

TABLE OF CONTENT

APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT	v
ABSTRAK.....	vi
PREFACE.....	vii
TABLE OF CONTENT.....	ix
LIST OF FIGURE.....	xiii
LIST OF TABLE.....	xiv
LIST OF APPENDICES.....	xvi
CHAPTER I INTRODUCTION.....	1
1.1. Background of the Study.....	1
1.2. Problem Limitation	8
1.3. Problem Formulation.....	8
1.4. Objective of the Research.....	9
1.5. Benefits of the Research.....	9
1.5.1. Theoretical Benefit	9
1.5.2. Practical Benefit.....	10
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT	11
2.1 Theory of Entrepreneurship.....	11
2.2 Theory of Service Quality	11
2.2.1 Definition of Service Quality	11
2.2.2 Important of Service Quality	12
2.2.3 Principles of Service Quality.....	13
2.2.4 Indicators of Service Quality.....	14
2.3 Theory of Brand Image	15

2.3.1	Definition of Brand Image	15
2.3.2	Benefits of Brand Image.....	16
2.3.3	Indicators of Brand Image	17
2.4	Theory of Application Design	17
2.4.1	Definition of Application Design	17
2.4.2	Advantages of Application Design.....	18
2.4.3	Indicators of Application Design.....	19
2.5	Theory of Customer Satisfaction.....	19
2.5.1	Definition of Customer Satisfaction.....	19
2.5.2	Factors of Customer Satisfaction.....	20
2.5.3	Indicators of Customer Satisfaction	22
2.6	Previous Research	22
2.7	Hypothesis Development.....	28
2.7.1	Relationship between Service Quality and Customer Satisfaction	28
2.7.2	Relationship between Brand Image and Customer Satisfaction....	29
2.7.3	Relationship between Application Design and Customer Satisfaction	30
2.7.4	Relationship between Service Quality, Brand Image, Application Design and Customer Satisfaction	30
2.8	Framework of Thinking.....	32
CHAPTER III RESEARCH METHODOLOGY		33
3.1	Research Design	33
3.2	Population and Sample	34
3.3	Data Collection Method	35
3.3.1	Primary Data.....	35
3.3.2	Secondary Data.....	36
3.4	Operational Definition and Variable Measurement	36
3.4.1	Questionnaire Making Techniques.....	36
3.4.2	Variable Measurement.....	37
3.5	Data Analyzing Method	38

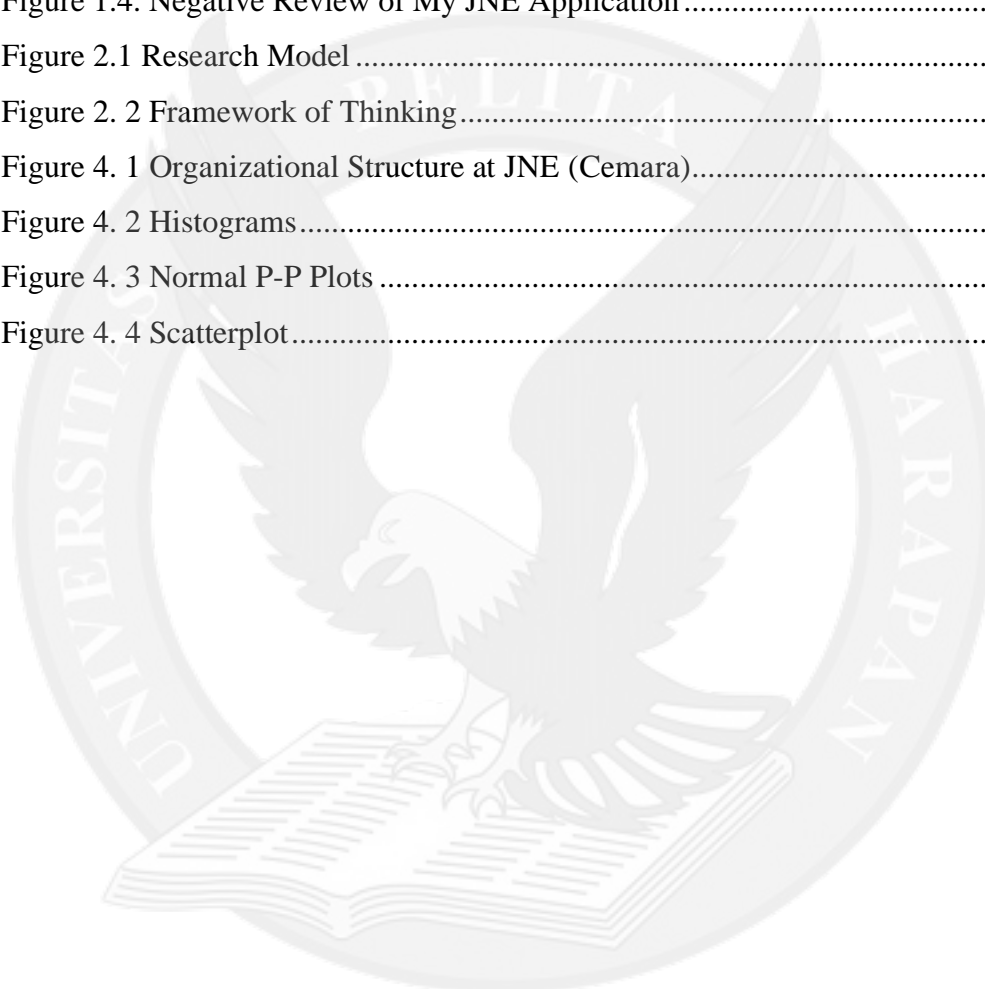
3.5.1	Instrument Testing.....	38
3.5.1.1	Validity Test	38
3.5.1.2	Reliability Test	39
3.5.2	Descriptive Statistics	40
3.5.3	Classical Assumption Test	42
3.5.3.1	Normality Test.....	42
3.5.3.2	Multicollinearity Test	43
3.5.3.3	Heteroscedasticity Test.....	43
3.5.4	Multiple Linear Regression Analysis	44
3.5.5	Coefficient Determination (R^2).....	44
3.5.6	Hypothesis Testing	45
3.5.6.1	T-Test.....	45
3.5.6.2	F-Test.....	46
CHAPTER IV RESEARCH RESULT AND DISCUSSION		47
4.1	General View of JNE.....	47
4.1.1	Brief Overview	47
4.1.2	Vision, Mission and Value	49
4.1.3	Organizational Structure.....	50
4.2	Research Results.....	50
4.2.1	Test of Research Instrument	50
4.2.2	Descriptive Statistics	52
4.2.3	Result of Data Quality Testing	64
4.2.3.1	Classical Assumption Testing Results.....	64
4.2.3.2	Multiple Linear Regression Analysis	70
4.2.3.3	Coefficient of Determination.....	70
4.2.4	Result of Hypothesis Testing.....	71
4.2.4.1	t Test	71
4.2.4.2	F Test	72
4.3	Discussion.....	73
CHAPTER V CONCLUSION		79

