

The Influence of Service Quality, Trust and Corporate Image on Customer Loyalty with Customer Satisfaction as Intervening Variables in SiCepat Ekspres In the City of Depok

Mujiyana¹, Dita Anggraini¹, and Sahni Damerianta²

¹Department of Management, Faculty of Economics, Gunadarma University

²Faculty of Computer Science and Information Technology, Gunadarma University

E-mail: mas.muji2010@gmail.com, ditaanggrn06@gmail.com, sahni1864@gmail.com

ABSTRACT

The development of online shops in several e-commerce makes changes the pattern of public consumption. Seeing the increasing consumer needs and the number of online businesses that have sprung up, this has triggered the need for freight forwarding companies to also increase. The purpose of this study was to analyze the effect of the quality of service, trust and company image on customer loyalty with customer satisfaction as an intervening variable in Sicepat Ekspres in Depok City. The method of analysis in this study uses primary data. The data obtained came from questionnaires distributed to 210 respondents, namely SiCepat Ekspres customers in Depok City. Samples were taken using purposive sampling technique. The analytical tool used in this study is SmartPLS version 3.0 by conducting validity tests (Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE), Reliability Test (Composite Reliability and Cronbach's Alpha), R Square, and Path Coefficient. The results of the study are seen from path coefficient shows that Service Quality has a significant effect on Customer Satisfaction, Trust has no effect on Customer Satisfaction, Corporate Image has a significant effect on Customer Satisfaction, Service Quality has no effect on Customer Loyalty, Trust has no effect on Customer Loyalty, Corporate Image has no effect on Customer Loyalty, Customer Satisfaction has a significant effect on Customer Loyalty, The influence of Service Quality has a significant effect on Customer Loyalty with Customer Satisfaction, Trust has no effect on Customer Loyalty with Customer Satisfaction, Corporate Image has a significant effect on Customer Loyalty with Customer Satisfaction.

Keywords: corporate image; customer satisfaction; customer loyalty; service quality; trust

INTRODUCTION

The development of *online shops* in several *e-commerce* makes a change in people's consumption patterns. Sales made online can make the marketing network wider and able to bring in customers from various regions, of course this makes business people need delivery services to distribute their goods to consumers in a practical and efficient manner. Seeing the increasing consumer needs and the number of online businesses that have sprung up, this has triggered the need for freight forwarding companies to also increase.

The emergence of the phenomenon of *online* able to increase growth in the field of warehousing, transportation support services, in addition, freight forwarding companies are also increasing along with the increasing demand for delivery of goods.

TABLE 1: GDP Growth in the Warehousing, Supporting Transport, Post and Courier Sector in 2017-2021.

Years	Value of GDP (Billions)	GDP Growth
2017	Rp. 119.721	-
2018	Rp. 131.207,9	7,93%
2019	Rp. 153.122,9	10,34%
2020	Rp. 131.631,7	-17,61%
2021	Rp. 141.533,4	5,03%

Source: Badan Pusat Statistik (2022)

Based on the table above, it can be seen that from 2017 to 2019 there was positive GDP growth, which made the value of GDP also increase. However, from 2019 to 2020 there was a decline that fell as deep as -17.61%. From 2020 to 2021 GDP growth will increase again by noting positive growth. It can be concluded that there are social changes and business patterns that affect the operation of freight forwarding services.

In shipping service companies, the quality of service is very much needed. If the company has provided optimal service quality, the customer will be satisfied with the service he received and the customer will reuse the delivery service.

Shipping service users are increasingly selective in choosing goods delivery services. This makes goods delivery service business actors have to think critically to make customers entrust their goods and minimize any complaints or mistakes made by their employees. providing good quality service by to customers, then customers will have confidence in using the delivery service.

Customer preferences in choosing goods delivery services certainly want safe, easy, fast delivery services and quality employees by choosing a brand or company to assess the quality of the services offered. The competitive conditions of freight forwarding companies make companies try to show a good image in the eyes of customers.

The better and stronger the image attached to the service or product, it can create customer satisfaction and loyalty.

Customer satisfaction is an important factor to determine competitiveness in winning the competition. Customer satisfaction is one of the characteristics of the formation of customer loyalty. Customers can be said to be dissatisfied or disappointed if the service received creates a bad impression. Customers can be said to be satisfied if the services provided by the company are in accordance with what they expect.

