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Analysis of Service and Safety of Goods Delivery on Consumer Interest in Grab Express Jakarta 2023 Sameday Delivery

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Abstract: Grab Express service is an application that provides online goods delivery services in the community to provide convenience and guarantee the safety and speed of delivery of goods. The purpose of this study was to determine and analyze whether service and safety of goods affect future consumer interest in using the Grab Express service, especially for users in the city of Jakarta. This study uses a quantitative method, determining the sample size in this study using the Lemeshow formula because the population size is unknown. The number of samples used amounted to 100 from the calculation with the Lemeshow formula. Data was collected by distributing questionnaires made with Google forms that have been distributed online, which are users of the Grab Express service in Jakarta City. The results of this study indicate that there is a significant influence between service and safety of goods on consumer interest in using the Same day Grab Express delivery service.

Keyword: Service Quality, Online Delivery, Goods Safety, Goods Delivery, Consumer Interest.

INTRODUCTION

In the era of globalization and advances in information technology, the goods delivery service industry is experiencing rapid development in response to demands for efficiency and ease of transactions (Nasution, 2020). One form of service that is increasingly developing is the service of delivering goods at the same time, or what is known as "same-day delivery" (Budhi, 2016). This kind of service allows consumers to get the goods ordered in a very short time, even within a few hours after the order is placed. Along with the development of this service, Grab, one of the application-based transportation service providers, has presented the "Same day Grab Express" delivery service that offers delivery of goods very fast time.

However, the phenomenon seen in the field shows a mismatch between the high demand from customers and the level of service performance and safety of the goods provided. In this regard, several key issues need to be addressed, such as a lack of attention to maintaining service quality and untrustworthy couriers. Complaints from customers have

become common, along with frequent delays in delivery, damage to goods during transit, loss of goods in the delivery process, and delivery to the wrong address.

The result of these issues is a decline in consumer confidence in Grab EXPRESS. Therefore, it is important to understand that consumers judge the quality and safety of services based on their personal experiences, not just on general perceptions of delivery services.

This research focuses on analyzing the effect of service and safety of goods delivery on consumer interest in Grab Express's Same-Day delivery service is relevant. Customers are not only looking for fast delivery but also want safe and reliable delivery. Therefore, this study aims to identify and analyze the factors that influence consumer interest in using the Grab Express Same-Day delivery service, focusing on aspects of service and delivery safety.

Literature review

1. Definition of Service

Service generally refers to the process or act of providing assistance, support, information, or services to individuals, groups, or society at large. These services can come from various fields, such as government, education, health, business, and other public sectors (Indriyati, 2021). The aim is to meet the needs, desires, or requests of people or groups who need certain assistance or information. Service according to (Kasmir, 2017) is the action or action of a person or organization to provide satisfaction to customers, fellow employees, and leaders.

Service based on Kotler is an action given to others and can be classified into two, namely High contact service which means a service in the form of services provided to consumers by service providers where the contact between the two is very high. Consumers are always involved in the process of these services. The second is Low contact service is a service between consumers and service providers but the contact between them is not too high (Saputra, Nugraha and Widiartanto, 2015).

It can be interpreted from the opinions of several experts regarding services that services are actions or activities carried out by individuals or organizations to provide assistance, support, information, or services to individuals, groups, or society in general. These services can come from various fields such as government, education, health, business, and other public sectors, to meet the needs, wants, or requests of people or groups who need certain assistance or information.

2. Definition of Safety goods

Consumer goods safety in shipping involves safe packaging, proper shipping methods, clear labeling, insurance, careful handling, tracking, and reimbursement if necessary (Sidjabat and Sunahardi, 2022). The safety of consumer goods in transit is a shared responsibility between the manufacturer, the collector, and the delivery service provider. All parties must work together to ensure the goods arrive safely and in good condition to the customer. (Pangudi and Yuniati, 2018)

Meanwhile, research by (Musyafah, Khasna and Turisno, 2018) entitled "Consumer Protection of Goods Delivery Services in the Event of Delayed Delivery of Goods" discusses the immaterial losses suffered by consumers in the event of a delay in goods that cannot be reimbursed. This is because the basis for business actors to fulfill achievements is a standard contract where there are restrictions if the business actor does not act as promised and causes immaterial losses, it is included in the category of default.