5.1 Conclusion.....	79
5.2 Recommendation.....	80
REFERENCES.....	83



LIST OF FIGURE

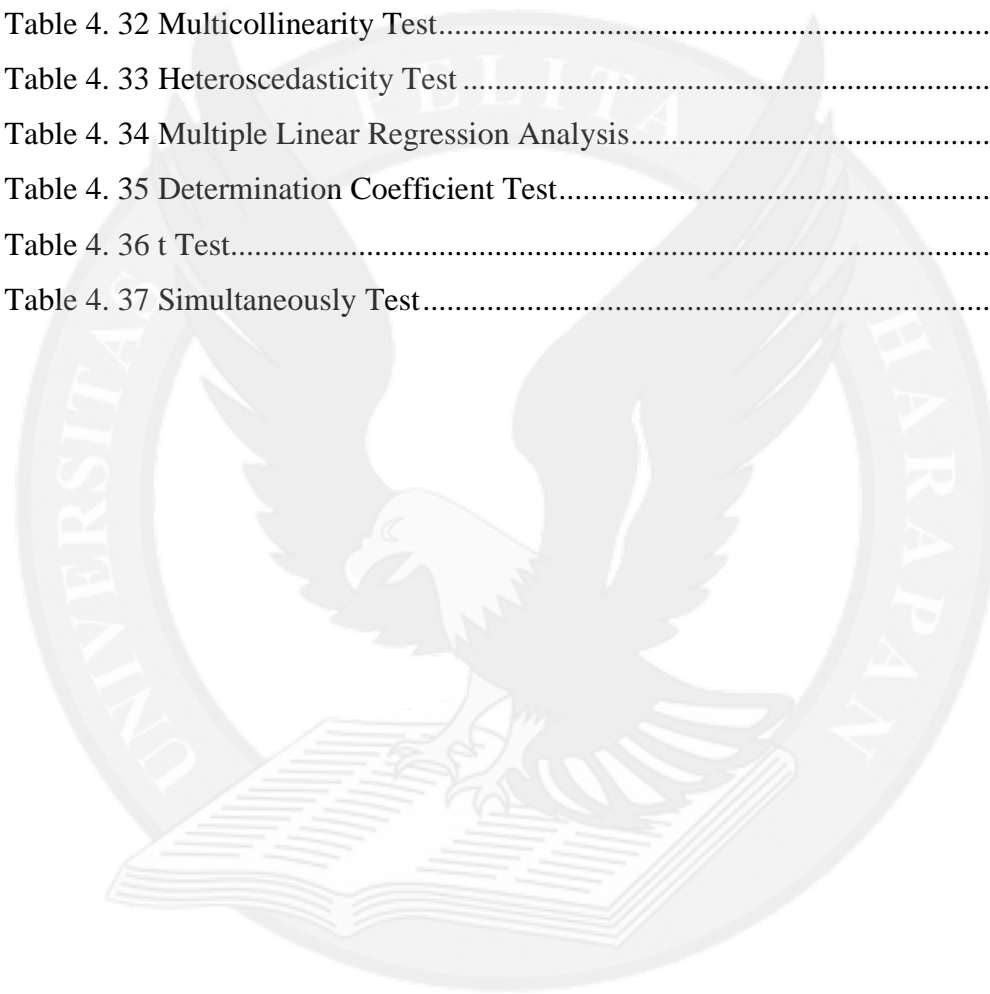
Figure 1.1 Bad Service Quality on JNE Service Quality	4
Figure 1.2. Customer Review About Brand Image.....	5
Figure 1.3. My JNE.....	6
Figure 1.4. Negative Review of My JNE Application	7
Figure 2.1 Research Model	31
Figure 2. 2 Framework of Thinking.....	32
Figure 4. 1 Organizational Structure at JNE (Cemara).....	50
Figure 4. 2 Histograms	65
Figure 4. 3 Normal P-P Plots	65
Figure 4. 4 Scatterplot.....	67



