The Influence of Relationship Marketing And Logistics Service Quality on Customer Satisfaction: A Case Study of JNE Express In Tanjung Rejo Village

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Abstract— **This study aims to examine how customer satisfaction with JNE Express in Tanjung Rejo Village, Medan Sunggal, is impacted by relationship marketing and the caliber of logistics services. This study employs an associative technique in addition to quantitative methods. The 18,940 residents of Tanjung Rejo Village make up the research population. The Slovin formula was used to determine the sample size, which was 99 responses. Multiple linear regression techniques were used to analyze the data. The findings demonstrated that relationship marketing significantly affects customer satisfaction, with a p-value of 0.000 <0.05 and a t-count value of 1,984. Customer satisfaction is significantly impacted by the quality of logistics services, as evidenced by the t-count value of 6,667 and the p-value of 0.000 <0.05. With a significance value of 0.000 <0.05, both factors have a simultaneous and significant impact on customer satisfaction. With an Adjusted R2 value of 0.786, the research model demonstrates strong predictive power. It shows that relationship marketing and the caliber of logistical services can account for 78.6% of changes in customer satisfaction, with the remaining 21.4% coming from factors not included in the study.**

Keywords : Consumer Satisfaction, Logistic Service Quality, Relationship Marketing

1. INTRODUCTION

The growth of e-commerce users in Indonesia, which reached 189.6 million in 2024, has fundamentally changed the logistics business landscape, making delivery services the backbone of the digital commerce ecosystem [1] JNE Express dominates the industry with a 47.8% digital search share or 1.2 million monthly searches, surpassing *SiCepat* (21.5%) and J&T (14.4%) in the Medan Sunggal area [2] However, an initial survey in Tanjung Rejo Village revealed a significant gap between market dominance and customer satisfaction, with 60% of respondents dissatisfied with complaint handling, 70% with delivery speed, and 60% with tracking information accuracy.

Although previous studies have indicated that relationship marketing contributes positively to customer satisfaction [3] and that Logistics Service Quality affects satisfaction as well as loyalty [4] there are still gaps in the research that have not been addressed. First, there has been no thorough analysis of the concurrent influence of relationship marketing and logistics service quality on shipping companies that excel in certain areas of Indonesia. Second, previous studies addressed the variables separately in different models, rather than in a unified model. Third, there is a lack of strategic guidance based on empirical data to improve customer satisfaction in logistics companies that have a strong market position but face problems in terms of customer satisfaction. [5] Based on these gaps, this study formulates the main research question: "How do relationship marketing and logistics service quality simultaneously influence customer

satisfaction at JNE Express in Tanjung Rejo Village, Medan Sunggal. This study aims to analyze the simultaneous influence of these two variables to optimize JNE Express's marketing strategy and contribute theoretically through an integrated customer satisfaction model for the logistics industry. The practical implications of this research include strategic recommendations for JNE Express to improve customer satisfaction and guidelines for other logistics companies facing similar challenges in the era of trade digitalization.in an era of high market dominance but facing customer satisfaction challenges.

2. THEORETICAL REVIEW

2.1 Definition of Consumer Satisfaction

An emotional response to the evaluation of a product or service's user experience is known as customer satisfaction. Satisfaction as the degree to which an individual feels after evaluating perceived performance against expectations [6]. Customer satisfaction is a response to the assessment of the disparity between the product's actual performance and its prior expectations [7]. In other opinion, satisfaction is measured after a purchase when the decision made meets or exceeds the customer's expectations; dissatisfaction occurs when the outcomes fall short of expectations [8]. When product performance meets or surpasses expectations, satisfaction is generated, leading to a favorable emotional response that influences brand loyalty and subsequent purchasing choices. Indicators include satisfaction, enjoyment, willingness to recommend, and repeat satisfaction. No complaints, reasonable price, and simplicity of use [9].

