



The Affect of Delivery Security and Service Features on Customer Satisfaction Wahana Express

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Abstract: This research examines how delivery security and service features influence customer satisfaction with Wahana Express. In the digital era, the quality and reliability of logistics services are critical for enhancing customer satisfaction. Using quantitative methods, data were collected via questionnaires distributed to Wahana Express customers. The analysis reveals that delivery security significantly impacts customer satisfaction, followed by the service features offered. These findings suggest that logistics companies should focus on improving security and enriching service features to enhance customer satisfaction and remain competitive in the market.

Keywords: Delivery Security, Service Features, Customer Satisfaction, Logistics

INTRODUCTION

In this technological era, people are facilitated in every activity, including shopping online through e-commerce. The existence of e-commerce makes shopping easier; with just an application, people can buy the items they need from home, eliminating the need to visit a store. Related to this, the increasing delivery of goods is carried out by expedition companies to fulfill customer needs. However, on the other hand, the high demand for shipping goods is not proportional to the quality of service provided, such as the occurrence of loss and damage to goods that often occur in shipments; this is a problem faced by an expedition because it will affect customer satisfaction with the services offered by the expedition company. With the increased demand for products shipping, expedition firms frequently require assistance in maintaining the highest level of service quality. The imbalance between increasing demand and existing service capacity can decrease service quality, such as delays in delivery, errors in the tracking process, and lack of responsiveness to customer complaints. This situation can worsen customer trust in freight forwarders and lower customer satisfaction levels, affecting their loyalty in the long run. As a result in order to satisfy client expectations and preserve their image in this fiercely competitive sector, freight forwarders need to raise the quality of their services.

Customer satisfaction affects customer loyalty, which can affect customer decisions in buying or ordering expedition services. Customer satisfaction directly impacts loyalty, influencing their decisions to continue using expedition services. Customers have a variety of experiences provided by the expedition company, including the return process, delivery, and customer service. Customer satisfaction or dissatisfaction is influenced by customer expectations such as goods arriving in a safe condition, on time, friendly service, and affordable shipping prices. In addition, satisfied customers also tend to recommend the freight forwarder to others through online reviews or word of mouth, which can increase the company's reputation and customer base. However, unsatisfied customers may become less devoted to the business and may have unfavorable effects, including complaints spreading on social media or review sites that harm the business reputation. Therefore, it is essential for freight forwarders to continuously monitor and improve their service quality to meet and exceed customer expectations, as well as adopt technology and innovation to improve operational efficiency and customer convenience. By doing so, companies can maintain positive long-term customer relationships and remain competitive in an increasingly fierce market.

Security is a significant factor because it affects customer trust and satisfaction, so customers desire to reuse Expedition's services and influence people around to use Expedition. Delivery security, risk or doubt, includes physical, financial, and confidentiality. Security is essential in maintaining and ensuring customer goods are protected from danger when using the service Musvaida et al., (2021). Security of delivery, risk, or doubt, including physical security, financial security, and confidentiality. Security is a guarantee that plays an important role in maintaining and ensuring that customers' goods are protected from any harm while using the service. Security is a very important factor because it affects customer trust and satisfaction so that there is a desire for customers to reuse the expedition's services and be able to influence people around to use the expedition. Delivery security, risk or doubt, includes physical security, financial security and confidentiality. Security has a guarantee that plays an important role in maintaining and ensuring that customer goods are protected from any danger when using the service. (Musvaida et al., 2021). Security of delivery, risk or doubt, including physical security, financial security and confidentiality. Security is a guarantee that plays an important role in maintaining and ensuring that customers' goods are protected from any harm while using the service..

Service quality is also one of the factors that influence customer satisfaction when using expedition services. Because service quality significantly affects customer satisfaction, Yamit states that there are several definitions of service quality, namely:

1. Excellent is the standard of service performance obtained;
2. Customer is an accepted individual, group, department, or company that pays for service output;
3. Service is a primary or complementary activity not directly involved in the product manufacturing process but emphasizes transaction services between stakeholders.
4. Quality is specifically the palpable or non-palpable nature of the product or service.
5. Level is a statement about the system used to monitor and evaluate quality.
6. Consistent means no variation; all services run according to standards.
7. Delivery means providing exemplary service in the right way and at the right time(Septiani et al., 2020).

Wahana Express has been the most trusted courier company for goods delivery for many years. However, as competition emerges, people have become more selective in choosing a delivery company that they think provides good services.