(Suparman and Hasan, 2017) Goods safety is important to maintain and ensure that goods sent to consumers arrive safely and intact. A guaranteed safe delivery process does not only involve the physical protection of goods from damage or loss, but also involves aspects of protecting the quality and integrity of the product. Efforts to avoid the risk of damage or loss of goods during delivery play an important role in building consumer trust in a brand or business,

as well as maintaining the company's reputation in market competition.

3. Definition of Consumer Interest

Consumer interest in general is the tendency or interest of individuals in a particular product, service, or activity that can motivate them to seek further information, make a purchase, or engage in further interaction with it.

(Chair *et al.*, 2022) Consumer interests can arise based on a variety of factors, including needs, preferences, previous experiences, social trends and advertising. In the context of marketing, understanding and identifying consumer interests is key to developing effective strategies to capture their attention, build relationships and drive purchase actions.

According to (Daulay *et al.*, 2022) purchase interest is a behavior that arises in response to an object that shows consumers' desire to make a purchase. Purchase interest is considered a measurement of consumers in buying a product where in this case high purchase interest has an impact on purchasing decisions. Purchase interest can also be said to be a stage carried out by an individual or consumer to form a choice of an existing good or service (Ruhamak and Syai'dah, 2018). Consumer buying interest in a good or service determines the next purchase decision. Purchase interest is a force that encourages individuals or consumers to be able to attract attention directly and without coercion to the goods or services traded by a company and lead to a decision to make a purchase.

Consumer interest is an attraction to a product, service or activity that drives individuals to seek information, buy or engage further. Understanding consumer interest is important in marketing to attract attention, build relationships and encourage purchases. Purchase intention includes a concrete desire to buy with indicators such as transactional, preferential and exploratory, which shape choices and influence purchasing decisions without coercion. (Puspita Ardianti, Hermawan and Firdiansyah Suryawan, 2022).

METHOD

Methods

Quantitative research According to (Sugiyono, 2018) quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem under study to produce a conclusion. The measurement scale used in this study is a Likert-type scale starting from (1) strongly disagree (2) disagree (3) less agree (4) agree (5) strongly agree.

Population

According to (Handayani, 2020) population is the totality of each element to be studied that has the same characteristics, it can be an individual from a group, event, or something to be studied. Research objects can be humans, animals, plants, symptoms, values, events, attitudes, life and so on. The population in this study are grab users who have used the grab express service in Jakarta.

Sample

According to (Siyoto and Sodik, 2015) a sample is part of the number and characteristics possessed by the population, or a small part of the population members taken according to certain procedures so that they can represent the population. Researchers use sample withdrawal techniques based on calculations using the Lameshow formula. So the result obtained is that the minimum sample size needed in this study is 96 respondents which will be rounded up by researchers to 100 respondents. The reason researchers use the formula from (Lameshow, 1997) is because the intended population is too large with a changing number.

Conceptual Framework and Hypothesis

This study describes the relationship between the independent variables, namely Service (X1), and Safety of Goods (X2), with the dependent variable, namely Consumer Interest (Y). The framework is as follows:

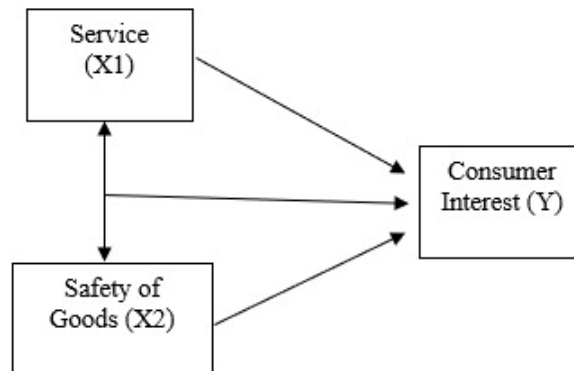


Figure 1. Conceptual Framework

Based on the research framework previously described, the authors can make hypotheses that are quantitative in nature to provide temporary answers or estimates of problem-solving as follows:

