

Rethinking Customer Experience in Post-Pandemic Era A Case Study of J&T Express

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ABSTRACT

In logistics management, customer satisfaction is the crucial factor in providing service quality. J&T Express has proven to be successful and very influential in providing its customer services. While constant innovation is essential to providing better services to consumers. The purpose of this research is to identify the distinguished services offered and ways that customers derived their satisfaction during this pandemic. This research paper will focus on identifying the factors that influence customer satisfaction in using J&T delivery service. A structured questionnaire & survey will be conducted to gather customers' responses in Malaysia and Indonesia. The study will highlight aspects to provide a different perspective and greater customer satisfaction during and post-pandemic covid-19. The survey data will help to analyse and suggest new ways of creating customer experiences. From the results discussion, we found that the reputation of delivery services has proven to increase as J&T Express is strive and committed to offering the greatest delivery service.

Keywords: Customer Satisfaction, Digital Transactions, Experiences, High-Quality Services, J&T Express, Post Pandemic

INTRODUCTION

Nowadays, the world is turning to globalization, anything can be done without being limited by national borders. This is due to the development of activities that constantly improve human life from traditional to modern with the establishment of information and communication technology. Humans are tied to technology in daily life such as communication, learning, and mostly in online shopping. Moreover, during the Covid-19 pandemic, the technology was used more frequently than before the Pandemic. This is because the Pandemic has created a barrier wall for humans to interact with other humans in everything. The Covid-19 virus attacks its victims regardless of age and its effects on anyone infected with the virus can result in loss of life.

Therefore, for example, people in Malaysia and Indonesia will be motivated to carry out daily activities virtually. The most famous activity that people like to do in Pandemic is shopping in virtual. They will use e-commerce apps to buy their product such as Shoppe, Lazada and Alibaba. Due to the online shopping Phenomena delivery services are also expanding to meet the demand of customers who buy online by providing ordering services without being restricted by national borders. Thus, because of this situation, we can see that the delivery services company that is most popular, J&T Express Company. J&T Company is a logistics and shipping services company based in Indonesia. From the data released by the Ministry of Communications and Information (KEMKOMINFO, 2015), Indonesia is now one of the 'mega' in online business or e-Commerce in the Asia Pacific. The J&T company is one of the included companies. The founders of this company were Jet Lee and Jony Chen. Next, the company has expanded to many Asian countries, for example, Malaysia, Singapore and Cambodia. Not only that, the company sustains successfully managing their company overseas. This success can be related to the flow of online sales and purchases makes consumers more critical to choose the logistics services they use in shipping goods.

The existence of a logistics service provider plays an important role in maintaining the belief that goods from the departure area to the destination will arrive safely. Logistics service providers are changing due to the development of information and communication technology as well. J&T Express is one of the companies that provide logistics services, which can be the delivery of documents or goods that can compete with other senior companies. J&T Express is a new company that uses IT in offering its services. They offer a pickup service so that customers do not have to come to the J&T office anytime they are going to deliver. The J&T company has the most significant growth among any other company. J&T Express has a special strategy to face stiff competition.

Therefore, this research aims to rethink customer experience systematically in the post-pandemic era. A pandemic is an unexpected situation that greatly affects a company in managing a company using the same strategy. Strategic changes and reforms need to be made to adapt to specific situations. This research is more focused on customer experience because we want to analyze J&T companies on how these companies conduct their business in completely different situations in normal life and the Pandemic era. In addition, through this research, we also want to identify the factors that cause customers to remain loyal to use the services provided by J & T companies compared to logistics companies and other services. We also try to detect and understand the uniqueness and effectiveness of J & T's actions in providing their services to remain stable and relevant, even in unexpected events such as the COVID-19 Pandemic. This is the main thing that shows the sustainability of a company in creating value with its customers, which in turn, leads to its success.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is one of the indicators of how far a firm has progressed. Customers' satisfaction is, in general, the result of the service that the customer has received. Many areas of logistic and courier service must be controlled to achieve customer satisfaction. Customers' satisfaction is, in general, the result of the service that the customer has received. Many areas of logistic and courier service must be controlled to achieve customer satisfaction. Furthermore, customer happiness might fluctuate if the consumer uses the same service every time and the service is inconsistent. In the logistic and manufacturing industries, client satisfaction levels will vary. Customer satisfaction provides several benefits for the courier industry, including improved sales, follow-up purchases, a better corporate image, fewer customer complaints and lower price elasticity (Otsetova, 2017). The logistic and courier business can have a better understanding of their workload based on this information. Customer satisfaction, on the other hand, may be regarded as a very personal judgement impacted considerably by individual expectations (Cengiz, 2010).

