



## **Service Quality and Consumer's Trust Using PT. JNE Gorontalo Branch**

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### **ABSTRACT**

Increasing quality of services increasingly gets the attention of companies to increase supply to consumers. The purpose of this study is to find out and analyze: 1) Effect of service quality on consumer decisions, 2) Effect of trust in consumer decisions, 3) Effect of service quality and trust simultaneously on consumer decisions. The sampling method uses non-probability sampling with the accidental sampling technique with a total sample of 96 people. The unit of analysis is consumers who use the services of PT. Gorontalo Branch JNE. Data collection is done through observation and questionnaires. Data were analyzed quantitatively by using multiple regression analysis techniques with SPSS 21 statistical program. The results showed that trust had a significant effect on consumer decisions. Service quality and trust have a simultaneous influence on consumer decisions. The interesting finding from the results of this study is that service quality has no significant effect on consumer decisions. This shows that the quality of service is good, not necessarily consumers decide to use these services. Suggestions / recommendations, the need for companies to improve tangible and assurance indicators related to the availability of facilities and infrastructure in service and attention to guarantees for consumer goods.

**Keywords:** Service Quality, Trust, Consumer

### **PRELIMINARY**

Business world nowadays is increasingly experiencing dynamic changes and developments characterized by the increasing competition in the business world, the ability of companies to be more careful in business competition, so companies must pay attention to one of its main functions, namely the marketing aspect. Changes that occur now are patterns of social interaction and lifestyle of each consumer, these changes have an impact on consumer behavior in making decisions, especially in consumer decisions to use services. So that companies engaged in services must be able to provide services that are able to compete. The increase in the quality of services offered is getting more and more attention for the company. This is because the quality of services can be used as a tool to achieve competitive advantage.

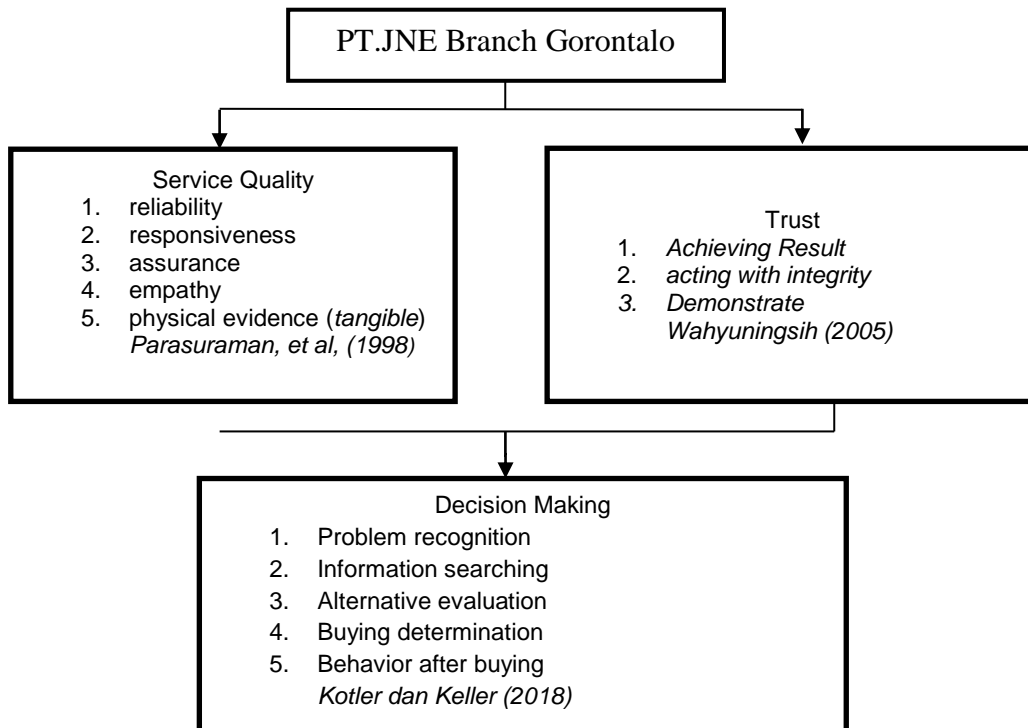
Improving the quality of good services can influence a consumer's decision in using company services. The decision to use services carried out by consumers involves confidence in a service so that there is a sense of confidence in the correctness of the actions taken. Consumer confidence in decisions taken presents the extent to which he has confidence in his decision to choose a product or service. In consumer behavior there are several factors that influence consumer purchasing decisions including service quality and trust.

