

The Influence of Service Quality and Customer Satisfaction on Customer Loyalty at J&T Express Citeureup Branch, Cimahi, West Java

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Abstract

This research was conducted to determine the effect of service quality and customer satisfaction on customer loyalty at the J&T Express branch in Citeureup Cimahi. This research uses a quantitative and verificative approach, namely, using a questionnaire instrument. The primary data used is in the form of tabulated results from questionnaire responses. The sample used by the researcher consists of customers who sent goods for 1 month at J&T Express on Jl. Kamarung No 14B, Cimahi Utara District, Cimahi City, West Java, with 96 respondents. Determination of the sample size, the researcher used the Rao Purba formula. Based on the research results that have been conducted show that service quality and customer satisfaction simultaneously have a positive and significant impact on customer loyalty at J&T Express Citeureup Branch, Cimahi, West Java. This means that the increase in service quality and customer satisfaction together can influence the level of customer loyalty at J&T Express Citeureup Branch, Cimahi, West Java.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty

1. Introduction

The rapid growth of the business world today has made companies face intense competition. This is clearly evident as many companies seek market share and new markets in various ways, one of which is by creating innovations in the products and services they produce. One of the companies facing intense competition is the courier service company. The courier service business has undergone changes due to technological advancements. These changes have led to the emergence of new businesses in the world of e-commerce shipping. E-commerce offers easy buying and selling through the internet, making information available to consumers, providing convenience, speed, and efficiency for sellers and buyers to avoid wasting time on direct transactions. This allows many companies, from small to large retailers, to grow their businesses by entering the marketplace. In addition to being able to reach a wider market, marketing or selling through the internet is also more efficient and can reduce marketing costs.

According to (Hendarko, 2020), J&T Express, commonly referred to as J&T, is one of the logistics and expedition companies that is growing in Indonesia. J&T Express was founded on

August 20, 2015, by the founder and owner of J&T Express, Jet Lee. J&T, officially named PT. Global Jet Express, began operations in early September 2015. This company has its headquarters in Pluit, North Jakarta. As a company with service coverage throughout Indonesia, this company is certainly built on a strong foundation and work ethic. J&T is a relatively new courier service company, having started operations in 2015 and continuing to this day. As a relatively new logistics company, J&T Express has shown that it is capable of competing and surviving in a highly competitive environment with many long-established companies.

The competitive situation can change very quickly and dynamically, requiring strategies that not only address current competition, where the logistics industry is rapidly growing and many new companies are emerging in the logistics sector. Therefore, the company is obliged to provide quality and satisfactory service so that customers do not decrease or even disappear due to unsatisfactory service. The decision of consumers to use the shipping service depends on whether the company can provide good service quality with the quality and benefits received by the consumers, as this will increase customer loyalty.

Customer loyalty is a commitment created by the company to reach its customers while making them addicted to its products and making competitors appear ordinary in the eyes of the customers (Taufik et al., 2022). Therefore, maintaining customer loyalty becomes very crucial, as loyal customers are the main pillar of a company. Loyal customers are those who make repeat purchases of products or services regularly, buy across product or service lines, refer others, and show resistance to the allure of other companies. By improving the quality of service, it is hoped that consumers will feel satisfied and consumer loyalty will be achieved on its own (Mubarok, 2016).

Customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service, which includes the gap between expectations and the performance or results obtained. Customer satisfaction is very important to ensure the continuity of a business, especially for companies operating in the service sector. Customer satisfaction encompasses various levels of importance and perceived performance or results, and understanding customer satisfaction is something that companies hope to improve in the future (Tarmidi et al., 2021). However, even though the company's efforts are made to improve customer satisfaction, there are certainly limitations or obstacles that prevent the company from achieving a higher level of customer satisfaction. Therefore, the company must always pay attention to the quality of the products or services offered so that the level of consumer satisfaction can continue to increase in a good and optimal manner (Oktavianti et al., 2024).

