

# **The Quality of Logistic and Expedition Business Services in the Era Covid 19 (Study on Shipping and Logistics Company in Indonesia)**

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## **Abstract**

This study aims to determine how the Performance of Logistics and Expeditionary Business in Indonesia in the Covid 19 Era on the Service Quality variable and to find out how the Expeditions of Logistics and Expeditionary Business in Indonesia in the Covid 19 Era on the Service Quality variable. The type of research in this research is quantitative with a descriptive analysis approach and the Importance Performance Analysis (IPA) method. Sampling is done using non probability sampling method which is purposive sampling, the results obtained are the number of respondents who were obtained as many as 100 people.

The results in this study indicate the performance of freight forwarding and logistics companies on the variable quality of service from the descriptive analysis results obtained by an average of 83.9%, where the score is included in the very satisfying category. Dimensions of Expeditionary and Logical Expeditionary Companies in Indonesia on the variable quality of service from the descriptive analysis obtained overall results, namely with an average of 93%, where the score is included in the very important category. The results of the Quadrant A IPA method are the indicators of Responsiveness and Competence. Quadrant B, namely the indicator of credibility, courtesy, and security. Quadrant C, namely Tangible, Reliability, Access, and Communication indicators. Quadrant D is an indicator of Understanding the Customer.

## **Keywords**

Cargo, Logistic, Freight, Business

## 1. Introduction

Public service is not only an administrative matter but the fulfillment of public needs. The fulfillment of public needs requires readiness for public service administrators in order to provide good service quality (Kamarni, 2011). One of the most needed public services is service in the field of expedition. Expedition services are efforts made individually or collectively in an organization to maintain and improve performance (Setyabudi, 2014). Expeditionary services as a means that have an important role in society.

It is undeniable that the Coronavirus 19 pandemic in Indonesia has had a major impact on businesses in Indonesia. Although many businesses have been negatively affected by the pandemic, the Logistics and Expeditionary Services Business is one of the business lines that can be said to have been positively affected by this pandemic. The logistics and expedition delivery service business still survives amid the outbreak of Coronavirus 19 in Indonesia, especially with the large-scale social restrictions or abbreviated as PSBB. The limited mobility of the people in the current pandemic is an opportunity for courier and logistics companies such as JNE (Nugraha Ekakurir Line).

In the current pandemic, competition in the logistics and expedition business world is increasingly developing and advanced, marketers in the logistics and expedition business are required to continue to improve service quality so that they can continue to provide the best for their consumers and emerge as winners in the competition. Where similar products have thinner differences in terms of quality, then the main key to be a winner in the competition is the quality of service provided by logistics and freight forwarding companies to customers.

In this case the expedition service, as one of the factors that play a role in achieving these goals, it is necessary to improve the quality of existing expedition facilities. Low service quality will result in dissatisfaction which results in various kinds of complaints. Complaints that occur are due to the mismatch between the patient's expectations and the reality he is experiencing (Latupono, 2014). The quality of health services provided focuses on the quality of health services that can meet the needs and expectations of patients. The better the quality of health services provided and in accordance with the needs and expectations of patients, the better the quality of health services (Setyabuudi, 2014).

The tight competitive conditions in the world of logistics and expedition sometimes make it difficult for companies to be able to create new opportunities and strategies, so maintaining the old strategy is very important to build competitive advantage. On the other hand, this can cause competition between expeditions to be tighter and in various forms compared to the previous time. Therefore, expeditions are required to have the right strategy to compete. One of the competitive strategies needed is to create customer satisfaction at the logistics company PT Tiki Jalur Nugraha Ekakurir (JNE).

From all activities carried out by a company, in the end it will boil down to the value that will be given by consumers regarding their perceived satisfaction. Customer satisfaction is one of the most important elements for consumers in consuming a service. If the consumer is satisfied, the consumer will show the possibility to return to using the same service. Satisfied consumers tend to provide good references for products or services to other people. "

Consumers will feel satisfied if there is a similarity between the expectations and the reality of the service obtained. JNE service user satisfaction is closely related to the results of expedition services, both technically and non-technically (Kotler, 2012). Service and service companies emphasize more on the quality of the process, because consumers are usually directly involved in the process. Meanwhile, companies that produce these products emphasize more on results, because consumers are generally not directly involved in the process. For that we need a quality management system that can provide assurance to consumers that the product is produced by a quality process.

Based on the description above, the authors formulate several problems that will be studied in more depth. The formulation of the problem is as follows:

1. How is the performance of JNE's Logistics and Expeditionary Business in the Covid 19 Era on Service Quality variables?
2. What are the expectations of JNE's Logistics and Expeditionary Business in the Covid 19 Era on Service Quality variables?

