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Analysis Of Service Quality and Punctuality of Cargo Delivery on Customer Satisfaction at PT Samudera Indonesia

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Abstract: The purpose of this study is to analyze the relationship between the quality of sea freight services with the punctuality of cargo delivery with the level of customer satisfaction at PT Samudera Indonesia. This study used survey methods with questionnaires and quantitative data collection tools. The results showed that the quality of sea transportation services had a significant effect on customer satisfaction. Customers who feel they are receiving quality service tend to be more satisfied. In addition, the punctuality of cargo delivery also has a major effect on customer satisfaction. These results provide important insights for PT Samudera Indonesia to improve service quality and delivery timeliness to meet customer expectations and maintain their satisfaction in the fierce sea transportation industry competition.

Keyword: Service Quality, Punctuality of Cargo Delivery, Customer Satisfaction, PT Samudera Indonesia.

INTRODUCTION

Sea freight and cargo shipping play an important role in global supply chains, support international trade, and enable the transportation of commodities from one place to another. The quality of ocean freight services and the punctuality of cargo deliveries have a significant impact on customer satisfaction and related business success. Therefore, analysis of sea freight service quality and punctuality of cargo delivery is very important in an effort to improve service, meet customer expectations, and win competition in an increasingly complex market.

Quality of service in the context of sea freight refers to various aspects, such as punctuality, reliability, safety, security, communication, and efficiency. The speed and timeliness of cargo delivery is the main element in the evaluation of the quality of this service. Customer satisfaction, on the other hand, is a reflective measure of the level of customer satisfaction with the services provided by a shipping company or cargo delivery service. A high level of customer satisfaction can contribute to customer loyalty, recommendations, and improved company image.

In the era of growing globalization, sea freight and freight forwarding companies must be able to understand and meet the expectations of their customers. Therefore, analysis of the

quality of sea freight services and the timeliness of cargo shipments become important in assessing the extent to which the company is able to provide adequate services, which in turn will affect the level of customer satisfaction. In this context, various factors such as operational efficiency, infrastructure, risk management, technology, and human resources play a key role.

This research will review various in connection with the inspection of sea freight regarding the quality of service and punctuality of cargo delivery and its impact on customer satisfaction. In addition, the study will identify important factors affecting service quality and timeliness of cargo deliveries, as well as provide insight into how companies can improve their service quality to improve customer satisfaction. The hope is that the results of this study will offer a clearer view of the complexity and significance of this topic in the context of the ocean freight and cargo shipping industry.

Literature Review

Sea freight services and punctuality of cargo delivery have become key aspects in the global logistics industry. This has a direct impact on customer satisfaction and company performance. Several research investigations have been conducted to determine the elements affecting service quality, punctuality of delivery, and customer satisfaction in the sector.

1. Service Quality

Performance in the ocean freight sector plays an important role in global supply chains. Excellence in this industrial service is high value, especially in terms of security and integrity of shipping goods. Much research focuses on assessing the level of excellence in services in the field of ocean freight. One model that is often used is SERVQUAL, which measures service quality through five aspects, namely reliability, fast response, assurance, sensitivity to customers, and physical evidence. In the situation of PT Samudera Indonesia, service quality assessment can provide an idea of the extent to which this company meets customer expectations. Service quality is a form of consumer assessment of the level of service received (perceived service) with the level of service expected (expected service) (Ika Utami Yulihapsari¹, Juliater Simarmata², Yosi Pahala³, Veronica⁴, 2023)

(Tjiptono, 2023) It is explained that service quality is an effort to meet consumer needs and desires with accuracy in meeting consumer expectations. In addition, according to the quality of service is a set of special elements in production or service capable of meeting the needs and desires of society. In this context, the company providing the service must involve direct interaction between the customer and the company's employees, and factors such as employee attitudes and skills in conveying information are considered key elements that distinguish good service (Lovelock and Wirtz, 2011). Service quality is a must for a company to perform to maintain and obtain consumer trust. Customer lifestyle and consumption patterns force a company to be able to provide quality services. Theoretically, (Ricardianto et al., 2023)

