

THE INFLUENCE OF SERVICE QUALITY, CUSTOMER TRUST, AND BRAND IMAGE ON CUSTOMER SATISFACTION AT J&T CARGO HELVETIA MEDAN BRANCH

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Abstract

Customer satisfaction is a benchmark of the success of a service company in meeting customer expectations. This study aims to determine and analyze the influence of service quality, customer trust, and brand image on customer satisfaction at J&T Cargo Helvetia Branch Medan, both partially and simultaneously. This study uses primary data collected through the distribution of questionnaires. The population in this study is the customers of J&T Cargo Helvetia Branch Medan as many as 430 people. The sampling technique uses purposive sampling with a sample of 100 respondents. The analytical method used is multiple linear regression with the assistance of SPSS program. The results of the study show that service quality has a positive and significant partial effect on customer satisfaction. Customer trust has a positive and significant partial effect on customer satisfaction and is the most dominant variable. Brand image does not have a significant partial effect on customer satisfaction. The analysis proves that simultaneously service quality, customer trust, and brand image have a significant effect on customer satisfaction at J&T Cargo Helvetia Branch Medan, explaining 39.5% of the variance in customer satisfaction (Adjusted R Square = 0.395).

Keywords: *Service Quality, Customer Trust, Brand Image, Customer Satisfaction*

INTRODUCTION

The logistics industry in Indonesia has shown a strengthening trend in recent years, driven by the growth of e-commerce and the digital economy, alongside an increasing need for inter-regional distribution. Technavio (2026) projects that Indonesia's freight logistics market will grow by USD 30.57 billion between 2025 and 2030—at a CAGR of 8.4%—fueled by the proliferation of e-commerce and the digital economy. This landscape implies that delivery service providers are no longer expected merely to transport goods from one location to another; they must also deliver services that are fast, secure, accurate, transparent, and responsive to customer needs. Consequently, competition in the logistics sector hinges not only on distribution capacity but also on a company's ability to foster service quality and customer satisfaction (Yeronica & Lailita, 2024). Against this backdrop, J&T Cargo has emerged as a growing logistics company in Indonesia, specializing in the shipment of large and heavy goods. According to its official profile, the company was established in August 2021, leveraging digital technology to help the manufacturing, trade, and e-commerce sectors enhance business efficiency. Operationally, J&T Cargo operates more than 240 gateways, over 600 smart sorting systems, a fleet of more than 8,000 company-owned vehicles, and over 23,000 operational outlets, while focusing on both B2B and B2C services. Throughout 2024, the company reportedly shipped over 48 million packages, achieving a revenue figure equivalent to 99.5% of its target. These data indicate that J&T Cargo is a relevant subject for study, as its growth has occurred amidst increasingly intense competition in the logistics sector and rising customer expectations (Lestari & Sutabri, 2023).

Data indicates that shipment volume at the J&T Cargo Helvetia Medan branch has experienced a significant annual decline. This consistent drop in volume serves as an early indicator of potential issues regarding customer satisfaction and loyalty. In the highly competitive logistics service industry, such a downward trend cannot be overlooked, as it reflects a discrepancy between actual service performance and consumer expectations. This

empirical situation forms the primary basis for the researcher to conduct an in-depth analysis, aiming to determine the extent to which service quality, trust, and brand image influence customer satisfaction at the J&T Cargo Helvetia Medan branch. In general, J&T Cargo is widely recognized as a major logistics provider specializing in the shipment of heavy packages. Through service guarantees such as comprehensive tracking, professional operations, and rapid responsiveness, the company has implicitly fostered high expectations among the public. However, these ambitious service promises often fail to align with operational realities at the branch level. Issues encountered in the field indicate that the J&T Cargo Helvetia Medan branch frequently faces operational complaints that are widely circulated across digital platforms.

Based on a series of negative reviews and online comments from two different media sources, it is evident that the actual customer experience at the J&T Cargo Helvetia Medan branch has not been entirely consistent. Preliminary survey results indicate that customer satisfaction levels at the J&T Cargo Helvetia Medan branch are not yet optimal. Although the majority of respondents rated the service received positively, a number of customers provided unfavorable ratings regarding specific satisfaction indicators. These indicators include the alignment of service with customer expectations, the likelihood of customers using J&T Cargo's services again, and the willingness of customers to recommend the company's services to others. This situation reveals a gap between customer expectations and the service actually received, which could potentially impact overall customer satisfaction levels. According to Kotler *et al.* (2025), customer satisfaction is the feeling of pleasure or disappointment that arises after comparing the perceived performance of a product or service with customer expectations.

