The Effect of Shipping Value, Location and Service Quality on Consumer Satisfaction on JNE Goods Delivery Services in Medan Johor District, Medan City

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Article Info	ABSTRACT
	The purpose of study This is For know and analyze Influence of Shipping Value, Quality Service and Location to Satisfaction JNE Medan Johor Customers. Population in the study that is customer user JNE Medan Johor services. Samples used in study This as many as 80 people. Deep data collection techniques study This use technique question or questionnaire questionnaire. Data analysis techniques using analysis descriptive and analytical multiple linear regression. Data processing in study using SPSS 26. Based on results study in a way partial show that Shipping Value influential positive and significant to Satisfaction Customer, Quality Service influential positive and significant to Satisfaction Customers, and Location matters positive and significant to Satisfaction Customers, and in general simultaneous Shipping Value variables, Quality Service and Location matter in a way significant to Satisfaction JNE Medan Johor customers. And based on coefficient determination variable dependent capable influence variable dependent as much as 50.8%. *This is an open access article under the CC BY-SA license.*

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INTRODUCTION

Business delivery goods in the country are increasingly increase with develop rapid online business today this. In fact, with the development of the internet, activities online buying and selling actually the more rampant and will become trend style life practical in the future. Online business even need service delivery or courier as eye chain not inseparable. Growth business logistics This No just enjoy actors in cities big, but evenly throughout area, because perpetrator online business now spread good in town big or in the region. So that need will service delivery This covers throughout Indonesia.

One of challenges faced competition between provider service delivery increasingly expensive goods strict is with increase provider service delivery new items, emergence matter the Because development ecommerce technology, so that in face competition business, company need increase Power competition start from accuracy time Shipping and policies price. The aspect that becomes attention main company in to win competition covering price. According to Fuad et al (2009), price

is a number of compensation (money or goods, if maybe) is needed For get a number of combination goods or service.

According to Kotler & Armstrong (2016) location is place covering activity the company that makes product available for customer target, function For make it easier candidate consumer For get products offered. Physical location facilities business can own significant impact to success A company. Opinion about location from critical expert said, until understanding writer that location is a decision company For determine place business, running activity business or activity business, and distribute goods or service become activity his business to consumers.

Quality Service in the company service is a very important thing according to view Customers. Customers No only evaluate from results service but also from the delivery process service According to Parasuraman et al. (1985) the quality of service is a form evaluation customer to level services received with level expected services. Tjiptono (2009:269) stated that there are five dimensions main quality service (in terms of order degrees interest relative).

Satisfaction customer is a process of responding need Customers. Rate a product until service, related with what is desired with its realization is utility from satisfaction customer. (Richard L. Oliver). According to Kotler and Armstrong, customer satisfaction consumer is how far is the assumption performance product fulfil hope buyer. If the performance product more low rather than hope customers, then the buyer feel No satisfied or No very happy.

LITERATURE REVIEW
Delivery Value

Delivery value in the context of expeditions includes customer satisfaction with price, service quality, and delivery speed. According to the customer value theory by Zeithaml (1988), value is the customer's perception of the benefits received, compared to the costs incurred. Good delivery value can increase customer satisfaction and loyalty to the expedition company (Sweeney & Soutar, 2001). In the context of JNE, competitive delivery prices and reliable service can increase positive perceptions of value.

Law No. 8 of 1999 concerning Consumer Protection protects consumer rights to services and products provided, including in the context of delivery of goods, ensuring that customers receive value that is commensurate with the price paid.

Service quality

Service quality is the main factor that influences customer satisfaction and loyalty, especially in expedition services. The SERVQUAL theory by Parasuraman, Zeithaml, and Berry (1988) identifies five main dimensions of service quality: reliability, responsiveness, assurance, empathy, and physical evidence. Improving the quality of service in expeditions (for example, speed and accuracy of delivery) can increase customer satisfaction. Regulation of the Minister of Transportation No. 74 of 2019 concerning the Implementation of Goods Transportation on the Road regulates minimum service standards to ensure service quality, especially in terms of safety and speed of delivery.

Location

The location of the company greatly affects customer accessibility and convenience. The Central Place Theory by Christaller (1933) states that a strategic location allows customers to get easier access to services. In the expedition industry, the closer and more strategic the location of the office or agent is to consumers, the faster the service time that can be provided, increasing operational efficiency (Kotler & Armstrong, 2012).

