

## The Influence of Service Quality and Price on J&T Express Customer Loyalty in Medan City (Study at Setia Budi Medan Branch)

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### Abstract

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*The development of online commerce has given birth to a new shopping model. This has led to the emergence of new businesses seeking more delivery orders. E-Commerce business actors use direct shipping services as a shipping method. Delivery services have an important role for e-commerce in achieving market success and growth because consumers and customers want to get their goods quickly, an effective service quality system and affordable shipping prices. This study aims to analyze and determine the effect of service quality and price on customer loyalty J&T Express in the city of Medan (J&T Express Setia Budi Medan). This study was conducted to determine how much influence the quality of service and price on customer loyalty J&T Express in the city of Medan (J&T Express Setia Budi Medan). This study uses a quantitative method with an associative approach. The data analysis method used is instrument test through validity and reliability test, classical assumption test, multiple regression analysis test, hypothesis test through t-test and F-test, and coefficient of determination test. Tests were carried out using SPSS V.22. The results showed that the service quality variable had a significant effect on customer loyalty J&T Express in Medan City (J&T Express Setia Budi Medan). The price variable has no effect on customer loyalty at J&T Express in Medan City (J&T Express Setia Budi Medan). Simultaneously the quality of service and price affect the loyalty of J&T Express customers in the city of Medan (J&T Express Setia Budi Medan). The data analysis method used is instrument test through validity and reliability test, classical assumption test, multiple regression analysis test, hypothesis test through t-test and F-test, and coefficient of determination test. Tests were carried out using SPSS V.22. The results showed that the service quality variable had a significant effect on customer loyalty J&T Express in Medan City (J&T Express Setia Budi Medan). The price variable has no effect on customer loyalty at J&T Express in Medan City (J&T Express Setia Budi Medan). Simultaneously the quality of service and price affect the loyalty of J&T Express customers in the city of Medan (J&T Express Setia Budi Medan). The data analysis method used is instrument test through validity and reliability test, classical assumption test, multiple regression analysis test, hypothesis test through t-test and F-test, and coefficient of determination test. Tests were carried out using SPSS V.22. The results showed that the service quality variable had a significant effect on customer loyalty J&T Express in Medan City (J&T Express Setia Budi Medan). The price variable has no effect on customer loyalty at J&T Express in Medan City (J&T Express Setia Budi Medan). Simultaneously the quality of service and price affect the loyalty of J&T Express customers in the city of Medan (J&T Express Setia Budi Medan). and coefficient of determination test. Tests were carried out using SPSS V.22. The results showed that the service quality variable had a significant effect on customer loyalty J&T Express in Medan City (J&T Express Setia Budi Medan). The price variable has no effect on customer loyalty at J&T Express in Medan City (J&T Express Setia Budi Medan). Simultaneously the quality of service and price affect the loyalty of J&T Express customers in the city of Medan (J&T Express Setia Budi Medan). T Express Setia Budi Medan). Simultaneously the quality of service and price affect the loyalty of J&T Express customers in the city of Medan (J&T Express Setia Budi Medan).*

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## INTRODUCTION

The growth of e-commerce is experiencing rapid development. This has an impact on the increasing number of new business units initiated by the community. The growth of e-commerce also has an impact on the service industry which plays an important role in increasing product competitiveness. The increase in e-commerce transactions at the end of 2020 showed an increase of 18.1 percent to 9.9 percent with a total of IDR 20.7 trillion. (Kemenkeu.co.id/2020). Large-Scale Social Restrictions (PSBB) during the Covid-19 pandemic since the beginning of 2020 have also supported the growth of e-commerce. In addition, this increase is also driven by MSME players who are competing to switch to online by joining the marketplace or building their own online store.

E-commerce business actors use direct shipping services as a shipping method as much as 20.49 percent at the end of 2019 (bps.go.id). The amount of use of these expedition services is influenced by several factors such as service quality and price so that it leads to customer satisfaction which leads to customer loyalty. Consumers demand better quality and lower tariffs, causing competition between expedition services to be higher. Freight forwarding services are required to provide services to consumers so that consumers are happy and can compare competitively with competitors. In this case, the quality of service becomes the focus of expedition services.

To achieve customer loyalty, it is necessary to prioritize the quality of service quality and prices that are in accordance with the benefits. Companies need to improve service quality to develop customer loyalty, because low-quality products or services will make consumers inconsistent. While prices are often associated with the perceived benefits of goods or services consumed by consumers and prices are costs that must be incurred to obtain certain things and their services, especially in expedition services.

