

ABSTRAK

AKHMAD MUHAJIR, NPM : 202305, Judul “**PENGARUH KEAMANAN BARANG TERHADAP KEPUASAN PELANGGAN JASA EKSPEDISI (J&T) DI KOTA AMUNTAI KABUPATEN HULU SUNGAI UTARA**” dibawah bimbingan Bapak Jamil Rifani, S.Sos., M.M.

Pertumbuhan pesat aktivitas *e-commerce* menjadikan keberadaan jasa ekspedisi sebagai elemen vital dalam rantai distribusi barang. Namun demikian, tingginya volume pengiriman sering kali dihadapkan pada risiko kerusakan, kelalaian penanganan, hingga keluhan konsumen yang berpotensi menurunkan kepercayaan pelanggan. Penelitian ini bertujuan untuk menganalisis dan menguji secara empiris pengaruh keamanan barang terhadap kepuasan pelanggan jasa ekspedisi J&T Express di Kota Amuntai, Kabupaten Hulu Sungai Utara.

Pendekatan penelitian yang digunakan adalah kuantitatif eksplanatori dengan metode survei. Populasi dalam penelitian ini adalah seluruh pengguna jasa pengiriman J&T Express di Kota Amuntai yang jumlahnya tidak diketahui secara pasti (*infinite*). Penentuan sampel menggunakan teknik *non-probability sampling* berdasarkan rumus Lemeshow sehingga diperoleh sampel sebanyak 100 responden. Data primer dikumpulkan melalui kuesioner terstruktur berskala Likert (1–5) dan diolah menggunakan program SPSS 22 melalui pengujian validitas, reliabilitas, uji asumsi klasik, serta analisis regresi linear sederhana.

Hasil analisis regresi linear sederhana menghasilkan persamaan $Y = 7,944 + 0,796X$. Melalui uji hipotesis (Uji t parsial), diperoleh nilai t_{hitung} sebesar 12,250 yang lebih besar dari t_{tabel} dengan nilai signifikansi $p < 0,001$, yang membuktikan adanya pengaruh positif dan signifikan secara nyata. Analisis koefisien determinasi (R^2) menunjukkan kontribusi variabel keamanan barang sebesar 60,5% terhadap variasi kepuasan pelanggan, sedangkan 39,5% sisanya dipengaruhi oleh faktor lain di luar model penelitian. Indikator keutuhan kondisi fisik paket saat diterima menjadi penyumbang skor tertinggi dalam variabel keamanan. Kesimpulannya, jaminan keamanan fisik barang terbukti krusial dalam memperkuat kepuasan pelanggan, sehingga disarankan bagi manajemen ekspedisi untuk mempertahankan SOP penanganan barang serta meningkatkan keterbukaan sistem pelacakan *real-time*.

Kata Kunci: J&T Express, Keamanan Barang, Kepuasan Pelanggan, Logistik, Kota Amuntai.

ABSTRACT

AKHMAD MUHAJIR, NPM : 202305, Title “THE INFLUENCE OF GOODS SECURITY ON CUSTOMER SATISFACTION OF EXPEDITION SERVICES (J&T) IN AMUNTAI CITY, HULU SUNGAI UTARA REGENCY” supervised by Mr. Jamil Rifani, S.Sos., M.M.

The rapid growth of e-commerce activities has made expedition services a vital element in the goods distribution chain. However, high delivery volumes are often faced with risks of damage, handling negligence, and customer complaints that could potentially lower customer trust. This study aims to empirically analyze and test the effect of goods security on customer satisfaction of J&T Express expedition services in Amuntai City, Hulu Sungai Utara Regency.

The research approach used is quantitative explanatory with a survey method. The population in this study comprises all users of J&T Express shipping services in Amuntai City, whose exact number is unknown (infinite). Sample size determination utilized a non-probability sampling technique based on the Lemeshow formula, yielding a sample of 100 respondents. Primary data were collected through structured questionnaires using a Likert scale (1–5) and processed using SPSS 22 via validity testing, reliability testing, classic assumption tests, and simple linear regression analysis.

The simple linear regression analysis produced the equation $Y = 7.944 + 0.796X$. Through hypothesis testing (partial t-test), a calculated t_{value} of 12.250 was obtained, which is greater than the t_{table} with a significance value of $p < 0.001$, proving a real positive and significant effect. The coefficient of determination (R^2) analysis shows that the goods security variable contributes 60.5% to the variation in customer satisfaction, while the remaining 39.5% is influenced by other factors outside the research model. The indicator regarding the physical integrity of the package upon delivery became the highest score contributor within the security variable. In conclusion, physical goods security guarantees are proven to be crucial in strengthening customer satisfaction; thus, it is recommended for expedition management to maintain handling SOPs and enhance real-time tracking transparency.

Keywords: Amuntai City, Customer Satisfaction, Goods Security, J&T Express, Logistics.