

THE EFFECT OF SERVICE QUALITY, PRICE AND FACILITIES ON CUSTOMER SATISFACTION AND TRUST OF CUSTOMERS OF PT. PACKAGE DELIVERY SERVICES EKAKURIR LINE (JNE) JAKARTA

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Abstract - This research aims to test whether there is an influence on the quality of service, price and facilities on customer satisfaction and trust of customers of package delivery service PT. Nugraha Ekakurir Line (JNE) Jakarta. The study used primary data with the dissemination of questionnaires. The population in the study is the general public of Jakarta who use jne express delivery service with a sample number of 100 respondents using purposive sampling technique. The data processing method in this search uses structural equation modeling (SEM) by using the SmartPLS 3.0 application. The results of this study show that service quality variables have a significant effect on customer satisfaction. Then variable pricing has no effect on customer satisfaction. Facility variables have no effect on customer satisfaction. Furthermore, the quality of service has a significant effect on trust. Then variable pricing has no effect on trust. Facility variables have a significant effect on trust. Furthermore, customer satisfaction variables directly have no effect on trust. So it can be said that customer satisfaction does not affect customer trust.

Keywords: Service Quality, Price, Facilities, Customer Satisfaction, Trust

I. Introduction

Today, products or services that compete in a market are increasingly and diverse due to market openness and the many needs of consumers. It also requires each company to restructure its strategy. So there is competition between manufacturers to be able to meet the needs of consumers and provide maximum customer satisfaction, because basically the purpose of a business is to create satisfaction in the customer. Consumer satisfaction is always a must for every company to pay attention to. Consumer satisfaction is a forward indicator of the company's business success, which measures how well consumers respond to the future of the company's business (Assauri, 2012:11). Another factor that can sustain customers is trustworthiness. Trust in the marketing of services emphasizes more on

the attitude of the individual that refers to the consumer's confidence in the quality and goodness of the services he received.. If the level of consumer confidence is high then the company's relationship with consumers will be strong. One of the ways that companies can build relationships with consumers is that all kinds of products produced by the company must have the quality or perfection as promised, so that consumers do not feel deceived, which can result in consumers moving to a competitor's product.

Developments in technology that impact indonesia's economy, especially in the service industry, are increasing quite rapidly. This is related to the growing online buying and selling business. Where this online buying and selling business requires parcel delivery services to deliver goods from online stores to its consumers quickly, easily, and safely both within the city, outside the city and outside the island (Yuniarta *et al.*, 2019). Pt. Nugraha Ekakurir Line (JNE) is one of the service delivery companies that serve delivery in the form of packages and documents through more than 1,500 exclusive service points spread throughout Indonesia. JNE recorded positive business growth due to the rapid trend of e-commerce transactions in Indonesia.

Trade Minister Agus Suparmanto mentioned that there has been an industrial revolution in Indonesia. Gross Merchandise Value (GMV) or the total value of e-commerce transactions continues to increase. In 2019, GMV e-commerce Indonesia reached US\$21 billion or Rp294 trillion. And it is estimated that in 2025 it will reach US\$82 billion or Rp 1.1 billion. With the rapid ness of online trading transactions (e-commerce), more and more people are using shipping services. Therefore, the quality of service, price and facilities become very important to be able to win competition. Good service quality, affordable price, complete facilities, and high level of consumer confidence will affect consumer satisfaction in using the services that have been provided by the company. If the consumer is dissatisfied with the quality of the service, the price, the facilities provided and the low level of consumer confidence then the consumer will no longer use the delivery service.

Based on the background description above, the author is interested in conducting research that discusses the quality of service, price, and facilities of PT. The Nugraha Ekakurir Line (JNE) as an object of research as well as its influence on confidence-mediatedsatisfaction.

II. LITERATURE STUDIES

2.1. Research Review

The first research was conducted by Abdul Kodir, Muhammad Basri, and Rodi (2018) this research was conducted on the variable Quality of Service Towards Satisfaction, Value, Trust and Loyalty of Household Customers in Kendari City Drinking Water Area Company. The population in this study was household customers in Kendari who used PDAM for 17,607 households spread across more than 10 districts. The sample in the study was 391 household customers who were taken with 5% accuracy in data collection techniques using questionnaires. The data is analyzed using Structural Equation Modeling (SEM). The study found findings that trust has a mediation role between customer satisfaction and loyalty as well as between customer value and loyalty.

