**THE INFLUENCE OF PRICE, QUALITY OF SERVICE, AND ACCURACY OF DELIVERY ON CUSTOMER SATISFACTION JNE DELIVERY SERVICES**

**(Case Study of JNE Kebon Nanas Branch Office)**

**1­st Arya Jaya Kawasa, 2nd Routineaias Haholongan, SE., MM**

Department of Management

Indonesian College of Economics
Jakarta, Indonesia

aryakawasa5@gmail.com ; Routinaias@stei.ac.i d

***Abstract-****This study aims to determine the effect of price, service quality and delivery accuracy on customer satisfaction of JNE delivery service at the pineapple garden branch. This study uses primary data by distributing questionnaires. The population of this research is people who use JNE delivery services at JNE pineapple garden branch. The sample in this study amounted to 100 respondents using purposive sampling. The data analysis of this study used the coefficient of determination analysis using SPSS version 26.0. The results of this study prove that: the price variable partially has no effect on customer satisfaction, service quality partially affects customer satisfaction, delivery accuracy partially affects customer satisfaction,*

***Keywords*:** *Price, Quality of Service, On Time Delivery, Customer Satisfaction*

**I. Introduction**

In the modern era, the service sector has experienced a very rapid increase compared to the previous decade. Developments in the service sector can be seen from the increasing need for consumers to share industries in the service sector. The high frequency of delivery of these goods is partly due to the large number of online sales in the modern era. One of the reasons behind the rapid development of courier service companies in Indonesia at this time is the enactment of Law No. couriers are not only limited to State-Owned Enterprises (BUMN), but Regional-Owned Enterprises (BUMD), or cooperatives and private companies. The emergence of these laws and regulations has an impact on increasingly competitive competition,

 This is what makes the shipping service market grow. Maybe in the past, people only knew PT. Pos Indonesia as a delivery service company for both correspondence and freight forwarding services, but now the competition between service companies is getting fiercer because of the many new players arriving. The existence of courier service providers is able to support the needs of business people because they can send goods to customers both near the business location and those far outside the company's operational area, so as to expand market coverage which will automatically increase the profits of the company, one of the companies goods delivery service provider or courier is PT. The Nugraha Ekakurir line or commonly known as JNE. PT. The Nugraha Ekakurir line was established in 1990, PT. The Nugraha Ekakurir (JNE) route serves the public in matters of customs services, especially imports of on-time shipments through the 'Rush Handling' warehouse. PT. JNE is known to have many and loyal customers. It is proven that in 2016 PT JNE received the Service Quality Awards held in 2016 by Service Excellence Magazine, Indonesia Original Brands 2016 by SWA & Bussines Digest and Top Brand Award in the Courier Service Category by Marketing Magazine.

 The increasingly fierce competition conditions make every company have to be able to survive, and even keep growing. One of the important things that every company needs to do and pay attention to in order to survive and thrive is to maintain the company's consumer satisfaction. Consumer satisfaction is the feeling of being happy or disappointed by someone who appears after comparing the (performance) of the product thought against the expected performance, Kotler and Keller (2013: 117).

One of the factors that influence customer satisfaction is service quality, a problem that often arises in JNE service quality is the customer receipt number which is sometimes difficult to track, sometimes the shipment data is not entered by the delivery service but the package is still sent. The lack of good service provided will make customers dissatisfied and convince others to use other delivery services.

Apart from service quality, another factor that can affect customer satisfaction is price considerations. The price posted by JNE can be said to be quite high compared to the price set by other companies, while JNE's service improvement is still not optimal. Another factor that affects customer satisfaction is delivery accuracy. The problem that often arises with the accuracy of delivery made by JNE is that there are shipments that are not in accordance with the specified time, usually the goods cannot be traced, causing unrest towards customers and causing dissatisfaction.

Based on the background description above, the authors are interested in conducting research with the title "The Effect of Price, Quality of Service and Accuracy of Delivery on Customer Satisfaction of JNE Delivery Services. JNE Case Study, Kebon Nanas Branch ".