Service quality is seen as one component that needs to be realized by the company, because it has an influence to bring in new consumers and can reduce the possibility of old customers to move to other companies. In principle, the definition of quality according to Tjiptono (2014: 268) service quality focuses on efforts to meet customer needs and desires as well as the accuracy of delivery to offset customer expectations. And this type is the level of expectations most often intended by consumers when assessing the quality of a particular service. The basic concept of quality of service (service) or quality of a product can be defined as fulfillment that can exceed the desires or expectations of customers (consumers).



The buying decision process in each person is basically the same, but the decision-making process will be colored by personality traits, age, income, and lifestyle. According to Kotler and Armstrong, (2008: 179) purchasing decision making is the stage in the process of purchasing decisions where consumers actually buy. Purchasing decision making is an individual activity directly involved in obtaining and using the services / goods offered.

However, in terms of overcoming competition in the current era of globalization companies must always develop market mechanisms and capture market share. The demand for an increasingly quality service product makes a company engaged in services competing to improve the quality of their services. Service quality can be felt directly by consumers and different services that will differentiate service business from other service businesses. Consumer decisions in using services are decisions that involve perceptions of service quality and price. Based on the relationship of service quality, trust, consumer decisions can be seen in figure 1 the conceptual framework as follows:



Gambar 1. Conceptual Framework

Quality is considered as a measure of the relative goodness of a product or service consisting of design quality and conformity. Trust is a very important thing for a commitment or promise, and commitment can only be realized if one day means. Confidence or trust is an important factor that can overcome crises and difficulties between business partners and it is also an important asset in developing long-term relationships between organizations. Trust is the foundation of business. Establishing consumer trust is a way to create and maintain consumers. Trust is the belief that someone will find what they want in a service company.

Similar to the Nugraha Ekakurir PT. (JNE) line, the reason consumers conduct freight forwarding services at PT. JNE is because the services offered by JNE are better than similar competitors, both in terms of service quality, price and trust that the company builds. So in this case JNE shows the quality of service and fosters consumer trust in order to satisfy its customers in using JNE as a means of shipping goods. Data on shipping consumer goods in 2016 and 2017 can be seen in table 1 as follows:

Table 1.  
Delivery of Consumer Goods Outside the Region in 2016 and 2017

TAHUN	MONTH	AMOUNT OF GOODS
2016	-	66,226 qty
2017	-	50,326 qty

Source: PT.JNE Cabang Gorontalo, 2018

The phenomenon experienced by the company seen in table 1 shows that in 2016 to 2017 PT. JNE (Nugraha Ekakurir Line) Gorontalo Branch experienced a decline, this might be caused by several factors including consumer privacy that cannot be maintained by the company, or service This Gorontalo Main Branch of JNE is not satisfactory, or even JNE has not fully gained consumer trust so consumers have not decided to use JNE services. This is not entirely certain because there are many factors that influence consumers' decisions to use services in the JNE company.

Based on the background above, the research question developed in this study is whether there is an influence of service quality and trust in consumer decisions using the services of PT. Gorontalo Branch JNE. The purpose of this study is to find out: 1) Is there an influence on service quality on consumer decisions using JNE Gorontalo Branch Main services. 2) Is there any influence of trust in consumer decisions using JNE Gorontalo Main Branch services. 3) Is there a simultaneous influence of service quality and trust in consumer decisions using JNE Gorontalo Branch Main services.

