

COMPARATIVE ANALYSIS OF SERVICE QUALITY BETWEEN JNE AND J&T IN BENGKALIS

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ABSTRACT

This study aims to determine the comparison of service quality levels between JNE and J&T in Bengkalis and what factors distinguish service quality between JNE and J&T in Bengkalis. This research uses the Dimension of SERQUAL theory proposed by Valeire A. Zeithaml, A. Parasuraman and Leonard L. Berry. This research uses a quantitative method, which is to explain systematically and to describe it accurately and clearly. The data collection technique used in this study is to use questionnaires to 100 respondents who have used JNE and J&T services in Bengkalis. The results of the research that have been conducted show that the level of customer satisfaction with service quality package delivery at JNE is 3.13% with the satisfied category and J&T 3.18 customers with the satisfied category. Broadly speaking, it can be concluded that there are differences in customer satisfaction with the service quality of package delivery in JNE and J&T Bengkalis.

Keywords: Tangibility, Reliability, Responsiveness, Assurance, Empathy and Customer Satisfaction