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# The effect of perceived quality and value on express delivery services trust during pandemic Covid 19

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## ABSTRACT

During the Covid-19 pandemic, public mobility restriction policies were implemented to prevent the new coronavirus spread. In this period, express delivery services have played an essential role in transporting packets between areas supporting everyday life. This study examines the role of perceived quality and value on brand trust in express delivery services, namely J&T Express Indonesia, the top brand courier service in Indonesia. The researchers employed a purposive sampling and involve 162 respondents of the customer. The study collected data through questionnaires and analyzed using the Partial Least Square-Structural Equation Model. The critical finding showed that perceived quality (excitement, enjoyment, bonding with, and reliability) positively affected the perceived value and brand trust. The other result shows that perceived value (good value, acceptable, good deal, competitive, like, feel-good) affected brand trust. The study's implication suggests the strategy for express delivery services to enhance perceived quality and value for further increasing customer trust.

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## ABSTRAK

Selama pandemi Covid-19, kebijakan pembatasan mobilitas publik diberlakukan untuk mencegah penyebaran virus corona baru. Pada periode ini, jasa pengiriman ekspres telah memainkan peran penting dalam mengangkut paket antar daerah yang mendukung kehidupan sehari-hari. Penelitian ini mengkaji tentang peran persepsi kualitas dan nilai terhadap kepercayaan merek pada jasa pengiriman ekspres, yaitu J&T Express Indonesia, jasa kurir merek teratas di Indonesia. Peneliti mengambil sample dengan menggunakan purposive sampling dan melibatkan 162 responden pelanggan. Penelitian ini mengumpulkan data melalui kuesioner, dan data dianalisis dengan menggunakan Model Persamaan Struktural Parsial Least Square. Hasilnya menunjukkan bahwa persepsi kualitas (kegembiraan, kenikmatan, ikatan, kehandalan) secara positif mempengaruhi nilai yang dirasakan dan kepercayaan merek. Temuan lain menunjukkan bahwa nilai yang dirasakan (nilai baik, dapat diterima, kesepakatan baik, kompetitif, senang) mempengaruhi kepercayaan merek. Implikasi penelitian menyarankan strategi pada layanan pengiriman ekspres untuk meningkatkan kualitas dan nilai yang dirasakan untuk lebih meningkatkan kepercayaan pelanggan.

## Keyword:

Express delivery services, Perceived quality, Value, Brand trust, Covid 19.

## 1. INTRODUCTION

Indonesia has a large population and significant market share, putting the country in a strategic position. In this country, economic growth and the ease of industrial regulation are also overgrowing. The fastest-growing industry today is e-commerce. With this online shopping, many companies compete to join e-commerce to provide innovation, low prices, trust in sending packets, and fast delivery (Gin, 2020). In addition, the growth rate of the e-commerce industry is directly proportional to the demand for safe, convenient, and fast delivery services for package delivery. The market research investigates trends in freight forwarding and delivery services. Of 5,920 respondents, 44 per cent buy online at least



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once a month and use delivery services to get their shopping items (Deny, 2021). Online shopping is beneficial for packet delivery services because consumers buy goods far from where they are. Unfortunately, in 2020, the Covid19 outbreak hit the world, and its spread was straightforward and fast. The government stopped people's activities at work and school to prevent the Covid-19 virus (Rizal, 2020). In the current pandemic period, competition between shipping companies is very tight. Although the shipping company is relatively new in the shipping service industry, it is competitive and even at the forefront (Deny, 2021).

One of the companies in express delivery services in Indonesia is J&T. This company was founded in 2015, and it has many innovations, and is favored by consumers who often shop online. This innovation can be seen in operational locations in almost all of Indonesia and now have branches outside Indonesia, such as Malaysia, Vietnam, the Philippines, Thailand, and Singapore (Junida, 2019). In 2020, J&T received the third Top Brand Award in the Courier Service category in Indonesia. The company beat other delivery services such as JNE, TIKI, and Pos Indonesia. Furthermore, in 2021, J&T Express will be ranked first in the Top Brand Index of shipping services, beating its competitors such as JNE, Tiki, Pos Indonesia, and DHL.

