

ANALYSIS THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF DOMESTIC POSTAL PARCELS AT KANTOR POS BANJARMASIN

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ABSTRACT

This research is intended to know the influence of service quality (tangibles, reliability, responsiveness, assurance and empathy) either partially or simultaneously to the consumers' satisfaction and to know the more dominant influence from quality service (tangibles, reliability, responsiveness, assurance and empathy) to the Consumers' Satisfaction of Post Package Service of PT. Pos Indonesia in Banjarmasin Post Office. The theory used in this research is Marketing Management Theory related to the service quality. It uses descriptive quantitative and case study using survey. This is also explanatory. The technique of data collection is interview, distributing the questionnaires to the sample for 100 respondents and documentation study. To test the hypothesis, it uses multiple regression by using t-test and F-test. The result of study shows that service quality can be seen from 5 dimensions: tangibles, reliability, responsiveness, assurance and empathy as simultaneous and partial significant influence to the Consumers' Satisfaction of Post Package Service of PT. Pos Indonesia in Banjarmasin Post Office. In this research, a variable which has significantly dominant influence is responsiveness variable. With the value of determination coefficient (R Square) 69,4%, it means that the independent variable may describe dependent variable, while the remaining 30,6% is explained by the other independent variables which are not included in this study model's.

Key Words: Tangibles, Reliability, Responsiveness, Assurance, Empathy, Satisfaction of Consumers

1. INTRODUCTION

The service sector today has seen a dramatic increase over the previous decade. This is evident from the contribution of this sector to the world economy which now has dominated about two-thirds. In Europe, for example, this sector has contributed 60% of GDP, while in Indonesia it reaches almost 30% (Lupiyoadi - Hamdani, 2006). This contribution can be seen in terms of profit and ability to absorb most of the labor supply. With

such drastic growth, it is certain that more and more companies are engaged in the service industry, and one of the areas of service industry that has experienced a remarkable increase is the courier service industry.

Today the competition in the delivery service industry is getting tougher. Along with the revocation of Law no. 6 of 1984, which regulates the monopoly of Posindo (Pos Indonesia), as the only body in charge of receiving, carrying and or delivering letters,

postcards, postcards, and postal parcels and the issuance of new laws that guarantee freedom of business courier service, so many service companies that arise to emerge to participate enliven this messenger courier, especially in the field of delivery of goods or packages.

In the era of free trade as it happens today, every company faces increasingly fierce competition, not least in the field of courier service industry. Increased intensity of competition and the number of competitors, demanding companies engaged in courier services, to always pay attention to the needs and desires of consumers and trying to meet consumer expectations by providing services that are more satisfactory than those done by competitors. Thus, only qualified companies can compete and dominate the market.

With the improvement of the quality of good services it will be able to generate a consumer satisfaction, and most likely can attract new customers. Customers or consumers who are satisfied with a service product, will be a loyal customer, or can be interpreted the consumer feels satisfied needs so that will make repurchase of the service products. It is very profitable for the company, because with the satisfaction of consumer needs, the consumer will not glance at companies providing similar service products as well as most likely free promotion in the form of word of mouth made by satisfied consumers to other consumers.

Implementation of the quality of services performed by a company engaged in services is to provide the best service quality (service) for consumers with the aim to create customer satisfaction. Quality provided by the company, will cause consumer perceptions of the quality given to him.

Often there is a difference between consumer expectations and consumer perceptions of the quality provided by

the company. To find out whether the company has provided quality services in accordance with consumer expectations, it is necessary to evaluate from consumers.

Good service quality is a very important thing to reach the market. Consumer satisfaction is the level of consumer feeling after comparing the perceived performance (outcome) with expectations (Fandy Tjiptono, 2000). Consumer research to disclose consumer reactions to services provided by the company with the level of satisfaction associated with the service is very relevant and required by a consumer-oriented company.

During this time the concept and measurement of service quality or service has grown rapidly. One tool that is often used in developing the measurement of service quality or service is a service quality measuring tool that is SERVQUAL (Service Quality) developed by Parasuraman,

Zeithaml, and Berry (Lupiyoadi, 2001). Finding criteria that can provide customer satisfaction are: Reliability, Responsiveness, Assurance, Empati (empathy), and Tangible (Physical Evidence).

