Comparisonal Analysis Of Customer Satisfaction Towards JNE And J&T Package Delivery Services, Makale City, Tana Toraja Regency

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Abstract. The purpose of this research is to compare customer satisfaction with package delivery services at JNE and J&T Makale City in Tana Toraja Regency. This research utilizes a descriptive quantitative research method. A questionnaire was issued to consumers of JNE and J&T as part of the data collection technique. There were a total of 1,085 participants in this research, including 300 JNE customers and 785 J&T customers. Using the Slovin formula, the researchers drew the same number of samples from the whole population in each site, up to 75 people. The Customer Satisfaction Index (CSI) was used for data analysis in order to calculate the expected level of product or service qualities based on an analysis of total customer satisfaction. The results showed that J&T consumers were more satisfied with the delivery services than JNE customers, Therefore, the trustworthiness of the services offered by the Makale City JNT must be enhanced, J&T must increase the service quality in terms of assurances and physical evidence, as well as their responsiveness and sensitivity.

Keywords: Customer Satisfaction, Service, Customer Satisfaction Index

INTRODUCTION

Customer satisfaction is an assumption or level of feeling/tendency that customers have after purchasing a company's products or services. Customer satisfaction is crucial to the success of a business or organization because it fosters customer commitment and loyalty. Currently, the corporation employs a variety of strategies to promote customer happiness and loyalty, such as taking criticism and ideas from each consumer and giving new services.

In 2020, the Tana Toraja district will be confronted with a grave problem: the Corona Virus (COVID-19). Based on the monitoring results of the COVID-19 handling team in Tana Toraja Regency on April 21, 2021, a total of 1,135 people were confirmed, including 7 people in hospital isolation, 8 people in self-isolation, 1,100 people who successfully completed isolation, and 20 people who passed away. During the covid-19

pandemic, the majority of people engage in preventative measures at home. Avoiding crowded areas is one method for preventing the transmission of COVID-19. As a result, many prefer to purchase online to satisfy their needs instead of visiting crowded retail establishments such as marketplaces and micro markets.

The growth of online shopping has a positive effect on the Indonesian market for express delivery services. In this situation, service providers have the opportunity to operate the businesses, especially in terms of customer satisfaction.

According to Tjiptono (2012, p. 301), customer satisfaction is a situation that consumers exhibit when they realize that their demands and desires have been met and they feel extremely satisfied.

According to Tjiptono (2004: 128), service companies must do four things to achieve and maintain customer satisfaction: understand the customer service quality strategy, identify the customer, comprehend the customer satisfaction measurement cycle and customer feedback, and comprehend the level of customer expectations for the customer quality

According to Rangkuti (2006:30), customer satisfaction is influenced by a number of factors, including the first value as a comprehensive evaluation of the functions of all products/services based on customer impressions of what is obtained or benefits and services, and the second competitiveness, namely the product or service's seriousness. To attract customers, consider customer perception as an interaction in which people select, organize, and interpret sensory information.

Every company's ultimate goal is to fulfill client needs. Customer satisfaction is not only essential for a company's existence, but it may also boost its competitive advantage. The capacity to comprehend and manage customers' expectations is one of the most crucial elements of customer satisfaction. Customers that are pleased with the given services are likely to utilize them again in the future. This indicates that consumer satisfaction is a crucial determinant for repeat purchases and service usage.

According to Kotler (2000:25), service quality is a combination of product and service qualities that demonstrates the capacity to fulfill customers' needs overtly and covertly.

Based on the preceding definition, we may deduce that service quality encompasses all actions made by the organization to meet customer or consumer expectations. According to Pasuraman quoted by Tjiptono (2011: 198), there are five primary characteristics of service quality. These are: Reliability (reliability) connected with firms that can provide acceptable services from the time they are presented and provide their services correctly and on time., Third, assurance (assurance), which refers to the qualities of employees who can foster customer confidence in the organization and the organization's ability to make employees customers feel safe, is the willingness of workers to serve and respond to customer desires, provide information about when to provide and then provide services quickly and accurately. Fourth, empathy, which states that every organization will act in the interests of consumers when the organization fully comprehends every issue raised by its customers, and lastly, physical evidence (tangible), which states that all of the company's tools and materials are complete and tidy, and each employee is well-groomed.

JNE and J&T are businesses that provide freight forwarding services. As service providers, these two businesses continue to battle for consumer loyalty. Customers compare the services they receive based on the company's service quality, which exceeds consumer expectations and promotes customer satisfaction. If they are genuinely pleased, they will become repeat clients and recommend the service to others.