When the consumers choose delivery services, they have some considerations, especially regarding the quality of delivery, perceived value of consumers, and trust. For example, consumers choose delivery services because of fast delivery and affordable shipping costs (Indah, & Nurlina, 2019). In addition to the speed and low cost, consumers usually complain about the delivery of goods that are often late in arriving at their destination, which can affect the assessment of the shipping company. (Apriansah & Hasanah, 2022). In addition to speed and low cost, consumers have other preferred factors, such as a safe guarantee for the packet, deliveries every day, even during holidays, and delivery services that reach remote areas and cities (Deny, 2021). Moreover, in Indonesia, brand comparison between courier services in Indonesia in 2022 is related to top of mind, last usage & future intentions, as in Table 1.

Consumers' impression of a brand as trustworthy and impacting their lives are related to brand trust (Madeline & Sihombing, 2019). Regarding trust, service quality is a topic of interest from several angles, including the service provider's quality and the solutions ensuring the high quality of services offered (Ejdys & Gulc, 2020). Perceived value was defined from consumers' view as the entire evaluation of customers using items or services based on their perception of what was received and what was supplied (Hasby, Irawanto, & Hussein, 2018).

Studies on J&T delivery service in the literature focus more on customer satisfaction (example: Lestari, 2019; Bimantara, 2020), brand loyalty (i.e. Dewi & Yosepha, 2020; Budiarsi et al., 2021), competitive advantage (Hariana, 2020), and user interest (Irnanta, 2021). However, limited studies give attention to trust and its antecedents to explain the phenomena of delivery service. Based on this gap, this research aims to analyze the effect of perceived quality on perceived value, the impact of perceived quality on brand trust, and the impact of perceived value on brand trust in J&T Express delivery services.

**Table 1**  
**Indonesia's Top Brand Courier Service Category 2022**

BRAND	TBI 2022	Keterangan
JNE	39.3%	TOP
J&T	23.1%	TOP
Tiki	11.1%	TOP
Pos Indonesia	8.5%	-
DHL	6.9%	-

Sumber : <https://www.topbrand-award.com>

## 2. THEORETICAL FRAMEWORK AND HYPOTHESIS

### J&T Marketing Studies

Studies on J&T delivery services have been carried out from several aspects and on various customers in various cities in Indonesia. In addition, the previous studies focused more on customer satisfaction (Sakti & Mahfudz, 2018; Lestari, 2019; Bimantara, 2020), brand loyalty (Fortuna et al., 2020; Saputri et al., 2019; Dewi & Hidayat, 2021; Dewi & Yosepha, 2020; Budiarsi et al., 2021), competitive advantage (Hariana, 2020), and user interest (Irnanta, 2021). Also, these previous study has been carried out in several cities in Indonesia, such as Palembang, Semarang, Surabaya, Sidoarjo, Samarinda, Lumajang, Karawang, Padang, and East Jakarta. Appendix 1 shows the previous studies on J&T marketing in Indonesia.

The previous studies showed that the antecedents of customer satisfaction in J&T are service quality, timely delivery, and facilities, which positively affect satisfaction (Sakti & Mahfudz, 2018). Service quality and trust positively affect J&T customer satisfaction, but the price has no effect (Lestari, 2019). Moreover, service quality and risk perception affect J&T customer satisfaction (Bimantara, 2020). The previous study shows that service quality influences customer satisfaction and indirectly influences customer loyalty through customer satisfaction (Fortuna et al., 2020). The effect of service quality on J&T customer loyalty is fully mediated by customer satisfaction (Saputri, Aprini, & Sudrajat, 2019). In other studies, service quality, such as tangibility, reliability, and corporate image, did not affect loyalty, but responsiveness, assurance, and empathy did (Dewi & Hidayat, 2021). Therefore, a study on J&T marketing in Indonesia has mixed findings representing the dynamic of the market and business.

### Perceived Delivery Service Quality and Value

A brand's perceived quality refers to the way the consumers generally feel about a brand (Chakraborty, 2019). It refers to the consumer's assessment of the comparisons between the expectations of a product and the perception of service performance (Kim, Choe & Petrick, 2018). Therefore, perceived quality is an assessment from consumers about the quality of a product or service between product expectations and service performance that gives rise to the greatness of a product. Perceived quality is classified into four categories (Swinker & Hines, 2006). Firstly, if a consumer wants to change, intrinsic is a concrete character attached to a product. Secondly, extrinsic is a character that can be changed without changing the product. Thirdly, the character's appearance affects the appearance of the product. Finally, the performance of the characters affects function of product.

