
Analysis of the Influences of Service Quality, Brand Image, and Customer Satisfaction on the Customer Loyalty of J&T Expedition Services, Manado City

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Abstract: The aim of this research is to determine the influence of service quality, brand image and customer satisfaction on customer loyalty of J&T Expedition Services in Manado City simultaneously and partially. Data collection in this research used questionnaires and documentation with a total of 100 respondents who were customers of J&T Expedition Services in Manado City. The results of this research show that there is a significant influence of service quality, brand image and customer satisfaction on customer loyalty of J&T Expedition Services in Manado City. Based on the results of this research, to increase consumer loyalty, it is recommended for J&T Express Manado City to maintain and even improve service quality because service quality plays an important role and also has a big influence on customer loyalty. It is also recommended for J&T Express Manado City to continue to optimize everything that can improve their company image and the image of the services they offer and continue to maintain customer satisfaction by maintaining consistency in providing services, both improving the service process and the performance of the service itself so as to create desire to use the expedition services offered

Key words: service quality, brand image, customer satisfaction, customer loyalty

INTRODUCTION

Background

Currently, advances in communication and information technology have had a huge impact on various aspects of life, especially in the business world. The very rapid development of internet-based computer technology has led to the formation of a new world called cyberspace. Where every individual has the right and ability to interact with other individuals without restrictions that hinder it. In the business world, there is now one concept, namely e-business. E-business (Electronic Business) is the practice of implementing and managing main business processes such as product

design, raw material supply management, manufacturing, sales, order fulfillment, and service provision through the use of communication technology, computers, and computerized data.

The Ministry of Trade (Kemendag) estimates that the value of digital trade or e-commerce transactions will reach IDR 533 trillion in 2023 compared to the previous year which was recorded at IDR 476 trillion. Minister of Trade (Mendag) Zulkfli Hasan said that e-commerce in recent years has shown great potential for the national economy. To support the potential growth of e-commerce, the Ministry of Trade has issued a number of regulations. First, Minister of Trade Regulation (Permendag) no. 31/2023 concerning Business Licensing, Advertising, Guidance and Supervision of Business Actors in Trading via Electronic Systems.

Delivery of goods is a service that is really needed by the public and online business people. Therefore, currently many service companies offer their services with various services and their respective advantages. In the future, goods delivery service companies can be based on technology, especially information technology, which will make delivery services superior. In today's modern era, there are many large companies that provide shipping services between countries and regions such as Amazon, DHL, Ali Baba, especially in Southeast Asia. Si Cepat, Pos Indonesia, JNE, SAP, Ninja Express and J&T Express.

J&T leads the logistics market by having the largest delivery volume in Indonesia. J&T is capable of sending 2 million packages every day. The old player in the logistics sector, JNE, is in second place. JNE is able to send 1.6 million packages every day. SiCepat is in third place with delivery of 1 million packages per day. Furthermore, Ninja Express was recorded as sending 0.65 million packages per day and SAP 0.15 million packages per day. data on loyal J&T Express Manado City customers, which means they have used the expedition service more than once. The customer data above is customer data from January - December 2023. The data above shows that almost every month, the number of loyal J&T Express customers increases and this shows a good thing for the company itself.

Research purposes

1. To analyze the influence of service quality, brand image and customer satisfaction on customer loyalty of J&T expedition services in Manado City.
2. To analyze the influence of service quality on customer loyalty of J&T expedition services in Manado City.
3. To analyze the influence of brand image on customer loyalty of J&T expedition services in Manado City.
4. For analyzing the influence of customer satisfaction on customer loyalty of J&T expedition services in Manado City

LITERATURE REVIEW

Marketing Management

Marketing management is the art and science of selecting target markets and acquiring, retaining and increasing the number of customers through creating, delivering and communicating superior customer value. Marketing is the main activity carried out by a company organization to maintain its survival to develop, while getting maximum profits. In realizing this, the business sector is required to gain market share for continuous products. To be offered, marketing activities must be carried out continuously, for this reason by carrying out other activities such as production, finance and others so that the goals can be achieved.