## RESEARCH METHOD

### Research Design and Research Location

This study uses a quantitative design with explanatory survey method by analyzing research problems through statistical analysis to test the hypothesis. This research was conducted at PT. Nugraha Ekakurir (JNE) Line Gorontalo Branch Kasuari Road NO. 80 Heledulaa Selatan Village, Kota Timur District, Gorontalo City.

### Population and Sample

The population in this study were all consumers who had used PT. JNE shipping services in the population of this study were unknown in number. The sample design used in this study is non probability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be chosen as a sample (Sugiyono, 2016). The number of samples used is 96. The technique used is sampling accidental criteria samples are consumers who at least once use the services of PT. JNE.

### Research Variable

This study uses three variables, which consist of two independent variables and one dependent variable. The independent variable is service quality (X1) and trust (X2) and the dependent variable is consumer decision (Y). Furthermore, the relationship between variables in this study can be seen in Figure 2 in the model as follows:

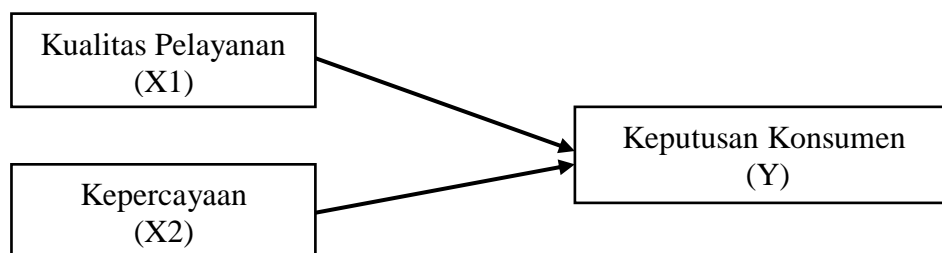


Figure 2. Research Model Design

To facilitate understanding of the meaning of variables used in research, it is necessary to make operational definitions of variables as follows: (1) Service quality (X1) is identification of efforts to meet consumer needs and desires and the accuracy of delivery in offsetting consumer expectations which include reliability, capture power (responsiveness), assurance (assurance), concern (empathy), and physical form (tangibles). (2) Trust (X2) is the assessment of a person's relationship with another person who will carry out a certain transaction in accordance with expectations in an environment that is full of uncertainty which includes results, acting with integrity and being able to demonstrate. (3) Consumer decisions (Y) are actions of consumers to want to buy or not buy products that include the introduction of problems, information seeking, evaluation of alternatives, purchasing decisions, post-purchase behavior.

#### **Data Collecting Technique**

Data collection is done through (1) observation, is a method used to observe certain circumstances and situations of the company's objects, as well as how activities related to the problem under study. (2) Questionnaire, is a technique of data collection carried out by providing a set of questions or written statements to the respondent to answer. Data collected includes: Resident's identity, data regarding respondent's responses to variables affecting consumer decisions. Data collected and processed with a Likert rating scale and using ordinal size then the respondent's answer score is summed and averaged into an average score, this score is then interpreted as the position of the Likert scale assessment.

#### **Data Analysis Technique**

The analysis used to determine the effect of independent variables with the dependent variable is multiple linear regression analysis. Multiple linear regression model is a regression model used to make the relationship between one dependent variable with several independent variables (Sugiono, 2012). The regression model is:  $Y = a + b_1X_1 + b_2X_2 + e$  with the SPSS 21 statistical program.

To calculate the data validity of the measuring instrument used the Pearson Product Moment formula (Umar, 2005). Instrument reliability test was carried out by Cronbach Alpha formula. Normality test is done by Kolmogorov-Smirnov non-parametric statistical test (K-S test). The coefficient of determination is between zero and one. A value close to one means that the independent variables provide most of the information needed to predict dependent variations (Sunjoyo, 2013). For testing the hypothesis used t test (partial test) and F test (simultaneous test) Ghozali, 2009.

