan Tarif Pengiriman Terhadap Kepuasan Pelanggan PT. POS INDONESIA. E-jurnal Riset Manajemen Fakultas Ekonomi dan Bisnis Unisma, 143-156.

Kotler, P., & Amstrong, G. (2012). Dasar-Dasar Pemasaran. Jakarta: Prenhallindo. Kotler, P (2010). Manajemen Pemasaran. Jakarta: Penerbit Erlangga.

Kotler, P., & Keller (2012). Manajemen Pemasaran. PT. Indeks

Kurniawati Tyas, B.A. (2019). Analisis Pengaruh Kualitas Pelayanan, Harga, dan Brand Image terhadap Kepuasan Konsumen Restoran Pizza Hut Cabang Jember. e-Journal Ekonomi dan Bisnis University Of Jember. 147-151.

Mamesah Priska R.E. (2020). Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan pada Hotel Lucky Inn Manado. e-Journal.UNSRAT. 46-52.

Mubasyiroh Iffatin, U.A. (2018). Analisis Pengaruh Kualitas Pelayanan, Harga dan Promosi terhadap Kepuasan Pelanggan. Jurnal Dinamika Administrasi Bisnis.

Nurzaini, H. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi di J&T Express Ruko Citraland Kec. Serang, Kota. Serang-Banten). Skripsi/Tesis/Disertasi (Diploma atau S1), 1-16.

Octavia Ria. (2019). Pengaruh Kualitas Pelayanan dan Kepuasan Nasabah terhadap Loyalitas Nasabah PT. Bank Indeks Lampung. Jurnal Manajemen Pemasaran. 35-39.

Puspita D.S., Nuareni. (2019). Pemanfaatan Media Sosial sebagai Media Promosi. Jurnal Common. 71-80.

Resmi Nanda., Tri W. (2015). Pengaruh Kemasan dan Harga pada Keputusan Pembelian Minuman Isotonik. Jurnal Manajemen Ekonomi dan Bisnis Sriwijaya.1-20.

Ratnasari Ririn., Aksa. (2011). Manajemen Pemasaran Jasa. Surabaya: GI.

Ratnasari Ririn., Aksa. (2016). Manajemen Pemasaran Jasa (Cet.1. ed.). Bogor: Ghalia Indonesia.

Rutoni, M. (2020). Pengaruh Kualitas Pelayanan, Ketepatan Waktu Pengiriman dan Fasilitas terhadap Kepuasan Pelanggan J&T EXPRESS di Kota Palembang. Palembang.

Saban Echdar, H. 1.-(. (2017). Metode Penelitian Manajemen dan Bisnis : Panduan Komprehensif Langkah Demi Langkah Penelitian / Prof. H. Saban Echdar, S.E., M.Si. ; editor, Y. Sartika. Bogor: Ghalia Indonesia.

Sakti, Mahfudz (2018). Analisis Pengaruh Kualitas Pelayanan, Ketepatan Waktu Pengiriman dan Fasilitas terhadap Kepuasan Pelanggan. Diponegoro Journal Of Management, 1- 9.

Soegoto, A. S. (2013). Persepsi Nilai, Kepercayaan, Kepuasan dan Dampaknya terhadap Kepuasan dan Dampaknya terhadap Loyalitas Konsumen. Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 1(3), 1271-1283.

Sugiyono, P. D. (2016). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Tjiptono, F. (2006). Manajemen Jasa. Yogyakarta: ANDI.

Tjiptono, F. (2012). Service Management, Mewujudkan Layanan Prima. Yogyakarta: Andi.

Tjiptono, F. (2014). Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian" ini berfokus pada konsep, teori, aplikasi, dan riset di bidang pemasaran jasa (service marketing). Yogyakarta: Penerbit Andi Offset.

Tjiptono, F., & Chandra, G. (2020). Pemasaran Strategik Domain, Determinan, Dinamika (4 ed.). Bandung: ANDI.