The second research was conducted by Sumadi and Euis Soliha (2015) research conducted on Citra Bank variable, Trust in Loyalty Mediated by CustomerSatisfaction. The study used a sample of 100 people taken based on purposive sampling techniques. The analysis tool uses multiple linear regressions and path analysis. Based on the hypothesis test obtained results that the bank's image has a positive effect on satisfaction while customer trust has no effect on satisfaction and is significant to loyalty. Mediation tests show that customer satisfaction mediates the influence of bank image on customer loyalty and satisfaction does not mediate the influence of trust on customer loyalty.

The third research was conducted by Bagus Handoko (2016) research conducted on variable Price and Quality of Service Towards Consumer Satisfaction. The study used multiple linear regression analyses. The population used is all consumers who visit in Titipan Kilat JNE Medan.

Data processing using *SPSS* 16.0. Simultaneous test results show that the price and quality of service has a significant influence on the customer satisfaction of JNE Medan Flash Titipan. While the partial test results showed that the price and quality of service had a significant influence on the customer satisfaction of Titipan Kilat JNE Medan.

The fourth research was conducted by Rodame Monitorir Napitupulu, Winda Hartina Harahap, and Ikhwanuddin Harahap (2018) research conducted on the variable Quality of Service Towards The Satisfaction of Inpatients in Gunung Tua Hospital portibi district of Padang Lawas Utara Regency. This research is quantitative research. The data source used is primary data with tenknik observation data collection and questionnaire (questionnaire) with a sample number of 100 patients. The analysis tool used in this study is a tool using a computer using the *SPSS* (Statistical Product And Service Solution) program version 23. Data analysis techniques use normality test methods, linearity tests, simple linear regression tests, R^2 determination efficientests, and partial tests (t tests). The results showed that the quality of service affects the satisfaction of inpatients as evidenced by the t count $> t_{table}$ (4,881>1,660).

The fifth research was conducted by Endang and Sugiyanto (2019) research conducted on facility variables and service quality towards commodity warehouse user satisfaction of Bojonegoro Warehouse Receipt System. The method of data collection in this study is to use primary data and secondary data. Analysis techniques use multiple linear regression analysis. The results obtained in this study are facilities that have a positive effect on the satisfaction of commodity warehouse users of bojonegoro district warehouse receipt system. The quality of service has a positive effect on the satisfaction of commodity warehouse users of bojonegoro district warehouse receipt system. F test results count at 34,885 with a significant level of 0,000 which means that the facilities and quality of service simultaneously have a positive and significant effect on the satisfaction of commodity warehouse users of bojonegoro warehouse receipt system.

The sixth study was conducted by Duc Nha Le, Hong Thi Nguyen, and Phuc Hoang Truong (2019) the study was conducted on variable Port Logistics Service Quality and Customer Satisfaction: Empirical Evidence from Vietnam. The purpose of the research is to validate the five determinants of service quality and examine the quality-satisfaction links of customers in the port logistics service indutry of the developing and transitional economy. First, the study reviewed literature related to service quality and customer satisfaction. Second, using qualitative and quantitative methods through targeted group discussions and in-person interviews with 212 respondents who are employees of companies that have used port logistics services provided by Cat Lai Port, Ho Chi Minh City, Vietnam. The results showed that the quality of port logistics services was positively determined by five factors including responsiveness, assurance, reliability, physical evidence, and empathy. In addition, the quality of port logistics services has a positive influence on customer satisfaction.

Theseventh study conducted by Justin Paul, Arun Mittal and Garima Srivastav (2016) was conducted on variable Impact of Service Quality on Customer Satisfaction in Private and Public Sector Banks. The purpose of this study is to test the impact of various service quality variables on overall customer satisfaction and compare private and public sector banks using samples from India. The methodology used is a gradual regression of progress. The data was collected from 500 respondents in India. 250 of them were private sector bank customers and another 250 respondents were public sector bank customers. In the case of private sector banks, knowledge of products, response to needs, fast service, quick connections to the right people, and efforts to inser queue times were found to be factors positively associated with overall satisfaction. On the other hand, the case of public sector banks knowledge of products, and rapid service are factors positively attributed to satisfaction.

