

The Effect of Delivery Service Innovation on Customer Satisfaction

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ABSTRACT

This study aims to determine the effect of delivery service innovation on customer satisfaction at PT. Pos Indonesia. The population in this study was all customers of PT. Pos Indonesia in Bandung using delivery services through the QPosinAja application. The sampling technique used a purposive sampling method with a total sampling of 115 people. The measurement scale used a Likert scale with a simple regression technique utilizing the program application SPSS 25.0 for data analysis. The result showed that the delivery service innovation had a positive effect on customer satisfaction at PT. Pos Indonesia. This finding implies that to increase customer satisfaction, a company needs to create a service innovation such as digital services that can make it easier for customers and it can reach the wider community.

Keywords: *Delivery Service, Innovation, Customer Satisfaction.*

1. INTRODUCTION

In the current era of globalization, business competition, especially in the service sector, is getting tougher in Indonesia. A service is an action offered by one party to another that is intangible and does not create ownership of anything [1]. The higher the level of competition, the more consumers choose various alternative products, prices, and other variations in quality. Thus, consumers will look for the value that is considered the highest from these various products [2]. A business or company must create and design a strategy to create customer satisfaction to create consumer loyalty [3]. One of the businesses that currently continues to develop from time to time is the delivery service business. The Indonesia Logistics Performance Index 2019 noted that the logistics business has increased very rapidly in the last three years and Indonesia is ranked 46th globally compared to 2016 which was ranked 63rd [4].

According to the Chairman of the Association of Indonesian Express, Post, and Logistics Delivery Service Companies (Asperindo), Mohammad Feriadi (2020), the potential for the freight forwarding business will increase along with internet development and wider infrastructure development [4]. In addition, there is an increase in online businesses that require freight forwarding services

as partnersto meet the needs of shipping goods. With the many competitors and the increasing demand of the Indonesian people regarding the need for delivery services, shipping service companies are competing to increase customer satisfaction. Customer satisfaction is an expression of feelings of pleasure or disappointment from consumers after the consumer compares the expected performance with the reality obtained for the service it receives [5].

One of the shipping service companies, namely PT. Pos Indonesia is a state-owned company engaged in logistics services. PT. Pos Indonesia is in the fourth position of the Top Brand Index compared to private companies such as JNE, J&T, and Tiki [6]. In 2020, the market share of JNE is 27.3%, J&T is 21.3%, Tiki is 10.8%, and PT. Pos Indonesia is 7.7%. As a state-owned company, PT. Pos Indonesia needs to be the market leader and control a wider market share in the field of shipping services in Indonesia.

Therefore, it is necessary for PT. Pos Indonesia to create innovation that absorbs a wider market share. Commercial Director of PT. Pos Indonesia, Charles Sitorus, mentioned that his party will create digital services and have prepared them to be able to compete with other competitors [7]. In addition, with the development of technology, PT. Pos Indonesia continues

to strive to attract the millennial market by utilizing digital platforms. PT. Pos Indonesia will continue to strive to maximize services that can keep up with the times and instill a brand in the minds of consumers, especially millennials [7].

One of the digital service innovations of delivery services at PT. Pos Indonesia is the QPosinAja application. QPosinAja's digital delivery service is a digital application that provides services that can provide service and delivery features in one application. This service includes package pick-up at the customer's location, delivery, an online ordering system, order tracking features, and rate checks to help users estimate costs. Customers who want to send goods no longer need to come to the post office but simply ask to be picked up at home and the goods will be picked up [7]. QPosinAja's digital delivery service is intended to make it easier for consumers to deliver packages [7]. The presence of this digital service application can create convenience and improve customer service [7].

Innovations created will increase the added value of a product or service produced and provide a good solution to a problem faced by consumers [8]. A creative innovation, either service innovation or product innovation, improves the quality of the company in creating products or services to improve the competitive quality and performance of a company [9]. Product or service innovation can increase customer satisfaction [10]. This is because the company can provide updates in service delivery, both from the technology used to serve customers, improving interactions with consumers needed to maintain communication with consumers, and the development of services provided to consumers. From the explanation above, the purpose of this study is to find out the influence of delivery service innovation on customer satisfaction

2. METHODS

This research is descriptive research with a quantitative approach. This study aims to determine the effect of service delivery innovation on customer satisfaction. The independent variable used was service innovation and the dependent variable was customer satisfaction.