Consumer behavior

Consumer behavior as actions that are directly involved in obtaining, consuming and disposing of products and services including the decision processes that precede and follow these

actions. According to Kotler (2019), consumer behavior is understanding buyer behavior (buying behavior) from the target market. The current consumer market and all individuals and households who purchase or obtain goods and services for personal consumption.

Service quality

It is mandatory for companies to provide the best service quality so that they can survive and remain trusted by customers. Creating Customer Satisfaction can provide benefits, including the relationship between the Company and Customers becoming harmonious, Customers will make repeat purchases to create Customer Loyalty, and forming a word-of-mouth recommendation that benefits the Company.

Brand Image

Brand image is one of the important concepts in marketing, which is a perception of a brand from the results of associations contained in the consumer's memory. Brand image is what is attached to the consumer's mind when in the consumer's mind an inherent thought has been formed about the consumer's experience of the brand. a brand, so that when consumers hear about a product, consumers will indirectly think of that brand (Keller 1998).

Customer satisfaction

According to Kotler (2017) satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product they are thinking about with the expected performance (or results). If performance falls below expectations, customers are dissatisfied. If performance meets expectations, customers are satisfied. If performance exceeds expectations, the customer is very satisfied or happy.

Customer loyalty

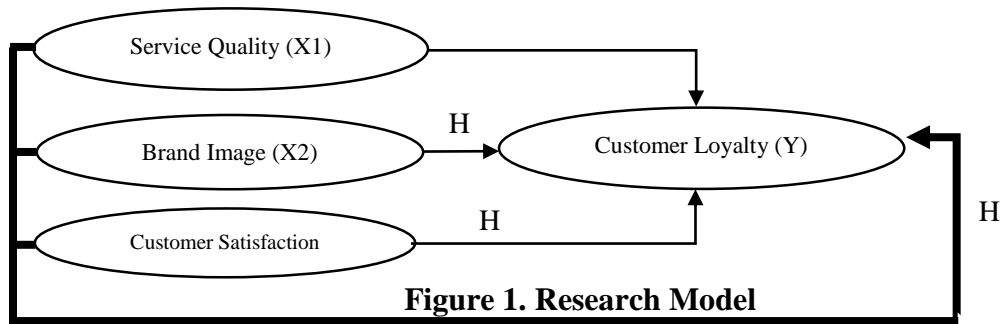
Customer loyalty is a high commitment to repurchase a preferred product or service in the future. According to Cant and Toit (2012), loyalty can be defined as an emotional bond with a company by making repeat purchases over time and recommending the company to others, even though they have other options.

Previous Research

The study by Putri, Hermana, and Cupiandi (2022) aims to determine the effect of service quality on consumer loyalty with brand image as a mediating variable at PT. Pos Indonesia Garut Branch. The conclusion of this research is that service quality has a significant effect on consumer loyalty. Service quality affects brand image. And regression with mediation is that service quality has a significant effect on consumer loyalty with brand image as a mediating variable.

A study by Felsi, Welsa, and Cahyani (2022) shows that service quality (X1) partially and significantly influences customer satisfaction (Z), brand image (X2) partially and significantly influences customer satisfaction (Z), service quality (X1) partially and significantly influences customer loyalty (Y), brand image (X2) partially and significantly influences customer loyalty (Y), customer satisfaction (Z) partially and significantly influences customer loyalty (Y), which means that Brand Image.

A study by Supertini, Telagawathi, and Yulianthini (2020) shows that customer trust and satisfaction have a positive and significant effect on customer loyalty, customer trust has a positive and significant effect on customer loyalty and customer satisfaction has a positive and significant effect on customer loyalty.

Research Model

Source: *Theoretical and Empirical Studies (2024)*

Hypothesis

Based on the research model image above, the research hypothesis is created This are as follows:

- H1: Allegedly Service quality, brand image and customer satisfaction have a significant effect on customer loyalty of J&T expedition services in Manado City simultaneously
- H2: Allegedly Service quality has a significant effect on customer loyalty of J&T Manado City expedition services simultaneously
- H3: Allegedly Brand image has a significant effect on partial customer loyalty of J&T expedition services in Manado City.
- H4: Allegedly Customer satisfaction has a significant partial effect on customer loyalty of J&T expedition services in Manado City.

RESEARCH METHODS**Research Location and Time**

This research took place in Manado City, North Sulawesi during the process period April 2023 to February 2024.