One of the important factors to increase the company's long-term profit is to maintain customer loyalty. The customer loyalty that is built can play a role in the survival of the company. Customers who get satisfaction with the services they receive and are committed to reusing the services of a company are characteristics of loyal customers.

One of the providers of freight forwarding services in Indonesia is SiCepat Ekspres. The strategy carried out by SiCepat Ekspres is to only focus on *e-commerce* and *online shops*, so this is what distinguishes SiCepat Ekspres from other freight forwarding companies. (Source: SiCepat.com, 2022)

Based on the described background, the authors are interested in conducting a study entitled *"The Effect of Service Quality, Trust and Company Image on Customer Loyalty through Customer Satisfaction as an intervening variable on SiCepat Ekspres in Depok City"*.

Based on the above phenomenon, the problems can be formulated as follows:

- (1) Do Service Quality, Trust and Company Image have a direct effect on SiCepat Ekspres Customer Satisfaction in Depok City?
- (2) Do Service Quality, Trust, Company Image and Customer Satisfaction have a direct effect on SiCepat Ekspres Customer Loyalty in Depok City?
- (3) Do Service Quality, Trust and Company Image have an indirect effect on Customer Loyalty through Customer Satisfaction as an Intervening Variable in SiCepat Ekspres in Depok City?

The research objectives to be achieved are as follows:

- (1) To find out Service Quality, Trust and Company Image have a direct effect on SiCepat Ekspres Customer Satisfaction in Depok City?
- (2) To find out Service Quality, Trust, Company Image and Customer Satisfaction have a direct effect on SiCepat Ekspres Customer Loyalty in Depok City?
- (3) To find out Service Quality, Trust and Company Image have an indirect effect on Customer Loyalty through Customer Satisfaction as an Intervening Variable in SiCepat Ekspres in Depok City?

LITERATURE REVIEW

• Quality Service

Service quality according to Indrasari (2019:61) is the fulfillment of customer needs and desires as well as the accuracy of the delivery method to meet customer expectations and satisfaction. According to Subaebasni et al (2019) the quality of service is determined by several indicators including direct evidence, reliability, responsiveness, assurance, and empathy.

• Trust

According to Kotler and Keller (2016:231) trust is the company's willingness to depend on business partners. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty, and kindness.

• Corporate Image

Corporate image according to Kotler and Keller (2016:332) is a set of beliefs, ideas, and impressions that a person has of an object. The object in question can be a person, group, organization or company, and others. According to Sihombing (2020) corporate image includes four indicators including personality, reputation, values, and corporate identity.

• Customer satisfaction

According to Kotler and Keller (2016:153), satisfaction is a feeling of pleasure or disappointment felt by someone because they compare the performance of a product or service that matches their expectations. According to Setiawan and Frianto (2021) indicators of customer satisfaction include the suitability of expectations, interest in revisiting, and availability to recommend.

• Customer loyalty

According to Kotler and Keller (2016:80) Loyalty is defined as a deeply held commitment to subscribe to or repurchase a preferred service or product in the future despite situational influences and marketing efforts to switch. The indicators for measuring customer loyalty according to Saputri et al (2019) are as follows: 1) Loyalty to product purchases (*Repeat Purchase*), 2) Resistance to negative influences about the company (*Retention*), 3) Recommending the total existence of the company (*Referrals*).

• Research Model

Model The research model in this study can be seen in Figure 1.

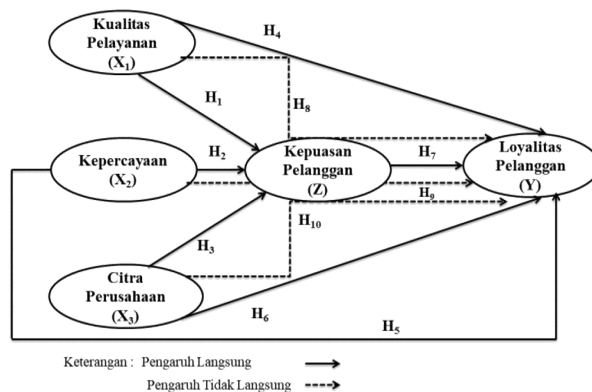


FIGURE 1: Research Model.

