2. The Effect of Kratom Flour Export Service Quality on Customer Satisfaction at CV. Khatulistiwa Express Pontianak

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The Effect of Kratom Flour Export Service Quality on Customer Satisfaction at CV. Khatulistiwa Express Pontianak

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Abstract

This study aims to determine the effect of Kratom flour export service quality on customer satisfaction at CV. Equator Express in Pontianak. The population in the study were all customers who used the services of CV Khatulistiwa Ekpress Pontianak to send kratom flour to various countries in Europe and America with a total population of 58 entrepreneurs, both individuals and small industries, who were the sample in the study, or saturated sampling technique. The data analysis technique used is simple linear analysis, correlation coefficient (R), coefficient of determination (R2), and model feasibility test (F test). The results show a simple linear regression equation: Y = 2,360 + 0.117 X. The results of the correlation coefficient show an R value of 0.583, which means that the relationship between service quality variables and customer satisfaction variables is moderate. The results of the coefficient of determination show that the value of R square (R2) is 0.576, meaning that the effect of service quality on customer satisfaction is 57.6% and the remaining 42.4% is influenced by other variables not examined in this study. The results of the model feasibility test (F test) obtained an Fcount value of 7,330 > from Ftable 4.01 or a sig value of 0.000 <0.05. Thus, H0 is rejected and Ha is accepted, meaning that a simple linear regression model can be used to predict the effect of service quality on customer satisfaction at CV Khatulistiwa Express.

Keywords: *Service Quality, Customer Satisfaction, CV. Equator Express Pontianak*

Introduction

The delivery service industry varies quite a bit according to the dynamics that occur in the delivery service sector, moreover supported by the development of digital technology which demands that all companies, both large and small, must be able to make adjustments in order to survive or exist and develop. The development of information technology encourages changes in behavior that are fast, easy, high mobility, broad access, and ease of consumption or shopping through business networks which tend to increase (Hong et al., 2006; Venkatesh et al., 2012).

The existence of delivery service providers is very helpful for business people because they can deliver goods to customers both near the business location and those far outside the company's operational area, so that they can expand market coverage which will automatically increase the company's profits. The challenge faced by companies in the field of shipping goods is that competition between providers of freight forwarding services is getting tougher as a result of the

emergence of E-commerce along with the addition of new freight forwarders, so that in the face of business competition, companies must be more competitive and provide services of the highest quality which is necessary to achieve customer satisfaction which is a very important factor.

One of the delivery service companies in Pontianak is CV. Equator Express. This company was founded in 2012 and has branches in all major cities in Indonesia serving domestic and foreign shipping services for exports and imports. In recent years, it has served export shipments of kratom flour originating from Pontianak or West Kalimantan according to customer requests to several countries, namely: the United States, the Netherlands, Germany, Ukraine, Canada, Portugal and the Czech Republic. The development of kratom flour delivery services in the last 3 (three) years, namely: 2019: 29,899 tons worth Rp. 9,941,520,387.38, in 2020: 27,114 tons worth Rp. 9,277,232,183.8 and in 2021: 42,295 worth Rp. 10,866,632,552.42. Increased shipments or exports of kratom flour, which is processed from kratom tree leaves, which are spread across the Kapuas Hulu area of West Kalimantan due to the needs of the pharmaceutical, health and beauty and herbal beverage industries in several American and European countries.

Service quality is the main factor in the service industry that influences customer satisfaction (Huang et al., 2019; Shokouhyar et al., 2020). Research by Aini (2008) explains that service quality has a positive and significant effect on repurchase intentions and customer satisfaction. According to Abbott (2003); Erevelles et al. (2003) satisfaction that is felt directly by customers makes customers believe that the company has been able to do as expected. According to Aryani & Rosinta (2010) many benefits are received by achieving high customer satisfaction, which can increase customer loyalty, prevent customer turnover, reduce price sensitivity, reduce marketing failure costs, increase advertising effectiveness, and improve business reputation. The study conducted by Istianto & Tyra (2012) shows that service quality consisting of physical evidence, reliability, responsiveness, assurance and empathy has a significant effect on customer satisfaction.

