


The influence of trust, corporate image on customer satisfaction and customer loyalty (study on J&T express bangetayu customers, Semarang)

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Article Info	ABSTRACT
Keywords: Trust, Corporate Image, Customer Satisfaction, Customer Loyalty	The aim of this research is to analyze the influence of trust, corporate image on customer satisfaction and customer loyalty of J&T Express Bangetayu, Semarang customers. This study is classified as quantitative. This study has a population of people from J&T Express Bangetayu, Semarang, with a sample size of 102 respondents. How to determine the sample using purposive sampling. The analytical tool used is the SPSS version 26 statistics program which can determine the relationship between variables using multiple linear regression analysis. The results can be summarized as: confidence has a good effect on people's feelings of satisfaction. The company's image has a good effect on people's satisfaction. People's satisfaction has a good effect on people's loyalty
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INTRODUCTION

In the current era of globalization, the need for product delivery services is increasing rapidly. This is impacted by the increasing needs of each individual as well as the expansion of e-commerce which uses product delivery services. Online businesses as well as other individuals will definitely be smarter to send the desired goods because delivery service companies are increasing. This causes great competition in the delivery services sector, which must continue to develop new innovations to attract new customers. The delivery service is a group that operates in the product delivery sector. The deliveries carried out include files, goods and packages which can be made almost anywhere in the world by air, land and sea. Due to increasing technology, the company has a modern form of work. An advantage that the company has is the form of online tracking. Through online tracking, consumers and companies can easily find out the products they have sent. The service industry dominates the product delivery sector, there are several large companies in Indonesia such as JNE, J&T Express, Pos Indonesia and others.

J&T Express is a multinational company with headquarters in Jakarta, Indonesia. This company was founded on August 20, 2015 by Jet Lee and Tony Chen. One of the expedition companies that is growing rapidly in Indonesia is J&T Express. Currently, J&T

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Express can be found in almost all major cities in Indonesia. J&T Express has expanded and entered the Semarang area, agents from this expedition have occupied several areas in every city in Semarang. In the East Semarang area, agents from this expedition can be easily found by the public, because many are in areas around the city and in rural areas. The pleasure of shopping online at e-Commerce such as Shopee, Tokopedia, and Lazada is a phenomenon that is currently happening among Indonesian people. Not only through e-commerce, but also allowing people to use J&T Express services to send their goods. J&T Express Expedition increased from first position this year, after last year being in second position in the Top Brand Index in the Courier category with a percentage of 33.3%. The Top Brand Index (TBI) list shows good results and occupies the highest position in the courier service category in 2023. This gives people the opportunity to use their services again, because the services provided make people like the expedition. Source: Top Brand Award (www.topbrand-award.com).

Using J&T Express services makes it easy for consumers who want to send to various destinations. This shows that J&T Express is a well-known, safe and trustworthy delivery company that always provides customer satisfaction. By creating customer satisfaction, loyalty to the J&T Express service company will increase.

According to[1]Loyalty is a commitment when shopping and using again goods and services that are in demand in the future even though there is consumer conversion due to sales and contextual impacts. The factor that has an impact on Customer Loyalty is consumer satisfaction. This happens due to the use of services and products that are in line with desires. According to[2]Expressing customer satisfaction is the feeling of happiness or disappointment felt after evaluating performance and the expected results. According to[3]Customer trust is a psychological feeling of trust in a product, both physically and the benefits it offers, including the brand promise. Apart from customer trust, another factor that can influence satisfaction is company image. One of the most important assets of a company or organization is its image. According to[4]Corporate image is a set of concepts, beliefs and perceptions that a person has about a company.

Literature Review

Customer satisfaction

According to[5]Satisfaction is an attitude built on experience. Assessment of the characteristics of a product or service, or the product itself, which provides a level of customer satisfaction in terms of meeting customer needs is called satisfaction. Service quality and value can increase customer satisfaction. Providing high customer value is the key to achieving customer satisfaction. Customer satisfaction is the result of perception, evaluation and psychological reactions to the experience gained from purchasing a product or service. So, joy is relative. Therefore, fulfilling customer needs becomes a dynamic that makes marketers feel satisfied because there are non-standard expectations that must be met from the products or services they market.

Customer Loyalty

According to [6] Loyalty is the formation of a consumer's attitudes and behavioral patterns towards purchasing and using products as a result of their previous experience. Customer loyalty is very important for a company, maintaining the company's survival and improving financial performance, so companies must retain and attract customers. Customer loyalty plays a very important role in a business or business organization. Customer loyalty includes components of customer attitudes. Components of customer attitudes are thoughts such as the intention to purchase additional products or services from the same company, the willingness to recommend the company to others, and showing loyalty to the company by showing resistance if there is a desire to switch to another competitor. Commitment, and the willingness to pay a premium .

