The Influence of Price, Service Quality and Trust on Consumer Satisfaction at J&T Express Sampang

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Abstract. This paper examines the influence of price, quality of service and trust on consumer satisfaction in J&T Express district Sampang. This research method uses a quantitative approach. The data was collected online by distributing questionnaires to 147 respondents. sample technique used with purposive sampling technique. The analytical tool uses SPSS version 25 through the following stages: Validity Test, Reliability Test, Classical Assumption Test, Double Linear Regression Analysis, Determination Coefficient, and Hypothesis Test. The results of this study show that the price has no significant impact on customer satisfaction of J&T Express Waste Branch. The quality of service has a significant positive impact on consumer satisfaction. The trust has significant positive effect on the customer's satisfaction, and then simultaneously the price, the quality of the service and the trust have an impact on the consumer's satisfaction.

Keywords: Price, Service Quality, Trust, Consumer Satisfaction, Shipping Company

1 INTRODUCTION

Shipping is a promising business, so many new companies are starting this business. Delivery business is an abduction from other that require prior expedition services. The development of the shipping services industry is currently undergoing a very drastic improvement, as the era of rapidly expanding digitalization demands that people have a high level of mobility. With the growth of social media today, entrepreneurs are being demanded to play a role in running their business, so that consumers can easily get what they want(1).

The need for goods delivery services is growing to meet the needs of the community. The existence of goods delivery services facilitates not only the general public but also businessmen. Especially online or e-commerce business operators use shipping services to deliver goods to consumers across Indonesia and abroad. The number of fans of the online shopping business is increasing every day. This makes delivery services have close relationships with business and consumer actors.

In the development of delivery services available in Indonesia, below are the top five rankings that according to the survey through (Top Brand Award 2022) in percentage usage of courier services.

Table 1. (Top Brand Index Phase 2) Courier Service Usage Percentage (year of 2022).

BRAND	TBI
JNE	39.30%
JNT	23.10%
TIKI	11.10%
POS INDONESIA	8.50%
DHL	6.90%

The service or logistics business in Indonesia continues to grow rapidly. The Indonesian Logistics Association (ALI) projected the logistics industry to grow by 5 percent to 8 percent by 2023, supported by the digitization of micro, small and medium-sized enterprises. (UMKM). 88 percent of Gen Z participants claimed to use delivery services for their online purchases, whereas another 12 percent of respondents used delivery for their personal needs. The same thing happened with the Millennials. The majority of them, or as much as 76 percent of the respondents, used delivery to shop online. On average, it sends goods for both online shopping and personal delivery as many as two to three times a month.

According to Momentum Works, J&T leads the logistics market with the largest shipment volume in Indonesia. J&T is capable of shipping 2 million packages a day. The long-time player in logistics, JNE, is in second place. JNE is capable of shipping 1.6 million packages a day. SiCepat is in third place with 1 million packages delivered per day. Next, Ninja Express recorded sending 0.65 million packets per day and SAP 0.15 million packs a day.

In December 2021, J&T officially became the second decacorn in Indonesia after Gojek. Decacorn means a startup with a valuation of over US$10 billion. J&T's history began exactly on August 20, 2015. On that day, the company Global Jet Express was formally established and its headquarters in Pluit, North Jakarta, was officially inaugurated. Although this company is a new company in the field of freight delivery and expedition services, J&T is optimistic that it will be an excellent service and a choice for the Indonesian market. The presence of J&T as a new company in Indonesia has been committed to serving public needs. J&T is ready to serve Indonesia for a fast, convenient and reliable delivery service. Technology-based innovation is at its peak. Later, J&T provided premium services at low prices with premium quality.

In fact, there are many expedition shipping companies of this kind that have stood long before J&T. Some of the companies that have been established in this field include Tiki and JNE who have been trusted by the Indonesian community for decades. Not to mention Pos Indonesia, which is a BUMN company that has existed since the Republic of Indonesia has not existed. But at a very young age J&T has managed to align itself with the major expedition companies in Indonesia. How

about not, not two years old, J&T Express has been able to reach the entire area in Indonesia. This is due to the great influence of the creative side of the former CEO of Oppo Indonesia, Jet Lee, becoming the founder of China's already expanding logistics company in 2021 (2).