There are indicators measuring perceived quality, including 1) pleasure is an assessment using a product or service in a sense that arises from within for satisfaction; 2) brand knowledge is a value that sticks in consumers' minds, which makes it a competitive force for the company; 3) Attachment is the conformity of the product to certain specifications based on the customer's wishes; 4) service quality is related to speed, friendliness or courtesy, ability, ease, and accuracy in using a service or product; and 5) reliability refers to the functional aspects of the product itself and the main characteristics the customer considers when purchasing the product (Atulkar, 2020).

Perceived value assesses customer benefit for a particular product (Sinha & Verma, 2020) or consumer's perception of the quality of a product or service on price and consumer satisfaction which depends on value and price (Turkyilmaz et al., 2013). In addition, perceived value is a consumer assessment of a particular product's benefits. There are indicator items that measure perceived value (Williams, Gazley, & Ashill, 2021): 1) price perception is the price value related to benefits and having or using a product or service; 2) service standards are the level of excellence expected and the level of excellence expected to meet consumer desires; 3) pleasure is an assessment of service emotions that arise because of the joy of oneself for the satisfaction obtained; 4) meeting the needs is the economic benefit experienced by consumers when using goods or services from the company compared to the costs that have been incurred; and 5) attractive is the feeling of being interested when seeing the features and benefits offered by the company for goods or services. Therefore, expecting higher quality perceptions from consumers can increase the perceived value of a product (Konuk, 2018). In addition, the perception of quality provides added value for consumers (Özkan *et al.*, 2020). Therefore, perceived quality influences perceived value because if consumers get quality in the buying experience, they will increase brand ratings.

H1: Perceived delivery service quality is positively related to perceived value in J&T express delivery services.

### **Perceived Delivery Service Quality and Trust**

Trust is one of the factors important for consumers and relationships between companies (Lien et al., 2015). This is due to the fact that trust is the key to developing long-term consumer relationships (Minta, 2018). In addition, brand trust is an essential factor in a company because if consumers feel trust, it can increase brand loyalty and maintain the brand in the long term. Brand trust is the readiness of consumers to trust the brand, and the promises given are considered to have value from brand loyalty (He, Li, & Harris, 2012). In this brand trust, some indicators represent the following variables (Dam, 2020): 1) Trust is when consumers deal with a brand and consumers think that the brand will continue to be reliable and satisfy buyers; 2) Reliability is the ability to provide the promised service correctly and be trusted; and 3) Security is the emotional value that is felt through security guarantees when using a product or service.

According to Rubio, Villaseñor & Yagüe (2017), perceived quality is an important precedent of emotional attachment to generate brand loyalty and trust. In addition, consumer perception of the quality of the product or service is one factor that influences consumer confidence in making choices (Alhaddad, 2015). So, perceived quality affects brand trust. Because when quality is good and continues to improve, consumers will also trust the brand.

H2: Perceived delivery service quality is positively related to trust in J&T express delivery services.

**Perceived Delivery Service Value and Trust**

According to Chae et al. (2020), the perception of a product’s high value will affect brand trust in consumers. According to Lien et al. (2015), identifying all assessments starting from functional benefits such as saving prices, good service, and keeping time can increase brand trust in consumers. Therefore, perceived value influences brand trust because if consumers benefit from a product, it can increase their trust in the services.

H3: Perceived delivery service value positively relates to trust in J&T express delivery services.

