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## The Effect of Timely Delivery on Customer Satisfaction with Service Quality as a Moderating Variable

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### Abstrak

Peneliti berpendapat bahwa variabel Ketepatan Waktu Pengiriman yang diberikan oleh karyawan JNE yang tersebar di seluruh Indonesia dapat meningkatkan kepuasan pelanggan karena kebutuhan karyawan terhadap barang tersebut dapat dengan mudah dimanfaatkan dan digunakan oleh konsumen sesuai dengan keinginannya. Berdasarkan hal tersebut, penelitian ini bertujuan untuk menganalisis pengaruh pengiriman tepat waktu terhadap kepuasan pelanggan. Berbeda dengan banyak penelitian sebelumnya, penelitian ini menggunakan variabel Kualitas Pelayanan yang Baik sebagai variabel moderasi. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksploratif yang mencakup sejumlah penelitian lain khususnya terkait Waktu Pengiriman Akurat, Kualitas Pelayanan dan Kepuasan Pelanggan. Peneliti menganalisis data tersebut menggunakan alat analisis smart PLS 4.0. Namun sebelum memasuki tahap ini, data yang digunakan dalam penelitian ini dikumpulkan dengan menggunakan metode kuesioner terhadap 500 karyawan JNE yang tersebar di seluruh Indonesia, 250 karyawan dan sisanya 250 konsumen JNE. Hasil pada artikel ini menunjukkan bahwa variabel Ketepatan Waktu mempunyai hubungan positif dan pengaruh signifikan terhadap Kepuasan Pelanggan karena hasil P-Values berada di bawah tingkat signifikansi 0,05 yaitu 0,0007. Hal ini dikarenakan jika barang yang dipesan konsumen dapat sampai tepat waktu maka dapat membuat konsumen senang, urusannya lancar, setia, melakukan repeat order, dan tentunya merasakan kepuasan. Selain itu, hasil baris berikutnya pada tabel ketiga menunjukkan hasil yang serupa karena hasil P-Values berada di bawah taraf signifikansi 0,05 yaitu 0,000. Hal ini bisa terjadi karena jika barang sampai tepat waktu disertai dengan kualitas pelayanan yang baik dari JNE, baik dari perilaku kurir, kualitas kemasan, dan lain sebagainya maka akan membuat konsumen merasa lebih puas. Dengan demikian hipotesis pertama

dan kedua dalam penelitian ini dapat diterima dan dibuktikan.

Kata Kunci: *Pengiriman Tepat Waktu, Kepuasan Pelanggan, Kualitas Pelayanan*

#### Abstract

Researchers believe that the Timeliness of Delivery variable provided by JNE employees spread throughout Indonesia can increase customer satisfaction because the employees' needs for these goods can be easily utilized and used by consumers according to what they want. Based on this, this research aims to analyze the effect of punctual delivery on customer satisfaction. In contrast to many previous studies, this research uses the variable Good Service Quality as a moderating variable. This research is quantitative research with an exploratory approach which includes a number of other studies, especially those related to Accurate Delivery Time, Service Quality and Customer Satisfaction. Researchers analyzed these data using the smart PLS 4.0 analysis tool. However, before entering this stage, the data used in this research was collected using a questionnaire method from 500 JNE employees spread throughout Indonesia, 250 employees and the remaining 250 were JNE consumers. The result in this article show that the Timeliness variable has a positive relationship and a significant influence on Customer Satisfaction because the P-Values results are below the 0.05 significance level, namely 0.0007. This is because if the goods ordered by consumers can be delivered on time, it can make consumers happy, their affairs run smoothly, they are loyal, they make repeat orders, and of course they feel satisfaction. Apart from that, the next row of results in the third table shows similar results because the P-Values results are below the significance level of 0.05, namely 0.000. This can happen because if the goods are delivered on time accompanied by good quality service from JNE, both in terms of courier behavior, packaging quality, and so on, it can make consumers feel more satisfied. Thus, the first and second hypotheses in this research can be accepted and proven.

Keywords: *Timely Delivery, Customer Satisfaction, Service Quality*

#### INTRODUCTION

According to (Aminah, 2017) timeliness is "The supplier's ability to deliver on time in minimal batches. Then start evaluating based on the distance between the supplier and the company, their production capacity and the historical ability of workers to deliver on time." Then according to Sakti and (Nystrom, 2007)) timeliness is very important, considering that the accuracy of sending ordered products will be an important factor in increasing customer satisfaction. Punctuality is used as a predetermined standard, and vehicles arrive, leave or pass at a predetermined place and time. Timeliness is also an important factor in providing relevant information.

According to (Hafizha, 2019) emphasizes that timeliness is when a customer shops for a product until the product reaches the customer. Punctuality in delivery to fulfill customer

requests is the only variable that is useful in increasing customer trust in the company so that consumers will feel that their desires and hopes to use the service have been fulfilled, then a sense of satisfaction will arise from the customer. Based on the researchers' understanding above, it can be concluded that the meaning of timeliness is that a delivery process that has been carried out must be in accordance with the specified date and day, so as not to trigger customers to complain.