According to (Benidiktus Susanto, 2016) Consumers will feel satisfied when service delivery is in a tolerance zone that is above an adequate service level. When service performance approaches or even exceeds the desired service level, consumers will feel very happy. Such consumers are most likely to make repurchases, remain committed to the service provider, and provide positive recommendations. Nonetheless, if service encounters fail to align with their anticipations, consumers may express dissatisfaction regarding substandard service quality or choose alternatives to other service providers in the future (Ganesh et al, 2000 in Lovelock et al, 2010: 60). The simplified Logistic Service Quality (LSQ) proposed by (Sabilla et al., 2023) comprises five factors: Order Fulfillment Quality, Image, Information Quality, Customer Focus Quality, and Timeliness.

The five dimensions of SERVQUAL, as described by (Benidiktus Susanto, 2016) are as follows:

1. Physical proof or Tangible proof
2. Reliable
3. Timeliness
4. Confidence or guarantee & guarantee
5. Empathy or empathy"

2. Service Quality Indicator

(Zeithaml (2000) et al, in the journal Sirhan Fikri, Wahyu Wiyani, Agung Suwandaru.) "Reliability is the ability and reliability to provide reliable, fast, and careless service." Meanwhile, according to Kotler (2001), "Reliability refers to the ability to perform services that have been promised according to a set time.

3. Punctuality of Cargo Delivery

Punctuality of delivery is an important element in the operation of a logistics company. The delivery of each item must be ensured according to the predetermined schedule. This is closely related to customer satisfaction, which directly affects the image and continuity of the company. The following is an explanation of the timeliness of delivery.

Punctuality of cargo delivery is a key element in the ocean freight sector. Research has highlighted the impact of delivery delays on supply chains and customer satisfaction levels. (Christopher & Holweg, 2011) Emphasize the importance of efficient supply chain management, including maintaining punctuality of delivery, to achieve customer satisfaction. Evaluating the timeliness of cargo delivery at PT Samudera Indonesia will provide an overview of the company's ability to maintain punctuality of delivery which is very crucial.

Punctuality in delivery is very important, considering the accuracy in the delivery of ordered products is one of the main factors in increasing customer satisfaction. Delivery time refers to the interval between a customer ordering a product until it is actually received by the customer. Product forecast Usually, arrival is benchmark A usually serves as a reference point for customers to assess the quality of this delivery service. (Jaya Sakti & Management, 2018).

Aminah (2017: 50) explains that punctuality is "the ability of suppliers to make deliveries in the smallest quantities according to a predetermined schedule. This evaluation is based on the distance between suppliers and companies, their production capacity, and their track record in on-time delivery."

Meanwhile, judging from (Jaya Sakti & Management, 2018) Emphasizing how important punctuality is, considering the accuracy of delivery of ordered products will be a key factor in increasing customer satisfaction.

4. Cargo Delivery Punctuality Indicator

According to research conducted by Juniariska and colleagues (2020), the speed indicators identified in this study include:

1. The arrival of goods that have been sent must be in accordance with a predetermined schedule.
2. Goods must arrive on time according to a predetermined schedule.

According to Pujawan, as quoted in sminsh et al, there are three indicators in the timeliness of delivery:

1. The vehicle used in the transaction is the type of transportation that will be used to send goods from the consumer to the recipient.
2. The estimated time of arrival of the goods to the recipient is the estimated time when the goods will arrive at the recipient, taking into account the adverse conditions that may occur.
3. Distance traveled is the total length of the road to be traversed from the sender's location to the recipient's location.

Punctuality has a huge influence on the company's achievements. This is of particular concern especially to customers, especially those who have business interests related to the

goods shipped. According to Yolanda Siagian, there are factors that can speed up or slow down delivery times. These factors include the results of operational procedures, service policies to consumers, and transportation aspects.