2. Literature Review

2.1. Customer Satisfaction

According to Kotler and Keller in (Sesaria, 2020), customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service. Customer satisfaction encompasses the difference between expectations and the performance or results obtained. Customer satisfaction is the activity of fulfilling the needs and desires of customers, with the fulfillment of these needs and desires resulting in feelings of happiness or disappointment from customers regarding the comparison between perceived performance and expected performance (Nida Salma Fahriani & Intan Rike Febriyanti, 2022). Customer satisfaction is very important to ensure the continuity of a business, especially companies operating in the service sector. Customer satisfaction encompasses various levels of importance

and perceived performance or results, and understanding customer satisfaction is something that companies hope to improve in the future (Tarmidi et al., 2021).

2.2. Customer Loyalty

Customer loyalty is a commitment created by the company to reach its customers while making them addicted to its products and making competitors appear ordinary in the eyes of the customers (Taufik et al., 2022). Next, Griffin in Rifa'i (2019) mentions that customer loyalty is a commitment held firmly by customers to consistently purchase or prioritize a product in the form of goods or services, which leads to repeat purchases of the same brand, even though the customer may be influenced by situational factors or marketing from competitors to switch to another brand.

2.3. Service Quality

Service quality is the level of service related to customer expectations and needs. Quality service is when the company can provide products and services that meet customer expectations (Hapsari et al., 2021). Service quality is something important that must be maintained by everyone who is an employee of the company. Good service quality is very important to create value for both customers and the company, by providing a satisfying experience in a more efficient manner, this can increase long-term profits for the company. Because the service process determines the quality of the results received by customers (Surahman et al., 2020). Quality service involves how we serve, prepare, manage, and fulfill the needs and desires of consumers, both individually and in groups, with the aim of exceeding their expectations (Dedy & Alfandi, 2022).

Here is the research model that illustrates the influence of the independent variable on the dependent variable:

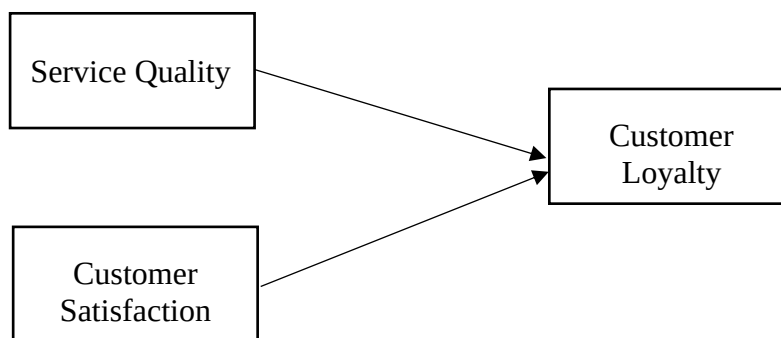


Figure 1 Research Model

Source: Processed by the Researcher 2024

2.4. Hypothesis

1. There is an influence of service quality on customer loyalty.
2. Customer satisfaction influences customer loyalty.
3. There is an influence of service quality and customer satisfaction on customer loyalty.

2.5. Previous Research

In conducting this research, the study is also informed by previous research related to the research problem as a reference. Research references greatly assist researchers in understanding everything from formulating problems to their resolution.

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Table 1 Results of Previous Research

No	Title	Author	Research Results	Difference	Equation
1	The Influence of Service Quality and Price on Consumer Satisfaction and Its Impact on Customer Loyalty at J&T Express Blangkarejen.	Inten Sueni, Perman a Honney ta Loebis (2019)	The results of this study indicate that service quality has a positive and significant impact on J&T Express Blangkejeren, and price has a significant impact.	Both use the variables of service quality, consumer satisfaction, and customer loyalty, as well as classical assumption analysis tools and hypothesis analysis.	Using 4 variables, namely service quality, price, customer satisfaction, and customer loyalty, and employing the purposive sampling method. Using 4 variables, namely service quality, price, customer satisfaction, and customer loyalty, and employing the purposive sampling method.
2	The Influence of Service Quality and Trust on Customer Loyalty in J&T Express Delivery Services.	Ratna Yunita Dewi, Sri Yanthy Yoseph a (2020)	The results of this study show that service quality has a positive influence. Trust has a positive and significant impact on consumer loyalty, and service quality and trust together significantly influence the consumer loyalty variable.	Both use 3 variables and employ classical assumption analysis tools and hypothesis testing analysis.	Using the sampling method, namely non-probability sampling with the purposive sampling method, while the researcher uses the number of indicators for sampling.

