ANALYSIS OF THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION: A CASE STUDY OF JNE EXPRESS AGENT IN JATILUHUR, PURWAKARTA

Atep Saepuloh
Program Studi Magister Manajemen Fakultas Manajemen Sekolah Tinggi Harapan Bangsa Bandung

ARTICLEINFO	ABSTRACT
Keywords: Condition/Visibility, Responsiveness, Reliability, Assurance, Empathy and Customer Satisfaction	This study aims to analyze the effect of service quality on delivery services on customer satisfaction of JNE Express Jatiluhur Agents in Purwakarta. This study uses five independent variables, namely the state of evidence, responsiveness, reliability, assurance and empathy with one dependent variable, namely customer satisfaction. The population in this study are consumers or users of JNE Express Jatiluhur Agents in Purwakarta. Samples were taken of 93 respondents using the Non-Probability Sampling technique with the Accidental Sampling approach, which is a sampling technique based on chance, that is, anyone who happens to meet the researcher can be used as a sample. The data analysis method used is in the form of validity and reliability tests, classic assumption tests, multiple linear regression analysis, T-test and F-test and the coefficient of determination (R2). Based on data analysis, the results show that the indicators in this study are valid and reliable. In the classical assumption test the data is normally distributed, there is no heteroscedasticity and multicollinearity. on the hypothesis test of tangible variables, reliability, responsiveness, and empathy have no significant effect on customer satisfaction. And the most influential variable is the reliability variable with a regresi coefficient of 0.516.
E-mail: mm-22045@students.ithb.ac.id	

1. INTRODUCTION

In the current digital era, the demand for delivery services has increased rapidly. Delivery services are part of consumer needs, as consumers tend to want something that is fast, easy, safe, and practical in terms of delivering goods [1]. The increasing consumer needs, as well as the growth of online stores or e-commerce, indicate high enthusiasm for delivery services.

The delivery service business in Indonesia is currently growing very rapidly and competing to be the best [2]. These delivery services not only offer cheap prices for sending goods, but also must be fast in delivering them. If there is a delivery service that is left behind in one advantage compared to its competitors, the delivery service will certainly be left behind by the public.

JNE Express is one of the delivery services that has been around for quite some time in Indonesia. Its service in delivering goods certainly does not need to be questioned [3]. JNE Express itself facilitates its users with various products and facilities. The first thing that the public likes about JNE is that JNE branches are everywhere, JNE is trusted by several leading e-commerce companies to send goods, and JNE has the fastest and most affordable product for sending goods.

Speaking of the fastest delivery service, JNE itself has a product that can send goods as quickly as possible, such as SS (Super Speed) [4]. Super Speed itself is a product with delivery within 24 hours only. Then there is the JNE YES (Yakin Esok Sampai) service, the YES service itself is a JNE product that offers delivery of goods that will arrive tomorrow starting from the date the goods are given to the branch. In both of these products, the price is indeed different compared to JNE Reguler or JNE Express, but the difference may not be significant, such as Rp 5 thousand to Rp 10 thousand.

E-commerce is becoming more and more popular along with the rapid development of information and communication technology [5]. The ease of shopping and selling online opens up opportunities for all business actors, from large companies to small and medium-sized enterprises and individual businesses.

Regarding the e-commerce ecosystem, to attract investment, the Investment Coordinating Board (BKPM) plans to open up foreign investment for marketplaces up to 67 percent [6]. Partner Convergence Ventures, Donald Wihardja, revealed that technology investment in Indonesia has slowly become a

common thing. In addition, the government has also begun to play a major role in encouraging the first stage of technology investment.

However, despite the influx of investments with the potential of Indonesia's digital economy industry reaching a market value of USD 130 billion in 2020, this great opportunity is expected to be seized by local e-commerce companies, not foreign ones. With such a huge potential in the e-commerce business, it is hoped that local companies can take advantage of it to become hosts in their own country. And this is what logistics service company, JNE, has done. For JNE, the development of e-commerce has changed the shipping culture where now the majority of shipments are in the form of small packages.

