# THE EFFECT OF SERVICE QUALITY, BRAND IMAGE, AND PRICE PERCEPTION ON CUSTOMER SATISFACTION ON J&T BATUPHAT COURIER SERVICES IN LHOKSEUMAWE CITY

**Fathul Rezki Iradha[1], T. Edyansyah[2], Adnan[3], Rusydi[4]**

[1,2,3,4] Universitas Malikussaleh, Lhokseumawe,

E-mail: fathul.200410247@mhs.unimal.ac.id[1], tedyansyah@unimal.ac.id[2], adnan@unimal.ac.id[3], rusydi@unimal.ac.id[4]

## Abstract

This research aims to determine the influence of service quality, brand image and price perception on customer satisfaction at the J&T Batuphat courier service, Lhokseumawe City. The data in this research was collected through a survey method using a questionnaire as a data collection instrument. The sample in this study was 100 J&T Express Batuphat service users in Lhokseumawe City using a purposive sampling technique. This research uses a quantitative approach with linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. Hypothesis, coefficients are determined using the SPSS version 25.0 program. The results of the research show that partially price perception has no significant effect on consumer satisfaction with the J&T Batuphat courier service in Lhokseumawe City, while service quality and brand image have a positive and significant effect on consumer satisfaction with the J&T Batuphat courier service in Lhokseumawe City. Lhokseumawe City. Simultaneously, service quality, brand image and price perception have a positive and significant effect on customer satisfaction at the J&T Batuphat courier service, Lhokseumawe City. The Adjusted R Square value of 0.631 obtained by this variable can be explained by the independent variables, namely service quality, brand image and price perception, which is 63.1%, while the remaining 36.9% can be explained by other variables not analyzed in this research.
.

Keywords: *service quality, brand image, price perception, customer satisfaction, J&T courier services*

## INTRODUCTION

Business *online* has experienced rapid growth in the industrial era 4.0, as seen from the large number of sales through stores *online* that emerged. There are various types of business *online* which can be started with relatively small capital, such as *reseller* And *dropshipper*, which is capable of generating high profits. As buying and selling transactions shift from conventional methods to transactions *online*, the demand for courier services to deliver goods has become very important for business people *online* and the general public (Mumtaha and Khoiri, 2019) Business *e-commerce* provides several choices of delivery methods for ordered goods/services. Delivery methods do not only depend on postal and courier services, many also provide several delivery service options such as using expedition services *online* for a certain delivery distance, pick up the ordered goods at the shop or pick-up point, apart from that the seller or employee can deliver the order directly to the buyer (Finaul, 2021).

Currently, there are many goods delivery services such as J&T *Express*, *JNE Express*, Tiki, Wahana, Sicepat, Id *Express*, Ninja *Express* and many more. One of the well-known freight forwarding service providers in Indonesia is J&T *Express*. J&T *Express* noted an increase in the number of goods sent by 30% - 40%, since the Covid-19 pandemic with an average delivery of 1.7 million packages per day, the increase in the number of goods sent is also in line with growth *marketplace* And *e-commerce* which increased 69% during the Covid-19 pandemic in Indonesia (Kontan.co.id, 2020). In the world of marketing, providing customer satisfaction is the main key to achieving excellence. To fulfill consumer desires, marketers must pay great attention to the quality of the products they offer. This is important in order to be able to compete

with products from similar companies. Product quality, whether goods or services, has a very important role in achieving customer satisfaction (Adnan, 2020). The first factor that influences customer satisfaction is service quality. Service quality in goods delivery companies is greatly influenced by two main factors, namely the service perceived by customers and the service expected by customers. In the context of goods delivery, service quality can be assessed by product delivery that is fast, accurate and free from damage. Among various service companies in Indonesia, J&T *Express* is one of the most well-known expedition service providers, especially in the shipping sector. Service quality is considered good and provides satisfaction to customers when the service provided is in accordance with customer expectations. On the other hand, service quality is considered poor and unsatisfactory if the service received does not match customer expectations (Atmaja, 2018).