### **RESULT AND DISCUSSION**

#### **Research Result**

##### **Company Description**

JNE (Path Nugraha Ekakurir) Gorontalo branch is one of the main agents under the auspices of the JNE Jakarta Center located on the island of Sulawesi. The business field of the company is shipping services. The company provides several services including First, intra-city courier services provided by the following types: a) Regular (Delivery within 2-5 days) except Sundays and holidays. b) Urgent (Delivery 1 day) c) Top Urgent (Delivery within the same day). Second, domestic courier services with the types of services provided include: a) Special Service b) sure tomorrow to c) Express Regular d) Economic Shipping Costs e) Diplomat Service. Third, international courier services. Fourth, sea and air cargo services. Fifth, logistics and distribution. Sixth, transfer services and land transportation. Seventh, customs services. Eighth, airport pick-up service. Ninth, money transfer services (Data from Gorontalo branch of PT. JNE, 2017)

##### **Determination Coefficiency**

The magnitude of the ability of service quality and trust in explaining consumer decisions in using the services of PT. JNE can be seen in table 1 the results of the coefficient of determination as follows:

Table 1. Determination Test R<sup>2</sup>

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 <sup>a</sup>	.587	.574	7.10710

a. Predictors: (Constant), Kepercayaan, Kualitas Pelayanan

Based on table 1 shows the results of multiple linear regression summary model R correlation value which shows the level of relationship between the independent variable on the dependent variable is 0.689 or far detect 1 means that there is a rather low relationship and R square or R<sup>2</sup> determination coefficient shows the contribution of 0.587 or 58.7% of service quality and trust in consumer decisions while the remaining 0.413 or 41.3% is influenced by other factors not included in the research model.

**Regression Analysis Result**

Based on the results of analysis with the SPSS version 21 program, the regression results are obtained as shown in table 2 as follows:

Table 2. Double Regression Result

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.061	9.084		2.539	.014
	Kualitas Pelayanan	.496	.136	.494	3.651	.001
	Kepercayaan	.310	.135	.311	2.301	.025

a. Dependent Variable: Keputusan Konsumen

Source: Processed data result, Statistic SPSS 21, (2018)

Based on table 2, it can be formulated an equation that describes the relationship between service quality and trust in consumer decisions using Gorontalo JNE services.

$$Y = 23,061 + 0,496 + 0,310 + 5\%$$

Description: Y = Consumer Decision, a = Constants, X1 = Service Quality X2 = Trust and e = Error Standard.

The results of the equation above show that the regression coefficients of the two independent variables namely service quality (X1) and trust (X2) have positive values meaning that if the value of variable X rises then the value of variable Y will follow up and vice versa. From these two variables it can be seen that the most dominating or greater influence on consumer decisions (Y) is service quality (X1) of 0.496 or 49.6% while trust (X1) is 0.310 or 31%.

**Hypothesis Test**

**1. Partial Test (T-test)**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.061	9.084		2.539	.014
	Kualitas Pelayanan	.496	.136	.494	3.651	.001
	Kepercayaan	.310	.135	.311	2.301	.025

a. Dependent Variable: Keputusan Konsumen

The t test is used to prove the influence between service quality and confidence in consumer decisions in using Gorontalo Branch PT. JNE services. Terms of acceptance of hypotheses are if the value of sig. <0.05 then the hypothesis is accepted, whereas if sig.> 0.05 then the hypothesis is rejected. The results of the t-test can be seen in table 3 as follows:

Table 3. T-test

Source: Processed data result, Statistic SPSS 21, (2018)

Based on table 3, it can be seen that the ttable value obtained by each variable. To get a conclusion whether accepting or rejecting  $H_0$ , especially when must be determined the value of the table to be used. This value depends on the degree of freedom and the level of significance used. By using a significance level of 5% and a df value of ( $\alpha / 2$ ;  $n-k-1 = 0.025$ ;  $96-2-1 = 93$ ) obtained t table of 1.985.