J&T Express is a company engaged in the delivery of goods in Indonesia. J&T Express was founded precisely on August 20, 2015, inaugurated at its head office in Pluit, North Jakarta. J&T Express has reached all of Indonesia and has more than 4000 operating points, 100 gateways (storage warehouses) with professional equipment, more than 700 fleets to support inter-city, inter-provincial, and cross-island shipping services, more than 30,000 skilled human resources. trained, and has officially become an agent of Garuda Cargo and Citilink Cargo. J&T Express in the Medan city area itself has 7 Drop Points and 54 collection points, including J&T Express Labuhan which has 6 agents/offices, J&T Express Maimun (Brigjen Katamso) has 6 agents/offices, J&T Express T Express Medan Timur (Sutomo Ujung) has 11 agents/offices, J&T Express Denai (Asia Mega Mas) has 6 agents/offices, J&T Express Amplas has 7 agents/offices, J&T Express Area (Asia Mega Mas) has 12 agents/offices. office, and J&T Express West by having 6 agents/offices. (<http://www.jet.co.id/>).

J&T Express Setia Budi Branch in achieving customer loyalty, its employees always prioritize the quality of service in accordance with the benefits. Then by prioritizing service quality and price or cost, this can affect customer loyalty in using these expedition services. Based on the explanation of the J&T Express coordinator Setia Budi, the average customers who come are old customers who have used the services of &T Express Setia Budi. But it is possible, there are new consumers every day who send goods at J&T Express Setia Budi. However, they also always try their best to improve themselves as a freight forwarder so that the image of the company remains good in the eyes of customers.

**Table 1:**Number of deliveries at the J&T Express Setia Budi Branch (January 2021-May 2021)

Year	Month	Delivery
2021	January	29,968
2021	February	23,595
2021	March	23,774

2021	April	37,038
2021	May	30,517

Source: J&T Express Setia Budi (2021)

Based on table 1, J&T Express Setia Budi Branch has many deliveries of goods from online shops. Not only that, there are also deliveries from corporate agencies and universities. The data is valid because it was seen from the beginning of the Covid-19 pandemic that many people switched to shopping from offline to online, thus making business actors, especially in the marketplace, send the goods they sell through the J&T Express expedition service (J&T Express Setia Budi, 2021).

J&T Express Setia Budi had several complaints from shipping service customers in 2018, 2019 and 2020, there were still negative reviews or perceptions about the company that affected the company's image itself. As for the assumptions of some consumers who have been asked directly by the researcher, where previously the researcher conducted a pre-study by asking 2-3 consumers how the quality of service provided by the J&T Express Setia Budi Branch was. The answers vary, including in terms of empathy, the attitude of some employees who do not give attention or friendliness which is the term face that is always sullen (Google J&T Express Setia Budi review).

However, not all negative perceptions appear, there are also those who state that the employees in it provide the best service. The next problem is to determine whether the quality of service and prices that have been applied so far have an impact on customer loyalty at J&T Express Setia Budi. Because before this research was conducted, there had been no previous research on J&T Express Setia Budi as a result there was no accurate clarity on these services. Based on the problems, phenomena, data and reasons above, the researcher is interested in the title "The Effect of Service Quality and Price on J&T Express Customer Loyalty in Medan City (Study at Setia Budi Medan Branch)"

## RESEARCH METHODOLOGY

The form of research used is quantitative research. Quantitative research is a systematic scientific study of parts and phenomena and their relationships. This research was conducted at a large branch of J&T Express Setia Budi Medan which is located at Jl. Setia Budi No 149, Tj. Sari, District. Medan Sunggal, Medan City. Data collection in this study was carried out by distributing questionnaires to J&T Express Setia Budi Medan customers. The research time starts from June 25, 2021 – August 03, 2021.