The second factor influencing customer satisfaction is brand image. According to Indrasari (2019), brand image is a collection of brands that are formed in a person's mind. Meanwhile, in the opinion of Nugroho and Magnadi (2018), image can be defined as a person's perception or point of view regarding the identity and quality of a company. Price perception is the third factor that can influence the level of customer satisfaction in the goods delivery service industry. Customers form views on prices based on their understanding of the benefits obtained from the products or services provided. According to Tjiptono (2019) price is not just the amount of money paid by customers, but also reflects the level of satisfaction expected from the product or service received. In this case, customers evaluate prices based on the benefits and satisfaction expected from the purchase.

Based on the explanation above, there are several problems that researchers can identify related to price perceptions of J&T expedition services. Based on observations, researchers received customer complaints regarding expensive package delivery costs, and some responded that J&T delivery services were more expensive than other expeditions. These phenomena are reinforced by several previous research results, including the results of research conducted by Ningtiyas (2019) which states that price perception has a partial negative effect on customer satisfaction. Meanwhile, the research results of Surianto and Istriani (2019) state that price perceptions have a partial positive effect on customer satisfaction.

## LITERATURE REVIEW
### Marketing Management

Marketing management is a process that includes analysis, planning, coordinating and controlling various activities related to product design and launch, product distribution, pricing and other processing. The aim is to meet consumer needs and achieve the organization's long-term goals (Adnan & Rusydi, 2021). The main goal of marketing activities is to develop strong and sustainable relationships with individuals and organizations, both directly and indirectly, that impact the success of the company's marketing activities. This aspect is very important in achieving long-term success by emphasizing the importance of building deep and sustainable relationships with customers (Adnan and Rusydi, 2021).

### Customer Satisfaction

According to Barkley and Taylor in Sutriani et al (2022), customer satisfaction is the focus *Customer-Driven* Project Management Process (CDPM). Customer satisfaction is considered as a measure of the degree to which a product, service, or project meets customer expectations and needs. Meanwhile, according to Sunyoto in Siregar et al (2020), the definition of consumer satisfaction is a person's level of satisfaction after comparing perceived performance or results with their expectations.

### ServiceQuality

According to Saputra (2022), service quality is the expected level of excellence and control over this level of excellence to fulfill customer desires. Meanwhile, according to Tjiptono in Gofur (2019), service quality is the expected level of excellence and control over this level of excellence to fulfill consumer desires. Based on the opinion above, it can be concluded that service quality is a measure to

assess that a good or service has value for satisfaction or enjoyment as desired, or in other words, a good or service is considered to have quality if it functions or has use value as desired according to expectations.


## Brand Image

Brand image includes understanding and belief in brand attributes in terms of knowledge and cognitive beliefs, as well as the impact arising from the use of the brand and relevant usage situations. Apart from that, brand image also includes evaluations, feelings and emotions related to the brand in affective terms. Brand image can be defined as consumer perceptions and preferences for a brand, which are reflected in various brand associations contained in consumer memory. Although brand associations can take various forms, they can be divided into performance associations and imaginative associations related to brand attributes and advantages.

## Price Perception

The indicator used to predict the prospects of a company is by paying attention to the profit growth rate. Indicators used to assess the level of profitability include Return On Assets (ROA). ROA measures a company's ability to generate profits using the total assets (wealth) owned by the company after adjusting for the costs of funding these assets, (Hanafi *et al*, 2009).

## Conceptual Framework

Based on the explanation above, the conceptual framework of this research can be seen in Figure 1.
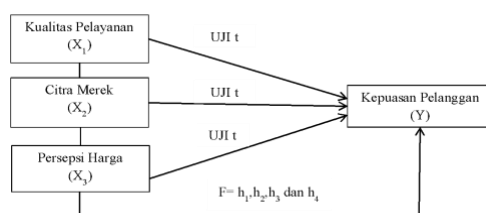


**Figure 1 Conceptual Framework**

Based on the conceptual framework above, the hypotheses in this research are as follows:

$H_1$: Service quality has a significant influence on customer satisfaction with the J&T Batuphat courier service in Lhokseumawe City.

$H_2$: Brand image has a significant effect on customer satisfaction of the J&T Batuphat courier service, Lhokseumawe City.

$H_3$: Price perception has a significant effect on customer satisfaction with the J&T Batuphat courier service, Lhokseumawe City.

$H_4$: Service quality, brand image, and price perception have a significant effect on customer satisfaction.