The eighth study was conducted by Tooba Arshad, Rubab Zahra and Umar Draz (2016) this research was conducted on variable Impact of Customer Satisfaction on Image, Trust, Loyalty and the Customer Switching Behavior in Conventional and Islamic Banking: Evidence from Pakistan.

The purpose of this research is to investigate customer satisfaction and its influence on image, trust, loyalty and customer change differentiation behavior for Islamic and conventional banks. The study used data from Islamic and conventional banks. The result of this research is that there is a customer satisfaction effect on trust for conventional bank customers. Results for image variables have an effect on customer trust and loyalty. In addition, customer satisfaction has no effect on image, trust, and loyalty. And customer satisfaction has no effect on behavior change for islamic bank customers.

2.2. The Foundation of Theory

2.2.1. Understanding The Quality of Service

Service quality assessment occurs during the service delivery process. Any contact that occurs between a service provider and a consumer is an overview of a *moment of truth* that is an opportunity to satisfy or not satisfy the consumer. In principle, the quality of service focuses on fulfilling the needs and desires of consumers, as well as the accuracy of its delivery to keep pace with customer expectations. According to Tjiptono and Chandra (2016:59) stated that Quality of Service is the expected level of excellence and control over that level of excellence to meet customers' wishes. According to Parasuraman in Tjiptono and Chandra (2016:157), there are factors that affect a service namely, *expected service* and *perceived service*. If the service received accordingly can even meet what is expected then the service is said to be good or positive. If *perceived service* exceeds *expected service*, then the quality of service is perceived as ideal quality. Conversely if *perceived service* is worse than *expected service*, then the quality of service is perceived negatively or badly. Therefore, whether the quality of service depends on the company's capabilities and its nature meets customer expectations consistently. According to Kotler in Tjiptono and Chandra (2016:284) revealed that there are five dominant factors or determinants of service quality, the five dominant factors are:

1. Tangible, *in the form* of physical appearance, equipment and various good communication materials.
2. Empathy (*Empaty*), *namely* the willingness of employees and entrepreneurs to care more about giving personal attention to customers. For example, employees should try to position themselves as customers. If the customer complains then it should be sought an immediate solution, in order to always maintain a harmonious relationship, by showing genuine care. By the way that the employees give in serving and responding to complaints of consumers.
3. *Responsiveness, which is the willingness* of employees and entrepreneurs to help customers and provide services quickly and hear and address consumer complaints. By the way the employees want to help and provide services quickly and correctly, the willingness of the employees to be friendly to every consumer, the willingness of the employees to cooperate with consumers.
4. *Reliability, which is* the ability to provide services as promised, reliable and accurate, and consistent. Examples in this case include, among others, the ability of employees in providing the best service, the ability of employees in handling consumer needs quickly and correctly, the ability of the company to provide good service in accordance with consumer expectations.
5. Assurance, *which is the* ability of employees to give rise to confidence and confidence in the promises that have been put forward to consumers. Examples in this case include, among others, the knowledge and skills of employees in carrying out their duties, reliable employees, employees can give confidence to consumers, employees have good technical expertise.

2.2.2. Price Understanding

Price is the only element of the marketing mix that can bring revenue to the company. Prices are flexible, which at any time is subject to change by itself. The price is the label that is in a product

that must be paid in order to get a product or service. Price is a significant factor in purchasing decisions. Customers often make product price comparisons before making a purchase.

According to Kotler and Armstrong (2015:312) *stated that Price as the amount of money charged for a product or service, or the sum of values that costumers exchange for benefits of having or using the product service.* That is, the price is the amount of money charged for a product or service, or the amount of money that customers exchange to benefit from owning or using a product or service. According to Kotler and Armstrong (2016:78) in variable pricing there are several main elements of the price activity which include price tiers, discounts, rebates and payment periods and credit periods. There are also 4 indicators that characterize the price:

1. **Affordability**
Consumers can reach the price set by the company. Products usually have several types in one brand, the price also differs from the cheapest to the most expensive.
2. **Price Suitability with Product Quality**
Price is often used as a quality indicator for consumers, people often choose a higher price between two goods because they see a difference in quality. If the price is higher people tend to assume that the quality is also better.
3. **Price Suitability with Benefits**
Consumers decide to buy a product if the perceived benefit is greater or the same as the one that has been issued to obtain it. If the consumer feels the benefit of the product is less than the money spent then the consumer will assume that the product is expensive and the consumer will think twice about making a repurchasing.
4. **Price According to Ability or Price Competitiveness**
Consumers often compare the price of a product with another. In this case the low cost of a product is considered by consumers at the time of purchasing the product.

