

CHAPTER I

INTRODUCTION

A. Research Background

Goods delivery services are very popular with the wider community because the process is easy and takes place quickly, especially during the Covid 19, Enthusiasts for online buying and selling services are increasing where people previously made direct (conventional) buying and selling transactions, now people are starting to turn to virtual markets. The fast-developing e-commerce sector is a component in the development of the courier service business; as a result, several logistics firms compete to cooperate with online stores to make it easier for consumers to trade (Rizki et al., 2020). The global logistics market in 2020 reached 8.6 trillion US dollars or more than 10% of the global Gross Domestic Product (GDP) worth 84.54 trillion dollars. Based on the results of the FGD with the Director of Pos - Kemkominfo, the total production of domestic postal services calculated based on the number of airway bills was 703,416,291 packages in 2018 and 4,607,333,597 packages in 2019 where there was an increase in the number of packages by 555%. Meanwhile, postal services in the form of documents in 2018 were 388,937 and increased to 1,170,600,868 in 2019 with an increase of 300.874% (Wasesa & Rahadi, 2022).

Indonesia has several expedition services such as JNE, J&T, and Sicepat, it has quite strong performance and competitiveness in selling its services such as accuracy, trust, and customer satisfaction, Prices provided

correspond to shipping weight and distance, Starting with short routes, deliveries between nearby cities, between islands, between countries and even between continents. From the data that has been analyzed, J&T is in first place in leading the logistics service market in Indonesia with an average total of 2 million shipments a day, and JNE is in the second position with a total average delivery of 1.6 in a day, and Sicepat is ranked third in the logistics market in Indonesia with an average total delivery of 1 million packages a day (Reza Pahlevi ; 2020).

In this study, the author focuses on the J&T Delivery service. J&T is a multinational company engaged in logistics that provides goods and document delivery services. J&T was established in 2015 centered in Indonesia and has been operating in several Southeast Asian states such as the Philippines, Thailand, Singapore, and Cambodia in developing the quality-of-service J&T Express uses IT in offering its services, they offer the advantages of pick-up. So that customers don't have to go to the J&T office if they want to ship goods. Simply contact J&T, through an application based on Android and iOS or contact via the hotline, and the officer will come to pick up the goods to be sent (Jet.co.id 2022), this service is J&T's allure to potential customers because it can make it easier for them to save time and effort.

In this study, the authors use the service quality variable on consumer trust which according to previous research, is significant because the value generated between service quality and consumer trust affects each other (Uzir et al., 2021). Previous Studies it has shown that information quality can affect

factors related to the success of an information system in attracting customer trust (Hariguna & Berlilana, 2017), And the relationship of variable mediators customer trust to the customer perceived value in previous variable studies is significant because the previous variables examined and explained the importance of having the ability to increase customer trust and satisfaction which forced companies to be more innovative to create superior value for customers (Yeh, 2013).

The quality of service on J&T, JNE, and Sicepat delivery services has a significant comparison to the results felt by customers, with a comparison that can be found J&T delivery is the delivery service that is most in-demand with the criteria of security, service quality, price, and area coverage (Puspitasari et al., 2021). The author chose the J&T delivery service as the object of research because J&T is one of the largest and most widely used shipping services by the wider community and can compete with its predecessor competitors with a very large total delivery in a day, thereby proving that the value felt by the community is quite large for J&T delivery services. The author took this study because there were no researchers who examined J&T delivery services with the same variables.

B. Research Problem

The development of the courier service industry is influenced by the fast expanding e-commerce market. As a result, a number of logistics firms are competing to work with online retailers to facilitate consumer transactions. This study looks at how customers evaluate service quality, information quality, and their belief in customer perceived value.

1. Does Service Quality Influence Customer Trust.
2. Does Information quality influence Customer Trust.
3. Does Customer Trust influence Customer Perceived Value.
4. Does Service Quality Influence Customer Perceived Value.
5. Does Information Quality Influence Customer Perceived Value.
6. Does Service influence Customer Perceived Value through Customer Trust.
7. Does Information Quality Influence Customer Perceived Value through Custotomer trust.

C. Research Objectives

Research must have a purpose to get benefits for the object under study, as for this study to find out:

1. Examining the effect of service quality on customer trust.
2. Examining the effect of information quality on customer trust.
3. Examining the effect customer trust on the customer's perceived value.
4. Examining the effect of service quality on customer's perceived value.

5. Examining the effect of information quality on customer's perceived value.
6. Examining the effect of service quality on the customer's perceived value towards Customer trust.
7. Examining the effect of information quality on the customer's perceived value towards Customer trust.

D. Research Benefit

1. Theoretical Benefit

For researchers, this research can be used to add and deepen knowledge, especially about operations management related to service quality, information quality, and customer trust in customer perceived value. For future research, this result can be used for researchers who will examine the object or research model as a reference for future research on customer perceived value.

2. Practical Benefit

The results of this study can be used as input for J&T delivery services as evaluation material in order to further improve service quality and information quality in order to continue to gain customer trust in the hope that the value felt by customers will increase for the benefit of the company, and also The results of this study are expected to be useful for companies because they can be used as a reference for the factors that affect customer perceived value for a better company.