The results of Ida Manullang (2008), shows that the quality of service is the key to reach customers in a very tight competition in the field of service industry. Service-oriented company to continuously improve the quality of its services, will be able to survive (even) become a leader in their field. With such a fierce competition, service quality has a very influential role in the development of the courier service industry. With the increasing number of courier companies emerging over the last decade, retaining customers is critical to the service companies involved in the shipping industry. The key to success in the Business Delivery competition market is not the cost or the postage, but rather the distribution of

waiters to satisfy their customers which in turn will create loyal customers to the company. Making consumers feel satisfied is the main weapon that must be done by a courier company, the company must be able to satisfy the consumer, where the satisfied consumer will be a loyal customer. Implementation of good service quality will be able to satisfy the consumer and will eventually make the consumer loyal. Having a loyal customer is a key asset and key to a shipping company or a freight forwarder because it can increase revenue.

In the goods delivery business, POS INDONESIA has a competitive

advantage that is in the extent of the network owned by the company, both place and space. Market size, the shipping industry is quite tempting, the total market potential in the field of logistics reaches hundreds of trillion rupiah. Demand (demand) for this delivery of goods is still possible to rise above that amount, in line with the improving conditions of the Indonesian economy.

For more details, the following will present an overview of the volume of packets and revenue value of Banjarmasin Post Office from 2011 to 2016.

Table 1.1 Volume post parcels and revenue at the post office
Banjarmasin - 70000

Year	Volume Post Parcels	Revenue Value
2011	13.568 koli	Rp.1.308.642.485
2012	14.133 koli	Rp.1.319.500.868
2013	15.142 koli	Rp.1.347.623.850
2014	19.688 koli	Rp.1.863.442.147
2015	10.014 koli	Rp.1.065.209.244
2016	10.455 koli	Rp.1.155.036.536

Source: PT Pos Indonesia (Persero) Banjarmasin branch, 2017

Based on the above table it can be seen that the volume of packets and revenue value from the logistics field at Post Office Banjarmasin for the last 2 (two) years has decreased condition. In 2011 to 2014, revenues from this field of logistics experienced a significant increase. Meanwhile, from 2015 to 2016, a sharp decline in revenue.

It should be PT. Pos Indonesia (Posindo) in the face of competitors do not have to worry or fear with the policies or strategies of competitors. Seeing at a glance Posindo in the shipping service industry then we seem to see the figure of Goliath in "battle" with a private courier in the service delivery industry.

Historically the post office in Indonesia was present at the time of the Dutch East Indies Government. Logged into a member of the UPU (Universal

Postal Union) on 1 May 1877, now Posindo has transformed into a "giant" business entity for shipping services in the country. With its outstanding postal service facilities, Posindo's activities have been present in 34,722 villages in Indonesia. The number of post offices is 3,876 units, 290 units of city posts, 3,040 units of village post, 378 units of postal houses, 878 units of post office, 1,673 postal agents, 344 village postal agents, 452 units of cooperative postal agents.

On the other hand, private courier company is relatively new 4 decades engaged in the business world in the homeland. Call it KGP (Kerta Gaya Pusaka), Elteha, Tiki and some other local players. According to Asperindo (association of Indonesian express delivery service company), there are currently ± 500 private courier

companies holding SIPJT licenses (consent companies license). Of these, there are a total of 2,000 branches in 27 provinces with 36,000 employees. With this data available, the collection of private messengers in network is still less than Posindo.

Nevertheless, Posindo plays double as commercial and public service entity. As a business entity, Posindo is required to achieve the maximum profit possible so as to provide dividends to the government. But ironically, Posindo has been moving a lot on the thin, covering the districts to remote villages. There is even 1 (one) post office of a village unit that sends no more than 10 letters or goods per month. Yet the investment to make one office reach hundreds of millions of rupiah. This is the function of Posindo as an agent of public service providers that inevitably, must be undertaken by Posindo. In other words, the public service entity takes on considerable operational costs, especially with the inclusion of several world-class private operators, such as DHL, FedEx, TNT, UPS with their respective local partners, which of course have a very significant impact on Posindo's performance which will come.

