

# CHAPTER I

## INTRODUCTION

### A. Research Background

At this time, we are very easy to access information. The ease comes thanks to advances in technology. Advances in technology result in changing human lifestyles to always wanting to expect ease, practicality, and speed. Because some of the things mentioned earlier, then there comes a human desire to be able to move things from one place to another, or at the moment known as the need to send things (Regen & Nardo, 2017). Due to such needs, it emerged that companies provided freight services and became businesses for them. Finally now we are easily able to ship goods using existing logistics services.

Along with the industry in Indonesia today, it results in many companies focusing on customer demand in the service field, particularly logistics companies or service providers sending goods. This delivery service business is able to meet the needs of consumers to perform the delivery process of goods (Taan, 2019) .

According to Deliverree (2022), there are currently 44 companies engaged in shipping and logistics services in Indonesia. The large number of moving companies in the logistics field aroused competition between companies. Companies compete with each other to provide the best service in order to become the company of consumer choice. Advances in technology require companies to be aggressive in upgrading infrastructure for the sake of improving service quality. Companies need

tobe adaptable to circumstances, and need to be able to meet the needs of consumers (Nurjaman et al., 2021).

The development of the logistics industry in Indonesia is also followed by the development of the marketplace in Indonesia. Marketplaces or online stores rely heavily on logistics companies to deliver their goods to consumers (Nurjaman et al., 2021). Indonesia accounts for one of the world's largest marketplace users and most of the marketplace users are among teenagers (Galuh, 2022). Based on the BPS (Badan Pusat Statistik), the city that has a large youth population is Yogyakarta city. This can be seen from the number of the colleges. When compared to the cities around Yogyakarta, Yogyakarta excels in the number of colleges.

**Table 1.1 Number of Colleges**

No	City	Number of colleges
1	Special Region of Yogyakarta	281
2	Central Java	256
3	East Java	70

Source : BPS, 2023

The number of teenagers has a profound impact on the advancement of the logistics industry because as a large number of dispatch service users are teenagers shopping in marketplaces (Rey et al., 2021). Here is a list of the most popular logistics companies from March, April, and May 2022.

**Table 1.2 Web visitors in million**

No	Company	Number of web visitors in million		
		2020	2021	2022
1	JNE	49,4 M	41,5 M	43,1 M
2	POS Indonesia	14,1 M	8,4 M	12,2M
3	Anteraja	8,1 M	7,3 M	6,8M

Source : Similarweb, 2023

Based on the table above, it can be concluded that from 2020 to 2022, the most popular delivery service is JNE. One of the delivery service companies in Indonesia is PT. JNE Express Across Nation. JNE is the largest and widely used freight service provider in Indonesia because it has been established since 1990 and is a strong competitor for similar companies (Thidi, 2022).

Based on the above phenomena and data, the author decided to research the relationship between service quality and customer perceived value on customer satisfaction through trust. for the research location, the author choose Yogyakarta city as the research location.

Several previous studies used the same variable relationship as this study and researched about hospitals, tourism, hospitality, and banking (Rimawan dkk, 2017). In this study, it researched about customer satisfaction on logistics industry, especially freight delivery service on PT. JNE. Based on reference journal, there has been found a research model of the relationship between service quality and customer perceived value on customer satisfaction and trust as mediator (Uzir et al., 2021a). As for my

research this time, author selects JNE as the research object using service quality, customer perceived value, trust, and customer satisfaction as my novelty research. Based on the above description, author use the replication and modification technique of the reference journal because it use the same research model model and variable but added new hypothesis.

## **B. Research Problem Formulations**

Based on the title and description that has been described by the author above, the problems to be identified include:

1. Does service quality has an impact on trust?
2. Does customer perceived value has an impact on trust?
3. Does service quality has an impact on customer satisfaction?
4. Does customer perceived value has an impact on customer satisfaction?
5. Does trust has an impact on customer satisfaction?
6. Does the service quality has an impact on customer satisfaction throught trust?
7. Does the customer perceived value has an impact on customer satisfaction throught trust?

### **C. Research Objectives**

In conducting research, the author must have a research goal in order to get benefits after doing research. The objectives of this research are as follows:

1. To understand the impact of service quality on trust?
2. To understand the impact of customer perceived value on trust?
3. To understand the impact of service quality on customer satisfaction?
4. To understand the impact of customer perceived value on customer satisfaction?
5. To understand the impact of trust on customer satisfaction?
6. To understand the impact of service quality on customer satisfaction through trust
7. To understand the impact of customer perceived value on customer satisfaction through trust?

### **D. Research Benefit**

#### **1. Theoretical benefit**

The theoretical use of this research is to contribute to marketing studies, increase knowledge of the relationship between variability in marketing scope regarding the relationship between service quality and customer perceived value on customer satisfaction through trust.

#### **2. Practical Benefits**

The practical benefit is as information and consideration for the logistics industry, which is companies that are engaged in the field of delivery services.

The information obtained can be used to improve the quality of their service to

customers and the value that customers feel to improve customer satisfaction. In this study, the object of research is JNE company and particularly for JNE companies, can get a summary of the customer needs for their services because the study is intended for those who use JNE services. Customers using the JNE service indirectly provide advice to JNE about JNE's weaknesses.