

Analysis of The Effect of Reliability in Service Quality on Customer Satisfaction at JNE Express in Bengkalis District

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Abstract

This study aims to analyze the effect of the reliability dimension of service quality on customer satisfaction at JNE Express in Bengkalis District. This research employed a quantitative approach with an associative research design. Data were collected through questionnaires distributed to 100 JNE Express customers in Bengkalis District using a purposive sampling technique. The data were analyzed using simple linear regression with the assistance of IBM SPSS Statistics 25. The results revealed that reliability has a positive and significant effect on customer satisfaction, with a regression coefficient (β) of 0.755 and a significance value of 0.000 ($p < 0.05$). Furthermore, the correlation coefficient ($R = 0.809$) indicates a strong positive relationship between reliability and customer satisfaction, while the coefficient of determination ($R^2 = 0.654$) shows that reliability explains 65.4% of the variation in customer satisfaction. These findings indicate that improving service reliability through accurate, dependable, and consistent service delivery plays an important role in enhancing customer satisfaction at JNE Express in Bengkalis District.

Keywords:

Reliability; Service Quality; Customer Satisfaction; JNE Express.

1. INTRODUCTION

The rapid development of information and communication technology has significantly transformed various aspects of society, including economic activities, trade, and consumer behavior. One of the most noticeable changes is the shift from conventional shopping to online shopping. Online shopping has become increasingly popular because it offers convenience, efficiency, and flexibility in conducting transactions. Through various e-commerce platforms, consumers can purchase products and services anytime and anywhere without visiting physical stores.

The growth of e-commerce platforms such as Shopee, Tokopedia, and Lazada has contributed significantly to the expansion of digital commerce in Indonesia. This development has led to an increasing demand for logistics and courier services that support the distribution of goods purchased through online platforms. In the e-commerce ecosystem, courier service companies act as intermediaries between sellers and buyers by ensuring that products are delivered safely, accurately, and on time. Therefore, the performance of courier service providers has become an important factor influencing customer satisfaction and trust.

Service quality is one of the key determinants of organizational success. Companies that consistently provide high-quality services are more likely to satisfy customers and maintain long-term relationships with them. In service industries, customers evaluate service quality based on the extent to which the services received meet or exceed their expectations. Therefore, organizations are required to continuously improve service quality in order to remain competitive in an increasingly dynamic business environment.

Jalur Nugraha Ekakurir (JNE Express) is one of the leading courier service companies in Indonesia with an extensive distribution network across various regions. The company provides a variety of delivery services designed to meet the diverse needs of customers. The availability of various service options demonstrates the company's commitment to supporting the growing demands of digital commerce and logistics activities.

Although JNE Express offers various delivery services, customers generally pay greater attention to the quality of services provided during the delivery process. Delivery accuracy, shipment security, employee competence, and information accuracy are important aspects used by customers to evaluate service performance. Consequently, service quality has become a crucial factor in determining customer satisfaction.

Among the dimensions of service quality, reliability is considered one of the most important dimensions affecting customer satisfaction. Reliability refers to a company's ability to provide services accurately, consistently, and in accordance with promised standards. In the context of courier services, reliability can be reflected in delivery timeliness, accurate shipment information, secure handling of goods, and employees' ability to provide dependable services. Customers tend to develop positive perceptions when services are delivered as promised and without significant errors.

JNE Express is widely utilized by the community in Bengkalis District for various shipping needs, particularly to support online shopping activities. The increasing use of courier services in the region indicates the important role of logistics companies in supporting economic activities and digital commerce. However, based on preliminary observations, several service-related issues are still reported by customers, including delivery delays, damaged goods, incorrect delivery addresses, and inadequate communication regarding shipment status.

These issues indicate a discrepancy between customer expectations and the actual services received. Such conditions are closely related to the reliability dimension of service quality. When service reliability fails to meet customer expectations, customer dissatisfaction may arise, potentially leading to reduced loyalty and the possibility of switching to competing courier service providers.

Customer satisfaction refers to a customer's evaluation of whether the performance of a product or service meets or exceeds expectations. Satisfied customers tend to reuse services, demonstrate loyalty, and recommend the company to others. Conversely, dissatisfied customers are more likely to switch to alternative service providers perceived to offer better service quality. Therefore, customer satisfaction is an essential factor in ensuring the sustainability and competitiveness of courier service companies.