In the midst of intense competition in the courier industry, one-way Posindo can take to retain existing Customers even get more consumers in the future is to improve the quality of service. Because customer satisfaction can be affected by superior service quality. Quality of service itself can be interpreted as the expected level of excellence and control over the level of excellence to meet consumer desires. So, to meet the quality of service as expected consumers, the Posindo must provide excellent service and excellence.

Quality of service that is often complained of customers, who almost every day enter the customer service table, among others, about a package that is late and even some of them lost

without traceability, clarity of information either about the constraints experienced in the delivery of the package or in terms of insurance coverage given, as well as other things that can reduce customer satisfaction, especially customer paketpos at Post Office Banjarmasin.

Service quality (Servqual) with the five dimensions that accompany it, namely; tangible, reliability, responsiveness, assurance and empathy become a major component for companies engaged in the courier service business, because the products in this service delivery business, between one company with another company is not different and also easy to imitate. Therefore, competition in this industry will be greatly influenced by the ability of the company in providing the best service quality than its competitors.

2. LITERATURE REVIEW

2.1 Understanding Marketing Services

According to Kotler (2005) Marketing is a social process by which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products and services with others.

According to Yazid (2003), service marketing is planning that moves from focus on transactions to long-term relationships with customers. Meanwhile, according to Kotler in Lupiyoadi (2001), the marketing of services is any action or activity that can be offered by one party to another, basically intangible and does not result in any ownership.

Service marketing mix is a development of marketing mix. Marketing mix (Product Mix) product only includes 4P, namely: (Product, Price, Place and Promotion). As for services to the 4P is still insufficient, so the marketing experts add three other elements, namely: People, Process and Customer service.

2.2 Understanding and Characteristics of Services

Some definitions of services from such experts are: According to Leonard L. Berry in Yazid (2003) states that: "Services as deeds (actions, procedures, activities); processes, and intangible performance".

Zeithaml and Bitner in Yazid (2003), stated that the Service has 4 (four) characteristics:

- a. Intangibilities
- b. Diversity
- c. Simultaneity of Production and Consumption
- d. Vulnerability

Meanwhile, according to Griffin in Lupiyoadi (2001) mention the characteristics of services as follows:

- a. Intangibility (intangible).
- b. Unutterability (can't be saved).
- c. Customization (customization).

2.3 Understanding Service Quality

Quality of service can be defined as how far the difference between the reality and expectations of customers for the services they receive. Service quality can be identified by comparing the customers' perceptions of the services they actually receive. When a customer purchases a service product from a company, then one important factor to be considered is whether the service is qualified or not.

One of the factors that determine the level of success and quality of the company is the ability of the company in providing services to its customers. The success of the company in providing quality services to its customers, high market achievement, and the increase in profits of the company is determined by the approach used.

One approach to service quality that is widely used as a reference in marketing research is the SERVQUAL (Service Quality) model developed by Parasuraman, Zeithmal, and Berry (Lupiyoadi-Hamdani, 2006).

SERVQUAL is built on the comparison of two main factors, namely customer perceptions of the actual service they receive (perceived service) with the actual service expected (expected service).

2.4 Understanding Customer Satisfaction

In general, Satisfaction is the feeling of pleasure or disappointment of someone who emerges after comparing the performance (result) that occurs to the expected performance (outcome) (Kotler, 2005). If performance is below expectations, customers are not satisfied. If performance meets expectations, customers will be satisfied.

According to Supranto-Limakrisna (2007), In order to win the business competition, the company must be able to give more satisfaction to the

consumer compared to that given by its competitors. Giving satisfaction to the consumer, requires a company to do a better job to anticipate and react to the needs and wants of consumers than is done by its competitors.

2.5 Measuring Customer Satisfaction

In providing quality services to customers will be found matters relating to satisfaction. Customer satisfaction is the fulfillment of something fun. Customers will be satisfied if their needs and wants are met with fun (Demetrius Kristiyono, 2005). Based on the fundamental concept of marketing, satisfaction is defined as the needs and desires of the customer. The statement indicates that each customer has their own perception to translate the level of customer satisfaction, where the satisfaction will be created from the assessment of the product or service that has been accepted and felt, and influenced by behavior such as psychological, psychogenic, rational and emotional motivation.

