

Customer Satisfaction Analysis Using Package and Document Delivery Services Pt. Indonesian Post (Case Study of Makassar Central Post Office)

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ABSTRACT

Customer satisfaction is one thing that has an important role in business. Customer satisfaction is a major milestone in the success of a company. This study aims to determine customer satisfaction using package & document delivery services PT. Indonesian Post. This research is a qualitative study with a qualitative descriptive analysis approach using informants from users of PT. Indonesian Post. This research data was collected through library research techniques and field research using interviews and observations. The results show that customer satisfaction occurs when consumers get services according to expectations, such as responsive service, affordable prices, and the accuracy of shipment estimates are the reasons why consumers are satisfied and loyal to use PT. Indonesian Post.

Keywords – Customer Satisfaction; Service; Service Quality

INTRODUCTION

In the era of globalization like now there are many businesses that can be done, namely franchise business and online business (1). Online business is one of the most sought-after businesses by any individual or group. An online business is a business run online using the internet network, while the information that will be sent or sold usually uses a website or application. Online business has considerable prospects in the future (2). Because now almost everyone wants practicality and convenience in meeting their daily needs (3). Online business is now very helpful, starting from teenagers in school to homemakers who can run an online business. Only with individual gadgets can we make a profit. There is much e-commerce that has sprung up after online businesses exist. Of course, this online business is assisted by the owners of package or expedition delivery services. With the emergence of an online business helping the delivery of goods to develop, which previously only sent letters to relatives or several companies that needed document delivery services, now expeditions or shipping services have increased, and many package and document delivery services are starting to appear in Indonesia, one of which is PT. Pos Indonesia is developing through delivery services.

PT. Pos Indonesia was founded by governor-general G. W Baron Van Imhoff on August 26, 1976, to ensure the security of resident letters, especially for those who trade from offices outside Java and those who come from and go to the Netherlands. Since then, the postal service has been born to carry out the role and function of service to the public. After the Batavia Post Office was established, four years later, the Semarang Post Office was established to maintain regular postal communications between the two places and to speed up deliveries. Post's route at that time was through Karawang, Cirebon and Pekalongan. PT. Pos Indonesia has changed its status from the PTT (Post, Telegraph, and Telephone) Bureau several times. This business entity led by a Head of Service is not commercial, and its function is more directed at providing public services. Developments continued to occur until its status became a State Post and Telecommunications Company (PN Postel). Observing the development of the era in which the postal and telecommunications sector developed very rapidly, in 1965 it changed to the State Post and Giro Company (PN Pos and Giro), and in 1978 it changed to Perum Pos and Giro, which has since been confirmed as the sole business entity in organizing Postal service and giroPos both for domestic and foreign relations. For 17 years with the status of Perum, then in June 1995, it changed to a Limited Liability Company with PT. Pos Indonesia (Persero). With time, PT. Pos Indonesia has now been able to show its creativity in the development of the Indonesian Postal sector by utilizing its network infrastructure, which reaches around 24 thousand service points that reach 100 percent of cities/districts, almost 100 percent of sub-districts, and 42 percent of sub-districts/villages, and 940 remote transmigration locations in Indonesia. Along with the development of information, communication, and technology, the network of PT. Pos Indonesia already has more than 3,800 Online Post Offices and is equipped with electronic mobile Pos in several big cities. All points are chains that are connected in a reliable and integrated manner. The Postal Code system was created to facilitate the processing of postal items where every inch of area in Indonesia can be identified accurately (4).

In this era of globalization, people tend to want something fast and practical. This includes goods delivery services. The faster an item is sent, the greater the positive impact felt by the party concerned (5). The demands for speed of delivery and efficiency of services have made competition among shipping service companies more competitive. This, of course, makes PT. Pos Indonesia must make creative innovations, and a massive revolution must be carried out to re-show the existence of PT. Pos Indonesia is the first company that provides goods delivery services that are trusted by the public.

The increasingly fierce business competition with the high enthusiasm of consumers who use shipping services is a great opportunity for private shipping services to survive in the current era (6). Currently, many private shipping services are competitors for PT. Indonesian post. Among them are Tiki, JNE, Sicepat Ekspres, Jnt and others. These companies provide good service, which is almost the same as the delivery service of PT. Indonesian post.

Table 1. Courier Services Market Share 2020

BRAND	TBI 2020
JNE	27.3%
J&T	21.3%
Tiki	10.8%
PT. Pos Indonesia	7.7%
DHL	4.1%

(Source : Top Brand Index 2018)

Looking at the data above: PT. Pos Indonesia dominates the market by 7.7%, and the largest market share is JNE at 27.3%, followed by J&T at 21.3%, Tiki in the third position with a market share of 10.8%. To survive in the market, of course, PT. Pos Indonesia carries out marketing strategies and improves service quality to create customer satisfaction. The various services offered will thus be the characteristics and advantages of each expedition. With increasing competition, companies must know the factors that influence customer satisfaction to make improvements and innovations expected to increase customer satisfaction after transacting at PT. Indonesian post. Service quality will affect customer satisfaction; the better the service quality, the more loyal consumers will continue to use and use our services.

