# ANALYSIS OF SERVICE QUALITY BASED ON USER SATISFACTION OF THE ANTERAJA APPLICATION USING THE SERVQUAL METHOD

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## ABSTRACT

AnterAja is a company engaged in the delivery of goods, services and logistics based on information technology, headquartered in DKI Jakarta, Indonesia. In this study, an analysis of service quality was carried out which could conclude the public's assessment of AnterAja's expedition. This research was conducted with the aim of knowing whether the quality of service at AnterAja is acceptable or not by users. AnterAja service success measurement is determined by the level of user satisfaction using the SERVQUAL (Service Quality) method. The research data was processed using SPSS 25 software. The significant standard used in the study was 5% (0.05). From the research results show that of the five independent variables, only two variables are accepted significantly, which means that there is an influence, namely Reliability and Responsiveness. While the three variables, namely Tangibles, Assurance, and Empathy, have no significant effect on user satisfaction.

**Keywords:** Service Quality Analysis, Service Quality, SERVQUAL, AnterAja

## INTRODUCTION

One of them is in the field of freight forwarding services. At this time the delivery of goods has become a familiar thing because today's business people do a lot of transactions on the internet. It will be easier for people to shop, even if sales and purchases do not meet each other directly. That is why freight forwarding services are increasingly needed. Business opportunities and prospects for freight forwarding services are still very good and continue to grow [1].

Technological advances in the era of globalization tend to make people like everything that is easy and practical. Especially in terms of sending goods related to regional reach. The development of digitalization as it is today in information and technology is so fast that it creates intense competition in business. So that it makes business people think more broadly, innovatively and creatively about these developments, both in the economic, social, political and cultural fields [2]. To provide satisfaction and gain customer trust, service companies must understand customer desires and provide services in accordance with customer expectations.

In Indonesia, there are many shipping service companies that are believed to have quality with various forms of delivery services that make it easier for customers to choose services that suit their needs. One of the shipping services that are in demand is the AnterAja company. Anteraja was founded by PT. Tri Adi Bersama in early 2019. This founding company is a subsidiary of the Triputra Group, which is already in business in manufacturing, agribusiness, to trading and service. Anteraja is one of the shipping companies that provide shipping services from the warehouse to the customer's destination CV. Anteraja Mekarmukti branch has 14 couriers tasked with delivering packages to 14 delivery points in Cikarang Baru. Problems that are often experienced by CV. Anteraja Mekarmukti branch deals with courier allocation with deliveries to be completed. In a company or industry, limited resources include all the factors of production such as machines, labor, raw materials, or capital. When completing several tasks, each worker has a different level of productivity. This difference can be influenced by many factors, including physical condition, knowledge, experience, interests, and personality of employees [3].

According to Kotler in Panjaitan and Yuliati (2016) [4], revealed that service quality is a way of working for companies that try to make continuous quality improvements to the processes, products and services produced by the company. The best services will certainly be the choice of customers in looking for services to meet their needs. According to Kotler (2002:83)[5] Self-service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership, with a service company providing maximum service, it is hoped that it can provide added value that can result in satisfaction to consumers so that it will generate loyalty to consumers.

There are problems in the Anteraja application through the Appstore, namely disappointment with the slow expedition in sending goods to the destination and the lack of information from the Anteraja application. Often there are sellers who are not trustworthy, such as sending goods that do not match the product. The slow response to user satisfaction of the AnterAja application.

In the problems described above, where AnterAja has not been widely used in the community, due to its new establishment in Indonesia, this research was conducted by measuring the readiness of users to accept and use AnterAja. One method that can be used to measure the level of user satisfaction and services from AnterAja is Service quality (Servqual). The servqual method is a popular service quality measurement model used. servqual is built on the comparison of two main factors, namely the customer's perception of the service they actually receive (perceived service) with the service that is actually expected (expected service). Measurement of service quality in the servqual model is based on a multi-item scale designed to measure customer expectations and perceptions, as well as the gap between the two on the five dimensions of service quality [4].