**II. LITELATURE REVIEW**

**2.1 Review of previous research results**

First, research conducted by Agung et.al, Suneni and Febrilia (2019) on the Effect of Service Quality, Price and Brand Image on Customer Satisfaction (Case study: online grab transportation). Indonesian Science Management Research Journal (JRMSI). Vol. 10, No.1, 2019. SK No. 0005.007 / Jl.3.2, 2 July 2012. ISSN: 2301-8313. This study aims to determine the effect of each independent variable, namely service quality, price and brand image on the dependent variable consumer satisfaction. By taking respondents by purposive sampling of 200 Grab online transportation users in FE students at the State University of Jakarta with at least two times using Grab transportation. The data was collected by survey method using multiple linear regression analysis using SPSS software.

Second, research conducted by Lestari (2019) concerning the Effect of Service Quality, Price and Trust on Customer Satisfaction at PT. Globat Jet Express (J&T) Surabaya. Journal of Management Science and Research. Vol. 4, October 1, 2015. Decree No. 0005.24610593 / Jl.3.1 / 2015.09, ISSN: 2461-0593. This study aims to examine the effect of service quality, price and trust on customer satisfaction at PT. Global Jet Express (J&T) Surabaya. The population in this study are customers of PT. Global Jet Express (J&T) at Jagir Wonokromo branch No. 324 Surabaya, which made purchases and used shipping services for goods and documents more than five times. The data source used is primary data,

Third, research conducted by Oktarini (2019) on the Effect of Service Quality and Price on Customer Satisfaction of Gojek Application Service Users in the City of Tangerang. Secretariat Scientific Journal. Vol.5, No.2 June 2018. SK No. 0005.26145456 / Jl.3.1 / 24 January 2018, ISSN: 2614-5456. The purpose of this study was to determine whether the existence of good service quality and price can affect Gojek customer satisfaction, especially in the city of Tangerang. The research method used is causal associative. The sample used is 100 respondents. The data analysis method uses validity and reliability tests, classical assumptions, multiple linear regression, the coefficient of determination and hypothesis testing. Based on the results of statistical testing, the following results were obtained: Service quality has a positive and significant impact on customer satisfaction. Price has a negative and significant effect on customer satisfaction. Service quality and price Simultaneously using the F test is known to have a positive and significant effect on customer satisfaction of Go-jek application users in Tangerang City.

Fourth, research conducted by Inten and Loebis (2019) on the Influence of Service Quality and Price on Customer Satisfaction and the Impact on J&T Express Blankejeren Customer Loyalty. Management Economics Student Scientific Journal. Vol.4, No.2, 2019. SK No. 0005.2598635X / Jl.3.1 / 3 November 2017, ISSN: 2598-635X. This study aims to examine the effect of Service Quality and Price on Customer Satisfaction and its Impact on Customer Loyalty at J&T Express Blangkejeren. The sampling method in this study used purposive sampling with a sample of 100 respondents. And Path Analysis is used as a method of analysis to determine the effect of all the variables involved. The results of this study indicate that the variables of Service Quality and Price have a significant effect on Customer Satisfaction. And the price variable has a significant effect on customer loyalty. Furthermore, the Customer Satisfaction variable partially mediates between Service Quality and Price on Customer Loyalty

Fifth, research conducted by Salma et.al, Abdurrahman and Nuryani (2019) on the Influence of Service Quality, Timeliness, Shipping Rates and Facilities on J&T Express Customer Satisfaction (Case Study on J&T Express Customers, Sumbawa Besar City Branch). Journal of Management and Business. Vol.2, No.1, 2019. SK No. 0005.2686-2484 / Jl.3.1 / 23 September 2019, ISSN: 2614-297X. This study aims to determine: 1) The Effect of Service Quality on Customer Satisfaction of the J&T Express Branch of the City of Sumbawa Besar. 2) The Effect of Timeliness on Customer Satisfaction of J&T Express Branch of the City of Sumbawa Besar. 3) The Effect of Shipping Rates on Customer Satisfaction of J&T Express Branch of the City of Sumbawa Besar. 4) The Effect of Facilities on Customer Satisfaction of J&T Express Branch of the City of Sumbawa Besar. 5) Simultaneous Influence of Service Quality, Timeliness, Shipping Rates, Facilities on Customer Satisfaction of J&T Express Branch of the City of Sumbawa Besar. The model used in data analysis is the research instrument test, classical assumption test, multiple regression analysis, and hypothesis testing. The analytical tool used in this study was SPSS 16. The data used were primary data and secondary data with purposive sampling method. The results showed that 1) Service Quality has a positive but insignificant effect. 2) Timeliness has a positive and significant effect. 3) Shipping rates have a positive and significant effect. 4) Facilities have a positive and significant effect. Simultaneously, Service Quality, Timeliness, Shipping Rates, and Facilities affect Customer Satisfaction.