With the rapid growth of e-commerce, JNE has an opportunity to contribute to the shipping process. Currently with a network of more than 5000 service points throughout Indonesia, including 24-hour outlets in major cities, JNE can provide maximum service so that sellers and buyers can transact at any time. JNE also provides service products such as PIPO (Pickup Point), JOB (JNE Online Booking), and JLC (JNE Loyalty Card), which can simplify the shipping process for customers.

The advancement of the e-commerce industry also requires support from all parties and as a company focused on distributing goods for 25 years, JNE is always actively involved in providing support, both in terms of quality and service capacity as well as programs [7].

With all of these programs, Dewi Fatimah, a loyal JNE customer, has another suggestion. Dewi hopes that JNE can give some appreciation to loyal customers. For example, Dewi suggests that JNE provide vouchers for free shipping throughout Indonesia with a certain nominal value. "For example, JNE provides a free voucher worth 1 million rupiah to loyal customers throughout Indonesia," said Dewi with a smile.

Meanwhile, in response to the digital trend, JNE is ready to transform along with the rapid growth of the digital era by launching myjne.com and a mobile application. "JNE will undergo transformation. More digital and increased capacity," said Vice President of Marketing JNE, Eri Palgunadi, in Jakarta.

2.   LITERATURE REVIEW
Service Quality

The definition of quality, as stated in the Indonesian Dictionary (KBBI), refers to the good or bad behavior of something. Therefore, to understand something, each person has different perceptions in interpreting it. Quality has different meanings depending on the vocabulary used or the terms employed. The concept of quality itself is often considered as a relative measure of a product or service, consisting of design quality and conformance quality. In the perspective of TQM (Total Quality Management), quality is viewed broadly, encompassing not only the emphasis on the end result but also the processes, environment, and people. As stated by Gotesh and Davis, quality is a dynamic condition related to products, services, people, processes, and the environment that meets and exceeds expectations. Although the word "quality" has many universally accepted definitions. [7.]

Dimensions of Service Quality

Service quality is generally not seen in separate constructs but rather as an aggregate where individual dimensions are included to assess overall service quality [8]. Revealed that there are five main dimensions of service quality [9]:

1. Tangibles
    Since a service cannot be seen, touched, or smelled, but can be felt, the physical evidence aspect (tangibles) becomes important as a measure of service quality. Customers will use their sense of sight to evaluate the quality of service.
2. Reliability
    Reliability refers to a company's ability to deliver services accurately and dependably as promised. Performance should meet customer expectations, such as delivering promised timeliness, providing consistent service to all customers without making mistakes, and demonstrating a sympathetic nature. Fulfilling service promises can reflect a company's credibility.
3. Responsiveness
    Responsiveness refers to the willingness and promptness of employees in assisting customers and providing quick and responsive service. This includes the readiness of employees to serve customers, the speed of handling transactions, and addressing customer complaints.
4. Assurance
    Assurance refers to the fourth dimension, which is related to the ability to provide security and instill confidence in customers.

5. Empathy

Empathy refers to genuine and individualized care provided by a company to its customers, showing sincere concern on a personal level.

The Influence of Service Quality

Quality provides an incentive for customers to establish a strong relationship with the company. In the long run, such a relationship allows the company to understand customers' expectations and needs so that it can improve customer satisfaction by maximizing enjoyable customer experiences and minimizing or eliminating unpleasant experiences [10].

Customer Satisfaction

Customer satisfaction is the level of a customer's feelings after comparing with their expectations. If a customer feels satisfied with the value provided by a product or service, there is a high likelihood that they will become a long-term customer [11]

Stated that satisfaction is a person's feeling of pleasure or disappointment that arises from a comparison between their perception of the performance (or outcome) of a product and their expectations [12]. Satisfaction is a post-purchase reaction that can be anger, dissatisfaction, annoyance, neutrality, excitement, or pleasure [13].

