(Research/Review) Article

Analysis Of Service Quality And Location Towards Customer Satisfaction At J&T Express Ed Saqila Medan

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Abstract: The degree of customer happiness is impacted by the location and quality of the service. Consumers will always remember favorable memories, and they are more likely to suggest the experience to others. The goal of this research is to further explore and comprehend the Analysis of Service Quality and Location on Customer Satisfaction at J&T Express ED Saqila Medan. The study's sample size was 100 people. Quantitative approaches were used in this study. The data analysis method employed in this study was purposive sampling, and the results were analyzed using a statistical formula, specifically multiple linear regression analysis with the help of the SPSS version 26 program. According to the results of this research, customer satisfaction is significantly and positively impacted by service quality. Similarly, the site also has a substantial and beneficial impact on how happy clients are. With a percentage of 51. 8%, it may be deduced that there is a strong correlation between service quality and location with customer satisfaction, and that the remaining 48. 2% may be attributed to other variables not covered in this research.

1. Introduction

Shipping services are public services provided by the service provider that make it simpler for products to be sent from one place to another in a secure and dependable manner. There may be many different kinds of delivery, including letters, logistics, electronics, and more. Delivery may be made via land, sea, or air using the mode of transportation. The primary factor in determining the mode of transportation that will be used to carry the commodities being sent is distance.

In Indonesia, J&T is a well-known delivery provider. With a large network that spans all of Indonesia, this business offers delivery services for a wide variety of commodities. They are able to transport items between provinces and islands as well as between cities. Additionally, J&T provides a number of valuable services that assist users in fulfilling their needs, such as tracking capabilities. Many facets of modern society have been impacted by the advancement of technology. Information technology has progressed to the point that individuals may now readily obtain information about a wide range of topics in their daily lives. The capacity to monitor the progress of delivering goods via existing shipping services is included.

People are able to get information fast and conveniently from laptops, tablets, and smartphones because of internet technology and worldwide data connections. Users may easily determine the location, state, and progress of the items being shipped thanks to this application technology. Customers should be able to track the progress of products sent via the J&T Express service from the moment they are received until they arrive at their destination, which will allay any fears or worries they may have, thanks to the current tracking system.

The first factor affecting client happiness is the quality of service. In an attempt to satisfy customer needs, expectations, and timeliness, service quality is a concerted effort. Service quality, according to Kasmir (2017), is a behavior or treatment by a person or company that seeks to please both clients and workers. It is undoubtedly possible to achieve this satisfaction if client expectations are met adequately.

This level of service quality is another marketing aspect that competitors have a hard time replicating. This is due to the fact that this facet is solely available to consumers, and clients who have had the greatest experience with a brand will have specific expectations that might not be found in other brands.

Location is yet another element that affects how happy customers are. The region where a company conducts its operations to manufacture goods or provide services is its business location. According to Tjiptono (2016), the location of a business is a crucial factor in determining its success and is directly related to the degree of customer satisfaction. The happiness of customers will depend on selecting the appropriate and strategic site.

According to Kotler and Keller (2018), service quality is defined as follows: The Service The overall quality of a product or service is determined by how well it satisfies actual or unspoken requirements. This is obviously a consumer-centric view. A seller has offered quality, in our opinion, anytime its goods or service satisfies or surpasses client expectations.

Tjiptono (2019) defines service quality as meeting consumer wants and needs, as well as providing accurate delivery in line with client expectations. In evaluating the services offered by the firm, this is the consumer's viewpoint. To gain new customers or prevent existing ones from switching to rivals, businesses must adopt a quality mindset.

Kotler and Armstrong in Tombeng et al. , (2019) define location as a variety of corporate actions aimed at making the items created or sold accessible and available to the target market. This is connected to the strategic placement of goods or services in the hands of consumers. As stated by Kotler and Armstrong in Pratiwi, (2020), location encompasses a variety of firm activities aimed at making the products produced or sold accessible and available in the target market. Considering the selection of strategic locations, this also has to do with how goods or services are delivered to customers. In the meanwhile, Alma argues in Scholichah (2020) that the economic factors must be considered when creating goods and services. According to Tjiptono in Awang, et al. (2020), location then refers to a variety of marketing initiatives aimed at facilitating and accelerating the distribution of products and services from manufacturers to consumers.

The numerous definitions given above lead us to the conclusion that location is the area where a firm conducts its operations, manufactures its products and services, and that the success of a company is heavily impacted by its location selection.