Wahana Express should pay attention to courtesy, hospitality, and communication skills to improve customer service. However, customers have been complaining about

Wahana Express' services lately. Complaints include items not arriving, uncertainty about the location of items, and missing items.

PT Wahana Express Bendungan Hilir is a delivery service company operating in Indonesia. (Putra & Wijaksana, 2022). In the logistics industry, delivery security and various service features are crucial elements that determine customer satisfaction. Superior service quality can increase customer satisfaction and positively impact company performance. In recent years, PT Wahana Express has been working to improve its service quality by providing various features that are more effective and efficient.

Literature review

Logistics

Logistics is effectively planning, implementing, and controlling the distribution and storage of goods and services and other related information to meet customer needs. It is also known as logistics. It is explained that logistics includes inbound, outbound, and return of materials for environmental purposes. Logistics has a role in extensive logistics competition and is recognized as superior customer service performance in a business that can increase consumer purchasing attractiveness. (Jordan et al., 2013).

Expeditions

According to Prista La Adisamu (2014:1), Expedition Services are companies that operate in the field of shipping goods and are experiencing rapid growth in today's business world. Companies in this sector compete to provide the best service to their customers. Their primary focus is to ensure that deliveries are made on time and that the goods arrive at their destination in good condition and by customer demand. The timeliness of delivery and the accuracy of the condition of the goods are the main factors that determine the quality of service. As such, freight forwarders play an essential role in the supply and distribution chain, ensuring that goods reach consumers efficiently and reliably.

Delivery Security

Freight security is the process of safeguarding and monitoring goods throughout the shipment journey, ensuring they remain free from harm or potential threats, including loss, damage, or any adverse impact on the company. As defined by (Permana, 2020), freight security focuses primarily on ensuring the safety of goods, especially those contained in shipments. Raman Arasu and Viswanathan A. (2011) identify key security indicators such as safety guarantees and data confidentiality. Furthermore, Fransiskus Okky A. P. (2016) found that robust security measures positively influence purchasing decisions. Forwarders are also responsible for protecting the confidentiality of each customer's personal data. Safe delivery practices foster customer trust, ultimately influencing their decision to engage in future transactions.

Service Features

According to Kotler and Keller, Service Quality is defined as the overall features and characteristics of products and services designed to meet customer expectations and needs. Kotler also explains that customers will return to the company more often if service quality is good. From this explanation, service quality can affect customer loyalty (Philip Kotler, 2006). The indicators that affect service quality are because a service that is considered good is able to meet expectations for customer satisfaction, which consists of Tangibles, Reliability, Responsiveness, Assurance, and Empathy (Widjoyo, 2014).

Customer Satisfaction

Buyer satisfaction can be calculated by comparing their experience buying goods or services from a vendor or provider to their expectations. The buyer's initial encounter,

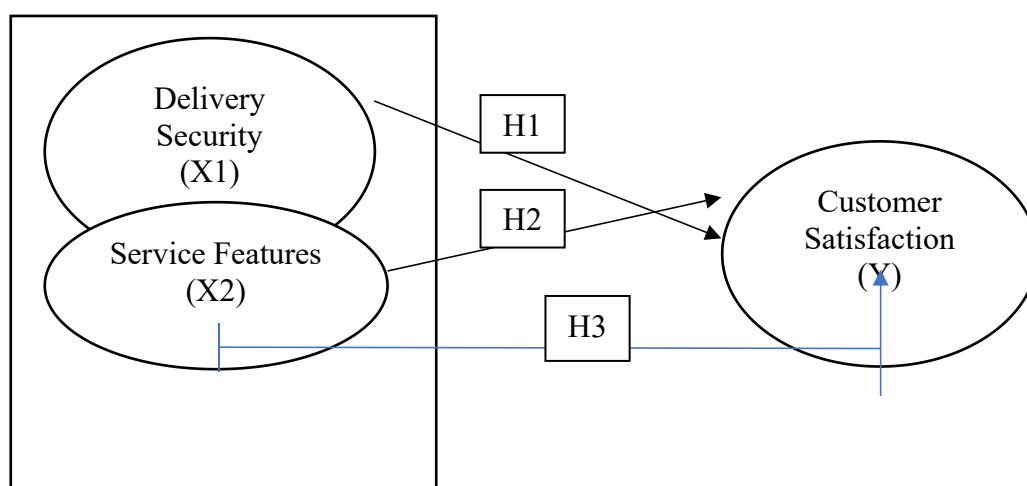
remarks from colleagues and acquaintances, as well as assurances and details from competitors and marketers, all shape these expectations. Marketers that want to compete need to think about what customers want and how happy they are. (Lumantoro, 2015). Factors affecting customer satisfaction are how customers assess the quality of services provided; customer satisfaction has indicators: Fast Response in service, ease of transaction, loyalty, and affordable product prices. (Lombok & Maulana, 2018)