Satisfaction is influenced by the comparison of the perceived service with the expected service, and as a short-term emotional reaction of customers to certain service performance. The indicators to measure customer satisfaction, are [14]:

The suitability of service quality with the level of expectations.
The level of satisfaction when compared to similar services.
No complaints or complaints are filed.

Table 1. Prior Research

NO	Name and Year	Title	Analysis Method	Result
1	Hengky Lumantoro 2005	The influence of hotel image throughout Indonesia minimum star hotel 3 to loyalty test customer customer satisfaction as a variable mediation	Method Quantitative	The results of the research show that product image has the direct influence Significant and positive impact on hotel guest loyalty and customer satisfaction is evident as partial mediation or serves to partially mediate the relationship between images product and customer loyalty
2	Rizki Fajar Kusumo Putro 2009	Quality influence service to loyalty Customer with satisfaction customer as Mediating variable (studies on customers fixed-wire line phone in Surakarta)	Method Quantitative	The results of this study shows that customers feel comfortable because customer service from Telkom is considered friendly and agile so that an assessment of good service quality can then have a positive effect on increasing customer loyalty to service quality positive effect on customer loyalty significant at the significance level
3	Kartika Sukmawati 2011	Quality influence service, price, and customer satisfaction Against loyalty service customer rail transportation Executive	Method Quantitative	The results of the research show that service quality influence both directly and indirectly on customer loyalty. Price also has influence on customer satisfaction. Further, customer satisfaction has influence on loyalty customer.

4	Wulandari, Yuny 2015	Quality Influence Services Against Satisfaction Customer On Courier Company Jne Branch Kawaluyaan Bandung	Method Quantitative	Based on the hypothesis statistics, service quality consisting of tangibles, empathy, reliability, veness response, and assurance, can affect satisfaction customers and influence positive and significant. By Therefore, JNE management is expected to be able improve service performance to increase customer satisfaction. significant influence with variables advertising as a variable that has the most significant influence on increasing sales volume
6	Metta padyawati kusuma shandra 2016	Consumer satisfaction as mediation quality influence services, brands images and prices towards consumers	Method Quantitative	The results showed that the quality of service significant effect on consumer loyalty through consumer satisfaction influential brand image significant effect on consumer loyalty through satisfaction consumers and prices have a significant effect on consumer loyalty through consumer satisfaction
7	Aris Irnandha 2016	Quality influence service against customer loyalty mediated by customer satisfaction line delivery service land.	Method Quantitative	The results of this study indicate that: (1) service quality has a positive effect on loyalty customer. This is evidenced by the calculated t value of 7.040 with a significance level 0.000<0.05; and regression coefficient of 0.409; (2) influential service quality positive for satisfaction customer
8	Yuli Andesra 2016	The role of quality inside service build trust and customer loyalty independent sharia bank intersection branch four.	Method Quantitative	The quality of services provided by Bank Syariah Mandiri give a significant effect on increasing trust and customer loyalty
9	Januar Efendi Panjaitan 2016	Quality Influence Service Against Satisfaction Customers at JNE Bandung branch	Method Quantitative	Some test results show that only variable empathy which has some influence in satisfaction customers by number significant variable (p value) amounted to 0.021 < 0.05
10	Raharjo, Beti dwi 2018	Quality influence service against consumer satisfaction at PT. tick lane nugraha ekakurir (JNE) branch muddy	Method Quantitative	The test results show that of the five variables in a manner together influence significant to satisfaction consumers but the effect of each variable is one that is not significant on the variable reliability.
11	BC. Thi Huyen My Nguyen 2021	Customer Satisfaction Towards Service Quality Delivery of	Method Quantitative	The research results have tested 5 factors affecting customer satisfaction with the quality of

Analysis Of The Effect Of Service Quality On Customer Satisfaction: A Case Study Of Jne Express Agent In Jatiluhur, Purwakarta. **Atep Saepuloh**