Competition in all fields especially in the field of industry is becoming more real with physical development that also affects social and cultural life. In line with science and technology, human qualities are increasingly demanded to have the ability to master technology so that it is able to know service to customer satisfaction. In order to satisfy the needs of the customer must also be done in a profitable or "win-win situation" that is where both sides feel happy or no harm. Customer satisfaction is a very valuable thing inining the client's presence in order to keep a business or business going (3).

The price is the amount of money charged for a product or service, or the sum of the value exchanged by the Consumer for the benefit of possessing or using the product, (Kotler & Amstrong, 2012). The price is often used by the consumer as an indicator of the value between the perceived benefits and the price of a good or service. When the price set by the company does not correspond to the benefits of the product, then the level of customer satisfaction may decrease, and vice versa (4).

The value of a service is not always determined by the price, but the benefit for the consumer when consuming the service in relation to the cost spent to obtain the service, the price given by the service company J&T Express in particular the northern waste area according to the service given, from 9000 to 140000. The price given is the price already determined of the central J&T company, this price can not be played by the employees by the way of the price shot, since this price is already visible through the official account of the existing J& T Express, then with this price the customer will automatically already be able to determine the desired price without having to fear the unfair employees.

Thus the customer is satisfied or not after using the delivery service of the goods. The various benefits of a service product must be compared to the various costs incurred in using the service. The J&T Express Waste Branch provides a price corresponding to the service received by all its customers, especially customers in the Waste Area, as well as providing information about promotional cheap shipping on social media and the form of direct notification of employees (courier) who provide information about the promotion of such advertisements, but only a few employees post such advertisement or disseminate and notify their customers.

The most important thing in the business world is the concept of customer satisfaction used to attract consumers. The quality of service is the expected level of excellence and control over the level of Excellence to meet the wishes of Consumer Further (5). Quality of service also becomes

an important factor in attracting consumers. Quality is a dynamic condition that affects products, services, people, processes and environments that meet or exceed expectations (6). Dimensions to measure the quality of service include's tangibles, reliability, responsiveness, assurance, and empathy (7).

In this case in J&T express waste branch there are some of the consumers who come to the J & T express office want to ask and there are also take the package, with pleasure or maybe also in a hurry want to take the packet, but after arriving in the office of the northern waste branch they are not well greeted by the employees who are at the office in the norther waste branch, and feel very uncomfortable with the quality of the service that is at the PT. J& T express garbage branch, due to some employees who do not respond to such consumers, which is likely to be the reason for the decrease in the service quality.

Consumer trust is one of the factors affecting consumer satisfaction. The trust that has existed in the consumer will generate a high level of consumer satisfaction to the company in order to use the company's services repeatedly (8). Trust involves a person's willingness to behave because of the belief that his partner will give what he expects and a general expectation that someone's words, promises or statements of others can be trusted.

In this case, there are still many consumers of J&T Express Waste Branch, who complain and ask the parcel to the courier where the package has arrived, has not been in the drop point of the branch yet. There are even those who directly ask call center information 24 hours non stop hotline (021 8066 1888) just to ask the existence of the package, but some employees are lazy and less responsive and also some who respond to the consumer.

2 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
2.1 Price

The price can be understood as the amount of money (monetary unit) or other aspect (nonmonetarian) that contains a certain utility required to obtain a service. According to (9), the price is the amount of money paid for a service, or the sum of value that consumers draw in order to benefit from owning or using goods or services. The indicator that characterizes the price is: 1) the price availability available to all with the target segment of the market selected. 2) the price compatibility with the quality of the service Assessment of the consumer on the magnitude of the financial sacrifice given in relation to the specification that is quality of service. The price offered to consumers in accordance with the service quality offered. 3) the competitiveness of the price offered whether higher or lower than the average. 4) the price consistency with the benefits of consumers will feel satisfied when they get the benefit after consuming what is offered according

to the value they are issued (9). According to Yeni, (2019) that the price has a partial influence on consumer satisfaction in online shops, just as the price will determine the satisfaction of consumers for the purchase of a product and service.

