



## The Role of Service Quality in Increasing Customer Satisfaction at PT. Global Perkasa Ekspres Logistik

Nuuresa Wahyu Septaningrum

Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia, Sleman,

Special Region of Yogyakarta, Indonesia

Email: 19311225@students.uii.ac.id

### Abstract

*Customer satisfaction is an exciting and crucial issue for many companies, including PT. Global Perkasa Ekspres Logistik. However, until now, the role of service quality in improving the quality of customer experiences has yet to be widely reported in this company. This study aims to analyze and design service improvement strategies for PT. Global Perkasa Ekspres Logistik in managing service quality, especially in delivery services, to increase customer satisfaction. This research design falls under the category of qualitative research that PT. Global Perkasa Ekspres Logistik gather opinions through questionnaires, interviews, and direct observation. The number of analysis units in this study amounted to nine companies, which took place from March to July 2022 for qualitative descriptive data analysis. PT. Global Perkasa Ekspres Logistik is a logistics service provider for companies under its umbrella. In its journey, this company has obtained customer satisfaction through the quality of its services. According to research, factors that affect consumer satisfaction include good customer service, affordable service prices for people who often use expedition services, friendly, flexible, responsive, and quality services, and technological advances that provide convenience in communicating and providing services to consumers. Other factors that become weaknesses in achieving customer satisfaction include the presence of individuals or staff who lack experience in providing services and have an impact on the company's image.*

**Keywords:** Service Quality, Customer Satisfaction, Logistics Services

### INTRODUCTION

Currently, many businesses continue to innovate to remain competitive. To maintain customer loyalty and relationships, all businesses, especially service businesses, must continue to perform well (Haryanti & Baqi, 2019). The state of a company as a whole over a certain period is indicated by its performance (Priatna, 2016). Performance is the result or achievement that has been achieved by the company and is influenced by its operational actions. Therefore, one of the things that businesspeople can do to continue to exist is to improve the quality of their services. For service-based businesses, the quality of service is the most important thing. Therefore, the quality of service a company provides must be maintained very well so that customer trust can be maintained. as well as PT. Global Perkasa Ekspres Logistik is a service-based business company. The company needs to improve the quality of service every year to maintain customer trust.

Providing good service is one way to build and maintain customer trust (Yuliantini et al., 2022). One of the most important considerations for customers when choosing a product or service is the quality of service. The presence of high-quality services will benefit both the company or agency in question and its clients. According to (Tang et al. (2022), and Khan (2023) strong service quality in a business will positively impact clients, making it one of the elements of a company's success. This can indirectly impact the ability of logistics companies to maintain their competitive advantage. Companies can use good service quality to compete in the service sector, which is closely related to consumer satisfaction (Naini et al., 2022; Tang et al., 2022). Customers expect sufficient facilities, good service, comfort, safety, tranquility, and satisfactory results from their services. Therefore, management must consider maintaining the high level of service provided so that future operations can run smoothly (Giawa, 2020). Efforts to improve service quality will be very effective if improving service quality is a daily goal, starting from top leaders or directors to service executives or employees (Hu et al., 2022; Michalski & Montes-Botella, 2022).

Maximum service quality is the cause of client happiness. Consumer expectations will only be met if the quality of services offered is standard, so businesses will eventually fail when consumers leave one by one (Rakhmalina & Marsih, 2022). Based on observations made by the author during his internship at PT. Global Perkasa Ekspres Logistik, the company, has never surveyed the quality of customer service. Therefore, the company needs concrete data on service quality or customer satisfaction. Even though the data are critical for companies to evaluate and determine strategies related to service quality, based on the background description above, it is essential to conduct further research related to service quality and customer satisfaction. This study aims to analyze and design service improvement strategies for PT. Global Perkasa Ekspres Logistik in managing service quality, especially in delivery services, to increase customer satisfaction.