**3. RESEARCH METHODS**

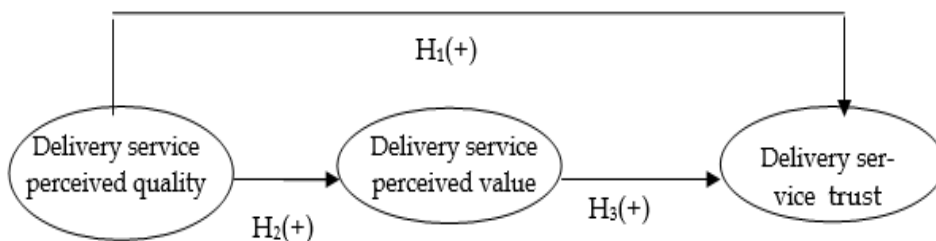
**Sampling Techniques**

This study uses non-probability sampling, which only provides one opportunity for members of the population who will then be sampled (Sugiyono, 2018). Purposive sampling was employed, in which samples were chosen by particular criteria, such as 1) the age is at least 17 years and a maximum of 50 years; 2) using the J&T Express delivery service at least once in the last three months; 3) they were living in Banyuwangi.

**Measurement**

The variables used in this study are brand trust as the endogen variable and perceived quality and value as the exogen variable. Table 2 describes variables, codes, items, means scores, and standard deviations.

In this study, trust is the endogen variable. Based on Table 2, according to J&T Express consumers, trust is how confident consumers are about delivering a packet to consumers’ homes, the package is not lost or damaged, and the delivery date is as estimated. Four question items were adopted from the previous study to measure trust (Dam, 2020). The perceived quality is how well the service performance and delivery performance of J&T services to consumers are. The perceived quality was measured by seven items adopted from previous studies (Atulkar, 2020)



**Figure 1**  
**Research Framework**

**Express  
Delivery  
Services**

and (Shanahan, Tran, and Taylor, 2019). In this study, perceived value is an exogen variable, defined as an assessment of consumer satisfaction and the benefits consumers feel when using J&T Express delivery services. Nine items were adopted from previous studies (Dam, 2020; Williams, Gazley, and Ashill, 2021) to measure perceived value. All the variables were measured by a Likert scale of 1-7.

**Table 2**  
**Variable, Items, Means, and Standard Deviations**

Variable	Code	Items	Means	Std. Deviation
Perceived Quality	PQ1	The quality of J&T Express makes me happy	6.10	0.850
	PQ2	The service quality of J&T Express helped me to know the brand	5.19	1.165
	PQ3	I like to send goods via J&T Express	6.17	0.875
	PQ4	I feel an attachment to J&T Express	5.25	1.361
	PQ5	J&T Express high quality	5.87	1.076
	PQ6	Delivery using J&T Express is excellent	6.10	0.858
	PQ7	I rely on J&T Express to deliver	5.88	1.184
Perceived Value	PV1	J&T Express has a good value in terms of shipping costs	5.68	1.089
	PV2	The postage provided by J&T Express is acceptable	5.91	0.974
	PV3	J&T Express provides postage suitable to my financial ability	5.68	1.188
	PV4	J&T Express shipping costs can compete with competitors	5.94	1.035
	PV5	I like to use J&T Express	6.07	1.010
	PV6	J&T Express sends packets according to existing service standards	6.09	0.866
	PV7	I love to ship items via J&T Express	6.13	0.812
	PV8	J&T Express met my needs	5.82	1.051
	PV9	J&T Express is enjoyable to try	6.14	0.951
Brand Trust	BT1	I trust J&T Express	6.09	0.948
	BT2	I feel fully trust J&T Express	5.80	1.068
	BT3	I can count on J&T Express	5.93	1.034
	BT4	I feel safe when I use J&T Express	6.06	0.930

Source: Data Processed

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#### 4. RESULTS AND DISCUSSION

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##### Sample Descriptions

Based on the distribution of online questionnaires via Google Forms, 162 respondents gave responses and the data can be analyzed. Descriptions of respondents are in Table 3.

Table 3 shows the composition of the respondents in this study. They are primarily females aged 21-30 years and college students. They all come from Banyuwangi. Most of them have sent a packet through J & T at least one-two times a month.

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##### Descriptive Analysis

Analysis was conducted to provide an overview of research results related to the scores of each variable obtained, indicating the respondents' responses to each statement in the questionnaire.