One aspect of generating value for customers is client happiness. Gaining satisfaction demonstrates advantages for the business, such as improved client relations, the establishment of a solid foundation for customer satisfaction, and the development of recommendations for the organization. This will pique consumers' curiosity about purchasing or using the company's products.

Customer satisfaction, according to Irawan (2021), is a consumer's emotional response to the goods or services they have utilized. An individual's sense of consumer happiness is determined by comparing a product's performance or outcomes to their expectations (Indrasari, 2019).

2. Proposed Method

Quantitative data is the focus of the methodology used in this research. Quantitative methods are methods used by researchers that are based on data gathering using measurement tools, analysis, and statistical or quantitative analysis with the goal of testing previously established hypotheses, as stated by Sugiyono (2017). The study took place at J&T Express ED Saqila Medan. The participants in this study were 2,700 clients who utilized J&T Express ED Saqila Medan's services over the previous six months, specifically between July and December 2024. 96 customers were rounded up to 100 for the sample used in this experiment. The research employed purposive sampling, which is a nonprobability (nonrandom) sampling method where researchers intentionally chose individuals or items that were deemed to be the most pertinent or had particular unique features that were consistent with the study's goals. The sample selection criteria are as follows:

a) Customers who have utilized J&T Express ED Saqila Medan shipping services at least twice.
b) Clients who have utilized J&T Express ED Saqila Medan delivery services in the last three to six months.
c) Customers in the vicinity of J&T Express ED Saqila Medan
d) Customers who visit J&T Express ED Saqila Medan in person or use the app or website.

2.1. Operational Definition

A measurable manipulated variable research sector is defined as an element or aspect that is studied because it influences the onset of addiction-related symptoms or problems. The following steps, which are comprised of variables, indicators, subindicators, and measurement scales, provide a practical explanation of each component in this study.

Table 1. Variabel Operational.

Variabel	Indicator	Description	Scale
Customer Satisfaction (Y)	1. Conformity to expectations 2. Interest in revisiting 3. Willingness to recommend Indrasari (2019)	The degree to which a customer is happy after comparing a product's performance or perceived outcomes to their expectations is known as consumer satisfaction. Indrasari (2019)	Likert
Service Quality (X1)	1. Reliabilty 2. Responsivences 3. Assurance 4. Emphaty 5. Tangible Tjiptono (2019)	The satisfaction of customer demands and wishes, as well as the precision with which delivery meets consumer/customer expectations, is what constitutes service quality. Tjiptono (2019)	Likert
Location (X2)	1. Access 2. Vasibilitas 3. Spacious, safe and comfortable parking area 4. Expansion 5. Environment Tjiptono (2020)	Location is a broad term that describes several marketing strategies aimed at accelerating and simplifying the process of getting products and services from manufacturers to customers. Tjiptono (2020)	Likert

Source : Author (2025)

3. Results and Discussion

3.1. Description of Respondent Characteristics

The findings of a questionnaire consisting of 100 respondent statements provided by the author to J&T Express ED Saqila Medan are presented in this paper. The statements provided to clients are selected from the variables that need to be addressed, depending on the questionnaire's distribution. As research data, I will include the characteristics of client reviews. Among the characteristics I will cover are age, gender, income of the respondent, and education level.

Table 2. Respondents by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	37	37.0	37.0	37.0
	Woman	63	63.0	63.0	100.0
	Total	100	100.0	100.0	

Source: Data Processed with SPSS v.26, 2025

According to Table 2, which displays the findings of the questionnaire I conducted, 63. 0% of the total respondents were women (63), while 37. 0% of the total respondents were male (37). This demonstrates that women make up the majority of J&T Express ED Saqila Medan's clientele since they are more likely to send packages.

Table 3. Respondents by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 years	28	28.0	28.0	28.0
	26-30 years	38	38.0	38.0	66.0
	31-35 years	21	21.0	21.0	87.0
	36-45 years	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Source: Data Processed with SPSS v.26, 2025

In the statement that I provided via the questionnaire distribution, Table 3 reveals that 28 of the respondents in the 2025 age range were J&T Express ED Saqila Medan clients, while 38 of the respondents were in the 26-30 age range. Additionally, the age group of 31-35 years included 21 individuals, while the age range of 36-45 years had 13 people. As a result, it may be inferred that the majority of J&T Express ED Saqila Medan clients are women between the ages of 26 and 30. This is because they are more likely to be engaged in online business or performing acts of kindness for faraway friends and family at that age.