RESEARCH METHODS

Customers of JNE and J&T in Tana Toraja compose the sample for this study. JNE has 300 inhabitants, while J&T has 785 inhabitants. Consumers who have utilized these two delivery services compose the sample for this study. Using the Slovin formula, 75 JNE customers and 75 J&T customers can be determined as the number of samples.

The following steps can be used in research (Duwi Budianto, 2013) to determine the size of CSI (Aritonang, 2005):

1. Mean Importance Score (MIS) and Mean Satisfaction Score (MSS) are generated from the average level of importance and effectiveness of each attribute when determining these values.

$$\text{MIS} = \frac{\sum_{i=0}^{n} Yi}{n}$$

$$\text{MSS} = \frac{\sum_{i=0}^{n} Xi}{n}$$

2. The weighting factor (WF) is a function of each attribute's Mean Importance Score (MI Si) represented as a percentage of the overall Mean Importance Score (MI Si) of all tested attributes.

$$WFi = \frac{MISi}{\sum_{i=1}^{p} MISi}$$

3. The Weighting Score (WS) is calculated by multiplying the average satisfaction score by the weighting factor (WF).

$$WS = MSS \text{ x } WF$$

According to Ihsani (2005)'s research (Duwi Budianto, 2013), the overall degree of customer satisfaction may be broken down into five satisfaction levels.

Table 1
The Value Criteria Costumer Satisfaction Index (CSI)

CSI value	CSI criteria
0,81-1,00	Sangat Satisfied
0,66-0,80	Satisfied
0,51-0,65	Quite Satisfied
0,35-0,5	Less Satisfied
0,00-0,34	Not Satisfied

RESULTS AND DISCUSSION

RESULTS

Validity and Reliability Test at JNE

Based on the predicted validity test for each item, 12 assertions have rcount more than r_{table}, or $r_{count} > 0.27$. Thus, the entire statement is ruled valid. And the performance variable $r_{count} > r_{table}$. Thus, the entire statement is ruled valid.

It is known that the Cronbach's Alpha value is 0.630 based on the outcomes of the anticipated reliability test. All statement items are deemed credible since the Cronbach's Alpha value is $0.630 > 0.227$ (*rtable*).

The Cronbach's Alpha value is 0.640, according to the findings of the performance reliability test. The r_{table} value of 0.227 is then compared to this value. Because Cronbach's Alpha is 0.640 > 0.227 (r_{table}), all statement items are deemed credible.

Validity and Reability Test At J&T

According to the expectation validity test, the expectation variable for each sentence has r_{count} greater than r_{table} (r_{count} > 0.227). As a result, 12 statement items are determined to be valid.

Table 6 shows that the performance variable for each statement item has r_{count} > r_{table}. As a result, all statement elements are declared valid.

Reliability Test At J&T

The *Cronbach's Alpha* value is 0.730, as determined by the results of the performance reliability test. This number is then compared to the r_{table} value of 0.227. Because Cronbach's Alpha is 0.730 > 0.227 (r_{table}), maka semua butir pernyataan dinyatakan reliable. The performance reliability test results show that the Cronbach's Alpha value is 0.747. The r_{table} value of 0.227 is then used to compare this value to. The Cronbach's Alpha value is 0.744 > 0.227 (r_{table}), which indicates that all statement items are deemed credible.

Customer Satisfaction Index (CSI)

Determine Mean Importance Score (MIS) And Mean Satisfaction Score (MSS)

    1)   Determine Mean Importance Score (MIS)

    The average score of an attribute's importance calculated from each consumer's average expectation is known as the MIS.

$$MIS = \frac{\sum_{i=0}^{n} Yi}{n}$$

Y_i = Attribute importance value to -i

n   = Number of respondents

    a)   MIS value calculation for the first respondent on JNE. The MIS value for the next respondent is shown in table 4.16)

$$MIS = \frac{\sum_{i=0}^{n} Yi}{n}$$

$$MIS = \frac{(4 + 5 + 4 + 4 + 4 \dots + 5)}{75} = 4{,}24$$

b)   Calculation of the MIS value on J&T (for the first respondent. The MIS value for the next respondent can be seen in table 4.17)

$$MIS = \frac{\sum_{i=0}^{n} Yi}{n}$$

$$MIS = \frac{4 + 5 + 4 + 4 + 4 \dots + 4}{75} = 4{,}05$$

2)   Determine Mean Satisfaction Score (MSS)