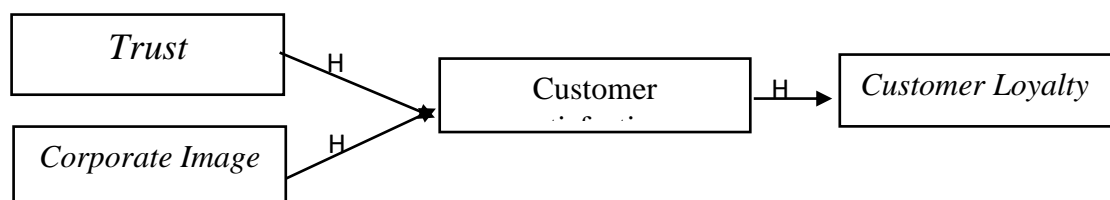
Trust

According to [7] The level of trust can be measured through several factors, including: honesty in transactions, company responsibility towards customers, and many more. Customer trust is when one party has confidence in the reliability and integration of the collaboration partner. Trust is the basis of a business. When someone wants to send goods or something, the most important thing for them is their trust in the delivery person themselves. Service businesses also need trust to build long-term relationships with customers in order to create customer satisfaction. Trust cannot only be recognized by other parties or business partners themselves, but the business must be built from the start and its trustworthiness can be proven.

Corporate Image

According to [6] Image is a set of beliefs, ideas, notions and impressions that a person has of an object. Image is usually defined as an image, perception, or impression from the general public. This is taken as a result of some of the expertise, confidence, and perspective of the association itself with the industry. Each industry has a strong image attached to the company, whether it is well known or not. To have a good and strong reputation in the eyes of customers, company image is very important for the industry. Therefore, the organization must show an image that is comparable to the institution's programs. Every industry, whether large or small, must have a company image.

Framework



Hypothesis

Based on the framework of thought, the formulation of the hypothesis in this research is as follows:

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H1: Trust has a positive effect on customer satisfaction for users of J&T Express expedition services

H2: Corporate image has a positive effect on satisfaction with users of J&T Express expedition services

H3: Customer satisfaction has a positive effect on customer loyalty among J&T Express Expedition service users

METODE

The method used in this research is the survey method. In this research, the objects are customers of J&T Express Bangetayu, Semarang City, Central Java. The research period is October – November 2023

Sampling technique

In sampling, the technique used is probability sampling with a purposive sampling technique, which means that sampling is carried out with special considerations. Which produces a minimum number of respondents of 85. This research used 102 respondents.

Research Data Types

This research uses primary data. Primary data was obtained through a questionnaire created in the form of a Google form and distributed on paper.

Operational Definition of Research Variables

Variable	Definition	Indicator	Scale
Customer satisfaction	Customer satisfaction is the level of someone's feelings after comparing their results or performance with what they expected.[6]	<ol style="list-style-type: none"> 1. Satisfied with using J&T Express delivery services 2. Service quality as expected 3. J&T Express can meet customer needs 4. Satisfied with the accuracy of the service[8] 	Likert
Customer Loyalty	Loyalty is an attitude that is owned and held in order to continuously obtain and want the desired goods or services again in the future despite the influence of the situation.[9]	<ol style="list-style-type: none"> 1. Repeat purchase 2. Recommend to others 3. No intention of moving 4. Talk about positive things[10] 	Likert
Trust	Trust is trusting someone or something to look after one's interests.[11]	<ol style="list-style-type: none"> 1. Integrity 2. Competence 3. Consistency 4. Loyalty 5. Openness[12] 	Likert

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Corporate Image	Image is a set of beliefs, thoughts, ideas and impressions that a person has of an object.[6]	1. Liked 2. Company identity 3. Performance 4. Responsibility[13] [6]	Likert
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Source: Elaboration

Measurement Scale

The measurement scale in this study uses a Likert scale, with the following conditions:

No	Statement	Score
1	Strongly Agree (SS)	5
2	Agree (S)	4
3	Neutral (N)	3
4	Disagree (TS)	2
5	Strongly Disagree (STS)	1

Data analysis technique

Data analysis in this research used the Statistical Program for Social Science (SPSS) version 26 application.

Hypothesis testing

The t test is used to measure how much influence the independent variables partially or individually have in explaining variations in the dependent variable. The provisions for assessing the results of the t test hypothesis use a significance level of 5%. The decision criterion for the t test is that if the sig value is < 0.05 then the hypothesis is accepted, meaning that the independent variable has an effect on the dependent variable. If the sig value is > 0.05 then the hypothesis is rejected, meaning the independent variable has no effect on the dependent variable.

RESULTS AND DISCUSSION

To test validity statements are compared with the total score given to each variable. It should be noted that the KMO (Keiser Moyer Olkin) value is a test to measure sample adequacy. The desired KMO value must be > 0.5 and the loading factor is said to be valid if the value is greater, it is more than 0.4. Reliability testing is carried out to determine whether the research instrument is reliable or if the instrument is > 0.60 , it can be said to be reliable.