Table 1. Measurement Variable

Variable	Operational Definition	Indicator	Sources
Delivery Security	Freight security means a state in which goods, especially those in containers, are safe from harm. Safeguarding and monitoring goods during shipment is known as freight forwarding security.	Safety Guarantee Data Confidentiality	(Permana, 2020)
Services Features	Overall features and characteristics of products and services designed to meet customer expectations and needs. Kotler also explained that customers will return to the company more often if the service is quality.	Physical Evidence Reability Responsiveness Empathy Assurance	(Ahmad Zikri, 2022).
Customer Satisfaction	Customer satisfaction is the sense of joy or disappointment that results from comparing product performance to expected performance.	Fast Response in service Ease Of Transaction Loyalty Affordable product price	(Musvaida et al., 2021)

Table 1 summarizes the key variables and indicators that play a role in influencing the level of customer satisfaction. This summary provides a comprehensive overview of the factors that are key determinants in shaping customer perceptions and experiences, which ultimately impact their overall satisfaction.

Conceptual Framework



Hypothesis

Relationship between delivery security and customer satisfaction

The indicator of security promises giving clients a sense of security and comfort shows that the security of shipping goods positively increases customer happiness; this is explained in earlier study (Musvaida et al., 2021).

H1= Delivery Security affects Customer Satisfaction

Relationship between service features and customer satisfaction

Based on previous research, it is stated that service features positively affect customer satisfaction by influencing the quality and diversity of service features provided, which increases customer satisfaction (Meileny, 2020).

H2= Service Features affect Customer Satisfaction

The Relationship between Delivery Security and Service Features on Customer Satisfaction

Service positive influence on customer satisfaction, as explained in (Musvaida et al., 2021) and the diversity of service features provided can positively influence customer satisfaction (Meileny, 2020)

H3= Delivery Security and Service Features affect Customer Satisfaction

METHOD

This research uses quantitative path analysis, a statistical method used to identify and analyze cause-and-effect relationships among variables in a model. One of the tools that can be used to perform this analysis is Smart PLS. By using Smart PLS, researchers can model the relationship between variables and test the significance of the relationship. Path analysis with Smart PLS allows researchers to understand the relationship between variables, test hypotheses, and identify factors contributing to the results obtained with the survey approach. This approach was chosen because quantitative research allows researchers to measure the variables under study objectively and numerically. In addition, the survey method was chosen because it can reach a large enough number of respondents, so the results of this study are expected to be generalized to a broader population. Primary data were collected through the distribution of questionnaires specifically designed to measure factors affecting customer satisfaction with Wahana Express services. The questionnaires were distributed online using the Google Form platform, facilitating data collection and allowing broader customer participation Veronika & Nainggolan, (2022). To get an accurate picture of the population in the study, it is essential to understand the level and characteristics of the population. All people, objects, or events that are the subject of research are referred to as the research population Susanto et al., (2024). In this context, the research population includes 350 customers who have used Wahana Express services from January 2024 to June 2024. As such, this study aims to gain an in-depth understanding of the level of customer satisfaction based on their experience in using Wahana Express services.

A non-probability sampling technique, purposeful sampling, ensures that the selected sample accurately represents the population. This technique allows researchers to select samples based on specific criteria relevant to the research objectives. This study's criteria include age, gender, and customer education level. These criteria were chosen because they are considered to influence customers' perceptions and level of satisfaction with the services provided by Wahana Express.

The Slovin formula is used to determine the appropriate sample size, a commonly used method in quantitative research to determine the number of samples from a known population.

Calculations using the Slovin formula revealed that 78 respondents were required for this study. This number is considered adequate to represent the overall population of Wahana Express customers, given that the margin of error used is 0.1. With this sample size, the research is expected to produce valid and reliable findings, which can be used to evaluate the level of customer satisfaction and the factors that influence it.