No	Title	Author	Research Results	Difference	Equation
3	The Influence of Service Quality on Customer Satisfaction at PT. Astra International Tbk. – Daihatsu Malalayang.	Gisyel Angely, Johny Revo Elia Tampi, Danny David Samuel Mukua n (2019)	The research results significantly influence service satisfaction at PT. Astra International Tbk. Daihatsu Malalayang. And the variable that most dominantly affects service satisfaction at PT. Astra International Tbk.	Both use service quality and customer satisfaction variables as well as employ multiple linear regression analysis tools.	Using 2 variables, namely service quality and customer satisfaction, while the researcher uses 3 variables and the sampling technique, namely convenience sampling.
4	The Influence of Service Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Study on J&T Express Users in Purworejo).	Umi Silfana, Budiya nto, Wij ayanti (2022)	The results of the research and discussion can be concluded that, 1) Service quality has a positive and significant effect on customers. 2) Service quality has a positive and significant effect on customer satisfaction among consumers. 3) Customer has a positive and significant influence on customer loyalty among consumers.	Both use 3 variables, namely service quality, consumer satisfaction, and consumer loyalty.	Using the purposive sampling technique, while the researcher uses the number of indicators in the sample selection.
5	The influence of digital service quality on consumer satisfaction (A study on the delivery service of PT. J&T Express in Mataram City).	Dena Marlina Afsari (2020)	The research results show that the digital service quality provided by PT. J&T is rated as very good, and they express great satisfaction in choosing PT. J&T as their goods delivery company for their needs.	Both are researching the variables of service quality and consumer satisfaction and using the same analytical tools, namely descriptive analysis, classical test analysis, and hypothesis analysis.	Using 2 variables, namely service quality and customer satisfaction, as well as the research location at J&T Express in Mataram City.

3. Research Method

3.1. Type of Research

According to Purba et al. (2021), descriptive research is the collection of data to test hypotheses or answer questions about the current status of the research subjects, which is a factual research method about the status of a group of people, an object, a condition, a system of thought, or an event at present with the correct interpretation.

3.2. Population and Sample

In this study, the researcher used a non-probability sampling technique, namely purposive sampling, to determine the sample that would be used in the research. Sugiyono (2019) states, "Purposive sampling is a technique for determining a sample with certain considerations."

In this study, the researchers will use an infinite number of customers who made shipments for one month at J&T Express on Jl. Kamarung No 14B, Cimahi Utara District, Cimahi City, West Java. A sample will be taken from this population.

According to Sugiyono (2019), a sample is a part of the quantity and characteristics possessed by the population. The research sample taken from the population must be truly representative. To obtain a sample that represents the characteristics of the population, an appropriate sampling method is required. Because the population size is unknown in this study, the researcher used the Rao Purba formula to determine the sample size, namely:

$$n = \frac{z^2}{4(Moe)^2}$$

Explanation:

n : Sample size

Z : The level of normal distribution at a 5% significance level = 1.96

Moe : The margin of error, the maximum error rate is 10%.

With a confidence level of 95% or Z = 1.96 and a margin of error of 10%, the sample size is determined as follows:

$$n = \frac{(1,96)^2}{4(10\%)^2}$$

$$n = 96$$

Based on the formula above, the sample size obtained is 96.04, but to make it easier for the researcher to perform the calculations, the researcher rounded the sample size to 96 respondents.

3.3. Data Collection Method

Data collection in this research was carried out using a questionnaire designed based on a series of questions related to three main variables, namely customer loyalty (Y), service quality (X1), and customer satisfaction (X2). The assessment of the variables in this study uses a Likert scale, where respondents are asked to provide detailed evaluations based on their level of agreement, with a score range of: 1 = strongly disagree; 2 = disagree; 3 = somewhat disagree; 4 = agree; 5 = strongly agree.

