

ABSTRACT

The growth of the delivery services sector in Indonesia continues to grow every year. JNE Express and J&T Express are two major delivery services companies in Indonesia. To be able to survive in the intense competition of goods delivery service companies, companies must apply the best service quality to consumers. Delivery services that have good service quality will certainly be more attract to consumers.

This study is a comparative analysis which aims to describe the differences in the service quality of JNE Express and J&T Express delivery service companies. The sampling technique used nonprobability sampling with purposive sampling method. Primary data collected through questionnaires to 400 respondents who had used JNE Express and J&T Express delivery services in Indonesia. Research instrument used is five dimensions of service quality based on the SERVQUAL Model (Tangible, Realiability, Responsiveness, Assurance, and Empathy). This study used Mann Whitney U-Test data analysis technique.

The results based on descriptive analysis shows that service quality of J&T Express gets higher average than JNE Express. Based on the results of Mann Whitney U-Test, shows that there are differences in reliability, responsiveness, and assurance dimensions. Meanwhile, there are no differences in tangible and empathy dimensions. It can be concluded that there are differences in service quality of JNE Express and J&T Express delivery services in Indonesia.

The advices given for J&T Express continues to maintain reliability in maintaining package security, responsiveness in delivering clear information, and assurance in maintaining consumer trust, The advices given for JNE Express is expected to pay attention to reliability in timeliness of delivery, responsiveness in handling consumer complaints, and assurance for lost packages. And it is expected that in further research can add research variables or use other research objects.

Keywords: *Comparative Study, Service Quality, SERVQUAL Model, Delivery Services*