Method of collecting data

In research, data collection is an important factor for the success of research. Data collection in this research used questionnaires and documentation. In this research, the questionnaire consists of variables influencing service quality, brand image, customer satisfaction, customer loyalty as dependent variables. With this documentation technique, researchers can obtain information not from sources, but they obtain information from various other written sources or from documents available to informants in the form of documents.

Research Population and Sample

The population in this study was 100 J&T Express Manado customers. Purposive sampling will be used in this research. Purposive sampling is a technique for collecting data samples from data sources with several considerations such as people who are considered to understand something, can be trusted or people who have authority which will make it easier for researchers to explore certain objects or social situations. (Sugiyono, 1997)

Data Analysis Techniques**Validity test**

The validity test aims to determine the validity of the questionnaire used by researchers in measuring and obtaining research data from respondents. According to Rahmawati (2019), testing the validity of a questionnaire is tested using a validity test. Questionnaire items are declared valid if the outer loading value is > 0.50 .

Reliability Test

Reliability refers to an understanding that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good. Reliable means trustworthy, so it can be relied on (Arikunto, 2010).

Classical Assumption Testing

In using the multiple linear regression analysis model, in order to produce the Best Linear Unbiased Estimator (BLUE), an econometric evaluation must be carried out. This evaluation is intended to find out whether the use of the multiple linear regression model as an analytical tool meets several assumptions. The classical assumption tests used in this research are the multicollinearity test, heteroscedasticity test and normality test.

Hypothesis testing

This research has two hypothesis testing models, namely hypothesis testing with the F test (simultaneous) and the T test (partial). In this research, the F test is used to determine the significant level of influence of the independent variables together (simultaneously) on the dependent variable. Meanwhile, the t test is used to determine the significance of the influence of independent variables separately or partially on the dependent variable.

RESEARCH RESULTS AND DISCUSSION

Research result

Reliability Test

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	Information
Service Quality (X1)	0.782	Reliable
Brand Image (X2)	0.702	Reliable
Customer Satisfaction (X3)	0.853	Reliable
Customer Loyalty (Y)	0.694	Reliable

Source: Processed Data (2024)

Table 1 shows that the variables service quality (X1), brand image (X2), customer satisfaction (X3) and customer loyalty (Y) have an Alpha coefficient above 0.6 so it can be said that all measuring concepts for each variable from the questionnaire are reliable so that in the future can be used as a measuring tool.

Table 2. Validity Test Results of Research Instruments

Variable	Items	Rcount	Table	Information
Service quality (X1)	X1.1	0.857	0.197	Valid
	X1.2	0.785	0.197	Valid
	X1.3	0.884	0.197	Valid
Brand Image (X2)	X2.1	0.806	0.197	Valid
	X2.2	0.757	0.197	Valid
	X2.3	0.864	0.197	Valid
Customer satisfaction (X3)	X3.1	0.873	0.197	Valid
	X3.2	0.899	0.197	Valid
	X3.3	0.872	0.197	Valid
Customer loyalty (Y)	Y1	0.792	0.197	Valid
	Y2	0.765	0.197	Valid
	Y3	0.828	0.197	Valid

Source: Processed Data (2024)

Table 2 shows that all the indicators used to measure the variables used in this research have a correlation coefficient that is greater than the R table for a sample of 100 respondents, namely 0.197.

Classic Assumption Test Results

Multicollinearity Test

Table 3. Multicollinearity Test Results

Independent Variable	VIF	Information
Service Quality (X1)	1,070	Non-Multicollinearity
Brand Image (X2)	1,013	Non-Multicollinearity

Customer Satisfaction (X3)	1,059	Non-Multicollinearity
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Source: Processed Data (2024)

The test results in Table 3 show that all variables used as predictors of the regression model show VIF values below 10. This means that the independent variables used in the research do not show any symptoms of multicollinearity, which means the independent variables can be used as independent variables.