Preliminary survey results indicate that the service provided by the J&T Cargo Helvetia Medan branch is not yet fully viewed positively by customers. Although some respondents rated specific indicators favorably, the service generally appears suboptimal. Key issues were identified regarding responsiveness and assurance; customers felt that staff were not sufficiently prompt in addressing inquiries or complaints and failed to fully instill a sense of security and comfort when using the service. Furthermore, regarding tangible elements and reliability, the service was not consistently perceived as friendly or timely during the delivery process. These initial findings suggest that the service at the J&T Cargo Helvetia Medan branch warrants further investigation, as suboptimal service can impact customer satisfaction with the company. Preliminary survey results indicate that customer trust in the J&T Cargo Helvetia Medan branch remains varied and not yet fully robust. A particularly notable issue is lingering customer doubt regarding the company's integrity, specifically concerning the punctuality of deliveries relative to the promises made at the time of the transaction. Furthermore, regarding the aspects of competence and benevolence, some respondents perceive that the company is not yet fully capable of handling packages safely and has not fully demonstrated regard for customer interests. Consequently, customer trust in the J&T Cargo Helvetia Medan branch warrants further investigation, as this lack of strong trust could impact customer satisfaction with the company.

Preliminary survey results indicate that the brand image of the J&T Cargo Helvetia Medan branch has not yet been fully established in a strong and consistent manner. Although the J&T Cargo brand is reasonably well-known and memorable to some customers, assessments regarding its professionalism, reliability, and uniqueness do not yet lean decisively toward the positive. A particularly notable issue lies in loyalty or reputation, as a significant number of respondents remain unwilling to recommend J&T Cargo to others. Furthermore, regarding the benefits and uniqueness of its brand associations, the service is not yet fully perceived as professional, reliable, or possessing distinctive characteristics that set it apart from competitors. These initial findings suggest that the brand image of the J&T Cargo Helvetia Medan branch warrants further investigation, as a weak brand image can impact customer satisfaction with the company. In addition to being supported by empirical phenomena observed in the research subject, this study is also grounded in a research gap identified in previous studies. From both theoretical and empirical perspectives, customer satisfaction in service companies is significantly influenced by service quality, customer trust, and brand image. Prabowo (2023) demonstrated that service quality has a significant impact on customer satisfaction. Similar findings were reported by Mallar & Tanjung (2023), who also showed that service quality significantly influences customer satisfaction.

Based on the research background, the problem identification for this study is as follows:

1. There has been a decline in customer satisfaction, resulting in significant fluctuations and a drop in package shipment volumes at the J&T Cargo Helvetia Medan branch over the past three years.
2. Although J&T Cargo offers a guarantee of full operational service, staff are perceived as slow to respond to consumer complaints and inquiries, and the WhatsApp administrators appear unfriendly.
3. Dissatisfied consumers share their negative experiences—such as delivery delays and shipments being held at the warehouse—on social media and Google Maps, potentially tarnishing J&T Cargo's image.

4. Negative consumer experiences regarding unreliable delivery time commitments have created a poor reputation for the J&T Cargo Helvetia Medan branch, ultimately eroding customer trust.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is a customer's assessment based on a comparison between their pre-usage expectations and the actual performance experienced. It is a crucial metric for businesses, as it directly influences customer loyalty, repeat business, and overall profitability (Wardhana, 2024). Meanwhile, Tjiptono & Diana (2022) explain that customer satisfaction arises when the consumption experience meets or exceeds customer expectations. Research by Anpradira & Yahya Tanjung (2026) indicates that service quality and brand trust have a positive and significant impact on customer satisfaction.

Service Quality

According to Kotler et al. (2021), service quality is a company's ability to provide services that meet customers' needs, expectations, and desires. In the service and logistics sectors, service quality is a crucial factor because customers evaluate a company not only based on delivery outcomes but also on the manner in which the service is delivered. Research by Rahadhini and Wibowo (2024) indicates that service quality has a positive and significant impact on customer satisfaction at J&T Express. These findings are reinforced by Prabowo (2023), who asserts that service quality is a key determinant in enhancing customer satisfaction.

