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THE EFFECT OF DELIVERY TIME AND PRICE ON CUSTOMER SATISFACTION OF COURIERS DURING THE COVID-19 PANDEMIC (Study Case of J&T Express Jakarta branch)

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Abstract: During the COVID-19 pandemic, the government has implemented new policies to suppress the spread of the COVID-19 disease by restricting the movement of people. This has resulted in an increasing number of people using marketplaces to shop online for their daily needs. This study aims to measure the effect of timeliness and delivery prices on courier customer satisfaction by taking case studies of customers of PT. Global Jet Express (J&T Express) Jakarta Branch. This study used a quantitative approach based on a non-probability sampling technique involving 100 respondents. The data used in this study were primary and secondary. The analysis used in this study was SPSS version 25 multiple linear regression. The results show that timeliness has a positive and significant effect on customer satisfaction and shipping prices have a positive and significant effect on customer satisfaction.
Keywords: Delivery Time, Price, Customer Satisfaction

Introduction

In globalization era, the development of the business world is growing rapidly, one of which is a business in the field of shipping services or expedition business. The expedition business is a business engaged in the delivery of goods between cities, provinces, islands, and even between countries. Expedition services include sending letters, valuable documents, sending goods with small to large capacities. (Saputri et al., 2019) With the outbreak of the coronavirus disease19, on January 30, 2020,the Emergency Committee of the WHO declared a global health emergency based on the increasing rate of notification of cases in China and internationally (Velavan & Meyer, 2020). On March 2, 2020, President Joko Widodo announced that two Indonesian citizens were positive for COVID-19 and became the first confirmed cases in Indonesia (Kemlu, 2020). After a year of a pandemic in Indonesia, the recent increase in Covid-19 cases has made

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government decide to impose an Emergency Public Activity Restriction (PPKM) from July 3, 2021, to July 20, 2021, for Java and Bali (Asmara, 2021). The Policy for Emergency PPKM was officially extended until July 25, 2021, and then Emergency PPKM again changed its name to PPKM Level 4. This renewal and change of name were stated in the Minister of Home Affairs Number 22 of 2021 (Tempo, 2021).

Amid the current corona pandemic, online purchases are increasing because of movement and gathering restrictions. These online purchases add to the increasing activity of e-commerce as well as courier and logistics companies. Chief Executive Officer of J&T Express, Robin Lo said, the main factor that has made shipments soar during the pandemic is changes in people's shopping habits who switch from offline shopping to online shopping. (Kumparan, 2021).

The increasing prevalence of online shopping during the COVID-19 pandemic has increased J&T Express Indonesia's activities as a logistics company that recorded an increase in the volume of shipping goods by 40% since May 5, 2021 (Ekonomi Bisnis, 2021). Two impacts of implementing the Emergency PPKM on the activities of courier companies are changes in operating hours. As a result, a queue of stacked packets must be delivered, and customers wait for their packets. This will affect customer satisfaction with the quality of delivery time and prices given.

Tab1e 1.1

J&T Express Delivery Price with Competitor

No.	Courier Company	Service	Price		
			Jakarta - Bandung	Jakarta - Makassar	Jakarta - Medan
1	JNT	REG	11000 (2-3 days)	41000 (2-3 days)	34000 (2-3days)

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2	JNE	REG	11000 (2-3 days)	43000 (3–3 days)	37000 (2-2 days)
3	SiCepat	REG	12000 (1-2 days)	53000 (2-3 days)	41000 (1-3 days)

Source: https://cektarif.com(2021) (*Cek Tarif Ekspedisi*, 2021)

Based on table 1.1 shows that the price of J&T Express is more economical than JNE Jakarta-Makassar and Jakarta-Medan. Jakarta to Bandung expeditions have the same price with exact estimate time arrival. In addition, J&T Express prices are higher than SiCepat with the exact delivery time for Jakarta-Makassar.

The results of the study (Nurul, 2018) showed quality of service, facilities, and prices on consumer satisfaction from the contribution of the three variables obtained a value of 32.8% so that the remaining 67.2% customer satisfaction variables can be influenced by other variables such as location, product diversity, and others. Research results (Nasution, 2020) on price and timeliness of delivery affect 58.7% on customer satisfaction. Another study from (Ulhaq et al., 2020) shows that price and service quality contribute 63.68% to customer satisfaction.

Delivery time is when the customer orders the product until the product arrives at the customer (Aminah et al., 2017). According to (Mahfuudz et al., 2018), the timeliness of delivery is very important considering the accuracy of product delivery which will be one of the essential factors in increasing customer satisfaction. Delivery time is the term of customer ordering the product until the product arrives at customers' destinations. Estimated arrivals are usually a benchmark for customers to determine whether or not the delivery service is good. In line with Handoko (2010:235) in Hafizha et al. (2019), on-time delivery is when customers order products to their destination to gain and trust consumer loyalty. Estimated arrivals are usually a benchmark for customers to find out whether the service is good or not.