2.2.3. Understanding Facilities

Facilities are a supporting factor used by companies in efforts to improve consumer satisfaction. Facilities are something that companies should pay attention to to make it easier for consumers to get their needs. Before the company offers services, the company must first provide facilities that support the services that will be offered.

According to Zakiah Daradjat (2012:230) facilities are everything that can facilitate effort and facilitate work in order to achieve a goal. Facilities are a means involved to facilitate the company's efforts in offering its products or services. Generally, facilities in the form of objects located where the offer of services to consumers occurs. According to Tjiptono (2011:184) facility indicators consist of:

1. **Spatial considerations or planning**
Aspects such as proportions, textures, colors and others are considered, combined and developed to provoke intellectual or emotional responses from the wearer or person who sees them.
2. **Room planning**
This includes interior and architectural planning such as the placement of furniture and fixtures indoors, design, circulation flow, etc. As the placement of the waiting room needs to be considered in addition to its capacity, it is also worth noting the placement of furniture or additional equipment.
3. **Amenities or furniture**
This element serves as a means of providing comfort as a display or as a supporting infrastructure for the use of goods of customers.
4. **Light and color layout**
The lighting in question is the color of the type of coloring of the room and the lighting settings according to the nature of the activities carried out indoors as well as the atmosphere

desired. Colors can be used to increase efficiency, create a relaxing impression, and reduce accident rates. The color used in the interior of the service facility needs to be associated with the emotional effects of the chosen color.

5. Graphically delivered messages

Important and interconnected aspects of this element are visual appearance, placement, physical shape selection, color selection, lighting, and selection of lambing face shapes or marks used for a particular purpose. Such as photos, colored images, warning instructions or information boards (placed in locations/places for consumers).

2.2.4. Understanding Consumer Satisfaction

Companies are required to meet customer satisfaction, so companies have to be observant to see shifts in needs and desires that are very rapidly changing. The buyer will consider satisfaction based on expectations and the price to be paid. Expectations and prices must go hand in hand in order to create customer satisfaction.

According to Alma, Buchori (2011:285) states that satisfaction is a function of *perceived performance* and *expectation*. If the product or service purchased in accordance with the expectations expected by the consumer, it will get satisfaction. Conversely, if the product or service purchased does not meet the expectations expected by consumers, there will be dissatisfaction and feelings of disappointment. According to Hawkins and Lonney quoted in Tjiptono (2014:101) consumer satisfaction indicators consist of:

1. Conformity of expectations

It is the level of conformity between the performance of the service that is expected by the consumer and the perceived by the consumer.

2. Interest in visiting again

It is the willingness of consumers to visit again or reuse related services.

3. Willingness to recommend.

It is the willingness of consumers to recommend services that have been felt to friends and family.

2.2.5. Understanding Trust

In today's competition, trust plays an important role, especially in maintaining a relationship. Consumer confidence has a huge influence on the sustainability of a company, because if a company's product is no longer trusted by consumers then it will be difficult to develop in the market. But on the other hand, if the company's products are trusted by consumers, then the company's products will be able to continue to grow in the market. This trust that must always be gained by the company, the more consumers believe, the company will continue to have a good relationship with its consumers.

According to Kotler and Keller (2016:225) says that *the Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty, and benevolence.* That is, trust is the willingness of the company to rely on business partners. Trust depends on a number of interpersonal and interorganizing factors, such as corporate complicity, integrity, honesty, and kindness. According to Mayer *et al.*, in Rosalina *et al.*, (2015) there are three factors that form a person's trust in a company's brand:

1. Sincerity(*Benevolence*)

Kindness is the willingness of the seller in providing mutually beneficial satisfaction between himself and the consumer. The profit earned by the seller can be maximized, but consumer satisfaction is also high. Sellers not only pursue maximum profit, but also have great attention in realizing consumer satisfaction.

2. *Ability*

Ability refers to the competence and characteristics of the seller or organization in influencing and polluting a specific region. In this case, how the seller is able to provide, serve, until securing the transaction from the interference of the other party. That is, that the consumer obtains a guarantee of satisfaction and security from the seller in conducting transactions.