The results of the analysis using the SPSS 21 program assistance obtained the following results: (1) The Effect of Service Quality on Consumer Decisions

Based on the results of the regression analysis obtained tcount of  $3.651 >$  ttable 1.985 and significant value (Sig)  $0.001 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted Service quality has a significant effect on consumer decisions. (2) Effect of Trust in Consumer Decisions. Based on the results of the regression analysis obtained tcount of  $2.301 >$  ttable 1.985 and the value of significant analysis (Sig)  $0.025 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_2$  is accepted, meaning trust has a positive effect on Consumer Decisions.

### Simultaneous Test (F-Test)

The F statistic test basically shows whether all Independent or free variables entered into the model have a joint effect on the dependent or bound variable. The results of the calculation of the regression model parameters simultaneously can be seen in table 4 as follows:

Table 4. F-Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4524.254	2	2262.127	44.785	.000 <sup>b</sup>
	Residual	3182.186	63	50.511		
	Total	7706.439	65			

a. Dependent Variable: Keputusan Konsumen

b. Predictors: (Constant), Kepercayaan, Kualitas Pelayanan

Source: Primary data 2018, statistic SPSS 21

Based on table 4, the test results obtained Fcount of 44.785. The results of Ftable at 5% significance level and numerator free degree (df1) of k (number of independent variables) = 2 and free denominator degrees (df2) of  $n-k = 96-2 = 94$  is 3.09. From the calculation results obtained Fcount  $44.785 >$  Ftable 3.09 and a significant value of  $0,000 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning Service quality ( $X_1$ ) and Trust ( $X_2$ ) has simultaneously significant effect on Consumer Decision ( $Y$ ).

## DISCUSSION

### The Effect of Service Quality on Consumer Decisions

Basically, the services provided by the Gorontalo Branch JNE are not much different from the services of other outlets or other company outlets. In this case the employee already knows the applicable standard procedures in handling consumers. But consumers do not necessarily conclude that all services by outlets are the same and there is no difference. In this case the background of this research is to test whether the service quality provided by Gorontalo Main Branch PT JNE can contribute to consumers' decisions in using their services or not.

The results of testing the first hypothesis that the value of tcount is  $3.651 >$  t table 1.985 and significant value (Sig)  $0.001 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted, meaning service quality has a significant effect on consumer decisions. This shows that the service quality at JNE Main Branch of Gorontalo is able to make consumers make decisions using JNE services. As Tjiptono (2011: 59) said define service quality is the level of excellence expected and control over the level of excellence to meet customer desires.

The findings of this study support Elrado et al. (2014), indicating that service quality variables consisting of five indicators are tangible, reliability, responsiveness, assurance and empathy (influence) against customer trust. With the quality services provided by Jambuluwuk Batu Resort to customers, these customers will feel satisfied and believe that Jambuluwuk Batu Resort provides quality services according to customer expectations. While Parasuraman et al. (1998) states that service quality can influence consumer decisions in terms of reliability, capture power, assurance, care, and physical form is a challenge because in addition to being required to be able to meet the five service indicators the company must be able to optimize these indicators.

### **The Effect of Trust to Consumer Decisions**

Trust in marketing is a relationship between someone and another person who will make a certain transaction in accordance with expectations in an uncertain environment. This is in accordance with the results of the respondent's answer to the questionnaire distributed, that trust is built by PT JNE Gorontalo Main Branch running its business on trust which was built long ago so that there is a good commitment with customers

The results of testing the second hypothesis that  $t_{count} = 2.301 > t_{table} = 1.985$  and the value of significant analysis (Sig)  $0.025 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_2$  is accepted, meaning trust influences consumer decisions. These results indicate that trust in the JNE Main Branch of Gorontalo is able to make consumers make the decision to use company services.

