



## The Effect of Discounts and Service Quality on Customer Satisfaction at J&T Express Probolinggo Branch

Dedi Joko Hermawan

Fakultas Ekonomi dan Bisnis, Universitas Panca Marga

**Corresponding Author:** Dedi Joko Hermawan [dedijoko@upm.ac.id](mailto:dedijoko@upm.ac.id)

---

### ARTICLE INFO

*Keywords:* Discount, Service Quality, Customer Satisfaction

*Received :* 16, February

*Revised :* 18, March

*Accepted:* 20, April

©2024 Hermawan: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study aims to determine the effect between the variables of price discounts and service quality on customer satisfaction, as well as the effect of price discounts and service quality together on customer satisfaction. the type of data used in this study is quantitative data. The population in this study were J&T Express customers in the Probolinggo branch. The sample method used is non probability sampling and through incidental sampling techniques, the sample that was successfully collected was 30 respondents. The research methods used are validity test, reliability test and hypothesis testing. The results of this-study indicate that-the discount variable has no effect on customer satisfaction, the service quality variable affects customer satisfaction, and the discount variable and service quality jointly affect customer satisfaction.

---

## **INTRODUCTION**

The rapid growth of businesses in Indonesia has led to a higher demand for freight forwarding services. All consumers need a fast and safe delivery service to ensure that the goods are delivered at the right time and in good condition. In addition, customers also consider the price given by the company, whether it is comparable to the services provided. Goods delivery service is a job that has very good prospects. This is based on the fact that every business activity in Indonesia almost always uses these goods delivery services. The growing competition between goods delivery services is getting tighter and sharper so that every goods delivery service company is required to increase competitiveness by trying to provide maximum service to all its customers. According to Kotler (2001: 56) "customer satisfaction is a comparison between consumer expectations and the benefits or impressions felt by consumers related to the results of a product or performance, causing a sense of pleasure or disappointment". With good service quality from the company, it will create satisfaction for customers. Customer satisfaction can not only be seen from the quality of service provided by the company, but also by the discounted shipping prices that are often given so as not to lose competitiveness with other companies. Customers who use these services will compare services and also the discounted shipping rates obtained.

The phenomenon that occurs in the community, especially users of delivery services, of course, considers the extent to which the quality of service provided by the management of the delivery service company, because not a few people choose to move to another company if they feel the service of the company they use is less than satisfactory. This means that service quality is one of the considerations prioritized by the community in determining or choosing shipping services, coupled with the existence of companies that are both engaged in shipping services, of course the competition is getting tougher and the community has more options in making their choices. J&T Express goods delivery service is a company engaged in goods delivery services. The estimated delivery time using J&T services within one province is one day, while the estimated delivery outside the province is 2-4 days. Its fast and safe delivery can attract customers to use goods delivery services through J&T, not only that this company also often provides discounted shipping prices through online and offline services. J&T Express Probolinggo Branch will make every effort to improve itself as a freight forwarding company by prioritizing service quality and discounted shipping prices that are in accordance with its benefits with the main objective of providing services with a high level of customer satisfaction.

While the discount is a special attraction, because the increasing prevalence of the shipping service industry makes competition increase, especially in determining shipping service rates, so that the shipping service industry must compete to provide prices that can be reached by consumers, and the public as consumers will look for cheaper prices for their goods delivery services. The problems described in the background above motivate the authors to conduct research to find out customer responses regarding "The Effect of

## Shipping Discounts and Service Quality on Customer Satisfaction J&T Express Probolinggo Branch".

### LITERATURE REVIEW

Kotler and Armstrong (2001: 485) "Discount or discount is an offer to consumers in the form of a price reduction to be lower than the normal price to create the impression of a cheap price and can increase the number of sales". According to Boyd, Walker and Larrenche (2000: 24) "discounts are an attempt to encourage channel members or end customers to engage in specific behaviors in support of the product". Discounts or discounts are very effective in attracting responses and stimulating consumers to buy products and retailers often use price discounts to increase the turnover of goods in their stores or product turn over.

Soemarno (2022: 162) in his theory explains that discounts are related to providing a reduction in the price set by the company, this is to build a company strategy to create more buying interest than other business people or competitors. The application of discounts in a business strategy has one of the objectives of maintaining the stability of the turnover of money in the company so that a stable and dynamic turnover of money can meet the company's operational costs and labor.