The population in this study were consumers of J&T Express Setia Budi Medan. The sampling technique in this study is Non-Probability Sampling using a Purposive Sampling technique approach, namely a sampling technique based on certain considerations by providing several requirements so that the selected sample is in accordance with the desired characteristics in research analysis (Juliandi, 2015). The sample requirements in this study are that consumers are at least 17 years old and have used J&T Express services at least 2 times

According to Rao Purba in Sujarweni (2015) if the sample cannot be known with certainty, it can use the following formula:

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

Information :

*N* : Number of Samples

*Z* : normal distribution level at significant level 5% = 1,96

*Moe* : Margin of Error Max, which is the maximum tolerable error rate of 10%. Based on this formula, the calculation is obtained asfollowing :

$$n = \frac{1,96^2}{4(0.1)^2} = 96.04$$

So it can be seen that the sample in this study were 96 respondents. The variable measurement scale used is the Likert scale which is used to measure attitudes, opinions, and perceptions of a person

or group of people about social phenomena. The Likert scale on certain questions in the questionnaire with answers strongly agree has a score of 5, agree 4, neutral 3, disagree 2, and strongly disagree 1. In this study, researchers used two kinds of data, namely primary data is data that collected by the researcher directly from the first source, and secondary data is data obtained indirectly from the research subject. In this study, secondary data were taken from books, previous research journals, theses, theses,

The data analysis technique used in this study is an instrument test consisting of validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing.

## RESULTS AND DISCUSSION

### Validity test

Test the Validity of Service Quality Variables (X1):

**Table 2:**Service Quality Variable Validity Test Results (X1)

Statement	rcount	rtable	Information
Statement X1.1	<b>0.748</b>	<b>0.361</b>	Valid
Statement X1.2	<b>0.785</b>		Valid
Statement X1.3	<b>0.750</b>		Valid
Statement X1.4	<b>0.612</b>		Valid
Statement X1.5	<b>0.646</b>		Valid
Statement X1.6	<b>0.643</b>		Valid
Statement X1.7	<b>0.795</b>		Valid
Statement X1.8	<b>0.852</b>		Valid
Statement X1.9	<b>0.793</b>		Valid
Question X1.10	<b>0.680</b>		Valid
Question X1.11	<b>0.786</b>		Valid
Question X1.12	<b>0.822</b>		Valid
Question X1.13	<b>0.771</b>		Valid
Question X1.14	<b>0.650</b>		Valid
Question X1.15	<b>0.830</b>		Valid

Source: Data Processing Results (2021)

Based on table 2, it can be seen that the rcount value of all statements in the questionnaire about the service quality variable (X1) is greater than rtable. Thus it can be concluded that all statements are valid.

Price Variable Validity Test (X2)

**Table 3:**Price Variable Validity Test Results (X2)

Statement	rcount	rtable	Information
X2.1 statement	<b>0.871</b>	<b>0.361</b>	Valid
Statement X2.2	<b>0.465</b>		Valid
Statement X2.3	<b>0.690</b>		Valid
Statement X2.4	<b>0.898</b>		Valid
Statement X2.5	<b>0.887</b>		Valid
Statement X2.6	<b>0.890</b>		Valid
Statement X2.7	<b>0.914</b>		Valid
Statement X2.8	<b>0.857</b>		Valid
Statement X2.9	<b>0.846</b>		Valid
Statement X2.10	<b>0.926</b>		Valid
Question X2.11	<b>0.781</b>		Valid
Question X2.12	<b>0.887</b>		Valid

Source: Data Processing Results (2021)

Based on table 3, it can be seen that the rcount value of all statements in the

questionnaire about the price variable (X2) is greater than rtable. Thus it can be concluded that all statements are valid.

Customer Loyalty Variable Validity Test (Y)

**Table 4:**Customer Loyalty Variable Validity Test Results (Y)

Statement	rcount	rtable	Information
Y1 Pernyataan statement	<b>0.670</b>	<b>0.361</b>	Valid
Y2 Pernyataan statement	<b>0.769</b>		Valid
Y3 Pernyataan statement	<b>0.589</b>		Valid
StatementY4	<b>0.650</b>		Valid
Y5 Pernyataan statement	<b>0.549</b>		Valid
Y6 Pernyataan statement	<b>0.477</b>		Valid
Y7's statement	<b>0.773</b>		Valid
Y8 Pernyataan statement	<b>0.724</b>		Valid
Y9 Pernyataan statement	<b>0.655</b>		Valid

Source: Data Processing Results (2021)

Based on table 4, it can be seen that the rcount value of all statements in the questionnaire about the customer loyalty variable (Y) is greater than rtable. Thus it can be concluded that all statements are valid.

**Reliability Test**

Service Quality Variable Reliability Test (X1)

**Table 5:**Service Quality Variable Reliability Test Results (X1) Reliability Statistics

Cronbach's Alpha	N of Items
.943	15

Source: Data Processing Results (2021)

Based on table 5, it can be seen that the value of Cronbach's alpha is 0.943, this means  $0.943 > 0.6$ . Thus, it can be concluded that all statements in the service quality variable (X1) can be trusted or reliable.