1506

	Hossack Vietnam Company Limited			logistics services of Hossack Co., Ltd (1) Reliability, (2) Timeliness, (3) Price, (4) Operational Performance, (5) Information Quality. In which, "Reliability" has the strongest impact on customer satisfaction (β = 0.290). This shows that logistics businesses should pay attention to the Reliability strategy so that customers can feel the company is reliable to use the service.
12	Betelhem tesfaye 2015	The impact of service quality on customer satisfaction the case of commercial bank of ethiopia	Method Quantitative	The ability to deliver service as promised has a positive effect on customer satisfaction. However, the banks are not providing the service as promised, the banks employees are not showing interest in solving customers" problem and the banks are not providing the service on the time they promised to do so as expected by cust
13	Samira Suedi Kagasheki 2015	The Effect of Service Quality on Customer Satisfaction (EMU)	Method Quantitative	The literature review reviewed provided concrete proof that there is a positive relationship between service quality and customer satisfaction.
14	Phiona N Wafula 2019	Service quality and customer satisfaction: a comparative analysis of conventional and Islamic bank customers in Kenya	Method Quantitative	In this regard, responsiveness was identified as the most important dimension of service quality closely followed by reliability, assurance, empathy and tangibility.
15	Yuanye Dai	Evaluating the Service Quality of Courier Companies: An Empirical Study From the Canadian E-commerce Customers' Perspective	Method Quantitative	By testing the reliability and validity of the obtained data, we produced a purified courier service quality scale, which contained 23 service quality factors (attributes) in six dimensions (reliability, assurance, tangibles, empathy, responsiveness, and convenience). The overall service quality score (5.56) indicates that Canadian online shopping customers are generally satisfied with courier companies' performance. Regarding the performance of each service quality dimension, the results show that reliability has the highest score, whereas the scores of empathy and responsiveness are relatively low.
16	Wongel Yohannes 2020	Assessment of service quality and Customers' satisfaction in cls logistics Plc.	Method Quantitative	To provide high-quality services, the logistic services provider must first understand customers" needs and expectations.

3.   METHOD

The type of research used in this study is quantitative descriptive, where descriptive is a method that describes an object and subject being studied without manipulation. It includes information about the relationship between activities, opinions, attitudes, and processes that influence a phenomenon that occurs [15].

The analysis tool used in this research is multiple linear regression with two variables aimed to determine the influence of independent variables on the dependent variable, where this study seeks the influence of the independent variable of Service Quality consisting of Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) on the dependent variable of Customer Satisfaction (Y).

The sampling technique used in this research is nonprobability sampling, meaning that each member of the population does not have an equal chance or opportunity to be a sample [16]. The sampling technique used is convenience sampling or commonly known as accidental sampling. This means that in choosing a sample, the researcher does not have any consideration other than based on ease. Someone is chosen as a sample because the person happens to be there or happens to know that person. [Suryani, Hendryadi, Metode Riset Kuantitatif: Teori Dan Aplikasi Pada Penelitian Bidang Manajemen dan Ekonomi Islam, (Jakarta: Kencana, 2015), p. 201.] To determine the sample size from a population, the Slovin formula is used as follows:

Explanation:
n: Sample size
N: Population size
E: Margin of error due to sampling error (10%)

So the number of samples taken for this study is:
n = 1221 / (1 * 10%)^2
n = 1221 / 13.21
n = 92.42

Therefore, based on the above result, the sample taken for this study is 93 respondents.

The data collection method is intended to obtain relevant, accurate, and reliable information, therefore the data collection methods used are literature review and field research [17].

To test whether this analysis model is adequate and to what extent the relationship between independent variables and dependent variables exists.

The significance testing of the equation used to determine how much the independent variables jointly influence the dependent variable.

Partial regression coefficient testing is used to determine whether independent variables individually affect the dependent variable.