1. The priority in the shipping process is to consider the importance of the order and the agreements that have been made beforehand.
2. Accuracy in recording orders has a huge impact on reducing the time taken in the order process.
3. Order grouping can be done by categorizing orders based on certain types or orders, making it easier in the order fulfillment process.
4. Transportation has an important role in the delivery of goods, as it reflects the estimated time it takes for an order to arrive from one location to another.
5. Vehicle route selection is also important, as it can help reduce transportation costs and the time needed to reach the desired destination. Usually, the selection of this route is carried out taking into account various related factors.

5. Factors Affecting Punctuality

Punctuality has a huge influence on the prosperity of the company. This is of particular concern especially to customers, especially those who have business interests related to the goods shipped. According to Yolanda Siagian, there are factors that can speed up or slow down delivery times. These factors include the results of operational procedures, service policies to consumers, and transportation aspects.

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6. Customer Satisfaction

Customer satisfaction is an aspect related to value creation for customers. In this context, achieving customer satisfaction has important benefits for the company, for example such as building a seamless connection between the company and its clients, creating a strong or solid foundation to maintain customer satisfaction, and generating positive recommendations that benefit the company. This in turn triggers interest from customers in making purchases or on the availability of services offered by the company.

Featured goods and offers have a big role in shaping customer satisfaction (Kotler et al., n.d.) The higher the quality of products and services provided, the greater the level of satisfaction enjoyed by customers. Increased customer satisfaction can have a positive impact on a company's profitability. Satisfied customers are more likely to make repeat purchases from that company, while customer dissatisfaction can result in them switching to another product or service.

The level of customer satisfaction is the result of a comparison between the customer's perception of the performance they experience with their expectations (Kotler et al., n.d.) Thus, customer expectations play an important role in how customers value two organizations operating within the same industry. Customer expectations are often influenced by previous buying experiences, recommendations from friends or acquaintances, and commitments provided by the company. Over time, these expectations can change along with the customer experience.

According to (Tjiptono, 2023) Customer satisfaction or dissatisfaction is a customer's response to a comparison between what they expect and the actual performance of the product or service they experience. In the midst of increasingly fierce competition, more and more producers are participating in meeting the needs and desires of consumers. Therefore, focusing on customer satisfaction has become a key goal for many companies. Many companies also affirm their commitment to customer satisfaction in mission statements and advertising in response to dynamic changes in the market. There are various definitions of customer satisfaction that have been proposed. According to (Kotler et al., n.d.) Customer satisfaction refers to evaluating a person's emotions towards a product after comparing that product's performance with his expectations.

According to (Lupiyoadi (2011:146) in the journal Verawaty et al., 2021) Satisfaction is the degree to which a person is satisfied with the results of a comparison between the performance of the product or service they receive and the expectations they have. In assessing customer satisfaction, several main factors influence (Irwan & Haryono, 2015) as follows:

1. Product quality is an important factor that affects customer satisfaction. Customers will feel satisfied if their evaluation shows that the products they use are of good quality.
2. Service quality is another thing that affects customer satisfaction, especially in the service business. Customers will feel satisfied if they receive good service and in accordance with their expectations.
3. Emotional factors also play a role, as customers can feel proud and confident when using products that provide a high level of satisfaction.
4. Price also plays an important role, especially when the product is of equal quality to other products. Products at more affordable prices provide added value for customers.
5. Cost is another factor that affects customer satisfaction; Customers are satisfied if they do not have to incur additional costs for the products or services they receive.