This quality dimension is conceptualized by SERVQUAL which includes five dimensions, namely reliability, responsiveness, assurance, empathy and tangible (F. Tjiptono & G. Chandra 2012: 75) [6]. Through the service quality method, it can be defined how far the difference between reality and customer expectations for the services they receive/obtain. The expectations of customers are basically the same as what kind of service a company should provide to customers. Based on the description above, the researcher tries to predict the readiness of services to the community for the use of AnterAja with the Servqual (Service Quality) method. This is the background for the author to conduct research to find out how far the readiness of the AnterAja application as a freight forwarder is at this time[7]

Servqual Method Based on the results of the archiving information system analysis that has been carried out at KPw Bank ABC, the following conclusions can be drawn: Based on the results of the analysis using the ServQual method, the order of scores for the dimensions from lowest to highest is: Tangible 0.18, Assurance 0.14, Responsive 0.9, Empathy 1.04. Based on the results of the gap per dimension analysis, the dimension that has the lowest gap is the Reability dimension [8]

Servqual Method Based on the discussion that has been described from the results of the study, it can be concluded that the quality of pharmaceutical services in terms of physical facilities, reliability, responsiveness, assurance, and attention to BPJS participant patients obtained a quality value of - 0.4513 with a negative interpretation and General patients obtained a quality value of -0.2230 with a negative interpretation, which means that the quality of services provided by the Outpatient Pharmacy Installation at RSUD Pare has not been in accordance with the patient's expectations. The level of satisfaction with the quality of pharmaceutical services for BPJS participant patients obtained a satisfaction value of 0.9004 with a high interpretation and general patients obtained a satisfaction value of 0.9499 with a high interpretation, which means that the level of patient satisfaction is very satisfied with the quality of pharmaceutical services in the Outpatient Pharmacy Installation at Pare Hospital. [9],[11].

Based on the results of research conducted, researchers can conclude as follows: 1. The service quality variable has a very close relationship to the quality of customer satisfaction, because if consumers feel they get good or satisfactory service, then automatically consumers will feel very satisfied with the service. which are given. We can see that consumers are happy and satisfied with the GO-JEK services provided to consumers, because they have given a positive or satisfactory value to each question that we can see in each weighting value and the average value of consumer answers to each question. filled by the consumer. 2. By getting a positive response from the hearts of the people and having a variety of services provided by GO-JEK, GO-JEK can still compete in the hearts of its consumers because GO-JEK is not inferior to its increasing number of competitors, by providing maximum and satisfactory service.

## RESEARCH METHODOLOGY

### Research Stages

To provide guidance in the preparation of this research, a research methodology and research framework is needed. This framework is a sequence of steps that will be taken in solving the problems that will be discussed in this study. The framework of this research can be seen in the following figure:
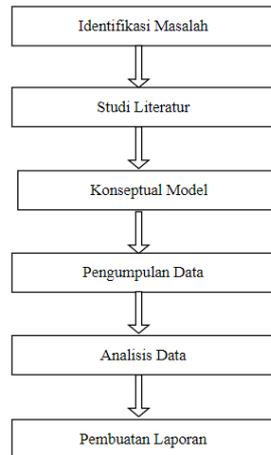
**Figure 1. Research stage**

Based on the research framework described above, the discussion of each stage in the research can be described as follows:

1. Problem Identification

   The problem identification stage is the stage carried out to find out the core of the problem or problem, the cause of the problem, as well as the right solution to fix or resolve the problem. In this case, the research analyzes the factors that influence consumers to use AnterAja application services.

2. Literature Study

   At this stage, what is done is searching for data or theories on various written sources in the form of journals, books, and documents that are relevant to the problems studied. So that the information obtained can be used as a reference to strengthen the existing arguments and to complement the theory used in assisting the discussion of this research.

3. Define the Conceptual Model

   The conceptual model begins with the factors obtained from literature study activities and then creates a concept that can describe what factors affect user satisfaction in using AnterAja's services. The conceptual model is based on problem identification, namely: [12] :
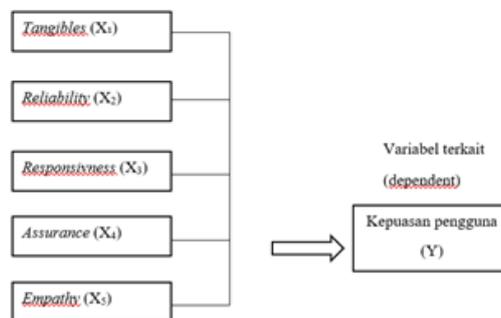


**Figure 2. Conceptual Model**

4. Data Collection

   Data collection is the process of collecting and measuring information about the observed variables, in a systematic way that allows one to answer research questions posed, test hypotheses, and evaluate results. Accurate data collection is very important to maintain the integrity of research to support error detection in the data collection process.