Customer Satisfaction

Customer satisfaction is the level of positive feelings felt after using a service. According to the Disconfirmation Expectation theory (Oliver, 1980), satisfaction arises when customer expectations of service exceed reality. In the expedition industry, satisfaction is influenced by aspects

such as timeliness, security, and ease of the delivery process (Kotler & Keller, 2009). Related studies state that expedition companies such as JNE must maintain customer satisfaction through speed, reliability, and ease of tracking (Gronroos, 1990).

Expedition

The expedition industry is part of supply chain management that aims to connect producers with end consumers. Based on the logistics management theory by Bowersox and Closs (1996), the main role of the expedition is to ensure timely, efficient, and economical delivery. The success of an expedition company, such as JNE, depends on the ability to meet customer demand quickly, accurately, and safely.

METHOD

Types of research used in this study This is survey research, because take sample from One population. In research This using quantitative data obtained from Respondent through research instruments. The goal is is for research get answer and know results from the influence test mark delivery, location and quality service to satisfaction consumers at JNE Medan city.

RESULTS AND DISCUSSION

Founded In 1990, PT Tiki Jalur Nugraha Ekakurir (JNE) serves public in affairs service customs especially import above Post sensitive time through 'Rush Handling' warehouse. Speed and reliability consistent and responsible service answer make JNE's credibility is increasing high in the eyes customer and also partner work. Along with improvement investment foreign, growth economy domestic, and development technology information, as well as diverse innovation products developed, JNE's performance is increasing growing and developing in the business world and also Indonesian society.

Development of the business world and style life public make request Handling sensitive import shipments the more developing. Not only covers package small and documents, but venturing into handling transportation, logistics, and distribution. Opportunities that continue grow This encourage JNE to Keep going expand the network to all over city big in Indonesia. Currently dot, dot, dot JNE services have reach over 6,000 locations and counting Keep going increased, with amount employee more of 40,000 people. More of 150 JNE locations have connected with system on - line communication, supported by effective information systems and site access as well as efficient for consumer in effort know the current status delivery package or document.

JNE prioritizes source Power man at a time technology as part from development. From X-Ray machines, GPS, to tool communication satellite. JNE 's reliability and commitment proven with achieved various form award as well as ISO 9001: 2008 certification system management quality. (www.jne.co.id).

Table 1. Validity Test Results

ITEM	CORRELATION VALUE	R TABLE VALUE	RESULTS
P1	0.731	0.361	Valid
P2	0.758	0.361	Valid
P3	0.851	0.361	Valid
P4	0.824	0.361	Valid
P5	0.874	0.361	Valid
P6	0.771	0.361	Valid
P7	0.792	0.361	Valid
P8	0.839	0.361	Valid
P9	0.844	0.361	Valid
P10	0.850	0.361	Valid

P11	0.825	0.361	Valid
P12	0.653	0.361	Valid
P13	0.871	0.361	Valid
P14	0.797	0.361	Valid
P15	0.741	0.361	Valid
P16	0.810	0.361	Valid

Source : SPSS 26 Data Processing Results

Based on table 4.1 can seen that mark r count (Correlated Item-Total Correlation) each grain question more big from mark r table which is 0.361, then concluded that instrument study declared to have passed the validity test.

Table 2. Reliability Test Results

Variables	*Cronbach's Alpha*
Shipping Value	0.797
Location	0.790
Quality Service	0.833
Satisfaction Consumer	0.821

Source : SPSS 26 Data Processing Results

Based on Table 4.2 it is known that that mark from Cronbach Alpha every Variables research > 0.6, then can stated that all over statement reliable with level reliability Good.

Analysis Test Spearman Rank

Table 3. *Spearman* Correlations Rank Test Results

			X1	X2	X3	Y
Spearman's rho	X1	Correlation Coefficient	1,000	.323 **	.313 **	.398 **
		Sig. (1-tailed)	.	.002	.002	.000
		N	80	80	80	80
	X2	Correlation Coefficient	.323 **	1,000	.371 **	.467 **
		Sig. (1-tailed)	.002	.	.000	.000
		N	80	80	80	80
	X3	Correlation Coefficient	.313 **	.371 **	1,000	.453 **
		Sig. (1-tailed)	.002	.000	.	.000
		N	80	80	80	80
	Y	Correlation Coefficient	.398 **	.467 **	.453 **	1,000
		Sig. (1-tailed)	.000	.000	.000	.
		N	80	80	80	80

**. Correlation is significant at the 0.01 level (1-tailed).

Source : SPSS Data Processing Results. (2022)