## **LITERATURE REVIEW**

### **2.1 Quality**

Quality is defined as the good and bad aspects of an action. Tjiptono (1995) explain that quality is a dynamic condition related to goods and services, as well as people, organizations, systems, and the environment, that meet and exceed expectations. The broader concept of quality refers to dynamic circumstances that meet or exceed expectations, including people, processes, products, services, and environments. This methodology highlights that quality affects not only the characteristics of the final product, such as products and services but also human and environmental quality. According to Gupta et al. (2022) "overall product quality" refers to its properties (goods and services) that support its capacity to satisfy identified needs. Quality satisfies customers or conforms to their expectations or standards (Cheunkamon et al., 2022). According to (Kanedi et al., 2017), quality is an effort to meet or exceed consumer expectations. The environment, people, procedures, and products are all part of quality, and quality is a condition that continuously evolves.

### **2.2 Quality of Service**

Service quality is a comparison between the level of service felt (or perceived) by consumers and the level of service anticipated by consumers (Ma'rufah, 2023; Parasuraman et al., 1985). According to Sulastri (2017), the functional quality of service focuses on how the service is delivered and covers various aspects, including functional quality, technical excellence, consumer perception, and company reputation. Five indicators measure service quality: reliability, responsiveness, certainty, empathy, and evidence. Companies in the service industry must provide high-quality service (service quality) to their clients to satisfy their needs. Two quality service strategies widely used among American companies and have since expanded to many other countries include 1) the service triangle and 2) total quality service (Yudianto & Feriyansyah, 2020).

### **2.3 Service Quality Dimension**

Parasuraman, Zeithaml and Berry (1985) claim that after conducting several studies in various service sectors, they determined ten main aspects of service quality, including reliability, responsiveness, competence, access, courtesy, communication, credibility, security, ability, and physical evidence. Customer expectations and the reality they experience are influenced by the service quality component (Hastuti et al., 2017). If the customer receives a service that meets or exceeds his expectations, he will say that the service is high quality. However, if customers receive services that are less than or different from their expectations, they will say that the service could be of better quality or better (Abdirad & Krishnan, 2022; Wahyuni et al., 2022).

## **RESEARCH METHOD**

This research design is included in the category of qualitative research (Darwin et al., 2021). The research was conducted by collecting opinions through questionnaires, interviews, and direct observations at PT. Global Perkasa Ekspres Logistik. The number of analysis units in this study amounted to nine companies, and it took place from March to July 2022. Each selected respondent (n = 9) was interviewed to obtain results from the research objectives and adjusted to the dimensions available. Data analysis in this study is presented in narratives and tables and analyzed in a qualitative, descriptive way (Adnyana, 2021).

## RESULT AND DISCUSSION

### 4.1 Characteristics of the company

Based on the results of the study, nine companies use the services of PT. Global Perkasa Ekspres Logistik. Table 1 presents the company's name, location, company, field, and number of times it has used PT. Global Perkasa Ekspres Logistik. The results show that companies that cooperate with PT. Global Perkasa Ekspres Logistik is predominantly located in Batam, their business fields vary, and they use services 3-6 times.

Table 1. List of companies that use the services of PT. Global Perkasa Ekspres Logistik

No	Company Name	Location	Business Field	Use of Services
1	PT. Tidara Sabas	Bandung	Calibration	Six times
2	PT. Elomvac Batam Tekhnik	Batam	<i>Distributor</i>	Five times
3	PT. Tiga Pandya Teknika	Cibubur	Contractor	Three times
4	PT. Indomarco	Batam	<i>Retail</i>	Five times
5	PT. Sido Mulyo	Batam	Cruise	Four times
6	PT. Indo Global Cahaya	Batam	Contractor	Six times
7	PT. Pranata Gazprom Energy	Batam	Ship & Expedition Agency	Five times
8	PT. Doellken Bintan	Batam	Manufacturing	Five times
9	PT. Intercon	Batam	Forwarder	Five times

### 4.2 Quality of Service in Increasing Customer Satisfaction

At this time, every company engaged in selling services prioritizes customer satisfaction, and one of the supporting factors is to improve the quality of customer service as a company that is also engaged in expeditions or services, PT. Global Perkasa Ekspres Logistik must be able to keep pace with the quality of customer service or even exceed other competitors who are also indeed engaged in the same field. We all know now that almost all buying and selling transactions occur online and inevitably involve service providers such as expeditions. It also attracts new competitors to start businesses in the same field, especially for the present. Companies must carry out marketing strategies to help sell a product or service. One way of marketing is building and increasing consumer satisfaction so that consumers always buy the services sold. Customer satisfaction is essential for future service providers to build trust and attract other consumers (Tang et al., 2022).

