

Consumer Trust In A Web-Based Tracking System At a Jakarta Logistics Company

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Abstract. This study aims to analyze the relationship between service quality, consumer experience and consumer satisfaction through consumer trust. The population in this study is JNE consumer and the sample size collected was 150 respondents. The sample selection was carried out nonprobability through a questionnaire. Data analysis using the Partial Least Squares (PLS) method. The results of this study indicate that (1) consumer trust has a significant and positive influence on consumer satisfaction. (2) Service quality has a significant and positive influence on consumer trust. (3) service quality has a significant and positive influence on consumer satisfaction. (4) consumer experience has a significant and positive influence on consumer trust. (5) consumer experience has a significant and positive influence on consumer trust. (6) consumer experience has a significant and positive influence on consumer satisfaction. (7) service quality has a significant and positive influence on consumer satisfaction.

Keywords : web-based tracking system, service quality, consumer satisfaction, consumer experience, consumer trust

Abstrak. Penelitian ini bertujuan untuk menganalisis hubungan antara kualitas pelayanan, pengalaman konsumen dan kepuasan konsumen melalui kepercayaan konsumen. Populasi dalam penelitian ini adalah konsumen JNE dan jumlah sampel yang terkumpul sebanyak 150 responden. Pemilihan sampel dilakukan secara nonprobabilitas melalui kuesioner. Analisis data menggunakan metode Partial Least Squares (PLS). Hasil penelitian ini menunjukkan bahwa (1) Kepercayaan konsumen memiliki pengaruh yang signifikan dan positif terhadap kepuasan konsumen. (2) Kualitas layanan memiliki pengaruh signifikan dan positif terhadap kepercayaan konsumen. (3) kualitas layanan memiliki pengaruh yang signifikan dan positif terhadap kepuasan konsumen. (4) pengalaman konsumen memiliki pengaruh yang signifikan dan positif terhadap kepercayaan konsumen. (5) pengalaman konsumen memiliki pengaruh yang signifikan dan positif terhadap kepercayaan konsumen. (6) pengalaman konsumen memiliki pengaruh yang signifikan dan positif terhadap kepuasan konsumen. (7) kualitas pelayanan memiliki pengaruh signifikan dan positif terhadap kepuasan konsumen.

Kata Kunci : sistem pelacakan berbasis web, kualitas layanan, kepuasan konsumen, pengalaman konsumen, kepercayaan konsumen

1. Introduction

In modern times and sophisticated technology like today, goods delivery services or expedition services are in great demand and needed by the Indonesian people, especially for people who are consumptive and like everything that is easy and practical in meeting the needs of everyday life, one of which is the trend of shopping online (online shopping). Through shipping services, the relationship between the sender and the recipient becomes increasingly unlimited by distance and time, because shipping services are an effective and efficient solution in the midst of the current era

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of globalization (Septima & Zulfa, 2021). The owners of goods delivery services or logistics services is an opportunity that can be utilized (Jaya Sakti & Manajemen, 2018). One of the goods delivery service companies that are often used by consumers, namely PT. TIKI JALUR NUGRAHA EKA KURIR or better known as JNE Established on November 26 1990. JNE is a company in the field of express couriers and logistics headquartered in Jakarta, Indonesia. (Widagdo, 2020). There are several ways applied by PT JNE to achieve consumer satisfaction by having responsive consumer service quality, opening many branches to make it easier for consumers to have good tracking to make it easier for consumers to control their packages and the accuracy that is attempted in accordance with the choice of consumer service usage. Not only talking about service, logistics companies must also pay attention to the timeliness of the delivery of goods carried out, the delivery time is the period of time the consumer orders the product until it can arrive in the hands of the consumer itself (Dikaprio dkk, 2012).

