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**Trust as A Mediation of the Influence of Experiential Marketing, Quality of Service and Customer Relationship Marketing on Consumer Satisfaction Fast Delivery Service in Surabaya**

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**Abstract**

Online-based freight transportation increases innovation opportunities by providing delivery services that satisfy the public every time they use the service. SiCepat is currently present as an online freight forwarder that serves delivery of goods to the territory of Indonesia. SiCepat also collaborates with several online stores in Indonesia to provide goods pick-up services, making it easier for people to buy online. The approach used is a quantitative method. The type of survey used is a descriptive survey. The population used in this survey are consumers who use the SiCepat delivery service, but the sample taken is 100 respondents using the target sampling technique. Data collection is done by distributing surveys through Google Forms. The data analysis technique used is Structural Equation Modeling (SEM) using the partial least squares (PLS) program. The results in this study indicate that: (1) There is a positive and significant effect of Experiential Marketing on Trust (2) There is a positive and significant effect of Service Quality on Trust (3) There is a positive and significant influence of CRM on Trust (4) There is a positive and significant effect Experiential Marketing on consumers (5) There is a positive and significant influence on the quality of service to consumers (6) There is a positive and significant influence on consumers (7) There is a positive and trusting effect on consumers.

**Keywords:** Experiential Marketing, Service Quality, CRM, Trust, Customer Satisfaction

**1. Introduction**

The service sector in Indonesia is a business that has good development potential in the future. Technological developments in Indonesia are currently growing rapidly, especially those related to transportation. Transportation is an important supporting facility in helping people who have mobility as their daily activity. Transportation can help community activities such as the economy, delivery of goods or services, passenger transportation, and so on. The more transportation, the more it will help the community in the economy.

In Indonesia, especially in the city of Surabaya, transportation is currently one of the needs for the community. So that the role of transportation services is increasingly needed, both for community mobility and transportation for shipping goods throughout Indonesia. In this case, online-based freight transportation really helps the community in the mobility of the movement of goods. Regarding the delivery of goods, which is always increasing due to Due to the increasing number of online purchases in the form of documents, packages and parcels, efficient

and effective freight forwarding services are needed. Online-based freight transportation has the opportunity to innovate in providing delivery services that satisfy the public

SiCepat is here as an online goods delivery service provider, SiCepat itself serves delivery of goods to all parts of Indonesia, not only that, SiCepat itself provides pick-up and delivery services. Even though it is relatively new, SiCepat has innovated by providing services to the community through collaboration with several online stores in Indonesia and making it easy for people to make online purchases, by joining the SiCepat system with online stores, the provider of this online-based goods delivery service is aware. compete with many competitors by showing the capabilities of each in the delivery service provider.

One of the challenges faced by competition between goods delivery service providers is getting tougher due to the emergence of E-commerce along with the increase in new freight forwarding service providers. So that in the face of business competition, companies must be more competitive and provide a pleasant experience using delivery services, services of the best quality, able to build good relationships with customers so as to create the trust needed to achieve customer satisfaction.

Consumers experience in using delivery services if the experience is pleasant, for example on time delivery as expected then they will believe in SiCepat delivery services, in the end they will be satisfied.

The more competitive the delivery service competition, the more people have the choice to entrust themselves to using shipping services. Consumers in using delivery services really expect a reliable delivery service.

The level of satisfaction of a customer with a particular product is the result of comparisons made by the customer concerned or the level of perceived benefit (perceived) applied before purchase. Therefore, from the theory stated above, the researcher concludes that every company in marketing can provide satisfaction for customers, so each company is expected to provide satisfaction for customers. Where the satisfaction possessed by consumers through the provision of services will increase customer interest in making purchases.

The purpose of this study is to examine and analyze the effect of Experiential Marketing, Service Quality, CRM on Trust and the goals of SiCepat Delivery Service Consumers in Surabaya; and the influence of Trust on SiCepat Delivery Service Consumers in Surabaya.

## **2. Theoretical Review**

### *2.1. Experiential Marketing*

*Experiential Marketing* comes from two words, namely: Experiential and Marketing. While experiential itself comes from the word experience which means experience. Experiential marketing is the process of identifying and satisfying needs and wants that benefit consumers, by engaging them through two-way communication that brings brand personality to the lives of targeted consumers, to be able to develop and add value to the target product (Smilansky, 2009). According to Schmitt & Rogers (2008), Strategic Experiential Modules (SEMs) are an Experiential Marketing framework consisting of experience through the senses (sense), affective experience (feel), creative cognitive experience (think), physical experience and overall lifestyle

(act). as well as experiences that lead to relationships with reference groups or certain cultures (relates).