Customer Experience

Customer experience is a concept that we hear about a lot these days. The majority of the companies began to develop their customer experience strategies. Customer experience may thus be characterized in a variety of ways. Customer experience may be described as a customer's encounter with a product or service in general. Customer experience is also crucial in the development of a good product or service. A positive customer experience may result in additional benefits for the company, while the negative customer experience may help the firm to identify the problem's causes. Customer loyalty is closely linked to customer experience. Furthermore, consumer experience may open up new opportunities for competition. It's also important to provide a positive experience because it influences consumer satisfaction (Johnston & Kong, 2011).

High-quality Service

The most crucial feature that any firm strives to attain and maintain is quality service. According to Saputri and Nugroho (2018), a product's quality requires greater attention from the management since quality is linked to a company's capacity to compete and profit rate. The greater the service quality, the more benefits the companies receive. Determining whether perceived service delivery meets, exceeds, or fails to meet customer expectations is fundamental to quality services. A corporation that pays attention to quality service and maintains high-quality services might contribute to the company's success. Parasuraman, Zeithaml, and Berry (1990) proposed a service quality model that established five characteristics of perceived service quality: tangibility, dependability, responsiveness, assurance, and empathy. However, we must understand that quality service includes all aspects of the product or service, such as the pricing and condition of the product, as well as the quality expectations that the consumer desires.

Digital Transaction

In the 21st century, digital transactions have been used widely. In general, a digital transaction is a payment that is made without the use of cash. Online banking, banking cards, mobile wallets, micro ATMs and other digital transactions are only a few types. Several firms provide a platform for digital transactions to take place. Furthermore, digital transactions are more convenient than traditional payment methods. The advantages of digital transactions are that they are extremely handy and simple to use; all we need is a gadget and an internet connection. Sardana and Singhania (2018) purpose that digital transaction as 'anytime, anywhere availability. The introduction of digital transactions allows business owners to expand their operations globally. The digital transaction platform was also used by the logistic platform. Furthermore, developing a website for online transactions is an important step in growing turnover and profit (Abadi, 2018).

RESEARCH METHOD

In this case study, we have used the quantitative method through collecting the primary and secondary data. For primary data, we conduct the questionnaire by using the google form. Through this google form, we collected the data on J&T Express's customers about rethinking customer experience in the post-pandemic era. This survey helps us to get the data of the respondents seems like pandemic Covid-19 still didn't end. In this method, we are targeting 100 respondents from different countries like Malaysia and Indonesia. We take almost three weeks to get 100 respondents. This questionnaire included the opinion and experience of the customer before and after the pandemic. The survey was conducted through a structured questionnaire and the forms were circulated via group chat and personal chat which are WhatsApp and Telegram. While for the secondary data is the data that we collected from a few of the journals, articles, and websites.

The survey contains three parts. Part one is the customer demographic profile. The demographic profile can help us to find the background of the customer that is often using the J&T Express service. For example, occupation and monthly income. Not only that, but we also can get the average age using this courier very often. Next, part two is J&T Express customer during Covid-19. In this section, respondents answer the questions related to the J&T Express customer service during the Covid-19. The services might change due to the pandemic. Not only that, but this part also shows us the customer loyalty to J&T Express during the pandemic. Part three is customer experience using J&T Express service. In part three-section, we are using a 5-point scale which is from number 1 (strongly disagree), number 2 (disagree), number 3 (neutral), number 4 (agree) and number 5 (strongly agree). Respondents were required to rate the questions based on their opinion and experience. The secondary data used in this case study was obtained from journals, articles, and websites. These secondary data refer to the Association of International Business and Professional Management (AIBPM) website. Besides, google scholar, adademic.edu and J&T Express page was also used to write this case study. Finding journals, articles and websites is a very effective way for us because it helps us to expand our research on this topic and be a reference. For instance, for the literature review.

In this case study, we obtained the sample data from the target consumers who are regular users of the J&T Express service which is students, government staff, private sector staff, unemployed, self-employed and industry workers. The data we collected will be analyzed quantitatively. For example, the survey that has already spread to the target consumer will be analyzed quantitatively by counting the value, percentage and frequencies of the J&T Express customer willing to use the service and satisfied with it. The statistics that get from the survey result will help us to summarize the sample data in the results and discussion part and make the estimates of the customer level satisfaction. For example, what percentage of customers are satisfied with the J&T Express service during the pandemic.