**Table 3**  
**Description of Respondents**

No.	Characteristics	Information	Number of Respondents	Percentage
1	Gender	Male	35	21.6
		Female	127	78.4
2	Age (year)	17-20	22	13.6
		21-30	138	85.2
		>31	2	1.2
3	Occupation	Private employee	15	9.3
		Self-employed	14	8.6
		Student	112	69.1
		Housewife	4	2.5
		Others	17	10.5
4	Frequency of using J&T Express in the last three months (times)	1-2	75	46.3
		3-4	43	26.5
		5-6	19	11.7
		7-8	8	4.9
		9-10	8	4.9
	>10	9	5.6	

Source: Data Processed

**Table 4**  
**Descriptive Analysis of Variable**

No	Variable	Average Score	Std. Deviation	Category of response / meaning
1	Perceived quality	5.79	5.81	Agree/high
2	Perceived value	5.94	6.85	Agree/high
3	Trust	5.97	3.52	Agree/high

Source: Data Processed

Table 4 shows that the responses from 162 respondents on the brand trust variable have an average of 5.97, meaning that respondents agree or believe that J&T Express delivery services can be trusted. The quality perception variable has an average of 5.79, meaning that respondents perceive the quality of J&T Express as good; the value perception variable has an average of 5.94, which means that the respondent rates highly with the perceived value.

**Data Analysis**

The analysis technique used in this research is descriptive analysis and statistical analysis using Partial Least Square Equation Modeling (PLS-SEM) with the help of the WarpPLS 7.0 program. The study was carried out in two stages: the measurement model analysis, the outer model, which discusses validity and reliability, and the second structural model, or the inner model, which discusses hypothesis testing. In the measurement model, validity and reliability are conducted to ensure that the instrument and data can be analyzed. A validity test was used to test discriminant and convergent validity. In this study, the cut-off value is loading factor 0.6. The reliability test explains whether the question items from the questionnaire are reliable. A variable is said to be reliable

**Table 5  
Validity and Reliability Test**

Variable	Items	Validity Test	Reliability Test	
		Loading Factor	Composite Reliability	Cronbach's Alpha
1. Perceived quality	PQ1	0.825	0.923	0.901
	PQ2	0.616		
	PQ3	0.838		
	PQ4	0.749		
	PQ5	0.872		
	PQ6	0.818		
	PQ7	0.826		
2. Perceived value	PV1	0.682	0.928	0.913
	PV2	0.801		
	PV3	0.646		
	PV4	0.772		
	PV5	0.808		
	PV6	0.787		
	PV7	0.846		
	PV8	0.792		
	PV9	0.769		
3. Brand trust	BT1	0.770	0.935	0.906
	BT2	0.929		
	BT3	0.904		
	BT4	0.927		

Source: Data Processed



if composite reliability > 0.7 and Cronbach’s alpha value > 0.6 (Ghozali, 2015). Table 5 shows the results of the validity and reliability tests of the brand trust variables, perceived quality, and perceived value.

Table 5 above shows that all indicators in this study have met convergent validity because they have a value loading factor of more than 0.6. Furthermore, Table 5 shows that the measured variables have Cronbach’s alpha > 0.6 and composite reliability > 0.7. Therefore, it can be said that overall the variables are reliable.

Table 6 shows the AVE root and the correlation value between the variable and itself (in brackets). The perceived quality and perceived value, the correlation value is smaller than the AVE value and the correlation between these variables and other variables, and brand trust is higher than the AVE value and the correlation between these variables with other variables. Therefore, it can be concluded that the discriminant validity does not meet. However, researchers continue to use it because the number of comparison numbers is not so high that the question items for each variable can already measure the variable.

**Hypothesis Testing**

Table 7 and Figure 2 present the results of testing the effect of perceived quality on perceived value, quality, and value on brand trust.

**Table 6**  
**Discriminant Validity**

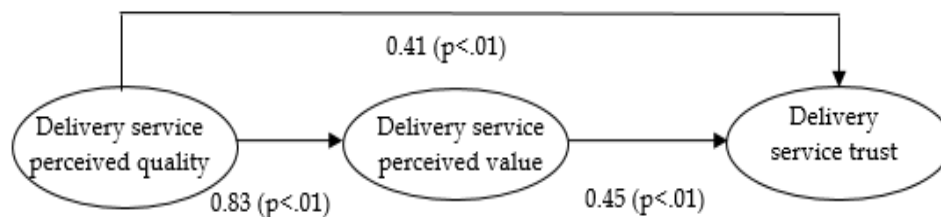
	PQ	PV	BT
Perceived quality	(0.796)	0.814	0.772
Perceived value	0.814	(0.769)	0.780
Trust	0.772	0.780	(0.885)