H1 : Price positively influences Consumer Satisfaction

2.2 Service Quality

Service quality can be determined by comparing the perception of consumers of the service they actually receive or receive with the service that they really expect or want in relation to the attributes of a company's service. If the service is received or perceived in accordance with what is expected, then the quality of service is seen as good and satisfying, if the service received exceeds the expectations of the consumer, then it is seen to be very good and quality. Quality is a dynamic condition associated with products, services, human resources, processes and environments that meet or exceed expectations (10). According to (11) the quality of service is an excellent or superior delivery according to customer expectations by providing good service according to needs and wishes, customers will judge the results of the service obtained. Indicators of Quality of Service in the Fifth-Dimensional Definition according to(12), 1) Reliability, is the ability to provide accurately and correctly the kind of service that has been promised to the guest. 2) Responsive, that is, the awareness or desire to act quickly to help the guests and provide timely service. 3) Assurance, is the knowledge and courtesy of security as well as the confidence of the staff. The assurance dimension has the characteristics of: competence to provide service, courtesy and have a character of respect for guests. 4) Empathy, giving attention to individual guests specifically. This dimension of empathy has characteristics: the willingness to approach, provide protection and endeavour to understand the wishes, needs and feelings of the guest. 5) Tangible, which is something visible or visible, that is: the appearance of the officers, and other physical facilities, such as equipment and equipment that supports the performance of the service. Quality of service is a result that must be obtained and done with an action, but the action must have a good impact and be felt and remembered. The effect on consumer satisfaction can be more active in a company's product and service service, Thus the quality of service affects customer satisfaction (13).

H2 : Service Quality positively influences Consumer Satisfaction

2.3 Trust

According to (14) Trust is the belief that one will get what one expects from another. Trust refers to one's willingness to behave because of the faith that his partner will give what he expects

and a general hope that one has that another's words, promises or statements can be trusted. A business transaction between two or more parties happens when each one trusts the other. This trust is not just recognizable by others or business partners, but must be built from scratch and proved (15). On a number of interpersonal and inter-organizational factors, such as competence, integrity, honesty, and perceived goodness." Moreover, "Consumer trust is consumer knowledge of an object, attribute or benefit where confidence and attitude and behaviour relate to product attributes" (16). Indicators of consumer confidence can be measured by Competence, Integrity, Honesty, Goodness (9). Trust is the belief that one will get what one expects from another. Trust refers to one's willingness to behave because of the faith that his partner will give what he expects and a general hope that one has that another's words, promises or statements can be trusted. According (17), that confidence has a positive and significant influence on customer satisfaction.

H3 : Trust positively influences Consumer Satisfaction

2.4 Customer Satisfaction

Consumer satisfaction is a feeling of satisfaction or disappointment that arises after comparing the performance (result) of a thought product to the expected performance (or result). According to (18) "Satisfaction reflect a person's judgements of a product perceived performance in relation to expectation" which means that aging is a feeling of satisfaction or disappointment arising from the evaluation of the product's performance against the expected performance. According to (7), customer satisfaction is a feeling of satisfaction or disappointment that arises after comparing the perception of a product's performance with its expectations. Customer satisfaction is a cognitive situation of purchase in relation to the match or discrepancy between the results obtained compared to the sacrifices made. Consumer satisfaction is measured by how well consumer or customer expectations are met. 1) Consumer expectations The consumer feels the satisfaction of the fulfillment of the desires and needs of a product or service. 2) The desire to use a product The attitude is a learned tendency, this means that the attitude relating to the purchasing behaviour is formed as a result of the direct experience of the product, the information obtained orally from others or exposed by advertising in the time media, the Internet and various forms of direct marketing. 3) Product recommendation to other parties The Consumer will always recommend the results of his experience to others over what is gained from a quality of product offered by a company. 4) Quality of service The quality of service can be realized through the fulfilment and disrespect of the consumer as well as the accuracy of communicating to balance the expectations of consumers. 5) Consumer loyalty Consumer has various reasons not to develop loyalty to a particular product or services, which can give benefits or expectations their brand is

fulfilled. 6) Maintaining a good company name For a company where a main product is produced in a service, then good reputation determines the company's best image and reputation(19).