The steps in preparing a frequency distribution table are as follows:

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1. Determining the number of class intervals, the researcher set 5 classes.
2. Determining the data range, which is the highest value minus the lowest value
 - a. Highest Value = (Highest Score × Number of Questions × Number of Respondents)
 - b. Highest Value = (Lowest Score × Number of Questions × Number of Respondents)
3. Determine the internal with the formula:

$$i = \frac{(\text{highest score} - \text{lowest score})}{\text{number of classes}}$$

Using data from the Customer Loyalty (Y), Service Quality (X1), Customer Satisfaction (X2) questionnaire at J&T Express Citeureup Cimahi Branch regarding statements and/or questions with a sample size of 96 respondents with the following score criteria and score categories:

1. To answer the first research question, namely regarding Customer Loyalty (Y), the researcher used descriptive analysis with interval categories on the tabulation of questionnaire data as follows:

$$\frac{(\text{highest score} \times \text{question} \sum N) - (\text{lowest score} \times \text{question} \sum N)}{\text{criteria}}$$

- a. For all questions and/or statements totaling 4 questions and/or statements with a total of 96 respondents:

$$\frac{(5 \times 4 \times 96) - (1 \times 4 \times 96)}{5} = 307,2$$

- b. To answer each question and/or statement contained in the following variable:

$$\frac{(5 \times 1 \times 96) - (1 \times 1 \times 96)}{5} = 76,8$$

2. To answer the second problem formulation, which is Service Quality (X1), the researcher used descriptive analysis by utilizing interval categories based on the tabulated results of the questionnaire data as follows:

$$\frac{(\text{highest score} \times \text{question} \sum N) - (\text{lowest score} \times \text{question} \sum N)}{\text{criteria}}$$

- a. For all Questions and/or statements totaling 5 questions and/or statements with a total of 96 respondents:

$$\frac{(5 \times 5 \times 96) - (1 \times 5 \times 96)}{5} = 384$$

- b. To answer each question and/or statement within the variable, calculations are performed:

$$\frac{(5 \times 1 \times 96) - (1 \times 1 \times 96)}{5} = 76,8$$

3. To answer the third problem formulation, which is Customer Satisfaction (X2), the researcher uses descriptive analysis by utilizing interval categories on the tabulated results of the questionnaire data as follows:

$$\frac{(\text{highest score} \times \text{question} \sum N) - (\text{lowest score} \times \text{question} \sum N)}{\text{criteria}}$$

- a. For all questions and/or statements totaling 5 questions and/or statements with a total of 96 respondents, they are as follows:

$$\frac{(5 \times 5 \times 96) - (1 \times 5 \times 96)}{5} = 384$$

- b. To answer each question and/or statement within the eating variable, the calculation is performed as follows:

$$\frac{(5 \times 1 \times 96) - (1 \times 1 \times 96)}{5} = 76,8$$

3.4. Operational Variables

In more detail, the operationalization of variables in this study can be seen in the following table:

Table 2 Operationalization of Variables

Variabel	Variables and Their Definitions	Indicator	Measurement Scale
Customer Loyalty (Y)	Customer loyalty is a commitment held firmly by customers to consistently purchase or prioritize a product in the form of goods or services, which leads to repeat purchases of the same brand, even when the customer is influenced by situational factors or marketing from competitors to switch to another brand (in Rifa'i, 2019).	a. Making purchases outside the product/service line (Purchases across Product and service lines) b. Recommending products (Refers other) c. Do not want to switch to using similar products from competitors d. The suitability of expectations	Ordinal
Service Quality (X ₁)	Defining service quality or service quality as a measure of how well the level of service provided meets customer expectations. the quality of service received by consumers is expressed as the magnitude of the difference between consumer expectations and desires with their level of perception (Cahyono et al., 2020).	a. Direct evidence b. Reliability c. Responsiveness d. Guarantee e. Empathy	Ordinal
Customer Satisfaction (X ₂)	Customer satisfaction is the activity of fulfilling customer needs and desires, with the fulfillment of these needs and desires resulting in feelings of happiness or disappointment from customers regarding the comparison between perceived performance and expected performance	a. Satisfaction with the product b. Satisfaction with the price c. Satisfaction with the service d. Satisfaction with	Ordinal

Variabel	Variables and Their Definitions	Indicator	Measurement Scale
	(Nida Salma Fahriani & Intan Rike Febriyanti, 2022).	emotional factors e. Cost and Convenience	