On the other hand, if service quality decreases, dissatisfaction will occur and cause complaints about service users. Thus the quality of service is very influential on consumer attitudes and behavior. Attitudes and behaviors displayed by consumers are solely based on the difference between expectations and service performance (7).

Has a very wide network of up to 4,800 PT. Pos Indonesia Online. The number of service points (Point of Sales) reaches 58,700 points in the form of Post offices, AgenPos, Mobile Postal Service, and others. PT. Pos Indonesia has a dedicated network, reliable distribution system, Track and Trace, excellent service, speed, accuracy, and competitive prices. PT. Pos Indonesia is a strategic place for sales transactions and or distribution of goods and services. Innovation continues to be carried out by PT. Pos Indonesia, among others, the construction of the Post Shop, which is a retail business development that is implemented to change the image of PT. Pos Indonesia conventional became PT. Pos Indonesia is modern with a one-stop shopping service pattern, namely Postal Services (retail services) in the form of mail delivery services, packages, financial services, sales of Postal items (stamps, stamps, philately products, and others), Online Shopping services. (8).

Gait PT. Pos Indonesia in the delivery service does not need to be doubted. This state-owned company has been operating for decades. So don't be surprised if you have a lot of experience in shipping goods, currently the office of PT. Pos Indonesia not only serves

the delivery of goods and documents in the country but PT. Pos Indonesia serves delivery services abroad, not only packages and documents, PT. Pos Indonesia provides money transfer services throughout Indonesia. Several packages and document delivery services PT. Indonesian posts.

Table 2. Delivery Service PT. Indonesian Post

NO	SERVICES PT. INDONESIAN POST	EXPLANATION	ESTIMATED TIME
1	Pos Express	Pos Express is a PREMIUM service owned by PT. Pos Indonesia for fast and safe delivery with wide coverage to all cities in the Province of Indonesia. This service can be the right and trusted choice for sending packages, documents, letters, and merchandise online.	1 Days
2	Special Express Post	Special Express Post is a service owned by PT. Pos Indonesia for safe and fast delivery with wide coverage throughout Indonesia. This service can be the right and trusted choice for sending packages, documents, letters, and merchandise online.	4-7 Days
3	Economic Jumbo Post	Pos Jumbo Ekonomi is a service owned by PT. Pos Indonesia with the first weight rate starting from 3 Kg and every subsequent Kilogram up to a weight level of 30 Kg.	14 Days
4	Standard Service	Is a standard domestic document and goods delivery service owned by PT. Pos Indonesia with the widest network throughout Indonesia.	14-30 Days
5	Q9 Sameday Service	Q9 Sameday Service is the best service owned by PT. Pos Indonesia, which is able to support the business of online businessmen and SMEs. Q9 Sameday Service is a fast and safe online delivery service for merchandise, packages, documents and letters in cities (only for Java Island) and the provincial capital for cities outside Java, with a time limit of up to a maximum of 9 hours and a delivery deadline of up to 16:00 local time.	9 Hours
6	Qcomm	QComm is a new service owned by PT. Pos Indonesia, which makes it easy for online businesses to send their merchandise on time. QComm services are spread throughout the island of Java with a maximum time of 2 days to the destination. The maximum weight of goods that can be sent is 5 kg.	2 Days
7	EMS	Express Mail Service is the fastest overseas shipping service.	3-5 Days

8	Export Post	This service is an overseas delivery service that is prioritized for perpetrator Small and Medium Enterprises	4-8 Days
9	International Express Parcel	This service is the same as the EMS Post package for overseas shipping but differs from the travel time	6-10 Days
10	International Airmail	This service is an overseas postal package that is paid for by using postage stamps	10-30 Days
11	International Ordinary Postal Parcel	Overseas postal parcel services use shipping fleets by sea	30-90 Days

(Source <https://www.PosIndonesia.co.id/>)

From the various postal delivery services above PT. Pos Indonesia can compete in the domestic and foreign package and document delivery services, PT. Pos Indonesia can control the delivery of packages throughout Indonesia. With the presence of various competitors, PT. Pos Indonesia is providing excellent service to its consumers and presenting a variety of services. The increasingly tough competition, of course, must be handled creatively. If the services offered by each company have much in common, improvements can be made in different ways. One that can be an option is to improve the quality of service to customers. The quality of service in question is the service provided by the officers of PT. Pos Indonesia itself. Based on the description that has been stated above, the topic of this research is about the purpose of consumers using package and document delivery services at PT. Pos Indonesia in Makassar City.