H4 : Price, Service Quality and Trust simultaneously positively influences Consumer Satisfaction
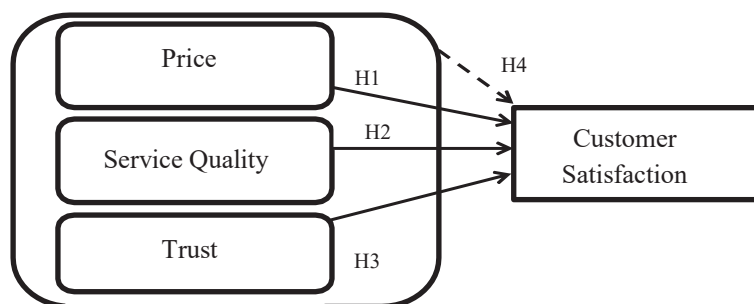

Figure 1. Conceptual Framework and Hypothesis.

3 RESEARCH METHODS

The approach used in this research is with a quantitative approach. Quantitative approach with survey methods where this approach is objective, and includes the collection and analysis of quantitative data and using statistical testing (20). Quantitative research methods can be understood as methods of research based on the philosophy of positivism, used to research on a particular population or sample. The population and sample used in this study was consumer J&T Express branch of northern Sampang with a customer population of 3,913 consumers. The sample in this study is taken based on purposive sampling technique, where the technique of determination of samples with certain consideration (21). Any criteria requested are the customers or consumers of J&T Express branch of northern Sampang that are still active in daily, weekly or monthly deliveries. Determination of number of samples using slovin formula because the number of consumers J&T Express branch of northern Sampang can be known the number, so that in the samples withdrawal can produce a representative sample and the results of the research can be generalized. The calculation using the Slovin formula for the sample is as follows:

$$n = \frac{N}{1+Ne^2}$$

Description :

n = Number of Samples

N = Number Population

e = Error Margin (gives the author an opportunity to set the minimum

sample size based on the error rate)

e = (100%)

$$n = \frac{N}{1+Ne^2} = \frac{3913}{1+3913(10\%)^2}$$

$$n = \frac{3913}{1+3913(0,01)} = \frac{3913}{1+39.13} = \frac{3913}{40,13} = 97,50$$

N = 97.5, so the minimum total of these studies is rounded up to **150 respondents**.

The data processing technique used in this study is multiple linear regression. Data processing carried out in this research uses the SPSS (Statistical Product and Service Solution) program version 25, so that the processing of data runs automatically and then the results are interpreted. The scale used in this study is the likert scale. The answers to each respondent's statement can be divided in the top order based on the subject's attitude to the questioned object and the answer options are 5 options. (1, 2, 3, 4 dan 5). This measurement uses a likert scale which is: Very disagree, disagrees, neutral, agree, very agree

4 RESULTS AND DISCUSSION

4.1 Description of Respondent Characteristics

The respondents in this study are consumers of J&T Express Sampang. The questionnaires in this study were distributed to the first 30 respondents for instrument testing and the next 150 respondents within one to four days, all respondents meeting the sample criteria of 147 respondents. The questionnaire contains 20 statement elements consisting of 4 statement elements for the price variable (X1), 5 statement details for the quality variable of service (X2), 4 statement features for the Trust variables (X3), 7 statements details for consumer satisfaction variables (Y). A general overview of the subjects of the study is carried out by outlining the characteristics of respondents required in this study.

Table 2. Respondents Based on Number of Uses of J&T Express Services.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 times	71	48.3	48.3	48.3
	5-10 times	40	27.2	27.2	75.5
	11-20 times	7	4.8	4.8	80.3
	More than 20 times	29	19.7	19.7	100.0
	Total	147	100.0	100.0	

Based on table 2, information is obtained that respondents who used the service 3 times were 71 respondents (48.3%), respondents who used the service 5-10 times were 40 respondents (27.2%), respondents who used the service 11-20 times were 7 respondents (4.8%), respondents who used

the service more than 20 times were 29 respondents (19.7%). This shows that consumers of J&T Express Sampang are dominated by consumers who only use the service 3 times, 71 respondents (48.3%).