Source: Processed primary data, 2024

3.5. Analysis Technique

3.5.1. Analysis of Linear Regression

Hypothesis Testing In this study, the researcher used a multiple linear regression equation because there are 2 independent variables. Therefore, the multiple linear regression equation is used with the following formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Explanation:

Y	= Customer Loyalty
a	= Constant Value
b	= Regression Coefficient Parameter
X1	= Service Quality
X2	= Customer Satisfaction
e	= Error

3.5.2. Hypothesis Testing

1. Partial Hypothesis Testing (t-test)

The t-test is used to analyze when the researcher intends to determine the effect or understand the relationship between the independent and dependent variables, where one of the independent variables is held constant/controlled. So, partial correlation is a number that indicates the direction and strength of the relationship between two or more variables, after one variable is suspected to influence the relationship of the other variable while being held constant.

According to Sugiyono (2019), the formula for the t-test is as follows:

$$t = \frac{b}{SE_b}$$

Explanation:

t	: t-test value
b	: Koefisien regresi variabel independen (X).
SE _b	: Standar error dari koefisien regresi (b)

2. Simultaneous Hypothesis Testing (F-Test)

The F-test according to Juanim (2020) can use the following formula:

$$F_h = \frac{R^2/k}{(1 - R^2)/(n - k - 1)}$$

Explanation:

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- R = Coefficient of multiple correlation
k = Number of independent variables
n = Number of sample members

The basis of the analysis used in the F-test:

- If $F_{\text{calculated}} \leq F_{\text{table}} (k; n - k)$, then H_0 is accepted and H_a is rejected.
- If $F_{\text{calculated}} > F_{\text{table}} (k; n - k)$, then H_0 is rejected and H_a is accepted.
- If the significance value $\geq$ actual rate (0.05), then H_0 is accepted and H_a is rejected.
- If the significance value $<$ the real alpha (0.05), then H_0 is rejected and H_a is accepted.

4. Results and Discussion

4.1. Multiple Linear Regression Analysis

The multiple linear regression analysis test aims to measure the extent of the influence of the independent variable (X) that correlates with the dependent variable (Y) being tested. The results in multiple linear regression are used to determine the influence of service quality variables and customer satisfaction on customer loyalty. The results of the multiple linear regression analysis in this study can be seen in the following table.

Table 3 Multiple Linear Regression Test

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	1.810	1.689	1.072	.287
1 Service Quality	.467	.074	6.350	.000
Customer Satisfaction	.548	.095	5.757	.000

Source:

Processed primary data, 2024

Table 3 shows that the regression coefficient for the service quality variable is 0.467 and for customer satisfaction is 0.548, resulting in a constant of 1.810. Thus, the multiple linear regression equation in this study is as follows:

$$Y = a + b_{1x1} + b_{2x2}$$

$$Y = 1,810 + 0,467 + 0,548$$

The multiple linear regression equation above can be explained as follows:

- The value of a (constant) of 1.810 is the constant or state when the variable of customer loyalty has not yet been influenced by other variables, namely the service quality variable (X1) and customer satisfaction variable (X2). If the independent variables are absent, then the customer loyalty variable does not change.
- B1 (the regression coefficient value of X1) of 0.467 indicates that the service quality variable has a positive effect on customer loyalty, meaning that every increase of 1 unit in the service quality variable will affect customer loyalty by 0.467, assuming that other variables are not examined in this study.
- B2 (the regression coefficient value of X2) of 0.548 indicates that the customer satisfaction variable has a positive effect on customer loyalty, meaning that every increase of 1 unit in

the customer satisfaction variable will affect customer loyalty by 0.548, assuming that other variables are not examined in this study.

4.2. Correlation Coefficient Analysis

Here are the data processing results that will show the relationship between service quality and customer satisfaction towards customer loyalty using Pearson product-moment correlation analysis.

Table 4 Correlation Coefficient Test

		Service Quality	Customer Satisfaction	Customer Loyalty
Service Quality	Pearson	1	.628**	.752**
	Correlation			
	Sig. (2-tailed)		.000	.000
	N	96	96	96
Customer Satisfaction	Pearson	.628**	1	.735**
	Correlation			
	Sig. (2-tailed)	.000		.000
	N	96	96	96
Customer Loyalty	Pearson	.752**	.735**	1
	Correlation			
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed primary data, 2024

1. Based on the correlation coefficient table, X1 has a value of 0.752, which falls within the "0.60 – 0.799" range according to the correlation interpretation scale, indicating a strong relationship between service quality and customer loyalty.
2. Based on the correlation coefficient table, X2 has a value of 0.628. According to the correlation interpretation scale, this value falls within the range of "0.60 – 0.799," which indicates a strong relationship between customer satisfaction and customer loyalty.