Heteroscedasticity Test

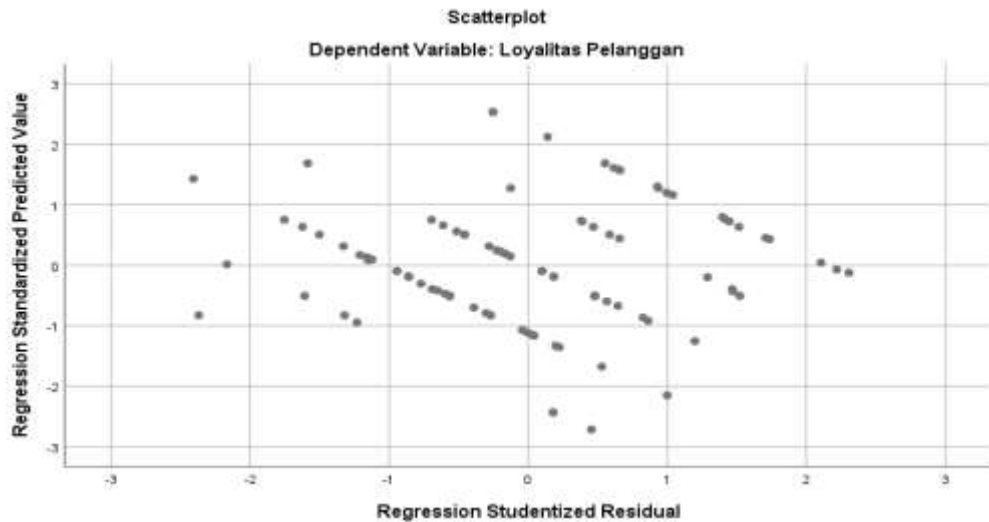


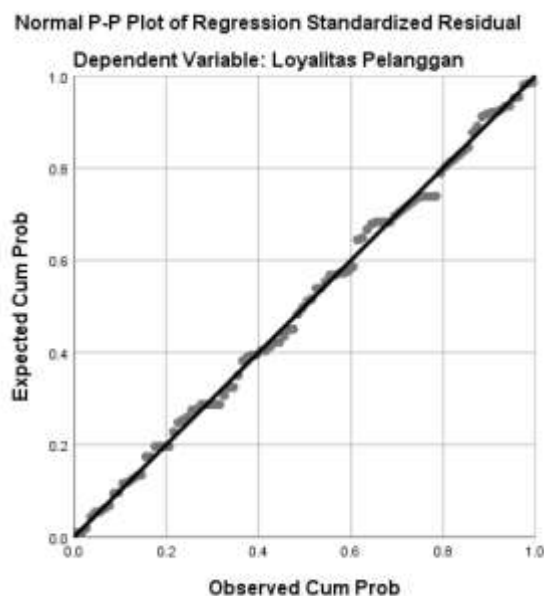
Figure 2. Heteroscedasticity test

Source: Processed Data (2024)

Figure 2. Heteroscedasticity test

Source: Processed Data (2024)

Figure 2 shows the scatterplot graph displayed for the heteroscedasticity test showing points that are spread randomly and do not form a particular pattern. This identifies the absence of heteroscedasticity in the regression model, so that the regression model is suitable for use to predict the dependent variable customer loyalty (Y) based on the independent variables service quality (X1), brand image (X2), and customer satisfaction (X3).



Normality test

Figure 3. Normality Test Results

Source: Processed Data (2024)

Figure 3 shows that the data spreads around the diagonal lines and follows the direction of the diagonal line or the histogram graph shows a normal distribution, so the regression model used in this research meets the normality assumption.

Results of Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Analysis

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,794	,639		1,242	,217		
	Service quality	,364	,063	,443	5,731	,000	,935	1,070
	Brand Image	,284	,073	,292	3,890	,000	,987	1,013
	Customer satisfaction	,250	,061	,313	4,077	,000	,944	1,059

a. Dependent Variable: Customer Loyalty

Source: Processed Data (2024)

Based on Table4,The following multiple linear regression equation is obtained:

$$Y = 0.794 + 0.364 X1 + 0.284 X2 + 0.250 X3 + e$$

From the multiple linear regression equation above, it can be concluded that:

1. A constant value of 0.794 indicates that the independent variable value is considered 0, so customer loyalty (Y) is 0.794 units.
2. The regression coefficient value X1 is 0.364, indicating that there is a positive influence of service quality (X1) on customer loyalty (Y). If the service quality variable score (X1) increases by one unit, customer loyalty (Y) will increase by 0.364 units assuming other variables are constant. On the other hand, if the service quality variable score (X1) decreases by one unit, customer loyalty (Y) will decrease by 0.364. units assuming other variables are constant. This means that the better the service quality (X1), the better consumer loyalty (Y).
3. The regression coefficient value X2 is 0.284, indicating that there is a positive influence of brand image (X2) on customer loyalty (Y). If the brand image variable score (X2) increases by one unit, customer loyalty (Y) will increase by 0.284 units assuming other variables are constant. On the other hand, if the brand image variable score (X2) decreases by one unit, customer loyalty (Y) will decrease by 0.284. units assuming other variables are constant. This means that the better the brand image (X2), the better consumer loyalty (Y).
4. The regression coefficient value X3 is 0.250, indicating that there is a positive influence of customer satisfaction (X3) on customer loyalty (Y). If the brand image variable score (X3) increases by one unit, customer loyalty (Y) will increase by 0.250 units assuming other variables are constant. On the other hand, if the brand image variable score (X3) decreases by one unit, customer loyalty (Y) will decrease by 0.250. units assuming other variables are constant. This means that the better the brand image (X3), the better consumer loyalty (Y).

Correlation Coefficient (R) and Determination Coefficient (R²)

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682a	,465	,448	.32160

Source: Processed Data (2024)

Based on table 4, the correlation coefficient (R) of 0.465 shows that the relationship between service quality (X1), brand image (X2), and customer satisfaction (X3) on customer loyalty (Y) has a fairly strong relationship. The adjusted coefficient of determination (R²) is 0.448 or 44.8%, which shows that the contribution of the independent variable to the independent variable is 44.8% and the remaining 55.2% is other variables not examined in this research.

Hypothesis Test Results

F Test Results

Table 5. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,626	3	2,875	27,800	,000b
	Residual	9,929	96	.103		
	Total	18,554	99			

Source: Processed Data (2024)

Table 5 shows that the results of the F Test calculations obtained an Fcount value of 27,800 with a significance level of 0.000 and an Ftable value of 3,090. Based on the results above, it can be concluded that service quality (X1), brand image (X2), and customer satisfaction (X3) simultaneously influence the loyalty of J&T expedition customers in Manado City.

t Test Results

Table 6. t test results

Variable	Tcount	Table	Significant	Information
Service Quality (X1)	5,731	1,984	0,000	Significant
Brand Image (X2)	3,890	1,984	0,000	Significant
Customer Satisfaction (X3)	4,077	1,984	0,000	Significant

Source: Processed Data (2024)

Based on Table6 Regarding the results of the partial test (t test), it can be concluded that:

1. The service quality variable (X1) has a T value of 5,731. The value of Tcount (3,731) > Ttable (1,984), meaning that H₀ is rejected and H₂ is accepted. These results show that the service quality variable (X1) has a positive and significant effect on customer loyalty (Y) of J&T expeditions in Manado City.
2. The brand image variable (X2) has a T value of 3,890. The value of Tcount (3,890) > Ttable (1,984), meaning that H₀ is rejected and H₃ is accepted. These results show that the brand image variable (X2) has a positive and significant effect on customer loyalty (Y) of J&T expeditions in Manado City.
3. The customer satisfaction variable (X3) has a T value of 4.077. The value of Tcount (4.077) > Ttable (1.984), meaning that H₀ is rejected and H₃ is accepted. These results show that the brand image variable (X3) has a positive and significant effect on customer loyalty (Y) of J&T expeditions in Manado City.

Discussion

The Influence of Service Quality on Customer Loyalty

This research supports previous research by Wahyuni and Idris (2022) as well as research by Putri, Hermana, and Cupiandi (2022) by showing that there is an influence of service quality on customer loyalty on J&T Express expeditions in Manado City. According to customers, in terms of service quality, J&T Express Manado City provides fast package delivery services to me with accurate and clear information delivery. Not only that, according to respondents in this research, J&T Express Manado City provides guarantees and certainty of compensation for loss and damage. In terms of the physical office environment, customers also agree that every J&T Express office in Manado City has an orderly, clean, cool and pleasing to the eye layout. Based on the results of this research, to increase consumer loyalty, it is recommended for J&T Express Manado City to maintain and even improve service quality because service quality plays an important role and also has a big influence on customer loyalty. In an effort to improve service quality, J&T Express Manado City can do this by always providing a fast response in serving customers and always ensuring customers

feel safe with insurance guaranteeing damage/loss of goods. Not only in terms of service, J&T Express Manado City must also continue to pay attention to the physical environment of the office so that it always gives a good impression to customers.

