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The Effect of Staff Competence, Customer Satisfaction, and Service Quality on Cargo Shipping Service User Loyalty

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Abstract: The Effect of Staff Competence, Customer Satisfaction and Service Quality on Cargo Shipping Service Users is a scientific article of literature study within the scope of the combination of human resources and marketing management. The purpose of this article is to build hypotheses of influence between variables that will be used in further research. The object of research is on online libraries, Google Scholar, Mendeley, and other academic online media. Research methods with library research sourced from e-books and open-access e-journals. Qualitative descriptive analysis. The results of this article: 1) Staff Competence affects Cargo Shipping Service Users; 2) Customer Satisfaction affects Cargo Shipping Service Users; and 3) Service Quality affects Cargo Shipping Service Users.

Keyword: Cargo Shipping Service Users, Staff Competence, Customer Satisfaction, Service Quality

INTRODUCTION

Freight forwarding is a company that transports goods from one place to another with a large number of shipments. Freight forwarding services can handle various types of shipping processes ranging from storing goods, packing, shipping fleets, and processing shipping documents to ensuring the goods arrive safely to the recipient. Freight forwarding services are generally used in the export and import business where the shipment involves two different countries. This shipping service also usually has a widespread freight forwarder network and cooperates with certain countries. Freight Forwarding represents exporters, importers, shippers, and so on. This service handles the entire shipping process, from packing, storage, document management, and customs consultation. Even to ensure that the goods have arrived safely in the hands of the importer. Companies that provide Freight Forwarding services are commonly called freight forwarders.

The freight forwarding business focuses on transportation management services for all types of cargo that will assist customers in sending their cargo from one place to another: (a) Door to Door forwarding, Carrying out the management of shipping goods by ship and land transportation from door shipper to door consignee (b). Port to Port forwarding, Carry out the management of shipping goods by ship from the port of loading shipper to the port of discharging consignee. (c). Port to Door forwarding, Carry out the management of shipping goods by sea and land transportation from the port of loading shipper to the door consignee. (d). Door to Port Forwarding, Carry out the management of shipping goods by sea and land transportation from Door/warehouse shipper to port of discharging consignee.

Forwarding Business Development in Indonesia, the forwarding business in Indonesia has grown rapidly in recent years. This has been driven by several factors, including: (1) The growth of e-commerce: The development of e-commerce in Indonesia is driving demand for freight forwarding services, both domestic and international. This opens up opportunities for forwarding businesses to offer more efficient and competitive services. (2) Increased international trade: Increased international trade between Indonesia and other countries is also driving the growth of forwarding businesses. Businesses need forwarding services to assist them in the process of exporting and importing goods. (3). Technological advancement: Advances in information and communication technology help forwarding businesses improve operational efficiency and effectiveness. For example, the use of digital platforms to track shipments and communicate with customers. (4). Government policies: The Indonesian government has issued several policies that support the development of forwarding businesses.

Opportunities and challenges for the forwarding business: Opportunities from the aspects of growth in e-commerce and international trade, technological advances, and supportive government policies. The challenges are from the aspects of intense competition, complex regulations, lack of infrastructure. Some emerging trends in the forwarding business: Digitalization using digital platforms to improve operational efficiency and effectiveness. Consolidation of mergers and acquisitions between forwarding companies to strengthen market position. Specialization focuses on niche services, such as shipping dangerous goods or refrigerated goods. The forwarding business in Indonesia has bright prospects. The growth of e-commerce, international trade, and technological advancements will drive demand for forwarding services. However, the forwarding business also faces several challenges, such as intense competition and complex regulations. Forwarding companies need to adapt to the growing trends and improve their services to be able to compete in the market.

There are several factors that can cause a forwarding business to lose money, including: (1) Intense competition: The forwarding business is a competitive industry. Many forwarding companies offer similar services, making it difficult to compete and make a profit. (2) Low profit margins: Profits in the forwarding business are generally low. This is due to high operational costs, such as warehouse rental costs, transportation costs, and labor costs. (3) Errors in management such as poor planning, wrong decision-making, and ineffective control, can cause losses to the forwarding business. (4) Economic instability such as currency exchange rate fluctuations and inflation, can negatively affect the forwarding business. (5) Natural disasters such as earthquakes, tsunamis, and floods, may disrupt the operations of forwarding businesses and cause losses. (6) Delays in delivery may result in penalties and fines for forwarding companies, leading to losses. (7) Damage to goods during the shipping process can cause losses for forwarding companies.