Customer Trust

According to Kotler et al. (2021), customer trust is the customer's belief that a company possesses the capability, honesty, and sense of responsibility to deliver services as promised. In modern marketing, trust serves as a crucial foundation for building long-term relationships between companies and customers. In the context of services, customer trust is closely linked to perceptions of the company's integrity, reliability, and consistency. Research by Monfort et al. (2025) indicates that customer service, customer satisfaction, and brand image positively influence the formation of brand trust. Furthermore, research by Anpradira & Yahya Tanjung (2026) demonstrates that brand trust has a positive and significant impact on customer satisfaction.

Brand Image

According to Kotler et al. (2021), brand image refers to customers' perceptions, impressions, and beliefs regarding a brand, formed through various associations stored in their memory. Research by Syanjari & Argo (2024) indicates that brand image is one of the variables tested—alongside service quality and brand trust—in relation to customer satisfaction at J&T Express, although the results regarding its influence are not always consistent across different research subjects. On the other hand, Monfort et al. (2025) found that brand image has a positive influence on the formation of trust. Thus, brand image in this study is understood as the customer's overall impression of J&T Cargo's Helvetia Medan branch as a recognized, professional, and trustworthy shipping service company.

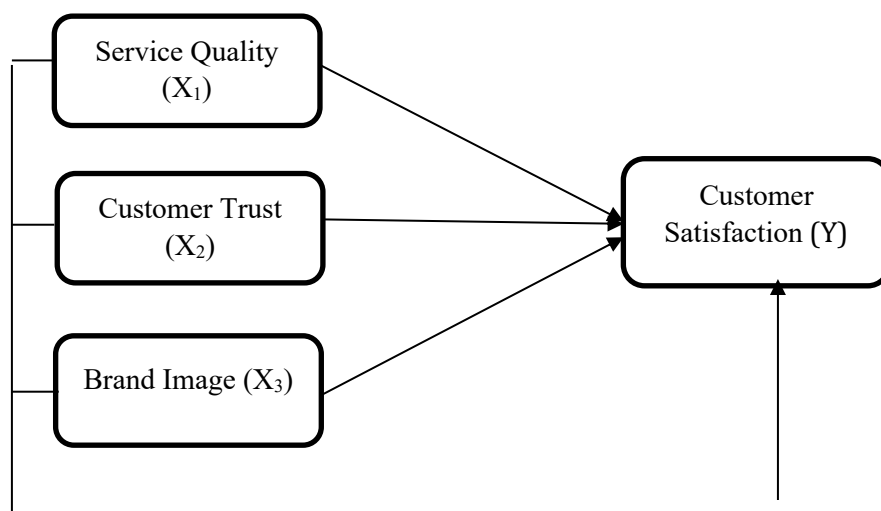


Figure 1. Conceptual Framework

Source: Researcher (2026)

The research hypotheses are:

1. H1: Service quality has a positive and significant partial effect on customer satisfaction at J&T Cargo, Helvetia Medan Branch.
2. H2: Customer trust has a positive and significant partial effect on customer satisfaction at J&T Cargo, Helvetia Medan Branch.
3. H3: Brand image has a positive and significant partial effect on customer satisfaction at J&T Cargo, Helvetia Medan Branch.
4. H4: Service quality, customer trust, and brand image have a positive and significant simultaneous effect on customer satisfaction at J&T Cargo, Helvetia Medan Branch.

METHOD

The research approach used an associative approach, with a quantitative method. This study was conducted at the J&T Cargo Helvetia Medan branch. The research location was selected based on the alignment between the research subject and the issues under investigation—specifically, the impact of service quality, customer trust, and brand image on customer satisfaction. This location was chosen because the J&T Cargo Helvetia Medan branch is a site where shipping service activities involving direct customer interaction take place, making it relevant for gathering the data required for the study. The research was carried out over a two-month period, spanning from March 2026 to July 2026. The analysis tool used SPSS version 25 software. The population for this study consists of all customers or consumers who utilized the shipping services of the J&T Cargo Helvetia Medan branch during March 2026—specifically, the 430 individuals who met the inclusion criteria. The sampling technique employed in this study is non-probability sampling using a purposive sampling approach. According to Sugiyono (2023), purposive sampling is a technique for selecting a sample based on specific considerations or criteria. The respondent criteria established for this study are as follows:

1. Male customers who have used the services of the J&T Cargo Helvetia Medan branch.
2. Customers who have used the services of the J&T Cargo Helvetia Medan branch at least twice.
3. Customers who have used the services of the J&T Cargo Helvetia Medan branch and are at least 17 years old.
4. Customers who used the services of the J&T Cargo Helvetia Medan branch during March 2026.