In the results of interviews with customers of PT. Global Perkasa Ekspres Logistik related to service quality and customer satisfaction, and these variables received a positive response from the customers of PT. Global Perkasa Ekspres Logistik. "*Quality of service provided*" and "*customer satisfaction*" on both variables received a positive response and were well received in shipping or expedition service activities. In carrying out the services that will be carried out, the company should consider everything from aspects related to consumer assessment of the company's services. In assessing the quality of services, consumers need to consider five dimensions: a) reliability, namely, the ability to provide promised services promptly, accurately, reliably, and satisfactorily; b) responsiveness, namely, the desire of staff to help customers and provide service responsively; c) empathy, which includes ease of relationship, good communication, personal attention, and understanding the needs of customers; d) assurance, which includes knowledge, ability, courtesy, and a trustworthy nature possessed by staff (free from danger, risk, and doubt); and e) tangible, which includes physical facilities, equipment, employees, and communication facilities. From a total of 9 respondents, the following are responses regarding customer satisfaction provided by PT. Global Perkasa Ekspres Logistik are presented in Table 2.

Table 2. Customer satisfaction response after using the services of  
PT. Global Perkasa Ekspres Logistik

No	Company Name	Responses
1	PT. Tidara Sabas	We are delighted with this expedition service, primarily related to the price is very important to note because it will affect consumer satisfaction when making purchases at expedition services
2	PT. Elomvac Batam Tekhnik	While using this expedition service, the quality of service we feel satisfied, which is about the guarantee related to the time needed to provide freight forwarding services thus far, is quite good. We feel pretty satisfied with the time required for delivery, especially when the number of orders for shipping goods is large

3	PT. Tiga Pandya Teknik	We are satisfied with the expedition services provided; customer satisfaction is seen from the suitability of expectations, interest in sending back, and willingness to recommend this expedition service to our colleagues or other colleagues
4	PT. Indomarco	As we know, our company, commonly known as Indomaret, is a retail company selling daily necessities where the turnover of goods is speedy and flexible, PT. Global Perkasa Ekspres Logistik, as a logistics party, can provide this guarantee or guarantee; the services provided have more value from the beginning of delivery until we receive the goods adequately.
5	PT. Sido Mulyo	There was a problem in shipping carpets for our ship but from PT. Global Perkasa Ekspres Logistik, as our expedition service, can solve these problems by establishing intense communication with us, namely, the willingness and ability of employees to provide information about existing services to consumers so that we feel satisfied with the quality of services provided
6	PT. Indo Global Cahaya	Regarding customer satisfaction, 34 factors support our satisfaction, including timely delivery of goods, company communication channels that are easy to contact, accuracy of weighing goods sent, and quick response to complaints and complaints. This makes the quality of service from PT. Global Perkasa Ekspres Logistik can be trusted, so we use services repeatedly.
7	PT. Pranata Gazprom Energy	Since using expedition services from PT. Global Perkasa Ekspres Logistik, we get satisfaction as customers from the factors of the destination of shipping goods wide, the variety of services offered, the availability of packing goods in various sizes, the willingness of employees to contact again if there are problems all that we get and make us feel satisfied using this expedition service.
8	PT. Doellken Bintan	This logistics service makes it easier for us with the facilities and advantages they have, such as complete and adequate office equipment to support services, tracing services (Tracking the Position of Goods), the suitability of bill calculations with the weight of goods and shipping distance, the security of the office and warehouse environment by adding wood packaging, <i>bubble wrap</i> and so on. So that when it arrives in the hands of consumers, the goods are not reduced or defective. Make sure only to use PT. Global Perkasa Ekspres Logistik as a business partner.
9	PT. Intercon	Several factors make us satisfied with the expedition services provided to us as customers, namely, the friendliness and courtesy of employees in serving consumers who come, variations in types of transportation for shipping goods (via land, sea & by air), providing compensation or money back guaranty on every damage and a strategic location and easy to reach, especially the availability of packing goods in various sizes.