4.   RESULT AND DISCUSSION
Multiple Linear Regression

The multiple linear regression analysis in this study was conducted using the SPSS Statistics software version 25. The equation takes the form of:

$$Y= a+b_1X_1+b_2X_2+b_3X_3+b_4X_4+b_5X_5+e$$

Based on the analysis using the SPSS Statistics software version 25, the equation for multiple linear regression can be presented as follows:

Table 2 Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.822	1.771		-.465	.643
	TANGGIBLE	.075	.148	.063	.507	.613
	RESPONSIVNES	.354	.153	.291	2.319	.023

Analysis Of The Effect Of Service Quality On Customer Satisfaction: A Case Study Of Jne Express Agent In Jatiluhur, Purwakarta. **Atep Saepuloh**

1508

RELIABILITY	.562	.192	.516	2.932	.004
ASSURANCE	-.397	.188	-.341	-2.118	.037
EMPHATY	.420	.170	.317	2.469	.016

a. Dependent Variable: CUSTOMER

Dependent Variable: Customer Satisfaction
Y= -0.822+(-0.075)X1+(-0.354)X2+0.562X3+0.397X4+0.420X5

Based on the equation, it can be explained as follows:
1. The constant coefficient of -0.822 means that if there are no variables of Tangible, Reliability, Responsiveness, Assurance, and Empathy, then customer satisfaction will be -0.822.
2. The regression coefficient of the Tangible variable is 0.075 in a positive direction, meaning that for every increase in the quality of physical facilities by 1 point and other variables remain constant, customer satisfaction will increase by 0.075 points.
3. The regression coefficient of the Reliability variable is 0.562 in a positive direction, meaning that for every increase in the quality of reliability by 1 point and other variables remain constant, customer satisfaction will increase by 0.562 points.
4. The regression coefficient of the Responsiveness variable is 0.354 in a positive direction, meaning that for every increase in the quality of responsiveness by 1 point and other variables remain constant, customer satisfaction will increase by 0.354 points.
5. The regression coefficient of the Assurance variable is -0.397 in a positive direction, meaning that for every decrease in the quality of assurance by 1 point and other variables remain constant, customer satisfaction will increase by 0.397 points.
6. The regression coefficient of the Empathy variable is 0.420 in a positive direction, meaning that for every increase in the quality of empathy by 1 point and other variables remain constant, customer satisfaction will increase by 0.420 points.

Hypothesis Testing
Before examining the results of hypothesis testing, it is necessary to know that the hypotheses in this study are:

T-test (Partial)
This partial test uses a T-test, which is:
accepted if < at a=5% accepted if > at a=5%
The following will explain each partial testing as follows:

Table 3 T-test Coefficients[a]

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.822	1.771		-.465	.643
	TANGGIBLE	.075	.148	.063	.507	.613
	RESPONSIVNES	.354	.153	.291	2.319	.023
	RELIABILITY	.562	.192	.516	2.932	.004
	ASSURANCE	-.397	.188	-.341	-2.118	.037
	EMPHATY	.420	.170	.317	2.469	.016

a. Dependent Variable: CUSTOMER

Hypothesis Testing
Before looking at the results of hypothesis testing, it is necessary to know that the hypothesis tested in this study is:

T-Test (Partial)
This partial test uses a T-test, which is:
accepted if < at a = 5% accepted if > at a = 5%
The following will explain each test partially:

Formula for finding is:
= a/2; n-k-1
Note: a = 0.05 (5%)
N = Number of respondents
K = Number of independent variables
So, = 0.05/2; 93-5-1 = 0.025; 87

Then, when searched on the distribution of the value, the value of 1.99 was found. The results of hypothesis testing partially through the T-test were obtained based on the coefficient values that can be seen in Table 4.26 above.