- 1) Hypothesis between Service (X1) on Consumer Interest (Y):
 - a. Null Hypothesis (H0): There is no significant influence between Grab Express Same day service on consumer interest in using the service.
 - b. Alternative Hypothesis (Ha): There is a significant influence between Grab Express Same day service quality on consumer interest in using the service.
- 2) Hypothesis between Safety of Goods (X2) on Consumer Interest (Y):
 - a. Null Hypothesis (H0): There is no significant influence between the safety factor of goods delivery by Grab Express on consumer interest in using the service.
 - b. Alternative Hypothesis (Ha): There is a significant influence between the safety factor of goods delivery by Grab Express on consumer interest in using the service.
- 3) Hypothesized between Service (X1) and Safety of Goods (X2) on Consumer Interest (Y):
 - a. Null Hypothesis (H0): There is no significant difference in consumer interest in Sameday Grab Express delivery based on service and safety factors.
 - b. Alternative Hypothesis (Ha): There is a significant difference in consumer interest in Sameday Grab Express delivery based on service factors and safety of goods delivery.

RESULTS AND DISCUSSION

Research results

This study aims to analyze the service and safety of goods delivery on consumer interest in Same day GRAB EXPRESS delivery. The sample in this study were some Grab customers in Jakarta, totaling 100 respondents. This research was conducted in October 2023. In this section, the results of descriptive analysis of respondent characteristics, descriptive analysis of research variables, instrument testing results, classical assumption test, multiple linear regression analysis, and hypothesis testing will be presented:

Descriptive Analysis of Respondent Characteristics

The description of the characteristics of the respondents is a description of the gender, age, and latest education of the respondents in this study, in the form of numbers and percentages, these results are obtained from the results of the SPSS Version 25 analysis that the author used, the results are as follows:

Table 1. Respondent Characteristic

Description	Frequency	Percent
Gender		
Male	38	38
Female	62	62
Total	100	100
Age		
> 45 Years	7	7
18-25 Years	40	40
26-35 Years	29	29
36-45 Years	24	24
Total	100	100
Last Education		
S1	57	57
D3	4	4
SMA	38	38
SMP	1	1
Total	100	100

Based on table 4.1 above, it explains that there are 38 respondents who are male (38%) and 62 respondents who are female (62%). Based on the above results, it can be concluded that most of the respondents in this study are female. Based on the table above, it also explains that respondents aged > 45 years were 7 people (7%) then those aged 18-25 years were 40 people (40%), then those aged 26-35 years were 29 people (29%). Then respondents aged 36-45 years were 24 people (24%). Based on the results above, it can be concluded that most of the respondents in this study were between 18-25 years old.

Based on the table above, it also explains that the respondents with the last education of D3 were 4 people (4%), then those with the last education of S1 were 57 people (57%), then respondents with the last education of high school were 38 people (38%), and respondents with the last education of junior high school were 1 person (1%). Based on the above results, it can be concluded that most of the respondents in this study had the latest S1 education.

Descriptive Analysis of Research Variables

In this section the researcher will show the frequency, percentage, and mean results of respondents' answers to the service variable (X1) tested using SPSS version 25 which can be seen in the table below:

Table 2. Service Variables (X1)

Item		Services					Total	Mean	Criteria
		STB	TB	N	B	SB			
X1.1	F	2	4	11	41	42	100	4.17	High
	%	2.0	4.0	11.0	41.0	42.0	100.0		
X1.2	F	5	2	8	40	45	100	4.18	High
	%	5.0	2.0	8.0	40.0	45.0	100.0		
X1.3	F	6	3	18	31	42	100	4.00	High
	%	6.0	3.0	18.0	31.0	42.0	100.0		
X1.4	F	4	1	11	45	39	100	4.14	High
	%	4.0	1.0	11.0	45.0	39.0	100.0		
X1.5	F	2	2	14	37	45	100	4.21	High
	%	2.0	2.0	14.0	37.0	45.0	100.0		

Table 2 shows that the percentage of respondents' answers to each statement item from the service variable, most of the respondents gave good and very good answers. Based on these results, it can be explained that the questionnaire distributed to respondents is in accordance with what the respondents think and the respondents' assessment criteria for

the statements in the questionnaire are high.

