



The Influence of Service Quality on Company Reputation
(study on J&T delivery service users at Unwaha Jombang)

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ABSTRACT

Service quality is the key to success to be able to satisfy consumers because through good service then the company will give a good impression to consumers This type of research is quantitative, namely research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses. Based on the level of explanation (level of clarity), this study uses associative analysis. Data collection techniques using questionnaires and interviews. The respondents of this study were students of KH.A.Wahab Hasbullah University totaling 100 people. The result of this research is that there is a significant influence between service quality and company reputation. The results of the measurement of simple linear regression analysis of 0.863 are included in the strong/high correlation. While the value of r square is 0.745, which means that the service quality variable contributes 74.5% influence on the company's reputation.

Keywords: *impression; consumer; service quality; company reputation.*

INTRODUCTION

Technological developments that occur today have an impact on people's lives. In the past, one had to go to the store or to the market to buy a product. With the advancement of technology, all shopping activities can be done at home by utilizing online shopping applications. This certainly facilitates community activities in saving time and energy. However, in an effort to deliver goods from sellers to consumers, of course, it requires timely and safe delivery services.

PT Karya Niaga Abadi (J&T Express) is a company engaged in freight forwarding/expedition services. J&T Express is an express package company that applies technological developments as a basic system. Along with the rapid development of the online trading business, business people need delivery services or couriers to be able to deliver goods to consumers safely and on time. The wide network throughout Indonesia facilitates consumers with express services throughout Indonesia.

Service is everything needed to receive, process, deliver and fulfill customer orders and to follow up on any activities that contain errors (Endriani, 2018); (Sa'adah, 2020). For service companies, service quality is the key to success to be able to satisfy consumers because through good service then the company will give a good impression to consumers. The development of a company certainly affects the image of the company itself (Pratiwi & Maskan, 2019); (Nur'aini et al, 2020). The company's reputation arises through the performance of employees in providing quality service. The J&T Express company expects good service quality in all divisions, especially in the courier division because they are the spearhead of the company in order to survive in the competition in the national service market (Wahyuningsih & Rahmatika, 2020). According to Warta (2017), reputation is the recognition of a good name that arises due to widespread judgment, belief, and general opinion that a person or subject has certain qualities, strong character, and abilities that are seen, tested, felt, and recognized. community or stakeholders. Reputation is a rational process that involves an emotional component because basically reputation is a perception of the level of admiration, positive feelings, and trust or confidence that an individual has in other people, organizations, industries, and even countries. According to Dick, Chakravarty and Biehal in Subhan (2006) through their research, they provide evidence that the company's reputation directly shapes customer trust in the products or services of the company concerned so that it will influence customers in making choices.

Consumer expectations are estimates or consumer beliefs about what will be received if he buys or consumes a product in the form of goods or services (Tjiptono, 2008). Satisfaction felt by consumers will affect the company's reputation. If performance exceeds expectations, consumers will be very satisfied. Expectations are based on several factors, including past experience, opinions of friends and relatives, as well as information and promises of companies and competitors (Kotler and Armstrong in Tjiptono, 2008). Good service quality certainly increases public trust in J&T Express services so that it affects the company's reputation. Trust is the foundation of business (Irawan & Tjahjaningsih, 2016). The reputation of the company is important to be maintained and maintained so that it will always be the choice of consumers. A company that is safe and on time is certainly better.

METHOD

Judging from the type of data, the research approach used in this study is a quantitative approach. As for what is meant by quantitative research, namely research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing established hypotheses (Sugiyono, 2017). By using this approach in the analysis process, researchers focus more on numerical data (numbers) which are processed using statistical methods. The processed data will be concluded based on predetermined criteria.

Meanwhile, based on the level of explanation (level of clarity), this study uses associative analysis. Associative analysis according to Sugiyono (2017) is research that aims to determine the relationship between two or more variables. This research is a test of theory or hypothesis through statistical calculations by measuring linearly and explaining the causal relationship between variables, where the results that will come out are the hypothesis accepted or rejected.

The independent variable of this research is service quality with indicators including physical evidence, reliability, responsiveness, guarantee and insurance, and empathy. while the dependent variable indicators include company competence, company excellence, customer trust, and company experience. The population in this study were Unwaha Jombang students who had used the services of J&T Jombang. The number of Unwaha students is 2000 people. Then the population in this study is 2000 people. while the number of samples is 100 people. The method of using a sample with purposive sampling is a technique of taking samples not based on random, regional or even average, but based on considerations that focus on certain goals (Arikunto, 2013). In collecting data in this study using the method questionnaire and interview. Data Analysis Techniques using validity test, reliability test, and simple linear regression analysis

RESULT AND DISCUSSION

Result

- Validity Test

This study has 45 items. 25 items for the service quality variable (X) and 20 items for the company reputation variable (Y). The test results are obtained if $r_{\text{arithmetic}} > r_{\text{table}}$ with 0.05 then the measuring instrument is declared valid, and vice versa if $r_{\text{arithmetic}} < r_{\text{table}}$ then the measuring instrument is invalid. The validity test was conducted to test the significant correlation coefficient at a significant level of 0.05. In this study, the technique used to identify errors or instruments is the product moment correlation technique. The results of the validity test are known that $r_{\text{count}} > r_{\text{table}}$ then the instrument variables (X) and (Y) are valid and can be used in the questionnaire.