MSS refers to the average actuality of a characteristic of the typical business performance as seen by customers.

$$MIS = \frac{\sum_{i=0}^{n} Yi}{n}$$

Y_i = The performance value of the attribute to -i

n   = Jumlah responden

a)   The MSS value on JNE is calculated (for the first respondent, the MSS value for the next respondent can be seen in table 4.16)

$$MSS = \frac{\sum_{i=0}^{n} Xi}{n}$$

$$MSS = \frac{5 + 5 + 4 + 4 + 5 \dots + 4}{75} = 4{,}03$$

b)   Calculating the MSS value for the first response on J&T. Table 4.17) has the MSS value for the following respondent.

$$MSS = \frac{\sum_{i=0}^{n} Xi}{n}$$

$$MSS = \frac{5 + 4 + 5 + 5 + 5 \dots + 5}{75} = 4{,}15$$

Figuring out the MSS number for the initial J&T response. The MSS value for the following respondents is shown in Table 2

Table 2

Recapitulation of MIS And MSS Values On JNE

NO	Total Expectations	MIS value	Total Performance	MSS value
1	318	4,24	300	4,03
2	326	4,35	304	3,67
3	313	4,17	293	3,92
4	307	4,09	296	3,97
5	305	4,07	312	4,16
6	311	4,15	309	4,13
7	339	4,52	323	4,31
8	351	4,68	329	4,39
9	300	4,00	297	3,99
10	331	4,41	292	3,89
11	300	4,00	253	3,53
12	322	4,29	305	4,08
Total	3823	50,97	3613	48,07

Source: data processed in 2022

The MIS and MSS values on JNE can be found in table 2 above by looking at the total average. The average expectation yielded a total MIS value of 50.97, whereas the average performance yielded a total MSS value of 48.07.

Table 3

Recapitulation of MIS And MSS Values On J&T

NO	Total Expectations	MIS value	Total Performance	MSS value
1	304	4,05	309	4,15
2	340	4,53	274	4,09
3	298	3,97	318	4,27
4	299	3,99	322	4,32
5	316	4,21	303	4,04
6	316	4,21	321	4,27
7	356	4,75	325	4,36
8	339	4,52	329	4,37
9	312	4,16	316	4,24
10	304	4,05	304	4,07
11	277	3,69	265	3,59
12	326	4,35	308	4,19
Total	3787	50,49	3694	49,95

Source : data processed in 2022

The MIS and MSS values on JNE can be found in table 3 above by looking at the total average. The overall MIS score is 50.49, which was calculated using the average expectation, and the overall MSS value is 49.95, which was calculated using the average performance.

Create Weight Factor (WF)

This weight represents the proportion of each attribute's MIS value to the total MIS of all attributes.

$$WFi = \frac{MISi}{\sum_{i=1}^{p} MISi}$$

MIS_i = Value Mean Importance Score

P   = Attributes of Importance

a) converting the WF value to JNE (For the respondent who was first. In table 4.18, the WF value for the following respondent is displayed.

$$WFi = \frac{MISi}{\sum_{i=1}^{p} MISi}$$

$$WFi = \frac{4,24}{50,97}$$

WFi = 8,32%

A summary of the Weight Factors (WF) value recapitulation results is shown below.

Table 4

Recapitulation of WF Values at JNE

No	MIS value	WF Value (%)
1	4,24	8,32
2	4,35	8,53
3	4,17	8,19
4	4,09	8,03
5	4,07	7,98
6	4,15	8,13
7	4,52	8,87
8	4,68	9,18
9	4,00	7,85
10	4,41	8,66
11	4,00	7,85
12	4,29	8,42
Total	50,97	100

Source : data processed in 2022

The WF value in table 4 above is calculated by dividing the MIS value by the sum of the MIS values multiplied by 100.

b) Calculation of WF value on J&T

$$WFi = \frac{MISi}{\sum_{i=1}^{p} MISi}$$

$$WFi = \frac{4,05}{50,49}$$

WFi = 8,03%

A summary of the Weight Factors (WF) value recapitulation results is shown below.

Table 5

Recapitulation of WF Values At J&T

NO	MIS Value	WF Value (%)
1	4,05	8,36
2	4,53	8,98
3	3,97	7,87
4	3,99	7.90
5	4,21	8,34
6	4,21	8,34
7	4,75	9,40
8	4,52	8,95
9	4,16	8,24
10	4,05	8,03
11	3,69	7,31
12	4,35	8,61
Total	50,49	100%

Source : data processed in 2022

The WF value in table 5 is calculated by dividing the MIS value by the total mis value and multiplying the result by 100.