METHODS

The research method used is qualitative research, namely data that is decomposed into sentences separated according to categories so as to produce a conclusion (9). The qualitative descriptive analysis method is to make a systematic and accurate description or description of the facts, characteristics, and relationships between the phenomena provided. This study will describe the analysis of consumer satisfaction using mail and package delivery services at PT. Indonesian posts. In this study, the data collection method used is an effort to obtain the data needed to solve and analyze the problems posed in this study. Data collection techniques used in this study are interview techniques and observation techniques.

RESULT

Based on research that has been done in recent months on consumers of PT. Pos Indonesia, especially PT. Pos Indonesia Makassar center regarding customer satisfaction using the package and document delivery service PT. Indonesian post. The location of the research conducted by the researcher is in the city of Makassar, namely PT. Pos Indonesia Makassar center on Jalan Slamet Riyadi No. 10.

PT. Pos Indonesia Makassar, in providing package & document delivery services has several types of services, namely Express Post, Special Express Post, Economic Jumbo Post, Standard Service, Q9 Sameday Service, Qcom, EMS, Export Post, International Express Post Package, International Airmail, International Ordinary Postal parcels. However, the authors focus on customer satisfaction using the delivery service of PT. Pos Indonesia Makassar. The research results obtained by the author from the interviews are as follows: the first question asked by the author to the informant is, have you ever used a delivery service through PT. Indonesian post?

From interviews with as many as 12 informants, nine people often use delivery services through PT. Indonesian post. The following are the results of the informant's interview:

"I often use the delivery service of PT. Pos Indonesia because of easy delivery and fast service response" (Interview results August 28, 2020)

Six informants answered almost the same, namely: "Once and often I use the delivery service of PT. Pos Indonesia because I opened an online shop in e-commerce and the buyer chose PT. Pos Indonesia as a delivery service" (Interview results August 26, 2020).

Furthermore, two informants said that: "Almost every day I use the delivery service of PT. Pos Indonesia, especially in sending documents" (Interview results August 29, 2020) This shows that the existence of an online shop also affects the level of use of PT. Indonesian post. The high competition with other expeditions did not affect PT. Pos Indonesia in shipping services. PT. Pos Indonesia has its selling point in the eyes of consumers. To find out why consumers choose PT. The author, Pos Indonesia as a shipping service, asks the second question: Why did you choose PT. Indonesian post?

Of the 12 informants, six people answered that PT. Pos Indonesia is a delivery service that has a wide range; here's an answer from one of the informants: "Because PT. Pos Indonesia has a wide reach, there are several delivery services that refuse the delivery because they do not reach the area" (Interview August 25, 2020).

Furthermore, four informants answered choosing PT. Pos Indonesia because these four informants opened an online shop and delivery service for PT. Pos Indonesia is one of the choices in e-commerce, the answer from one of the informants: "because PT. Pos Indonesia is one of the delivery services listed on Shopee and Tokopedia and according to my request, I sent it through the Post office" (Interview, August 26, 2020).

After that, the writer asked the third question to find out how the services of PT. Indonesian Post to consumers? From the results of interviews with 12 informants, all of them said that the services of PT. Indonesian Post good, as said by one of the informants, namely:

"Services of PT. Pos Indonesia is good, fast, professional and if you have questions, customer service always responds well" (Interview August 27, 2020).

The author asks the fourth question, namely whether the services obtained are in line with expectations? From the results of interviews with 12 informants, all answered that the Postal service was in line with expectations; here are the answers from the informants:

"In line with expectations, because of PT. Pos Indonesia has many delivery services and makes it easier for consumers to send according to their needs. Usually, I choose a special express package service" (Interview August 31, 2020).

The above statement shows that the service is one of the benchmarks why PT. Pos Indonesia is chosen by consumers as one of the most trusted shipping companies and makes it easier for consumers to make deliveries. Service is an activity carried out by the company to consumers who have purchased their products. Next, the author asks the fifth question: Are you satisfied with the price and accuracy of the estimated shipment? Of the 12 informants, eight informants answered that the price was quite affordable, and when it came to estimating the accuracy of shipments, several informants answered that the accuracy of the shipments was usually slow. Here are some of the informants' answers: "When it comes to the price of PT. Pos Indonesia is affordable, for the accuracy of estimating shipments sometimes there are still delays, especially amid the current pandemic" (Interview August 27, 2020).