Sixth, research conducted by Syariful Mahsyar and Surapati (2020) on the Effect Of Service Quality And Product Quality On Customer Satisfaction And Loyalty. International Journal of Economics, Business and Accounting Research (IJEBAR). Vol. 1, No.2, 2017. SK No. 0005.26141280 / Jl.3.1 / 5 January 2018, ISSN: 2614-1280. This study aims to analyze the impact of service quality and product quality on customer satisfaction and customer loyalty in restaurants and to determine which factors influence the restaurant. In data collection, researchers distributed questionnaires to 50 respondents who were consumers of restaurants in Samarinda. The results of this study are that service quality has no significant effect on customer satisfaction, product quality has a significant effect on customer satisfaction.

Seventh, research conducted by Vallery et.al, Novita and Sary (2020) on Effect Of Price, Service Quality And Promotion On Customer Satisfaction (GRAB). Journal of Logic. Vol. 3, No.2, 2019. SK No. 0005.26854236 / Jl.3.1 / 18 July 2019, ISSN: 2685-4236. The purpose of this study was to examine and analyze the effect of price, service quality and promotion on satisfaction using online transportation services (Grab) in Medan. Grab user satisfaction has decreased due to high fares, unsatisfactory service and ineffective Grab promotions. The population and sample in this study amounted to 100 Grab customers in Indonesia, Medan City. The results in this study indicate that simultaneously the price,

Eighth, research conducted by Syahputri (2019) on the Effect of Service Quality on Consumer Satisfaction At PT. Pos Indonesia (Persero) Lubukpakam. Enrichment: Journal of Management. Vol.10, No.2, 2020. SK No. 0005.27217787 / Jl.3.1 / 16 April 2020, ISSN: 2087-6327. This study aims to determine whether the dimensions of service quality are tangible, reliability, responsiveness, assurance, and concern affecting customer satisfaction at PT POS Indonesia (Persero) Kontor POS Lubukpakam and to analyze the most dominant factors in influencing customer satisfaction at PT POS Indonesia (Persero) Pos. Lubukpakam Kontor. The population in this study were all consumers using PT POS Indonesia Lubukpakam. So based on calculations, the number of samples to be used in this study were 100 respondents. The results of this study indicate that all indicators are valid. It can be shown from the number of respondents' high satisfaction responses to the conditions of each variable study. From these results it is further indicated that the variable service quality in the fifth dimension has a positive and significant impact on customer satisfaction.

**2.2 Customer Satisfaction**

According to Kotler & Keller (2012: 46) the definition of customer satisfaction is the level of a person's feelings after comparing (performance or results) that is felt compared to expectations. Satisfaction level is a function of the difference between perceived performance and expectations.

Customer satisfaction according to Tjiptono (2014: 353) is customer satisfaction or dissatisfaction as a customer response to the perceived evaluation of discrepancies (disconfirmation) between initial expectations before purchase (or other performance norms) and actual product performance perceived after use or consumption of the product concerned.

It can be concluded that customer satisfaction is a feeling of pleasure or disappointment for someone who appears after comparing the perceived product results with the expected outcome. If the results are below expectations, the customer is not satisfied. If the results meet expectations, the customer is satisfied. If results exceed expectations, the customer is very satisfied or happy. In the context of consumer behavior theory, satisfaction is defined from the experience of consumers after feeling and consuming a product or service that has been provided by the marketer or company, Kotler and Keller (2012: 138). The company's expectation of retaining consumers is to stabilize and increase sales when sales are down.

Assael (2011: 47) explains that the theory of consumer satisfaction and dissatisfaction is formed from the expectation disconfirmation model, which explains that consumer satisfaction or dissatisfaction is the impact of the comparison between customer expectations before purchasing and what the customer actually gets from the product or service. Customer expectations when buying actually consider the product function (product performance).

In determining the level of customer satisfaction, there are five main factors that must be considered by companies according to Lupiyoadi (2014: 21), namely:

1.Product quality

Consumers will feel satisfied when their evaluation results show that the products they use are of good quality.