The sample size for a population of 430 was determined using Slovin's formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{430}{1 + 430(0,10)^2}$$

$$n = \frac{430}{1 + 430(0,01)}$$

$$n = \frac{430}{5,3}$$

$$n = 81,13 \approx 82$$

Explanation:

n = Research sample size

N = Research population size

e = Margin of error (10% = 0.10)

Based on a population size of 430 individuals and a margin of error of 10% (e = 0.10), the calculated minimum sample size is 81.13 respondents. The calculation yielded a sample size of 81.13 respondents, which was then rounded up to 100 respondents.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 2. Validity Test Results Customer Satisfaction, Service Quality, Customer Trust and Brand Image

Statement Items	r-count	r-table	Description
CS1	0,734	0,361	Valid
CS2	0,788	0,361	Valid
CS3	0,821	0,361	Valid
CS4	0,817	0,361	Valid
CS5	0,697	0,361	Valid
CS6	0,832	0,361	Valid
SQ1	0,835	0,361	Valid
SQ2	0,831	0,361	Valid
SQ3	0,759	0,361	Valid
SQ4	0,840	0,361	Valid
SQ5	0,873	0,361	Valid
SQ6	0,856	0,361	Valid
SQ7	0,855	0,361	Valid
SQ8	0,805	0,361	Valid
SQ9	0,818	0,361	Valid
SQ10	0,813	0,361	Valid
CT1	0,876	0,361	Valid
CT2	0,839	0,361	Valid
CT3	0,666	0,361	Valid
CT4	0,662	0,361	Valid
CT5	0,716	0,361	Valid
CT6	0,704	0,361	Valid
CT7	0,765	0,361	Valid
BI1	0,850	0,361	Valid
BI2	0,813	0,361	Valid
BI3	0,895	0,361	Valid
BI4	0,771	0,361	Valid
BI5	0,872	0,361	Valid
BI6	0,790	0,361	Valid

Sources: SPSS version 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are $> r$ table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Customer Satisfaction, Service Quality, Customer Trust and Brand Image

Variabel	Cronbach Alpha	Provision	Description
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Customer Satisfaction	0,868	0,60	Reliable
Service Quality	0,948	0,60	Reliable
Customer Trust	0,865	0,60	Reliable
Brand Image	0,910	0,60	Reliable

Sources: SPSS version 25 (2026)

It is known that the Cronbach's alpha value for all research variables of customer satisfaction, service quality, customer trust and brand image is > 0.60 , so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	100
Mean	0,0000000
Std. Deviation	1,72292035
Test Statistic	0,0453
Asymp. Sig. (2-tailed)	0,980
Standar Signifikansi	$> 0,05$
Decision	Normally Distributed Data

Sources: SPSS version 25 (2026)

It is known that the asymp. sig. (2-tailed) value is $0.980 > 0.05$ significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Standard Tolerance	Standard VIF	Decsription
Service Quality	0,6200	1,6128	$> 0,10$	< 10	Free from Multicollinearity
Customer Trust	0,6001	1,6663	$> 0,10$	< 10	Free from Multicollinearity
Brand Image	0,6374	1,5689	$> 0,10$	< 10	Free from Multicollinearity

Sources: SPSS version 25 (2026)

It is known that the results of the multicollinearity test for the service quality, customer trust and brand image variables have a tolerance value of > 0.10 and $VIF < 10$, so this study is declared free from multicollinearity problems.

Table 5. Gletsjer Test Results

Variable	B	t-count	Sig.	Standar Sig.	Description
Constant	-1,2805	-0,8752	0,3836	$> 0,05$	Heteroskedasticity is not present.
Service Quality	0,0617	1,6160	0,1094	$> 0,05$	Heteroskedasticity is not present.

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Variable	B	t-count	Sig.	Standar Sig.	Description
Customer Trust	-0,0434	-0,8963	0,3723	> 0,05	Heteroskedasticity is not present.
Brand Image	0,0551	0,8350	0,4058	> 0,05	Heteroskedasticity is not present.