## METHOD

This research uses quantitative methods with an associative approach. This research was conducted at J&T *Expres* Batuphat, Lhokseumawe City. The focus of this research is people who choose to use J&T courier services *Express* as the main choice for sending their packages. The data collection technique used in this research is by using a questionnaire. questionnaires were distributed to research respondents via *google form* where the researcher directly processes the recapitulation results from the weighting results or assessment of the respondents' answers. The sample size in this study was 100 respondents to answer the problems studied, for further processing as descriptive data. In this research, primary data was obtained from the results of filling out questionnaires by consumers of J&T Courier Services in Batuphat,

Lhokseumawe City. For data analysis, this research uses multiple linear regression with the help of SPSS software. The analysis procedure involves several stages, starting with validity and reliability tests to ensure that the instruments used can measure variables precisely and consistently. Next, a classic assumption test was carried out, which included a normality test, multicollinearity test, and heteroscedasticity test to ensure that the data used met the basic assumptions of regression.

## RESULTS AND DISCUSSION
### Validity and Reliability Test

**Table 1 Validity Test Results**

| Item | $r_{hitung}$ | Nilai sig | $r_{tabel}$ | Keterangan |
|---|---|---|---|---|
| X1.1 | 0,877 | 0,000 | 0,159 | Valid |
| X1.2 | 0,985 | 0,000 | 0,159 | Valid |
| X1.3 | 0,845 | 0,000 | 0,159 | Valid |
| X1.4 | 0,866 | 0,000 | 0,159 | Valid |
| X1.5 | 0,658 | 0,000 | 0,159 | Valid |
| X1.6 | 0,810 | 0,000 | 0,159 | Valid |
| X1.7 | 0,879 | 0,000 | 0,159 | Valid |
| X1.8 | 0,841 | 0,000 | 0,159 | Valid |
| X1.9 | 0,866 | 0,000 | 0,159 | Valid |
| X1.10 | 0,658 | 0,000 | 0,159 | Valid |
| X2.1 | 0,849 | 0,000 | 0,159 | Valid |
| X2.2 | 0,797 | 0,000 | 0,159 | Valid |
| X2.3 | 0,806 | 0,000 | 0,159 | Valid |
| X2.4 | 0,782 | 0,000 | 0,159 | Valid |
| X2.5 | 0,835 | 0,000 | 0,159 | Valid |
| X2.6 | 0,758 | 0,000 | 0,159 | Valid |
| X2.7 | 0,756 | 0,000 | 0,159 | Valid |
| X2.8 | 0,775 | 0,000 | 0,159 | Valid |
| X3.1 | 0,533 | 0,000 | 0,159 | Valid |
| X3.2 | 0,700 | 0,000 | 0,159 | Valid |
| X3.3 | 0,706 | 0,000 | 0,159 | Valid |
| X3.4 | 0,753 | 0,000 | 0,159 | Valid |
| X3.5 | 0,664 | 0,000 | 0,159 | Valid |
| X3.6 | 0,531 | 0,000 | 0,159 | Valid |
| X3.7 | 0,686 | 0,000 | 0,159 | Valid |
| X3.8 | 0,701 | 0,000 | 0,159 | Valid |
| X3.9 | 0,735 | 0,000 | 0,159 | Valid |
| X3.10 | 0,665 | 0,000 | 0,159 | Valid |
| Y.1 | 0,829 | 0,000 | 0,159 | Valid |
| Y.2 | 0,837 | 0,000 | 0,159 | Valid |
| Y.3 | 0,785 | 0,000 | 0,159 | Valid |
| Y.4 | 0,756 | 0,000 | 0,159 | Valid |
| Y.5 | 0,829 | 0,000 | 0,159 | Valid |
| Y.6 | 0,801 | 0,000 | 0,159 | Valid |
| Y.7 | 0,725 | 0,000 | 0,159 | Valid |
| Y.8 | 0,743 | 0,000 | 0,159 | Valid |

Source : Data processed (2024)

In Table 1 shows that all statements regarding service quality, brand image, price perception and customer satisfaction get an r value$_{count}$ larger than r$_{table}$ or the significant level is smaller than 0.05. Therefore, it can be concluded that the data used in this research is valid.