Previous studies have demonstrated that service quality significantly influences customer satisfaction. However, most existing studies have examined service quality by incorporating all SERVQUAL dimensions simultaneously. Research focusing specifically on reliability as the primary variable remains limited, particularly in courier service companies operating in non-urban areas such as Bengkalis District.

This condition indicates the existence of a research gap. While numerous studies have investigated the relationship between service quality and customer satisfaction, limited attention has been given to examining reliability as a standalone dimension of service quality within the courier service sector. Furthermore, this study offers novelty by focusing exclusively on reliability rather than analyzing all dimensions of service quality simultaneously. Such an approach is expected to provide a deeper understanding of the role of reliability in influencing customer satisfaction.

Based on the aforementioned background, this study aims to analyze the effect of Reliability on Customer Satisfaction at JNE Express in Bengkalis District.

1.1. Logistics

Logistics is an essential component of distribution activities that aims to manage the flow of goods and information from the source to the end consumer effectively and efficiently. Logistics is not only related to the process of delivering goods but also includes warehousing activities, inventory control, and information management that support the smooth operation of distribution processes.

According to Al Farohi et al., as cited in (Haloho, 2024), logistics plays a role in regulating and controlling the flow of goods and information from the source to consumers in order to fulfill customer needs efficiently. Logistics is also considered an important factor in improving economic performance through integrated supply chain management.

Furthermore, (Haloho, 2024) explains that logistics is not solely focused on the transportation of goods but also encompasses the planning, control, and storage of goods and information required to effectively support customer and organizational needs.

Based on the above explanations, logistics can be defined as a series of integrated activities related to the management of the flow of goods and information to ensure that products are available at the right time and place in accordance with customer needs.

1.2. Service Quality

Service refers to actions performed to fulfill the needs of others, such as consumers, customers, guests, clients, patients, or passengers, where the level of satisfaction can only be perceived by both the service provider and the service recipient. Service quality represents the expected level of excellence and the control of such excellence in fulfilling customer needs and expectations. Service quality can be defined as the degree of conformity to specific characteristics that are considered a function of excellence in meeting customer requirements Mootalu et al dalam (Arini et al., 2025)

Service quality has become one of the key determinants of success for organizations across various industries. Companies should pay greater attention to service quality because it is considered a vital aspect of

business operations and customer satisfaction Muzakqi & Zaki as cited in Arini et al (Arini et al., 2025). The quality of service provided varies from one company to another, depending on how the organization delivers value to its customers. Service is directly experienced by customers, beginning from the initial service encounter and continuing through the purchasing process and post-purchase interactions According to Anugrah & Sudarmayasa, as cited in (Arini et al., 2025)

In an increasingly competitive business environment, service quality plays a significant role in attracting and retaining customers. Organizations that are able to deliver superior service quality are more likely to gain customer trust, enhance customer satisfaction, and strengthen their competitive position in the market. Therefore, service quality has become an important strategic factor in achieving organizational success and sustaining long-term customer relationships.

1.3. Dimensions of Service Quality

According to Tjiptono, as cited in (Sartika & Murniyati, 2025), there are five dimensions used to measure service quality as perceived by customers:

- a. Reliability
Reliability refers to a company's ability to consistently and accurately deliver the services promised to customers. This dimension emphasizes the organization's capability to provide dependable services in a timely manner and according to established commitments.
- b. Responsiveness
Responsiveness refers to the willingness and readiness of employees to assist customers promptly and effectively. This dimension measures the ability of service providers to respond quickly to customer needs, requests, and complaints.
- c. Assurance
Assurance emphasizes the knowledge, competence, courtesy, and credibility of employees, as well as their ability to inspire trust and confidence among customers. This dimension reflects the extent to which customers feel secure when receiving services.
- d. Empathy
Empathy reflects the care, attention, and individualized concern provided by employees to customers. It demonstrates the organization's commitment to understanding customer needs and providing personalized services.
- e. Tangibles
Tangibles refer to the physical aspects of service delivery, including facilities, equipment, personnel appearance, and communication materials. These physical elements contribute to customers' perceptions of service quality.