There are three dimensions of delivery time, namely:

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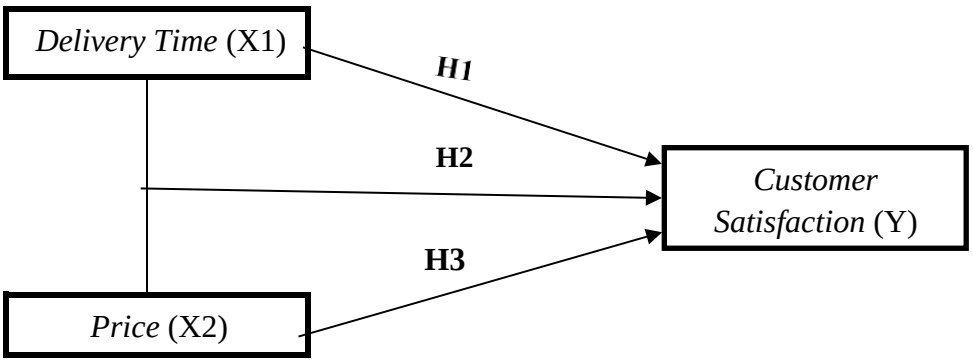
1) Accuracy in the delivery of goods.
2) Accuracy in determining the price.
3) Accuracy in determining the time.

According to Nurlina et al. (2019), price or tariff is an essential component of a product or service because it will affect producer profits. Price is also a consideration for consumers to buy, so special considerations are needed to determine the price. According to Kotler and Armstrong (2008:345), price is the amount of money billed for a product or service or the amount of value exchanged by consumers to benefit from owning or using a product or service. Therefore, the shipping rate is the amount of money that customers have to pay to get the product, according to Kotler and Keller (2013).

According to Kotler and Keller (2013), customer satisfaction is a feeling of satisfaction or disappointment in someone resulting from the comparison of performance or product results with expectations. If the performance is less than expectations, consumers will be disappointed. If it is in line with expectations, consumers will feel satisfied, which is defined as an effort to fulfill something or make something adequate. According to Kotler, as quoted in Astuti et al. (2016), customer satisfaction is a feeling of joy or disappointment in someone that arises after comparing perceptions or impressions of the performance (results) of a product and its expectations.



H1: Delivery Time has a positive effect on customer satisfaction
H2: Price has a positive effect on customer satisfaction
H3: The quality of delivery time and price simultaneously have a positive effect on purchase intention

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Method

The type of research used in this research is descriptive research with a quantitative approach method. This study aims to determine the effect of timeliness and delivery prices on customer satisfaction. This study used a population of all people who have used the services of J&T Express Jakarta branch. The sample in this study amounted to 100 respondents. This study uses a non-probability sampling technique. The type of data in this study is primary data that comes from direct sources through distributing questionnaires to respondents and secondary data obtained from books, national and international journals. This study used SPSS Version 25 with data analysis methods used reliability and validity tests, normality tests, and multiple linear regression analysis tests and hypothesis testing, including partial t-tests and simultaneous f-tests.

Discussion and Result

Table 1.2 Respondent's Characteristics

Characteristic	Classification	Respondent	Percentage (%)
Gender	1. Man	35	35%
	2. Woman	65	65%
	Total	100	100%
Age	1. 17 – 26 years old	12	12%
	2. 27 – 36 years old	15	15%
	3. 37 – 46 years old	73	73%
	Total	100	100%
Status/Profession	1. Student	48	48%
	2. Civil Servants/State-Owned Enterprises	5	5%
	3. Employee	27	27%
	4. Self-employed	6	6%
	5. Housewife	12	12%

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	6.	Entrepreneur	1	1%
	7.	Fresh Graduate	1	1%
Total			100	100%
	1.	South Jakarta	7	7%
	2.	North Jakarta	5	5%
Domicile	3.	East Jakarta	49	49%
	4.	Central Jakarta	0	0%
	5.	West Jakarta	2	2%
	6.	Other (BoDeTaBek)	37	37%
Total			100	100%

Source: Primary Data using SPSS Version 25 (2021)

Reliability Test

A reliability test is a test conducted to find out whether the variable can be trusted or Reliable.

Tab1e 1.3 Reliability Test

Variable	*Items*	*Cronbach Alpha*
Delivery Time	5	0,829
Price	5	0,850
Customer Satisfaction	5	0,906

Source: Primary Data using SPSS Version 25 (2021)

Based on table 1.3, it can be seen that the Cronbach's Alpha values of each variable are all greater than 0.60. Therefore,it can be concluded that the questionnaires on timeliness, delivery prices, and customer satisfaction are all reliable and can be trusted as a variable measuring instrument.