According to Machfoedz (2015: 141), it provides information that the discount is an attractive thing, because the price offered is lower than the general price. giving discounts must have a significant impact on consumers. Peter and Olson (2014: 256), discounts are part of a long-term plan in a pricing strategy, after the product is introduced at a high price and then the company provides discounts or systematically reduces prices. According to McCarthy (2015: 362), "price discounts are price reductions recorded from sellers to buyers who do not carry out certain marketing functions or do not carry out marketing functions or carry out their own functions. Meanwhile, according to Tjiptono (2016: 166), discounts are discounts given by sellers to buyers because of the price of certain activities, and buyers are attractive to sellers. Consumers are interested in getting a fair price. A fair price means the perceived value that is appropriate at the time the transaction is made.

According to Sutisna (2002: 302) discount is a reduction in product prices from normal prices within a certain period. The dimensions of the discount are:

1. The size of the discount
2. The size of the discount given when the product is discounted.
3. Discount period
4. The period of time given at the time of the discount.
5. Types of products that get discounts.
6. Diversity of choice in discounted products.

H1: It is suspected that discounts affect customer satisfaction at J&T Express Porobolinggo Branch

According to Donni (2017: 134) "service quality is a dynamic condition, which relates to services / products, people and environmental processes that meet or exceed expectations. To meet or exceed the desired expectations required standards in service quality. Service quality standards are a guide for companies in providing good service to customers". According to Arianto (2018: 83) the quality of Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. According to Kasmir (2017: 47) the quality of Service Quality is defined as the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. Meanwhile, according to Aria and Atik (2018: 16) the quality of Service Quality is an important component that must be considered in providing excellent Service Quality. Quality of Service Quality is a central point for the company because it affects customer satisfaction and customer satisfaction will arise if the quality of Service Quality is provided properly.

According to Zeithaml-Parasurman-Berry in Pasolong (2019: 155), to measure service quality according to the facts and experiences felt by consumers can use indicators contained in the five dimensions of service quality according to the opinions conveyed by consumers. The five dimensions in question are as follows:

1. Tangibles,
2. Reliability,
3. Responsiveness,
4. Assurance, and
5. Empathy.

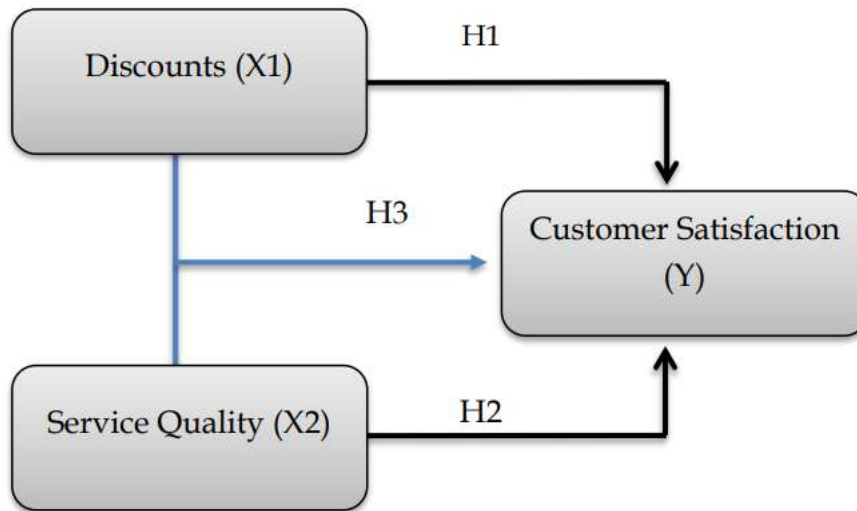
H2: It is suspected that service quality affects customer satisfaction at J&T Express Porobolinggo Branch.

According to Kotler (2001: 56) "customer satisfaction is a comparison between consumer expectations and the benefits or impressions felt by consumers related to the results of a product or performance, causing a sense of pleasure or disappointment". With good service quality from the company, it will create satisfaction for customers. Customer satisfaction can not only be seen from the quality of service provided by the company, but also by the discounted shipping prices that are often given so as not to lose competitiveness with other companies. Customers who use these services will compare services and also the discounted shipping rates obtained.

