The Effect Of Consumer Trust And Service Performance On Customer Loyalty Of PT. JNE

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Abstract

PT. Tiki Jalur Nugraha Ekakurir (JNE) was ranked at the top among freight forwarding companies during 2020–2022. Its ability to attract more customers than its competitors indicates the company is able to maintain and improve customer loyalty. This study aims to know if customer loyalty is significantly influenced by consumer trust and service performance. The study conducted in Indonesia addressed 150 JNE customers as the sample. They were selected using purposive sampling and the data collected from them through questionnaire distributed in the form of google-form. The results support this although their ability to explain the variety of customer loyalty, as indicated by R square, is low. However, the model test (F test) confirms that the regression model of this study is able to explain the phenomena relatively well.

Keywords: consumer trust, customer loyalty, PT. JNE, service performance

INTRODUCTION

PT. Tiki Jalur Nugraha Ekakurir (JNE) had occupied the top position as the best freight forwarding company during 2020-2022. The data of Top Brand Index (TBI) presented in Table 1 shows that JNE experienced a considerable increase in the index during the period as comparison to its competitors (J&T, TIKI, Pos Indonesia, and DHL). This can possibly relate to the company's efforts in developing its accessibility for consumers. PT. JNE can be accessed via the official web of JNE and MyJNE application which eases consumers to access all

features provided by JNE. The application that can be downloaded from the Google Playstore also provides JNE Loyalty Card program for everyone who is registering.

Table 1. Top Brand Index of Freight Forwarding 2020-2022

Company	2020 (%)	2021 (%)	2022 (%)
JNE	27.3	33.4	39.3
J&T Express	21.3	28.0	23.1
TIKI	10.8	11.2	11.1
Pos Indonesia	7.7	8.5	8.5
DHL	4.1	6.0	6.9

Source: www.topbrand-award.com (2022)

High need for freight forwarding services has created a distinctive business opportunity for companies and many freight forwarding companies expand their business into shipping goods (Murti, 2013). As the consequence, competition becomes more intense in the market. Thus, company must be able to build and maintain its customer loyalty in order to survive in such intense competition (Armstrong, 2016). PT. JNE must also need to do so for maintaining its top position in the market. This study aims to prove if consumer trust and service performance are significantly affect customer loyalty of PT. JNE.

LITERATURE REVIEW

`   Loyal customers can drive the company development because they usually provide ideas or suggestions for the company (Anugrah, Tanamal, & Nainggolan, 2019). Gramer and Brown define loyalty as the extent to which a consumer shows the behavior of repurchasing an item or service, has a positive disposition or tendency towards a provider of goods or services, and only considers using this service provider when the need arises to use this service (Dani, 2019). Accordingly, Tjiptono mentioned that customer loyalty relates commitment of a customer to a brand, company or supplier based on positive nature in long-term purchases (Dwiputri & Santoso, 2018). Oliver also stated that customer loyalty is years of consumer

commitment to re-subscribe or re-purchase a selected product or service consistently in the future, even though situational influences and marketing efforts have the potential to change the behavior (Hurriyati, 2020). Johnson (2020) emphasizes that customer loyalty is a predisposition toward purchasing and or using a particular product, manufacturer or service provider again, which means that it is a tendency to buy and or reuse a product or service.

Customer loyalty is influenced by consumer trust. Consumer trust is a key variable in developing a long-lasting desire for maintaining long-term relationships (Morgan & Hunt, 2022). It is proven to have a significant effect on customer loyalty as shown in research conducted by (Aini, 2020; Supertini, Telagwathi, & Yulianthini, 2020; Nurdini & Oktini, 2019; Bahrudin & Zuhro, 2015; Widyawati, 2006). Based on this, a hypothesis is proposed as follows:

H1: Consumer trust has a significant effect on customer loyalty

Company can strengthen customer loyalty by paying attention to its service performance or maintaining service quality (Wijaya, 2011). Good Service that can satisfy customers can make them loyal. In other words, better service performance leads to higher level of customer loyalty (Nugroho, 2013). According to Alfrod and Sherreel as cited by Arifin (2019), service performance is a good predictor of service quality or service. If company provides better service performance, it will impact on increasing customer loyalty (Arifin, 2019), which in turn will affect customer loyalty in using the services. Research that shows significant effect of service performance on loyalty has been proven by (Setyawan, 2022; Devi & Tintin, 2017; Putra, Candra, & Yonaldi, 2015; Nugroho & Sudaryanto, 2013; Nugroho, 2013; Diah, 2006). Accordingly, a hypothesis that can be formulate is as follows:

H2: Service performance has a significant effect on customer loyalty

METHODS

Respondents of this study were users of JNE Express service residing in Indonesia. They were selected using non-probability sampling in particularly purposive sampling. The sampling criteria are those who sell online and use JNE for their delivery service in at least 2 times a month. These criteria are likely to capture persons who prefer using JNE delivery services. There were 150 respondents used as the sample.