2. Quality of service

Especially for the service industry. Consumers will feel satisfied when they get good service or what is expected.

3. Emotional

Consumers will feel proud and get the confidence that other people will be amazed at him when using products with certain brands that tend to have higher levels of satisfaction. The satisfaction obtained is not due to the quality of the product but from the social values ​​that make consumers satisfied with certain brands.

4. Price

Products that have the same quality but set relatively cheap prices will provide higher value to their consumers.

5. Costs

Consumers who do not need to pay additional costs or do not need to waste time getting a product tend to be satisfied.

Based on the explanation above, it can be concluded that the factors that affect customer satisfaction are product and service performance, product quality, service quality, emotional, price and value in accordance with customer expectations.

**2.3 Price**

According to Kotler and Armstrong (2013: 151), price is the amount of money charged for a good or service or the amount of money that consumers exchange for the benefits of owning or using the product or service. According to Kotler (2012: 132) price is the amount of money that customers have to pay for that product.

According to Kotler and Armstrong (2013: 151), price is the amount of money charged for a product or the amount of value that consumers exchange for the benefits of owning or using the product.

According to the definition above, the policy regarding prices is only temporary, meaning that producers must follow market price developments and must know the company's position in the overall market situation.

As one element of the marketing mix, price requires careful consideration, with respect to a number of dimensions of the pricing strategy:

1. Price is a statement of the value of a product (a statement of value). Value is the ratio or comparison between perceived benefits and costs incurred to get a product.

2. Price is a visible aspect (visible) to buyers. It is not uncommon for the price to be used as an indicator of service quality.

3. Price is a determinant of demand. Based on the law of demand, the size of the price affects the quality of the product purchased by consumers. The more expensive the price, the less the amount of demand for the product concerned and vice versa.

4. Price is directly related to income and profit. Price is an element of the marketing mix that generates income for the company, which in turn affects the size of the profits and the market share that is obtained.

5. Prices are flexible, meaning they can be adjusted quickly. Of the four elements of the traditional marketing mix, price is the element that is easiest to change and adapt to market dynamics.

6. Price affects image and positioning. In marketing persetius services that prioritizes the image of quality and exclusivity, price is an important element. Expensive price is perceived as reflecting high quality and vice versa.

7. Price is the number one problem managers face

**2.4 Quality of Service**

According to Tjiptono & Chandra (2011: 164), the concept of quality is considered a measure of the perfection of a product or service which consists of design quality and conformance quality. Design quality is a specific function of a product or service, conformity quality is a measure of how much the level of conformity between a product or service and the requirements or quality specifications that have been previously set.

 Therefore what is meant by quality is if several factors can meet consumer expectations such as statements about quality by Goetsh and Davis in Tjiptono & Chandra (2011: 164), "Dynamic conditions related to products, services, human resources, processes, and the environment. meet or exceed expectations ". According to some of the definitions above, in other words, quality is a form of measurement of the value of a service that has been received by consumers and the dynamic conditions of a product or service in meeting consumer expectations. According to Vargo & Lusch in Tjiptono (2011: 3), "Service is an interactive process of doing something for someone". This means that service / service is a process of interaction in doing something to someone. According to Gummesson in Tjiptono & Chandra (2011: 17) revealed that the service is "Something which can be bought and 13 sold but which you cannot drop on your feet". So it is said that service is something that can be exchanged through buying and selling but cannot be felt physically.

Services / services are said to be intangible as well as the opinion according to Kotler in Tjiptono & Chandra (2011: 17), "Every action or action that a party can offer to another party is basically intangible (intangible) and does not result in ownership of anything ". As stated by Gronroos in Tjiptono & Chandra (2011: 17), "Service is a process which consists of a series of intangible activities which usually (but not always) occur in interactions between customers and service employees and / or physical resources or goods. and / or service provider systems, which are provided as solutions to customer problems ”. According to Tjiptono (2011: 3), "As a service, the term service implies everything that certain parties do to other parties".

From some of the definitions above, it can be concluded that a service / service is an activity or an act of interaction between the provider and the recipient of the services / services offered by the provider in an intangible way so that it cannot be felt physically.