Table 2. Measurement Items

Variable		Indicator
Delivery Security (Permana, 2020)	X1.1	Safety Assurance
	X1.2	Data Confidentiality
Services Features (Ahmad Zikri, 2022).	X2.1	Physical evidence
	X2.2	Realibility
	X2.3	Fast Response
	X2.4	Guarantee
	X2.5	Empathy
Customer Satisfaction (Love Lock 2011)	Y1.1	Fast response in service
	Y1.2	Ease Of Transaction
	Y1.3	Loyalty
	Y1.4	Affordable product price

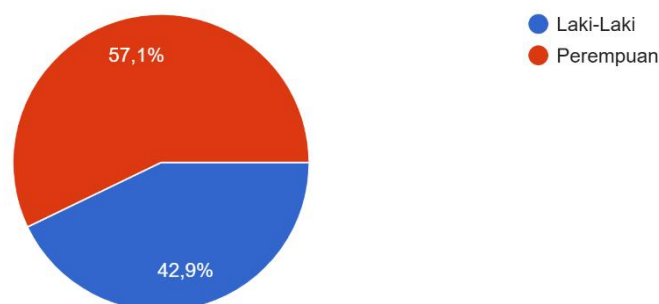
RESULTS AND DISCUSSION

Respondent Characteristics

This quantitative study was carried out by distributing questionnaires via Google Forms. The sampling method employed was purposive sampling, involving 119 respondents. Out of these, 102 had utilized Wahana Express services, while 17 had not. Data were gathered using a Likert scala ranging from 1 to 5 and analyzed with Structural Equation Modeling-Partial Least Squares (SEM-PLS 4) technique.

Gender

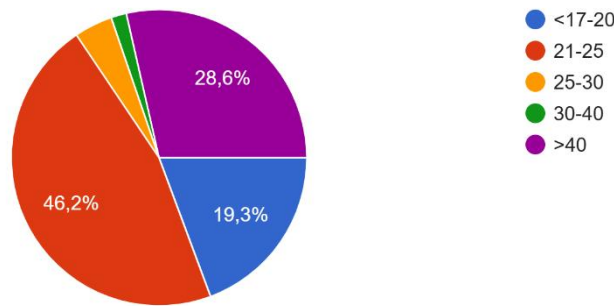
The initial characteristics of respondents in this study were differentiated by gender. The sample consists of two categories, namely male and female. The following diagram showing the characteristics of respondents according to gender.



Figur 1. Characteristics of respondents based on gender

Diagram 1.1 shows that the majority of respondents 68 (57.1%) were women , while 42.9% or 51 other respondents were men.

Age Respondents in this study were also categorized by age. Respondents are divided into several age groups, namely <17-20, 21-25, 25-30, 30-40, >40.

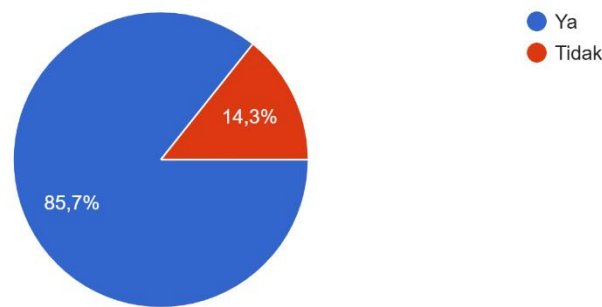


Figur 2. Characteristics of respondents based on age

Based on the respondents' age distribution diagram, mostly were aged 21-25 years (46.2%), indicating that this productive age group dominated the study. Most respondents were between 21 and 40 years old, with only 5.9% being under 20 years old.

Based on who uses

Respondents were grouped based on whether they used Wahana Express services or not. This grouping is divided into two categories: Yes and No (if not relevant, please stop here; thank you).



Figur 3. Charasteristics on who uses

Based on the table of respondent characteristics for the use of Wahana Express services, diagram 1.3 shows that 102 people, or 85.7%, use Wahana Express services, while 17 people, or 14.3%, do not. We only took 102 people as samples in this study.