The data is primary one in its nature and was obtained by distributing questionnaire set in google form. The questionnaire covers questions related to consumer trust (X_1), service performance (X_2), and customer loyalty (Y). The collected questionnaires were used to test validity and reliability of the instrument.

The validity test was conducted using factor analysis intended to identify correlation between variables. Prior to the analysis, each item in the questionnaire was tested using the KMO as a measure of sampling adequacy (MSA) and Bartlett's Test of Sphericity. The KMO value of 0.855 and the Barlett's test resulting in sig. 0.000 (Table 2) indicate that the data can be processed using factor analysis and thus validity test can be continued. The anti-image correlation that results in values of 0.5 – 1.0 (Table 3) also supports this.

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	1262.179
	df	276
	Sig.	.000

The validity test presented in table 4 shows that of the 8 items of consumer trust (X_1), only 5 items are valid (X1.3, X1.5, X1.6, X1.7, and X1.8). The items of service performance (X_2) which was originally 8 items remain 4 items that are valid (X2.3, X2.4, X2.5, and X2.6).

Similarly, the items of customer loyalty (Y) consisting 8 items remain 4 items that are valid
(Y.2, Y.4, Y.6, and Y.8).

Table 3. Anti-Image Correlation

Item	Correlation	Item	Correlation
X1.1	.863a	Y.1	.923a
X1.2	.772a	Y.2	.820a
X1.3	.795a	Y.3	.917a
X1.4	.892a	Y.4	.819a
X1.5	.898a	Y.5	.877a
X1.6	.893a	Y.6	.792a
X1.7	.789a	Y.7	.778a
X1.8	.812a	Y.8	.856a
X2.1	.907a		
X2.2	.898a		
X2.3	.908a		
X2.4	.889a		
X2.5	.880a		
X2.6	.881a		
X2.7	.790a		
X2.8	.795a		

Table 4. Rotated Component of Matrix

	Component		
	1	2	3
X1.3	.195	**.591**	.027
X1.5	.419	**.529**	.138
X1.6	.071	**.757**	.170
X1.7	.098	**.720**	.288
X1.8	.081	**.675**	.190
X2.3	.148	.335	**.619**
X2.4	.287	.108	**.702**
X2.5	.022	.088	**.840**
X2.6	.213	.274	**.561**
Y.2	**.781**	-.015	.305
Y.4	**.744**	.096	.227
Y.6	**.690**	.253	-.022
Y.8	**.693**	.219	.134

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

The reliability test on consumer trust (X_1), service performance (X_2), and customer loyalty (Y) results in Cronbach's alpha bigger than 0.6 (table 5) meaning that the qustionnaire is proven to be reliable.

Table 5. Reliability Test

No	Variable	N of items	Cronbach Alpha
1	ConsumerTrust (X_1)	5	0.742
2	Service Performance (X_2)	4	0.721
3	Customer Loyalty (Y)	4	0.767

Once the questionnaire found as valid and reliable, the data were then analyzed using multiple regression for testing the hypotheses.

RESULTS AND DISCUSSION

Results

Majority respondents are female (86 people or 57.3%), aged 20-30 years (127 people or 84.7%), bachelor (87 people or 58.0%).

Table 6 shows that the regression model of this study has a good ability to explain the effect of consumer trust (X_1) and service performance (X_2) on JNE customer loyalty (sig. 0.00 and F value of 25.962).

Table 6. Model Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.015	2	10.007	25.962	.000[b]
Residual	56.662	147	.385		
Total	76.677	149			

[b] Predictors: (Constant), X_2, X_1

Based on the coefficient of determination (R Square) amounted of 0.261 (table 7), it is apparent that ability to explain of the regression model is relatively weak. Refering to Hair,

Black, Babin, and Anderson (2016), R square value of 0.75 is considered as strong, 0.50 is moderate, and 0.25 is weak. However, the result of the model test shows that the regression model is proven to have the ability to explain the phenomena that occur on JNE customer loyalty caused by consumer trust and service performance (sig. 0.00 and F value of 25.962).