The problems in this study are: Is the quality of the kratom flour export delivery service at CV. Equator express effect on customer satisfaction. Thus the aim of the research was to determine the effect of service quality on customer satisfaction at CV Khatulistiwa Exress Pontianak.

Methods

This research was conducted at CV. Equator Express Pontianak which is located on Jalan Padat Karya GG. Darussalam, Pontianak City. The object of research is the effect of service quality on customer satisfaction at CV Khatulistiwa Express Pontianak. The independent variable in this study is service quality (X) while the dependent variable is customer satisfaction (Y). The population in this study were all customers who used kratom flour export shipping services through CV Khatulistiwa Pontianak totaling 58 entrepreneurs, all of whom were samples in the study. Data collection methods through interviews and questionnaires. The data analysis technique used is: simple linear regression analysis, correlation coefficient (R), determination coefficient (R2), and model feasibility test (F test).

Results and Discussion

Characteristics of CV customer respondents. Most of the Khatulistiwa Express or 57% are male, 52% are aged between 24-28 years, 41% work as private employees, monthly income is Rp. 4,000,000- Rp. 7,999,999, the number of dependents 0-2 is 71%, the average monthly delivery frequency is 3 times as much as 47%.

Validity Test

The results of calculating the validity test of the Service Quality variable (X) with 21 question items are as follows:

Table 1. Service Quality Validity Test Results (X)

Number Question Item	Pearson Correlation (r_{count})	R table	Criterion
X.1	0, 761	0,300	Valid
X.2	0, 728	0,300	Valid
X.3	0, 761	0,300	Valid
X.4	0.757	0,300	Valid
X.5	0.782	0,300	Valid
X.6	0.716	0,300	Valid
X.7	0, 796	0,300	Valid
X.8	0.592	0,300	Valid
X.9	0.689	0,300	Valid
X.10	0.415	0,300	Valid
X.11	0, 761	0,300	Valid
X.12	0, 728	0,300	Valid
X.13	0, 761	0,300	Valid
X.14	0, 757	0,300	Valid
X.15	0, 782	0,300	Valid
X.16	0, 716	0,300	Valid
X.17	0, 796	0,300	Valid
X.18	0, 592	0,300	Valid
X.19	0, 689	0,300	Valid
X.20	0, 415	0,300	Valid
X.21	0, 516	0,300	Valid

Source: Primary data, 2022 researchers' preparations

Based on Table 1, it can be seen that all questions for the Quality of Service variable (X) have a valid status, because the value of rhitung (pearson correlation) ≥ rtabel = 0.300 means that the research instrument is declared valid. This shows that each of the questions on the Quality of Service variable (X) is reliable and worthy of research.

The results of the calculation of the validity test of the Customer Satisfaction (Y) variable with 7 question items are as follows:

Table 2. Customer Satisfaction Validity Test Results (Y)

Number Question Item	Pearson Corelation (r_{count})	R-table	Criterion
Y.1	0,719	0,300	Valid
Y.2	0,730	0,300	Valid
Y.3	0,844	0,300	Valid
Y.4	0,823	0,300	Valid
Y.5	0,715	0,300	Valid
Y.6	0,790	0,300	Valid
Y.7	0,614	0,300	Valid

Source: Primary data, 2022 researchers' preparations

Based on Table 2, it can be seen that all questions for the Customer Satisfaction variable (Y) have a valid status, because the value of rhitung (pearson correlation) ≥ rtabel = 0.300 means that the research instrument is declared valid. This shows that each question on the Customer Satisfaction variable (Y) is reliable and worthy of research.

Reliability Test

The results of the reliability test calculation of the eight variables used in this study were Service Quality (X) and Customer Satisfaction (Y) with a total sample of 58 respondents.

Table 3. Reliability Test Results

Variables	Cronback Alpha	Rtabel	Criteria
Service Quality (X)	0,946	0,600	Reliable
Costumer Satisfaction (Y)	0,868	0,600	Reliable

Source: Primary data, 2022 researchers' preparations

Based on Table 3, it shows Cronbach's alpha value of the variable Quality of Service (X) of 0.946 and Customer Satisfaction (Y) of 0.868. It was concluded that the statement in this questionnaire was reliable because it had a cronbach's alpha value of more than 0.600. This suggests that each statement item used will be able to obtain consistent data which means that if the statement is resubmitted it will get a relatively similar answer to the previous answer.

