ABSTRACT

The general penetration rate of e-commerce markets indicates an increasing trend in online shopping due to technological advancements in the global market. This rise in e-commerce market penetration impacts the use of e-commerce platforms and leads to an increased volume of goods requiring courier services. Courier companies such as JNE, J&T, SiCepat, and Shopee Express are the top brand choices selected by respondents based on the Populix 2023 survey of popular courier services used by e-commerce users. In Indonesia, there is a need for overall development in the logistics industry, one of which is by understanding customer perceptions.

This study aims to understand the relationship between the dimensions and attributes of service quality within courier services. The research employs a quantitative method. The data source for this study uses primary data collected through online questionnaires. The research population consists of individuals who have used the courier services of the four companies, particularly in the context of e-commerce. The sample size is 280 respondents, and the data is processed using SPSS 26 software with multidimensional scaling techniques.

The results of this study reveal that customer preference analysis for the four courier service companies, using the mean method with a Likert scale on the SERVQUAL model, found that SiCepat Ekspres excels in the dimensions of responsiveness and empathy, JNE stands out in the assurance dimension, J&T is recognized for the tangibles dimension, while Shopee Express ranks last with poor perceptions in most dimensions. This study also shows that customers have diverse preferences regarding courier service quality, and emphasizes the importance of improving courier service quality to strengthen brand image and customer satisfaction.

Keywords: Courier service preferences, multidimensional scaling, SERVQUAL model