According to Lewis & Booms in Tjiptono & Chandra (2011: 180), service quality is a measure of how well the level of service provided is able to materialize according to customer expectations. As stated by Tjiptono (2011: 157), the quality of service itself is determined by the company's ability to meet customer needs and desires in accordance with customer expectations. According to Parasuraman in Tjiptono (2011: 157), there are factors that affect the quality of a service, namely the expected service and the perceived service. If the service received is appropriate and can even fulfill what is expected, the service is said to be good or positive. If perceived service exceeds expected service, service quality is perceived as ideal quality. Conversely, if the perceived service is worse than expected service, then the service quality is perceived as negative or bad. Therefore, whether the quality of service is good or not depends on the ability of the company and its staff to consistently meet customer expectations.

**2.5 Accuracy of Delivery**

Accuracy of delivery is the timeliness of delivery and guarantees of goods ordered by consumers safely until the destination is the spearhead of the company so that it can still gain consumer trust and loyalty (Handoko, 2010: 235).

Based on the Presidential Regulation of the Republic of Indonesia Number 26 of 2012, regarding the Blueprint for the National Logistics System, local Indonesian logistics service providers generally focus on providing basic logistics services, or under the Logistics Service Provider (LSP) category. Logistic services may include managing the availability of goods and / or packaging facilities and then delivering them on time. The main benefit of a logistics service provider or express delivery is that it makes it easier for someone to deliver goods precisely, quickly and practically to business partners, friends and relatives and to provide the best experience to customers consistently

According to Article 468 of the Commercial Code: The transportation agreement promises the carrier to safeguard the safety of the goods that must be transported from the moment of receipt until the time of delivery. The carrier must compensate for not delivering all or part of the goods or because there is damage, unless he proves that the goods were not delivered in whole or in part or the damage was the result of an event which could not have been prevented or avoided, due to its nature, condition or a defect. the goods themselves or due to error of the sender. He is responsible for the actions of the people he employs, and for the objects used in the transport.

According to Yazid in Huda (2016: 133) For a number of service companies, time is the main constraint for their service production process, if their time is not used effectively, they will lose profits. On the other hand, when they are faced with an excessive demand, they cannot create time to satisfy that demand. Timeliness in shipping services is often related to the transportation used by freight forwarders, such as by land, air, or sea. Other things that usually hinder the delivery flow are usually weather conditions at that time, congestion that occurs during the delivery process and other things that can hinder the delivery of goods to their destination

**III. RESEARCH METHODS**

**3.1 Research Strategy**

The research strategy used in this research is based on the characteristics of the main research problem is the associative strategy. Associative research is research that aims to determine the effect of two or more variables, in order to provide an explanation of the effect of price, service quality and delivery accuracy on customer satisfaction of JNE delivery services (Case study of JNE customers in the pineapple garden branch).

**3.2 Research Population**

According to Sugiono (2017: 80) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions. The general population in this study are all consumers who have used JNE delivery services at JNE pineapple garden branches and the target population is consumers who have visited and used JNE delivery services at JNE pineapple garden branch which is located at Jl. Pandjaitan No.26 RT.12 / RW.01, East Jakarta, Special Capital Region of Jakarta.

**3.3 Research Sample**

Selection of consumers as samples (respondents) in this study using purposive sampling technique. According to Sugiyono (2017: 85) Pursposive Sampling is a sampling technique with certain considerations. Certain considerations are meant in selecting respondents to have certain characteristics that are closely related to the population, namely:

Consumers who have visited and used delivery services at JNE pineapple garden branch.

Determination of the number of samples to be used in this study is determined using the Moe formula as follows, with a large and unknown population. (Arikunto, 2013: 49)

n = Z ^ 2 /〖4 (Moe)〗^ 2 ………………………… (3.1)

n =〖(1.96)〗^ 2 /〖4 (10%)〗^ 2

Information:

N = number of samples

Z = the level of confidence required in determining the sample 95%

Moe = margin of error, which is the maximum tolerable error rate, set at 10%

Based on the calculation results of the formula above, it is known that the number of samples is 96.04 and it is rounded up to 100 respondents because the number of samples is increasing so that the statistical power is getting better.

**3.4 Types of Research Data**

**1. Primary Data**

Is data that is directly obtained from the original source. The method used by researchers is as follows:

a. Observation, namely data collection based on direct observation of the object under study

b. Interview, which is a conversation directed at a particular problem and is an oral question and answer process in which two or more people face each other physically.

c. Data Collection Instruments

a) Questionnaire According to Sugiyono (2013: 137) data collection techniques are carried out by giving a set of questions or written questions to respondents to answer.