4.3. Analysis of the Coefficient of Determination

The coefficient of determination (R²) test is used to measure the extent of change in the dependent variable (Y) caused by the independent variable (X). The results of the determination test in this study can be seen in the table below.

Table 5 Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 ^a	.680	.673	1.653

Source: Processed primary data, 2024

Based on the formula for the coefficient of determination test, $Kd = r^2 \times 100\%$, it is obtained that $Kd = 0.680 \times 100\%$ equals 68%. In the coefficient of determination test table, it can be seen that the R Square value is 0.680, indicating that the influence of the independent variable on the dependent variable simultaneously or together is 68%. Meanwhile, the remaining 32% is explained by other variables outside the regression model.

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4.4. Hypothesis Testing

1. Partial Testing (t-test)

In the t-test, it is used with the aim of examining the partial influence of service quality and customer satisfaction variables on the dependent variable of customer loyalty in multiple linear regression. If $t_{hitung} > t_{tabel}$ and the significant value < 0.05 , then the hypothesis is accepted, and the independent variable partially affects the dependent variable. The partial significant values obtained from this study are as follows.

Pay attention to table 3 above In finding the formula $t_{tabel} = (a/2; n-k-1) = (0.025; 93)$. Thus, the table value t_{tabel} obtained is 1.985. The results of the calculations for each independent variable against the dependent variable are as follows:

- The influence of service quality on customer loyalty In the service quality variable (X1), the t-value (6.350) $>$ t-table (1.985) and the significant value $0.000 < 0.05$, it can be concluded that the hypothesis is accepted. The service quality variable partially has a significant effect on customer loyalty at J&T Express Branch Citeureup Cimahi, West Java.
- The influence of customer satisfaction on customer loyalty In the customer satisfaction variable (X2), the t-value (5.757) $>$ t-table (1.985) and the significant value $0.000 < 0.05$, it can be concluded that the hypothesis is accepted. The customer satisfaction variable partially has a significant effect on the customer loyalty of J&T Express Branch Citeureup Cimahi, West Java.

2. Simultaneous Testing (F Test)

In the simultaneous test (F test), it is conducted with the aim of determining the overall independent variables, namely service quality and customer satisfaction, on one dependent variable, namely customer loyalty. Collectively, with the condition of significance, if the significant value < 0.05 then the hypothesis is accepted, and if the significant value > 0.05 then the hypothesis is rejected. Next, using the value F_{tabel} , it can be obtained from the F distribution table with the formula $F_{tabel} = (k-1; n-k)$, thus (3-1:96-3) yielding F_{tabel} of 3.09. With the condition $F_{hitung} > F_{tabel}$.

Table 6 F Test (Simultaneous)

	Model	Sum of Squares	df	Mean Square	F	Sig.
Source:	Regression	539.286	2	269.643	98.648	.000 ^b
	Residual	254.204	93	2.733		
	Total	793.490	95			
Processed primary data, 2024	a. Dependent Variable: Customer Loyalty					
In the F-test result	b. Predictors: (Constant) : Service Quality, Customer Satisfaction					

table, it is known that the obtained significance value is $0.000 < 0.05$ and F_{hitung} (98.648) $>$ F_{tabel} (3.09), thus it can be concluded that the hypothesis is accepted that the service quality variable (X1) and customer satisfaction (X2) simultaneously and significantly affect the customer loyalty variable (Y).