4.2 Instrument Test

Before the data is further analyzed using double linear regression analysis, the data will be tested for validity and reliability first using the first 30 respondents. The aim is to test whether the data used in this study meets the validity criteria that can explain and measure what is measured, as well as the reliability criteria which can be used again for further research consistently.

First, a validity test is used to measure the validity or non-validity of a questionnaire. (Ghozali, 2011). According to (Sugiyono, 2013) that valid means that the instrument can be used to measure what should be measured The instrument test in this study used a sample of 30 respondents and the minimum requirement to be considered a valid instrument element is a valid index value i.e. validity value ≥ 0.3 (Sugiyono, 2017). The results of the validity test can be seen in the following table:

Based on the above table shows count Cronbach's Alpha of each variable > R Table 0.3 so it can be concluded that all indicators used to measure the variables Price, Quality of Service, Trust and Satisfaction in this study are declared valid.

Table 3. Validity Test Results.

Variable	Indicator	Cronbach's Alpha	R Table	Sig
Price (X1)	X1.1	0.940	0,3	0,000
	X1.2	0.967	0,3	0,000
	X1.3	0.973	0,3	0,000
	X1.4	0.821	0,3	0,000
Service Quality (X2)	X2.1	0.968	0,3	0,000
	X2.2	0.934	0,3	0,000
	X2.3	0.950	0,3	0,000
	X2.4	0.974	0,3	0,000
	X2.5	0.942	0,3	0,000
Trust (X3)	X3.1	0.976	0,3	0,000
	X3.2	0.974	0,3	0,000
	X3.3	0.972	0,3	0,000
	X3.4	0.962	0,3	0,000
Satisfaction (Y)	Y1	0.948	0,3	0,000
	Y2	0.945	0,3	0,000
	Y3	0.938	0,3	0,000
	Y4	0.947	0,3	0,000
	Y5	0.954	0,3	0,000
	Y6	0.984	0,3	0,000

Y7	0.984	0,3	0,000

Based on the table 3 shows Cronbach's Alpha of each variable > R Table 0.3 so it can be concluded that all indicators used to measure the variables Price, Quality of Service, Trust and Satisfaction in this study are declared valid.

Secondly, The reliability test is carried out with the aim of obtaining the level of the data collection tool used. The reliability coefficient is known from the magnitude of the alpha (α) factor. Alpha cronbach statistics calculate internal consistency based on the average correlation between items (indicator). Standardization of reliability based on Guilford's reliability principle, an instrument (set of indicators) a construction is said to be reliable if it has alpha cronbach statistics of 0.70 and a sufficient value condition of at least 0.50. The results of the reliability test can be seen in the following table:

Table 4. Reliability Test Results.

Variable	Cronbach's Alpha	Standart of Reability
Price (X1)	0.846	0,7
Service Quality (X2)	0.834	0,7
Trust (X3)	0.854	0,7
Satisfaction (Y)	0.813	0,7

Based on the table 4, cronbach's alpha (α) values on all variables are larger than the reliability standard (0.7) so it can be concluded that the indicators or questionnaires used on the variables Price (X1), Quality of Service (X2), Trust (X3), and Satisfaction (Y) are stated to be reliable as the measure of the research variable and can be used again for further research.

4.3 Normality Test

Normality test aims to test the distribution of the study sample whether it is normal or not. Data stated to have a normal distribution if the value of Asymptotic Significance > 0.05, whereas in the PP test the standard plot approaches the diagonal line. Here's the results of the normality test using Kolmogorov Smirnov and the PP plot test:
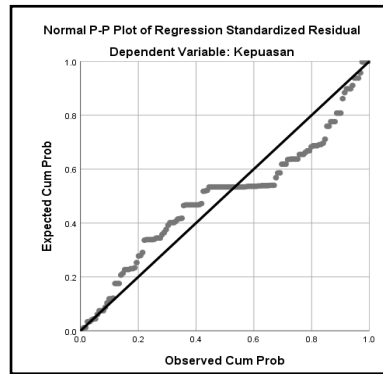
Figure 2. Normality Test Result.