"When compared to other expeditions sent by PT. Pos Indonesia is still relatively cheap, and regarding the current estimate for shipments, I think it is still safe because some of the shipments I always send are on time from the estimate" (Interview Results August 26, 2020).

The last question asked by the author is whether you remain loyal to using the delivery service of PT. Indonesian post? Of the 12 informants, ten people answered that they would remain loyal to using the post office delivery service; here are the answers from 2 informants who answered almost the same:

"I will continue to use postal delivery services because PT. Pos Indonesia is a delivery service available in my online shop" (Interview August 28, 2020).

"Surely, I will still send it to PT. Pos Indonesia because I have entrusted PT. Pos Indonesia as a delivery service partner in my office" (Interview results August 29, 2020).

Loyalty occurs because the satisfaction obtained by consumers is based on services that are by consumer expectations. Relatively affordable prices and delivery accuracy are included in the indicators. In addition, the services provided by PT. Pos Indonesia became one of the benchmarks why PT. Pos Indonesia is currently still in great demand by consumers using delivery services. Having a wide reach is the reason for consumers to stay afloat.

DISCUSSION

This research was conducted using the interview method with informants who were the people of the city of Makassar who used package and document delivery services at the Makassar Central Post Office. The author conducted interviews at the Makassar Central Post Office because the research process was easy, and the author could directly see the

shipments made by consumers. During carrying out the research process, the author saw that the quality of service provided by PT. Pos Indonesia, especially at the Makassar Central Post Office, is very responsive. From some of the informants that the writer interviewed, most of the informants said that the quality of PT. Pos Indonesia is not inferior to several other private shipping companies. PT. Pos Indonesia provides insurance for consumers who want to send their goods at PT. Pos Indonesia, if something unexpected happens, such as damage to goods, delays in delivery, loss of goods, PT. Pos Indonesia will act by Procedure PT. Indonesian Post.

Delivery is the activity of distributing goods and services of producers to consumers. Delivery is a marketing activity to facilitate the delivery of products from producers to consumers. The benefit of delivery based on the previous definition is the transfer of ownership of goods or services. Delivery activities create marketing channel flows or delivery channel flows. A distributor is a person who carries out shipping activities. The distributor is in charge of connecting between production and consumption activities. The development of delivery services is increasing, especially with the number of online shops and e-commerce that have sprung up, making shipping services competitive. One of the shipping service companies in Indonesia is PT. Pos Indonesia is a state-owned enterprise engaged in information, money, and goods traffic services. One of the differences is the products offered by PT. Pos Indonesia is a package delivery service. Package delivery services have very good prospects, but in reality, most of the package delivery service market share is controlled by private service companies, encouraging motivation, perceptions, and attitudes of consumers to produce products/services that have high competitiveness to win market share. The emergence of these competitors influences PT. Indonesian post.

In terms of package delivery, it is always required to improve the quality of service to achieve consumer trust and loyalty. Several efforts to improve the quality of service can be through expansion of reach, increasing the speed of travel time that is fast and guaranteed, and responsiveness in service. Service improvement to respond to increasingly competitive competition is also shown by various shipping services other than PT. Indonesian post.

Service quality is a comparison between the expected service and the actual service received. If the service received or perceived by consumers is by or even exceeding consumer expectations, then the service is considered quality and satisfactory. However, if consumers find that the service received is inappropriate or below consumer expectations, the service can be considered unqualified and disappointing.

Consumer satisfaction with products or services generates loyalty, as in the research conducted by the author. Consumers will be loyal when they feel the service is in line with expectations. Customer loyalty or loyalty is not formed in a short time but through a learning process and the experience of purchasing services consistently over time. The big challenge for service marketers lies not only in giving potential customers the right reasons to do business with them but also in keeping existing customers loyal and

even increasing their use of their services. The effect of loyalty for the company is to provide a continuous source of income for many years. It should be underlined that loyalty will only continue as long as customers feel that they are receiving better value (including higher quality) than would be obtained by switching to another service provider.

Consumers who use the services of PT. Pos Indonesia was satisfied with the service and delivery that PT. Pos Indonesia provided. This is because consumers feel satisfied because of the services provided by PT. Pos Indonesia is by what they expect, such as wide coverage, affordable prices, responsive service as to why consumers choose PT. Pos Indonesia as a delivery service.

CONCLUSION

Based on the information obtained by researchers in this study and outlined in the results and discussion in the previous section relating to customer satisfaction using package & document delivery services PT. Pos Indonesia, here are some things that are the conclusions of the results of this study: Consumers are satisfied with the various delivery services offered by PT. Pos Indonesia by the wishes of consumers. Consumers choose delivery services by good service, price, a wide range of services, and accuracy of delivery estimates which are the benchmarks for consumer satisfaction using PT. Indonesian Pos.

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