Determine Weight Score (WS)

The multiplication of the weighted score (WS) or weighted factor (WF) and the average satisfaction or Mean Satisfaction Score (MSS)

$$WS_i = WF_i \times MSS$$

a)   Determining the WS value on JNE

WSi =8,32 x 4,03

= 33,49

Table 6

Recapitulation of WS Values at JNE

NO	MSS Value	WF Value	WS Value
1	4,00	8,30	33,49
2	4,05	8,41	31,27
3	3,91	8,11	32,09
4	3,95	8,19	31,91
5	4,16	8,64	33,19
6	4,12	8,55	33,62
7	4,31	8,94	38,19
8	4,39	9,11	40,28
9	3,96	8,22	31,28
10	3,89	8,08	33,71
11	3,37	7,00	27,73
12	4,07	8,44	34,36
	TOTAL		401,12

Source : Data processed (2022)

The WS value at JNE is 401.12, as seen in table 6 above.

a)   Calculation of the value of WS on J&T

$WS_i = 8{,}03 \times 4{,}15$

$WS_i = 33{,}29$

Table 7

Recapitulation of WS Values At J&T

NO	MSS Value	WF Value	WS Value
1	4,12	8,36	33,29
2	3,65	7,42	36,75
3	4,24	8,61	33,57
4	4,29	8,72	34,11
5	4,04	8,20	33,71
6	4,28	8,69	35,60
7	4,33	8,80	40,99
8	4,39	8,91	39,15
9	4,21	8,55	34,93
10	4,05	8,23	32,65
11	3,53	7,17	26,23
12	4,11	8,34	36,04
	TOTAL		417,02

Source : Data processed in 2022

As stated in table 7 above, the WS value for J&T is 417.02.

Determining Customer Satisfaction Index (CSI)

The entire score from the WS is divided by the maximum scale being used to determine the CSI percentage value.

$$CSI = \frac{\Sigma WS}{HS}$$

Information :

WS = Total Weight Sroce

HS = Highest Scale Or maximum scale used

a) Calculation of CSI on JNE :

CSI = 401,12/5

CSI = 80,22

b) CSI calculation on J&T :

CSI = 417,02/5

CSI = 83,40

Customer Satisfaction Comparison Results

Table 8 below shows the results of the comparison of customer satisfaction between JNE and J&T.

Table 8
Customer Satisfaction Comparison Results

Information	JNE	J&T
Customer Satisfaction	80,22	83,40

As seen in table 8 above, respondents rate J&T's customers as being more satisfied than JNE's customers. This is evident from the acquisition of the CSI % value, which is 83.40 at J&T and 80.22 at JNE with extremely satisfied conditions.

DISCUSSION

The results of the questionnaire survey that was conducted show respondents' reactions to JNE customer satisfaction at JNE that make them feel satisfied, namely customers are satisfied in terms of assurance, on the claim that there is a complaint service and information board for package services, on the statement regarding customer complaints that can be made above by the JNE service officer, and in terms of actual evidence (tangibles). JNE is superior on these two metrics, but J&T is superior on other indicators.

Responses to the question of what aspects of J&T's customer satisfaction made respondents feel satisfied focused on dependability, namely the provision of on-time delivery of packages and reasonably priced delivery of packages. In terms of responsiveness, service providers offer services quickly and responsively, and service officers always offer support if they run into issues. J&T outperforms JNE in terms of assurance in the sixth statement about customers feeling secure with package services. When it comes to empathy (empathy), service representatives always treat customers politely and tailor the offerings to the needs rather than taking into account the social standing. Facilities including waiting areas and counters are neat and well-organized in terms of physical evidence (tangibles), and clients can comprehend information about package services from brochures and websites.

According to the result of this research, clients are more satisfied with J&T delivery services than with JNE. According to Irawan, various supporting variables must be addressed when achieving consumer satisfaction (2004:37). JNE's services must be improved in terms of dependability, responsiveness, and empathy. Similarly, J&T must increase the quality of its services in terms of promises and physical proof. The price difference is the most noticeable variation between the respondents' assessments. Package delivery services on J&T are less expensive than on JNE.

CONCLUSION

Customer satisfaction at JNE is 80.22 based on calculations using the Customer Satisfaction Index. J&T's customer satisfaction value is 83.40. Customers are therefore more satisfied with J&T delivery services than with JNE.

ACKNOWLEDGMENT

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