

**ANALYSIS OF SERVICE QUALITY IN SHIPPING GOODS AT PT. JNE EXPRESS
GUNUNGSITOLI CITY BRANCH (CASE STUDY OF SERVICE IN SHIPPING
GOODS AT PT. JNE EXPRESS GUNUNGSITOLI CITY BRANCH)**

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ABSTRACT

This study aims to analyze the quality of service in the delivery of goods at PT. JNE Express, Gunungsitoli City Branch and identify the obstacles faced in the delivery process. This study uses a descriptive qualitative approach, with data collection techniques through observation, in-depth interviews, and documentation. The results of the study indicate that the quality of service is highly dependent on aspects of punctuality, security of goods, and effective communication with customers. Although PT. JNE has been highly committed to service quality, there are still obstacles such as late delivery and less than optimal operational coordination. These findings provide important implications for companies in improving logistics services.

Keywords: Service Quality, Delivery of Goods, Logistics, JNE, Customer Satisfaction

**ANALISIS KUALITAS LAYANAN PENGIRIMAN BARANG DI PT. JNE EXPRESS
CABANG KOTA GUNUNGSITOLI (STUDI KASUS TENTANG LAYANAN
PENGIRIMAN BARANG DI PT. JNE EXPRESS CABANG KOTA GUNUNGSITOLI)**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kualitas pelayanan dalam pengiriman barang di PT. JNE Express Cabang Kota Gunungsitoli dan mengidentifikasi kendala yang dihadapi dalam proses pengiriman. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dengan teknik pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi. Hasil penelitian menunjukkan bahwa kualitas pelayanan sangat bergantung pada aspek ketepatan waktu, keamanan barang, dan komunikasi yang efektif dengan pelanggan. Meskipun PT. JNE telah berkomitmen tinggi terhadap kualitas pelayanan, masih terdapat kendala seperti keterlambatan pengiriman dan koordinasi operasional yang kurang optimal. Temuan ini memberikan implikasi penting bagi perusahaan dalam meningkatkan pelayanan logistik.

Kata Kunci: Kualitas Pelayanan, Pengiriman Barang, Logistik, JNE, Kepuasan Pelanggan

INTRODUCTION

In the era of globalization and digitalization, the public's need for goods delivery services has experienced a significant spike. This service is not only a complement to trading activities, but has become a vital component in the modern distribution system. The ease of online

shopping and increasing consumer expectations for the speed and accuracy of service require shipping companies to provide optimal service quality (Kotler & Keller, 2021). This condition shows that service quality is not only a determinant of short-term success, but also a strategic factor in building customer loyalty.

In the context of freight forwarding, service quality includes the dimensions of reliability, responsiveness, assurance, empathy, and physical evidence, as stated by Parasuraman, Zeithaml, and Berry in the SERVQUAL model (Parasuraman et al., 1988). The implementation of these five dimensions is a challenge for companies operating in areas with limited infrastructure, such as PT. JNE Express, Gunungsitoli City Branch. Various obstacles such as late delivery, less responsive communication, and the risk of damage to goods are issues that often arise and have the potential to reduce customer satisfaction (Zeithaml et al., 2019).

PT. JNE as one of the leading logistics companies in Indonesia has a strong reputation in terms of delivery coverage and service speed. However, the performance of branches in remote areas is often not in line with central standards due to geographical challenges and limited local resources. This is in line with the view of Bowersox & Closs (2010) that logistics effectiveness is not only determined by technology, but also by the integration of systems, human resources, and operational environmental conditions. In practice, customer service is often the main indicator used by the public to assess the quality of a delivery service company.

to complaints. This finding is in line with previous studies by Sari (2022) and Pratama (2022) which showed that the quality of expedition services is greatly influenced by the clarity of information, timeliness, and effective handling of complaints. Therefore, an in-depth evaluation is needed to determine the quality of service provided by JNE Gunungsitoli Branch and what factors are obstacles in the goods delivery process.

This study aims to analyze the quality of service in the delivery of goods at PT. JNE Express, Gunungsitoli City Branch and identify the obstacles faced. By using a qualitative approach, the results of this study are expected to provide empirical contributions to the development of logistics service management, as well as become a reference for internal improvement for JNE and other institutions engaged in similar fields. This study is also important as a form of academic contribution in bridging the gap between service quality theory and practice in the field, especially in areas outside the economic center.

LITERATURE REVIEW

Service Quality

Service quality is an important element in the success of service operations, including in the logistics and expedition sector. According to Zeithaml, Bitner, and Gremler (2019), service quality is a comprehensive assessment of the excellence of a service based on a comparison between expectations and actual performance perceived by customers. The SERVQUAL model introduced by Parasuraman, Zeithaml, and Berry (1988) states that service quality consists of five dimensions: reliability, responsiveness, assurance, empathy, and tangibles.

Kotler and Keller (2021) added that companies that want to survive in the competition must actively measure and manage customer perceptions of the services provided. In the logistics sector, customer perceptions of speed, timeliness, and communication greatly influence levels of satisfaction and loyalty.

Delivery of goods (*Delivery Service*)

Shipping is part of the supply chain that includes the activity of moving physical products from one location to another efficiently and safely. According to Bowersox and Closs (2010), successful shipping depends not only on the mode of transportation, but also on the integration of systems, information, and the ability of service providers to fulfill delivery promises. Meanwhile, Christopher (2016) emphasized the importance of logistics coordination to minimize time mismatches and product damage during the shipping process.