Based on the results of descriptive testing (analysis of respondents' answers) on the statements of consumer confidence variables in JNE Main Branch of Gorontalo, it was found that the trust variable belongs to the excellent category but there are still items that get the lowest achievement score is statement number 21 regarding guarantee of consumer goods scattered with a score of only 83.33%.

The results of this study support Pramana and Rastini, (2016) stating that the variable service quality has a positive and significant effect on customer trust in Bank Mandiri, Veteran Branch, Denpasar, Bali. This means that the better the quality of services provided by Bank Mandiri, the higher the trust of Bank Mandiri Branch Veteran Denpasar-Bali customers. Kotler and Keller, (2018) that the usual purchasing process consists of problem recognition, information seeking, evaluation of alternatives, purchasing decisions, and post-purchase behavior. The task of marketers is to understand the behavior of buyers at each stage.

### **The Effect of Service Quality and Trust in Consumer Decisions**

JNE Company Gorontalo Main Branch Recognizing that the service quality that consists (tangibles, reliables, responsivnes, assurance and empaty) that have been given will lead to trust in consumers. Consumers who have felt good service will certainly give confidence or confidence in every service they have given. So that if consumer trust has emerged, then the decision of consumers to use JNE services will continue.

The results of testing the third hypothesis that  $F_{count} = 44,785 > F_{table} = 3.09$  and a significant value of  $0,000 < 0.05$ , it can be concluded that  $H_0$  is rejected and  $H_3$  is accepted, meaning service quality and trust have a significant effect on consumer decisions.

Based on the results of descriptive testing (analysis of respondents' answers) on the statements of consumer decision variables using the main branch of Gorontalo JNE services it was found that consumer decision variables fall into the very good category with a high score of 90.00%.

The results of this study support Tumini and Pratiwi, (2016) stating that simultaneously service quality and trust significantly influence customer loyalty to probolinggo companies. There is a significant influence between the independent variables on the dependent variable partially, the most dominant affecting customer loyalty is the service quality variable. The results of this study also support Baba, (2017) stating that the service quality of suzuk cars (tangible, empathetic, reliability, responsiveness and assurance) has a positive and significant effect on customer satisfaction, meaning that the application of service quality services that are valued by customers for forms real actualisation felt by consumers to meet customer expectations.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

The conclusion from this study are as follows:

1. Service quality affects consumer decisions. This is indicated by the dimensions that influence namely reliability, reponsiveness, assumption, concern (empathy), and physical

evidence (tangible). This shows that the better service quality will influence consumer decisions in using the services of PT. Gorontalo Branch JNE.

2. Trust affects consumer decisions. This is shown by three activities carried out by the company to foster consumer trust, namely Achieving result, Acting with integrity and Demonstration concern. This means that the trust generated by the company towards consumers influences consumers to continue to use the shipping service of PT. Gorontalo Branch JNE. Secara simultan kualitas pelayanan dan kepercayaan berpengaruh terhadap keputusan konsumen. Artinya bahwa keputusan konsumen memiliki capaian presentase yang sangat baik sehingga ini dapat dilihat dari tanggapan konsumen ingin mencari informasi tentang jasa PT. JNE Cabang Gorontalo kemudian bersedia menggunakan jasa tersebut.

3.

### **Suggestions**

1. PT. Gorontalo Branch JNE should pay attention and make improvements related to tangible indicators, namely the availability of facilities and infrastructure in terms of services such as customer convenience in the service room and the availability of consumer vehicle parking.
2. PT. The Gorontalo Branch JNE should pay attention to the assurance indicator, which is the guarantee of the company to guarantee the delivery of consumer goods in accordance with the stipulated time guarantee and guarantee the shipment of goods to the recipient. This needs the company to do to increase consumer confidence in using services offered by the company.

3.

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