3. *Integrity*

Integrity relates to how the seller conducts or habits in conducting his business. The information provided to consumers whether it is true according to the facts or not. The quality of the products sold is trustworthy or not.

III. RESEARCH METHODS

3.1. Research Strategies

Strategi research is used by using associative research methods. Associative research is a study that aims to find out the influence or relationship between two or more variables. This method is used to determine the effect of service quality, price, and facilities on customer satisfaction and trust of users of PT package delivery services. Nugraha Ekakurir Line (JNE) Jakarta.

3.2. Population Research

According to Sugiyono (2016:80) the population is a generalized region consisting of objects/subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study is the general public who have used PT package delivery services. Nugraha Ekakurir Line (JNE) in Jakarta.

3.3. Research Sample

To determine which samples to use in the study, the authors used *the Non Probability Sampling method with purposive sampling* type. According to Sugiyono (2016:85) *purposive sampling* is a sample determination technique with certain considerations. The reason for the selection of samples with *purposive sampling* is because not all samples have criteria according to the author's specify. The criteria used as a research sample are:

1. The general public who have used JNE Express package delivery *service* at least twice.
2. Located in Jakarta.

Because the number of the general population of Jakarta using JNE *Express delivery service* cannot be determined or infinite, the author uses the formula of Rao Purba (in Prastiwi, 2015:40) namely:

$$n = \frac{Z^2}{4(Moe)^2}$$

Description:

n = Sample size

Z = 1.96 score at a certain level of significance (degree of conviction determined 95%)

Moe = Margin of error, maximum error rate is 10%

By using the above formula, the calculation can be obtained as follows:

$$n = \frac{1.96^2}{4(10\%)^2} = 96.04$$

Based on the calculation results above can be known the number of samples amounting to 96.04 samples, to facilitate in the research then the sample can be rounded up to 100 samples.

3.4. Data Collection Methods

The data collection techniques used in this study are Questionnaires / Questionnaires and Literature Studies. Questionnaire is a data collection technique that is done by disseminating a set of questions or written statements to all the general public located in the city of Jakarta. This data collection is based on the respondent's answers or responses to questions or statements submitted by researchers. Sedangkan Studi literature is an activity to gather information relevant to the topic or issue that becomes the object of research. Such information can be obtained from books, thesis or thesis, exice, internet, journals or other sources.

3.5. Variable Operations

1. Independent Variable (X)

According to Sugiyono (2016:39) independent variables are often referred to as *stimulus variables, predictors, antecedents*. In Bahasa Indonesia is often referred to as a free variable. A free variable is a variable that affects or changes it and the onset of dependent (bound) variables. Independent Variables in this study are Service Quality, Price, and Facilities.

2. Dependent Variable (Y1)

According to Sugiyono (2016:39) dependent variables (bound) are variables that are affected or that are the result of the free variable. The Dependent Variable in this study is Customer Satisfaction.

3. Intervening Variables (Y2)

According to Sugiyono (2016:39) intervening variables are variables that theoretically influence indirect and un observable and measurable relationships. This variable is a interrupt/between variable located between an independent and dependent variable, so an independent variable does not directly affect the change or the onset of dependent variables. The Intervening Variable in this study is Trust.

3.6. Data Analysis Methods

The data analysis method in this study uses structural equation modeling (SEM), convergent validity, discriminant validity, composite reliability, r-square (R^2), Q^2 (predictive relevance), quality index, and hypothesis test.

The data obtained is then processed and analyzed using the SmartPLS 3.0 app.

IV. RESULTS OF RESEARCH AND DISCUSSION

4.1 Outer Model Results

An *outer model* is a measurement to assess the validity and reliability of the model.

4.1.1. Validity Convergent

Convergent validity aims to determine the validity of each relationship between the indicator and its constructor or latent variable. Convergent validity is assessed based on the correlation between item score or component *score* with latent variable score or construct *score* estimated with PLS program.