Source: Data Processed

**Table 7**  
**Hypothesis Test Results**

Hypothesis	Description	$\beta$	P-value	Description
H1	Perceived quality => Perceived value	0.833	<.01	Supported
H2	Perceived quality => Brand trust	0.412	<.01	Supported
H3	Perceived value => Brand trust	0.446	<.01	Supported

Source: Data Processed



**Figure 2**  
**Path Chart**

Source: Data Processed

### **The Effect of Perceived Delivery Service Quality on Value**

The results of hypothesis testing show that perceived quality has a significant positive effect on perceived value. It means that the higher the quality of delivery services provided by J&T Express, the more consumers will get value (affordable cost, good service, suitable financial ability, competitive price, standard service, and meeting customer needs). This finding supports the results of a previous study on the organic product (Konuk, 2018), restaurants (Chen, Huang, & Hou, 2020), events (Meeprom & Silanoi, 2020), and resort hotels (Park, Hsieh, & Miller, 2019). Therefore, the perception of quality affects the perception of customer value, in which perceived quality provides added value for consumers (Wang, 2013). Accordingly, when customers feel happy, like, feel an attachment, high quality, excellent, and rely on J&T, they will perceive J&T as good value, acceptable, suitable, and meet customer needs. Better service quality can be done through cheaper agency fees, door-to-door capability, immediate response, and customer relationship management (Huang, Bulut, & Duru, 2019). Saving time can be achieved by making online purchases, avoiding traffic jams, not needing to find a parking space, and not needing to queue or be part of the crowd at the store (Childers et al., 2001; Vasic, Kilibarda, and Kaurin, 2019).

### **The Effect of Perceived Delivery Service Quality on Trust**

The results of hypothesis testing show that perceived quality has a significant positive effect on delivery service trust. The better the consumer's view of the quality of delivery services in sending a packet, the more happy consumers will be. Later, consumers will increase their trust in J&T Express delivery services by feeling trusted, able to count on, and safe when using J& T Express. This finding supports the previous conclusion in mall shoppers (Atulkar, 2020), banking (Boonlertvanich, 2019), and marketplace (Wilis & Nurwulandari, 2020). Therefore, the results of this study can be concluded that perceived quality affects brand trust. Moreover, perceived quality is essential for emotional attachment to generate brand loyalty and trust (Rubio, Villaseñor, and Yagüe, 2017). Therefore, this research shows that perceived quality is related to brand trust.

### **The Effect of Perceived Delivery Service Value on Trust**

The result of hypothesis testing shows that perceived value has a significant positive effect on brand trust in J&T Express delivery services. The better the benefits consumers perceive and receive from J&T Express delivery services, the more satisfied the consumers will use J&T Express delivery services, which can later increase consumer trust in J&T Express delivery services. The better the consumer's view of benefits, such as saving prices, good service, and saving time in delivery services, consumers' trust will increase in J&T Express delivery services. Saving price or cost refers to spending less on customer costs than planned (Elmeguid et al., 2018). This result also shows similarities with the finding of previous research conducted by this study; it can be concluded that perceived value affects brand trust (Chae et al., 2020), and research results from (Lien et al., 2015) all assessments of functional benefits. It was such as saving prices, good service, and saving time can increase brand trust in consumers. Therefore, the result of this research is perceived value is related to brand trust.

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## 5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

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This study aims to examine the effect of delivery service perceived quality on its value and trust. Based on the analysis, perceived quality positively affects perceived value. It means the better quality of delivery services perceived by consumers, the more value will be received by customers, or it will increase perceived value. Moreover, perceived quality has a significant positive effect on brand trust, meaning consumers' views about good delivery services can boost consumer trust in J&T Express delivery services. Finally, perceived value has a significant positive effect on brand trust.