Sources: SPSS version 25 (2026)

Based on the heteroscedasticity test results using the Glejser test shown in Table 4.21 above, the significance values are 0.1094 for Service Quality (X1), 0.3723 for Customer Trust (X2), and 0.4058 for Brand Image (X3). Since all significance values exceed 0.05, it can be concluded that the regression model in this study does not exhibit heteroscedasticity; thus, the assumption of homoscedasticity is met.

Table 6. Multiple Linear Tegeression Test Results

Variable	B (<i>Unstandardized Coefficients</i>)	Std. Error	t Count	Sig.
Constans (a)	5,856	2,437	2,403	0,018
Service Quality	0,160	0,064	2,515	0,014
Customer Trust	0,307	0,081	3,816	0,000
Brand Image	0,135	0,110	1,226	0,223

Sources: SPSS version 25 (2026)

Based on the multiple linear regression analysis results in Table 4.22 above, the following regression equation is obtained:

$$Y = 5.856 + 0.160X_1 + 0.307X_2 + 0.135X_3 + e$$

The regression equation can be interpreted as follows:

1. The constant value (a) of 5.856 means that if the variables Service Quality (X1), Customer Trust (X2), and Brand Image (X3) are zero, then Customer Satisfaction (Y) is 5.856.
2. The regression coefficient for Service Quality (X1) of 0.160 means that for every one-unit increase in Service Quality, Customer Satisfaction will increase by 0.160, assuming variables X2 and X3 remain constant.
3. The regression coefficient for Customer Trust (X2) of 0.307 means that for every one-unit increase in Customer Trust, Customer Satisfaction will increase by 0.307, assuming variables X1 and X3 remain constant.
4. The coefficient value for X2 is the highest among the three independent variables, indicating that Customer Trust makes the most dominant contribution to Customer Satisfaction.
5. The regression coefficient for Brand Image (X3) of 0.223 means that for every one-unit increase in Brand Image, Customer Satisfaction will increase by 0.223, assuming variables X1 and X2 remain constant.

Table 7. Partial Test Results (t-Test)

Variable	B	t count	t table	Sig.	Standar Sig.	Description
Service Quality	0,160	2,515	1,985	0,014	< 0,05	Significant
Customer Trust	0,307	3,816	1,985	0,000	< 0,05	Significant
Brand Image	0,135	1,226	1,985	0,223	< 0,05	Not Significant

Sources: SPSS version 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Service Quality variable (X1) yielded a calculated t-value of 2.515, which is greater than the t-table value of 1.985, with a significance value of 0.014 (less than 0.05). This indicates that Service Quality (X1)

- has a positive and significant partial effect on Customer Satisfaction (Y) at J&T Cargo, Helvetia Medan Branch.
2. The Customer Trust variable (X2) yielded a calculated t-value of 3.816, which is greater than the t-table value of 1.985, with a significance value of 0.000 (less than 0.05). This indicates that Customer Trust (X2) has a positive and significant partial effect on Customer Satisfaction (Y) at J&T Cargo, Helvetia Medan Branch.
 3. The Brand Image variable (X3) yielded a calculated t-value of 1.226, which is less than the t-table value of 1.985, with a significance value of 0.223 (greater than 0.05). This indicates that Brand Image (X3) does not have a positive and significant partial effect on Customer Satisfaction (Y) at J&T Cargo, Helvetia Medan Branch.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	207,433	3	69,144	22,587	2,699
Residual	2.208,88	96	3,061		
Total	2.530,40	99			

Sources: SPSS version 25 (2026)

Based on the simultaneous test results (F-test) in Table 4.24 above, the calculated F-value of 22.587 exceeds the F-table value of 2.699 ($df_1 = 3$, $df_2 = 96$, $\alpha = 0.05$), with a significance value of 0.000, which is less than 0.05. Consequently, H_0 is rejected and H_4 is accepted, indicating that the variables Service Quality (X1), Customer Trust (X2), and Brand Image (X3) collectively (simultaneously) have a significant effect on Customer Satisfaction (Y) at the J&T Cargo Helvetia Medan branch.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,643	0,414	0,395	1,750

Sources: SPSS version 25 (2026)

Based on the coefficient of determination test results in Table 4.25 above, an Adjusted R-Square value of 0.395 was obtained. This indicates that the variables of Service Quality (X1), Customer Trust (X2), and Brand Image (X3) collectively explain 39.5% of the variation in Customer Satisfaction (Y), while the remaining 60.5% is explained by other factors not examined in this study, such as price, promotion, location, customer experience, or other external factors.