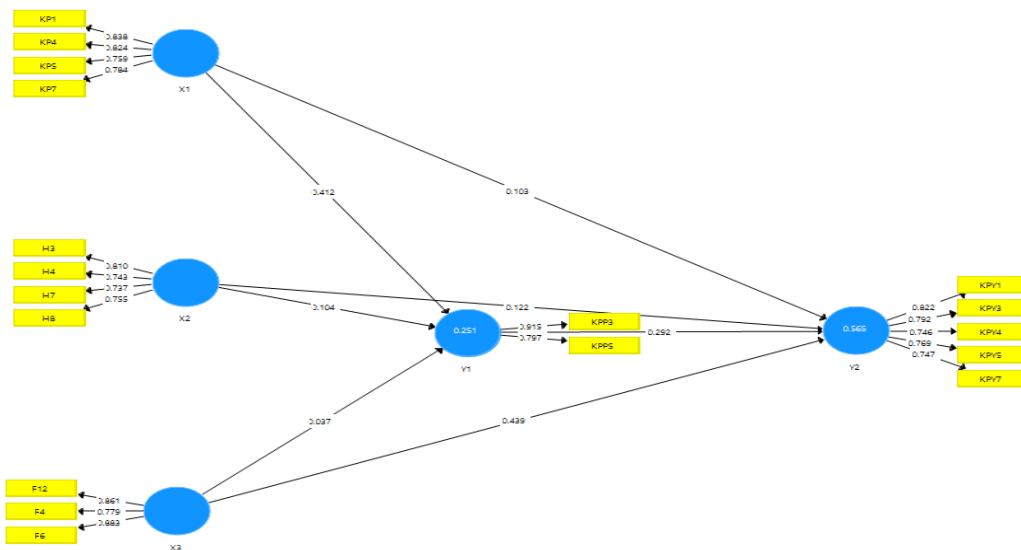


Figure 4. 1 PLS model 3

Source: SmartPLS, processed (2020)

After the invalid statement is deleted, the data processing is then reprocessed. Here's the third stage of data processing:

Table 1. Validity of Service Quality variable instruments (X1)

Variable	Statement	Loading Factor	Rule Of Thumb	Description
Service Quality (X1)	KP1	0,838	0,7	Valid
	KP4	0,824	0,7	Valid
	KP5	0,759	0,7	Valid
	KP7	0,784	0,7	Valid

Source: Processed Data (2020)

From the results of data processing with pls third stage seen in the table above, it can be seen that all statements of service quality variable instruments *have a loading factor value* of more than 0.7. Thus, it can be said that all such statements are valid and meet *convergent validity*.

Table 2. Validity of variable instrument Price (X2)

Variable	Statement	Loading Factor	Rule Of Thumb	Description
Price (X2)	H3	0,810	0,7	Valid
	H4	0,743	0,7	Valid
	H7	0,737	0,7	Valid
	H8	0,755	0,7	Valid

Source: Processed Data (2020)

From the data processing results with pls third stage seen tabled above, it can be seen that all statements of variable price instruments have a *loading factor value* of more than 0.7. Thus, it can be said that all such statements are valid and meet *convergent validity*..

Table 3. Validity variable instrument Facility (X3)

Variable	Statement	Loading Factor	Rule Of Thumb	Description
Amenities/Facilities at (X3)	F4	0,779	0,7	Valid
	F6	0,883	0,7	Valid
	F12	0,861	0,7	Valid

Source: Processed Data (2020)

From the results of data processing with pls third stage seen in the table above, it can be noted that all statements of variable instrument facilities have a *loading factor value* of more than 0.7. Thus, it can be said that all such statements are valid and meet *convergent validity*..

Table 4. Validity of Customer Satisfaction variable instruments (Y1)

Variable	Statement	Loading Factor	Rule Of Thumb	Description
Customer Satisfaction (Y2)	KPP3	0,915	0,7	Valid
	KPP5	0,797	0,7	Valid

Source: Processed Data (2020)

From the results of data processing with PLS the third stage in the table above, it can be seen that the instrument statement variable customer *satisfaction has a loading factor value* of more than 0.7. Thus, it can be said that the statement is valid and meets *convergent validity*.

Table 5. Validity of Trust variable instruments (Y2)

Variable	Statement	Loading Factor	Rule Of Thumb	Description
Trust (Y2)	KPY1	0,822	0,7	Valid
	KPY3	0,792	0,7	Valid
	KPY4	0,746	0,7	Valid
	KPY5	0,769	0,7	Valid
	KPY7	0,747	0,7	Valid

Source: Processed Data (2020)

From the results of data processing with pls third stage seen above, it can be seen that all statements of variable instruments trust have a *loading factor value* of more than 0.7. Thus, it can be said that all such statements are valid and meet *convergent validity*.