- Reliability Test

Reliability testing is carried out to find out how big the level of data validity is so that it can produce data that is truly in accordance with reality and can be used many times at different times, this test uses the Cronbach alpha (α) test. The reliability test criteria with the alpha formula is if $r_{\text{count}} > r_{\text{table}}$, then the measuring instrument is reliable and vice versa, if $r_{\text{count}} < r_{\text{table}}$, the measuring instrument is not reliable.

Table 1 Reliability Test Results

| Variabel | Item | Cronbach Alpha |
|-------------------------|------|----------------|
| Kualitas Layanan (X) | 25 | 0,931 |
| Reputasi Perusahaan (Y) | 20 | 0,932 |

Source: Primary data processed with SPSS, June 2021

The results of Cronbach's Alpha are greater than 0.6 then the variables of Service Quality (X) and Company Reputation (Y) qualify as measuring tools for data collection in this study.

- Simple Linear Regression Analysis

The analysis uses simple linear regression analysis to make predictions (forecasts) and focuses on the influence of the independent variable (Service Quality) with the dependent variable (Company Reputation).

Table 2 Simple Linear Regression Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|--------------------|----------|-------------------|----------------------------|
| 1 | 0.863 ^a | 0.745 | 0.743 | 5.849 |

a. Predictors: (Constant), Kualitas Layanan

Source: Primary data processed with SPSS, June 2021

From the table above, it is known that the value of R is 0.863. The value of R is a correlation value which indicates a relationship between service quality and company reputation. While the value of R square is the contribution of the influence given by the quality of service to the company's reputation or in other words the value of the coefficient of determination is used to predict and see how big the contribution of the influence given by service quality to the company's reputation. It appears that the value of 0.863 is included in the strong/high correlation. From the table above, it is known that the value of R square is 0.745, which means that the service quality variable only contributes 74.5% influence on the company's reputation. While the rest is influenced by other variables outside this regression equation or variables that are not examined.

Discussion

The independent variable of this research is service quality using five indicators. These indicators include physical evidence, reliability, responsiveness, assurance and certainty, and empathy. Physical evidence indicators are used to determine the ability of a company to show its existence to external parties. The appearance and ability of the company's physical facilities and infrastructure that can be relied on by the surrounding environment is tangible evidence of the services provided by service providers. This includes physical facilities, equipment and equipment used and appearance. The second indicator is reliability. This indicator provides services as promised accurately and reliably. A policy to assist and provide prompt and appropriate service to consumers by delivering clear information is responsiveness as the third indicator. Knowledge, courtesy and ability of company employees to foster consumer confidence in the company is a guarantee and certainty. And, empathy by giving sincere and individual or personal attention given to consumers by trying to understand consumer desires.

Respondents' assessment of the service quality of J&T Express stated that as many as 60 respondents felt that the service quality of J&T Express was good, as many as 38 respondents said it was sufficient and as many as 2 respondents considered the service quality of J&T Express to be lacking. It can be concluded that the service quality of J&T Express is quite good.

The company's reputation is the dependent variable in this study by having four indicators, including: company competence, company excellence, customer trust, and company experience. From the results of the study, it was found that as many as 66 respondents felt that the company's reputation was good, 33 respondents said it was sufficient and 1 respondent thought the company's reputation was lacking. It can be concluded that the reputation of the J&T Express company is quite good.

A good perception of service quality can result in a high company reputation. According to Tjiptono (2011), service quality is a measure of how well the level of service provided is able to match consumer expectations. Based on this definition, the perception of service quality is determined by the company's ability to meet consumer needs and desires in accordance with consumer expectations.

Consumers feel that the perception of service quality at J&T Express is comfortable and in accordance with what consumers want. Consumers believe that J&T Express provides good, honest service, and sells its services at prices that match the quality. J&T Express has formed a sense of trust in consumers by providing good service and reputation. If the service company has been able to provide good trust to consumers, then consumer satisfaction will increase so that it will increase the company's reputation. This is evidenced by the results of research that service quality significantly affects the

reputation of the J&T Express company with a significance value of 0.000 less than 0.05.

CONCLUSIONS

Based on the results of research that aims to determine the effect of service quality on the company's reputation, it can be concluded that 1) Hypothesis testing is carried out to obtain the results that H_a is accepted and H_o is rejected or there is a significant influence between service quality on the reputation of the J&T Express Jombang company. 2) The result of simple linear regression analysis of 0.863 is included in the strong/high correlation. 3) The high r square value is 0.745, which means that the service quality variable contributes 75.5% to the company's reputation. 4) The result of the t -test is 16.934 with a significance of 0.000. Because the significance value is $0.000 < 0.05$, it is stated that there is a relationship between service quality and company reputation.

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