## 2. Literature Review

According to the American Society for Quality Control (Koter, 2012), quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs.

Quality is a dynamic condition related to products, services, people, processes, and environments that meet and exceed expectations (Goetsh and Davis, in Tjiptono, 2014).

According to John F. Welch (in Koter, 2012), quality is our best guarantee of customer loyalty, our strongest defense against foreign competition, and the only way to sustain growth and income.

According to Kotler (in Setyobudi, 2014) service is any activity that is profitable in a group or unit, and offers satisfaction even though the results are not tied to a product or physical.

Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction with the consumers themselves. In general, high service will result in high satisfaction, as well as more frequent customer purchases. According to Parasuraman (in Lupiyoadi, 2014), the quality of service is the difference between reality and customer expectations for the services they receive or receive.

According to Lewis & Booms (in Tjiptono, 2014) defines service quality in a simple way, namely a measure of how well the level of service provided is in accordance with customer expectations. This means that the quality of service is determined by the ability of a particular company or institution to meet needs in accordance with what is expected or desired based on the needs of customers / visitors. In other words, the main factors affecting the quality of service are the services expected by customers / visitors and the public's perception of these services.

According to Karmani (2011), service quality is something service providers must do well. The quality of service as perceived by consumers comes from a comparison between what a service company offers, namely expectations and their perceptions of the performance of the service provider. According to Assauri (2013), there are 5 dimensions of service quality, namely: Tangible, Reliability, Responsiveness, Assurance, Empathy. These 5 dimensions will lead to perceptions of service quality in a company.

Meanwhile, consumer expectations are situations shown by consumers when they realize that their needs and desires are as expected and are met properly (Tjiptono, 2014). In addition, according to Kotler and Keller (2012) hope is the feeling of pleasure or disappointment of a person that arises after comparing the performance (or results) of the product thought against the expected performance (or outcome). performance fails to meet expectations, consumers will be dissatisfied. If the performance is in accordance with expectations, consumers will be satisfied. If performance exceeds expectations, consumers will feel very satisfied.

According to Cronin and Taylor quoted by Tjiptono (2014), one possible relationship that is widely agreed is that hope helps consumers revise their perceptions of service quality. Hoofman and Bateson quoted by Tjiptono wrote the rationale for the relationship between service quality and customer satisfaction, among others:

1. If consumers have no previous experience with a company, then their perception of the quality of the company's services will be based on their expectations.
2. Subsequent service encounters with the company will cause the consumer to enter the confirmation process and revise his perception of the quality of the service.
3. Any additional interactions with the company will strengthen or reverse the customer's perception of service quality.
4. The revised perception of service quality modifies consumer purchase interest in future purchases.

So it can be concluded that customer expectations in terms of customers, namely about what customers have felt about the services provided compared to what they want. Meanwhile, dissatisfaction arises when the desired results do not meet expectations. Customer satisfaction with a product or service is actually something that is difficult to obtain if the service company or industry does not really understand what consumers expect.

### **3. Research Methodology**

This research uses descriptive research and the Importance Performance method Analysis (IPA). This method is also called a quantitative method because the research data is in the form of numbers and analysis using statistics. Descriptive research is research conducted to find out the existence of an independent variable. The Likert scale is used to measure a person's attitudes, opinions and perceptions or a group of people about social phenomena.

The Importance Performance Analysis (IPA) method was first created by Martilla & James. According to Pasuraman in Rangkuti (2015), this concept comes from the SERVQUAL concept. In essence, the level of customer interest (customer expectation) is measured in relation to what the company should do in order to produce high quality products or services.

The IPA matrix in Rangkuti (2015) consists of four quadrants, each of which describes a different situation. These conditions are:

- i. Quadrant I (focus improvement).

This quadrant contains attributes that are considered important by visitors but the performance of the attributes is not in accordance with what is expected. Attributes belonging to this quadrant must be increased.

ii. Quadrant II (maintain performance).

This quadrant creates attributes that are considered important by visitors and are appropriate so that the level of satisfaction is relatively higher. Attributes in this quadrant must be preserved.

iii. Quadrant III (medium low priority).

This quadrant contains attributes that visitors consider less important and the performance of these attributes is less than what was expected. The increase in attributes that enter this quadrant needs to be considered even though it is not considered important by visitors

iv. Quadrant IV (reduce emphasis).

This quadrant contains attributes that are considered less important by visitors, while the performance of the museum on these attributes is too high so that it is considered excessive. Efficiency must be done on the attributes in this quadrant so that it can save costs.