Business development is very rapid and triggers the growth of expedition companies (goods delivery services). This makes competition in the expedition business (freight forwarding services) look tight and increasingly wide open (Ginting et al., 2023). Service companies today must compete in improving service quality in building a better consumer experience so that consumer believe in the services provided. Service quality refers to how consumers evaluate the service they receive by comparing it to their expectations. This assessment involves a comparison between the service received and the level of service expected (Ika Utami Yulihapsari¹, Juliater Simarmata², Yosi Pahala³, Veronica⁴, 2023) Evaluating the quality of products or services acquired from the company is bound to lead to customer satisfaction. When customers perceive that the received product aligns with their expectations, it naturally generates a feeling of contentment with their purchase (Fadillah Soraya Batubara et al., 2022) then create consumer satisfaction in JNE delivery services. The better the experience that consumer have, it will increase consumer satisfaction, so there is a high probability that consumers will use the service again. By building a good experience, it not only has an impact on consumer satisfaction but has an impact on consumer trust so that they have the intention of using JNE services again. (Yolandari & Kusumadewi, 2018).

Tracking lost packages is a significant challenge in the shipping industry. However, with the use of the right technology, good system integration, and intelligent data analysis, ability to track lost packages can be improved. In order to increase consumer satisfaction, reduce financial losses, and strengthen the reputation of shipping companies. Therefore, we conducted research on service quality, consumer experience, consumer satisfaction and consumer trust in consumer of the logistics company JNEL.

This study aims to determine the effect of the quality of tracking system services on JNE delivery services on the satisfaction of the millennial generation at the Cipinang branch and to determine the magnitude of the effect of service quality on JNE delivery services on the satisfaction of the millennial generation. Due to the initial problem of consumers having difficulty knowing the position of the goods and the time that is sometimes not right in the delivery agreement.

2. Research Method

The type of research used in this study is research Quantitative. This research method is quantitative, namely data collection techniques using previous research results and distributing questionnaires. This research collects information and data as support in quantitative methods. (Sari et al., 2023).

In this study, the data collection technique used was a questionnaire. Sampling technique is a technique for determining the sample that will be used as the actual source of data by taking into account the characteristics and distribution of the population in order to obtain a representative sample. To determine the sample to be used in research, there are various sampling techniques used, namely population and sample (Hadi & Vikaliana, 2023). The sampling technique used is non-probability sampling technique is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. So, in this study the number of samples was 150 respondents.

The data that has been taken will be analyzed using tests, namely validity test, reliability test, model fit test and variable fit test.