**Table 1.  Likert Scale**

| Information | Score |
|---|---|
| Strongly Disagree | 1 |
| Don't agree | 2 |

| Information | Score |
|---|---|
| Neutral | 3 |
| Agree | 4 |
| Strongly agree | 5 |

5. Analyze Data

   The next stage is to conduct an analysis to find out and measure the level of satisfaction of AnterAja application users in Jambi City based on the results of Servqual (Service Quality) measurements.

6. Creating Reports

   This is the end of the research, all the data that has been obtained and has been analyzed is arranged properly and then makes conclusions about all the analytical activities that have been carried out and made into a report.

**Determination of Population and Research Sample**

The sample is part of the number and characteristics possessed by the population [7]. The population that is used as a sample in this study is the general public, students, students and workers who use the AnterAja application. The sampling technique in this study is probability sampling using simple random sampling. Because the population in this study is known, in taking the number of samples the author uses Slovin:

$$n = \frac{n}{1 + Ne}$$

## RESULTS AND DISCUSSION

**Validity Test and Reliability Test**

**Validity Test**

The validity test was carried out to test each variable, namely: Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5), and User Satisfaction (Y) using SPSS Static 25. According to Ristya [39] This validity test is a measurement of an instrument by showing the level of accuracy of a concept under study. "If the calculation results from each variable produce r count > r table, it means that the statement item is said to be valid. If on the other hand r count < from r table, it can be interpreted that the statement item is not valid."

**Table 2. Validity Test**

| Id | Variable | R Count | R Table | Explanation |
|---|---|---|---|---|
| | Tangibles | | | |
| | X1.1 | 0,774 | 0.196 | Valid |
| 1 | X1.2 | 0,745 | 0.196 | Valid |
| | X1.3 | 0,731 | 0.196 | Valid |
| | Total X1 | 1 | 0.196 | Valid |
| | Reability | | | |
| | X2.1 | 0,863 | 0.196 | Valid |
| 2 | X2.2 | 0,853 | 0.196 | Valid |
| | X2.3 | 0,799 | 0.196 | Valid |
| | Total X2 | 1 | 0.196 | Valid |
| | Responsivnes | | | |
| | X3.1 | 0,796 | 0.196 | Valid |
| 3 | X3.2 | 0,848 | 0.196 | Valid |
| | X3.3 | 0,750 | 0.196 | Valid |
| | Total X3 | 1 | 0.196 | Valid |
| | Assurance | | | |
| | X4.1 | 0,749 | 0.196 | Valid |
| 4 | X4.2 | 0,773 | 0.196 | Valid |
| | X4.3 | 0,724 | 0.196 | Valid |
| | Total X4 | 1 | 0.196 | Valid |
| | Emphaty | | | |
| 5 | X5.1 | 0,832 | 0.196 | Valid |
| | X5.2 | 0,774 | 0.196 | Valid |

| Id | Variable | R Count | R Table | Explanation |
|---|---|---|---|---|
| | X5.3 | 0,813 | 0.196 | Valid |
| | Total X5 | 1 | 0.196 | Valid |
| | User Satisfaction | | | |
| | Y1.1 | 0,730 | 0.196 | Valid |
| 6 | Y1.2 | 0,799 | 0.196 | Valid |
| | Y1.3 | 0,714 | 0.196 | Valid |
| | Total Y1 | 1 | 0.196 | Valid |

The results of the validity test above can be seen that all the indicator variables measured have a value greater than the value > 0.1966 (r Table), so it can be concluded that all indicator variables in this study have valid values.

**Reliability Test**

Reliability test is a tool to measure a questionnaire which is an indicator of a change or a tool to measure a questionnaire which is an indicator of a change or construct. According to According to Ghozali [13] reliability is actually a tool to measure a questionnaire which is an indicator of a variable or construct. "A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable over time". Reliability is a test that refers to the degree of stability, consistency, predictability, and accuracy. Measurements that have high reliability are measurements that can produce reliable data.

**Table 3. Reliability Test**

| No | Variable | Alpha Value | rTable | Note |
|---|---|---|---|---|
| 1 | Tangibles | 0,612 | 0,196 | Reliable |
| 2 | Reliability | 0,789 | 0,196 | Reliable |
| 3 | Responsiveness | 0,713 | 0,196 | Reliable |
| 4 | Assurance | 0,601 | 0,196 | Reliable |
| 5 | Empathy | 0,729 | 0,196 | Reliable |
| 6 | User Satisfaction | 0,602 | 0,196 | Reliable |

Based on the results of the reliability test, it can be concluded that all variables used in this study are reliable, because Cronbach's Alpha value is greater than the value of r table.