**2. Secondary Data**

Secondary data is data that researchers do not attempt to collect themselves or data obtained indirectly or through other parties. Secondary data is obtained from various library materials, both in the form of books, journals and other documents that are related to the study material, namely price, service quality, delivery accuracy and customer satisfaction.

**3.5 Measurement Scale**

In this study, the tools used in data collection were a list of questions on the factors that were given a score or value for respondents using a Likert scale. Sugiyono (2013: 134) states that the Likert scale is a tool used to measure the attitudes, opinions and perceptions of a person or a certain group of people about a social phenomenon. In this study, researchers used a questionnaire or questionnaire with the following scores:

Table. Score on Questionnaire Answers (Likert scale)

No. Question Code Weight Value

1. Strongly Disagree STS 1

2. Disagree TS 2

3. Agree S 3

4. Strongly agree SS 4

According to Paulus Insap Sentosa (2018: 46) states that the 5-point Likert scale is the most frequently used Likert scale. In some cases, researchers avoided neutral choices by using an even Likert scale. One of the reasons for not using the neutral option is for the respondent to express approval or disagreement with the statement conveyed to him.

**IV. RESEARCH RESULTS AND DISCUSSION**

**4.1 Respondent Data**

Respondents in this study were the people of the Kebon Nanas Region, East Jakarta. The following is the respondent's data obtained from research at PT. JNE, Kebon Nanas branch

**Table 4.1 Descriptions of Respondents by Gender**

|  |  |  |
| --- | --- | --- |
| **Respondent Data** | **Amount** | **Percentage** |
| **Gender :**MenWoman | 6634 | 66%34% |
| **Total** | 100 | 100% |

*Source: Processed Data*

It can be seen that the identification of respondents in JNE Kebon Nanas Branch based on gender is mostly male with a percentage of 66% or as many as 66 people. Meanwhile, female sex only has a percentage of 34% or as many as 34 people.

**Table 4.2 Description of Respondents by Age**

|  |  |  |
| --- | --- | --- |
| **Age** | **amount** | **Percentage** |
| <20 years | 20 | 20% |
| 20-30 years | 78 | 78% |
| 30-40 years | 1 | 1% |
| > 40 years | 1 | 1% |
| **Total** | 100 | 100 |

*Source: Processed Data*

It can be seen that the most age-based identification of respondents at JNE's Kebon Nanas Branch is between the ages of 20-30 years with a percentage of 78% or as many as 78 people, while those aged <20 years have a percentage of 20% or as many as 20 people, aged between 30-40 years has a percentage of 1% or as much as 1 person, and aged> 40 years has a percentage of 1% or as much as 1 person.

**Table 4.3. Respondents' Descriptions Based on Latest Education**

|  |  |  |
| --- | --- | --- |
| **Last education** | **amount** | **Percentage** |
| High schoolD3S1 | 75421 | 75%4%21% |
| **Total** | 100 | 100 |

*Source: Processed Data*

It can be seen that the identification of respondents in JNE Kebon Nanas Branch based on their latest education, customers with the last high school education have the highest number with a percentage of 75% or as many as 75 people, then customers with the latest education S1 have a percentage of 21% or as many as 21 people, and customers with education finally D3 has a percentage of 4% or as many as 4 people.

**4.2 Validity Test**

The validity test is used to determine whether or not each research instrument question is valid. To make it easier to process data this test was carried out using the help of the SPSS 26.0 program. The following are the results of the instrument validity test per item for the price variable (X1) which consists of 8 (eight) statements:

**Table of Instrument Validity per item Price (X1)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Instrument** | **r count** | **r table** | **Information** |
| H1 | 0.681 | 0.196 | Valid |
| H2 | 0.721 | 0.196 | Valid |
| H3 | 0.811 | 0.196 | Valid |
| H4 | 0.800 | 0.196 | Valid |
| H5 | 0.682 | 0.196 | Valid |
| H6 | 0.774 | 0.196 | Valid |
| H7 | 0.807 | 0.196 | Valid |
| H8 | 0.780 | 0.196 | Valid |

***Source: Processed Data, 2020***

Based on the table above, it can be seen that all statement instruments related to the price variable (X1) are declared valid because r count shows a value greater than r table (0.196) so that the statements in the questionnaire are considered valid and worthy of research.