Table 4. Respondents by Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Senior High School	25	25.0	25.0	25.0
	S1	65	65.0	65.0	90.0
	D3/D4	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Source: Data Processed with SPSS v.26, 2025

The questionnaire distribution submission I made using Table 4 indicates that a sizable proportion of J&T Express ED Saqila Medan customers, 65 or 65. 0%, hold a bachelor's degree. This indicates that, according to the survey conducted using the questionnaire, bachelor's degree holders are the most common customers at J&T Express ED Saqila Medan. This is because, in comparison to high school grads, those with a bachelor's degree tend to think in a more mature and distinct way.

Table 5. Respondents by Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	12	12.0	12.0	12.0
	Businessman	48	48.0	48.0	60.0
	Employee	24	24.0	24.0	84.0
	civil servant	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Source: Data Processed with SPSS v.26, 2025

According to Table 5 of the statements I provided via the questionnaire distribution, a significant proportion of J&T Express ED Saqila Medan customers are business owners, with a total of 48 individuals, or 48. 0% of the population. The survey conducted through the distribution of questionnaires demonstrates that entrepreneurs are frequently devoted patrons of J&T Express ED Saqila Medan. The reason for this is that their online firms need far distance delivery services.

Table 6. Respondents by Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 million	12	12.0	12.0	12.0
	4-6 million	74	74.0	74.0	86.0
	7-10 million	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Source: Data Processed with SPSS v.26, 2025

The statement I submitted through the questionnaire distribution included Table 6, which demonstrated that 74 respondents, or 74. 0%, had a revenue of 46 million and were customers of J&T Express ED Saqila Medan. Given the high number of respondents in the 46 million income range, it may be inferred that there is a significant demand for expedition services.

3.2 Validity and Reliability Testing
3.2.1 Validity Test

A survey of 100 respondents will be conducted to assess the viability of the author's argument. The author's claim is deemed legitimate or acceptable if the test findings offered demonstrate that the value of Corrected Item-Total Correlation must be > 0. 30.

Table 7. Validity Test (X1) Service Quality
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	73.5800	80.468	.565	.715
X1.2	73.8200	80.270	.574	.714
X1.3	73.6700	80.244	.581	.713
X1.4	73.8300	78.971	.577	.710
X1.5	73.8700	81.468	.473	.720
X1.6	73.9600	80.746	.427	.720
X1.7	73.7800	81.810	.467	.721
X1.8	73.8000	81.636	.441	.722
X1.9	73.8100	81.590	.449	.721
X1.10	73.8400	82.560	.437	.724
Service Quality	38.8400	22.297	1.000	.759

Source: Data Processed with SPSS v.26, 2025

Tabel The results of data processing using SPSS 26 are shown in Table 7, where the average Corrected Item-Total Correlation value can be seen to be higher than >0. 30 with 10 statement items, indicating that the service quality variable is valid and may be continued.

Tabel 8. Validity Test (X2) Location
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	72.4500	63.886	.482	.710
X2.2	72.6600	64.651	.458	.713
X2.3	72.5900	63.739	.494	.709
X2.4	72.6400	63.465	.443	.710
X2.5	72.4900	62.889	.455	.708
X2.6	72.5800	63.660	.465	.710
X2.7	72.5500	63.199	.544	.706
X2.8	72.5100	64.212	.450	.712
X2.9	72.4300	64.530	.435	.714
X1.10	72.7100	64.329	.466	.712
Location	38.1900	17.570	1.000	.727

Source: Data Processed with SPSS v.26, 2025

Tabel The results of data processing using SPSS 26 are shown in Table 8, where the average Corrected Item-Total Correlation value can be seen to be higher than >0. 30 with 10 statement items, indicating that the service quality variable is valid and may be continued.

Tabel 9. Validity Test (Y) Customer Satisfaction
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	42.0500	25.220	.500	.707
Y.2	42.0600	25.491	.519	.708
Y.3	42.2000	24.788	.538	.700
Y.4	42.1300	24.963	.464	.708
Y.5	42.1400	25.718	.449	.715
Y.6	42.2000	25.232	.456	.711
Customer Satisfaction	22.9800	7.394	1.000	.625

Source: Data Processed with SPSS v.26, 2025

Tabel The results of data processing using SPSS 26 are shown in Table 9, where the average Corrected Item-Total Correlation value can be seen to be higher than >0. 30 with 6 statement items, indicating that the service quality variable is valid and may be continued.

