



THE EFFECT OF SERVICE QUALITY AND PRICE ON CONSUMER SATISFACTION AT J&T CARGO BRANCH SUB B PETEMON SURABAYA

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Zumrotul Khoiriyah zumrotul.khoiriyah91@gmail.com IBMT College of Economics Surabaya, Indonesia</p>	<p>This study investigates "The Effect of Service Quality and Price on Consumer Satisfaction at J&T Cargo Branch Sub B Petemon Surabaya." Consumer satisfaction is crucial to the branch's success in providing shipping services. A decline in customers over the past three months has been linked to low levels of consumer satisfaction, influenced by service quality and pricing. Improved service quality and competitive pricing are expected to enhance consumer satisfaction, thereby fostering loyalty and encouraging repeat usage of services. Utilizing a quantitative approach, the study surveyed 120 active respondents through questionnaires. Data analysis was performed using multiple linear regression with SPSS Version 25. Findings indicate that both service quality and price significantly and positively affect consumer satisfaction.</p> <p>Keywords: <i>Service Quality, Price, Consumer Satisfaction, J&T Cargo</i></p>
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INTRODUCTION

Globalization has driven rapid development in various aspects of life, including the logistics industry. Indonesia's logistics market was valued at 275 billion in 2020 and is projected to grow to more than 300 billion by 2024, showing a huge opportunity for freight forwarding service providers. J&T Cargo, launched in 2021 as a division of J&T Express, focuses on cargo delivery services for large and heavy goods. The company is committed to providing intelligent, digital, and transparent logistics services, and has built an extensive infrastructure with 64 gateways and more than 3,000 outlets in two years. Although J&T Group as a whole showed a growth trend, J&T Cargo Sub B Branch Petemon Surabaya experienced fluctuations and a decrease in the number of receipts delivered, with the lowest decline in February 2025. Branch admins receive customer complaints regarding delivery delays and lack of transparency in package status, which indicates low customer satisfaction. Customer satisfaction is very important and related to the expectations of service users. Service quality and price are two main factors that affect consumer satisfaction. Good service quality can be a competitive advantage and increase customer loyalty. Competitive prices also greatly affect purchase intent and consumer satisfaction. The existence of

inconsistencies in the results of previous research regarding the influence of service quality and price on consumer satisfaction makes this research important. This study aims to determine the influence of service quality and price on consumer satisfaction at J&T Cargo Sub B Petemon Surabaya Branch, with the hope of helping the company identify areas for improvement and develop effective strategies to increase customer satisfaction and maintain market share.

Based on the background, the formulation of the problem studied is compiled, namely:

1. Does the quality of service have a significant effect on customer satisfaction at J&T Cargo Sub B Petemon Surabaya Branch?
2. Does price have a significant effect on consumer satisfaction at J&T Cargo Sub B Petemon Surabaya Branch?
3. Does the quality of service and price simultaneously have a significant effect to consumer satisfaction at J&T Cargo Sub B Branch Petemon Surabaya?

Sourced from problem formulation, the research objectives in this study are:

1. To find out the influence of service quality on customer satisfaction at J&T Cargo Sub B Petemon Surabaya Branch.
2. To find out the effect of price on consumer satisfaction at J&T Cargo Sub B Branch Petemon Surabaya.
3. To find out the simultaneous effect of service quality and price on consumer satisfaction at J&T Cargo Sub B Branch Petemon Surabaya.

METHOD

This study uses quantitative research design. The goal is to address research problems and evaluate hypotheses by collecting data that can be quantified mathematically. The variables involved are independent variables, namely Service Quality (X1) and Price (X2), as well as dependent variables, namely Consumer Satisfaction (Y). According to Sugiyono (2017), Sugiyono defines a population as a group of individuals or objects that have certain characteristics that are the focus of research. The population of this study is consumers or people of Surabaya who have used J&T Cargo services at the Sub B Branch of Petemon Surabaya, with an infinite number of populations.

Sample Based on Ferdinand's sampling technique, according to him, the number of representative samples is between 100 and 200. With 12 research indicators (5 service quality, 4 price, 3 consumer satisfaction), the author uses a scale of 10, so that the number of samples is $12 \times 10 = 120$ respondents. The subject of the study is the people of Surabaya who have used J&T Cargo delivery services at the Sub B Branch of Petemon Surabaya at least 1 time. The object of research is a phenomenon that is to be measured, analyzed, or evaluated. Type of Sampling Using the purposive sampling technique with the following criteria: respondents are customers of J&T Cargo Sub B Branch of Petemon Surabaya and the people of Surabaya, at least 1 time using delivery services at the branch, men and women,

and aged 17-50 years. The instrument used was a questionnaire and used a Likert scale measurement with intervals of 1-4 (Strongly Disagree, Disagree, Agree, Strongly Agree). Data type is subject data reported individually by respondents, in the form of numbers from questionnaires with a Likert scale. Data Sources are primary data collected directly from respondents through questionnaires. The method of Data Collection through Questionnaires is disseminated online through Google Form.

The Operational Definition consists of the variable Service Quality (X1): How well the company serves customers to meet or exceed their expectations, measured by the indicators of Reliability, Responsiveness, Assurance, Empathy, and Tangible.

Price Variable (X2): The amount of money that the customer pays for services or values exchanged to benefit from the ownership or utilization of goods/services, measured by the indicators of Price Affordability, Price Conformity with Quality, Price Competitiveness, and Price Conformity with Product/Service Benefits.