Based on the figure 2 shows that the dots spread around the diagonal line and follow the direction of the diagonals, then it can be said that the data in this study are normally distributed.

4.4 Heteroscedasticity Test

Heteroskedastisity test is used to determine whether variants and residual inequalities occur from one observation to the other in a regression model. To be able to detect the occurrence of heterocadastaticity problems by looking at scatterplot graphs or variable prediction values tied to residual errors. If these dots do not form a specific pattern and spread above and below the zero (0) on the Y axis, then there is no problem of heterocadasthesity.
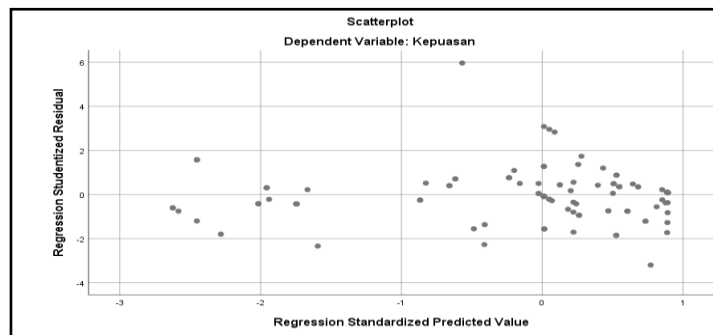

Figure 3. Heteroscedasticity Test Result.

From Figure 3 shows that the dots spread up and down the number 0 and did not form a clear pattern, so it could be concluded that the research data did not occur heterocadastisity problems.

4.5 Multicolinearity Test

Multicolinearity test was performed to test whether a regression model found a correlation between independent variables. A way to detect whether or not there is multicolinearity in a regression model can be seen from the value of tolerance and its opponent, the Variance Inflantion

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Factor (VIF). If the tolerance value is > 0.1 and the VIF value is < 10, then there is no multiclinearity between free variables in the regression Model.

Table 4. Multicolinearity Test Results.

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Price	.245	4.077
	Service Quality	.187	5.358
	Trust	.138	7.226

In Table 4, shows that the magnitude of the tolerance value for each variable > 0.1 and the value of VIF for each free variable has a value <10. Thus, it can be concluded that there is no multicolinearity between independent variables in the regression model or there are no problems of multicolinerity among independent variable in such regression.

4.6 Multiple Linear Regression Test

The analysis technique used in this study is a multiple linear regression by looking at the influence between indepedent variables, price (X1), service quality (X2), Trust (X3) and consumer satisfaction (Y) as dependent variable. The calculation process uses the SPSS program, resulting in a linear equation like the table below:

Table 5. Multiple Linear Regression Test Result.

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.667	.672		2.482	.014		
	Harga	.007	.078	.004	.087	.931	.245	4.077
	Kualitas Pelayanan	.287	.072	.217	4.014	.000	.187	5.358
	Kepercayaan	1.291	.107	.757	12.048	.000	.138	7.226
a. Dependent Variable: Customer Satisfaction								

Based on the table 5 then the regression equation obtained is as follows:

$$Y = 1{,}667 + 0.007X1 + 0{,}287X2 + 1{,}291X3 + e$$

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The result of the multiple linear regression equation above gives the understanding that: 1) The constant value (a) is 1,667. This means that when the independent variables Price, Service Quality, and Trust are constant values, then the size of the dependent variable that is consumer satisfaction is 1,667. 2) The price (X1) has a coefficient value of 0.007. This indicates that the price (X1) has positive influence (direction) on consumer satisfaction (Y). If the price increases one unit, then the satisfaction will increase by 0.007 units. That means the higher the value of the price, the higher is the customer satisfaction value. 3) Service Quality (X2) has a coefficient value of 0.287. This indicates that the Service Quality (X2), has a positive influence (direction) on customer satisfaction (Y). When Service Quality increases by one unit, then the satisfaction will increase by 0.287 units. This means that the higher the value of Service Quality, the higher is the customer's satisfaction value. 4) Trust (X3) has a factor value of 1.291. This signifies that the Trust Coefficients (X3), have a positive effect (direction) on consumer satisfaction(Y). If Trust increases one unit, there will be a satisfaction increase by 1,291. Thus it can be concluded that independent variables, price, service quality, Trust have a positive influence with dependent variables consumer satisfaction.