a. Tangible has a positive direction and does not significantly affect customer satisfaction in JNE Express delivery service with < 0.507 < 1.99. The magnitude of the influence of physical facilities on customer satisfaction is 6.3%. The results of hypothesis H1 in this study, which state that the Tangible variable has no significant effect on customer satisfaction, are therefore rejected.
b. Reliability has a positive direction and does not significantly affect customer satisfaction in JNE Express delivery service with < 2.932 > 1.99. The magnitude of the influence of reliability on customer satisfaction is 51.6%. The results of hypothesis H2 in this study, which state that the Reliability variable has a significant effect on customer satisfaction, are therefore accepted.
c. Responsiveness does not significantly affect customer satisfaction in JNE Express delivery service with < 2.319 > 1.99. The magnitude of the influence of responsiveness on customer satisfaction is 29.1%. The results of hypothesis H3 in this study, which state that the Responsiveness variable has no significant effect on customer satisfaction, are therefore accepted.
d. Assurance has a significant effect on customer satisfaction in JNE Express delivery service with > -2.118 > 1.99. The magnitude of the influence of assurance on customer satisfaction is -34.1%. The results of hypothesis H4 in this study state that the Assurance variable has no significant effect on customer satisfaction, are therefore rejected.
e. Empathy has a significant effect on customer satisfaction in JNE Express delivery service with < 2469 < 1.99. The magnitude of the influence of empathy on customer satisfaction is 31.7%. The results of hypothesis H5 in this study, which state that the Empathy variable has a significant positive effect on customer satisfaction, are therefore accepted.

Accepted if < at a = 5%
Accepted if > at a = 5%

Based on the results of the statistical test of the F-test as shown in the table below:

Table 4 F-test
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	475.081	5	95.016	33.089	.000[b]
	Residual	249.822	87	2.872		
	Total	724.903	92			

a. Dependent Variable: CUSTOMER
b. Predictors: (Constant), EMPHATY, RESPONSIVNES, TANGGIBLE, ASSURANCE, RELIABILITY

In the table above, it is obtained that the value of F is 33.089 with a probability level of (0.000<0.05). After knowing the value of F, it will be compared to Fcrit. To find the value of Fcrit, the formula k; n-k is required:

k = number of independent variables
n = number of respondents
So, Fcrit = 5; 88 = 5; 88
Then, the value of Fcrit is searched in the F-distribution table and it is found to be 2.31. Since the value of F (33.089) is greater than the Fcrit (2.31), it can be concluded that the independent variables X1, X2, X3, X4, and X5 have a significant effect on the dependent variable (Y).

Coefficient of determination test (R2)

The coefficient of determination test is conducted to see the influence of Tangible, Reliability, Responsiveness, Assurance, and Empathy on customer satisfaction in JNE Express delivery service. The determinant obtained is as follows:

Table 5. R2 test Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810ᵃ	.655	.636	1.69456

a. Predictors: (Constant), EMPHATY, RESPONSIVNES, TANGGIBLE, ASSURANCE, RELIABILITY

From the calculation above, it is obtained that the value of R Square (R2) is 0.655 or 65.5%. Since R square ranges from 0 to 1, the larger the R square, the stronger the variable. This means that the independent variables Tangible, Reliability, Responsiveness, Assurance, and Empathy have a 65.5% influence on customer satisfaction in JNE Express. The remaining 34.5% can be explained by other variables outside of this research, such as location factors, price, brand image, and others.

5. **CONLUSION**

The Tangible variable (Physical Evidence) has a positive influence but not significant towards customer satisfaction, but customers still use the delivery service. The Reliability variable (Dependability) has a significant influence on customer satisfaction, and customers still use the delivery service. The Responsiveness variable (Responsiveness) has a positive influence but not significant towards customer satisfaction, but customers still use the delivery service. The Assurance variable (Assurance) has a negative influence but not significant towards customer satisfaction, but customers still use the delivery service. The Emphaty variable (Empathy) has a positive and significant influence on customer satisfaction. This means that Reliability can be one of the main reasons in determining customer satisfaction.

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Analysis Of The Effect Of Service Quality On Customer Satisfaction: A Case Study Of Jne Express Agent In Jatiluhur, Purwakarta. **Atep Saepuloh**

1511

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