Through Table 4.7, it can be interpreted that because of following :
1. See Influence Significance Connection Variables :
   a. Based on the output of the Spearman Rank test results, it is known that mark significance or sig. (1-tailed) Shipping Value variable of 0.000, which is more small < than 0.05, then can interpreted Shipping Value variable own significant relationship to variable satisfaction customer.
   b. Based on the output of the Spearman Rank test results, it is known that mark significance or sig. (1-tailed) Location of 0.000, which is more small < than 0.05, then can interpreted The location variable has significant relationship to variable satisfaction customer.
   c. Based on the output of the Spearman Rank test results, it is known that mark significance or sig. (1-tailed) Quality Service of 0.000, which is more small < than 0.05, then can interpreted variable Quality Service own significant relationship to variable satisfaction customer.

2. See Influence Strength Relationship (Coefficient Determination)
   a. Based on the output of the Spearman Rank test results, it is known that mark coefficient correlation mark delivery of 0.398, then can interpreted level strength connection or correlation between variable Quality Service with mark delivery own low relationship.
   b. Based on the output of the Spearman Rank test results, it is known that mark coefficient Location correlation is 0.467, then can interpreted level strength connection or correlation between Location variable with satisfaction customer own ongoing relationship.
   c. Based on the output of the Spearman Rank test results, it is known that mark coefficient correlation Quality Service of 0.453, then can interpreted level strength connection or correlation between variable Quality Service with satisfaction customer own ongoing relationship.
3. Seeing the Direction of the Relationship Between Variables
   a. Based on the output of the Spearman Rank test results, it is known that mark coefficient correlation mark delivery of 0.398 is worth positive, then can interpreted level strength connection or correlation between variable mark delivery with satisfaction customer own positive relationship or can interpreted own a one- way relationship, where when price the more in accordance with ability and power buy public as well as considered the more affordable fixed price so satisfaction customer will increased. Research results This in accordance with hypothesis study namely Shipping Value influential positive to satisfaction consumers of services delivery goods JNE services in Medan city.
   b. Based on the output of the Spearman Rank test results, it is known that mark coefficient The location correlation is 0.467 with a value of positive, then can interpreted level strength connection or correlation between Location variable with satisfaction customer own positive relationship or can interpreted own a one- way relationship, where when the location is increasingly easy found and easy accessed by customers as well as considered own strategic location from center hustle so satisfaction customers will also increased Research results This in accordance with hypothesis study namely Location has an influence positive to satisfaction consumers of services delivery goods JNE services in Medan city
   c. Based on the output of the Spearman Rank test results, it is known that mark coefficient correlation Quality Service of 0.453 is worth positive, then can interpreted level strength connection or correlation between variable Quality Service with satisfaction customer own positive relationship or can interpreted own a one- way relationship, where when Quality Excellent service in matter delivery and service from JNE employees who can give convenience as well as security Items shipped so so customer will feel satisfied so that when quality service improved so satisfaction customers will also increased. Research results This in accordance with hypothesis study that is Quality service influential to satisfaction consumers of services delivery goods JNE services in Medan city.

CONCLUSION
   Based on results and Discussion study so can taken conclusion as following :
1. Shipping Value Variable (X1) has an effect significant and directional to Satisfaction Customer (Y), which means if Shipping value increase so Satisfaction (Y) JNE Medan Johor customers will also increase.
2. variable (X2) has an influence significant and directional to Satisfaction Customer (Y), which means if Shipping value increase so Satisfaction (Y) JNE Medan Johor customers will also increase.
3. Variables Quality Service (X3) has an effect significant and directional to Satisfaction Customer (Y), which means if Shipping value increase so Satisfaction (Y) JNE Medan Johor customers will also increase
4. Based on Coefficient test results determination, Variable mark delivery influential low, location own moderate influence and quality service own moderate influence to satisfaction customer.

Suggestion

Based on conclusions drawn so can made suggestions as following :

1. For the parties management J NE Johor Field.

Based on results research can known How response Respondent about Shipping Value Influence and Quality Service and Price against Satisfaction Customers, then from it's Shipping Value, Quality Service and Price must be still guarded and maintained as good as maybe and improve again to be able to increase Satisfaction Customer in use service delivery goods via JNE.

2. For researchers next

In the research This using 3 variables independent and known variable This only influence Satisfaction Customer own seeding influence, meaning Still Lots other variables such as accuracy time delivery, delivery tracking system, security, which has influence to Satisfaction Customer.

3. For the parties Academics

It is expected Study This can become material reference For student next, and can made into source material references and add bibliography to the University Repository.

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