### *2.2. Service Quality*

According to Tjiptono (2014), defining service/service quality focuses on efforts to fulfill customer needs and desires, as well as the accuracy of delivery to balance customer expectations. The concept of quality itself is actually relative, that is, it depends on the perspective used to determine the characteristics and specifications. The concept of service quality related to satisfaction is determined by five elements commonly known as the service quality "RATER" (responsiveness, assurance, tangible, empathy and reliability). According to Tjiptono (2016), Quality indicators are: 1) Tangibles 2) Reliability 3) Responsiveness 4) Assurance 5) Empathy

### *2.3. Customer Relationship Marketing (CRM)*

Another definition of customer relationship marketing from Karanovic et al, (2005) is the relationship that the company has with consumers (individuals or organizations) which can be in the form of loyalty marketing, cross selling, etc. Relationship marketing is also defined as all direct marketing activities aimed at establishing, developing, and enhancing successful relationships (Mishra & Li, 2008). Dimensions of Customer Relationship Marketing according to Ndubisi (2006) are commitment, communication, and conflict handling that have a direct impact on loyalty.

### *2.4. Trust*

Trust (Consumer trust) according to Mowen & Minor (2013:201) is as follows: Consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. According to Mayer et al. in Rofiq (2007) Trust indicators are: a) Ability b) Integrity/honesty c) Benevolence.

### *2.5. Customer Satisfaction*

According to Kotler & Armstrong (2016), customer satisfaction is the level of one's feelings after comparing the perceived results with their expectations. According to Kotler's theory in the journal Suwardi (2011), states the key to retaining customers is customer satisfaction. According to Tjiptono (2002), indicators of customer satisfaction are: a) Confirmation of Expectations b) Repurchase Intent c). Willingness to Recommend.

2.6 Framework of Thinking

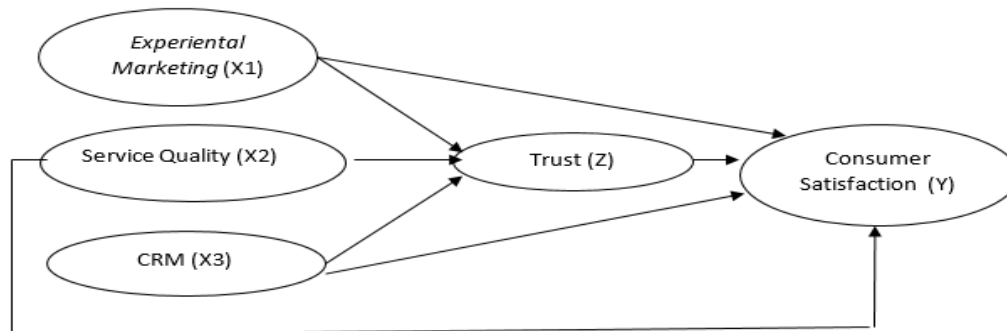


Figure 1 Framework of Thinking

**Note:**

Variable X1 : *Experiential Marketing*

Variable X2 : *Service quality*

Variable X3 : *CRM*

Variable Z : *Trust* (Intervening/Mediation Variable)

Variable Y : *Consumer Satisfaction*

2.7. Hypothesis

The hypotheses in this study are:

- H1: There is a positive and significant effect of Experiential Marketing on the SiCepat Shipping Service Trust in Surabaya.
- H2: There is a positive and significant effect of Service Quality on the SiCepat Shipping Service Trust in Surabaya
- H3: There is a positive and significant effect of CRM on the SiCepat Shipping Service Trust in Surabaya.
- H4: There is a positive and significant effect of Experiential Marketing on Consumer Satisfaction of SiCepat Delivery Services in Surabaya.
- H5: There is a positive and significant effect of Service Quality on Consumer Satisfaction of SiCepat Delivery Services in Surabaya.
- H6: There is a positive and significant effect of CRM on SiCepat Delivery Service Consumer Satisfaction in Surabaya.
- H7: There is a positive and significant effect of Trust on SiCepat Delivery Service Consumer Satisfaction in Surabaya

**3. Research Methods**

The research approach used is the positivist paradigm because it uses standard rules. The type of research used in this research is quantitative research. The sample population is 100 people who live in Surabaya who use the SiCepat delivery service. The sampling technique

that the researcher uses is a non-probability sampling technique. The primary data in this study were obtained from distributing online questionnaires to Surabaya consumers who had used the SiCepat delivery service at least once. Collecting data in this study used an online questionnaire using a google form. The data analysis technique used in this research is Structural Equation Modeling (SEM) using Smart-PLS 3.2.0 Software.