Price Variable Reliability Test (X2)

**Table 6:**Price Variable Reliability Test Results (X2) Reliability Statistics

Cronbach's Alpha	N of Items
.931	12

Based on table 6, it can be seen that the value of Cronbach's alpha is 0.931, this means  $0.931 > 0.6$ . Thus, it can be concluded that all statements in the price variable (X2) can be trusted or reliable.

Customer Loyalty Variable Reliability Test (Y)

**Table 7:**Customer Loyalty Variable Reliability Test Results (Y) Reliability Statistics

Cronbach's Alpha	N of Items
.864	9

Source: Data Processing Results (2021)

Based on table 7, it can be seen that the value of Cronbach's alpha is 0.864, this means  $0.864 > 0.6$ . Thus, it can be concluded that all statements in the customer loyalty variable (Y) can be trusted or reliable.

**Classic assumption test**

**Normality test**

In the following, the measurement results of these three approaches are described.

1. Kolmogorov-Smirnov

**Table 8:**Kolmogorov-Smirnov Normality Test Results One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters, b	mean	.0000000
	Std. Deviation	3.91134923
Most Extreme Differences	Absolute Positive	.079
	negative	-.059
Test Statistics		.079
asymp. Sig. (2-tailed)		.168c

- a: Test distribution is Normal.
- b: Calculated from data.
- c: Lilliefors Significance Correction.

Source: Data Processing Results (2021)

Based on table 8, the value obtained from the Kolmogorov-Smirnov normality test is 0.168. This value is greater than 0.05 so that it can be said that the residual value is standardized, normally distributed and meets the assumptions of the normality test.

2. Histogram and P-Plot Charts

Here are the results of the histogram chart analysis:

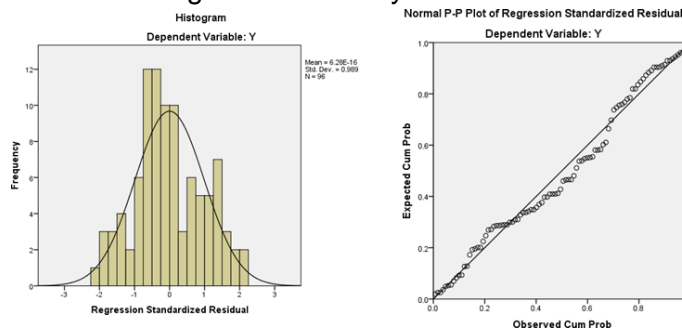


Figure 1 & Figure 2: Histogram and P-Plot . Graph Analysis Test Results

Source: Data Processing Results (2021)

Based on Figure 1, it can be seen that this histogram graph forms a bell. So it can be concluded that the data distribution is normal and in accordance with the assumption of normality test. Based on Figure 2, it can be seen that the points spread out and follow the direction of the diagonal line. So it can be concluded that the data distribution is normal and in accordance with the assumption of normality test.

**Multicollinearity Test**

The results of the multicollinearity test of this study can be seen in table 9 as follows:

**Table 9:**Multicollinearity Test Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	34.077	3,767		9.046	.000		
X1	.127	.043	.288	2.921	.004	.998	1.002
X2	-.073	.056	-.128	1.295	.199	.998	1.002

a: Dependent Variable: Y

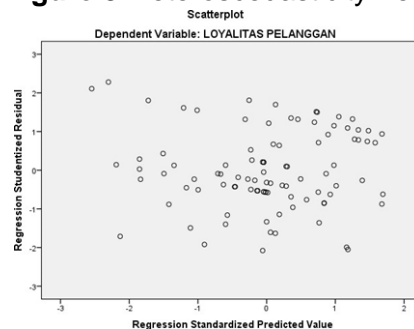
Source: Data Processing Results (2021)

Based on table 9 the tolerance value is  $0.998 > 0.1$  which means there is no correlation between the independent variables. The results of the calculation of the VIF value also show the same thing, the VIF value is  $1.002 < 10$ . This means that one variable and another do not coincide with each other so that the data can be analyzed further. From the results of tolerance and VIF of these two variables, it can be concluded that there is no multicollinearity between the two variables.