According to Oliver (in Irwan, 2003) satisfaction is a fulfillment response from customers. Satisfaction is the result of a customer's assessment that the product or service has provided a level of enjoyment where this level can be more or less. According to (Fadillah Soraya Batubara et al., 2022) which is a dimension of satisfaction The customer is the quality of the product, the result of which acceptance, customer expectations, and price. But on shipping companies that Being a customer consideration, of course, not only good service quality and as per customer expectations more than that Customers also put special treasures against competitive rates, of course, to Get a minimum rate in order Get maximum profit. Satisfaction is a person's outlook shaped by their encounters. Individuals who experience contentment in their work tend to exhibit greater levels of creativity and productivity, as highlighted (Marina et al., 2023)

METHOD

This research is quantitative research that involves the use of questionnaires as a data collection method. This study includes three main variables, namely the quality of sea freight services (X1), punctuality of cargo delivery (X2) as an independent variable, and customer satisfaction (Y) as the dependent variable. The research approach applied in this study is explanatory research. According to Sugiono (2014), exploratory research serves as a form of category A investigation that aims to explain the relationship between various variables studied. The data in this study was obtained through the use of questionnaires given to PT Samudera Indonesia Shipping Line service users in 2023. The selection of the research sample was achieved through the method of direct random sampling technique from a population of 25 respondents, which was calculated using the Slovin formula.

RESULTS AND DISCUSSION

Description of Respondents

The description of the respondent's identity in this study consists of the respondent's name, age, and occupation.

Table 1. Description of Respondents

	Information	Entire	Percentage
Number of Samples	Man	17	56,7%
	Woman	13	43,3%
Age	21 - 25	12	32,824%
	26 - 30	18	28,77%
Work	SOEs	5	17,2%
	Freelance	7	24,1%
	Teacher	3	10,3%
	Housewives	5	17,2%
	Personal Employees	3	10,3%
	Student	2	6,9%
	Operator	1	3,4%
	Employee Staff	2	6,9%
	Supervisor	1	3,4%

Respondent Description Table

From the data in the table, it can be concluded that 13 respondents or around 43.3% are women, while the remaining 17 respondents or around 56.7% are men. Most respondents were in the age group of 21 to 25 years, with 12 customers (about 32.82%), while the specific age range of 26 to 30 years was represented by 18 respondents (about 28.77%).

In addition, the table above also shows that the majority of the 30 respondents, which is about 24.1%, are Freelance. There were 5 respondents (around 17.2%) working in state-owned enterprises, 5 respondents (around 17.2%) were housewives, 3 respondents (around 10.3%) working as teachers, 3 respondents (around 10.3%) working in the private sector, and 2 respondents (around 6.9%) were students. In addition, there were 2 respondents (about 6.9%) who were employee staff, 1 respondent (about 3.4%) worked as an operator, and 1 respondent (about 3.4%) was a supervisor. Outside Model Analysis

Outer Model Analysis is a testing process used to determine how the relationship between latent variables (constructs) and manifest variables (indicators) is described in a measurement model. This process includes testing against convergent validity, discriminant validity, and reliability.

Convorgent validity is an attempt to measure the extent to which an indicator associated with a single latent variable correctly measures the construct it represents. How many underlying variables can be distinguished from other latent variables in the model. Reliability, on the other hand, measures the degree to which indicators are consistent in measuring the same latent variables. So, measurement model testing (outside model) is used to test convergent validity,

discriminant validity, and reliability in explaining the relationship between the latent variable and its manifest variable.

Smart PLS Output results for loading factors are presented In the table below: Outside Loading in Table 2.

Table 2. Outside Loading

	Customer Satisfaction (Y)	Punctuality Of Cargo Delivery (X2)	Quality Of Sea Freight Service (X1)
X1.1			0.892
X1.2			0.857
X1.3			0.640
X1.4			0.631
X1.5			0.633
X1.6			0.850
X1.7			0.848
X1.8			0.768
X1.9			0.503
X2.1		0.680	
X2.2		0.846	
X2.3		0.836	
X2.4		0.851	
X2.5		0.764	
X2.6		0.780	
Y1.1	0.817		
Y1.2	0.646		
Y1.3	0.913		

Source: Smart PLS Program Output 2023

In the table above indicators X1.3, X1.4, X1.5, X1.9, X2.1, X2.2, X2.3 and Y1.2 have a loading factor of < 0.7, which means that these indicators are invalid indicators for measuring construction and should be removed.