Customer loyalty in forwarding business, Customer loyalty is a customer's commitment to continue using a forwarding company's products or services, even if there are many other options available. Customer loyalty is important to a forwarding business because it can increase the company's profits and stability. Customer loyalty is an important asset for a forwarding business. Forwarding companies can increase customer loyalty by providing high-

quality services, offering competitive prices, communicating with customers effectively, building relationships with customers, and offering loyalty programs.

Based on empirical experience, many students and authors have difficulty finding supporting articles for their scientific work as previous research or as relevant research. Relevant articles are needed to strengthen the theory being studied, to see the relationship or influence between variables, and to build hypotheses. This article discusses the influence of Staff Competence, Customer Satisfaction, and Service Quality on Cargo Shipping Service Users, a literature review study in the field of transportation management.

Based on the background, the purpose of writing this article is to build hypotheses for further research, namely to formulate: 1) The Effect of Staff Competence on Cargo Shipping Service Users; 2) The Effect of Customer Satisfaction on Cargo Shipping Service Users; and 3) The Effect of Service Quality on Cargo Shipping Service Users.

METHOD

The method of writing Literature Review articles is by using the library research method and Systematic Literature Review (SLR), analyzed qualitatively, sourced from Google Scholar online applications, Mendeley, and other online academic applications. Systematic Literature Review (SLR) is defined as the process of identifying, assessing, and interpreting all available research evidence with the aim of providing answers to specific research questions, (Kitchenham et al., 2009). In qualitative analysis, a literature review should be used consistently with methodological assumptions. One of the reasons for conducting qualitative analysis is that the research is exploratory, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Cargo Shipping Service Users

Cargo Shipping Services users are companies: E-commerce companies to deliver goods purchased by customers. Manufacturing companies to distribute their products to distributors or retailers. Logistics companies to help other companies in the process of shipping goods (Carbo & Graham, 2020). Users of Cargo Shipping Services are people who move house to deliver their belongings to their new residence. People who sell goods online to deliver the sold goods to the buyers. People who want to send items to family or friends in other cities (Jugović, 2020). Dimensions, indicators, synthesis or factors that affect Cargo Shipping Service Users are Cargo Shipping Service User Indicators, here are some indicators that can be used to identify cargo shipping service users: Demographics, Habits and Behavior, Customer Satisfaction. It is important to note that the above indicators do not necessarily apply to all users of cargo shipping services. There are many other factors that can influence the use of cargo shipping services, such as the type of goods being shipped, the distance of the shipment, and the personal needs of the user.

The following are some data sources that can be used to obtain information about users of cargo shipping services, among others, surveys can be conducted to obtain information about the demographics, habits, and behavior of cargo shipping service users. Cargo shipping service companies can use their internal data to obtain information about their service users. Public data such as population census and trade statistics can be used to obtain information about users of cargo shipping services. Information about users of cargo shipping services can be used to develop more effective marketing strategies, improve services, and increase customer satisfaction. Users of Cargo Shipping Services have been examined by many previous researchers including (Susanto, Pahala, & Setyowati, 2021), (Ricardianto et al., 2023), (Benned et al., 2020), (Susanto, Pahala, Hartono, et al., 2021).

Staff Competencies

Staff Competencies Cargo staff are responsible for handling various aspects of freight forwarding, from receiving and packing to loading and shipping. (Susanto, Sawitri, et al., 2023), (Setyawati et al., 2022). Dimensions, indicators, synthesis or factors that affect Staff Competence are Staff Competence Indicators: Each dimension of staff competence can be measured through several indicators, including: (1). Knowledge: The ability to answer questions about the job correctly. Ability to complete job tasks correctly. Ability to keep up with the latest developments in the field of work. (2). Skills: Ability to complete technical tasks quickly and efficiently. Ability to communicate with others clearly and effectively. Ability to cooperate with others in a team. (3). Attitude and Values: Good attendance and punctuality. Willingness to help others. Ability to work under pressure.