Discussion

The Influence of Service Quality on Consumer Satisfaction

Based on the partial test (t-test) results in Table 4.23, the Service Quality variable (X1) yielded a calculated t-value of 2.515—exceeding the t-table value of 1.985—with a significance level of 0.014 (below the 0.05 threshold). This indicates that Service Quality (X1) has a positive and significant partial effect on Customer Satisfaction (Y) at the J&T Cargo Helvetia Medan branch. These results align with the findings of Gaudenzi et al. (2021), who stated that logistics service quality has a positive and significant impact on customer satisfaction in business-to-business (B2B) relationships. Similarly, research by Arsyadi et al. (2025) found that service quality positively influences the satisfaction of train passengers using the "Access by KAI" service. In their study of the logistics industry, Lin et al. (2023) also demonstrated that dimensions of logistics service quality significantly affect customer satisfaction and repurchase intention. Although the effect is significant, the regression coefficient for X1 ($b_1 = 0.160$) is relatively low compared to that of Customer Trust. This can be attributed to the grand mean for Service Quality, which was only 3.01, with the Responsiveness indicator (mean 2.92) being the lowest. This implies that while service quality contributes to satisfaction, the speed at which staff handle customer complaints requires improvement to maximize its impact on customer satisfaction. Research by Quintania et al. (2023) at J&T Express Cikarang reinforces the view that the impact of service quality on customer satisfaction in courier services is multidimensional and can be moderated by other factors, such as delivery timeliness.

The Influence of Customer Trust on Consumer Satisfaction

Based on the partial test (t-test) results in Table 4.23, the Customer Trust variable (X2) yielded a calculated t-value of 3.816, which exceeds the t-table value of 1.985, with a significance level of 0.000 (< 0.05). Consequently, H0 is rejected and H2 is accepted, indicating that Customer Trust (X2) has a positive and significant partial effect on Customer Satisfaction (Y) at the J&T Cargo Helvetia Medan branch. The regression coefficient for Customer Trust ($b_2 = 0.307$) is the highest among the three independent variables, demonstrating that Customer Trust makes the most dominant contribution to Customer Satisfaction. This result aligns with the findings of Nursalim et al. (2025), who demonstrated that customer trust plays a significant role in shaping customer satisfaction within e-commerce delivery services, acting as a bridge between service quality and satisfaction. Daya & Riyadi (2025) also found that the implementation of business ethics positively influences customer trust, ultimately impacting satisfaction. Similarly, Hidayat & Defit (2025), in their study on Toyota's after-sales service, concluded that customer trust plays a crucial role in shaping customer loyalty and satisfaction. These findings confirm that the greater the customers' confidence in J&T Cargo's competence, honesty, and accountability, the higher the satisfaction they experience. However, the grand mean for Customer Trust stands at 3.01—with the "Goodwill" indicator (X2.3, mean 2.91) being the lowest—indicating that the handling of claims for damaged or lost goods remains a weakness. The company needs to strengthen this area so that customer trust—and its subsequent impact on satisfaction—can continue to improve. Van Hummel & Russell-Bennett (2026) explain that consumer trust in public service providers is formed through long-term, repeated experiences.