Among the five dimensions of service quality, reliability is considered one of the most important dimensions because it reflects a company's ability to deliver services accurately, consistently, and according to customer expectations. Therefore, this study focuses on reliability as the independent variable to examine its effect on customer satisfaction at JNE Express in Bengkalis District.

1.4. Reliability

Reliability refers to a company's ability to deliver services dependably, accurately, and consistently. It reflects the organization's capability to provide services as promised and to meet customer expectations through timely service delivery, error-free performance, a sympathetic attitude, and a high level of accuracy Susanto, as cited in (Darunanto et al., 2024). Furthermore, reliability is defined as the ability of a company to provide services in accordance with its promises while ensuring that such services are trustworthy, precise, and consistent. According to Parasuraman et al., as cited in (Hikmaha et al., 2020), reliability refers to the ability and dependability of a service provider to deliver reliable and trustworthy services.

1.5. Customer Satisfaction

Customer satisfaction refers to consumers' responses to products or services that are able to fulfill their needs and expectations. The concept of customer satisfaction is relevant across various service sectors, including courier services, utilities, infrastructure, and other services that support business activities. In general, satisfaction reflects feelings of pleasure, contentment, and relief experienced by customers after using a product or service and receiving benefits that meet their expectations.

Kotler and Keller, as cited in (Setiawati et al., 2025), define customer satisfaction as a feeling of pleasure or disappointment resulting from the comparison between perceived performance and customer expectations. Satisfaction is achieved when the performance of a product or service meets or exceeds customer expectations. Conversely, dissatisfaction occurs when the perceived performance falls below the expected level.

Similarly, Khumaini, as cited in (Lorenzi & Sudjiman, 2023), argues that customer satisfaction represents an emotional state that emerges after customers compare actual performance with their expectations. When performance meets or surpasses expectations, customers tend to experience higher levels

of satisfaction. Therefore, the creation of added value through products and services is essential for enhancing customer satisfaction and fostering long-term customer loyalty.

Furthermore, customer satisfaction is influenced by various factors, including product quality, service quality, sales activities, and organizational values. Consequently, organizations need to effectively manage these factors to create positive customer experiences and maintain long-term relationships with their customers.

According to Handi Irawan, as cited in (Absari et al., 2024), customer satisfaction is influenced by several factors, including product quality, price, service quality, emotional factors, and cost or convenience. Customer satisfaction occurs when the performance of a product or service meets or exceeds customer expectations.

Among these factors, service quality is considered one of the most important determinants of customer satisfaction. In the logistics and courier service industry, customers evaluate service quality based on a company's ability to provide accurate, timely, consistent, and dependable services. High-quality service creates positive customer experiences and contributes significantly to customer satisfaction. Therefore, companies must continuously improve service quality to ensure that customer expectations are fulfilled effectively.

1.6. The Effect of Reliability on Customer Satisfaction

Reliability plays an important role in influencing customer satisfaction. Customers tend to be satisfied when a company consistently provides services accurately, dependably, and in accordance with its promises. In the context of logistics and courier services, customers expect their shipments to be delivered safely, accurately, and on time. Failure to meet these expectations may reduce customer satisfaction, whereas reliable service delivery can enhance customer trust and satisfaction.

Based on the theoretical framework, reliability is expected to have a positive relationship with customer satisfaction. The higher the level of reliability provided by a company, the higher the level of customer satisfaction achieved.

2. RESEARCH METHOD

This study employed a quantitative approach with an associative research design to examine the effect of reliability as a dimension of service quality on customer satisfaction at JNE Express in Bengkalis District. The research was conducted from February to June 2026, involving JNE Express customers residing in Bengkalis District as the research subjects. The questionnaire distribution and data collection activities were carried out during the specified period in accordance with the research schedule.

The population of this study comprised all JNE Express customers in Bengkalis District. Although the total population of Bengkalis District was recorded at 94,951 people based on official statistical data, the exact number of residents who had used JNE Express services was unknown. Therefore, the sample size was determined using the Lemeshow formula with a confidence level of 95% and a margin of error of 10%. The calculation resulted in a minimum sample size of 96 respondents, which was subsequently rounded up to 100 respondents. Respondents were selected using a purposive sampling technique, with the criterion that they had previously used JNE Express services and resided in Bengkalis District.