LIST OF TABLE

Table 1.1. Top Brand Delivery Service Via Courier	3
Table 2. 1 Comparison of Previous Research	22
Table 3. 1 The Operational Definition of Variables	37
Table 3. 2 Likert Scale Measurement	38
Table 4. 1 Validity Test Results.....	51
Table 4. 2 Reliability Test Results for Variables.....	52
Table 4. 3 Characteristics Based on Age	52
Table 4. 4 Characteristics Based on Number of transactions at JNE during 2024	52
Table 4. 5 Service Quality (SQ) Variable - Statement 1.....	53
Table 4. 6 Service Quality (SQ) Variable - Statement 2.....	53
Table 4. 7 Service Quality (SQ) Variable - Statement 3.....	54
Table 4. 8 Service Quality (SQ) Variable - Statement 4.....	54
Table 4. 9 Brand Image (BI) Variable - Statement 1	54
Table 4. 10 Brand Image (BI) Variable - Statement 2.....	55
Table 4. 11 Brand Image (BI) Variable - Statement 3.....	55
Table 4. 12 Application Design (AD) Variable - Statement 1.....	55
Table 4. 13 Application Design (AD) Variable - Statement 2.....	56
Table 4. 14 Application Design (AD) Variable - Statement 3.....	56
Table 4. 15 Application Design (AD) Variable - Statement 4.....	56
Table 4. 16 Application Design (AD) Variable - Statement 5.....	57
Table 4. 17 Customer Satisfaction (CS) Variable - Statement 1.....	57
Table 4. 18 Customer Satisfaction (CS) Variable - Statement 2.....	58
Table 4. 19 Customer Satisfaction (CS) Variable - Statement 3.....	58
Table 4. 20 Customer Satisfaction (CS) Variable - Statement 4.....	58
Table 4. 21 Measurement Score of Descriptive Statistics.....	59
Table 4. 22 Descriptive Statistics.....	59
Table 4.23 The Interval for Service Quality (SQ).....	60
Table 4.24 Descriptive Statistics for Service Quality (SQ)	60
Table 4.25 The Interval for Brand Image (BI).....	61

Table 4.26 Descriptive Statistics for Brand Image (BI).....	61
Table 4.27 The Interval for Application Design (AD).....	62
Table 4.28 Descriptive Statistics for Application Design (AD)	62
Table 4.29 The Interval for Customer Satisfaction (CS)	63
Table 4.30 Descriptive Statistics for Customer Satisfaction (CS).....	64
Table 4. 31 Normality Test of Kolmogorov Smirnov	66
Table 4. 32 Multicollinearity Test.....	67
Table 4. 33 Heteroscedasticity Test	68
Table 4. 34 Multiple Linear Regression Analysis.....	69
Table 4. 35 Determination Coefficient Test.....	70
Table 4. 36 t Test.....	71
Table 4. 37 Simultaneously Test.....	72



LIST OF APPENDICES

Appendix A Questionnaire.....	A-1
Appendix B Tabulation Of Respondents' Answers (N30)	B-1
Appendix C Output Spss (30)	C-1
Appendix D Tabulation Of Respondents' Answers (100).....	D-1
Appendix E Output Spss (100)	E-1
Appendix F, R, T And F Table	G-1
Appendix G Output Spss (100).....	H-1