Table 7. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
.511[a]	.261	.251	.62085

[a.] Predictors: (Constant), X_2, X_1

Based on the results of the regression analysis shown in table 8, the hypothesis 1 stating consumer trust has a significant effect on customer loyalty and the hypothesis 2 stating service performance has a significant effect on customer loyalty are supported (sig. 0.001 and 0.000 respectively). It is thus proven that consumer trust and service performance have a significant effect on JNE customer loyalty.

Table 8. Hypothesis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta		t	Sig.
1	(Constant)	.568	.448			1,269	.207
	X_1	.375	.114	.270		3.283	.001
	X_2	.389	.101	.318		3.859	.000

a. Dependent Variable: Y

Discussion

The result of this study indicates that consumer trust has a significant effect on customer loyalty. This is also in accordance with those conducted by (Aini, 2020; Nurdini & Oktini, 2019; Bahrudin & Zuhro, 2015; Yoga, 2015; Hairany & Sangen, 2014; Harumi, 2013; Akbar

& Parves, 2009; Widyawati, 2006; and Barnes, 2003). It can be concluded that higher consumer trust on JNE services leads to higher customer loyalty to the services. Lee as cited by Rafiq (2009) stated that consumer trust is an antecedent of loyalty. Thus, marketers must build consumer trust on the brand first in order to create loyalty. Trust, together with recommendations, creates a belief in using a product that in turn develops customer commitment (Nugroho, 2013).

Swan and Nolan said that long-term customer loyalty is materialized if customers' trust on the product or company is high (Niputri, Suryawan, & Yulianthini, 2020). Satisfied and trusting customers will have commitment in using the product or service. Commitment is a psychological condition that describes the relationship between customer and company and has an impact on the customer's decision to continuesly remain to be a loyal customer (Affandi & Darmastuti, 2022). According to Berry (Ismail, 2014), customer trust is one of the factors that forms long-term loyalty, while the factors underlying creation of trust are perception of skills and of trustworthiness on the company.

The result of this study also provides empirical evidence that service performance has a significant influence on JNE customer loyalty. This supports the results of previous research conducted by Hardati (2021), Ayu and Apriliani (2020), Yunita and Sri (2020), Mahandika (2019), Nurlia and Tedi (2018), Elvita and Suhaeni (2017), Hudayah and Wahyuni (2017), Ayu, Soesanto, & Harry (2016), Putra, Candra, and Yonaldi (2015), and Nugroho and Sudaryanto (2013).

Good service provided by a company will make customers feel comfortable with the company and this in turn arises customer loyalty (Wijaya, 2011). Better service performance will increase customer loyalty (Nugroho, 2013). According to Alfrod, and Sherreel (Arifin, 2019), service performance is a good predictor of service quality or service. If company performs better service, customer loyalty as an impact will increase. Thus, higher performance

of the services provided by PT. JNE will affect customer loyalty in using its services. According to Lucas, customer loyalty describes the tendency of customers to direct to products or services and organizations on a regular basis because of the service and satisfaction they receive (Devi & Tintin, 2017). Morais said that customer loyalty cannot be created instantly, it must be designed by the company through supporting and improving service performance (Sangadji & Sopiah, 2013).

CONCLUSION AND IMPLICATIONS

The results show that consumer trust significantly affects customer loyalty is supported. They also support that service performance significantly affects customer loyalty.

Accordingly, PT. JNE must maintain its customer trust by providing the best service consistently, maintaining honesty, being continuously valuable, keeping promises, and taking full responsibility. Operationally, PT. JNE can ensure that goods are delivered on time, properly recorded for avoiding delivery mistakes and improper price, and delivered safely without damage by for example provides label for particularly perishable goods and wraps goods properly to avoid collisions and damages during the shipment. These possibly make customers to be more loyal in using JNE Express services.

It is implied from the characteristics of the respondents that more young people involve in online business. As the market leader, PT. JNE must also pay attention on this phenomenon and creates more programs attracting young business people to be more committed in using JNE services. The programs should be able to keep pace with the dynamic young people activities. PT. JNE can also expand cooperation programs with many parties related to tourism or travelling business for delivering goods, documents or souvenirs.

Since this study used cross-sectional method which observes population or sample data once in a specific time, it may not be able to fully capture how consumer trust and service

performance influence JNE customer loyalty. Longitudinal method in which data is gathered continuously over a period of time can be prospective approach for future research to get better capture of the influence.

The use of a non-probability method in particularly purposive sampling reduces the ability of the research results to be generalized. Further research may use probability sampling in order to increase generalization level.

Since the study resulted in low coefficient of determination (only 26.1%), future research can add other variables such as marketing mix and price which were proven to have the ability to determine 89.4% in explaining customer loyalty according to the research of Widyawati (2006).

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