**Classical Assumption Test**

**Normality Test**

After testing the validity and reliability, the next step is to test for normality. According to Nasrum [14] "normality is a way to see if the research data is normally distributed. Data that is normally distributed is one of the absolute requirements for making inferences. It is said that the residual is normally distributed if the significance value is greater than the probability (0.05) if the significance value is smaller than the probability (0.05), then the residual is not normally distributed.

Contains the results of the implementation of the application of the method, or the results of testing the method.

**Table 4. Normality Test**

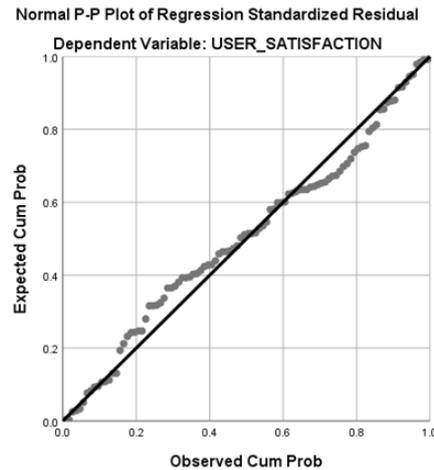| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 1.54750457 |
| Most Extreme Differences | Absolute | .081 |
| | Positive | .072 |
| | Negative | -.081 |
| Test Statistic | | .081 |
| Asymp. Sig. (2-tailed) | | .100[c] |

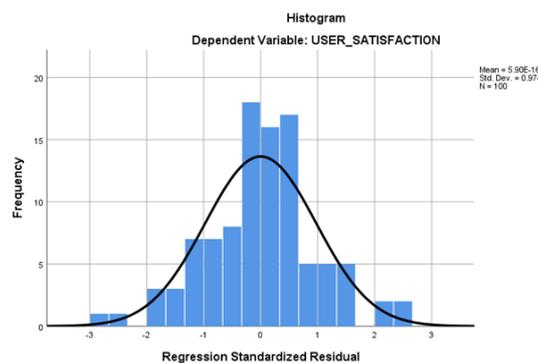**Figure 3. Table One-Sample Kolmogorov-Smirnov Test**



**Figure 4. Histogram Graph**

Based on the picture above, it can be concluded that the statistical analysis and graphs are normally distributed.

**Multicollinearity Test**

Multicollinearity test is one method for diagnosing multicollinearity by analyzing the tolerance value and its opposite variance inflation factor (VIF). According to Ghozali [15] if VIF > 10 there is multicollinearity with other variables, on the other hand if the VIF value is < 10 then it is considered that there is no multicollinearity.

**Table 5. Multicollinearity Test**

| Variable | Tolerance | VIF (Variant Inflation Factor) | Note |
|----------|-----------|-------------------------------|------|
| X1 | 0,529>0,10 | 1,889< 10,00 | No Multicollinearity |
| X2 | 0,946>0,10 | 1,057< 10,00 | No Multicollinearity |
| X3 | 0,384>0,10 | 2,602< 10,00 | No Multicollinearity |
| X4 | 0,422>0,10 | 2,371< 10,00 | No Multicollinearity |
| X5 | 0,383>0,10 | 2,609< 10,00 | No Multicollinearity |

Based on the multicollinearity test in the table above, it shows that the five variables have tolerance values > 0.1 and VIF < 10.0, so that the multicollinearity test conditions are met and it can be concluded that the five independent variables do not occur multicollinearity.

**Heteroscedasticity Test**

The heteroscedasticity test [16] aims to test whether in the regression model there is an inequality of residual variance from one observation to another. If the variance of the residual from one observation to another observation remains, it is called homoscedasticity and if it is different, it will be called heteroscedasticity. This test uses a significant level of 0.05 with a 2-sided test. There are 2 kinds of significant level, 0.01 and 0.05, there is no standard regulation that regulates which one to use. It all depends on the researcher and the research itself but many previous researchers used the 0.05 level of significance.