PT. Global Perkasa Ekspres Logistik has shown its function in serving customers, especially nine PTs, which have become the primary subscriptions. In terms of reliability, the staff of PT. Global Perkasa Ekspres Logistik is always in the room when encountered by customers, providing precise, accurate, and reliable information in completing work without waiting for prior notice so that clients can receive goods appropriately. Then, on the side of responsiveness, PT. Global Perkasa Ekspres Logistik provides wise, detailed, and directed clarity to respond to procedures and performance mechanisms that apply in the organization so that the form of service gets a good response. On Emphaty's side, PT. Global Perkasa Ekspres Logistik has empathy for clients and good knowledge and procedures for shipping goods at home and abroad so that they are by applicable standards.

The services provided are professional by guaranteeing the quality of service, satisfaction, and safety of the goods sent. In terms of security, assurance, and certainty, namely, the PT's knowledge, courtesy, and ability. PT. Global Perkasa Ekspres Logistik to foster customers' trust in the company. The company has guaranteed that if there is damage to the shipment, it can be claimed in the form of shipping insurance so that the shipment is guaranteed and safe. Finally, on physical evidence, PT. Global Perkasa Ekspres Logistik has

the appearance and capability of the company's physical facilities and infrastructure, and the condition of the surrounding environment is clear proof of the service provided to customers (Adnyana & Sudaryati, 2022). Completeness in administration, adequate facilities, and communication facilities owned increase satisfaction with the services provided.

#### **4.3 Service Quality Improvement Strategy**

PT. Global Perkasa Ekspres Logistik provides services to build maximum service sales by prioritizing customer satisfaction in terms of service, building better communication with consumers, developing services, and increasing flexibility in serving consumers. The strategy is to build and increase customer satisfaction and purchasing power in selling services at PT. Global Perkasa Ekspres Logistik is done in several ways, including the speed of expeditions carried out by PT. Global Perkasa Ekspres Logistik, the quality of the packages sent, the speed and accuracy of delivery, and the affordability of the services for the whole community. The service section includes maximum and quality services; employees must be friendly and polite in serving consumers; respond quickly to all wishes, criticisms, and suggestions; have high empathy for consumers; and have good knowledge of what is being run.

Based on the results of the research obtained, strategies for increasing sales Before PT. Global Perkasa Ekspres Logistik develops a strategy that will be better. First, the company understands what is meant by customer satisfaction. Consumers can be satisfied with several factors that affect it, especially in service and consumers who are interested in returning to use services. Past behavior received by consumers when using services at PT. Global Perkasa Ekspres Logistik can affect consumer satisfaction. This is in line with Gupta et al. (2022), which states that the experience visitors get in getting products (goods or services) These past experiences are about the results visitors have found in obtaining previous products or services and have a direct influence on future interests and behaviors.

The results of this study align with Violinda et al., (2022) opinion, which states that to affect consumer satisfaction, namely, attention, companies must be able to see and overcome all needs, expectations, and problems consumers face. With that attention, consumers will become satisfied with the company and retransact with it, and in the end, they will become loyal customers. Trust arises from a long process until both parties trust each other. If trust has been established between consumers and companies, then efforts to build it will be more accessible. Company and customer relationships are reflected in customer trust and accumulative satisfaction. The overall assessment is based on total consumption purchases of goods and services in a certain period (Gupta et al., 2022; Nuraina et al., 2022). Customer satisfaction will lead to purchases or reuse, creating high growth and profits. Based on this, customer satisfaction is more directed at behavior shown by returning to use services repeatedly or consistently based on previous experience with customer service.

#### **4.4 Research Limitations**

The limitation of this study is that the relatively small number of respondents have yet to be able to generalize the company directly; this limitation can be overcome by identifying each division to maximize research questions. In addition, the relatively short research time makes the annual climate of the company difficult to observe clearly and comprehensively.

#### **4.5 Managerial Implications**

Through this research, the management of PT. Global Perkasa Ekspres Logistik can improve aspects that increase customer satisfaction, especially service quality. With unfavorable comments from service users, it is expected to immediately improve to maintain the company's good name, and employees or staff in charge need to improve their knowledge and capacity to maximize company performance.