4.1.2. Validity of Discriminant

Discriminant validity is assessed based on cross loading measurement with constructor or can also by comparing square root value of Average Variance Extracted (AVE)) each construct with correlation between other constructs.

Table 6. Discriminant Validity

	Quality of Service	Price	Facilities	Customer Satisfaction	Trust
KP1	0,838	0,499	0,476	0,356	0,448
KP4	0,824	0,421	0,499	0,423	0,451
KP5	0,759	0,441	0,450	0,318	0,417
KP7	0,784	0,443	0,343	0,458	0,458
H3	0,539	0,810	0,447	0,323	0,428
H4	0,427	0,743	0,401	0,257	0,418
H7	0,442	0,737	0,413	0,266	0,382
H8	0,287	0,755	0,482	0,233	0,397
F4	0,451	0,538	0,779	0,120	0,519
F6	0,500	0,513	0,883	0,373	0,627
F12	0,431	0,395	0,861	0,282	0,504
KPP3	0,479	0,408	0,340	0,915	0,525

KPP5	0,346	0,160	0,188	0,797	0,355
KPY1	0,382	0,463	0,560	0,429	0,822
KPY3	0,477	0,430	0,477	0,382	0,792
KPY4	0,470	0,416	0,488	0,528	0,746
KPY5	0,412	0,439	0,586	0,201	0,769
KPY7	0,410	0,315	0,439	0,483	0,747

Source: Processed Data (2020)

From the table above it can be seen that the loading value of each indicator item against its construct is greater than the *cross loading value*. Thus, it can be concluded that all constructs or latent variables already have *good discriminant validity*, where the indicator on the construct indicator block is better than the indicator in the other block.

In addition to observing cross loading values, discriminant validity can also be known through other methods *namely by looking at the average variance extracted (AVE)* value for each indicator where the value should be > 0.5 .

Table 7. Average Variance Extracted (AVE)

Variable	Ave
Quality of Service	0,643
Price	0,580
Facilities	0,709
Customer Satisfaction	0,736
Trust	0,601

Source: primary data processed (2020)

Based on the table above, it can be noted that the AVE value for all variables > 0.5 . Thus, it can be stated that each variable has *had good discriminant validity*.

4.1.3 Composite Reliability

To measure the reability of a construct with reflexive indicators can be done by measuring *the value of composite reliability*. A construct is said to be reliable if the composite *reliability value* > 0.7 . Pls output results for composite *reliability value* can be seen in the table below:

Table 8. Composite Reliability Value

Variable	Composite Reliability	Rule Of Thumb	Description
Quality of Service	0,878	0,7	Reliabel
Price	0,847	0,7	Reliabel

Facilities	0,879	0,7	Reliabel
Customer Satisfaction	0,847	0,7	Reliabel
Trust	0,883	0,7	Reliabel

Source: Processed Data (2020)

Based on the table above it can be concluded that all constructs can be declared reliabel, because it shows the value of composite reliability > 0.7.

4.2. Structural Model Evaluation (Inner Model)

Tests on structural models are carried out to test the relationship between latent constructs. The following, will be explained tests for structural models that are as follows:

4.2.1. R-Square (R²)

R² is seen from the endogenous variable value as the predictive strength of the structural model. The higher the value of R² then the better the prediction model and the research model submitted.

Table 9. R-Square Value

	R-Square
Customer Satisfaction	0,251
Trust	0,565

Source: Primary data processed (2020)

The calculation of R² for each endogenous latent variable in the table above shows that the value of R² is in the value range of 0.251 to 0.565. Thus, it can be said that the quality of service, price and facilities as exogenous variables are able to explain the construct of endogenous variables namely customer satisfaction of 25.1% and the remaining 74.9% described by other constructs that are not included in the study. Meanwhile, 56.5% of trusts and the remaining 43.5% were explained by other constructs not included in the study. Based on this, the calculation of R² shows that R² is weak (0.251) and moderate (0.565).