Normality Test

The normality test is intended to determine whether the residual regression model under study is normally distributed or not. The test of the normality of the data was carried out with the Kolmogorov-Smirnov test. The normality test in this study used the help of SPSS 22.00 software for windows. Normality test results can be seen in Table 4.10:

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		58
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.55328626

Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.046
Kolmogorov-Smirnov Z		.080
Asymp. Sig. (2-tailed)		.200
a. Test distribution is Normal.		
b. Calculated from data.		

Table 4 shows at Asymp.Sig (2-tailed) values of 0.200, greater than 0.05, so it can be concluded that the data tested are normally distributed.

Simple Linear Regression Analysis

The results of a simple linear regression analysis in this study.

Table 5. Simple Linear Regression Test Results

	Coefficients[a]				
	Unstandardized Coefficients		Standardized Coefficients	t	
Model	B	Std. Error	Beta		Sig.
1 (Constant)	2.360	2.371		3.350	.000
Kualitas Pelayanan	.117	.043	.340	2.707	.009
a. Dependent Variable: Customer Satisfaction					

Based on Table 4.11, the regression equation is as follows:

$$Y = 2{,}360 + 0.117$$

From the simple linear regression equation used in this study can be described as follows:

Constant (β_0)

Based on the results of simple linear regression, a constant value of 2,360 was obtained. This value has the meaning that if the Quality of Service (X) changes then Customer Satisfaction (Y) on the CV. Equator Express Pontianak by 2,360 percent.

Quality of Service

Based on the results of simple linear regression, the value of the Quality of Service (X) coefficient of 0.117 shows that if the Quality of Service (X) increases by one percent, then Customer Satisfaction (Y) in the CV. Equator Express will increase by 0.117 percent assuming that Quality of Service (X) is constant/fixed.

Correlation coefficient (R)

The results of the first sub-structural coefficient of collation (R) test can be seen in the table 6 follows:

Table 6. Correlation Coefficient Test Results (R)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583ª	.576	.566	3.387
a. Predictors: (Constant), Quality of Service				

Based on Table 6 shows that the value of the coefficient of collation or R is 0.583. This value indicates that the relationship between the variables Quality of Service (X) and Customer Satisfaction (Y) is sufficient because the value is at an interval of 0.40-0.599.

Coefficient of Determination (R^2)

The results of the coefficient of determination (R^2) test can be seen in Table 4.12 obtained information that the value of R Square is 0.576 or 57.6 percent which means that the variable Quality of Service (X) in explaining its effect on Customer Satisfaction (Y) is 57.6 percent. Meanwhile, the remaining 42.4 percent were explained by other variable outside the regression model of this study.

Model Feasibility Test (goodness of fit)

The results of the first sub-structural model goodness of fit can be seen in Table 4.13 below:

Table 7. Model Feasibility Test Results (goodness of fit)

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.206	1	94.206	7.330	.000ᵇ
	Residual	719.673	56	12.851		
	Total	813.879	57			
a. Dependent Variable: Satisfaction_Customer						
b. Predictors: (Constant), Quality_Service						

Based on Table 4.13, $a_{calculated}$ F value of 7,330 > from F_{table} 4.01 or a sig value of 0.000 < 0.05 was obtained. Thus H0 is rejected and Ha is accepted, meaning that a simple linear regression model can be used to predict the effect of service quality on customer satisfaction of CV Equatorial Express Pontianak.

Conclusion

Based on the data analysis that has been carried out, it can be concluded that: Service Quality has a significant effect on service quality, meaning that the higher the quality of service provided, the higher the customer satisfaction of CV Equator Pontianak. Based on the results of the research conclusions, then advice can be given to increase customer loyalty to CV. Equator Express Pontianak is to optimize the service needed by customers to match their expectations or

desires, provide fast service and responsiveness to complaints and be friendly to all customers without discriminating against customers who need service assistance.

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