Richard Oliver (Barnes, 2003: 64) is Satisfaction is the customer's response to the fulfillment of his needs. This means an assessment that a form of privilege from a good or service or the goods / services themselves, provides a level of comfort associated with meeting a need, including meeting needs below expectations or meeting needs exceeding customer expectations. According to Tse and Wilton in Lupiyoadi (2004: 349) customer satisfaction or dissatisfaction is the customer's response to evaluating the perceived disconfirmation between previous expectations and the perceived product performance after its use. Wilkie in Tjiptono (2004: 349) defines it as an emotional response to the

evaluation of the consumption experience of a product or service and angel states that customer satisfaction is an after-purchase evaluation where the alternatives chosen are at least equal to or exceed expectations. customer, while dissatisfaction arises when the results (autcome) do not meet expectations.

H3: It is suspected that discounts and service quality have a joint effect on customer satisfaction at J&T Express Porobolinggo Branch.



**Figure 1 Conceptual Framework**

Source: Literature Review of Previous Research (2023)

## METHODOLOGY

The type of data used in this study is quantitative data. The data sources used in this study are primary data and secondary data. In this study, primary data were obtained from the results of filling out questionnaires and direct surveys to determine the effect of shipping discounts and service quality on customer satisfaction at J&T Express Probolinggo branch. The population in this study were customers of J&T Express Probolinggo branch, namely people who use goods delivery services through J&T Express Probolinggo Branch. The sample method used is non probability sampling and through incidental sampling techniques where the sampling technique is based on chance, namely anyone who happens / incidentally meets the researcher and can be used as a sample. In this study, the data collected were 30 respondents. The data analysis method used in this research is to use validity test, reliability test and hypothesis testing using T test and F test.

## RESEARCH RESULT

## Validiy Test

Table 1 Validity Test

| Variables                 | Statement | R count | R table | Valid/Invalid |
|---------------------------|-----------|---------|---------|---------------|
| Discounts (X1)            | X1        | 0,703   | 0,361   | Valid         |
|                           | X2        | 0,735   | 0,361   | Valid         |
|                           | X3        | 0,732   | 0,361   | Valid         |
|                           | X4        | 0,693   | 0,361   | Valid         |
|                           | X5        | 0,650   | 0,361   | Valid         |
| Service Quality (X2)      | X1        | 0,590   | 0,361   | Valid         |
|                           | X2        | 0,712   | 0,361   | Valid         |
|                           | X3        | 0,564   | 0,361   | Valid         |
|                           | X4        | 0,800   | 0,361   | Valid         |
|                           | X5        | 0,754   | 0,361   | Valid         |
| Customer Satisfaction (Y) | Y1        | 0,618   | 0,361   | Valid         |
|                           | Y2        | 0,562   | 0,361   | Valid         |
|                           | Y3        | 0,512   | 0,361   | Valid         |
|                           | Y4        | 0,616   | 0,361   | Valid         |
|                           | Y5        | 0,661   | 0,361   | Valid         |
|                           | Y6        | 0,665   | 0,361   | Valid         |

Source: Data processed 2023

The research instrument is said to be valid if the correlation coefficient  $r$  count exceeds  $r$  table with a probability value ( $\text{sig}$ )  $< 0.05$ . Based on the Validity Test results in the table above, the correlation value for all variables is above the  $r$  table value, namely 0.361 with  $\text{sig.} < 0.05$ , so it can be concluded that all variables in this research object are valid.

## Reliability Test

Table 2 Reliability Test

| Variabel                  | Cronbach's $\alpha$ | Alpha | Keterangan |
|---------------------------|---------------------|-------|------------|
| Discounts (X1)            | 0,744               | 0,6   | Reliabel   |
| Service Quality (X2)      | 0,719               | 0,6   | Reliabel   |
| Customer Satisfaction (Y) | 0,656               | 0,6   | Reliabel   |

Source: Data processed 2023

In measuring reliability, it is seen from the results of the Cronbach alpha formula, where the research method theory explains that if the Cronbach alpha value is  $> 0.6$ , these results are considered reliable. The results of this research reliability test shown in the table above explain that the discount variable, service quality and customer satisfaction have a Cronbach alpha value  $> 0.6$ , therefore it can be concluded that the three variables used in the study can be.