### **CLOSURE**

Company PT. Global Perkasa Ekspres Logistik is a logistic service provider that distributes it to the companies under it. In its journey, this company has obtained customer satisfaction through the quality of its services. According to research, factors that affect consumer satisfaction include good customer service, affordable service prices for people who often use expedition services, friendly, flexible, responsive, and quality services, and technological advances that provide convenience in communicating and providing services to consumers. While other factors that become weaknesses in achieving customer satisfaction include the presence of individuals or staff who lack experience in providing services and have an impact

on the company's image, in the future, it will be necessary to have comparative studies that compare the quality of service provided by both central and branch companies.

## REFERENCES

- Abdirad, M., & Krishnan, K. (2022). Examining the impact of E-supply chain on service quality and customer satisfaction: a case study. *International Journal of Quality and Service Sciences*, 14(2), 274–290. <https://doi.org/10.1108/IJQSS-08-2020-0131>
- Adnyana, I. M. D. M. (2021). Populasi dan Sampel. In M. Darwin (Ed.), *Metode Penelitian Pendekatan Kuantitatif* (1st ed., pp. 103–116). CV. Media Sains Indonesia.
- Adnyana, I. M. D. M., & Sudaryati, N. L. G. (2022). The potency of green education-based blended learning in biology students at the Hindu University of Indonesia. *BIO-INOVED: Jurnal Biologi-Inovasi Pendidikan*, 4(1), 1–9. <https://doi.org/10.20527/bino.v4i1.11047>
- Cheunkamon, E., Jomnonkwao, S., & Ratanavaraha, V. (2022). Impacts of Tourist Loyalty on Service Providers: Examining the Role of the Service Quality of Tourism Supply Chains, Tourism Logistics, Commitment, Satisfaction, and Trust. *Journal of Quality Assurance in Hospitality & Tourism*, 23(6), 1397–1429. <https://doi.org/10.1080/1528008X.2021.1995564>
- Darwin, M., Mamondol, M. R., Sormin, S. A., Nurhayati, Y., Tambunan, H., Sylvia, D., Adnyana, I. M. D. M., Prasetyo, B., Vianitati, P., & Gebang, A. A. (2021). *Quantitative approach research method* (T. S. Tambunan, Ed.; 1st ed.). CV Media Sains Indonesia.
- Giawa, Y. (2020). Pengaruh kualitas pelayanan terhadap kepuasan konsumen pada ud mawar desa tuindrao kecamatan amandraya 2021. *Curve Elasticity: Jurnal Pendidikan Ekonomi*, 2(1), 1–16.
- Gupta, A., Singh, R. K., Mathiyazhagan, K., Suri, P. K., & Dwivedi, Y. K. (2022). Exploring relationships between service quality dimensions and customers satisfaction: empirical study in context to Indian logistics service providers. *The International Journal of Logistics Management*, 0084. <https://doi.org/10.1108/IJLM-02-2022-0084>
- Haryanti, N., & Baqi, D. A. (2019). Strategi Service Quality Sebagai Media Dalam Menciptakan Kepuasan Dan Loyalitas Pelanggan. *Journal of Sharia Economics*, 1(2), 101–128. <https://doi.org/10.35896/jse.v1i2.72>
- Hastuti, S. K. W., Mudayana, A. A., Nurdhila, A. P., & Hadiyatama, D. (2017). Hubungan mutu pelayanan dengan kepuasan pasien peserta BPJS di Rumah Sakit Umum Daerah Yogyakarta. *Kes Mas: Jurnal Fakultas Kesehatan Masyarakat*, 11(2), 161–168.
- Hu, K.-C., Chia, K.-C., Lu, M., & Liang, Y.-L. (2022). Using importance–performance analysis, goal difficulty and the Kano model to prioritize improvements in the quality of home delivery logistics services. *The International Journal of Logistics Management*, 33(2), 477–498. <https://doi.org/10.1108/IJLM-12-2020-0491>
- Kanedi, I., Utami, F. H., & Zulita, L. N. (2017). Sistem Pelayanan untuk Peningkatan Kepuasan Pengunjung pada Perpustakaan arsip dan dokumentasi kota bengkulu. *Pseudocode*, 4(1), 37–46.
- Khan, M. Z. (2023). A study of logistics service quality dimensions impacting customer satisfaction in instant food delivery: the Indian perspective. *International Journal of Logistics Economics and Globalisation*, 10(2), 109–123. <https://doi.org/10.1504/IJLEG.2023.132332>
- Ma'rufah, A. (2023). Strategi Service Quality Sebagai Media dalam Menciptakan Kepuasan dan Loyalitas Pelanggan Jasa Pendidikan. *EDUKASIA: Jurnal Pendidikan Dan Pembelajaran*, 4(2), 813–822.
- Michalski, M., & Montes-Botella, J. L. (2022). Logistics service quality in an emergent market in Latin America. *The International Journal of Logistics Management*, 33(1), 79–101. <https://doi.org/10.1108/IJLM-11-2020-0433>
- Naini, N. F., Sugeng Santoso, Andriani, T. S., Claudia, U. G., & Nurfadillah. (2022). The Effect of Product Quality, Service Quality, Customer Satisfaction on Customer Loyalty. *Journal of Consumer Sciences*, 7(1), 34–50. <https://doi.org/10.29244/jcs.7.1.34-50>
- Nuraina, N., Hamidah, A. N., Despal, D., & Taufik, E. (2022). The perception of the farmer on dairy cooperative feed mill logistics service using customer satisfaction index (CSI) and importance-performance analysis (IPA). *IOP Conference Series: Earth and Environmental Science*, 1001(1), 012025. <https://doi.org/10.1088/1755-1315/1001/1/012025>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41. <https://doi.org/10.2307/1251430>
- Priatna, H. (2016). Pengukuran kinerja perusahaan dengan rasio profitabilitas. *Akurat/ Jurnal Ilmiah Akuntansi FE Unibba*, 7(2), 44–53.
- Rakhmalina, I., & Marsih, Y. (2022). Pengaruh kualitas pelayanan terhadap kepuasan konsumen pada pt. Jne cabang sekayu. *Jurnal Manajemen Kompeten*, 4(2), 101. <https://doi.org/10.51877/mnjm.v4i2.209>