4.2.2. Q² Predictive Relevance

Q² is used to measure how well the observation value is generated by the model and its parameter estimation. Q² > 0 indicates that the model has predictive relevance, while value² < 0 indicates that the model lacks predictive relevance. To calculate Q² can be used the following formula:

$$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2) \dots \dots \dots (4.1)$$

$$Q^2 = 1 - (1 - 0,251) (1 - 0,565)$$

$$Q^2 = 1 - (0,749) (0,435)$$

$$Q^2 = 1 - 0,325815$$

$$Q^2 = 0,674185$$

The calculation shows the *predictive relevance* Q^2 value of 0.67 or the model's relevant prediction value is 67%. In this research model, the construct or endogenous variable has a value of $Q^2 > 0$ so that the predictions made by the model are judged to be relevant.

4.3. Evaluation of Goodness of Fit

The following data processing with fit models is presented in the table below:

Table 10.

	Saturated Model	Estimated Model
NFI	0,627	0,627

Source: Primary data processed (2020)

Based on the table above can be seen that the NFI value (*Normed Fit Index*) in this model is 0.627. Thus, it can be said that this research fits between the model and the data.

4.4. Hypothesis Test

Based on the process of data that has been *done outer model* and *inner model*, then this research conducts hypothetical test. Hypothesis testing is performed by processing data through the bootstrapping method of the SmartPLS 3.0 application. The following data processing results through bootstrapping are seen in the table below:

Table 11.

Direct Effect Calculation Results

Direct Influence	T-Statistics(P Values
Quality of Service → Customer Satisfaction	2,790	0,005
Price → Customer Satisfaction	1,972	0,049
Customer → Satisfaction	0,632	0,528
Quality of Service → Trust	1,397	0,163
Price → Trust	0,203	0,839
Facilities → Trust	3,925	0,000
Customer Satisfaction → Trust	1,788	0,074

Source: Primary data processed (2020)

Table 12.

Indirect Effect test results

Indirect Influence	T-Statistics (- O/STDEV))	P Values
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Quality of Service→ Customer Satisfaction→Trust	1,450	0,148
Price→ Customer Satisfaction→Trust	0,616	0,538
Facilities→ Customer Satisfaction→Trust	0,179	0,858

Source: Primary data processed (2020)

V. SUMMATIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of research that has been done and analyzed as described in the previous chapter. As for some conclusions that can be drawn from this study is as berikut:

1. The quality of service has a positive and significant effect on customer satisfaction of PT. Nugraha Ekakurir Line (JNE) Jakarta.
2. The price has a positive but insignificant effect on customer satisfaction of PT. Nugraha Ekakurir Line (JNE) Jakarta.
3. The facility has a positive but insignificant effect on customer satisfaction of PT. Nugraha Ekakurir Line (JNE) Jakarta.
4. The quality of service has a positive and significant effect on the trust of PT customers. Nugraha Ekakurir Line (JNE) Jakarta.
5. The price has a positive but insignificant effect on the trust of PT customers. Nugraha Ekakurir Line (JNE) Jakarta.
6. Facilities have a positive and significant impact on the trust of PT customers. Nugraha Ekakurir Line (JNE) Jakarta.
7. Customer satisfaction directly affects positive but insignificant customer trust.

5.2. Advice

Based on the analysis that has been done, some of the suggestions in this study are as follows:

1. Pt. Nurgraha Ekakurir Line (JNE) Jakarta must maintain the quality of service provided to customers such as serving friendly and politely, able to handle customer complaints and able to provide service in accordance with the promise given. In addition, PT. Nugraha Ekakurir Line must maintain the quality of its services in order to be trusted as one of the best delivery services.
2. Pt. Jakarta's Nugraha Ekakurir Line (JNE) must maintain the facilities provided to customers. With the facility, it will increase customer trust.

5.3. Limitations of Research

The authors realize that this study has limitations such as the following:

1. The number of respondents who are only 100 people, of course still lacks to describe the actual circumstances.
2. In the process of retrieving data, the information provided by respondents through questionnaires sometimes does not show the actual opinion of the respondent, this occurs because there are different thoughts, assumptions, and understandings of each respondent, as well as other factors such as honesty factors in filling in the respondent's opinion in the questionnaire.

5.4. Further Research Development

For further research it is recommended to be able to conduct research development including the following:

1. Researchers are then expected to take more samples, aiming for better data accuracy in their research.
2. It is expected that additional variables may also affect many things in this study



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