This study utilized both primary and secondary data sources. Primary data were collected through questionnaires distributed directly to respondents. Secondary data were obtained from various sources, including scientific journals, books, previous studies, and other supporting documents relevant to the research topic. In addition, demographic and regional information was obtained from official statistical publications issued by Statistics Indonesia (BPS) of Bengkalis Regency through its official website. These data were used to provide an overview of the research setting and demographic characteristics of the study area, thereby supporting a more comprehensive understanding of the research context.

Data collection techniques consisted of observation, questionnaire administration, and literature review. The research instrument employed a five-point Likert scale ranging from 1 (very dissatisfied) to 5 (very satisfied). Data analysis was performed using IBM SPSS Statistics 25. The analytical procedures included validity testing, reliability testing, and classical assumption tests comprising normality, heteroscedasticity, and linearity tests. Furthermore, correlation analysis, coefficient of determination analysis, simple linear regression analysis, and t-tests were conducted to examine the effect of reliability on customer satisfaction.

Table 1. Operational of Research Variables

Variable	Indicator	References
(Reliability) (x)	1. The attentiveness of staff members in serving customers 2. Having clear service standards 3. The ability of staff members to use tools and equipment in the service process 4. The proficiency of staff members in using tools and equipment in the service process 5. The responsiveness of staff members in serving customers	According to Parasuraman et al in (Darunanto et al., 2024)
Customer Satisfaction (y)	1. Expectation fulfillment 2. Intention to return 3. Willingness to recommend	According to Khansa.in (Arini et al., 2025)

3. RESULTS AND DISCUSSION

This section presents the results of the analysis of data collected from 100 respondents who are JNE Express customers in Bengkalis Regency. The collected data were analyzed using IBM SPSS Statistics 25 through validity tests, reliability tests, classical assumption tests, correlation analysis, simple linear regression analysis, and hypothesis testing. The results of this analysis were used to examine the effect of reliability—as a dimension of service quality—on customer satisfaction. The findings and discussion of this study are presented as follows.

3.1. Results

3.1.1. Respondent Characteristics

From the respondents included in this study's sample, data were collected on the respondents' gender, age, and occupation, as shown in the table 1.

Table 1. Respondent Characteristics by Gender, Age, and Occupation

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	33	33%
	Female	67	67%
Age	< 20 Years	10	10%
	20-30 Years	57	57%
	30-40 Years	28	28%
	> 40 Years	5	5%
Occupation	Student	20	20%
	Private Employee	28	28%
	Civil Servant	12	12%
	Entrepreneur	24	24%
	Farmer	5	5%
	Fisherman	2	2%
	Others	9	9%

Source: Processed Data, 2026

As presented in Table 1, most respondents were female (67%), belonged to the 20–30 years age group (57%), and worked as private-sector employees (28%). This demographic profile suggests that JNE Express customers in Bengkalis District are largely composed of individuals of productive age who actively engage in economic, educational, and business-related activities, leading to a greater need for logistics and parcel delivery services.

3.1.2. Instrumen Testing

Validity and reliability testing were conducted to ensure that the research instrument accurately and consistently measured the study variables. As presented in Table 2, all items of the Reliability and Customer Satisfaction variables had Corrected Item-Total Correlation values exceeding the critical value of 0.361, indicating that all items were valid. The correlation values for the Reliability variable ranged from 0.364 to 0.791, while those for the Customer Satisfaction variable ranged from 0.430 to 0.748. Furthermore, the reliability test results showed that the Reliability variable achieved a Cronbach's Alpha value of 0.849, whereas the Customer Satisfaction variable obtained a value of 0.853. Since both values exceeded the

minimum acceptable threshold of 0.60, all measurement items were considered valid and reliable, indicating that the instrument was suitable for further analysis.

Table 2. Validity and reliability test results

Variable	Number of Items	Validity Range	Cronbach's Alpha	Result
Reliability (X)	14	0.364–0.791	0.849	Valid and Reliable
Customer Satisfaction (Y)	13	0.430–0.748	0.853	Valid and Reliable

Source: Processed Data, 2026

3.1.3. Classical Assumption Tests

Prior to hypothesis testing, classical assumption tests were performed to verify the suitability of the regression model for statistical analysis. These tests consisted of normality, linearity, and heteroscedasticity assessments.