- Sulastri, T. (2017). Pengaruh kualitas pelayanan dan persepsi harga terhadap kepuasan mahasiswa serta implikasinya pada citra perguruan tinggi. *Jurnal Inspirasi Bisnis Dan Manajemen*, 1(1), 41. <https://doi.org/10.33603/jibm.v1i1.491>
- Tang, R. Q., Tan, Y. J., Tan, Z. X., Tan, Y. T., Almawad, G., & Alosaimi, A. (2022). A Study of Courier Service Quality and Customer Satisfaction. *International Journal of Applied Business and International Management*, 7(1), 1447. <https://doi.org/10.32535/ijabim.v7i1.1447>
- Tjiptono, F. (1995). *Strategi pemasaran*. Andi Offset.
- Violinda, Q., Alfadila, A., Wattedama, E. J., & Gultom, H. C. (2022). Customer Satisfaction: A Central Phenomenon in Digital Marketing J&T Express. *Journal of Digital Marketing and Halal Industry*, 4(1), 51–66. <https://doi.org/10.21580/jdmhi.2022.4.1.10889>
- Wahyuni, T. I. E., Ricardianto, P., Harits, A., Thamrin, M., Liana, E., Anggara, D. C., Abidin, Z., Setyowati, T. M., Sugiyanto, S., & Endri, E. (2022). The implementation of minimum service standards on ship operational performance: Empirical evidence from Indonesia. *Uncertain Supply Chain Management*, 10(4), 1297–1304. <https://doi.org/10.5267/j.uscm.2022.7.010>
- Yudianto, R., & Feriyansyah, A. (2020). Hubungan pelayanan dengan kepuasan konsumen pada rumah sakit daerah besemah kota pagaralam. *Ekonomia*, 10(1), 40–52. <https://www.ejournal.lembahdempo.ac.id/index.php/ITBis-E/article/view/90>
- Yuliantini, Y., Sihombing, S., Yoanyta Octora, T., Saribanon, E., & Thamrin AR, M. (2022). Services Quality of Ship Agency and Services Interpersonal Communication in Shipping Companies. *Devotion Journal of Community Service*, 3(8), 699–706. <https://doi.org/10.36418/dev.v3i08.171>