**Table 6. Heteroscedasticity test**

| No | Variable | Value of Signification | Note |
|----|----------|------------------------|------|
| 1 | Tangibles | 0,270>0,05 | No Heteroscedasticity |
| 2 | Reliability | 0,230>0,05 | No Heteroscedasticity |
| 3 | Responsiveness | 0,144>0,05 | No Heteroscedasticity |
| 4 | Assurance | 0,451>0,05 | No Heteroscedasticity |
| 5 | Empathy | 0,105>0,05 | No Heteroscedasticity |

Based on the results of the heteroscedasticity test in the table above, it can be concluded that all independent variables do not have heteroscedasticity because the value is > 0.05.

**Multiple Linear Analysis**

Multiple linear regression is intended to test the effect of two or more independent variables (Tangibles, Reability, Responsiveness, Assurance and Empathy) on one dependent variable (User Satisfaction). This model assumes a relationship with each predictor. Multiple linear regression model for the population can be shown as follows [17]:

$$Y= a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

Information:

Y = Associated Variable (Dependent)

a = Constant

b = Coefficient of regression line

$X_1, X_2, X_3, X_4, X_5$ = Independent variables (Tangibles, Reability, Responsivness, Assurance and Empathy).

**Table 7. Multiple Linear Regression**

Coefficients[a]

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|-------|---|------|------|------|------|------|
| 1 | (Constant) | 4.351 | 1.196 | | 3.637 | .000 |
| | TANGIBEL | .179 | .110 | .181 | 1.618 | .109 |
| | RELIABILITY | .163 | .050 | .272 | 3.260 | .002 |
| | RESPONSIVNES | .294 | .118 | .325 | 2.482 | .015 |
| | ASSURANCE | -.041 | .123 | -.041 | -.331 | .741 |
| | EMPHATY | .079 | .128 | .081 | .620 | .537 |

**T test**

T test is used to determine whether there is a significant (significant) relationship or influence between the independent variables partially on the dependent variable [18]. Then the t-test is used to test each independent variable against the dependent variable to determine the criteria for testing the research hypothesis or based on calculations per Partial variable.

**Table 8. T Test**

Coefficients[a]

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|-------|---|------|------|------|------|------|
| 1 | (Constant) | 4.351 | 1.196 | | 3.637 | .000 |
| | TANGIBEL | .179 | .110 | .181 | 1.618 | .109 |
| | RELIABILITY | .163 | .050 | .272 | 3.260 | .002 |
| | RESPONSIVNES | .294 | .118 | .325 | 2.482 | .015 |
| | ASSURANCE | -.041 | .123 | -.041 | -.331 | .741 |
| | EMPHATY | .079 | .128 | .081 | .620 | .537 |

a. Dependent Variable: USER_SATISFACTION

Judging from the results of the t-test above, it can be concluded that the results of the research hypothesis are as follows:

a. H1: Tangible (X1) produces a significant value of 0.109 <0.05. T arithmetic value 1.618 < 1.986 T table value, it can be concluded that tangibles (X1) do not have a significant effect on perceptions of user satisfaction of the AnterAja application.

b. H2: Reliability (X2) produces a significant value of 0.002 <0.05. T arithmetic value 3.260 > 1.986 T table value, it can be concluded that tangibles (X2) have a significant influence on the perception of user satisfaction of the AnterAja application.

c. H3: Responsiveness (X3) produces a significant value of 0.015 <0.05. T arithmetic value is 2.482 > 1.986 T table value, it can be concluded that tangibles (X3) have a significant influence on the perception of satisfaction of AnterAja application users.

d. H4: Assurance (X4) produces a significant value of 0.741 > 0.05. T value -0.331 < 1.986 T table value, it can be concluded that tangibles (X4) have no significant effect on perceptions of satisfaction with AnterAja application users.

e. H5: Empathy (X5) produces a significant value of 0.537> 0.05. T arithmetic value of 0.620 < 1.986 T table value, it can be concluded that tangibles (X5) have no significant effect on perceptions of satisfaction with AnterAja application users.

**F Test**

The F test or known as the simultaneous test aims to find out how the effect of all independent variables in a study together on the dependent variable [44]. If the results are significant, the model can be used for prediction/forecasting in research.

**Table 9. F Test**

| ANOVAª | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 145.508 | 5 | 29.102 | 11.538 | .000ᵇ |
| | Residual | 237.082 | 94 | 2.522 | | |
| | Total | 382.590 | 99 | | | |
| a. Dependent Variable: USER_SATISFACTION | | | | | | |
| b. Predictors: (Constant), EMPHATY, RELIABILITY, TANGIBEL, ASSURANCE, RESPONSIVNES | | | | | | |

Hypothesis Testing, Based on the output above, it is known that the significant value for the effect of X1, X2, X3, X4 & X5 simultaneously on Y is 0.000 <0.05 and the calculated F value is 11.538> 2.31, it can be concluded that the independent variable (Tangibles, Reliability), Responsiveness, Assurance, Empathy) have a significant effect on variable X simultaneously on the variable User Satisfaction (Y).