In this section the researcher will show the results of the frequency, percentage, and means of respondents' answers to the Goods Safety variable (X2) tested using SPSS version 25 which can be seen in the table below:

Table 3. Item Safety Variable (X2)

		Safety of Goods							
Item		STB	TB	N	B	SB	Total	Mean	Criteria
X2.1	F	4	1	8	59	28	100	4.06	High
	%	4.0	1.0	8.0	59.0	28.0	100.0		
X2.2	F	4	1	9	65	21	100	3.98	High
	%	4.0	1.0	9.0	65.0	21.0	100.0		
X2.3	F	3	2	8	66	21	100	4	High
	%	3.0	2.0	8.0	66.0	21.0	100.0		
X2.4	F	3	3	14	52	28	100	3.99	High
	%	3.0	3.0	14.0	52.0	28.0	100.0		
X2.5	F	5	0	10	63	22	100	3.97	High
	%	5.0	0.0	10.0	63.0	22.0	100.0		

Table 3 shows that the percentage of respondents' answers to each statement item from the Goods Safety variable, most of the respondents gave good and very good answers. Based on these results, it can explain that the questionnaire distributed to respondents is in accordance with what the respondents think and the respondents' assessment criteria for the statements in the questionnaire are high.

In this section the researcher will show the results of the frequency, percentage, and mean of respondents' answers to the Consumer Interest variable (Y) tested using SPSS version 25 which can be seen in the table below:

Table 4. Consumer Interest Variable (Y)

		Consumer Interest							
Item		STB	TB	N	B	SB	Total	Mean	Criteria
Y1	F	4	1	9	52	34	100	4.11	High
	%	4.0	1.0	9.0	52.0	34.0	100.0		
Y2	F	2	2	13	53	30	100	4.07	High
	%	2.0	2.0	13.0	53.0	30.0	100.0		
Y3	F	4	0	8	56	32	100	4.12	High
	%	4.0	0.0	8.0	56.0	32.0	100.0		
Y4	F	3	1	9	58	29	100	4.09	High
	%	3.0	1.0	9.0	58.0	29.0	100.0		

Table 4 shows that the percentage of respondents' answers to each statement item from the consumer interest variable, most of the respondents gave good and very good answers. Based on these results, it can be explained that the questionnaire distributed to respondents is in accordance with what the respondents think and the respondents' assessment criteria for the statements in the questionnaire are high.

Instrument Testing Results

In this section the researcher will show the results of the validity test of the Service (X1), Safety of Goods (X2), and Consumer Interest (Y) variables tested using SPSS version 25, which can be seen in the following table:

Table 5. Validity Test Results

Variable	Statement	r-Count	r-Table	Description
Service (X1)	X1.1	0.847	0.1966	VALID
	X1.2	0.759		VALID
	X1.3	0.837		VALID
	X1.4	0.795		VALID
	X1.5	0.689		VALID
Safety Goods(X2)	X2.1	0.849	0.1966	VALID
	X2.2	0.89		VALID
	X2.3	0.88		VALID
	X2.4	0.824		VALID
	X2.5	0.891		VALID
Consumer Interest (Y)	Y.1	0.882	0.1966	VALID
	Y.2	0.832		VALID
	Y.3	0.903		VALID
	Y.4	0.864		VALID

The results of observations on the r-Table obtained a value of the sample (N) = 100 of 0.1966. Referring to the results of the validity test, it was found that all instruments starting from the Service (X1), Goods Safety (X2), and Consumer Interest (Y) variables all produced a value (r-Count) > than (t-Table) so it can be concluded that all instruments in this study can be said to be valid.

Next, the researcher will show the results of the reliability test of the Service(X1), Goods Safety (X2), and Consumer Interest (Y) variables tested using SPSS version 25, which can be seen in the following table:

Table 6. Reliability Test Results

No	Variables	Cronbach's alpha	Description
1	Service (X1)	0.844	Realible
2	Safety of Goods (X2)	0.916	Realible
3	Consumer Interest (Y)	0.893	Realible

From the results of the reliability test, it was found that all values from the results of the Service variable 0.844 (X1), Safety of Goods 0.916 (X2), and Consumer Interest 0.893 (Y) resulted in a Cronbach's alpha value > 0.60. So, it can be concluded that all instruments in this study are reliable.

Classical Assumption Test Results

In this section the researcher will show the results of the normality, heteroscedasticity and multicollinearity tests of each variable tested using SPSS version 25.0 which are presented in the form of tables and figures as below:

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,81730280
Most Extreme Differences	Absolute	0,073
	Positive	0,073
	Negative	-0,067
Test Statistic		0,073
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		

- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The conditions that must be met if doing the One Sample Kolmogorov- Smirnov test are, if the significance value > 0.05 then the data used in the study has a normal distribution. And the opposite, if the significance value < 0.05 then the data used does not have a normal distribution. Based on the results of the normality test in this study, it shows that this study has normally distributed data with a sig value of 0.200.