According to (Handoko, 2000) explains that timeliness is the period of time a customer orders a product until the product arrives at the customer. The estimated arrival time is usually a benchmark for customers to find out whether the delivery service is good or not. There are 3 dimensions of timeliness of delivery, namely: 1. Accuracy in goods delivery services. 2. Accuracy in determining prices. 3. Accuracy in determining time. Timeliness of delivery is something that is made urgent for logistics service business operators. Where all incoming packages must be sent according to the schedule. This will of course be related to consumer satisfaction which will have a good/bad impact on the existence of the company itself.

Aminah et al, in the journal , explained that on time delivery is the time period when a customer orders a product until the product arrives in the hands of the buyer. Then Pujawan in the journal (Aminah, 2017), provides a definition of timeliness as the supplier's ability to send packages on time with small delivery lots. There will be an assessment between the supplier and the company, their production capacity and ability to deliver on time.

Timely delivery is very crucial considering that accurate delivery of products that have been ordered will be an important factor in increasing customer satisfaction. Delivery time is the period of time a customer orders a product until the product arrives at the customer. The estimated arrival time is usually a benchmark for customers to find out whether the delivery service is good or not (Nursan & Kahar, 2019). Of course, timeliness is closely related to customer satisfaction.

Customer satisfaction is an evaluation of choices that at least exceed customer expectations. In this situation, companies provide products designed to meet customer expectations (Sinaga et al., 2017). According to (Ayu et al., 2017) customer satisfaction is a pleasure in which customers can satisfy their needs or desires, even though it requires effort or sacrifice to obtain satisfaction.

According to (Fitria et al., 2021) customer satisfaction refers to how consumers feel after comparing perceived performance. So it can be explained that customer satisfaction is the difference between the desired situation and the given situation. According to (Azhari,

2015) customer satisfaction is a feeling that a comparison of product performance or expected results results in someone feeling satisfied or disappointed. Satisfaction is the level of perception at which people state the performance of the product or service received compared to the expected results.

According to (Fitria et al., 2021) customer satisfaction is the complete attitude displayed by consumers after they obtain and use goods and services, so that people are happy with the main product/service and at the same time match the results with the expected average level. Relevant to several definitions from the experts above, it can be concluded that the concept of customer satisfaction is a customer's response regarding their needs being met, with feelings of satisfaction and pleasure.

There are a number of studies (Renouw et al., 2023); (Ferdian, 2022); (Bahrin, 2021); (Rohman & Abdul, 2020) & (Dewantoro, 2016) show the positive influence of Timeliness on Customer Satisfaction. Different from the five studies above, this study adds the Service Quality variable which researchers believe can moderate the influence of the Timeliness variable on Customer Satisfaction.

## RESEARCH METHOD

Researchers believe that the Timeliness of Delivery variable provided by JNE employees spread throughout Indonesia can increase customer satisfaction because the employees' needs for these goods can be easily utilized and used by consumers according to what they want (Pranitasari & Sidqi, 2021). Based on this, this research aims to analyze the effect of punctual delivery on customer satisfaction. In contrast to many previous studies, this research uses the variable Good Service Quality as a moderating variable (Sarapung & Ponirin, 2020). This research is quantitative research with an exploratory approach which includes a number of other studies, especially those related to Accurate Delivery Time, Service Quality and Customer Satisfaction (Sinollah & Masrurroh, 2019). Researchers analyzed these data using the smart PLS 4.0 analysis tool (Jonathan Sarwono, 2016). However, before entering this stage, the data used in this research was collected using a questionnaire method from 500 JNE employees spread throughout Indonesia, 250 employees and the remaining 250 were JNE consumers with the following research mode (Sugiyono, 2019):

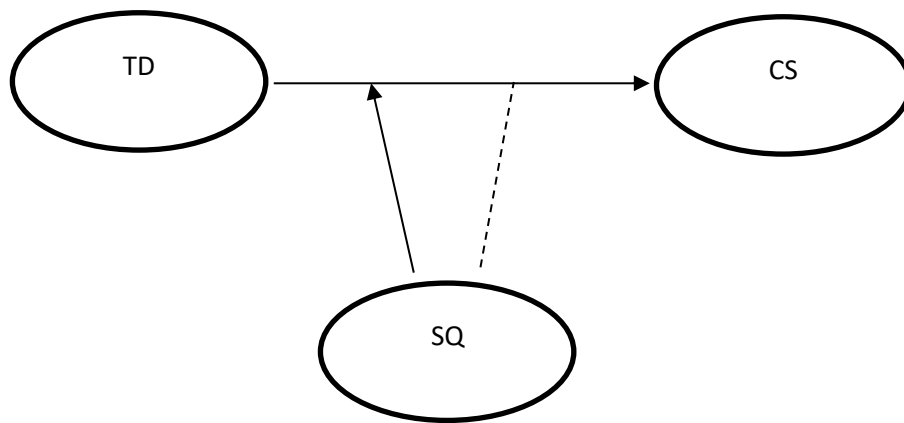


Figure 1 Model

Noted:

TD : Time Delivery

CS: Customer Satisfaction

SQ: Service Quality

Hypothesis:

H1: The Influence of Time Delivery on Customer Satisfaction

H2 : Service Quality Can Moderates The Influence of Time Delivery on Customer Satisfaction.