**Determinant Coefficient**

The determination test in this study aims to determine the percentage of the contribution of the influence of the independent variable on the dependent variable. The coefficient of determination can be obtained by squaring the correlation coefficient or R Squared ($R^2$), the result of the coefficient of determination.

**Table 10. Determinant Coefficient**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .617ª | .380 | .347 | 1.58813 |
| a. Predictors: (Constant), EMPHATY, RELIABILITY, TANGIBEL, ASSURANCE, RESPONSIVNES | | | | |

From the output above the Summary Model, it is known that the R square value is 0.380, this means that all variables X simultaneously to Y is 38%, while the remaining 62% is influenced by other factors not examined.

**Discussion**

Based on the primary data (questionnaire) that has been obtained with the help of IBM SPSS Statistic version 25, it can be seen that the results of the validity test and reliability test show that all the r values for all the questions tested are positive and greater than the r table values (0.196) . So it can be concluded that all the questions used in this study passed the validity test and were declared valid and the reliability test was declared reliable.

In this study the authors found that Hypotheses 1, 2, 3, 4, and 5 with a t-test on Y that had a significant effect on variables (Reliability and Responsivenes) while for variables (Tangibles, Assurance and Empathy) had no significant effect on Y (User Satisfaction). So, it can be concluded that the Independent Variable (X) has a slight influence on user satisfaction in the AnterAja application. The conclusions of the hypothesis in the T-test are:

a. HI: Tangibles (X1) have no significant effect on user perception (Y) or in using AnterAja application services, so the hypothesis is rejected.

b. H2: Reliability (X2) has a significant effect on user perception (Y) or in using AnterAja application services, the hypothesis is accepted.

c. H3: Responsiveness (X3) has a significant effect on user perception (Y) or in using AnterAja application services, the hypothesis is accepted.

d. H4: Assurance (X4) has no significant effect on user perception (Y) or in using AnterAja's application service, the hypothesis is rejected

e. H5: Empathy (XS) has no significant effect on user perception (Y) or in using AnterAja application services, so the hypothesis is rejected.

So, it can be concluded from the results of the hypothesis using the T test that there are several that are declared to have a significant effect, meaning that there is a positive influence on the instrument that affects the quality of AnterAja users, namely Reliability and Assurance.

## CONCLUSION

Based on the research that has been done on the process of analyzing the effect of service quality on the AnterAja Application on User Satisfaction, the following conclusions can be drawn:

In analyzing the success rate of the AnterAja application on user satisfaction using the SERVQUAL method, there are 6 variables, namely the variables of Physical Evidence (Tangibles), Reliability (Reliability), Responsiveness (Responsivness), Assurance (Assurance), Empathy (Empathy), and user satisfaction ( user satisfaction). This researcher collects data through questionnaires which are completed using IBM SPPS Statistic 25 software.

From the results of the questionnaire survey that has been distributed to 100 (one hundred) respondents using the AnterAja application, Based on the Validity Test, it is known that the calculated r value for all variables is above 0.196 in the r table value. Because all the calculated r values are higher than 0.196, all variables on the questionnaire are declared valid

Partially the independent variables that have a significant effect are the Reliability and Responsiveness variables where based on the T TEST this variable has a significant influence with the provisions if the level of measurement that is owned experiences the level of satisfaction of AnterAja application users. Where the results of the reliability t-count variable are greater than the t-table value, namely (3.260 > 1.986) and the significant value (0.002 <0.05) then Ho is rejected and H2 is accepted and the results of the calculation of the Responsivnes variable the t-count value is greater than the t-table value. that is (2.482 > 1.986) and significant value (0.015 < 0.05) then Ho is rejected and H3 is accepted.

Simultaneously (F test) shows F count (11,538) > (2,31) F table and significant value (0,000) < (0,05), then Ho is rejected and Ha is accepted. Simultaneous to the User Satisfaction variable (Y).

In the coefficient of determination $R^2$, it can be concluded that the effect of the independent variables (Tangibles, Reability, Responsivness, Assurance and Empathy) on user satisfaction is 38% based on the servqual dimension while 62% is explained by other variables outside the model..

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