4.7 Determination coefficient test

To find out how strong the relationship of the independent variable to the dependent variable and how great the influence of independent variables on the dependant variable can be seen on the values of the correlation factor and the determination factor as shown in the table below:

Table 6. Determination Coefficient Test Result.

				Model Summary[b]		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.960[a]	.922	.920	2.21793	1.975
a. Predictors: (Constant), Kepercayaan, Harga, Kualitas Pelayanan					
b. Dependent Variable: Kepuasan					

To interpret the level of the correlation coefficient is done with the following criteria:

Table 7. Correlation Coefficient Interval.

R	Interpretation
Between 0.80 to 1.00	Very Strong
Between 0,60 to 0.80	Strong
Between 0.040 to 0.60	Strong Enough
Between0.20 to 0.40	Low
Between-0.10 to 0.20	Very Low

Multiple regression results above obtained multiple correlation coefficient value (R) of 0.960, which shows that between independent variable and dependent has a very strong degree of relationship in the category. As for the value of determination factor (R2) obtains 0.922 or 92.2%. This means that independent variables have an influence on dependent variables of 92.2% while 7.8% is influenced by other factors outside the variable in this study.

4.8 Hypothesis Test

T-test and F-test is used to test the hypothesis in this study. A partial hypothesis test is a statistical method used to test the degree of significance of a regression coefficient. In the T-test uses a level of significant (α) of 5% or $\alpha = 0,05$. As for the test criteria used in the trial t are as follows:

1) H0 hypothesis accepted and H1 rejected if t counts < t table and significant value > 0,05

2) H0 hypothesis rejects and H1 determines if T counts > t table of significant value < 0,05

In this study the authors use a 95% confidence rate then the value of α in this study is 0.05, so to see the value t table can be determined as below:

T-table= (α ; 147 – k – 1)

= (0,05 ; 147 – 3 – 1)

= (0,05 ; 143)

So with a T-value of 0.05 and a df value of 143, we can find a T-table of 1.97669.

Table 8. T-test Result.

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	1.667	.672		2.482	.014		
	Price	.007	.078	.004	.087	.931	.245	4.077
	Service Quality	.287	.072	.217	4.014	.000	.187	5.358
	Trust	1.291	.107	.757	12.048	.000	.138	7.226

a. Dependent Variable: Customer Satisfaction

According to the table 8, then the test of the hypothesis can be obtained as follows: 1) **H1**: Based on the results of the regression analysis the t value of the table is 0.087 < 1.97669, and the significance value is 0.931 > 0.05. Then it can be concluded that H1 is rejected which means the price does not have a significant influence on consumer satisfaction. 2) **H2:** Based on the result of the analysis of regression the value of t > t table is 4,014 > 1.9769, and significant value is 0,000 < 0,05. Then we can conclude that H2 is accepted meaning that the quality of the service has a significant impact on the satisfaction of the consumer. 3) **H3:** Based on the results of regression analysis obtained the t > t value of the table is 12,048 > 1,97669, and the significance value of 0,000 < 0,05. It can then be concluded that H3 is accepted which means confidence has a positive and significant influence on consumer satisfaction.

The F-test is a statistical method used to determine whether the independent variables in this study, namely price (X1), quality of service (X2), confidence (X3), simultaneously affect the dependent variable of consumer satisfaction (Y).

Table 9. F-test Result.