The normality of the data was evaluated using the One-Sample Kolmogorov-Smirnov Test. The test generated a significance value of 0.000, which is lower than the conventional significance level of 0.05. Under normal circumstances, this result would indicate that the data are not normally distributed. Nevertheless, the interpretation of the normality test should take into account the sample size used in the study. Referring to the Central Limit Theorem (CLT), Ghazali (2018) explains that samples larger than 30 observations tend to produce a sampling distribution that approximates normality regardless of the original population distribution. Given that this research involved 100 respondents, the sample size was considered adequate to satisfy the assumptions of the CLT. Therefore, the data were regarded as sufficiently normal to support the use of parametric statistical procedures, including simple linear regression analysis.

As an additional verification measure, a Spearman's Rho correlation analysis was conducted. This non-parametric technique was employed because it does not rely on strict normality assumptions and can provide a complementary assessment of the relationship between variables. The analysis produced a correlation coefficient of 0.631 with a significance value of 0.000 ($p < 0.01$). This result indicates a statistically significant and positive association between Reliability and Customer Satisfaction. According to commonly accepted correlation interpretation criteria, the coefficient falls within the range of a strong relationship. The positive coefficient suggests that higher levels of service reliability are associated with higher levels of customer satisfaction.

The significance level obtained from the Spearman's Rho analysis further confirms that the observed relationship is unlikely to be due to random variation. Customers who perceived JNE Express as providing reliable services—characterized by accuracy, consistency, employee competence, clear service procedures, and responsiveness—tended to report greater satisfaction with the services received.

Moreover, the consistency between the results of the non-parametric Spearman's Rho test and the parametric analyses, including Pearson correlation and simple linear regression, strengthens the credibility of the study findings. Both analytical approaches consistently demonstrated a positive and statistically significant relationship between Reliability and Customer Satisfaction, thereby providing stronger empirical evidence in support of the proposed hypothesis.

The linearity test also supported the appropriateness of the regression model. The significance value for the Linearity component was 0.000, accompanied by an F-value of 303.580, indicating a significant linear relationship between the two variables. In addition, the F-value for Linearity was substantially higher than the F-value for Deviation from Linearity (4.470), suggesting that the relationship between Reliability and Customer Satisfaction was predominantly linear.

Heteroscedasticity was assessed through scatterplot analysis. The residual points were found to be randomly dispersed around the zero line without forming any recognizable pattern. This distribution indicates that the regression model was free from heteroscedasticity issues. Consequently, all classical assumption requirements were considered satisfied, confirming the suitability of the model for subsequent statistical analysis.

The results further demonstrate that customers perceive JNE Express as a service provider capable of delivering dependable, accurate, and consistent services. Such reliability contributes to reducing uncertainty, fostering customer trust, and creating positive service experiences. Consequently, customers are more likely to express higher levels of satisfaction when service performance aligns with their expectations regarding accuracy, consistency, and timeliness.

3.1.4. Correlation and Coefficient of Determination Analysis

The results of the Pearson correlation analysis revealed an R value of 0.809, indicating a strong and positive association between Reliability and Customer Satisfaction. The coefficient of determination (R^2) of 0.654 indicates that Reliability explains 65.4% of the variation in Customer Satisfaction, whereas the remaining 34.6% is attributable to factors beyond the scope of this study. Moreover, the Adjusted R^2 value of 0.651 confirms the model's strong explanatory capability in accounting for variations in Customer Satisfaction.

Table 3. Correlation and coefficient of Determination Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,809 ^a	0,654	0,651	2,434

Source: Processed Data, 2026

The simple linear regression analysis was conducted to examine the effect of Reliability on Customer Satisfaction. the regression equation can be expressed as:

$$Y=11.250+0.755X$$

The regression coefficient of Reliability was 0.755, indicating a positive relationship between Reliability and Customer Satisfaction. This result suggests that a one-unit increase in Reliability is associated with an increase of 0.755 units in Customer Satisfaction. Furthermore, the significance value of 0.000 ($p<0.05$) indicates that Reliability has a statistically significant effect on Customer Satisfaction.