**4. Analysis of Research Results and Discussion**

*4.1 Partial Least Square Analysis*

**1) Model Conceptualization**

In this study, the variables of Experiential Marketing, Service Quality, and Customer Relationship Management have an effect on Trust and Customer Satisfaction.

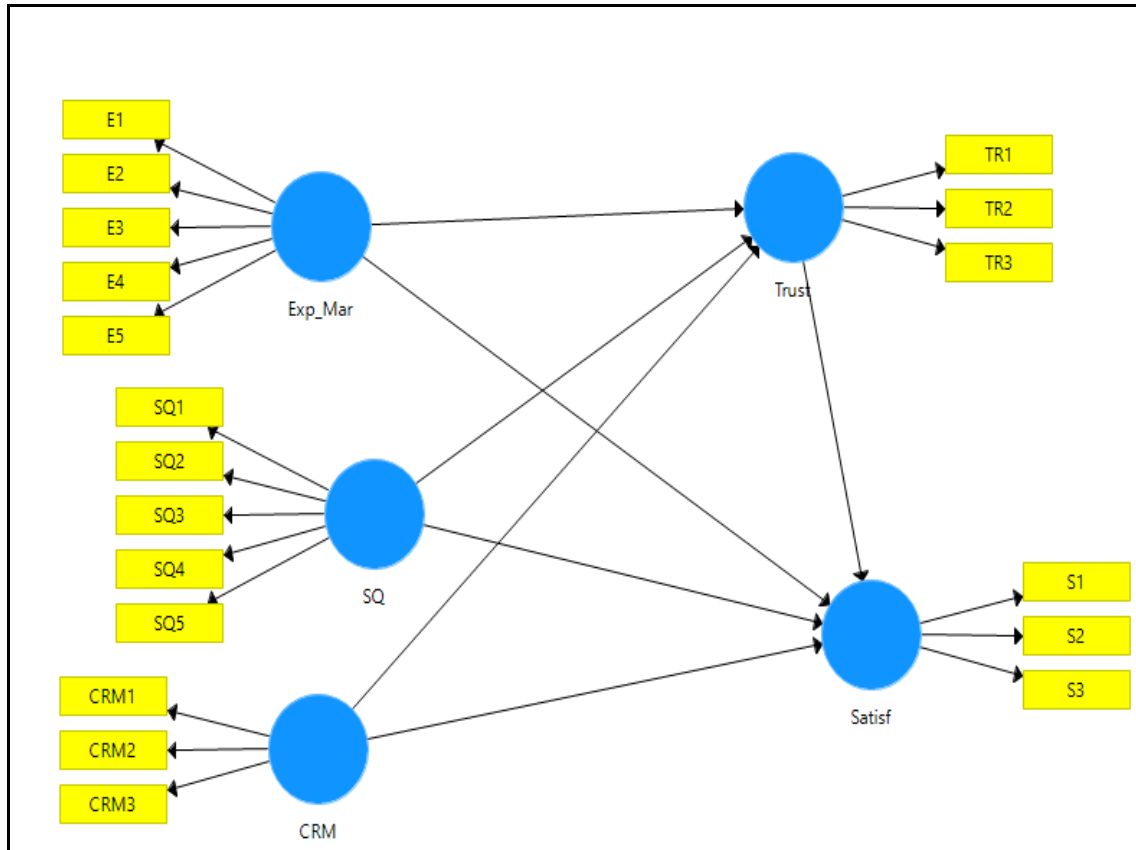


Figure 2 Structural Equation Model

**2) Outer Model Evaluation**

*Convergent Validity*

Convergent validity is a test of the validity of the measurement model with reflexive indicators. The SmartPLS output for the loading factor gives the following results:

Table 1 Result for Outer Loading

Indikator	CRM	Exp_Mar	SQ	Satisf	Trust
CRM1	0,954				
CRM2	0,927				
CRM3	0,979				
E1		0,948			
E2		0,876			
E3		0,880			
E4		0,943			
E5		0,955			
S1				0,944	
S2				0,935	
S3				0,976	
SQ1			0,778		
SQ2			0,884		
SQ3			0,871		
SQ4			0,930		
SQ5			0,942		
TR1					0,962
TR2					0,920
TR3					0,874