## 4. Result and Discussion

### 4.1 Importance Performance Analysis

Quadrant analysis is used to determine consumer responses to service quality based on the level of importance and performance of service quality variables. This analysis is very useful for improving service quality indicators that have been implemented by JNE services in the Covid-19 Era. In Figure 1 below shows a Cartesian diagram related to indicators of research variables.

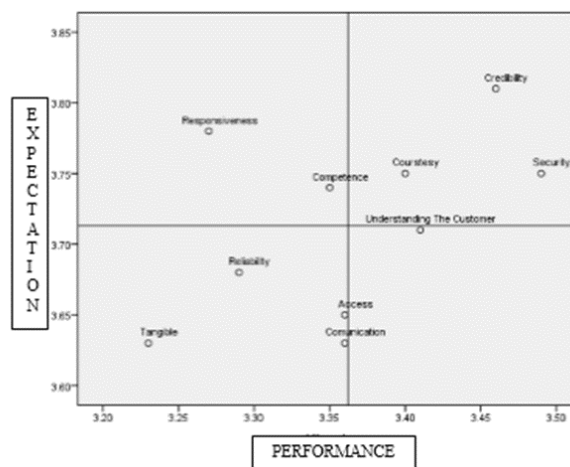


Figure 1. Cartesian Diagram Quadrant Analysis  
 Source: Results of SPSS Data Processing, 2021

#### 1. Quadrant A (Top Priority)

In this quadrant the factors in it are considered very important by JNE customers at the but the actual conditions at this time are not satisfactory so that the factors in this quadrant must be prioritized, quadrant A contains indicators that have a high respondent's expectation value but the assessment respondent's performance is far below expectation (low) therefore it is necessary to increase the service company JNE. Quadrant A consists of Responsiveness and Competence.

Table 1.INDICATORS - INDICATORS AT QUADRANT A

Indicator	Statement
3	Cleanliness and Readiness of JNE Officers at Branch in an Effort to Provide Services in the Covid-19 Era to Consumers (Responsiveness)
4	Skills and Knowledge Regarding Social Distancing Rules for JNE Officers at Branch in Providing Services to Consumers (Competence)

#### 2. Quadrant B (Maintain Achievement)

The factors that are considered as the strengths of the company are in this quadrant, where JNE service consumers at the Branch consider these attributes to be supporting factors for customer satisfaction. Thus, management has an obligation to maintain the good performance it has earned. The indicator in Quadrant B has a high respondent's expectation value and the respondent's assessment of the performance is as expected (high). Quadrant B consists of Credibility, Courtesy, and Security.

Table 2. INDICATORS - INDICATORS AT QUADRANT B

Indicator	Statement
6	Honesty and Trustworthiness by JNE Officers at Branch in Providing Services to Consumers in the Covid-19 Era (Credibility)
5	Attitude (Polite, Respect, Attention, and Friendliness) JNE Branch Officers in Providing Services to Consumers in the Era - Covid 19 (Courtesy)
7	A sense of security (Confidentiality of Consumer Data) that must be maintained by JNE Officers at the Branch to Consumers in the Era - Covid 19 (Security)

#### 3. Quadrant C (Low Priority)

The factors that exist in this quadrant are considered not too important for JNE customers at the Branch, because quadrant C contains indicators that have low respondents' expectation values and the respondent's assessment of performance is also low. Quadrant C consists of Tangible, Reliability, Access, and Communication so that it has a low level of satisfaction. Therefore, the factors in this quadrant do not need to be prioritized by management for improvement.

Table 3. INDICATORS - INDICATORS AT QUADRANT C

Indicator	Statement
1	Physical Facilities such as Comfortable and Clean Spaces, Large Parking Areas, and Appearances of JNE Officers (Tangible)
2	The accuracy of JNE officers at the Branch in Providing Services in the Covid - 19 Era (Reliability)
8	Ease of Contact or Met by JNE Officers at Branch in Providing Services to Consumers in the Covid-19 Era (Access)
9	How to Communicate with JNE Officers at Branch in Providing Services to Consumers in the Era - Covid 19 (Communication)

#### 4. Quadrant D (Excessive)

The factors in this quadrant have a high level of satisfaction but are considered not very important to consumers so that the company needs to allocate resources that are considered excessive to other factors that have a higher

priority for improvement as well as in quadrant D indicators that have a value. Respondents' expectations are low but the respondents' assessment of performance is far above (high) expectations. Quadrant D consists of Understanding the Customer.