3. Result and Discussuion

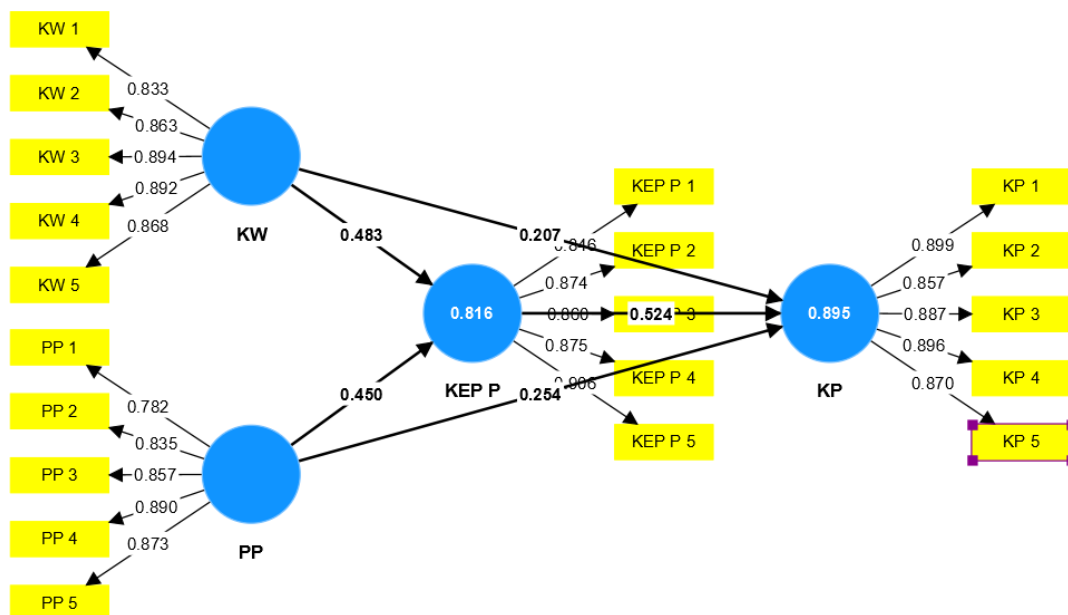


Figure-1 PLS Algorithm Results

The provided figure unmistakably shows that every indicator in this research exhibits a loading value exceeding 0.7, implying that all indicators satisfy the validity criteria. In this context, a loading value above 0.7 serves as evidence that the indicators have adhered to the prescribed validity standards. Conversely, should there be any indicators with a loading value below 0.7, it suggests that those particular indicators have failed to meet the predefined validity benchmarks.

Tabel-1 Validity Test

Variable	Consumer Trust (Z)	Consumer Satisfaction (Y)	Service Quality (X1)	Consumer Experience (X2)	Resut
Consumer Trust 1	0.846				Valid
Consumer Trust 2	0.874				Valid
Consumer Trust 3	0.860				Valid
Consumer Trust 4	0.875				Valid
Consumer Trust 5	0.906				Valid
Consumer Satisfaction 1		0.899			Valid
Consumer Satisfaction 2		0.857			Valid
Consumer Satisfaction 3		0.887			Valid
Consumer Satisfaction 4		0.896			Valid
Consumer Satisfaction 5		0.870			Valid
Service Quality 1			0.833		Valid
Service Quality 2			0.863		Valid
Service Quality 3			0.894		Valid
Service Quality 4			0.892		Valid
Service Quality 5			0.868		Valid
Consumer Experience 1				0.782	Valid
Consumer Experience 2				0.835	Valid
Consumer Experience 3				0.857	Valid
Consumer Experience 4				0.890	Valid
Consumer Experience 5				0.873	Valid

Sumber: Penulis (2024)

In this study, there are several stages of testing the measurement model which aims to prove the requirements for meeting the validity of the research, namely, having a loading factor limit > 0.7 (greater than zero point seven). An indicator can be said to be valid can be stated by fulfilling the convergent validity test with an outer loading value > 0.7 (greater than zero point seven), by meeting these conditions it can be declared valid.

Tabel-2 Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	Result
Consumer Trust (Z)	0.922	0.922	0.941	0.761	Reliable
Consumer Satisfaction (Y)	0.928	0.930	0.946	0.778	Reliable
Service Quality (X1)	0.920	0.921	0.940	0.757	Reliable
Consumer Experience (X2)	0.902	0.903	0.927	0.719	Reliable

Sumber: Penulis (2024)

The Cronbach's alpha value for each latent variable measured is greater than 0.70, it can be said to have an acceptable or high reliability value.

Then it is known that the composite reliability value for each latent variable measured is greater than 0.70, it can prove that all variables in this study have high reliability.

Model Fit Test to measure convergent validity in addition to the loading factor. if the ave value is greater than 0.5 then the indicator has good validity.

Tabel-3 Test Path Coefficients and T-values

	R-square	R-square adjusted	Result	
Consumer Trust (z)	0.816	0.814	Moderate	Strong
Consumer Satisfaction (Y)	0.895	0.893	Moderate	Strong

Sumber: Penulis (2024)

For R-squared values 0.75 is strong 0.50 is medium, and 0.25 is weak. Based on the R² pillars of the two variables. then involves the relevance of Q² predictions. From the table above, it shows that Consumer Trust has a value of 0.816 or 81.6% which means it has a strong level of value and then the results of Consumer Satisfaction have a value of 0.895 or 89.5%, which means it can be said to have a strong level of value because it is above 0.75.