The Influence of Brand Image on Consumer Satisfaction

Based on the partial test (t-test) results in Table 4.23, the Brand Image variable (X3) yielded a calculated t-value of 1.226, which is less than the t-table value of 1.985, with a significance level of 0.223 (greater than 0.05). Consequently, H0 is accepted and H3 is rejected, indicating that Brand Image (X3) does not have a significant partial effect on Customer Satisfaction (Y) at the J&T Cargo Helvetia Medan branch. These results differ from the findings of Isyanto & Wijayanti (2022), who demonstrated that brand image significantly influenced customer satisfaction at J&T Express during the COVID-19 pandemic, and Pratama & Budiarti (2024), who identified brand image as a significant predictor of customer satisfaction for PT Pos Indonesia's delivery services. This discrepancy can be attributed to the Brand Image grand mean score of only 2.90—the lowest among the three independent variables—with the "Strength of Brand Association" indicator (X3.1, mean 2.86) scoring the lowest. This suggests that a strong association with the J&T Cargo brand has not yet been fully established in the minds of customers at the Helvetia Medan branch; thus, the brand image is not yet strong enough to independently (partially) influence customer satisfaction, even though the direction of the influence remains positive ($b_3 = 0.135$). Quintania et al. (2023), in their study on J&T Express Cikarang, also confirmed that the influence of courier service factors on satisfaction is multidimensional and can vary across branches depending on local customer perceptions and experiences. In their study involving PT Pos Indonesia customers, Pratama & Budiarti (2024) similarly found that brand image is a significant predictor of customer satisfaction regarding delivery services. Research by Syanjari & Argo (2024) on J&T Express customers in Cinere District specifically confirms that brand image and service quality jointly influence customer satisfaction, with brand image exerting a greater degree of influence. Monfort et al. (2025) add that a sustainable brand image contributes significantly to customer satisfaction and loyalty through the mechanism of perceived value.

The Influence of Service Quality, Customer Trust, and Brand Image on Consumer Satisfaction

Based on the simultaneous test results (F-test) in Table 4.24, the calculated F-value of 22.587 exceeds the F-table value of 2.699 ($df_1 = 3, df_2 = 96, \alpha = 0.05$), with a significance value of 0.000, which is less than 0.05. Consequently, H0 is rejected and H4 is accepted, indicating that the variables Service Quality (X1), Customer Trust (X2), and Brand Image (X3) collectively (simultaneously) have a significant effect on Customer Satisfaction (Y) at the J&T Cargo Helvetia Medan branch. These findings align with research by Sugiarti (2021), which demonstrated that brand image, brand trust, and service quality simultaneously exert a significant influence on customer satisfaction at PT Pos Indonesia. Similarly, a study by Rahadhini & Wibowo (2024) on J&T Express customers found that the combination of service quality, trust, and brand image simultaneously shapes the overall customer experience and impacts satisfaction. Based on the coefficient of determination results in Table 4.25, the Adjusted R-Square value is 0.395. This indicates that the variables Service Quality (X1), Customer Trust (X2), and Brand Image (X3) collectively explain 39.5% of the variation in Customer Satisfaction (Y), while the remaining 60.5% is explained by factors not

examined in this study—such as price, delivery timeliness, digital service innovation, and competitive factors within the evolving logistics industry (Technavio, 2026; Yeronica & Laulita, 2024).

CONCLUSION

Based on the research results and discussion, the following conclusions can be drawn:

1. Service Quality (X1) has a positive and significant partial effect on Customer Satisfaction (Y).
2. Customer Trust (X2) has a positive and significant partial effect on Customer Satisfaction (Y).
3. Brand Image (X3) does not have a significant partial effect on Customer Satisfaction (Y).
4. Service Quality (X1), Customer Trust (X2), and Brand Image (X3) collectively (simultaneously) have a significant effect on Customer Satisfaction (Y).

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. For J&T Cargo (Helvetia Medan Branch), given that customer trust is the most dominant factor, management is advised to prioritize increasing transparency in the shipping process, simplifying claim mechanisms for damaged or lost goods, and establishing proactive, real-time communication regarding package status. Furthermore, staff responsiveness in handling complaints needs improvement through a structured complaint-handling system and periodic service excellence training, as service quality has also been proven to have a significant impact. Meanwhile, although brand image was not found to be significant on an individual basis, strengthening visual identity and ensuring consistency in uniforms and operational vehicles remain advisable as long-term investments, given that the grand mean for this variable remains relatively low.
2. For educational institutions, it is recommended to encourage students to conduct further research into the logistics and cargo shipping sectors, which are continuing to expand alongside the growth of e-commerce in Indonesia. The findings of this study could also serve as relevant discussion material for Marketing Management and Consumer Behavior courses, particularly regarding the role of customer trust as a dominant factor in customer satisfaction within the service industry.
3. For future researchers, it is recommended to expand the research model by incorporating additional variables—such as price, delivery punctuality, digital service innovation, or perceived customer value—given that the variables in this study explain only 39.5% of the variation in customer satisfaction. The use of mediating or moderating variables is also suggested, particularly to investigate why brand image did not show a significant individual effect in this specific context. Additionally, expanding the scope of the study to include multiple J&T Cargo branches or conducting comparisons with other cargo service companies could enhance the generalizability of the research findings.

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