Overall, these are the two methods we used in this case study which is primary and secondary data. The online survey, sample paper from the previous writer and a few websites were helpful in this situation. At the end of the case study, we can ensure the result of the J&T Express's customers about rethinking customer experience in the post-pandemic era.

RESULTS

In this section are the findings of data that have been retrieved and constructed from Google forms that have been disseminated through social media among customers in which 100 responses will be represented and evaluated. Furthermore, this survey was conducted to investigate J&T express's customer experience in the post-pandemic era.

This section is classified into three parts which the first one is about the demographic profile of the respondents, the second has to be about J&T Express customers during Covid-19 and the last part is each customer experience who has used J&T Express services.

Table 1. Summary of respondents' demographic profile (N=100)

Response	Frequency	Percentage (%)
Gender		
Male	23	23.0
Female	77	77.0
Age		
20 years old and below	33	33.0
21-29 years old	52	52.0
30-39 years old	8	8.0
40-49 years old	5	5.0
50 years old and above	2	2.0
Race		
Malay	72	72.0
Chinese	9	9.0
Indian	8	8.0
Indonesia	7	7.0
Siamese	1	1.0
Java	1	1.0
Sundanese	1	1.0
Batak	1	1.0
Nationality		
Malaysian	79	79.0
Indonesian	21	21.0
Occupation		
Student	80	80.0
Government Staff	2	2.0
Private Sector Staff	7	7.0
Unemployed	3	3.0
Self-employed	4	4.0
Industries Worker	4	4.0
Monthly Income		
None	62	62.0
Less than RM 1500/Less Rp 5.000.000,00	21	21.0
RM 1500 - RM 2500/Rp 5.000.000,00 - Rp 8.500.000,00	8	8.0
RM 2500 - RM 3500/Rp 8.500.000,00 - Rp 12.000.000,00	7	7.0
Above RM 3500/Above Rp 12.000.000,00	2	2.0

Based on table 1 depicts an overview of the demographic profile of the respondents, for whom we circulated part of the survey questions to 100 people. In terms of gender, females were discovered to have the greatest respondent (77 %) than males (23 %). This is since women are more experienced in the field of online shopping than males, so they're more likely to be associated with delivery services after shopping online (Garbarino & Strahilevitz, 2004). Furthermore, this virtual facility is one of the new lines that is liked by today's women (Birla, 2019). Female consumers know that social media

shopping is more pleasurable than male shopping (Lim, Cheng, Cham, Ng, & Tan, 2019). Thus, our research reflects the fact that there are more women than males because women are more likely to engage in delivery services and represent a significant portion of J&T Express' customers.

Moreover, it can be determined from this data that a significant portion of responders are Malaysian nationals (79%). The responses to this survey have been distributed throughout Malaysia and Indonesia. Malay adolescents between the ages of 21 and 29 (33%) are the most responding race (72%). Then, the majority of the respondents are students who have no monthly income. As a result, we concentrate on adolescent delivery service customers even though the majority of J&T Express's regular customers are between the ages of 21 and 29, with only a few of the 100 participants aged 40 to 49 years and 50 years and older. This is because not everyone is knowledgeable of it and exposed to the modern delivery service, which leads to them using it infrequently. The perspectives of adolescent delivery service customers about J&T Express' approach to the COVID-19 pandemic are attributed to the significance of this survey.

However, we have expressed surveys about the response of various races, particularly Malays, Chinese, Indians, and Indonesians, as well as Siamese, Javanese, Sundanese, and Batak. The J&T Express delivery service has become more popularly known and used. According to this survey, even more, races become conscious of and use it. This is classified as having used services from half of the countries. Apart from Malay representatives, Chinese, Indian, and Indonesian respondents received the greatest percentages of 9%, 8%, and 7%, respectively.

Besides that, the majority of the respondents are students (80%) who implement the J&T Express delivery service regularly. Since the respondents are students, approximately (62%) of them seem to have no income. It's logical to assume that some of them might be under the care of their families, particularly their parents, who are bearing the financial burden of their children's education yet again. Meanwhile, 7% of respondents work in the private sector, 4% are self-employed, and 7% work in the manufacturing industry. Only two of the respondents declared to have a monthly income of more than RM 3500/ Rp 12.000.000,00. This indicates that the majority of the customers in our survey are young individuals who live off of unearned allowances or money, while the rest are more likely to have worked full-time or part-time jobs.