### Table 2 Reliability Test Results *(Cronbach's Alpha)*

| No | Variable | *Cronbach's Alpha* | Keterangan |
|----|----------|---------------------|------------|
| 1 | Kualitas Pelayanan | 0,980 | Reliabel |
| 2 | Citra Merek | 0,915 | Reliabel |
| 3 | Persepsi Harga | 0,860 | Reliabel |
| 4 | Kepuasan Pelanggan | 0,787 | Reliabel |

Source : Data processed (2024)

Table 2 shows that the variables of service quality, brand image, price perception and customer satisfaction have *cronbach's alpha* greater than 0.6. Therefore, it can be concluded that all data used in the research is reliable.

## Multiple Linear Regression Analysis

Multiple linear regression analysis is a regression model that involves more than one independent variable. This research is aimed at finding out the factors that influence customer satisfaction at J&T *Express* Batuphat, Lhokseumawe City. In this case, a multiple linear regression analysis model is used. The analysis coefficients for this equation can be seen in the table as follows.

### Table 3 Multiple Linear Regression Test Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--|------|-----------|------|------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.443 | 3.258 | | .750 | .455 |
| | KUALITAS PELAYANAN | .407 | .090 | .452 | 4.543 | .000 |
| | CITRA MEREK | .392 | .102 | .384 | 3.831 | .000 |
| | PERSEPSI HARGA | .054 | .071 | .047 | .756 | .451 |

The description of the multiple linear regression equation above is as follows:

1. The results of the multiple linear regression equation above obtained a constant value (a) of 2.443 which shows that when the independent variables, namely service quality, brand image and price perception, are constant, the dependent variable customer satisfaction is 2.443.
2. The regression coefficient for the service quality variable has a positive value of 0.407, indicating a positive relationship which means that every change in service quality causes customer satisfaction to increase by 0.407.
3. The regression coefficient for the brand image variable has a positive value of 0.392, indicating a positive relationship which means that every change in brand image causes customer satisfaction to increase by 0.392.
4. The regression coefficient for the price perception variable has a positive value of 0.054, indicating a positive relationship which means that every change in price perception causes customer satisfaction to increase by 0.054

## Hypothesis Testing

The following are the results of the t test and F test to test the hypothesis proposed in the research.

### Table 4 Partial Test Results (t-test)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--|------|-----------|------|------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.443 | 3.258 | | .750 | .455 |
| | KUALITAS PELAYANAN | .407 | .090 | .452 | 4.543 | .000 |
| | CITRA MEREK | .392 | .102 | .384 | 3.831 | .000 |
| | PERSEPSI HARGA | .054 | .071 | .047 | .756 | .451 |

Source : Data processed (2024)

To determine the Ttable value, the tablet statistics attachment was used using a confidence level of 95%, (-0.05%) with (df)=(n-k)=100-4= 96 to obtain a Ttable value of 1.98498.

**Table 5 Simultaneous Test Results (F-Test)**

| ANOVAª | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2716.059 | 3 | 905.353 | 57.311 | .000ᵇ |
| | Residual | 1516.531 | 96 | 15.797 | | |
| | Total | 4232.590 | 99 | | | |
| a. Dependent Variable: KEPUASAN PELANGGAN | | | | | | |
| b. Predictors: (Constant), PERSEPSI HARGA, KUALITAS PELAYANAN, CITRA MEREK | | | | | | |

Source : Data processed (2024)

Based on the results of the simultaneous significance test in table 5, it can be seen that the significant value is 0.000 or smaller than the significance level used, namely 0.05 (0.000 < 0.05) and has an Fcount value greater than Ftable, namely (57.311 > 2.70). So it can be concluded that the variables of price perception, service quality and brand image have a simultaneous or joint effect on customer satisfaction at J&T Ekspres Batuphat, Lhokseumawe City. Therefore, the hypothesis which states that price perceptions, service quality and brand image have a simultaneous or joint effect on customer satisfaction in this research is accepted.