After recalculation, PLS shows the following results:

Discriminant validity is a process used to test the extent to which an indicator has the ability to distinguish its variables from other variables in the analysis. Test discriminant validity using cross-loading value, where the indicator represents considered to achieve discriminant validity, the cross-loading value of the indicator regarding its variable is higher than the additional cross-loading variable. Below are the values for cross loading each indicator.

Discriminant Validity

Table 3. Discriminant Validity

	Customer Satisfaction (Y)	Punctuality Of Cargo Delivery (X2)	Quality Of Sea Freight Service (X1)	Information
X1.1	0.582	0.744	0.892	Legitimate
X1.2	0.516	0.731	0.857	Legitimate
X1.3	0.369	0.489	0.640	Legitimate
X1.4	0.218	0.529	0.631	Legitimate
X1.5	0.256	0.427	0.633	Legitimate
X1.6	0.495	0.706	0.850	Legitimate
X1.7	0.512	0.731	0.848	Legitimate
X1.8	0.378	0.697	0.768	Legitimate
X1.9	0.068	0.447	0.503	Legitimate
X2.1	0.438	0.680	0.536	Legitimate
X2.2	0.588	0.846	0.890	Legitimate
X2.3	0.491	0.836	0.881	Legitimate
X2.4	0.590	0.851	0.616	Legitimate
X2.5	0.413	0.764	0.665	Legitimate
X2.6	0.780	0.780	0.472	Legitimate
Y1.1	0.817	0.635	0.413	Legitimate
Y1.2	0.646	0.492	0.559	Legitimate
Y1.3	0.913	0.595	0.418	Legitimate

Source: Smart PLS Program Output, 2023

From the table above, it can be concluded that some indicators in the research variables have lower cross-loading values compared to the cross-loading values of other variables, so further analysis and in-depth monitoring are needed.

To assess the validity of the discriminant, one can examine the square root of the mean value of the extracted variance (AVE). The model is considered good if this value exceeds 0.5. Further testing involves the overall dependence of the set of indicators that measure the construct. A construct is considered reliable if the reliability value of the composite exceeds 0.60.

In addition, the measured dependence of the underlying construct or latent variable can also be evaluated by examining the Cronbach alpha score for the part of the indicator that assesses the construct. A construct is usually said to be considered reliable when Cronbach's alpha score exceeds 0.7.

Further listed below are presented construction findings relating to variables of quality of sea freight services and punctuality of cargo delivery, customer satisfaction, along with their respective variables and indicators. The following table shows the values that indicate the loading construct of investigation variables arising from the implementation of the Intelligent PLS program:

Reliability and Validity of Table Constructs

Table 4. Reliability and Validity

Indicators	Alfa Cronbach	Composite Reliability (Rho A)	Composite Reliability (Rho C)	Extracted Mean Variance (Ave)
Customer Satisfaction (Y)	0.709	0.739	0.839	0.639
Punctuality Of Cargo Delivery (X2)	0.885	0.909	0.911	0.632
Quality Of Sea Freight Service (X1)	0.899	0.938	0.917	0.558

Source: Smart PLS Program Output, 2023

From the Table above, it can be concluded that each variable, incorporating elements such as product quality, brand reputation, word-of-mouth, and purchasing behavior decisions, has an Average Variance Extracted (AVE) of > 0.50. This suggests that all constructions can be considered reliable. Therefore, each variable indicates a high degree of discriminant validity.

Furthermore, from the table it is also seen that the composite reliability value of each variable exceeds 0.60. These results show that each variable meets the composite reliability requirements, meaning that the overall variable has a strong degree of dependence.

In addition, in the table, the Cronbach alpha value for each variable also exceeds 0.70. This shows that each study variable meets Cronbach's alpha value criterion, which indicates that the overall variable has a strong degree of dependence.