According to Kotler (2004), to know the level of customer satisfaction there are four measurement methods that need to be considered by the company, namely: Complaints and suggestions system, customer satisfaction survey, ghost shopping and lost customer analysis.

3. RESEARCH METHODOLOGY

Data analysis method used in this research is multiple regression analysis. Multiple regression analysis is used to analyze the influence of independent variables consisting of tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) on dependent variable that is customer satisfaction (Y).

The equation of multiple regression analysis model in this research can be formulated:

$$Y_i = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Note:

Y1 = Customer satisfaction

X1 = Tangibles (direct evidence)

X2 = Reliability (reliability)

X3 = Responsiveness (responsiveness)

X4 = Assurance (insurance)

X5 = Empathy (empathy)

b0 = constants

b1...b5 = Regression coefficients of independent variables

e = Estimation error

4. RESULTS AND DISCUSSION

Data analysis on 100 domestic destination packet of Banjarmasin Post Office respondents in this research is known 51% consist of men and 49% are women, and mostly aged 25-40 years reaching 40%, respondents in this research by 50% work as entrepreneurs, while the frequency of delivery Postal Package in a year, most in the number of 8-12 times a year that reached 29% of the total respondents. Based on the results of the analysis can be seen that the search sample of respondents to

obtain information about the influence of service quality to customer satisfaction package can meet the requirements of accurate data, where the description of respondents indicate objective information.

The results of the test on the instrument of the study indicate that the 100% question grains are valid and the questions on each variable indicate a reliable question (reliable), so the instrument is legitimate for use in searching data. The results of data that have been processed indicate that simultaneously, all dimensions of service quality significantly influence the customer satisfaction of domestic packet Banjarmasin Post Office. While the variables that influence partially on the satisfaction of customer packet at Post Office Banjarmasin is variable of reliability (reliability), responsiveness (responsiveness) and empathy (empathy). As for the variables tangibles (physical evidence) and assurance (assurance) does not significantly affect the customer satisfaction of domestic postal parcels at the Post Office Banjarmasin.

Based on these results can be seen that the customer Postal Package Post Office Banjarmasin has not felt satisfaction from the dimensions of physical evidence (tangibles) and assurance dimensions (assurance). This is a challenge for the Post Office Banjarmasin to improve both variables that proved not yet able to satisfy customers.

Based on the results of multiple regression tests it is known that the most dominant variable affecting the level of customer satisfaction in domestic packet Post Office Banjarmasin is variable responsiveness (responsiveness). This indicates that the Post Office of Banjarmasin has been able to provide clarity of information about the delivery of the package, providing speed and accuracy in the service at the counter,

being marked both in terms of willingness to help and respond to customer demand. For that the Post Office Banjarmasin must be able to maintain the quality of its service, especially in terms of responsiveness (responsiveness), as well as other services proven significantly influence on customer satisfaction, the variable reliability and empathy.

5. CONCLUSION

Based on the results of research and discussion that has been described in the previous chapter, it can be concluded as follows:

- a. That the quality of service consisting of dimension tangibles (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (assurance) and empathy (empathy) simultaneously have a significant effect on customer satisfaction, while partially only variable reliability, responsiveness and empathy that proved to significantly influence $\alpha < 5\%$. As for tangibles and assurance variables are not proven to significantly influence for research on domestic packaged customers at Post Office Banjarmasin. Based on the analysis of coefficient of determination (R^2) shows that 69.4% variation of customer satisfaction variable (dependent) can be explained by service quality variables are tangibles (physical evidence), reliability, responsiveness, assurance and empathy (empathy). The other 30.6% is explained by other variables not included in the model.
- b. Responsiveness variable which is the willingness to explain information about post packet delivery, speed and service delivery at counter, willingness to assist and responding to customer demand, is variable that is considered by customer of domestic post parcel at Post Office

Banjarmasin as thing which is considered important and has the most dominant influence to improve customer satisfaction, this is evident from the magnitude of responsiveness variable coefficient, that is 0.426 (42.6%) which is greater than the coefficient of other service quality variables.

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