The population used in this study was all customers of PT. Pos Indonesia in Bandung using the QPosinAja service application. The number of samples used in this study was 115 respondents using the purposive sampling method. Analysis of structural models should have samples ranging from 100-200 respondents or to be precise, the minimum number of samples is 5-10 times the number of parameters (indicators) [11]. The method of data collection in this study was the questionnaire method. The data collected were analyzed using simple regression analysis with the SPSS 25.0 program.

3. RESULTS AND DISCUSSION

The result of the data analysis is shown in Table 1. Table 1 shows the magnitude of the correlation or relationship (R) value which is equal to 0.702. From the output, it is obtained a coefficient of determination (R square) of 0.492 which implies that the effect of the variable delivery service innovation on customer satisfaction is 49.2%.

Table 1. Model Summary

Model	R	R Square	Adjusted R square	Std. Error estimate
1	.720	.492	.488	3.552

Table 2 shows the equation model with simple regression analysis with the calculation results $Y = 12.906 + 0.766X$. If the constant value of the delivery service innovation variable (X) is considered zero (0), then the result of customer satisfaction is 12.906. Then if the coefficient value of the direction of delivery service innovation (X) is 0.766, it means that when the value of delivery service innovation increases by 1 (one) unit, then the value of customer satisfaction can change with a value of 0.766 units, assuming everything else is constant. The coefficient results are positive which can be seen from the results of the equation, which means that the innovation of delivery services has a positive relationship with customer satisfaction.

Table 2. Simple Regression Equation

Model		Coefficient				t	Sig.
		Unstandardized Coefficient		Standardized Coefficients	Beta		
		B	Std. Error				
1	(constant)	12.960	2.317			5.569	.000
	Service Innovation (QPosinAja)	.766	0.73	.702		10.466	.000

Table 3 explains that the hypothesis by comparing partial t arithmetic with t table used df (nk) of 1.65845. T value is generated for service innovation (X) amounted to 10.466, then t table is $10.466 > 1.65845$ with significance $0.000 > 0.05$ with a significance level of 5%. This means that the delivery service innovation variable has a positive effect on customer satisfaction.

Table 3. Hypothesis Test

Model	Coefficient		
		t	Sig.
1	(Constants)	5.569	.000

	Service Innovation (QPosinAja)	10.466	.000
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This study finds that in the logistic industry, service innovation has a positive and significant effect on customer satisfaction. Service innovation can make it easier for customers to create customer satisfaction.

Based on this research, service innovation influences customer satisfaction. Service innovation can also affect customer satisfaction, when service innovation is provided, it increases customer satisfaction. This is consistent with the theory put forward [10,12] that the service innovation created by a company can make consumers very satisfied with the services provided by the company. Service innovation significantly affects customer satisfaction. The higher the innovation service is improved, the higher the customer satisfaction [12].

Service innovation can make customers very satisfied with the service provided by the company. This happened because the company can provide updates in the technology used to serve customers, improved interaction with customers needed to maintain communication with customers as well as the development of service provided to customers [12]. Service innovation affects customer satisfaction, can improve company performance, and can meet the needs of customer demands [13]. Service innovation of the company will have a significant effect on customer satisfaction [13].

Innovation will increase the added value of a product or service and can provide better solutions for solving problems faced by customers. Companies that are continuously able to create differentiation through innovation and are able to communicate this product or service will create a different image of the product or services from competitors [14]. With this innovation, there will be an increase in quality improvements, so that customers will feel more satisfied and reluctant to switch to other products or companies [14].

4. CONCLUSIONS

Service innovation had a positive and significant impact on customer satisfaction in the logistic industry. Service

innovation can make it easier for customers to create customer satisfaction. It means the service innovation can make customers very satisfied with the services provided by the company.

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