Multiple Linear Regression Analysis

Multiple regression analysis is used to find out or obtain an overview of the influence of the independent variable on the dependent variable, using the SPSS program.

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Table 1 Summary of Regression Test Results

Variable Equations	Coefficient (β)	Sig.	Information
<i>Trust</i>	0.412	0,000	H1 Accepted
<i>Corporate Image</i>	0.344	0,000	H2 Accepted
<i>Adjusted R Square</i>	0.439		
<i>F test</i>	40,585		
<i>Sig.</i>	0,000		
Customer satisfaction	0.693	0,000	H3 Accepted
<i>Adjusted R Square</i>	0.475		
<i>F test</i>	92,352		
<i>Sig.</i>	0,000		

Source: Primary Data 2023

Multiple Linear Regression Analysis of Trust, Corporate Image on Customer Satisfaction and Customer Loyalty. Based on table 1, the results of the multiple linear regression equation are $Y_1 = 0.0412X_1 + 0.344X_2$. The above equation can be interpreted as follows:

A positive value in this equation means that every increase in trust will increase customer satisfaction. A positive value in this equation means that every increase in corporate image will increase customer satisfaction. Likewise, based on table 1, we get the results of the multiple linear regression equation $Y = 0.693Y_1$. A positive value in this equation means that every increase in customer satisfaction will also increase customer loyalty.

Based on Table 1, Model I shows that the Adjusted R Square value is 0.439. This can be interpreted as the ability of the variables trust, corporate image to explain customer satisfaction and customer loyalty was 43.9%, while 56.5% of customer satisfaction and customer loyalty was explained by variables other than trust and corporate image. The regression coefficient of determination (Adjusted R Square) in Model II is 0.475. This means that the customer satisfaction variable in explaining the customer loyalty variable is 47.5% and the remaining 52.5% is explained by other variables not discussed in the research. Model I F value calculated by Stage I regression results gives a calculated F value of 40.585 with sig. 0.000 is smaller than 0.05. This shows that trust and corporate image have a significant effect on customer satisfaction and customer loyalty simultaneously so that the regression model used is feasible or good. The results of the Phase II regression provide a calculated F value of 92.352 with a significant value of $0.000 < 0.05$, so it can be said that customer satisfaction simultaneously has a positive effect on customer loyalty.

Hypothesis Test (t)

From the results of the multiple regression submission, trust shows that the significant value of 0.000 is smaller than 0.05, this means accepting the hypothesis which states that trust has a positive and significant effect on customer satisfaction. Corporate image shows that the significant value of 0.000 is smaller than 0.05, this means accepting

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the hypothesis which states that corporate image has a positive and significant effect on customer satisfaction. And customer satisfaction shows that the significant value of 0.000 is smaller than 0.05, this means accepting the hypothesis which states that customer satisfaction has a positive and significant effect on customer loyalty.

Discussion

The Effect of Trust on Customer Satisfaction

The results of testing the first hypothesis in the t test show that there is an influence between trust and customer satisfaction at the J&T Express expedition service Bangetayu, Semarang. This is proven by the beta trust coefficient value of 0.412 and sig. $0.000 < 0.05$, meaning that trust has a positive influence on customer satisfaction. This shows that the first hypothesis (H1): the better the trust J&T Express expedition has with customers, the more customers will use it again because of customer satisfaction. The results of this research support research conducted by [14] states that trust has a positive effect on customer satisfaction. The same thing was also expressed by [15] which states that customer trust has a positive influence on customer satisfaction.

The Influence of Corporate Image on Customer Satisfaction

The results of testing the second hypothesis in the t test show that there is an influence between corporate image on customer satisfaction at the J&T Express expedition service Bangetayu, Semarang. This is proven by the beta coefficient value of corporate faith of 0.344 and sig. $0.000 < 0.05$, meaning that corporate image has a positive influence on customer satisfaction. This shows that the second hypothesis (H2): the better the corporate image of J&T Express expeditions to customers, the more customers will use them again because of customer satisfaction. The results of this research support research conducted by [16] states that company image has a positive effect on customer satisfaction. The same thing was also expressed by [17] which states that company image has a positive effect on customer satisfaction.

The Influence of Customer Satisfaction on Customer Loyalty

The results of testing the third hypothesis in the t test show that there is an influence between customer satisfaction and customer loyalty on the J&T Express expedition service Bangetayu, Semarang. This is proven by the beta coefficient value of customer satisfaction of 0.693 and sig. $0.000 < 0.05$, which means that customer satisfaction has a positive influence on customer loyalty. This shows that the third hypothesis (H3): the better the customer satisfaction of J&T Express expeditions to customers, the more customers will use them again because of customer loyalty. The results of this research support research conducted by [18] states that customer satisfaction has a positive effect on customer loyalty. The same thing was also expressed by [19] which states that customer satisfaction has a positive effect on customer loyalty.

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