METHOD

• Population and Sample

Population according to Sugiyono (2021:126) is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are customers of the SiCepat Express delivery service in Depok City.

According to Sugiyono (2021:127) the sample is part of the number and characteristics possessed by the population. Samples taken from the population must be truly representative (representative). Sampling using *non-probability sampling* with *purposive sampling technique*.

According to Haryono (2016: 387) the size of the sample used depends on the number of indicators used multiplied by 5 to 10. The number of indicators used in this study were 18 indicators $18 \times 10 = 180$, so the number of samples used in this study was refined to 210 respondents.

• Data Types and Sources

The type of data used in this research is quantitative data. The data source in this study is the primary data source. According to Sugiyono (2021:9) primary data sources are data obtained or collected directly by researchers from data sources. Primary data in this study were obtained by distributing *online* via google forms which were distributed to customers of the SiCepat Ekspres delivery service in Depok City.

Data Analysis Method

The analysis technique used in this research is *Partial Least Square (PLS)* with *software* SmartPLS 3.0. The purpose of PLS is to help researchers to get the value of latent variables for prediction purposes. The PLS technique uses two stages, the first stage is the measurement test of the model (*outer model*) which includes convergent validity, discriminant validity, AVE, and reliability testing. The second stage is the structural model test (*inner model*) which includes *R Square* and *Path Coefficient*.

RESULTS AND DISCUSSION

• Validity Test

The validity test is used to determine the statement items on the instrument that can be used as indicators of all latent variables. According to Haryono (2016: 382), it is a reflective indicator that is assessed based on the correlation between the item *score/component score* and the *construct score*, which then produces the *loading factor*. To determine the validity of the convergent can be seen from the value of the *outer loading* or *loading factor*. An indicator can be declared valid if the value of *outer loading* > 0.7. The results of the *outer loading* can be seen in Table 2.

TABLE 2: Outer Loading.

Variables of Research	Indicator	Outer Loading	Description
Quality of Service (KPL)	KPL ₁	0,731	Valid
	KPL ₂	0,815	Valid
	KPL ₃	0,824	Valid
	KPL ₄	0,774	Valid
	KPL ₅	0,836	Valid
Trust (KPR)	KPR ₁	0,825	Valid
	KPR ₂	0,843	Valid
	KPR ₃	0,833	Valid
Corporate Image (CP)	CP ₁	0,869	Valid
	CP ₂	0,820	Valid
	CP ₃	0,856	Valid
	CP ₄	0,711	Valid
Customer Satisfaction (KP)	KP ₁	0,893	Valid
	KP ₂	0,862	Valid
	KP ₃	0,884	Valid
Customer Loyalty (LP)	LP ₁	0,886	Valid
	LP ₂	0,893	Valid
	LP ₃	0,893	Valid

Based on the data in Table 2, it can be seen that each item statement variable quality of service, trust, company image, customer satisfaction, and customer loyalty has an *outer loading* > 0,7 it can be concluded that each variable can be declared valid.

• Reliability Test

According to Hardani (2020:393) the reliability test is used to measure the accuracy and consistency of variables in one study. A variable can be said to be reliable if the value of *Cronbach's Alpha* and *Composite Reliability* > 0.7 although 0.6 is still acceptable. The results of *Cronbach's Alpha* and *Composite Reliability* can be seen in Table 3.

TABLE 3: Cronbach's Alpha and Composite Reliability.

Latent Variables	Cronbach's Alpha	Composite Reliability	Description
Quality of Service (KPL)	0,832	0,888	Reliable
Trust (KPR)	0,782	0,873	Reliable
Corporate Image (CP)	0,854	0,911	Reliable
Customer Satisfaction (KP)	0,856	0,897	Reliable
Customer Loyalty (LP)	0,869	0,920	Reliable

Based on Table 3, it shows the value of *Cronbach's alpha* and *composite reliability* variables of service quality, trust, company image, customer satisfaction, customer loyalty > 0.7. In this study, it can be concluded that each variable can be declared reliable.

• Average Variance Extracted (AVE)

Convergent validity can also be measured by looking at the *Average Variance Extracted (AVE)* value. An indicator can be declared valid if the AVE value is > 0.5. The value of *Average Variance Extracted (AVE)* can be seen in Table 4.