Tabel-4 Variable Fit Test

Path	Original sample (O)	T statistics	P values	Result
Consumer Trust (Z) -> Consumer Satisfaction (Y)	0.524	8.678	0.000	Accepted
Service Quality (X1) -> Consumer Trust (Z)	0.483	6.649	0.000	Accepted
Service Quality (X1) -> Consumer Satisfaction (Y)	0.207	3.504	0.000	Accepted
Consumer Experience (X2) -> Consumer Trust (Z)	0.450	6.211	0.000	Accepted
Consumer Experience (X2) -> Consumer Satisfaction (Y)	0.254	3.680	0.000	Accepted

Sumber: Penulis (2024)

We use the T statistic and T table to test the hypothesis in this study, if the T statistic value obtained is greater than the T table, it means that the hypothesis is supported (accepted). It can be stated that Consumer Trust on Consumer Satisfaction is 0.524, the T statistic table is 8.678 greater than 1.96, P value 0.000 < 0.005, so it is accepted, Service Quality on Consumer Trust is 0.483, the T statistic table is 6.649 greater than 1, 96, P value 0.000 < 0.005, it is accepted, Service Quality on Consumer Satisfaction is 0.207, table T statistic is 3.504 greater than 1.96, P value 0.000 < 0.005, it is accepted, Consumer Experience on Consumer Trust is 0.450, table T statistic is greater 6.211 than 1.96, P value 0.000 < 0.005, it is accepted, Consumer Experience on Consumer Satisfaction is 0.254, table T statistic is greater 3.680 than 1.96, P value 0.000 < 0.005, it is accepted. In summary, the findings from the hypothesis testing suggest a meaningful association between the variables investigated in this study.

Consumer Trust on Consumer Satisfaction

The results of this study state that consumer trust on consumer satisfaction has a significant influence between consumer trust on consumer satisfaction the data is 0.524 and has the T statistic table is 8.678 greater than 1.96, they also has P value 0.000 smaller than 0.005 which is it can be seen that the relationship between consumer trust and consumer satisfaction has a significant influence.

Service Quality on Consumer Trust

Service Quality on Consumer Trust has a significant and positive influence between, service quality on customer trust of 0.483, table T statistic is 6.649 greater than 1.96, P value 0.000 more smaller than 0.005 it is accepted which it can be seen that relations between service quality on consumer trust has a significant influence.

Service Quality on Consumer Satisfaction

Service Quality on Consumer Satisfaction has of 0.207 table T statistic is greater 3.504 than 1.96, P value 0.000 more smaller than 0.005 it is accepted so it can be seen that relations between service quality on consumer satisfaction has a significant influence.

Consumer Experience on Consumer Trust

The result of this study show that consumer experience on consumer trust of 0.450, and has table T statistic is 6.211 greater than 1.96 and also has P value 0.000 smaller than 0.005, so it is accepted and it can be seen that consumer experience on consumer trust has a significant effect.

Consumer Experience on Consumer Satisfaction

Consumer Experience on Customer Satisfaction, of 0.254, table T statistic is greater 3.680 than 1.96, P value 0.000 has more smaller than 0.005, so it is accepted and can be said that consumer experience on consumer satisfaction has a relations significant effect.

4. Conclusion

From the analysis of the data above and the discussion in the previous chapter, regarding Consumer Trust in the Web-Based Tracking System in the Jakarta Logistics Company, conclusions can be drawn, among others:

- There is a significant and positive influence between, Consumer Trust on Consumer Satisfaction
- There is a significant and positive influence between, Service Quality on Consumer Trust
- There is a significant and positive influence between, Service Quality on Consumer Satisfaction
- There is a significant and positive influence between, Consumer Experience on Consumer Trust

- There is a significant and positive influence between, Consumer Experience on Consumer Satisfaction

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