Validity and Realibility Testing

Validity and reliability testing are essential steps in quantitative research to ensure that the instruments used to measure what they are supposed to measure and that the results are reliable. This section will discuss construct validity, specifically convergent and discriminant validity, using Average Variance Extracted (AVE) and Root of AVE values

Table 3. Square Root of AVE and Correlation Between Variable

Variable	Average variance extracted (AVE)	Root of AVE
Service Features	0.625	0.791
Delivery Security	0.694	0.833
Customer Satisfaction	0.643	0.802

The Average Variance Extracted (AVE) value assesses convergent validity in the research model, namely how well the indicators measure a construct. In this study, each variable has an AVE above 0.5, indicating that the indicators explain more than 50% of the variance of the measured construct. Service Features has an AVE of 0.625, Delivery Security is 0.694, and Customer Satisfaction is 0.643, all of which qualify for convergent validity.

The Root of AVE value for the Service Features variable is 0.791, the Delivery Security variable is 0.833, and the Customer Satisfaction variable is 0.802. These Root of AVE values are higher than the correlation between variables, which indicates that each variable has good discriminant validity. That is, each variable in this model can distinguish itself from other variables, which indicates that the constructs measured by each variable have a unique identity and do not overlap significantly with other variables.

From the results of this validity test, the research instruments used have good convergent and discriminant validity. The AVE value greater than 0.5 indicates that the indicators used effectively explain the variance of the measured constructs. In addition, the Root of AVE value higher than the correlation between variables confirms that each variable in the model has good discrimination ability, ensuring that the variable can be identified and not mixed with other variables. These validity and reliability tests provide confidence that the data collected from respondents using the instruments are valid and reliable. This supports the reliability of the research results in evaluating the factors affecting customer satisfaction with Wahana Express.

Reliability Testing

Reliability testing is designed to verify that the measurement tools used in this study are stable and dependable in assessing intended constructs. The primary indicators employed to evaluate reliability in this study are Cronbach’s Alpha and Composite Reliability, which includes Rho_a and rho_c. These values are assessed against the widely accepted benchmark of 0.70. If the reliability scores surpass this threshold, the instrument is deemed to exhibit strong internal consistency.

Table 4. Reliability Indicator

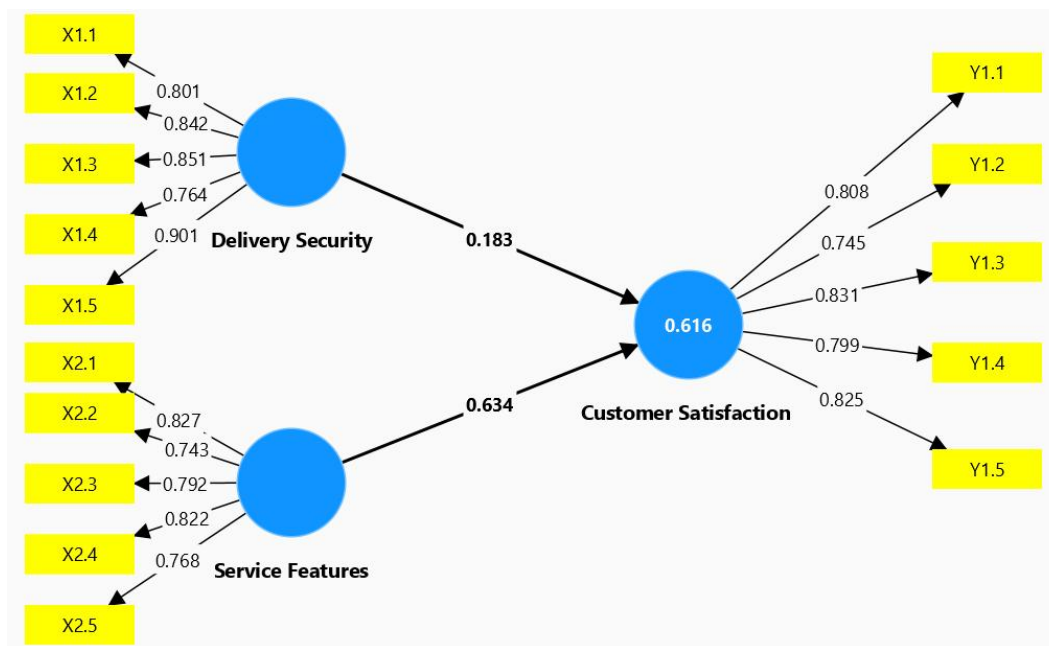
Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Result
Service Features	0.850	0.852	0.893	Reliable
Delivery Security	0.889	0.893	0.919	Reliable
Customer Satisfaction	0.861	0.867	0.900	Reliable

Source : Processed Data (Smart PLS 4.0)

- 1) Service Features: This variable shows excellent internal consistency and high reliability with a Cronbach's Alpha value of 0.850 and Composite Reliability (rho_a 0.852; rho_c 0.893).
- 2) Delivery Security: Has a Cronbach's Alpha of 0.889 and Composite Reliability (rho_a 0.893; rho_c 0.919), signifying strong consistency and highly reliable reliability.
- 3) Customer Satisfaction: This variable shows excellent reliability, with Cronbach's Alpha 0.861 and Composite Reliability (rho_a 0.867; rho_c 0.900).