According to Haryanto (2020), several indicators of goods delivery include: Delivery speed, security of goods, shipping costs, punctuality, and customer satisfaction. When these five indicators are met, it can be assumed that the delivery process has been carried out effectively and efficiently.

Customer Satisfaction in Logistics Services

Customer satisfaction is the result of a comprehensive evaluation of the service experience. Oliver (1997) states that customers are satisfied if the service received meets or exceeds their expectations. In the context of shipping goods, satisfaction is determined by factors such as timeliness, condition of goods when received, and clarity of information during the shipping process (Lovelock & Wirtz, 2016).

RESEARCH METHODS

This study uses a descriptive qualitative approach. Data were obtained through field observations, in-depth interviews with five informants (including branch managers, operational admins, and couriers), and documentation of the company's operational activities.

. Data analysis techniques follow the Miles and Huberman model, including the stages of data collection, reduction, presentation, as well as drawing conclusions and verification.

RESULTS AND DISCUSSION

Based on the results of in-depth interviews with five informants consisting of branch managers, operational admins, and three couriers, it was found that the quality of service at JNE Gunungsitoli Branch has generally met the basic standards of logistics services. However, there are still several aspects that require improvement. The main findings include five dimensions of service quality according to the SERVQUAL model (Parasuraman et al., 1988):

1. Reliability: Some customers experience delays in delivery, especially to rural areas. These delays are generally caused by bad weather conditions and fleet limitations.
2. Responsiveness: Couriers and operational admins try to respond to complaints quickly, but there is no online reporting system or chatbot that can provide automatic and instant information.
3. Assurance: Couriers have basic knowledge of delivery procedures, but customer service training still needs to be improved to provide a sense of security and trust to service users.
4. Empathy: Employees show concern for customers, but due to limited personnel, service personalization cannot be maximized.
5. Tangibles: Branch offices still use limited operational equipment. Not all supporting facilities such as waiting rooms and tracking information have been integrated in a modern way.

This finding supports Zeithaml et al.'s (2019) theory which states that service consistency is the main key to maintaining service quality.

Obstacles in Shipping Goods

In addition to service quality, this study also revealed various obstacles faced in the goods delivery process in the Gunungsitoli area:

1. Delivery delays: Caused by the geographical conditions of the island, extreme weather, and inadequate road access.
2. Errors in tracking: The tracking information system still relies on manual input and is not fully real-time.
3. Damage to goods: Some couriers mentioned a lack of proper repackaging of fragile goods due to a lack of tools.
4. Lack of operational personnel: Especially during peak shipments such as the holiday season and year-end.
5. High logistics costs: This has implications for service prices which are considered expensive by some local consumers.

This problem is in line with the findings of Haryanto (2020) who stated that external factors such as infrastructure and weather are the dominant obstacles to deliveries in remote areas.

Thematic Analysis and Interpretation of Findings

Through thematic analysis of interview and observation results, researchers found that:

1. Customers generally tolerate delays if communication is clear and honest.
2. Customer satisfaction is largely determined by the clarity of information during the delivery process, not just speed.
3. The company is considered structurally proactive, but experiences technical constraints in implementing modern services.

This finding indicates that service quality improvement strategies need to focus on customer reporting and communication systems, not just on accelerating physical logistics. This is in accordance with the suggestion of Lovelock & Wirtz (2016) who stated that customer perceptions of service are largely determined by communication touchpoints.

DISCUSSION

Based on the research results, the quality of service at JNE Gunungsitoli can be said to be quite good, but not optimal in answering customer needs as a whole. The research findings strengthen the SERVQUAL theory as a relevant service quality measurement tool in the logistics sector. Customers do not only judge from the final result in the form of goods arriving or not, but also from the communication process, ease of tracking, and attention to complaints.

Delays and damage to goods that occur at JNE Gunungsitoli are mostly the result of external factors, but can be minimized with a technology-based service approach and increased HR training. Implementing a more transparent digital tracking application and empowering courier staff in terms of communication can be a practical solution for the short term.

Thus, companies are advised to prioritize strengthening technology-based internal systems, as well as strengthening customer service culture through regular training. This is in line with the results of Putri's research (2021), which states that responsiveness and assurance are the two most determining dimensions in the satisfaction of expedition service users in non-metropolitan areas.

CONCLUSION

Based on the results of research and analysis of service quality at PT. JNE Express Gunungsitoli City Branch, it can be concluded that in general the company has attempted to provide good service through timely delivery, security of goods, and response to customer complaints. However, there are still some aspects that are not optimal, such as late delivery due to geographical and infrastructure conditions, as well as limitations in customer tracking and communication systems.

The five dimensions of service quality according to the SERVQUAL model of reliability, responsiveness, assurance, empathy, and physical evidence still need to be strengthened, especially in terms of responsiveness and assurance of information to customers. In addition, the main obstacles in the delivery process include bad weather, limited fleet and personnel, and an administration system that is still manual.

Thus, improving the quality of service at JNE Gunungsitoli must be focused on developing a technology-based tracking system, training human resources in service communication, and strengthening internal coordination. These efforts are important to

improve customer satisfaction and strengthen the company's competitive position in the archipelago region which has its own logistics challenges.

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