Following are the results of processing instrument data per item for the service quality variable (X2) which consists of 6 (six) statements:

**Table of Instrument Validity per item Service Quality (X2)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Instrument** | **r count** | **r table** | **Information** |
| KP1 | 0.827 | 0.196 | Valid |
| KP2 | 0.841 | 0.196 | Valid |
| KP3 | 0.814 | 0.196 | Valid |
| KP4 | 0.805 | 0.196 | Valid |
| KP5 | 0.813 | 0.196 | Valid |
| KP6 | 0.769 | 0.196 | Valid |

***Source: Processed Data, 2020***

Based on the table above, it can be seen that all statement instruments related to service quality variables (X2) are declared valid because r count shows greater than r table (0.196) so that the statements in the questionnaire are considered valid and worthy of research.

Following are the results of processing instrument data per item for the variable delivery accuracy (X3), which consists of 6 (six) statements:

**Instrument validity table per item Delivery accuracy (X3)**

|  |  |  |  |
| --- | --- | --- | --- |
| Instrument | r count | r table | Information |
| KetP1 | 0.856 | 0.196 | Valid |
| KetP2 | 0.811 | 0.196 | Valid |
| KetP3 | 0.822 | 0.196 | Valid |
| KetP4 | 0.759 | 0.196 | Valid |
| KetP5 | 0.871 | 0.196 | Valid |
| KetP6 | 0.886 | 0.196 | Valid |

***Source: Processed Data, 2020***

Based on the table above, it can be seen that all statement instruments related to the variable delivery accuracy (X3) are declared valid because r count shows greater than r table (0.196) so that the statements in the questionnaire are considered valid and worthy of research.

Following are the results of processing instrument data per item for the customer satisfaction variable (Y) which consists of 6 (six) statements:

**Table of Instrument Validity per item Customer Satisfaction (Y)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Instrument** | **r count** | **r table** | **Information** |
| KPel1 | 0.842 | 0.196 | Valid |
| KPel2 | 0.835 | 0.196 | Valid |
| KPel3 | 0.866 | 0.196 | Valid |
| KPel4 | 0.845 | 0.196 | Valid |
| KPel5 | 0.899 | 0.196 | Valid |
| KPel6 | 0.893 | 0.196 | Valid |

***Source: Processed Data, 2020***

Based on the table above, it can be seen that all statement instruments related to the customer satisfaction variable (Y) are declared valid because r count shows greater than r table (0.196) so that the statement in the questionnaire is considered valid and worthy of research.

**4.3 Reliability Test**

Reliability test is carried out to ensure that the instruments of the questionnaire answers that have been distributed have consistency as a measuring tool so that the level of reliability can show consistent results. In this study, the reliability test used the measurement of Cronbach's Alpha> 0.60. The results of the research instrument reliability test are as follows:

**Reliability Test Results Table**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | ***Cronbach's Alpha*** | **Provisions** | **Information** |
| Price (X1) | 0.782 | 0.60 | Reliable |
| Quality of Service (X2) | 0.801 | 0.60 | Reliable |
| Delivery Accuracy (X3) | 0.805 | 0.60 | Reliable |
| Customer Satisfaction (Y) | 0.801 | 0.60 | Reliable |

***Source: Processed Data, 2020***

Based on the results of the table above, it has shown the test results of the respondents, that all instruments of all variables have a Cronbach's Alpha value> 0.60. Thus it can be concluded that all variables are declared reliable, so they can be used in this study.

**4.4 Statistical Analysis of Data**

Determination Coefficient Test

**Determination Coefficient Table**

|  |
| --- |
| Model Summary |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|
| 1 | 0.867a | 0.751 | 0.743 | 1,78426 |
| a. Predictors: (Constant), Price, Quality of Service, On Time Delivery |
|
| b. Dependent Variable: Customer Satisfaction |

*Source: Processed Data, 2020*

The coefficient of determination of the effect of price, service quality, delivery accuracy together on customer satisfaction is 74.3%, the remaining 25.7% is influenced by other variables (apart from variables not examined in this study).