**Hypothesis Test**

**Table 3 T Test  
 Coefficients<sup>a</sup>**

| Model                | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|----------------------|-----------------------------|------------|---------------------------|-------|------|
|                      | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)         | 13.313                      | 7.302      |                           | 1.823 | .079 |
| Discounts (X1)       | .028                        | .216       | .023                      | .129  | .898 |
| Service Quality (X2) | .496                        | .208       | .417                      | 2.386 | .024 |

a. Dependent Variable: Customer Satisfaction (Y)

Source: Data processed 2023

$$t_{\text{tabel}} = t(\alpha/2 : n-k-1) = t(0,025 : 27) = 2.052.....(1)$$

Seen in table 3, the results of the t value of 0.129 < t table 2.052 on the discount variable show that there is no effect of the discount variable on customer satisfaction, while the results of the t value of 2.386 > t table 2.052 on the service quality variable show that there is an effect of the service quality variable on customer satisfaction J & T Express Probolinggo Branch.

**Table 4 F Test  
 ANOVA<sup>a</sup>**

| Model        | Sum of Squares | Df | Mean Square | F     | Sig.              |
|--------------|----------------|----|-------------|-------|-------------------|
| 1 Regression | 2.034          | 2  | 2.517       | 5.839 | .035 <sup>b</sup> |
| Residual     | 10.333         | 23 | .431        |       |                   |
| Total        | 12.367         | 25 |             |       |                   |

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Service Quality (X2), Discounts (X1)

Source: Data processed 2023

$$F_{table} = F(k : n-k) = F(2 : 28) = 3,34.....(2)$$

It can be seen in table 4 that the results of the F test in this study have a calculated F value of  $5.839 > F_{table} 3.34$ , so it can be said that there is a joint influence between the discount variables and service quality on customer satisfaction.

## DISCUSSION

This study found that the discount variable did not affect the customer satisfaction variable at J&T Express Probolinggo branch. This is indicated by the results of the calculated T value which is smaller than the T table. This means that discounts are not very important to customers, customers tend to be satisfied if the goods sent arrive at their destination quickly or on time, and customers also don't really care about the price, whether there is a discount or not, The most important thing for customers is that the goods are delivered safely and securely without any damage. Customer satisfaction at J&T Express Probolinggo branch lies in the speed of delivery and safety of goods, therefore the management of J&T Express Probolinggo branch must really pay attention to delivery time and safety of goods to avoid disappointment from customers, because if customers are disappointed it will reduce the level of customer satisfaction which will also reduce the number of transactions for shipping goods, discounts that have no effect on customer satisfaction in this study illustrate that customers do not pay attention to shipping prices, even when customers are satisfied, they will pay according to the price in general and there does not have to be a discount. This result is supported by research conducted by Tambunan et al. (2023) which explains that discounts have no effect on customer satisfaction.

This study found that service quality variables affect customer satisfaction variables at J&T Express Probolinggo branch. Indicated by the results of the calculated T value which is greater than the T table. This means that good service quality will provide satisfaction to customers, therefore J&T Express Probolinggo branch must pay attention to service quality, because an increase in service quality will also increase customer satisfaction. If the management of J&T Express Probolinggo branch provides better service quality, the level of customer satisfaction will increase, because directly customers will be more interested in using the services offered by the management of J&T Express Probolinggo branch if the service has good quality. in this context, the management of the Probolinggo branch of J&T Express must be committed to improving service quality from all aspects, such as developing its facilities, improving the quality of employee performance in providing services, and leaders must always monitor to maintain the effectiveness and efficiency and stability of service quality at J&T Express Probolinggo branch. these results are supported by research conducted by Alfajar (2021) which says that service quality has an influence on customer satisfaction.

This study found that the variables of price discounts and service quality together or simultaneously affect customer satisfaction at J&T Express Probolinggo branch. This means that J&T Express Probolinggo branch must continue to pay attention to discounts and service quality, especially on service quality which can have an impact on J&T Express Probolinggo branch.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the data analysis that has been carried out and the discussion that has been stated, the conclusions in this study are as follows:

1. The discount variable (X1) has no effect on customer satisfaction (Y) at J&T Express Probolinggo branch.
2. Service quality variable (X2) has a positive effect on customer satisfaction at J&T Express Probolinggo branch.
3. Variable discounts and service quality have a joint effect on customer satisfaction at J&T Express Probolinggo branch.

## ADVANCED RESEARCH

For further researchers, it is hoped that they can add other variables that are not used in this study in order to expand the findings and discussion, so that it is not limited to the variables of price discounts and service quality.

## ACKNOWLEDGMENT

Thank you to all those who have helped in the process of completing this research. Especially to my beloved family and the Chairperson of the Faculty of Economics and Business, Panca Marga University who always provides support to researchers.