### Heteroscedasticity Test

The results of the heteroscedasticity test in this study are described in the following figure:

**Figure 3:**Heteroscedasticity Test



Source: Data Processing Results (2021)

Based on Figure 3 in the scatterplot above, it shows that the points spread randomly both above and below zero on the Y axis and do not form a certain clear pattern. Therefore, the regression model is said to have no heteroscedasticity.

### Multiple Linear Regression Analysis Test

The results of this analysis are measured using software, can be seen in table 1.11 below:

**Table 10:**Multiple linear regression Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	34,077	3,767		9.046	.000
SERVICE QUALITY	.127	.043	.288	2,921	.004
PRICE	-.073	.056	-.128	-1,295	.199

a: Dependent Variable: CUSTOMER LOYALTY

Source: Data Processing Results (2021)

Based on the results of data processing seen in the Unstandardized Coefficients column part B, the multiple regression equation is obtained as follows:

$$Y = 34.077 + 0.127 X_1 + (-0.073) X_2$$

Based on these equations, it can be explained that the positive constant (a) is 34.077. This shows a constant level where if the Service Quality and Price variables are zero (0), then Customer Loyalty will remain 34,077 assuming other variables remain. The coefficient value of X1 (b1) is 0.127. This shows that the Service Quality variable has a positive effect on Customer Loyalty at J&T Express Setia Budi, or in other words, for every effort to add one unit to Service Quality, Customer Loyalty at J&T Express Setia Budi increases by 0.127 units. The coefficient of X2 (b2) of -0.073 indicates that the price variable has a negative effect on customer loyalty at J&

### Hypothesis testing

#### Partial Test (t-test)

The following are the results of the t test:

**Table 11:** T Coefficientsa . Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	34,077	3,767		9.046	.000
SERVICE QUALITY	.127	.043	.288	2,921	.004
PRICE	-.073	.056	-.128	-1,295	.199

a. Dependent Variable: CUSTOMER LOYALTY

Source: Data Processing Results (2021)

Based on table 11, it can be seen that the effect of each variable partially is that Service Quality (X1) on Customer Loyalty (Y) obtained a tcount value of 2.921 > 1.661 with a significance level of 0.004 < 0.05 and a positive regression coefficient of 0.127. This means that the Service Quality variable (X1) has a positive and significant effect on Customer Loyalty (Y), then Ho is rejected and Ha1 is accepted. The test results with SPSS for the Price variable (X2) on Customer Loyalty (Y) obtained a tcount value of -1.297 < 1.661 which shows insignificant results at a value greater than á that is 0.199 > 0.05 and a negative regression coefficient of -0.073. This means that the price variable (X2) partially has no effect on Customer Loyalty (Y),

#### F Uji test

Here are the results of the F test:

**Table 12:** F . Test Results

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression on Residual Total	154.628 1453,372 1608,000	2 93 95	77.314 15,628	4.94 7	.009 b
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a: Dependent Variable: CUSTOMER LOYALTY

b: Predictors: (Constant), PRICE, QUALITY OF SERVICE

Source: Data Processing Results (2021)

Based on table 12 the fcount value is 4.947 with a significance level of 0.009 < 0.05 then  $H_a$  is accepted with  $F_{count} > F_{table}$  ( $4.947 > 3.09$ )  $F_{table}$  obtained from  $df = k-1 ; nk$  or  $(3-1), (96-3) = 3.09$  thus simultaneously or simultaneously the variables of Service Quality (X1), and Price (X2) have a positive and significant effect on the Customer Loyalty variable (Y).

### Coefficient of Determination Test (R2)

The following are the results of the coefficient of determination test:

**Table 13:** Coefficient of Determination Test Results (R2)

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.310 <sup>a</sup>	.306	.077	3.953

a: Predictors: (Constant), PRICE, QUALITY OF SERVICE

b: Dependent Variable: CUSTOMER LOYALTY

Source: Data Processing Results (2021)

Based on table 13 shows  $R = 0.310$  shows the relationship between service quality and price on customer loyalty is 31%. This means that service quality and price have a standard relationship. Then the value of R Square is 0.306 or 30.6%. This means that the independent variables, namely service quality (X1) and price (X2) together can explain the dependent variable, namely customer loyalty (Y) of 30.6%, while the rest is explained by other unknown variables in this study.

## Discussion

### The Effect of Service Quality on Customer Loyalty

Service Quality as an Independent Variable (X1) in this study is an illustration of how so far the form of the service system provided to each company is one of the companies engaged in the service sector. The quality of service will also affect consumers and customers to come back if the service provided is very good. This is in accordance with Tjiptono's (2016) theory which defines service quality as focusing on efforts to fulfill consumer needs and desires and the provision of delivery to balance consumer expectations. So it can be concluded that whether or not the quality of service delivery depends on the company's ability to provide services to consistently meet the expectations of a consumer.