Consumer Satisfaction Variable (Y): Consumer perception of the product or service received, influenced by their expectations and experience, is measured by the indicators of Expectations Suitability, Interest in Returning Visits, and Willingness to Recommend.

RESULT AND DISCUSSION

Table 1. Table of Respondents Gender

Gender	Frequency N = 120	Percentage
Male Male	53	44,2 %
Woman	67	55,8 %

Based on Table 1, most of the respondents were female (55.8%) and 53 people (44.2%) were male.

Table 2. Table of Respondents by Age

Gender	Frequency N = 120	Percentage
17- 20 Years	15 People	12,5 %
21- 30 Years	68 People	56,7 %
31- 40 Years	26 People	21,7%
41- 50 Years	11 People	9,2%

Based on Table 2, the majority of respondents aged 21-30 years were 68 people (56.7%). So that Delivery Service users are dominated by the age of 21-30 years.

Table 3. Respondent Profession Category

Profession	Frequency N = 120	Percentage
Student/Student	11 People	9,2 %
Employee	59 People	49,2 %
Entrepreneurial	50 People	41,7%

Based on Table 3, the majority of respondents who filled out the questionnaire on average worked as employees and entrepreneurs. It is known that most of the respondents

work as employees as many as 59 people (49.2%) and not much difference with respondents who work as entrepreneurs as many as 50 people (41.7%).

Table 4. Quality of Service (X1)

Reliability Statistics	
Cronbach's Alpha	N Of Items
.825	10

Source: Data Processing Results from SPSS V25

Based on Table 4 As a result of the reliability test on the Service Quality variable (X1) from 10 statements, a Cronbach's Alpha value of 0.825 was obtained, so the statement about the Service Quality variable is reliable and suitable for use as a measurement of research variables.

Table 5. Price (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.818	8

Source: Data Processing Results from SPSS V25

Based on Table 5. As a result of the reliability test on the Price variable (X2) out of 8 statements, Cronbach's Alpha was 0.818, so the statement about the Price variable was reliable and suitable for use as a measurement of the research variable.

Table 5. Consumer Satisfaction (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.778	6

Source: Data Processing Results from SPSS V25

Based on Table 5 As a result of the reliability test on the Consumer Satisfaction variable (Y) from 6 statements, a Cronbach's Alpha value of 0.778 was obtained, so the statement about the Consumer Satisfaction variable was reliable and suitable for use as a measurement of the research variable.

Discussion

The Effect of Service Quality on Consumer Satisfaction.

results of the analysis of table 4.16 show that the service quality variable influences the consumer satisfaction variable, with a significance of $(0.000) > \text{error level } (0.05)$ and t count of 6,500, it is concluded that the better the quality of service, the more consumers feel satisfied. The results of this study show that customers are satisfied with the delivery service of J&T Cargo Sub B Branch Petemon Surabaya because of the good service. The results of this study are in accordance with Jayanti, Kurnia Firmanda, Feti Fatimah, and Ahmad Izudin, (2022) with the title "Analysis of the Influence of Service Quality, Promotion, and Price on Customer Satisfaction in JNE Goods Delivery Services in Besuki" Showing the Results of Service Quality Variables Affecting Customer Satisfaction in JNE Freight Forwarding Services in Besuki.

The Effect of Price on Consumer Satisfaction

The results of the analysis of table 4.17, t calculated 7.301 and the significance value $(0.000) < \text{the level of error } (0.05)$. So, the customer satisfaction variable is affected by price. The number of customers will increase at an affordable price. Consumers are happy because they get delivery services at affordable prices because they can save shipping costs. Therefore, the more affordable the price, the more consumers feel happy and satisfied. The results of this study are in accordance with Tri Setia Ningtiyas (2020) with the title "The Influence of Price Perception, Location and Service Quality on Consumer Satisfaction in Freight Forwarding Services" shows that Price Variables influence Consumer Satisfaction in the Wahana Express freight forwarding service company in Sidoarjo. If the price is affordable and according to the quality, more consumers will feel happy.

CONCLUSION

As a conclusion from the results of the research and analysis conducted in the previous chapters, it is concluded:

1. Service Quality has a significant positive effect on Consumer Satisfaction of J&T Cargo Sub B Petemon Surabaya Branch. The results of the hypothesis test show that the quality of service has a significant positive effect on customer satisfaction of J&T Cargo Sub B Branch of Petemon Surabaya. The significance value is $0.000 < 0.05$ and t count 6,500 $> t \text{ table } 1.980$, so consumers are more satisfied with the service provided by J&T Cargo Sub B Petemon Surabaya Branch.
2. Price has a significant positive effect on Consumer Satisfaction of J&T Cargo Sub B Petemon Surabaya Branch. Consumer perception of prices can be seen from the results of the hypothesis test supporting this. Significance values of $0.000 < 0.05$, and t calculation 7,301 $> t \text{ Table } 1,980$. This means that customers will be more satisfied if they see the price according to the services they receive.
3. Service Quality and Price simultaneously (together) have a significant effect on

Consumer Satisfaction of J&T Cargo Sub B Branch Petemon Surabaya. This can be proven by the results of the F Test which showed a significance of $0.000 < 0.05$ and f calculation $33.108 > f$ table 3.07, it was concluded that the quality of service and price simultaneously became an important factor in creating customer satisfaction of J&T Cargo Sub B Branch Petemon Surabaya.

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