		Sum of Squares	Df	Mean Square	F	Sig.
			ANOVA[a]			
Model						
1	Regression	8307.218	3	2769.073	562.909	.000[b]
	Residual	703.448	143	4.919		
	Total	9010.667	146			
a. Dependent Variable: Kepuasan						
b. Predictors: (Constant), Kepercayaan, Harga, Kualitas Pelayanan						

The F-value obtained from the table is 562,909 whereas the F value of the table of the result df = n-k (k= the number of independent variables, n= number of respondents) is df= 147-3 = 144 so that we get the F table of 2,67. Thus, the value of F counts 562909 > 2,67 with a significance rate of 0,000 because of the significance level < of 0.05, then H4 is received which means price (X1), service quality (X2), trust (X3), simultaneously influencing consumer satisfaction.

4.9 Discussion

Price Effect on Consumer Satisfaction

Based on the regression analysis results obtained t count value < t table is 0.087 < 1.97669, and the significance value is 0.931 > 0.05. It can then be concluded that H1 is rejected which means the price (X1) has no significant impact on consumer satisfaction. (Y). The results of the research showed that price variable indicators consisting of price accessibility, price compatibility with

product quality, price conformity with benefits, price based on capabilities or price competitiveness did not affect consumer satisfaction. This means that consumer satisfaction is not affected by the price because consumers give more priority to the accuracy and precision of the delivery time than the price. If the company provides consistent and reliable delivery services, consumers may be more satisfied with a slightly lower price. According to (9), the price is the amount of money paid for a service or a amount of value that a customer exchanges for the benefit of buying or using a service, which means that the money spent by a consumer must be equal to or greater than the benefit obtained by the consumer after purchasing or using the service.

Besides, the company has a strong market share or provides services that are hard to find with other courier service providers. Consumers may feel that there is no better alternative, regardless of the price, in accordance with the price variable description result that the statement "The price offered by the company has similarities with the other delivery service company" has the smallest mean value. So whatever price the company offers will not affect consumer satisfaction. The results of this study are consistent with a previous study conducted by (17), which stated that prices have no influence on consumer satisfaction (22).

Impact of Service Quality on Customer Satisfaction

Based on the regression analysis, the t count value < t table is 4,014 > 1,97669, and the significance value is 0,000 < 0,05. It can then be concluded that H2 is accepted which means that the quality of service (X2) has a significant impact on consumer satisfaction. (Y). Research results show that variable indicators of service quality consisting of Reliability, Response, Assurance, Empathy, Physical Evidence have a significant impact on consumer satisfaction. This means consumers are satisfied with the service because the company's employees are very friendly and always smiling in serving the consumer. According to the description of the service quality variable that the statement "Employees of the company provide service with a friendly and smiling" has the highest mean value. Consumers are increasingly paying attention to corporate ethics and social responsibility. If companies pursue ethical business practices, such as environmental and fair treatment of consumers, this can also affect consumer perceptions of service quality. This study supports a previous study by(17), which stated that the quality of service has a significant positive impact on consumer satisfaction (23).

The Impact of Trust on Consumer Satisfaction

Based on the regression analysis the t count value > t table is 12,048 > 1,97669, and the significance value is 0,000 < 0,05. It can then be concluded that H3 is accepted which means

confidence (X3) has a positive and significant influence on consumer satisfaction (Y). The results of the research show that the variable indicators of Trust consisting of Honesty, Integrity, Goodness, Competence have a significant influence on consumer satisfaction. This means that the consumer believes in being trustworthy in the logistical service or shipping sector. According to the variable description results of the belief that the statement "Employees of the company in the shipping service provided by the company are trustworthiness", has the highest mean value. Good communication between companies and consumers can build trust. Clear notifications about delivery status, schedule changes, or other issues help consumers feel informed and engaged. This study supports a previous study by (19)which stated that confidence has a positive and significant influence on consumer satisfaction (17).

4.10 Acknowledgements

5 CONCLUSION

Based on the analysis and analysis of data carried out by the author, it can be concluded as follows: 1) Price has no significant impact on consumer satisfaction of J&T Express Sampang. 2) Service Quality has a significant positive impact on customer satisfaction of J&T Express Sampang. 3) Confidence has significant positive influence on consumers satisfaction J&T Express Sampang. 4) Price, quality of Service and Confidence simultaneously affect consumer satisfying J&T Express Sampang.

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