## RESULT AND DISCUSSION

### Validity Test

Furthermore, from the explanation of the research methodology above, if you use primary data in the smart PLS 4.0 analysis tool, you must follow the stages of validity testing, reliability testing and path coefficients. The validity test stage aims to find out whether each question item used in that year is valid or not with a loading factor threshold value above 0.70. Following are the results of the validity test in this research as follows (Gujarati, 2013):

Table 1 Validity Test

Variable	Question Item	Loading Factor
Time Delivery (X1)	On time delivery can make consumers happy	0.817
	On time delivery can make consumers loyal	0.823
	Timeliness of delivery can make consumers make repeat orders	0.818
	On time delivery can make consumers loyal to goods delivery services	0.822

	Punctuality can make consumer affairs run more smoothly	0.815
	On time delivery can make consumers more satisfied	0.826
Customer Satisfaction (Y)	Consumer satisfaction can start from consumer happiness	0.889
	One sign that consumers are satisfied is making repeat orders	0.896
	Consumer satisfaction can be seen from things running smoothly	0.879
	Consumer satisfaction can occur when the goods they order arrive on time	0.876
Service Quality (Z)	Service quality can influence consumer satisfaction	0.942
	Service quality can influence consumer happiness	0.918
	Consumer quality can make consumers repeat orders	0.922
	Consumer quality can make consumers loyal	0.939

Valid > 0.70

#### Reliability Test

After finding the results of the validity test and the 14 question items in this research were declared valid, which included 6 question items for the Time Delivery variable, 4 question items for the Customer Satisfaction variable, and Service Quality were declared valid. In accordance with the sequence explained above, the next stage that was carried out was the reliability test with the following results (Sarstedt et al., 2014):

Table 2 Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Time Delivery	0.892	0.851	Reliable
Customer Satisfaction	0.962	0.941	Reliable
Service Quality	0.989	0.950	Reliable

Reliable > 0.70

## Path Coefisien

After going through the validity and reliability testing stages and ensuring that each variable has a loading factor value above 0.70, which consists of 6 questions regarding Timeliness, 4 items regarding the Consumer Satisfaction variable, and 4 items regarding the Service Quality variable and the same goes for the results of the reliability test. So the final stage is the Path Coefficient with the following results (Ghozali, 2016):

Table 3 Path Coefisien

	Variable	P-Values	Noted
Direct Influence	TD-> CS	0.007	Accepted
Indirect Influence	SQ* TD-> CS	0.000	Accepted

Signifianct Level < 0.05

Researchers believe that the Timeliness of Delivery variable provided by JNE employees spread throughout Indonesia can increase customer satisfaction because the employees' needs for these goods can be easily utilized and used by consumers according to what they want. In line with this hypothesis, the results from the third table of path efficiency in the third table show that the Timeliness variable has a positive relationship and a significant influence on Customer Satisfaction because the P-Values results are below the 0.05 significance level, namely 0.0007. This is because if the goods ordered by consumers can be delivered on time, it can make consumers happy, their affairs run smoothly, they are loyal, they make repeat orders, and of course they feel satisfaction. These results are in line with research results (Renouw et al., 2023); (Ferdian, 2022); (Bahrun, 2021); (Rohman & Abdul, 2020) & (Dewantoro, 2016). Apart from that, the next row of results in the third table shows similar results because the P-Values results are below the significance level of 0.05, namely 0.000. This can happen because if the goods are delivered on time accompanied by good quality service from JNE, both in terms of courier behavior, packaging quality, and so on, it can make consumers feel more satisfied. Thus, the first and second hypotheses in this research can be accepted and proven.

## CONCLUSION

Researchers believe that the Timeliness of Delivery variable provided by JNE employees spread throughout Indonesia can increase customer satisfaction because the employees' needs for these goods can be easily utilized and used by consumers according to what they want. In line with this hypothesis, the results from the third table of path

efficiency in the third table show that the Timeliness variable has a positive relationship and a significant influence on Customer Satisfaction because the P-Values results are below the 0.05 significance level, namely 0.0007. This is because if the goods ordered by consumers can be delivered on time, it can make consumers happy, their affairs run smoothly, they are loyal, they make repeat orders, and of course they feel satisfaction. These results are in line with research results (Renouw et al., 2023); (Ferdian, 2022); (Bahrun, 2021); (Rohman & Abdul, 2020) & (Dewantoro, 2016). Apart from that, the next row of results in the third table shows similar results because the P-Values results are below the significance level of 0.05, namely 0.000. This can happen because if the goods are delivered on time accompanied by good quality service from JNE, both in terms of courier behavior, packaging quality, and so on, it can make consumers feel more satisfied. Thus, the first and second hypotheses in this research can be accepted and proven.

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