Table 4. INDICATORS - INDICATORS AT QUADRANT D

Indicator	Statement
10	The Efforts of JNE Officers at Branch in Understanding Consumer Needs in the Covid-19 Era (Understanding the Customer)

#### 4.2 Discussion of Research Results

Obtained from the results of calculations with descriptive analysis obtained results that are expected service quality variable, the total expectation score is 930 with an average score in percent of 93% which belongs to the very important category. As for the performance on the service quality variable is obtained the result with the total expected score is 839 with an average score in percent that is 83.9% which is included very satisfying category. This means that the respondent thinks that the service quality performance is good given by JNE Branch in the Covid - 19 Era was very satisfying based on indicators who have been asked in the questionnaire but consumers also have expectations that are considered important to them to improve the quality of services provided by the JNE Branch. Indicator which has the highest performance score, namely regarding Honesty and Trustworthiness of JNE Branch Officers in Providing Services to Consumers in the Covid-19 Era (Credibility) with a score of 346 or in 87% percent, and regarding the sense of security (Confidentiality of Consumer Data) which must be maintained by JNE Officer Branch to Consumers in Era - Covid 19 (Security) with a score of 346 or within 87% percent, and seen from the expectation score on questionnaire answers by consumers for the Credibility indicator with a score of 381 or in 95% percent and for the Security indicator with a score of 375 or in percent 94%. Overall, consumers feel the importance of Honesty and Trustworthiness JNE officers at Branch in providing services to consumers in the Covid-19 Era as well the importance of a sense of security that will be obtained by consumers of JNE Branch regarding Confidentiality of consumer data that must be maintained by the JNE Branch. With result the acquisition of a score that the expectation of service quality performance for indicators of credibility and security it only needs a little improvement because the results are almost matched between the two indicators expectations and performance of the service quality of JNE Branch during the current covid-19 pandemic. As for the Credibility indicator, the JNE Branch has provided excellent service satisfactory to consumers with a percentage of 87% in terms of consumer confidence in officers / parties - the JNE Branch and the Branch JNE Security indicator during the covid pandemic - 19 of these have provided very satisfying service and performance with a percentage of 87% it means that the sense of security felt by JNE customers at the Branch has been felt very strongly satisfactory due to the performance of the Branch JNE officers in terms of maintaining data confidentiality owned by consumers to support future consumer confidence in JNE in particular JNE Branch. It should also be noted that the indicator that has the highest expectation score is about cleanliness and the Readiness of JNE Officers at the Branch in an effort to provide services in the Covid - 19 Era to Consumers (Responsiveness) with a score of 378 or 95% percent, if it is also seen by the score The performance is 327 or an average of 82%, it can be seen that there is hope for the performance of this indicator. This means that consumers really expect the cleanliness and readiness of the JNE Branch officers in an effort to provide services to consumers in the Covid-19 era, because during Covid-19 it is important in terms of cleanliness to minimize Covid-19 transmission. From the calculated Gap calculation results and obtained, the results obtained all indicators have a negative gap, which means that the performance score is less than the respondent's expected score. Can be seen also from level of suitability, that none of the 10 indicators have reached 100%. That matter This indicates that the quality of service provided by JNE officers at the Branch is still inadequate consumer expectations. Based on the Cartesian diagram mapping, quadrant A contains indicators that are considered important by JNE customers at the Branch but are still not in accordance with consumer expectations. These indicators include: Cleanliness and Readiness of JNE Officers at Branch in an effort to provide Services in Era Covid - 19 to Consumers (Responsiveness) (indicator no.3) Consumers expect excellent service quality, of course during the Covid pandemic - 19 at this time, with the importance of cleanliness and readiness of the JNE Branch officers in an effort to provide the best service to consumers. To