Source: Appendix, processed

The following is a diagram of the loading factor of each indicator in the research model

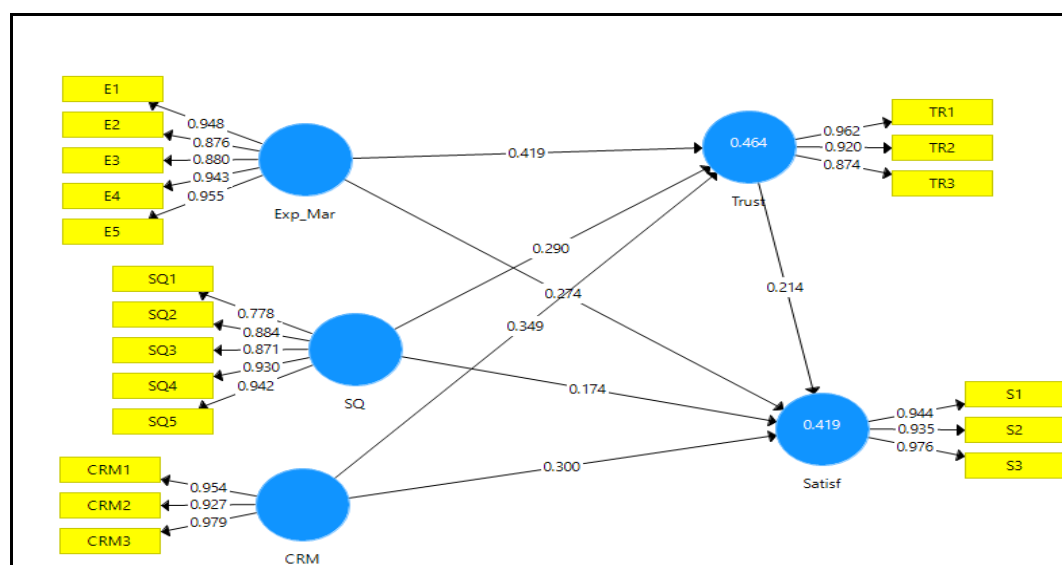


Figure 3 Loading Factor Value

## Discriminant Validity

Table 2 Result for Cross Loading

Indicator	CRM	Exp_Mar	SQ	Satisf	Trust
CRM1	<b>0,954</b>	0,029	0,217	0,399	0,399
CRM2	<b>0,927</b>	-0,015	0,130	0,376	0,335
CRM3	<b>0,979</b>	0,060	0,169	0,444	0,441
E1	0,054	<b>0,948</b>	0,120	0,416	0,442
E2	0,001	<b>0,876</b>	0,118	0,339	0,410
E3	0,082	<b>0,880</b>	0,233	0,405	0,428
E4	0,009	<b>0,943</b>	0,122	0,361	0,471
E5	-0,020	<b>0,955</b>	0,089	0,362	0,423
S1	0,410	0,409	0,405	<b>0,944</b>	0,497
S2	0,391	0,403	0,280	<b>0,935</b>	0,513
S3	0,421	0,359	0,334	<b>0,976</b>	0,534
SQ1	0,206	-0,002	<b>0,778</b>	0,183	0,216
SQ2	0,198	0,055	<b>0,884</b>	0,242	0,345
SQ3	0,080	0,201	<b>0,871</b>	0,393	0,430
SQ4	0,215	0,140	<b>0,930</b>	0,339	0,341
SQ5	0,153	0,183	<b>0,942</b>	0,352	0,433
TR1	0,398	0,461	0,421	0,535	<b>0,962</b>
TR2	0,388	0,437	0,474	0,509	<b>0,920</b>
TR3	0,353	0,404	0,226	0,439	<b>0,874</b>

Source: Appendix, processed

Table 3 Average Variance Extracted (AVE)

Laten Variable	Average Variance Extracted (AVE)	AVE Root
CRM	0,909	0,953
Exp_Mar	0,848	0,921
SQ	0,78	0,883
Satisf	0,906	0,952
Trust	0,845	0,919

Source: Appendix, processed

Table 3 shows that all constructs have AVE values above 0.5; Likewise, the square root value of the AVE gets a value of more than 0.5 so that it meets good validity test standards on each variable studied.