The Influence of Brand Image on Customer Loyalty

This research supports previous research by Felsi, Welsa, and Cahyani (2022) as well as research by Wulandari, Sutiono, and Kussujaniatun (2021). The results of this research show that there is a positive influence of brand image on J&T Express customer loyalty in Manado City. According to customers, J&T Express Manado City has better popularity compared to other expedition services and they prefer to use J&T Express expedition services compared to other expeditions. Apart from that, customers assess that J&T Express Manado City provides professional, honest, fast service and always with good manners. Based on the results of this research, it is recommended that J&T Express Manado City continue to optimize everything that can improve their company image and the image of the services they offer. It is very important for J&T Express Manado City to maintain its reputation in order to create positive value in the minds of customers and encourage customer loyalty.

The Influence of Customer Satisfaction on Customer Loyalty

This research supports previous research by Aleron and Nurhadi (2022) as well as research by Supertini, Telagawathi, and Yulianthini (2020). The results of this research show that there is a positive influence of customer satisfaction on J&T Express customer loyalty in Manado City. Customers are satisfied with J&T Express service which always meets their expectations. Based on the survey results in this research, the first time customers use J&T Express expedition services, customers use them again. The very good and positive response from customers for J&T Express is that customers do not hesitate to recommend J&T Express to their family, friends and acquaintances. Based on the results of this research, it is best to continue to maintain customer satisfaction, this is because this research shows that satisfaction has a significant effect on customer loyalty for J&T Express expeditions in Manado City. In an effort to improve this, expedition parties must maintain consistency in providing services, both improving the service process and the performance of the service itself so as to create a desire to use the expedition services offered and positive word-of-mouth that can attract new customers.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

From the research results described previously, it can be concluded as follows:

1. Service quality, brand image and customer satisfaction have a significant influence on customer loyalty of J&T Expedition Manado City simultaneously. (Customer loyalty indicators: Make repeat purchases, Priority and Positive Word-of-Mouth)
2. Service quality has a significant influence on partial customer loyalty of the Manado City J&T Expedition. (Indicators: Responsiveness, Assurance (Guarantee and Certainty), and Tangible (Physical Tangibility))
3. Brand image has a significant influence on partial customer loyalty of the Manado City J&T Expedition. (Indicators: Brand Strength, Brand Likeability, and Brand Personality).
4. Customer satisfaction has a significant influence on partial customer loyalty of the Manado City J&T Expedition. (Indicators: Conformity to Expectations, Interest in using the service again, and Willingness to recommend).

Suggestion

Based on the results of the discussion in this research, the author provides several suggestions that can be used as follows:

1. Based on the results of this research, to increase consumer loyalty, it is recommended for J&T Express Manado City to maintain and even improve service quality because service quality plays an important role and also has a big influence on customer loyalty. In an effort to improve service quality, J&T Express Manado City can do this by always providing a fast response in serving customers and always ensuring customers feel safe with insurance guaranteeing

damage/loss of goods. Not only in terms of service, J&T Express Manado City must also continue to pay attention to the physical environment of the office so that it always gives a good impression to customers.

2. Based on the results of this research, it is recommended that J&T Express Manado City continue to optimize everything that can improve their company image and the image of the services they offer. It is very important for J&T Express Manado City to maintain its reputation in order to create positive value in the minds of customers and encourage customer loyalty.
3. Based on the results of this research, it is best to continue to maintain customer satisfaction, this is because this research shows that satisfaction has a significant effect on customer loyalty for J&T Express expeditions in Manado City. In an effort to improve this, expedition parties must maintain consistency in providing services, both improving the service process and the performance of the service itself so as to create a desire to use the expedition services offered and positive word-of-mouth that can attract new customers.

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