**Discussion**

Based on the research results, it can be concluded that the quality of service provided by J&T *Express* Batuphat has a positive and significant influence on customer satisfaction. This can be seen from various aspects, such as J&T facilities and infrastructure *Express* complete, as well as J&T employees *Express* Batuphat looks neat, professional and agile in providing fast service to consumers. Apart from that, J&T employees *Express* Batuphat also has sufficient knowledge to provide accurate information to consumers, and is always ready to handle consumer complaints. J&T *Express* Batuphat is also responsible for damaged or lost packages, and the delivery process for goods according to claims, which is 3-4 days. J&T employees *Express* Batuphat also maintains good relationships with consumers and is fair to all customers. These implementations have made J&T Batuphat's service quality good, thus having a positive impact on customer satisfaction.

**CONCLUSION**

The aim of this research is to determine whether there is an influence between three independent variables, namely service quality, brand image, and price perception, on the dependent variable of customer satisfaction at the J&T Batuphat courier service, Lhokseumawe City. Based on the research results, several conclusions can be drawn as follows:

1. Quality service influences J&T customer satisfaction *Express*. This is proven by the results of testing the service quality variables obtained t value$_{count}$ greater than the t value$_{table}$ 4.543 > 1.98498 and a significant value of 0.000 < 0.05. So it can be concluded that Quality service has a positive and significant effect on J&T customer satisfaction *Express* Batuphat, Lhokseumawe City.
2. Brand image influence on J&T customer satisfaction *Express*. This is proven by the results obtained from testing the brand image variables t value$_{count}$ greater than the t value$_{table}$ 3,831 > 1.98498 and a significant value of 0.000 < 0.05. So it can be concluded that brand image has a positive and significant effect on J&T customer satisfaction *Express* Batuphat, Lhokseumawe City
3. Price perception has no effect on J&T customer satisfaction *Express*. This is proven by the results obtained from testing the price perception variable t value$_{count}$ smaller than the t value$_{table}$ 0.756 < 1.98498 and a significant value of 0.451 > 0.05. So it can be concluded that price perception has no effect on J&T customer satisfaction *Express* Batuphat, Lhokseumawe City

Service quality, brand image, price perception simultaneously influence J&T customer satisfaction *Express*. This is proven by significant value of 0.000 or smaller than the significance level used, namely 0.05 (0.000 < 0.05) and has an F value$_{count}$ greater than F$_{table}$ namely (57.311 > 2.70).

# REFERENCES

Adnan & Rusydi, A. (2021). *Manajemen Pemasaran (dari legacy) Marketing ke New Wave Marketing)*. Lhokseumawe: Sefa Bumi Persada

Atmaja, J. (2018). Kualitas Pelayanan Dan Kepuasan Nasabah Terhadap Loyalitas Pada Bank BJB. *Jurnal Ecodemica, 2(1), 49-63.*

Edyansyah, T. (2016). Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan SPBU Panton Labu Aceh Utara. *Jurnal Visioner & Strategis, 5(2).*

Finaul, J. (2021). Pengaruh Kualitas Pelayanan dan Persepsi Harga terhadap Kepuasan Konsumen J&T Express (Studi Kasus pada Generasi Milenial di Purwokerto). *(Doctoral dissertation, IAIN Purwokerto).*

Hidayat, I. A. (2019). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan (Survei Pada Pelanggan J&T Express Di Purworejo). 1–14.

Ibrahim, M., & Thawil, S. M. (2019). Pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT, 4(1), 175-182.*

Kusuma, W., & Marlena, N. (2021). Pengaruh Kualitas Layanan Dan Citra Merek Terhadap Kepuasan Pelanggan Jasa Transportasi Go-Jek Di Kota Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN), 9(2), 1174-1180.*

Lestari, A. A., & Aprileny, I. (2020). The Influence of Service Quality, Price Perception, and Store Atmosphere On Customer Satisfaction (Consumer Study at Kedai Camp Survivor, Bogor). *Quantitative Economics and Management Studies, 1(2), 147–156.*

Mumtaha, H. A., & Khoiri, H. A. (2019). Analisis Dampak Perkembangan Revolusi Industri 4.0 Dan Society 5.0 Pada Perilaku Masyarakat Ekonomi (E-Commerce). *Jurnal Pilar Teknologi Jurnal Ilmiah Ilmu Ilmu Teknik, 4(2).*

Mutia, C. M. (2023). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Kepuasan Konsumen Kosmetik Make Over Di Kota Banda Aceh. *(Doctoral dissertation, UIN Ar-Raniry Fakultas Ekonomi dan Bisnis Islam).*