**Reliability Test**

The reliability test is carried out by looking at the composite reliability value of the indicator block that measures the construct. The results of composite reliability will show a satisfactory value if it is above 0.7. The following is the composite reliability value in the output:

Table 4 Composite Reliability

<b>Laten Variable</b>	<b>Composite Reliability</b>
<b>CRM</b>	<b>0,968</b>
<b>Exp_Mar</b>	<b>0,965</b>
<b>SQ</b>	<b>0,946</b>
<b>Satisf</b>	<b>0,967</b>
<b>Trust</b>	<b>0,942</b>

Source: Appendix, processed

Table 4 shows that the composite reliability value for all constructs is above 0.7 which indicates that all constructs in the estimated model meet the discriminant validity criteria. The lowest composite reliability value is 0.925 in the Service Quality construct.

The reliability test can also be strengthened with Cronbach's Alpha where the SmartPLS output gives the following results:

Table 5 Cronbach's alpha

<b>Laten Variable</b>	<b>Cronbach's Alpha</b>
<b>CRM</b>	<b>0,950</b>
<b>Exp_Mar</b>	<b>0,955</b>
<b>SQ</b>	<b>0,931</b>
<b>Satisf</b>	<b>0,948</b>
<b>Trust</b>	<b>0,908</b>

Source: Appendix, processed

The recommended value is above 0.6 and the table above shows that the Cronbach's Alpha value for all constructs is above 0.6.

**3) Structural Model Testing (Inner Model)**

After the estimated model meets the Outer Model criteria, the next step is to test the structural model (Inner model). Here are the R-Square values in the construct:



Table 6 R-Square

Laten Variable	Cronbach's Alpha
Satisf	0,419
Trust	0,464

Source: Appendix, processed

Table 6 gives a value of 0.464 for the Trust construct which means that Experiential Marketing, Service Quality, and Customer Relationship Marketing are able to explain changes in the value of the Trust variable of 46.4%. Furthermore, the value of 0.419 for the Consumer Satisfaction construct means that Experiential Marketing, Service Quality, Customer Relationship Marketing and Trust are able to explain the variance of Customer Satisfaction of 41.9%.

4.2 Hypothesis test

The hypothesis in this study was calculated using the SmartPLS program and the results are as follows:

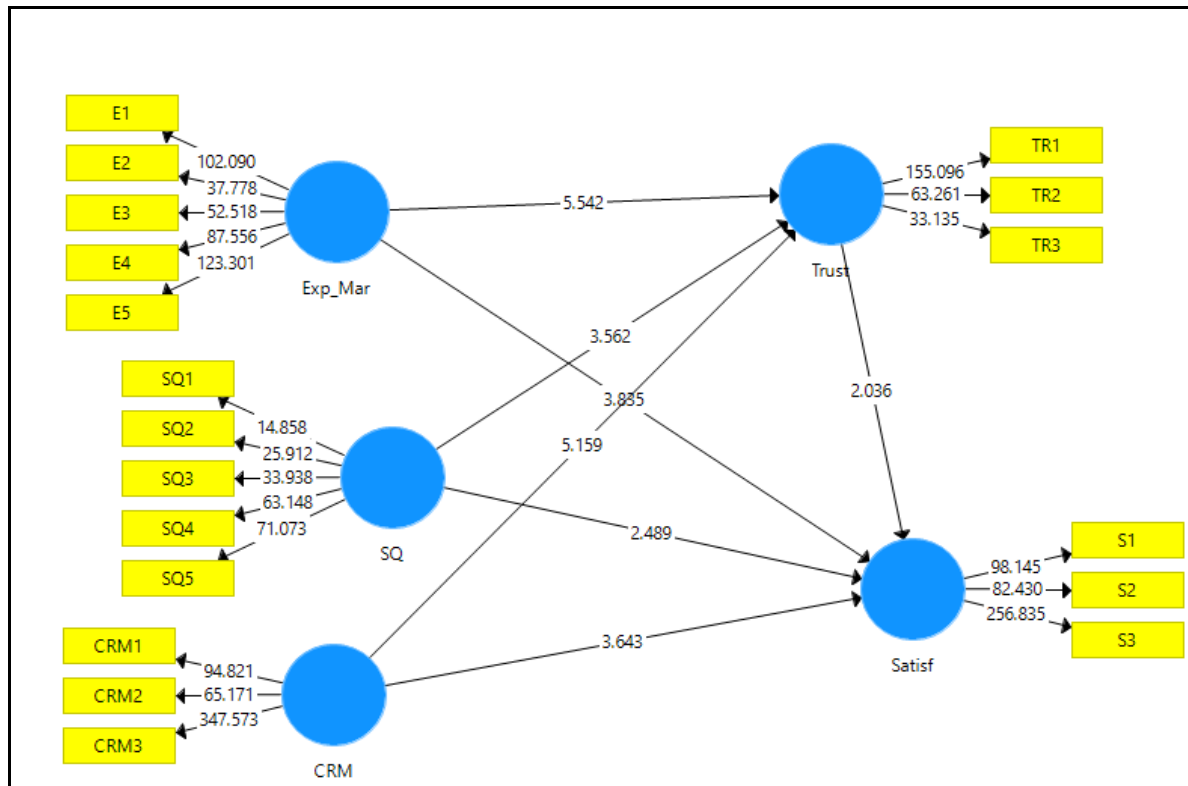


Figure 4 Calculation Results Significant Effect Between Variables

The calculation results shown in Figure 4 can be translated into the calculation results in the form of a table as follows:

Table 7 Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
<b>H<sub>1</sub> : Exp_Mar -&gt; Trust</b>	0.419	0.420	0.076	5.542	0.000	Accepted
<b>H<sub>2</sub> : SQ -&gt; Trust</b>	0.290	0.296	0.081	3.562	0.000	Accepted
<b>H<sub>3</sub> : CRM -&gt; Trust</b>	0.349	0.345	0.068	5.159	0.000	Accepted
<b>H<sub>4</sub> : Exp_Mar -&gt; Satisf</b>	0.274	0.276	0.071	3.835	0.000	Accepted
<b>H<sub>5</sub> : SQ -&gt; Satisf</b>	0.174	0.170	0.070	2.489	0.013	Accepted
<b>H<sub>6</sub>: CRM -&gt; Satisf</b>	0.300	0.303	0.082	3.643	0.000	Accepted
<b>H<sub>7</sub>: Trust -&gt; Satisf</b>	0.214	0.220	0.105	2.036	0.042	Accepted

### 4.3 Discussion

Some of the results of this study have been presented through the interpretation of data analysis, the results show that:

#### 1. The Effect of Experiential Marketing on Trust

Data analysis conducted in this study shows that the first hypothesis proposed in this study is proven. Experiential Marketing has a positive effect on Trust, which means that an increase in Experiential Marketing will also lead to an increase in Trust. On the other hand, if there is a decrease in Experiential Marketing, then Trust will also decrease. Experiential Marketing has a significant effect on Trust. This means that changes in Experiential Marketing will have a significant effect on changes in Trust. The results of this study are in line with the results of research conducted by Nobmadella & Nurhadi (2021) which showed identical results to the current study. Experiential Marketing is focused on consumer experience, evaluation of consumption situations, considering that consumers have rationality and emotionality (Schmitt, 1999). Schmitt in Lupiyoadi (2013) suggests experiential marketing is the ability of product/service providers to provide emotional experiences that touch the hearts and emotions of customers. With a personal touch through marketing activities, the hearts and emotions of customers are moved and see the goodness of the company's products or services. This is in line with the opinion of Handi (2008:166) which describes that Experiential marketing is a marketing strategy that is wrapped in the form of activities so as to provide experiences that can make an impression on consumers' hearts. These experiential marketing strategies, when felt repeatedly by consumers, will create a sense of trust in consumers in the company's services. Tjiptono

(2012), trust can be interpreted as a willingness to rely on the ability, integrity and motivation of other parties to act in order to satisfy one's needs and interests as mutually agreed. Sicepat services that are able to leave a good and profitable impression on consumers will encourage increased consumer confidence to return to using SiCepat services in the future. In other words, the increase in Experiential Marketing has a positive and significant impact on trust in consumers

## **2. The Effect of Quality Service to Trust**

Data analysis conducted in this study shows that the second hypothesis proposed in this study is proven. Service Quality has a positive effect on Trust, which means that an increase in Service Quality will also lead to an increase in Trust. On the other hand, if there is a decrease in Service Quality, then Trust will also decrease. Service Quality has a significant effect on Trust. This means that changes in Service Quality will have a significant effect on changes in Trust. The results of this study are also in line with the results of research conducted by Chou et al., (2014) showing that there is a positive relationship between service quality and consumer trust. Research conducted by Setiawan & Ukudi (2007) also found that service quality has a positive effect on consumer trust. Thus consumers who believe in the company will like the company because of the guarantee of good service quality, on the contrary consumers who do not believe in the company will not like the company because there is no guarantee of good service quality. Customers are the main focus in business, because without customers the company cannot make a profit to run its business. Therefore, the main thing that must be done is to provide quality services so as to create trust to get loyal customers to the company. According to Lau & Lee (1999), someone who believes in the other party, he will be willing to depend on the other party within certain limits of risk.