## REFERENCES

- Alfajar, F. dkk. 2021. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Makassar Jeans House Kota Palu. *Jurnal Cendrawasih: Journal of Administration and Management Public Literation*. Volume 1, Nomor 1, E-ISSN: 2807-5927
- Aria, M., & Atik, I., L. 2018. Tata Kelola dan Administrasi Untuk Meningkatkan Kualitas Pelayanan Administrasi PT. BAM. *Jurnal Institusi Politeknik Ganesha Medan*.
- Arianto, N. 2018. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pengunjung Dalam Menggunakan Jasa Hotel Rizen Kedaton Bogor. *Jurnal Pemasaran Kompetitif*. 1(2): 123-134.
- Boyd, Walker, Larreche. 2000. *Manajemen Pemasaran Suatu Pendekatan Strategis dengan Orientasi Global*. Edisi 2 Jilid 1. Jakarta: Erlangga.
- Dewantoro, Andik, Rachma, N, dan Rizal, Mohammad. Pengaruh Shopping Lifestyle, Discount Dan Fashion Involvement Terhadap Impulse Buying Pada Online Shop Lazada.Co.Id ( Studi Kasus Pada Mahasiswa Feb Unisma ). *e-Jurnal Riset Manajemen PRODI MANAJEMEN*, pp. 122-136.
- Donni Juni Priansa. 2017. *Perencanaan dan Pengembangan SDM*, Alfabeta, Bandung.

- Fandy, Tjiptono. 2016. *Service, Quality & satisfaction*. Yogyakarta. Andi.
- Handoko, Bagus, 2016. Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Konsumen di Titipan Kilat JNE Medan. *Jurnal Ilmiah Manajemen dan Bisnis*. Volume 17, No. 01, Tahun 2016, pp. 1-13. ISSN: 1693-7619.
- Kasmir, 2017. *Customer Service Excellent: Teori dan Praktik*. PT Raja Grafindo Persada: Jakarta.
- Kotler, Philip. 2001. *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi dan Kontrol*. Jakarta: PT. Prehallindo.
- Kotler, Amstrong. 2001. *Prinsip-prinsip pemasaran*, Edisi kedua belas, Jilid 1. Jakarta: Erlangga
- Machfoedz, 2015. *Kewirausahaan Metode, Manajemen dan Implementasi*. Yogyakarta, Indonesia: BPF
- McCarthy, J., 2015. *Pemasaran Dasar Pendekatan Manajerial Global*. Jakarta: Salemba Empat.
- Mulyapradana, Aria, Anjarini, Ary Dwi, dan Hartono, 2020. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan di PT. Tempo Cabang Tegal. *Jurnal Ekonomi & Ekonomi Syariah*. Vol 3, No 1, Tahun 2020, pp 26-38. E-ISSN : 2599-3410 P-ISSN : 2614-3259. Open Acces: <https://doi.org/10.36778/jesy.v3il.115>.
- Pasolong, Harbani. 2019. *Teori Administrasi Publik*. Bandung: Alfabeta CV.
- Peter, J. Paul dan Jerry C Olson. 2014. *Perilaku konsumen dan strategi pemasaran*. Terjemahan. Jakarta: Erlangga
- Pradana, Aria Ahmad, dan Wahyuningdyah, Retno Yustini, 2019. Analisis Pengaruh Potongan Harga, Paket Bonus, Pajangan dalam Toko Suasana Toko Terhadap Perilaku Pembelian Impulsif Pada Pelanggan Minimarket Indomaret Hybrid di Kota Semarang. *JEMAP: Jurnal Ekonomi, Manajemen, Akuntansi dan Perpajakan*. Vol.2, No.1, Tahun 2019, pp 47-74. ISSN: 2622-612X (Media Online).
- Sujarweni, Wiratna. 2015. *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta: Pustakabarupress.
- Soemarso, 2022. *Akuntansi Suatu Pengantar*, Jakarta: PT. Gramedia Pustaka Utama. h. 162
- Sutisna, 2003. *Perilaku Konsumen dan Komunikasi Pemasaran*, Cetakan Ketiga. Bandung: PT. Remaja Rosdakarya.
- Tambunan, T. U. dkk. 2023. Pengaruh Fasilitas, Pelayanan, Harga Dan Pemberian Diskon Terhadap Kepuasan Pelanggan (Studi Kasus Pada Warnet @N-Kom Net). *Jurnal JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, E-ISSN: 2579-5635, P-ISSN: 2460-5891 Volume 9 (3) Juni Tahun 2023, Hal 642-649.