Table 8. Heteroscedasticity Test Results

Coefficients ^a	
Model	Sig.
(Constant)	0.006
Services	0.403
Safety of Goods	0.154

a. Dependent Variable: ABS_RES

Based on the results of the heteroscedacity test with the Glejser test in table 4.8 above, it shows that the significance value (Sig.) between the absolute residualdependent variables is greater than 0.05 where the significance of the Service variable is $0.403 > 0.05$, so there is no heteroscedacity and the significance value of the Goods Safety variable is $0.154 > 0.05$, so there is no heteroscedacity.

Table 9. Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Services	0.501	1.996
Safety of Goods	0.501	1.996

From the multicollinearity test results, it is concluded that there are no symptoms of multicollinearity because the VIF value < 10 and the Tolerance value > 0.10, so there is no multicollinearity. With a VIF value of both 1.996 and a tolerance value of both 0.501.

Multiple Linear Regression Analysis

In this section the researcher will show the results of multiple linear regression analysis analyzed using the help of SPSS software version 25.0 which is poured into tabular form

Table 10. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.612	1.086		2.405	0.018
	Services	0.282	0.067	0.364	4.183	0.000
	Safety of Goods	0.397	0.070	0.495	5.683	0.000

a. Dependent Variable: Consumer Interest

Based on table 4.10 above, the Regression Equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 2.612 + 0.282X_1 + 0.397X_2 + e$$

Interpretation:

- a. The constant value a shows a value of 2,612, which means that if there is no change in the independent variable (Value X1 Service and X2 Safety of goods = 0), the value of the dependent variable consumer interest (Y) is 2,612.
- b. The independent variable X1 (Service) produces a value of 0.282. If there is a 1% change in the service variable on the consumer interest variable, the service variable will change by 0.282 assuming that the other independent variables are held constant.
- c. The independent variable X2 (Safety of Goods) produces a value of 0.397. If there is a change in the safety of goods variable by 1% on the consumer interest variable, the safety of goods variable will change by 0.397 assuming that the other independent variables are held constant.

Hypothesis Testing Results

In this section the researcher will show the results of the T Test (Partial), F Test (Simultaneous) and the Coefficient of Determination (R2) which are analyzed using the help of SPSS software version 25.0 which is poured into tabular form as below:

Table 11. T Test Results (Partial)

		Coefficients ^a			
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	
Model		B		Beta	t
1	(Constant)	2.612	1.086		2.405
	Services	0.282	0.067	0.364	4.183
	Safety of Goods	0.397	0.070	0.495	5.683
					Sig.
					0.018
					0.000
					0.000

a. Dependent Variable: Consumer Interest

Ket: if t count is positive

- a. t count > t table means H0 is rejected and Ha is accepted (effect)
- b. t count < t table means H0 is accepted and Ha is rejected (no effect)

The t test criteria are carried out at the $\alpha = 5\%$ level by calculating the $df = n - k$ value. where the value of $n = 100$, while $k = 3$ so that $df = 100 - 3 = 97$. Meanwhile, the t table value for $df = 97$ is 1.985. Based on the results of the table above and the t table value found, the partial results are as follows:

- a. Based on the research results, it is known that the t-count value of the Service variable of 4.183 is greater than the t-table value ($4.183 > 1.985$) and the significance value is $0.000 < 0.05$, so Ho is rejected and Ha is accepted, which means that the service variable (X1) partially has a positive and significant effect on consumer interest.
- b. Based on the research results, it is also known that the t-count value of the Goods Safety variable of 5.683 is greater than the t-table value ($5.683 > 1.985$) and the significance value is $0.000 < 0.05$, so Ho is rejected and Hais accepted, which means that the Goods Safety variable (X2) partially has a positive and significant effect on consumer interest.

Table 12. F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	560.834	2	280.417	83.193	.000 ^b
	Residuals	326.956	97	3.371		
	Total	887.790	99	280.417		

a. Dependent Variable: Consumer Interest
 b. Predictors: (Constant), Goods Safety, Service

In testing the hypothesis, the F test is carried out at the $\alpha = 5\%$ level using the formula, namely $df(N1) = k - 1$ so that $df(N1) = k - 1 = 3 - 1 = 2$ and $df(N2) = n - k$ so that $df(N2) = n - k = 100 - 3 = 97$, then the F table value is 3.090.