Overall, all variables show a reliability value above 0.70, indicating that the instrument was used consistently and reliably to measure the construct studied in the study.

Validity Testing



Source : Processed Data (Smart PLS 4.0)

The validity model in the figure above illustrates the relationship between Delivery Security and Service Features to Customer Satisfaction. From the analysis results, it can be seen that Delivery Security. However, it has an indicator loading factor value ranging from 0.764 to 0.901 and has a relatively small effect on Customer Satisfaction, with a direct influence coefficient of 0.183. This suggests that while safety in the delivery process remains essential, improvements are needed to impact customer satisfaction significantly. Customers may view security as a primary standard that must be met so that improvements in this aspect do not directly increase their overall satisfaction.

On the other hand, service features have a much greater impact on customer satisfaction. This is reflected in the value of the loading factor indicator for Service Features ranging from 0.743 to 0.827 and the direct influence coefficient of 0.634. These numbers indicate that Service Features are much more dominant in increasing customer satisfaction. Service Features that include ease of access, service variations, and speed in Response to customer needs are more valued by customers. A more personal and flexible transaction experience is a critical factor that makes customers feel satisfied with the services they receive.

Furthermore, an R2 value of 0.616 indicates that this model can account for 61.6% of the variability in Customer Satisfaction. This means that both Delivery Security and Service Features significantly shape customer satisfaction. However, it is essential to note that the contribution of Service Features is much more significant than Delivery Security's. Therefore, while companies should not ignore security aspects, they must pay particular attention to developing and improving service features to ensure that customer needs and expectations can be appropriately met.

To improve customer satisfaction, the company should focus on improving Service Features. Innovations in the features offered, improved quality of interaction with customers, and the development of more responsive and relevant services are likely to have a more significant and sustainable impact. Meanwhile, maintaining high safety standards remains essential, but more is needed to outperform the strong influence exerted by the quality of service features. With the right strategy, companies can be more effective in improving customer satisfaction, which will ultimately strengthen customer loyalty and expand market share.

CONCLUSION

This study confirms that service features are a critical factor in customer satisfaction, particularly in a competitive logistics market where speed and flexibility are valued. While delivery security remains important, customers prioritize service quality, including speed, punctuality, and flexibility. These results suggest that companies such as Wahana Express should prioritize improving their service features to compete effectively and meet customer expectations.

Furthermore, this study indicates that by improving service features, companies can achieve higher customer satisfaction, increasing customer loyalty. While delivery security needs to be maintained, superior service features can be a significant differentiator in competitive markets. This means that companies focusing on improving aspects such as responsiveness and punctuality will be more successful in maintaining customers.

This study suggests that delivery companies such as Wahana Express should view service features as strategic elements to improve customer satisfaction and loyalty. By maintaining high-security standards while actively improving service features, companies can create significant added value for their customers. This approach will increase customer satisfaction and strengthen companies' competitive position in the shipping industry.

Implication

This study suggests that delivery service companies need to prioritize improving service features to achieve higher levels of customer satisfaction. Improvements in speed, timeliness, and service flexibility can have a more significant positive effect on customer satisfaction than solely focusing on delivery security. However, companies should invest in technology to enhance service features, such as real-time tracking and responsive customer service.

Research limitations

This study has several limitations, including limited sample coverage, so the results may only partially reflect the wider population. In addition, this study focused only on specific predetermined variables, so it is possible that other factors that also affect customer satisfaction were not identified in this study. For future research, expanding the sample size will allow for more generalizable findings across a broader population. By including a larger and more diverse demographic, the results can better reflect varying customer experiences and expectations. Additionally, introducing other relevant variables, such as service speed, pricing, or digital tracking, could offer a more holistic view of the factors contributing to customer satisfaction. This approach will help identify all significant drivers of satisfaction that may have been overlooked in the current study.

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