TABLE 4: Value of Average Variance Extracted (AVE).

Latent Variables	AVE	Description
Quality of Service (KPL)	0,635	Valid
Trust (KPR)	0,695	Valid
Corporate Image (CP)	0,666	Valid
Customer Satisfaction (KP)	0,774	Valid
Customer Loyalty (LP)	0,792	Valid

Based on the results of the study, the AVE value on the variables of service quality, trust, corporate image, customer satisfaction, customer loyalty has an AVE value > 0.5, it can be concluded that each variable can be declared valid.

• R Square

According to Haryono (2016:384) *R Square* is used to measure how much the dependent variable is influenced by the independent variable. The value of *R Square* can be seen in Table 5.

TABLE 5: Value of R Square.

Variables	Value of R Square
Customer Satisfaction (KP)	0,736
Customer Loyalty (LP)	0,769

The results showed that the *R Square* of customer satisfaction was 0.736 or 73.6%, while the remaining 26.4% was influenced by other variables not examined in this study. *R Square* of customer loyalty is 0.769 or 76.9%, while the remaining 23.1% is influenced by other variables not examined in this study.

• **Structural Model**

In the PLS method, a bootstrapping procedure is carried out with the aim of seeing the direct and indirect effects between variables. The following structural model can be seen in Figure 2.

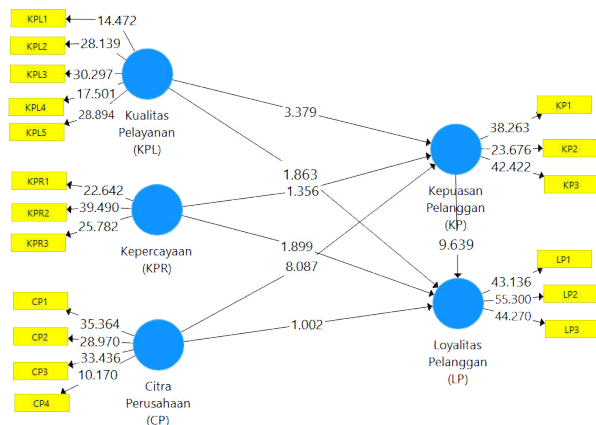


FIGURE 2: Structural Model.

DISCUSSION

• **Effect of Service Quality on Customer Satisfaction**

Based on the results of the study, it can be seen that service quality has a significant effect on customer satisfaction. Based on the results of the questionnaires that have been distributed, it can be seen from the interval value in the respondent's response statements obtained, namely 890 to 918 so that it can show that the respondents strongly agree with the services provided by SiCepat Ekspres in Depok City including, SiCepat Ekspres employees have a neat appearance, SiCepat Ekspres has standard good service quality, employees are quick to respond to customer complaints and SiCepat Ekspres pays attention to its customers. This shows that the quality of service provided can have an influence on customer satisfaction of SiCepat Ekspres in Depok City.

The results of this study are in line with previous research conducted by Rohman and Abdul (2021) stating that the service procedures provided by Ninja Express to customers are very good, so that service quality has a significant effect on Ninja Express customer satisfaction. Setiawan and Sayuti (2017) state that service quality has a significant effect on customer satisfaction for Travel Agencies in South Sumatra. Uzir et al (2021) stated that service quality had a significant effect on *Home Delivery*. This strengthens five dimensions, namely direct evidence, reliability, responsiveness, assurance, empathy as a determinant of customer satisfaction in service marketing.

• **The Effect of Trust on Customer Satisfaction**

Based on the results of the study, it can be seen that trust has no significant effect on customer satisfaction. This shows that the form of trust given such as maintaining customer confidentiality and privacy and being honest in providing information does not affect customer satisfaction for the SiCepat Ekspres delivery service in Depok City. Respondents in this study were dominated by students and college students, this made trust not too taken into account for most respondents but another thing, namely the quality of service that can be felt directly by customers.