Based on the research, it can be seen that many respondents agree on the statement that J&T Express Setia Budi has a website to make it easier for consumers to access information about shipping goods, where this statement is part of the dominant indicator, namely tangible. The results of the partial test data processing that have been carried out previously show that the results of testing with SPSS for the Service Quality variable (X1) on Customer Loyalty (Y) obtained a tcount value of 2,921 > 1,661 with a significance level of 0.00 < 0.05 and a regression coefficient of positive of 0.127. This means that the Service Quality variable (X1) has a positive and significant effect on Customer Loyalty (Y), then  $H_0$  is rejected and  $H_a$  is accepted and the value of the correlation coefficient (R) in this study is 0.310, which means that the

relationship between service quality variables and customer loyalty variables is very close. The service quality variable can have a positive effect because the partial test itself is carried out to determine the influence of the service quality variable on customer loyalty, which one has a significant effect or not.

### **The Effect of Price on Customer Loyalty**

Price has importance for a company, including in the field of service delivery, this is because price is a form of cost or cost incurred by consumers to obtain, own, and utilize goods and services from a product/service. Based on the results of the study, it can be seen that there is a dominant indicator that appears, namely the price affordability indicator. Many respondents agree with the statement (the price offered by J&T Express is affordable by consumers or customers). This shows that J&T Express Setia Budi has affordable prices, so that consumers have no doubts about spending these costs in using the services of J&T Express Setia Budi. However,

The results of the partial test data processing that have been carried out previously show that testing with SPSS for the Price variable (X2) on Customer Loyalty (Y) obtained a tcount value of  $-1.297 < 1.661$  which shows insignificant results at a value greater than  $\alpha$  i.e.  $0.199 > 0.05$  and a negative regression coefficient of  $-0.073$ . This means that the price variable partially has no effect on customer loyalty at J&T Express Setia Budi. The results of the price variable have a negative and insignificant effect because in processing the data the partial test itself is carried out to determine the influence of the service quality variable on customer loyalty which has a significant effect or not. The results of the study stated that the price had a negative effect,

### **The Effect of Service Quality and Price on Customer Loyalty**

The results of the study prove that the variables of service quality (X1) and price (X2) simultaneously have an influence on customer loyalty at J&T Express Setia Budi. This can be seen from the fcount value obtained of 4.947 with a significance level of  $0.00 < 0.05$  then  $H_a$  is accepted with  $F_{count} > F_{table}$  ( $4.947 > 3.09$ )  $F_{table}$  is obtained from  $df = k-1 ; nk$  or  $(3-1), (96-3) = 3.09$  thus simultaneously or simultaneously the variables of Service Quality (X1) and Price (X2) have a positive and significant effect on the Customer Loyalty variable (Y).

J&T Express Setia Budi Branch in achieving customer loyalty, its employees always prioritize the quality of service in accordance with the benefits. Then by prioritizing service quality and price or cost, this can affect customer loyalty in using these expedition services. Because based on the explanation of the J&T Express coordinator, Setia Budi, the average consumer who comes has often sent goods there, in other words, they have been subscribed for a long time, so this makes employees and consumers more familiar in transactions. But it is possible, every day there is always a minimum of new people who send at this J&T Express Setia Budi.

Based on the results of the analysis show that the service quality (X1) and price (X2) variables together can explain the dependent variable, namely customer loyalty (Y) as evidenced by the results of the coefficient of determination (R2) test that has been carried out, the R Square value is 0.306. This value indicates that the independent variables, namely service quality and price, simultaneously have an effect of 30.6% on the dependent variable, namely customer loyalty. while the rest is explained by other unknown variables in this study.

## **CONCLUSION**

Service quality affects customer loyalty J&T Express Setia Budi Medan. That is, the better the quality of service provided and applied, the customer loyalty will increase. Price has no effect on customer loyalty J&T Express Setia Budi. That is, if the services offered are more expensive, there will be a decrease in customer loyalty, but even though the price is cheap but the quality of service provided is not satisfactory, customer loyalty is not guaranteed. But again, if the price of the delivery service is expensive but the quality of service provided is good, then this can be considered. The two independent variables (Service Quality and Price) together can affect

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