Synthesis Staff competence is an important factor in the success of an organization. Organizations can improve the competence of their staff by providing quality education and training, providing opportunities to gain work experience, and creating a conducive work environment. Staff competence has been studied by many previous researchers including (Susanto, Hidayat, et al., 2023), (AR, Muhammad Thamrin Saribanon et al., 2023), (Widiyanto et al., 2023), (Nuraeni et al., 2022), (Sawitri et al., 2019), (Kabul Wahyu Utomo, Mila Arlinawati, 2020), (Susanto et al., 2024), (Ali et al., 2024).

Customer Satisfaction

Customer Satisfaction is Customer satisfaction is an important concept in various fields of business, especially in the field of cargo shipping. It is a measure of how happy customers are with a service or product, which is influenced by a comparison between their expectations and the perceived performance of the service/product (Lustyana & Salsabila, 2020). Customer Satisfaction is an important factor for cargo companies to achieve success. Satisfied customers are more likely to use the company's services again and recommend it to others. This can increase the company's profits and reputation (Hati & Juliati, 2019).

Dimensions, indicators, synthesis or factors that have an impact on Customer Satisfaction are Customer satisfaction indicators are variables used to measure the level of customer satisfaction with a product, service, or experience. Here are some commonly used customer satisfaction indicators: Customer Satisfaction Score, Net Promoter Score, Customer Retention Rate, Customer Complaint Rate, Customer Reviews and Feedback, It is important to note that no one customer satisfaction indicator is perfect. Companies need to use a combination of several indicators to get a complete picture of their customer satisfaction levels. Here are some tips for improving customer satisfaction: Understand customer needs and expectations, provide high-quality products and services, provide good customer service, Handle customer complaints quickly and effectively, Request feedback from customers regularly. By increasing customer satisfaction, companies can increase their profits and reputation. Customer satisfaction has been studied by many researchers before, including (Ramli S, 2019), (Riyani et al., 2021).

Service Quality

Service Quality is Service quality is the level of excellence expected and control over that level of excellence to meet customer desires. In general, service quality refers to how well a company meets the needs and expectations of its customers (Dhio, 2014). Service Quality Cargo service quality refers to how well the cargo company meets the needs and expectations of its customers in the process of shipping goods (Susanto & Jumawan, 2022).

This service quality has been researched by many previous researchers, including (Jaya Sakti et al., 2021), (Susanto, Pahala, & Setyowati, 2021).

Review Relevant Articles

Reviewing relevant articles as a basis for determining research hypotheses by explaining the results of previous studies, explaining the similarities and differences with the research plan, from relevant previous studies such as table 1 below.

Table 1. Relevant Research Results

No	Author (Year)	Previous Research Results	Similarities with this article	Difference with this article	H
1	(Chao et al., 2023)	Staff competence and price have a positive and significant effect on Cargo Shipping Service Users	Staff competence affects Cargo Shipping Service Users	Price affects Cargo Shipping Service Users	H1
2	(Ulitskaya et al., 2022)	Staff Competence and Promotion have a positive and significant effect on Cargo Shipping Service Users	Staff competence affects Cargo Shipping Service Users	Promotion affects Cargo Shipping Service Users	H1
3	(Shang et al., 2024)	Customer Satisfaction and Shipping Speed have a positive and significant effect on Cargo Shipping Service Users	Customer Satisfaction affects Cargo Shipping Service Users	Shipping Speed affects Cargo Shipping Service Users	H2
4	(Bergheim et al., 2015)	Customer Satisfaction and Damage Guarantee have a positive and significant effect on Cargo Shipping Service Users	Customer Satisfaction affects Cargo Shipping Service Users	Damage Guarantee affects Cargo Shipping Service Users	H2
5	(Ulitskaya et al., 2022)	Service Quality and Fleet have a positive and significant effect on Cargo Shipping Service Users	Service Quality and Fleet have a positive and significant effect on Cargo Shipping Service Users	Fleet affects Cargo Shipping Service Users	H3
6	(Özden & Celik, 2021)	Service Quality and Ontime Delivery have a positive and significant effect on Cargo Shipping Service Users	Service Quality affects Cargo Shipping Service Users	Ontime Delivery affects Cargo Shipping Service Users	H3

DISCUSSION

Based on the research results, the discussion of this article is to review relevant articles, analyze the influence between variables and make a conceptual thinking research plan:

The Effect of Staff Competence on Cargo Shipping Service Users.