Partial Hypothesis Test (t test)

 The results of hypothesis testing (t test) variable price (X1), service quality (X2), delivery accuracy (X3) on customer satisfaction (Y) are as follows:

**Table of t test results**

|  |  |  |  |
| --- | --- | --- | --- |
| Variable | T | Sig | Conclusion |
| thitung | t table | Result | α = 0.05 |
| Constant | 1,202 |  | 0.232 |  |  |
|
| Price (X1) | 1,331 | <1,660 | 0.186 | > 0.05 | H0 accepted Ha rejected, has no significant effect |
|
| Quality of Service (X2) | 3,191 | > 1,660 | 0.002 | <0.05 | H0 is rejected, Ha is accepted, has a significant effect |
|
| Delivery Accuracy (X3) | 6,841 | > 1,660 | 0,000 | <0.05 | H0 is rejected, Ha is accepted, has a significant effect |
|

*Source: Processed Data, 2020*

Simultaneous Test (Test F)

Hypothesis testing (F test) is to find out whether each independent variable consisting of price (X1), service quality (X2) and delivery accuracy (X3) has a significant effect on related variables, namely customer satisfaction (Y) if done collectively. same.

**Table of Test Results F**

|  |  |  |  |
| --- | --- | --- | --- |
| Variable | F | Sig | Conclusion |
| Fcount | Ftable | Result | α = 5% |
| Price (X1), Quality of Service (X2), On Time Delivery (X3) | 96,446 | 2.70 | 0,000 | <0.05 | H0 rejected Ha accepted, collectively significant effect |

*Source: Processed Data, 2020*

Based on the results of the calculation of SPSS 26.0 in table 4.43 above, it shows that the Fcount value is 96.446 and the significant F value is 0.000. Meanwhile, the value of Ftable with df1 = 3 and df2 = 100-3-1 = 96 is 2.70. Thus it can be said that the value of Fcount = 96.446> Ftable = 2.70. In conclusion, H0 is rejected and Ha is accepted, because it is significant that F = 0.000 <0.05. This proves that simultaneously there is a significant influence between price variables, service quality, delivery accuracy on customer satisfaction of JNE delivery services.

**V. CONCLUSIONS AND SUGGESTIONS**

**5.1 Conclusion**

Based on the description of the research results above, it can be concluded as follows:

1. Prices do not have a significant effect on customer satisfaction, prices get a positive response by JNE delivery service customers at pineapple garden branches but still cannot affect customer satisfaction JNE delivery services in pineapple garden areas.

2. Service quality has a significant effect on customer satisfaction, the availability of JNE employees in giving personal attention to their customers is able to make customers feel satisfied, thereby maintaining customer satisfaction for JNE delivery services in the pineapple garden area.

3. Accuracy of delivery has a significant effect on customer satisfaction, accuracy in taking the time given by JNE always meets the estimates of JNE customers at the pineapple garden branch which makes customers think that the service between JNE is good and gives satisfaction so they want to use JNE shipping services again.

4. Price, service quality and delivery accuracy simultaneously have a significant effect on customer satisfaction. The price given by JNE is in accordance with the distance or delivery area, the availability of JNE employees in paying attention to its customers, and the accuracy in taking the time given by JNE always fulfills its customers' estimates, if it is increased together it will also increase JNE customer satisfaction so that customers are willing to visit back to use the service

**5.2 Suggestions**

1. For the service quality variable, the statement with the lowest score is "JNE always pays more attention to the interests of its customers". Therefore, researchers suggest that JNE should always maintain the quality of its services by increasing empathy for its customers so that customers from JNE are very satisfied with the services provided.

2. For the variable delivery accuracy, the statement with the highest score is "I feel JNE is always right in making delivery". Therefore, researchers suggest that JNE should maintain discipline in making deliveries by increasing accuracy in taking time so that customer expectations in waiting for goods to arrive at their destination can be met.

3. For the customer satisfaction variable, the statement with the lowest score is "I am willing to invite other people to use delivery services at JNE". Therefore, researchers suggest that JNE should further improve the quality of its services so that customers feel spoiled by the services provided by JNE, and customer satisfaction will always be maintained.

4. For further research, other variables can be used to examine customer satisfaction beyond the variables of price, service quality, and delivery accuracy. Another example of variables that can affect customer satisfaction is promotion.

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