The results of this study are in line with the results of previous research, namely Sudaryana (2020) which states that trust has no effect on customer satisfaction of Pos Indonesia in Tangerang City. Meanwhile, the results of this study contradict the research conducted by Pasharibu et al (2018) that trust has a significant effect on Go-Jek customer satisfaction in Semarang. Another study by Mujiyana and Elissa (2013) trust has an effect on purchasing decisions in *online*. The results of previous research testing the effect of trust on customer satisfaction show a positive influence so that it can prove that the better the trust, the more customer satisfaction will be.

• **The Effect of Corporate Image on Customer Satisfaction**

Based on the results of the study, it can be seen that the company's image has a significant effect on customer satisfaction. Based on the results of the questionnaires that have been distributed, it can be seen from the interval value in the respondent's response statements obtained, namely 907 to 946 so that it can show that the respondents strongly agree with the statement regarding the company's image including, SiCepat Ekspres can be trusted, SiCepat Ekspres has a good reputation, SiCepat Ekspres provides services according to customer needs and the SiCepat Ekspres logo is easily recognized and remembered by customers. This means that the customer's perception of the company's image can create a positive impression so that customers feel satisfied with SiCepat Ekspres in Depok City.

The results of this study are in line with previous research conducted by Sihombing (2020) which states that company image has a significant effect on customer satisfaction for JNE Pekanbaru. Eshona and Julianda (2021) stated that corporate image has a significant effect on customer satisfaction at JNE Muara Bungo Branch. Zaid et al (2021) stated that company image has a significant effect on customer satisfaction of logistics companies in Southeast Sulawesi, this proves that improving company image has implications for increasing customer satisfaction of logistics companies in Southeast Sulawesi.

• **Effect of Service Quality on Customer Loyalty**

Based on the results of the study, it can be seen that service quality has no significant effect on customer loyalty. This shows that the quality of service received is good but has not been able to make customers loyal to the SiCepat Ekspres delivery service in Depok City. Customers are often disloyal due to the strength built by competitor delivery services by providing better similar or similar services. Thus SiCepat Ekspres in Depok City should be able to improve the quality of its services so that customers remain loyal and willing to recommend SiCepat Ekspres in Depok City to others.

The results of this study are in line with the results of previous research conducted by Saputri et al (2019) that service quality has no significant effect on customer loyalty at J&T Express Karawang Branch. As stated by Saputri et al (2019), the quality of service is one of the factors that influence the loyalty of a consumer to the company. This means that the company has tried to give its best to create customer loyalty.

• **Effect of Trust on Customer Loyalty**

Based on the results of the study, it can be seen that trust has no significant effect on customer loyalty. This shows that the trust created by the company does not affect customers to be loyal to the SiCepat Ekspres delivery service in Depok City.

Based on the results of the questionnaires that have been distributed, it can be seen that the interval value on the SiCepat Ekspres statement honestly in providing information about its services has the smallest value of 912, meaning that this is not the reason why customers have loyalty to SiCepat Ekspres in Depok City.

The results of this study contradict the results of previous research conducted by Aini (2020) that trust has a significant effect on customer loyalty at JNE Yogyakarta. Yuniarta et al (2019) stated that trust has a significant effect on customer loyalty for JNE Jember. The results of previous research testing the effect of trust on customer loyalty show a positive influence so that it can prove the better the trust, the more customer loyalty will be. Different research results can be based on differences in research locations and samples studied.

• The Effect of Corporate Image on Customer Loyalty

Based on the results of the study, it can be seen that the company's image has no significant effect on customer loyalty. This shows that the image formed by SiCepat Ekspres in Depok City is good but has not been able to generate customer loyalty, which means that the corporate image variable cannot be a direct factor to build customer loyalty relationships with SiCepat Ekspres in Depok City. In addition, the existence of competitor delivery services that provide similar services makes customers selective to become customers of a delivery service that has a good reputation.

The results of this study contradict the results of previous research conducted by Zaid et al (2020) that company image has a significant effect on customer loyalty of logistics companies in Southeast Sulawesi, this proves that increasing company image has implications for increasing customer loyalty and vice versa. on the decline in the level of customer loyalty of logistics companies in Southeast Sulawesi. Different research results can be based on differences in research locations and samples studied.