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This study has some implications in this conclusion. First, J&T Express freight forwarding services need to improve the service quality provided to enhance brand trust. Quality improvement can be made by serving consumers in a friendly, fast, and responsive manner and by maintaining product security so that the product is safe. If the quality increases, it will increase user trust. Second, J&T Express needs to increase the values received by users by ensuring user satisfaction and increasing emotional attachment, namely a sense of pleasure and a pleasant atmosphere between workers who work with users. Another way to do this is to pay attention to the prices or tariffs given to users, such as providing discounts and timeliness in delivering packets. Finally, J&T Express needs to see how to enhance trust by giving a sense of security to users and increasing reliability. Another way is providing the transparency of estimated time and accuracy in sending packets to the destination.

This study has several limitations and suggestions: First, the research sample uses purposive sampling; therefore, the finding cannot be generalized. Future studies are suggested to use random sampling techniques. Second, discriminant validity in this study is insufficient because perceived quality and value have a more negligible correlation than the AVE value. However, researchers still use it because the comparison number is low, and the question items for each variable can already measure them. Future research needs to develop the instrument in more advance. Third, the study focused on the role of quality and value as an antecedent of trust. Future research needs to include other constructs such as intention to rebuy, risk, and intent to switch.

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**Appendix 1. Previous Studies in J&T Marketing in Indonesia**

No	Authors	Objective (city)	Findings
1	Fortuna & Wahyuni (2020)	To examine the influence of service quality on customer loyalty through service customer satisfaction (Palembang).	Service quality directly influences customer satisfaction while indirectly affecting customer loyalty through customer satisfaction.
2	Sakti & Mahfudz (2018)	To examine the relationship between service quality, delivery timeliness, and facilities to J&T Express customer satisfaction in Semarang.	Service quality, timely delivery, and facilities positively affect satisfaction. Moreover, On-time delivery has the most considerable influence on customer satisfaction.
3	Lestari (2019)	To examine the effect of service quality, price, and trust on customer satisfaction at PT. Global Jet Express (J&T) Surabaya.	Service quality and trust have a positive effect on customer satisfaction. However, price does not affect customer satisfaction.
4	Hariana (2020)	To analyze the effect of service quality and company image on the competitive advantage of J&T Express courier services. (Kecamatan Taman Sidoarjo)	Service quality and corporate image have a positive impact on competitive advantage. Service quality and image have a simultaneous influence on competitive advantage.
5	Bimantara (2020)	To find an independent variable of service quality and risk perception that influences customer satisfaction. (Samarinda)	Independent variables, namely service quality, and risk perception affect customer satisfaction using J&T express Samarinda expedition services.
6	Irnanta (2021)	To analyze the role of marketing communication and consumer trust on users' interests in J&T Express services. (Lumajang)	Marketing communication has a significant influence on user interest. Marketing communication within the J&T Express company is used as one of the company's development processes. In addition, consumer trust affects user interest. Consumer trust is one of the goals of every company, especially companies engaged in services such as J&T Express.



No	Authors	Objective (city)	Findings
7	Saputri & Sudrajat (2019)	To examine and analyze the effect of service quality on customer loyalty, mediated by customer satisfaction (Karawang).	There is an effect of Service Quality on Customer Satisfaction. Customer satisfaction further affects customer loyalty, but service quality does not directly impact customer loyalty. Therefore, the influence of service quality on customer loyalty is mediated by customer satisfaction.
8	Dewi & Hidayat (2021)	To analyze service quality and corporate image role in customer loyalty at the Padang Branch of J&T Company. (Padang).	Tangible, reliability, and corporate image partially have no significant effect on customer loyalty at J&T Padang Branch. On the other hand, responsiveness, assurance, and empathy significantly affect customer loyalty at J&T Padang Branch.
9	Dewi & Yosepha (2020)	To empirically determine the effect of Service Quality and Trust on Consumer Loyalty to J&T Express delivery services, either partially or simultaneously. (Universitas Dirgantara Marsekal Suryadarma-East Jakarta)	Service quality positively affects consumer loyalty; trust positively affects consumer loyalty; service quality and trust positively affect consumer loyalty.
10	Budiarsi et. al (2021)	This study analyses the effect of social media marketing, brand awareness, and brand image on brand loyalty at J&T Express (Surabaya).	The study results confirm that social media marketing significantly affects brand awareness. While social media marketing substantially influences brand image, brand awareness influences brand loyalty. Brand image has a significant influence on brand loyalty.

Source: Data Processed