Therefore, it can be determined that the indicators used in this study have a high degree of discriminant validity in compiling each variable.

Deep Model Analysis

Evaluation of the structural model (inner model) aims to verify the strength and accuracy of the structural model that has been built. The analysis of the assessment stage of the structural model involves several indicators, one of which is the Coefficient of Determination (R²).



Figure 1. Model Analysis

The results of data processing using SmartPLS 4 software produce the R Square value as follows:

Table 5. Coefficient of Determination

Indicators	R-square	Customized R-square
Customer Satisfaction (Y)	0.529	0.494

Based on the table above shows that R square for the Customer Satisfaction variable of 0.547%, the value of the Customer Satisfaction variable can be explained by the variables of Service Quality and Punctuality of Cargo Delivery of 54.7% and the remaining 14.7%.

Hypothesis Testing Results

Testing a structural model means revealing relationships between variables in the study. Procedure testing of structural models is carried out using PLS software. To test the hypothesis directly, the basis used is the information found in the output of the graph as well as the value expressed in the output of the path coefficient.

The basis used in hypothesis testing is as follows: If the p value (significance) is less than 0.05 (significance level = 5%), it can be concluded that there is a significant influence on variables Below, we will describe in more detail the process of testing this hypothesis:

Table 6. Hypothesis Testing Results

Indicators	Original Sample (O)	Sample Mean (M)	Standard Deviation (Stdev)	T Statistics (O/Stdev)	P Value
Punctuality Of Cargo Delivery (X2) -> Customer Satisfaction (Y)	0.834	0.734	0.310	2.690	0.007
Quality Of Sea Freight Service (X1) -> Customer Satisfaction (Y)	-0.132	0.022	0.366	0.362	0.718

In PLS analysis, statistical testing for each proposed relationship is done through simulations. In this context, this simulation is performed using the bootstrapping method against the sample. Here are the results of PLS analysis with bootstrapping method:

1. The effect of punctuality of cargo delivery on customer satisfaction

The first hypothesis is that the punctuality of cargo delivery to customer satisfaction shows a coefficient value of 0.834, a p-value of 0.007 and a t-statistic of 2.690, a p-value of 0.007 less than 0.05, and a t-statistic value of 2.690 greater than a t-table of 1.96. These results show that the punctuality of cargo delivery has a very high influence on the satisfaction of personally received customers.

The higher the level of service provided by the company, the more likely it is to have a positive impact on the level of customer satisfaction. This supports the initial hypothesis that suggests that the higher the quality of service, the greater the level of customer satisfaction. This research is in line with the findings of previous studies that have consistently shown a positive relationship between service quality and customer satisfaction. Therefore, this study also confirms the influence between service quality and customer satisfaction. PT Samudera Indonesia Shipping Line

2. The Effect of Sea Freight Service Quality on Customer Satisfaction

The first hypothesis is that the quality of sea freight services to customer satisfaction shows a coefficient value of -0.132, p-value of 0.718 and t-statistic of 0.362, *p-value of 0.718 more than 0.05, and t-statistic of 0.362 greater than t-table 1.96*. The results or findings of this study based on the data above show that service quality is very influential on customer satisfaction.

CONCLUSION

Based on the test results:

1. The results of the analysis show that the variable of punctuality of cargo delivery has a significant effect on the level of customer satisfaction. In other words, as such rates improve the timeliness of cargo deliveries within the company, the more likely it is that it will have a positive impact on customer satisfaction levels. This is due to several factors related to the fulfillment of the timeliness of cargo delivery, one of which is the perceived uncertainty of customers regarding the safety of their personal cargo which may be misused by service providers
2. Based on the results of the paraphrasing test, the variable quality of sea transportation services has a significant effect on consumer satisfaction, namely if the better the quality of sea transportation services provided, it will result in an increase in customer satisfaction, and vice versa if the worse the quality of sea transportation services provided, it will result in a decrease in consumer satisfaction.

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