Table 4. Simple Linear Regression Analysis

Model	B (Koefisien)	Std. Error	Beta	t	Sig.
Konstanta	11.250	3,047	-	3.302	0,001
(X)	0,755	0,055	0,822	13,616	0,000

Source: Processed Data, 2026

3.1.5. Hypothesis Testing Analysis

Based on the t-test results, the Reliability variable achieved a significance value of 0.000, which is below the threshold of 0.05, and a calculated t-value of 13.616, exceeding the critical t-table value of 1.984. These results confirm that Reliability has a positive and statistically significant effect on Customer Satisfaction at JNE Express in Bengkalis District. The regression coefficient of 0.755 indicates that higher levels of service reliability contribute to increased customer satisfaction. This finding suggests that customers are more likely to be satisfied when the company consistently delivers services accurately, dependably, and on time. Therefore, the proposed hypothesis is accepted, indicating that Reliability is a significant determinant of Customer Satisfaction among JNE Express customers in Bengkalis District.

3.2. Discussion

The results indicate that Reliability has a positive and significant effect on Customer Satisfaction among JNE Express customers in Bengkalis District. This finding is supported by the t-test result ($t = 13.616$; $p = 0.000$) and the positive regression coefficient ($\beta = 0.755$), indicating that higher levels of reliability lead to higher customer satisfaction. Furthermore, the coefficient of determination ($R^2 = 0.654$) shows that 65.4% of the variation in Customer Satisfaction can be explained by Reliability, while the remaining 34.6% is influenced by other factors outside the scope of this study.

The findings of this study support the SERVQUAL theory According to Parasuraman et al in (Hikmaha et al., 2020), which identifies reliability as one of the fundamental dimensions of service quality. Reliability refers to a company's ability to perform promised services dependably, accurately, and consistently. Customers tend to be more satisfied when service providers fulfill their commitments, minimize service errors, and maintain consistent service performance. Therefore, reliability plays a significant role in shaping customer perceptions and satisfaction levels.

The results of this study are also consistent with previous research conducted (Lorenzi & Sudjiman, 2023), which demonstrated that service quality has a significant positive effect on customer satisfaction among courier service users. The similarity of these findings indicates that service quality remains an important determinant of customer satisfaction within the logistics and delivery service sector. More specifically, the present study confirms that reliability is one of the key dimensions of service quality that contributes significantly to enhancing customer satisfaction.

Based on these findings, it can be concluded that reliability is an essential factor in improving customer satisfaction among JNE Express customers in Bengkalis District. Therefore, JNE Express should continuously maintain and enhance its service reliability by ensuring timely deliveries, providing accurate shipment information, improving employee competence, and maintaining consistency in service performance. These efforts are expected to increase customer satisfaction and strengthen the company's competitiveness in the courier service industry.

4. CONCLUSION

This study aimed to analyze the effect of Reliability on Customer Satisfaction at JNE Express in Bengkalis District. The findings revealed that Reliability has a positive and significant effect on Customer Satisfaction.

This indicates that the company's ability to provide accurate, dependable, consistent, and timely services plays an important role in enhancing customer satisfaction.

From a practical perspective, JNE Express should continue to maintain and improve service reliability through timely deliveries, accurate information, and consistent service performance to meet customer expectations. The findings also support service quality theory, which identifies reliability as one of the key dimensions influencing customer satisfaction.

This study has several limitations. First, the sample was limited to customers residing in Bengkalis District who had previously used JNE Express services. Therefore, the findings may not fully represent customers from other regions. Second, this study focused solely on the Reliability dimension of service quality and did not examine other factors that may influence customer satisfaction. As a result, the findings do not reflect the potential effects of other variables that may contribute to customer satisfaction among JNE Express customers.

Therefore, future studies are recommended to incorporate other dimensions of service quality, such as Responsiveness, Assurance, Empathy, and Tangibles, as well as other relevant variables that may influence customer satisfaction. Future research is also encouraged to involve larger and more diverse samples from different geographical areas and to apply more comprehensive analytical models in order to provide a broader understanding of customer satisfaction in the logistics service sector.

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