Based on the test results above, the calculated F value of service and safetygoods is 83.193 and the F table value is known to be 3.090. Thus the value of F count > F table (83.193 > 3.090), and the significance value is 0.000 < 0.05. Thus Ho is rejected and Ha is accepted. Based on these results, it can explain that thereis a simultaneous influence between service and safety of goods on consumer interest.

Table 13. Results of the Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	0.632	0.624	1.836

a. Predictors: (Constant), Goods Safety, Service
 b. Dependent Variable: Consumer Interest

Based on table 4.13 above, it shows that the result of R Square is 0.632 or 63.2%. This means that 63.2% of the variation in the dependent variable can be explained by the two independent variables, namely service and safety of goods. While the remaining 36.8% is explained by other factors outside the research model.

Discussion

1. The Effect of Service on Consumer Interest in the Use of Sameday Grab Express Delivery Service.

Based on the results of the study, there is a positive and significant influencebetween service and consumer interest in the use of same day grab express deliveryservices . Where the t-count value > t-table or 4.183 > 1.985 and the significance value, 0.000 < 0.05, Ho is rejected and Ha is accepted. This means that the service variable (X1) partially affects consumer interest in the use of same day grab expressdelivery services.

2. The Effect of Safety of Goods on Consumer Interest in Using the Grab Express Sameday Delivery Service

Based on the results of the study, there is a positive and significant influencebetween Item Safety and consumer interest in the use of grab express same day delivery services. Where the t-count value > t-table or 5.683 > 1.985 and the significance value, 0.000 < 0.05, Ho is rejected and Ha is accepted. This means that the variable Safety of Goods (X2) partially affects consumerinterest in the service of using same day grab express delivery.

3. The Influence of Service and Safety of Goods on Consumer Interest in Using the Grab Express Same Day Delivery Service

Based on the results of the study, there is a positive and significant influencebetween service and safety of goods on consumer interest in the use of grab express same day delivery services. Where the F-count > F-table value or 83.193 > 3.090, and the significance value is 0.000 < 0.05. Thus, Ho is rejected and Ha is accepted. Based on these results, it shows that there is a simultaneous positive andsignificant influence between service and safety of goods

on consumer interest in the use of grab express same day delivery services.

CONCLUSION

Based on the results of research findings and discussion, the research entitled "Analysis of Service and Safety of Goods on Consumer Interest in the Use of Same day Grab Express Delivery Services" obtained the following conclusions:

- a) The results of the T-test analysis of the relationship between service and consumer interest, where the results are $t\text{-count} > t\text{-table}$, mean that it shows that service has a positive and significant effect on consumer interest. So that if the ease use of the application, the clarity of delivery information and the good attitude the delivery driver have a direct impact on consumer interest. Therefore, improving service quality can be an effective strategy to increase customer interest in Grab Express sameday delivery services.
- b) The results of the T-test analysis of the relationship between the safety of goods and consumer interest, where the results of the $t\text{-count} > t\text{-table}$ mean that it shows that the safety of goods has a positive and significant effect on consumer interest. This can be explained by the fact that consumers tend to be more interested and trust in services that guarantee the safety of their goods in the delivery process, given the importance of security in the process of delivering their goods or packages. Guaranteed safety can increase consumer confidence, making them more likely to choose such services compared to other options that may place less emphasis on the safety aspect. Therefore, it can be concluded that the safety factor plays a significant role in shaping consumers' interest in using the Sameday Grab Express delivery service.
- c) Based on the results of the f test research between service and safety of goods on consumer interest in the service of using sameday grab express delivery. Where the results of the $F\text{-count} > F\text{-table value}$ Based on these results, it shows that there is a simultaneous positive and significant influence between service and Safety of Goods on consumer interest in the service of using grab express sameday delivery. Excellent service from Grab Express, including ease of application, clear delivery information, and good attitude from drivers, directly affects consumer interest. A good service experience makes consumers more interested in using the delivery service. Guaranteed safety of goods also gives consumers trust and confidence, increasing their interest in using the sameday delivery service.

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