The principle or concept of Staff Competence is that competence supports work results so competence is very important in carrying out tasks. The principle or concept of Staff Competence is that competence supports work results so competence is very important in carrying out tasks. Staff competence affects Cargo Shipping Service Users, if Staff Competence is perceived well, Cargo Shipping Service Users will be perceived well too. That to increase Cargo Shipping Service Users there are many causes, especially several indicators of Cargo Shipping Service Users. Factors that influence staff competence are motivation and thinking skills.

To increase Cargo Shipping Service Users by paying attention to Staff Competence, what management must do is provide routine training, where employees are given training according to the needs of their department. Staff competence affects Cargo Shipping Service Users, this is in line with research conducted by: (Susanto et al., 2020).

The Effect of Customer Satisfaction on Cargo Shipping Service Users.

Customer Satisfaction is an expectation that is exceeded quickly and the customer feels a sense of pleasure because what he expected was obtained. The principles or concepts of

Customer Satisfaction are accepting complaints from customers to improve services that result in customer satisfaction.

Customer Satisfaction affects Cargo Shipping Service Users, if Customer Satisfaction is perceived well, Cargo Shipping Service Users will be perceived well too. This can be explained that Customer Satisfaction has many causes, especially several indicators of Cargo Shipping Service Users. Factors that affect Customer Satisfaction are price, promotion, guaranteed safety of delivery of goods and ontime delivery. Customer satisfaction plays a role in Cargo Shipping Service Users, this is in line with research conducted by: (Gultom et al., 2020).

The Effect of Service Quality on Cargo Shipping Service Users.

Service Quality is a measure or standard of service delivery to service users. The principles or concepts of Service Quality are putting customer needs first to create customer loyalty. Service Quality affects Cargo Shipping Service Users, if Service Quality is perceived well, Cargo Shipping Service Users will be perceived well too. It can be explained that the Quality of Service has many causes, especially several indicators of Cargo Shipping Service Users.

Factors that influence service quality are human resources, the company's core values and employee competence. Service Quality plays a role in Cargo Shipping Service Users, this is in line with research conducted by: (Gultom et al., 2020).

Research Conceptual Framework

Based on the formulation of the problem, relevant research and discussion, the conceptual framework of this article is as shown in Figure 1.

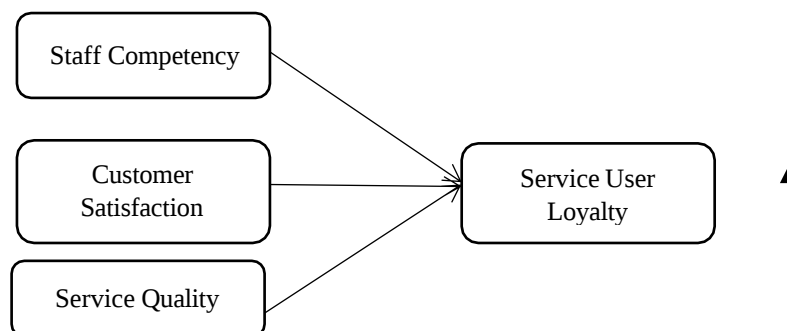


Figure 1. Conceptual Framework

Based on the conceptual framework above, then: Staff Competence, Customer Satisfaction, and Service Quality affect Cargo Shipping Service Users. Apart from the three exogenous variables that affect Cargo Shipping Service Users, there are still many other variables, including:

- 1) Company Culture: (R. Saputra, 2022), (F. Saputra & Ali, 2022), (Mahaputra & Saputra, 2021), (Mahaputra & Saputra, 2022), (Rahmasari, 2012), (Gea, 2011), (R. Saputra, 2023).
- 2) Promotion: (Geidne & Van Hoyer, 2021), (Hazimi Bimaruci Hazrati Havidz, 2020), (Rony et al., 2019), (Mahaputra & Saputra, 2022), (F. Saputra, 2021), (F. Saputra et al., 2023).
- 3) Price: (Herlita & Nurulrahmatia, 2020), (Susanto, Pahala, & Setyowati, 2021), (F. Saputra, 2022), (Mahaputra & Saputra, 2021), (Richardo et al., 2020), (Setyadi et al., 2017).

CONCLUSION

Based on the objectives, results and discussion, the conclusion of this article is to formulate a hypothesis for future research, namely:

- 1) Staff competence affects Cargo Shipping Service Users.
- 2) Customer Satisfaction affects Cargo Shipping Service Users.

3) Service Quality affects Cargo Shipping Service Users.

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