3.2.2 Reliability Test

The consistency, accuracy, or precision of a measuring device is determined through reliability testing. A questionnaire is deemed trustworthy if a respondent's answers to it are consistent. To assess the questionnaire's reliability, Cronbach's alpha is used in this study. If Cronbach's alpha is greater than 0. 60, the questionnaire is deemed

trustworthy, while if it is equal to or less than 0. 60, it is deemed unreliable (Russiadi, 2018). The table below shows the results of the reliability test conducted for each study variable:

Table 10. Reliability Test

Statement	Cronbach's Alpha	N of Items	Keterangan
Service Quality (X1)	0,738	10	Reliabel
Location (X2)	0,730	10	Reliabel
Customer Satisfaction (Y)	0,735	6	Reliabel

Source: Data Processed with SPSS v.26, 2025

The results of the reliability test for all variables can be considered reliable, since Table 10 shows that the Cronbach's alpha value for all service quality and location variables on customer satisfaction is >0. 60.

3.3 Validity and Reliability Testing
3.3.1 Partial Test (t Test)

As shown in the table below, the following are the results of partial testing between service quality and location on customer satisfaction at J&T Express ED Saqila Medan:

Table 11. Partial Test (t Test) Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.243	1.717		1.893	.061
	Service Quality (X1)	.150	0.51	.260	2.918	.004
	Location (X2)	.364	.058	.562	6.296	.000

a. Dependent Variabel: Customer Satisfaction

Source: Data Processed with SPSS v.26, 2025

The number of research samples in this work is n = 100, which yields a value of t table = 1. 664 at sig. 0. 05. The following partial test results can be described as follows based on table 11 above:

a. The study hypothesis H1 is supported by the fact that service quality at J&T Express ED Saqila Medan has a positive and statistically significant impact on customer satisfaction (t count > t table, 2. 918 > 1. 664 at sig. 0. 004 <0. 05).

b. The study hypothesis H2 is accepted because location has a positive and significant impact on customer satisfaction at J&T Express ED Saqila Medan (t count > t table, 6. 296 > 1.664 at sig. 0. 000 < 0. 05).

3.3.2 Simultaneous Test (F Test)

The table below shows the results of simultaneous testing between service quality and location on customer satisfaction.

Table 12. F-Test Result

Anova[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	425.253	2	212.626	67.246	.000[b]
	Residual	306.707	97	3.162		
	Total	731.906	99			

a. Predictors: (Constant), Quality Service, Location

b. Dependent Variable: Customer Satisfaction

Source: Data Processed with SPSS v.26, 2025

This study uses a sample size of n = 100, where the value of df (1) = k-1 = 21 = 1 and the value of df (2) = n-k = 1002 = 98. F table was then obtained at sig. 0.05, equaling 3.09. At sig. 0.000, the value of F table is 67.246. The table above shows that service quality and location together (simultaneously) have a positive and significant impact on customer happiness at J&T Express ED Saqila Medan (F count > F table, 67. 246 > 3. 09 at sig. 0. 000 < 0. 05), which supports the research hypothesis H3.

3.3.3 Determination Test (R²)

The following table displays the findings of the determination test between service quality and location on customer satisfaction at J&T Express ED Saqila Medan:

Table 13. Determination Test (R²)

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762[a]	.518	.572	1.77818

a. Predictors: (Constant), Quality Service, Location

b. Dependent Variable: Customer Satisfaction

Source: Data Processed with SPSS v.26, 2025

According to table 13, the R2 (R Square) value of the determination coefficient is 0.518, or 51.8%. According to these findings, the service quality (X1) and location (X2) of J&T Express ED Saqila Medan on customer satisfaction (Y) account for 51. 8% of the total, while the remaining 48.2% is accounted for or impacted by additional factors not covered in this analysis.

4. Conclusions

The research was carried out as follows, and the results are as follows:

a. With a regression value of t count (2.918) > t table (1.664) and significant (0.004 < 0.05), the service quality at J&T Express ED Saqila Medan has a partial positive and significant impact on customer satisfaction.

b. The location has a partial, positive, and statistically significant impact on customer happiness at J&T Express ED Saqila Medan, with a regression value of t count > (6. 296) > t table (1.664) and significance (0.000 < 0.05).

c. The F count is 67.246, which is greater than the F table value of 3.09 and has a significance level of 0.000, which is less than 0. 05. Therefore, the H3 hypothesis is accepted, and it may be concluded that service quality and location have a simultaneously positive and significant impact on customer satisfaction.

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