Even though J&T Express is widely used in the community, these young adults and adolescents prefer to use their delivery service at J&T Express. This demonstrates J&T Express's popularity and commitment to its customers. Our research focused on adolescents since they were the ones who were most entrenched in the rituals of using this delivery service. In the following phase of our survey, we will discuss demographic ideas and opinions regarding customers that use the J&T Express delivery service throughout COVID-19.

Table 2. Survey of J&T Express customers during Covid-19

Response	Frequency	Percentage (%)
How often do you use courier/delivery service during pandemic COVID-19?		
More than once per month	59	59.0
Once a month	14	14.0
Once every three months	20	20.0
Once a year	6	6.0
Have you ever heard about J&T Express before the pandemic COVID-19?		
Yes	86	86.0
No	5	5.0
Maybe	9	9.0
Did you use the J&T Express service during pandemic COVID-19?		
Yes	97	97.0
No	3	3.0
Do you feel that J&T Express service is the same before the pandemic COVID-19?		
Yes	49	49.0
No	17	17.0
Not Sure	34	34.0
Do you think that COVID-19 has affected the J&T Express business?		
Yes	46	46.0
Not at all	27	27.0
Roughly the same	27	27.0
Will you still be using the J&T Express service in the future?		
Yes	79	79.0
No	2	2.0
Maybe	19	19.0

Table 2 above shows survey responses about current J&T Express customers throughout Covid-19. During a COVID-19 outbreak, the majority 59% of the 100 people who responded to our survey used courier or delivery services more than once a month. This demonstrates that J&T Express customers have remained loyal to the company and continue to engage the service regularly. As a consequence, J&T Express has a high standard of customer satisfaction. Next, 86% of all those who agreed had heard of J&T Express services before the COVID-19 outbreak while 97 out of 100 respondents reported using J&T Express services during the COVID-19 pandemic. This demonstrates that J&T Express customers enjoy using their services.

However, 49 % of respondents agreed that the J&T Express service was the same before the COVID-19 outbreak, compared to 34 % of respondents who were hesitant. This is due to J&T Express's rapid implementation of the security standards in operations (IDN Financials, 2020), which has resulted in its customers not recognizing significant changes in the manner they are serviced. Then, there is 46% of those agree that COVID-

19 has had an impact on J&T Express's business. While as many as 27% of respondents think not at all and more or less the same about this. Next, 79% of respondents agree to continue using the J&T Express service in the future. This is because J&T Express encourages its customers until they are sufficiently faithful that they would continue to use their services regardless of the circumstances.

The small conclusion is that although J&T Express's services have been affected by the COVID-19 situation, the business still has a significant customer base that supports the claim. Despite the crisis, J&T Express provides a reliable and consistent service to its customers.

Table 3. Survey of Customer Experience Using J&T Express Service

Response	Frequency	Percentage (%)
Pandemic COVID-19 has affected J&T Express Business?		
1 - Strongly Disagree	7	7.0
2 - Disagree	6	6.0
3 - Neutral	35	35.0
4 - Agree	25	25.0
5 - Strongly Agree	27	27.0
Does J&T Express quality service during COVID-19 is good?		
1 - Strongly Disagree	2	2.0
2 - Disagree	2	2.0
3 - Neutral	29	29.0
4 - Agree	44	44.0
5 - Strongly Agree	23	23.0
During the pandemic COVID-19, J&T Express service became faster?		
1 - Strongly Disagree	2	2.0
2 - Disagree	8	8.0
3 - Neutral	32	32.0
4 - Agree	39	39.0
5 - Strongly Agree	19	19.0
Fees of the J&T Express service is affordable?		
1 - Strongly Disagree	0	0.0
2 - Disagree	5	5.0
3 - Neutral	25	25.0
4 - Agree	47	47.0
5 - Strongly Agree	23	23.0
Does J&T Express's delivery procedure is easy?		
1 - Strongly Disagree	0	0.0
2 - Disagree	3	3.0
3 - Neutral	18	18.0
4 - Agree	47	47.0
5 - Strongly Agree	32	32.0
Does the J&T Express customer service is very helpful?		
1 - Strongly Disagree	3	3.0
2 - Disagree	5	5.0
3 - Neutral	26	26.0
4 - Agree	42	42.0
5 - Strongly Agree	24	24.0