4.5. Discussion

After all the data has been tested, the next stage is the discussion of the research results for the overall data obtained from the respondents for each research variable, which can be discussed as follows:

1. The Influence of Service Quality on Customer Loyalty

Based on the results of multiple regression, the service quality variable (X1) has a positive multiple regression coefficient of 0.467. This means that if the service quality (X1) is improved by 1 unit, customer loyalty (Y) will increase by 0.467. Next, the result of the simple correlation coefficient value r from service quality (X1) to customer loyalty (Y) is 0.752. This value falls within the correlation range of 0.60 – 0.799, which can be interpreted as both variables having a very strong correlation. Because the SPSS output is positive, it can be said that if the level of service quality increases, it will affect customer loyalty. Then the coefficient of determination (R Square) value of 0.680 indicates that changes in customer loyalty are influenced by service quality by 68 percent.

This indicates that there are still other factors that can increase customer loyalty at J&T Express Branch Citeureup Cimahi West Java by 32 percent. Lastly, the hypothesis testing of the significance level on the service quality variable (X1) shows that the calculated t -value (6.350) > table t -value (1.985) and the significant value $0.000 < 0.05$, thus it can be concluded that the hypothesis is accepted. The service quality variable partially has a significant effect on customer loyalty.

2. The Influence of Customer Satisfaction on Customer Loyalty

Based on the results of multiple regression, the customer satisfaction variable (X2) has a positive multiple regression coefficient of 0.548. This means that if customer satisfaction (X2) is increased by 1 unit, it will increase customer loyalty (Y) by 0.548. Next, the result of the simple correlation coefficient, r , from customer satisfaction (X1) towards customer loyalty (Y) is 0.628. This value falls within the correlation range of 0.60 – 0.799, which can be interpreted as both variables having a very strong correlation. Because the SPSS output is positive, it can be said that if customer satisfaction increases, it will affect customer loyalty. Then the coefficient of determination (R Square) value of 0.680 indicates that changes in customer loyalty are influenced by customer satisfaction by 68 percent.

This indicates that there are still other factors that can increase customer loyalty at J&T Express Citeureup Branch, Cimahi, West Java, by 32 percent. Finally, the hypothesis testing of the significance level on the customer satisfaction variable (X2) shows that the calculated t -value (5.757) > table t -value (1.985) and the significant value $0.000 < 0.05$. Therefore, it can be concluded that the hypothesis is accepted; the customer satisfaction variable partially has a significant effect on customer loyalty.

3. The Influence of Service Quality and Customer Satisfaction on Customer Loyalty

Based on the analysis results, the coefficient of determination (R Square) is 0.680, indicating that changes in customer loyalty are influenced by service quality by 68 percent. This indicates that there are still other factors that can increase customer loyalty at J&T Express Branch Citeureup Cimahi West Java by 32 percent. Based on the results of the simultaneous hypothesis testing (F-Test), the significant value for the service quality variable (X1) and customer satisfaction (X2), simultaneously on customer loyalty (Y), is $0.000 < 0.05$ and $F_{hitung} (98.648) > F_{tabel} (3.09)$. Therefore, it can be concluded that the hypothesis is accepted, indicating that the service quality variable (X1) and customer satisfaction (X2) simultaneously and significantly affect the customer loyalty variable (Y).

5. Conclusion

Based on the research results and discussion regarding the influence of service quality and customer satisfaction on customer loyalty at J&T Express Citeureup Branch, Cimahi, West Java, the following conclusions can be drawn from this study:

1. The service quality variable descriptively has good results, meaning consumers perceive good service quality at J&T Express Branch Citeureup Cimahi West Java.
2. The customer satisfaction variable descriptively has good results, meaning the majority of respondents feel that J&T Express Citeureup Branch in Cimahi, West Java, has provided good customer satisfaction.
3. The partial service quality has a positive and significant impact on customer loyalty at J&T Express Citeureup Cimahi West Java branch, which means that an increase in service quality can affect the level of customer loyalty at J&T Express Citeureup Cimahi West Java branch.
4. Customer satisfaction partially has a positive and significant effect on customer loyalty at J&T Express Citeureup Branch, Cimahi, West Java, which means that an increase in customer satisfaction can influence the level of customer loyalty at J&T Express Citeureup Branch, Cimahi, West Java.
5. The quality of service and customer satisfaction simultaneously have a positive and significant impact on customer loyalty at J&T Express Citeureup Branch, Cimahi, West Java, which means that the increase in the quality of service and customer satisfaction together can influence the level of customer loyalty at J&T Express Citeureup Branch, Cimahi, West Java.

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