2.2 Relationship Marketing

Relationship marketing is a marketing approach that focuses on creating stronger and more meaningful relationships with consumers [10]. The goal of this approach is to build sustainable relationships with consumers so that they become loyal customers and provide benefits to the company. Relationship marketing signifies a shift from a way of thinking based on competition and contention, to a way of thinking that focuses on cooperation and beneficial interdependence [11]. Relationship marketing also values the role of all parties such as suppliers, staff, distributors, agents, and retailers in collaborating to provide the best value to target consumers [12]. States that relationship marketing is a marketing concept that emphasizes the importance of maintaining relationships between companies and customers [13]. This model emphasizes developing emotional bonds and trust with customers through regular communication, quality service, and meeting their needs consistently to create lasting loyalty. Indicators include Trust, Communication, Commitment, and Conflict Handling [14].

2.3 Logistic Service Quality

Customers perceive service quality in logistics when products and services are delivered. A company's service quality is not the only factor that determines its quality; it also needs to satisfy the needs and expectations of its customers [2]. This demonstrates that the quality of logistics services is interactive, requiring businesses to comprehend client preferences while upholding efficient operational standards [15]. The physical delivery of goods and services to clients is one aspect of quality assessment in the logistics services industry. According to [16], one particular measurement tool that can be used to gauge the degree of evaluation of physical distribution services is Logistic Service Quality (LSQ). Focus on customer quality, order fulfillment quality, and company image are some of the indicators that are used. [17]

3. RESEARCH METHODS

The impact of relationship marketing and logistics service quality on JNE Express customer satisfaction is investigated in this study using both quantitative and associative methodologies. At the time of this survey, Tanjung Rejo Village had 18,940 residents. The sample, which yielded 99 responses with a 10% error tolerance, was calculated using the Slovin formula. Purposive sampling was employed, and respondents had to have used JNE Express services at least three times during the previous six months. In order to guarantee that participants had enough experience with JNE Express services to offer a more impartial evaluation of the variables under investigation, purposeful sampling was selected. A questionnaire with a Likert scale from strongly disagrees to strongly agree (1–5) was the tool used to gather the data. Product moment correlation was used for validity testing, and the computed r value (0.361 at $\alpha=0.05$) exceeded the r table. Conversely, Cronbach's Alpha, which has a value higher than 0.6, is employed in dependability testing. For each variable, an Alpha value greater than 0.7 indicates strong dependability. Multiple linear regression and SPSS version 26 were used to analyze the data in order to ascertain the effects of logistical service quality (X2) and relationship marketing (X1) both independently and jointly on customer satisfaction (Y).

4. RESULTS DAN DISCUSSION
4.1 RESULTS

Table 1. Partial Significance Test (t-test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.630	1.847		1.966	.052
	Relationship marketing	.605	.111	.422	5.464	.000
	Logistic service	.742	.111	.515	6.667	.000

Source: Data processed by the author (2025)

Table 1 delineated as follows:
a. Relationship marketing factors have a major impact on customer satisfaction. The significant value of 0.000 <0.05 and the t-count of 5.464> compared to the t-table value of 1.984 are evidence for this.
b. The logistics service quality variable has a big impact on customer satisfaction. The significant value of 0.000 (<0.05 and t-count 6.667>) compared to the t-table value of 1.984 is evidence for this.

Table 2. Simultaneous Significance Test (F Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9231.410	2	4615.705	180.623	.000[b]
	Residual	2453.216	96	25.554		
	Total	11684.626	98			

Source: Data processed by the author (2025)

Table 2 shows that the F-count value is 180.623 at a significance level of 0.000. Meanwhile, the F-table at the 95% confidence level ($\alpha = 0.05$) is 3.091. As a result, both calculations F-count > F-table and significance level (0.000) <0.05 indicate that customer satisfaction is significantly impacted by the simultaneous presence of independent variables (relationship marketing (x1) and logistic service quality (x2).