The payment method that provides that provided by J&T Express is varied and up to date?		
1 - Strongly Disagree	0	0.0
2 - Disagree	1	1.0
3 - Neutral	28	28.0
4 - Agree	48	48.0
5 - Strongly Agree	23	23.0
Does J&T Express 'Track and Trace' is useful for tracking the parcel?		
1 - Strongly Disagree	0	0.0
2 - Disagree	2	2.0
3 - Neutral	17	17.0
4 - Agree	44	44.0
5 - Strongly Agree	37	37.0
Does J&T Express give customers a chance to claim for damage and lost parcels?		
1 - Strongly Disagree	6	6.0
2 - Disagree	3	3.0
3 - Neutral	44	44.0
4 - Agree	34	34.0
5 - Strongly Agree	13	13.0
I am satisfied with the J&T Express service during the COVID-19?		
1 - Strongly Disagree	2	2.0
2 - Disagree	2	2.0
3 - Neutral	25	25.0
4 - Agree	42	42.0
5 - Strongly Agree	29	29.0
I will use the J&T Express service in the future		
1 - Strongly Disagree	0	0.0
2 - Disagree	1	1.0
3 - Neutral	23	23.0
4 - Agree	40	40.0
5 - Strongly Agree	36	36.0
I will recommend to my family/friend to use J&T Express service		
1 - Strongly Disagree	1	1.0
2 - Disagree	3	3.0
3 - Neutral	23	23.0
4 - Agree	35	35.0
5 - Strongly Agree	38	38.0

Table 3 above depicted of survey customer experience using J&T Express service. According to the table, practically everyone agreed that COVID-19 had a detrimental effect on J&T Express's business which is 52 %, while 13 % disagreed and 35 % were uncertain. Besides that, only 4 % of respondents disagreed with the significant portion of 67 % who agreed that J&T Express provided good service during COVID-19. During pandemics, the reputation of delivery services has proven to increase. This is because J&T Express is always committed to offering the greatest delivery service to customers, as evidenced by the development of the J&T Express fleet, which highlights their commitment to consistently invest in their network (Garcia, 2021). They will efficiently meet the requirements of customers and provide a smooth and high-quality delivery

experience for customers. About 10% of those surveyed disagreed with the statement that the J&T Express service became faster during COVID-19 meanwhile 58 % of respondents are agreed. As a result of the Covid-19 pandemic, J&T Express has shown a tremendous increase in business, allowing it to deliver one million shipments per day on average (Yulisman, 2021).

Meanwhile, 70 % of respondents agreed that J&T Express charged its customers a reasonable service fee, whereas 5 % disagreed. This indicates that the feedback is positive because J&T Express appreciates its customers by offering affordable prices and high-quality services that all of its customers can afford. Then, 79 % agreed that the J&T Express delivery procedure was easy, although only 3 % disagreed. According to our survey, 66 % believed that J&T Express customer service was very valuable to customers, whereas only 8 % disagreed. This could demonstrate that J&T Express is concerned about providing excellent customer service so that their customers feel secure and satisfied when using their services.

DISCUSSION

J&T Express has launched a variety of cutting-edge payment methods, including 71 % of respondents agreeing and only one disagreeing with this assessment. This could signify that J&T Express will continue to improve its service in response to the changing developments to stay relevant with ever-changing technologies. Further to that, J&T Express, which implements the 'Track and Trace' application to track each customer's package, received 81 % of the respondents. This is because J&T Express will keep improving their services by integrating sustainability such as application systems to control the delivery of goods and their management, as well as recognizing the requirements of their loyal customers. This is also one that can enable J&T Express to boost its level of service and gain the trust of its devoted customers (Zainon, Oon, & Rumangkit, 2018).

J&T Express gives customers exchanges for package damage and loss claims, according to 47 % who agreed and 9 % respondents disagreed. When problems or errors occur in their delivery procedure to their loyal customers, this highlights that J&T Express is a responsible business. Following that, our data revealed that 71% of respondents agreed with the statement that I was satisfied with the J&T Express service during COVID-19, while 4% disagreed. Then, 76% agreed with the majority of respondents who said they would use the J&T Express service in the future and only one disagreed. Lastly, we would like to determine if they would recommend this J&T Express service to their family or friends. As a result, we discovered that 73 % agreed with it since only 4% disagreed. It should be observed that J&T Express service is excellent at offering customer satisfaction through high-quality service and efficient digital transactions.

CONCLUSION

In conclusion of this research we found that during pandemics, the reputation of delivery services has proven to increase. This is because J&T Express is always committed to offering the greatest delivery service to customers, as evidenced by the development of the J&T Express fleet, which highlights their commitment to consistently invest in their network. J&T Express will keep improving their services by integrating sustainability such as application systems to control the delivery of goods and their management, as well as recognizing the requirements of their loyal customers. This is also one that can enable J&T Express to boost its level of service and gain the trust of its devoted customers.

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DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest

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