## **3. The Effect of Customer Relationship Marketing on Trust**

Data analysis conducted in this study shows that the third hypothesis proposed in this study is proven. Customer Relationship Marketing has a positive effect on Trust, which means that an increase in Customer Relationship Marketing will also lead to an increase in Trust. On the other hand, if there is a decrease in Customer Relationship Marketing, then Trust will also decrease. Customer Relationship Marketing has a significant effect on Trust. This means that changes in Customer Relationship Marketing will have a significant effect on changes in Trust. Customer Relationship Marketing (CRM) is a concept carried out by companies to build relationships with consumers so that loyalty arises from consumers. One of the dimensions according Afif (2012) in building customer loyalty from CRM is the process. The process of continuous interaction between business actors and customers will lead to comfort and even trust. Employees are the most important part in running CRM because employees are the ones who run relationships with customers. Employees are also the implementers of what the company wants and employees try to fulfill what customers want. Good interactions between employees and consumers that continue to occur will lead to trust in consumers. One of the important aspects of business according to Zeithaml et al., (2006:119), states that trust in service providers is a sense of security and the fulfillment of consumer expectations, while Young (2006:1) defines the concept of trust as a combination of emotions and judgments that can develop and change over time. time

development. So trust can arise from a continuous process of interaction between the seller and the customer.

#### **4. The Effect of Experiential Marketing on Customer Satisfaction**

Data analysis conducted in this study shows that the fourth hypothesis proposed in this study is proven. Experiential Marketing has a positive effect on Consumer Satisfaction, which means that an increase in Experiential Marketing will also lead to an increase in consumer satisfaction. On the other hand, if there is a decrease in Experiential Marketing, then Consumer Satisfaction will also decrease. Experiential Marketing has a significant effect on Consumer Satisfaction. That is, changes in Experiential Marketing will have a significant effect on changes in Consumer Satisfaction. The results of this study are in line with the results of research conducted by Yeh et al., (2019) and Zahri et al., (2019), but are not in line with the results of research by Lokito & Diah (2016) and Octaviana & Nugrahaningsih (2018). According to Handi (2008:166), Experiential marketing is a marketing strategy that is wrapped in the form of activities so as to provide an experience that can make an impression on consumers' hearts. With interactions that occur and provide a good experience in consumer perception, consumers will feel that what they need has been achieved through transactions with the company. In other words, experiential marketing ultimately spurs the emergence of consumer satisfaction.

#### **5. The Effect of Quality Service to Customer Satisfaction**

Data analysis conducted in this study shows that the fifth hypothesis proposed in this study is proven. Service Quality has a positive effect on Consumer Satisfaction, which means that an increase in Service Quality will also lead to an increase in Consumer Satisfaction. On the other hand, if there is a decrease in Service Quality, then Customer Satisfaction will also decrease. Service Quality has a significant effect on Consumer Satisfaction. That is, changes in Service Quality will have a significant effect on changes in Consumer Satisfaction. The results of this study are in line with the results of research conducted by Paramarta (2008), Wendha et al., (2013), Octaviana & Nugrahaningsih (2018), and Minh & Huu (2016) which showed identical results to the current research. Service quality is closely related to customer perceptions of the quality of a business. The better the service will affect the level of satisfaction felt by consumers so that the business will be judged to be of higher quality. Conversely, if the service provided is not good and satisfactory, then the company is considered less qualified. Therefore, efforts to improve service quality must continue to be improved in order to maximize service quality.

#### **6. The Effect of Customer Relationship Marketing on Customer Satisfaction**

Data analysis conducted in this study shows that the 6th hypothesis proposed in this study is proven. Customer Relationship Marketing has a positive effect on Consumer Satisfaction, which means that an increase in Customer Relationship Marketing will also lead to an increase in Consumer Satisfaction. On the other hand, if there is a decrease in Customer Relationship Marketing, then Customer Satisfaction will also decrease. Customer Relationship Marketing has a significant effect on consumer satisfaction. That is, changes in Customer Relationship Marketing will have a significant effect on changes in customer satisfaction. The results of this study are in line with the results of research conducted by Victor et al., (2015), Chandra (2013),

Santoso & Atik (2017), Setyaleksana et al., (2017), Sirait (2018) which gave identical results to the current research results. Customer Relationship Marketing can be built through commitment, communication, and conflict handling as a focus in building good relationships with consumers (Ndubisi, 2006). Companies can build their commitment in serving the interests of their consumers, companies must also build and develop pleasant communication with their customers and even use conflicts that arise as a breakthrough in providing evidence of the superiority of the company's products/services to its consumers. In this way, consumers will feel that what they expect has been met and exceeds the original expectations that were placed on the product or service. In other words, Customer Relationship Marketing has a significant positive effect on consumer satisfaction.