provide the best service to consumers and to provide results of performance against the expectations desired by consumers, JNE officers at Branch continue to develop and maintain the cleanliness and readiness of officers JNE Branch when serving consumers during this pandemic so that consumers will feel satisfied services provided by JNE Branch. For example, provide washing hands in front of the outlet before enter the Branch JNE outlet, prepare a hand sanitizer at the service desk so that it is always on maintain the cleanliness of both the JNE Branch officers and their customers. Skills and Knowledge Regarding Social Distancing Rules for JNE Officers at Branch in Providing Services to Consumers (Competence) (indicator no.4) In addition to cleanliness and readiness of JNE branch officers, skills and knowledge Regarding the Social Distancing Rules for JNE Officers in Branch in Providing Services to Consumers are also very much expected by consumers, because the current Covid-19 pandemic is very necessary implementing health protocols such as Social Distancing in order to prevent transmission covid virus - 19. With the implementation of Social Distancing at the JNE company / outlet Branch, consumers will feel satisfied with the services provided by the parties / officers of the JNE Branch. Implement Social Distancing such as maintaining a distance of 1 meter to fellow consumers and to JNE officers at Branch. In quadrant B, it contains indicators that are considered important for consumers and the performance of the Branch JNE officers is also high, therefore it needs to be maintained for the next time. Indicators that are included in the B quadrant include: Honesty and Trustworthiness by JNE Officers at Branch in Providing Services to Consumers in the Era - Covid 19 (Credibility) (Indicator no.6) JNE Branch really applies honesty and the result is that the Branch JNE service gets continue to be trusted by consumers so that consumers feel satisfied with the services provided by officers to consumers during the current Covid-19 pandemic. Therefore, JNE Branch must continue apply honesty and will always be trusted by consumers, so that consumers will always be trust in the future services of JNE Branch. Attitude (Polite, Respect, Attention, and Friendliness) of JNE Branch Officers in Providing Services to Consumers in the Era - Covid 19 (Courtesy) (Indicator no.5) Attitudes given by JNE Branch officers to consumers in giving service is very satisfying to consumers, the attitudes given are polite, respect, attention, and friendliness carried out by officers to consumers is very important for the continuity of service given by JNE Branch. Being polite to consumers is very important, for example, there are consumers who seem old do not use words and high tones, respect consumers, attention by asking and welcoming what consumers want and always friendly smile to consumers. This must always be maintained and continuously developed for consumers always feel satisfied with the services provided. A sense of security (Confidentiality of Consumer Data) that must be maintained by JNE Officers at the Branch to Consumers in the Era - Covid 19 (Security) (Indicator no.7) JNE officers at Branch promise the confidentiality of consumer data such as addresses, numbers consumer cellphones and matters related to consumer privacy will be guaranteed security by the JNE Branch for the continuity of its services given by the company to consumers. In quadrant C which contains the indicators that are considered less important to the customers of the JNE Branch and in fact the performance is not very good. The factors in this quadrant do not need to be prioritized by the company for improvement. Indicators that are included in the C quadrant include: Physical Facilities such as Comfortable and Clean Spaces, Large Parking Areas, and Appearances JNE Officer (Tangible) (Indicator no.1) Physical facilities provided by JNE Branch only needs to be repaired and improved so that the performance is even better, but there is no need for changes because this is not really considered important by consumers. The accuracy of JNE officers at the Branch in Providing Services in the Covid - 19 Era (Reliability) The accuracy of the parties and JNE Branch officers is considered not too important because it already has its own charm in providing good service to consumers. Ease of Contact or Meeting with JNE Branch Officers in Providing Services to Consumers in the Covid 19 Era (Access) (Indicator no. 8) Ease of contacting and meeting with JNE officers at Branches is considered to be performance remains safe even though there are things that are not fast enough to respond consumers when contacting consumers, because many consumers contact JNE Branches to get answers one by one, but JNE branches don't need to think too much about it because consumers still don't really matter as long as the service is still very good. How to Communicate with JNE Officers in Branches in Providing Services to Consumers in the Era - Covid 19 (Communication) (Indicator no.9) Communicating with JNE Branch Officers to consumers is in accordance with what is given, but consumers do not pay much attention to it because their performance is not too good special. Located in quadrant D, contains indicators that are considered less important by customers and feel that the performance of JNE Branch officers is too excessive. The indicators are included in quadrant D, namely: The Efforts of JNE Branch Officers in Understanding Consumer Needs in the Covid-19 Era (Understanding Customers) (Indicator no.10) Ease of Understanding the Needs of JNE Branch Consumers During the Covid - 19 Outbreak at this time does not really affect customer perceptions because they already know very well about the various things needed when they come to the JNE Branch outlet during the Covid-19 pandemic, but the branch - JNE is worried that consumers will not understand during this pandemic. But p This is not a problem because consumers feel too much about it. Based on the overall results of the existing analysis, besides that there is performance that must also be maintained that need to be improved for the sustainability of the services provided, therefore this is what happens depending on whether many repeat consumers will occur or not when consumers feel so satisfied with the services

they consume. , in this case the service they use. If consumers are dissatisfied or their expectations do not match, it will also affect the decline in profits received by the company because the strong relationship between customer loyalty and satisfaction is also an important reality in the sustainability of the service business, especially JNE Branch

## 5. Conclusion

The performance of JNE Branch on service quality variables from the descriptive analysis results obtained results with an average of 83.9%, where the score is included in the very satisfying category. (b) JNE Branch expectations on service quality variables from the descriptive analysis of the overall results, namely with an average of 93%, where the score is included in the very important category. (c) Important Performance Analysis quadrant analysis is used to map the factors that must be maintained or maintained from the quality of service that has been implemented by JNE Branches all over indonesia

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