Table 3. Testing the Coefficient of Determination (R2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889[a]	.790	.786	5.05513

Source: Data processed by the author (2025)

Table 3 said that the Adjusted R Square value of 0.786 indicates that relationship marketing (x1) and logistic service quality (x2) account for 78.6% of customer satisfaction, with other factors not included in this study accounting for the remaining 21.4%.

4.2 DISCUSSION

4.2.1 The Effect of Relationship Marketing on Customer Satisfaction

Based on the t-test analysis, which demonstrates that the relationship marketing variable significantly influences customer satisfaction with a significance value of 0.000 and a t-table of 1.984, the null hypothesis is rejected and the alternative hypothesis is accepted. The average value of the eight statements about JNE Express Medan's relationship marketing is 3.00, according to the results of the answer distribution. This suggests that respondents generally give the company's relationship marketing strategy a "less agree" rating. This suggests a discrepancy between the company's good relationship-building efforts and customer expectations. The study's findings offer JNE Express Medan significant suggestions for evaluating and enhancing their relationship marketing approach, particularly in the areas of communication, information clarity, safety in delivery, service quality, dedication to customer needs, timely problem-solving, and complaint handling. Relationship marketing significantly and favorably affects customer satisfaction [2] and [3]. This study supports their findings. It is anticipated that long-term relationships can be strengthened and customer loyalty will rise with improvements in these areas.

4.2.2 The Effect Of Logistic Service Quality On Customer Satisfaction

The null hypothesis is rejected and hypothesis one is accepted based on the t-test results, which show that the effectiveness of logistics services significantly affects customer satisfaction with a significance value of 0.000 and a t-table of 1.984. There are significant issues with JNE Express Medan's logistics services, as evidenced by the average score of 3.09 on the distribution of responses, which is lower than 3.25 (the category of less agree) on eight statements. Customer dissatisfaction with the service was indicated by the low scores for delivery timeliness and complaint handling. The slow response to delivery issues and ineffective communication exacerbate the situation. The results of this study support those of before who found that customer satisfaction is positively and significantly impacted by the quality of logistics services [18] and [1].

4.2.3 The Effect Of Relationship Marketing And Logistics Service On Customer Satisfaction

Based on the test results, the calculated F value, with a significance level of 0.000, is 180.623. Meanwhile, the F-table at the 95% confidence level (α = 0.05) is 3.091. According to both computation results, the F-count is greater than the F-table, and the significance level is 0.000. Demonstrates how two independent variables logistic service (x2) and relationship marketing (x1) have a major impact on customer satisfaction. Customer satisfaction is positively and significantly impacted by relationship marketing and logistics services [2], [3], and [18]. The results of the researchers' preliminary investigation into how relationship marketing and logistics services affect client satisfaction In the relationship marketing category, the statement "JNE Express Medan is committed to meeting customer needs" had the highest mean value, 3.43. This indicates

that the company has been successful in establishing a positive perception of its commitment to customers. With the lowest mean value (2.96), the statement "JNE Express Medan always keeps its promises to customers" implies a discrepancy between commitment and service realization. Meanwhile, in the Logistic Service aspect, the statement with the highest mean value of 3.33 [19] and [20].

5. CONCLUSION

Through personalized communication and loyalty programs, relationship marketing significantly and favorably affects customer satisfaction, according to the results of the t-test. The quality of logistics services also has a positive and significant impact, especially when it comes to staff professionalism, package security, timeliness, and ease of tracking. The simultaneous significant impact of both variables on customer satisfaction is demonstrated by the F-test. The results demonstrate the applicability of the relationship marketing model in the delivery service industry and support relational marketing theory in the context of the logistics sector. JNE Express must improve its CRM system, increase delivery service standards, and combine relational marketing tactics with operational quality enhancements. It is advised that more research be done in order to perform a multi-regional comparative study with a larger sample, examine mediating factors like customer commitment and trust, and test the model on other logistics firms in order to externally validate the findings.

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