• The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of the study, it can be seen that customer satisfaction has a significant effect on customer loyalty. This can be shown from the interval value in the respondent's response statement which obtained the largest value, namely 939 that the respondent strongly agreed to be interested in using SiCepat Ekspres in Depok City. Based on these data, it can be shown that the SiCepat Ekspres delivery service in Depok City has tried to always provide satisfaction by meeting customer needs in accordance with what customers expect so that customers remain loyal and interested in reusing SiCepat Ekspres delivery services in Depok City.

The results of this study are in line with the results of research conducted by Saputri et al (2019) stating that customer satisfaction has a significant effect on customer loyalty at J&T Express Karawang Branch. Astasari and Henry (2021) stated that customer satisfaction has a significant effect on Go-Food customer loyalty. As stated by Astasari and Henry (2021) in Oliver (2015) that satisfied customers are more likely to make repeat purchases, remain loyal, and do *word of mouth* positive.

• The Effect of Service Quality on Customer Loyalty through Customer Satisfaction

Based on the results of the study, it can be seen that customer satisfaction acts as an intervening variable capable of mediating service quality variables on customer loyalty at SiCepat Ekspres in Depok City.

This can be interpreted that SiCepat Ekspres in Depok City has tried to provide optimal service quality to its customers, so that it can lead to customer satisfaction. Customers whose expectations are fulfilled will feel satisfied and can give their loyalty to SiCepat Ekspres in Depok City by being willing to return and interested in recommending others to use SiCepat Ekspres delivery services in Depok City.

The results of this study are in line with the results of research conducted by Lie et al (2019) that service quality has a significant effect on customer loyalty through Go-Jek customer satisfaction in Surabaya. According to Lie et al (2019), service quality is an important part in meeting customer needs and expectations by showing the company's actual performance, besides that better service quality can have a competitive effect on companies in retaining loyal customers.

• Effect of Trust on Customer Loyalty through Customer Satisfaction

Based on the results of the study, it can be seen that customer satisfaction acts as an intervening variable and cannot mediate the trust variable on customer loyalty in the SiCepat Ekspres delivery service in Depok City. This is because trust does not have a direct effect on satisfaction so that the satisfaction felt by SiCepat Ekspres customers in Depok City cannot influence customers to become loyal. So, it can be concluded that there are other factors that can affect customer loyalty through customer satisfaction besides trust.

The results of this study contradict the results of research conducted by Lie et al (2019) that trust has a significant effect on customer loyalty through Go-Jek customer satisfaction in Surabaya. The results of different studies can be based on differences in the location of the study and the time of the research conducted. According to Lie et al (2019) a good relationship between satisfaction and trust depends on consumer perceptions by comparing expectations with what is received, if expectations are not in accordance with what is received then the customer does not feel satisfied and there is no customer loyalty.

• The Effect of Corporate Image on Customer Loyalty through Customer Satisfaction

Based on the results of the study, it can be seen that customer satisfaction acts as an intervening variable capable of mediating corporate image variables on customer loyalty in SiCepat Ekspres delivery services in Depok City. It can be interpreted that the image created in the minds of customers regarding SiCepat Ekspres in Depok City can give a positive impression. This shows that the better the image formed by the SiCepat Ekspres delivery service in Depok City, the customers will feel satisfied and want to return to using the SiCepat Ekspres delivery service in Depok City.

The results of this study are in line with the results of research conducted by Zaid et al (2021) that company image affects customer loyalty through customer satisfaction of logistics companies in Southeast Sulawesi. Zaid et al (2021) stated that satisfaction can be obtained from the results of product or service performance evaluations which will have an impact on the creation of a corporate image, so that a good corporate image can provide customer satisfaction and customer loyalty.

CONCLUSION

(1) Service Quality and Company Image have a direct effect on Customer Satisfaction of SiCepat Ekspres in Depok City, while Trust does not directly affect SiCepat Ekspres Customer Satisfaction in Depok City.

- (2) Service Quality, Trust and Company Image do not directly affect SiCepat Ekspres Customer Loyalty in Depok City, while Customer Satisfaction has a direct effect on SiCepat Ekspres Customer Loyalty in Depok City.
- (3) Service Quality and Company Image have a direct effect on Customer Loyalty through SiCepat Ekspres Customer Satisfaction in Depok City, while Trust does not directly affect Customer Loyalty through SiCepat Ekspres Customer Satisfaction in Depok City.

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