### **7. The Effect of Trust to Customer Satisfaction**

Data analysis conducted in this study shows that the 7th hypothesis proposed in this study is proven. Trust has a positive effect on Consumer Satisfaction, which means that an increase in Trust will also lead to an increase in Consumer Satisfaction. On the other hand, if there is a decrease in Trust, then Consumer Satisfaction will also decrease. Trust has a significant effect on consumer satisfaction. This means that changes in Trust will have a significant effect on changes in Consumer Satisfaction. Due to the fact that the nature of services is intangible, employees and business partners are factors that facilitate the creation of a relationship based on trust. Companies that have been trusted will have less uncertainty and vulnerability, because they have very good self-confidence, which makes the company able to overcome many problems. Another benefit of trust is tolerance. According to Berry (2009:166), consumer expectations of service quality are divided into two levels, namely the level of desire (desired) and the level of adequacy (adequate). Desire describes what consumers think about the service "can be" and "should be in" while the level of adequacy describes the minimum service that consumers receive. According to Berry (2009:165-167) proposes a model that explains what factors are the foundation for the formation of long-term relationships based on trust. How does this level of trust affect good relations with employees, consumers, and relationships with other parties. Trust is one of the key factors in conducting online buying and selling activities (Suhari, 2011). According to Ariwibowo & Mahendra (2013), trust acts as a catalyst in various transactions between sellers and buyers so that consumer satisfaction can be realized as expected. In other words, an increase in Trust will have an effect on increasing Consumer Satisfaction.

## **5. CLOSING**

### *5.1 Conclusion*

Based on the results of data analysis along with the discussions that have been carried out, the results of the current study provide the following conclusions: (1) Experiential Marketing has a positive and significant effect on the SiCepat Shipping Service Trust in Surabaya. That is, an increase in Experiential Marketing has an effect on a significant increase in Trust. (2) Service quality has a positive and significant effect on the SiCepat Shipping Service Trust in Surabaya. That is, an increase in Service Quality has an effect on a significant increase in Trust. (3) Customer Relationship Marketing has a positive and significant effect on the SiCepat Delivery Service Trust in Surabaya. That is, an increase in Customer Relationship Marketing has an effect

on a significant increase in Trust. (4) Experiential Marketing has a positive and significant effect on Consumer Satisfaction of SiCepat Delivery Services in Surabaya. That is, an increase in Experiential Marketing has an effect on a significant increase in Consumer Satisfaction. (5) Service Quality has a positive and significant effect on Consumer Satisfaction of SiCepat Delivery Services in Surabaya. That is, an increase in Service Quality has an effect on a significant increase in Consumer Satisfaction. (6) Customer Relationship Marketing has a positive and significant effect on Consumer Satisfaction of SiCepat Delivery Services in Surabaya. That is, an increase in Customer Relationship Marketing has an effect on a significant increase in Consumer Satisfaction. (7) Trust has a positive and significant effect on Consumer Satisfaction of SiCepat Delivery Services in Surabaya. That is, an increase in Trust has an effect on a significant increase in Consumer Satisfaction.

### 5.2 Suggestion

Based on the findings on the interpretation and analysis of the data carried out in this study, several things can be expressed as suggestions from this research, namely: (1) For SiCepat Shipping Services. SiCepat should strive so that consumers are more motivated to participate in using their minds in recognizing and enjoying the services provided by SiCepat. For example, companies can provide quizzes with special prizes to their customers who identify in detail the types of services provided by SiCepat. (2) Likewise, SiCepat should strive to be faster in handling consumer complaints while providing the solutions needed to serve its customers, improve the quality of delivery to be more timely, listen to suggestions from consumers, be more sensitive in handling process errors that occur during service delivery times. to society. (3) The results of this research should be able to contribute to the development of Economics and Business, especially in the field of Service Marketing Management studies that can be implemented in shipping services. (4) In the next researcher. The results of this study found that only half of consumer satisfaction can be achieved through all the independent variables used, so it is still possible for other researchers who want to do research similar to this study to be able to provide additional latent variables other than those included in this study.

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