Validity Test

Table 1.4 Validity Results

Variable	Indicator	*Pearson Correlation*

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Delivery Time (X1)	X1.1	0,695
	X1.2	0,691
	X1.3	0,796
	X1.4	0,858
	X1.5	0,819
Price (X2)	X2.1	0,787
	X2.2	0,860
	X2.3	0,810
	X2.4	0,835
	X2.5	0,709
Customer Satisfaction (Y)	Y1.1	0,891
	Y1.2	0,827
	Y1.3	0,875
	Y1.4	0,854
	Y1.5	0,850

Source: Primary Data using SPSS Version 25 (2021)

Based on table 1.4, the validity test results in this study with an r-count value more significant than the r-table of 0.1966 (r table value for N), it can be concluded that the statement has fulfilled the validity test requirements and is declared valid.

Normality Test

Table 1.5 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	*Mean*	.0000000
	Std. Deviation	1.82944703
Most Extreme Differences	*Absolute*	.102
	Positive	.102
	Negative	-.100
Test Statistic		.102

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Asymp. Sig. (2-tailed)	.012[c]

Source: Primary Data using SPSS Version 25 (2021)

Based on table 1.5, the results of the normality test using the one-sample Kolmogorov-Smirnov test with the Asymp value. Sig. (2-tailed) of 0.012 > 0.05 significance value, it can be concluded that the regression model has met the requirements of the normality assumption, thus proving that the data was distributed.

Determination Coefficient R Square Test

Table 1.6 Determination Coefficient R Square

Model Summary[b]				
Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.811[a]	.657	.650	1.848

a. *Predictors*: (Constant), Price, Delivery Time

b. *Dependent Variable*: Customer Satisfaction

Source: Primary Data using SPSS Version 25 (2021)

Table 1.6 shows that the coefficient value of R square is 0.657 or 65.7%. This number shows that 65.7% is a variable customer satisfaction influenced by the independent variables, namely timeliness (X1) and delivery price (X2). While the remaining 34.3% is caused by other factors.

Partial Hypothesis Test (T-test)

Tabel 1.7 T-test

Coefficients[a]						
Model		*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
		B	*Std. Error*	*Beta*		
1	*(Constant)*	1.559	1.506		1.036	.303
	Delivery Time	.493	.092	.428	5.370	.000
	Price	.445	.077	.460	5.780	.000
a. Dependent Variable: Customer Satisfaction						

Source: Primary Data using SPSS Version 25 (2021)

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Based on table 1.7, a linear regression equation is obtained, which explains the relationship between variables as follows:

Y = 1.559 X1 + 0.493 X2 + 0.445 X3

Based on table 1.7, the timeliness of the t-count value is 5.370 > 1.98472 (t-table) with a significant 0.000 <0.05, it can be concluded that the hypothesis (H_1) reads "timeliness has a significant effect on customer satisfaction, "accepted. Then, for the value price (H_2) calculated at 5.780 > 1.98472 (t-table) with a significant 0.000 <0.05, it can be concluded that the hypothesis (H_2) reads "price has a significant effect on customer satisfaction," is accepted.

Simultaneous Hypothesis test (F-Test)

Tabel 1.8 F-test

ANOVA[a]						
Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	*Regression*	635.969	2	317.985	93.090	.000[b]
	Residual	331.341	97	3.416		
	Total	967.310	99			
a. Dependent Variable: Customer Satisfaction						
b. *Predictors: (Constant)*, Price, Delivery Time						

Source: Primary Data using SPSS Version 25 (2021)

The F test on a research model aims to show whether all of the independent (free) variables included in the model together have a simultaneous effect on the dependent (bound) variable.

Based on the F test table results in table 1.8, ANOVA or F test obtained F-count = 93.090 and F-table = 3.09 with a significance of 0.000 <0.05. It shows that the independent variables, which include timeliness and delivery price simultaneously or jointly, significantly affect the dependent variable of customer satisfaction, then H_3 is accepted.

- The Effect of Delivery Time on Customer Satisfaction

The test results show delivery time (X1) with t-count 5.370 > t-table 1.98472.

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These results support the hypothesis that punctuality affects customer satisfaction. The effect of timeliness on customer satisfaction analysis results show that timeliness has a positive and significant effect on customer satisfaction. This result shows that the better the timeliness provided by the company to its customers, the better customer satisfaction with the services provided by the company.

- The Effect of Shipping Prices on Customer Satisfaction

The test results show the shipping rate (X2) with a value of t-count 5.780 t-table 1.98472. These results support the hypothesis that shipping prices affect customer satisfaction. The effect of shipping prices on customer satisfaction analysis results shows that shipping prices positively and significantly affect customer satisfaction.

- The Effect of Delivery Time and Delivery Prices on Customer Satisfaction

Based on the results of data analysis, known that the variables, delivery time, and delivery rates have a positive and significant effect simultaneously on customer satisfaction. The existence of a positive and significant influence on delivery time and delivery price variables supported by the results of R Square on the Coefficient of Determination of 65.7% and the remaining 34.3% influenced by other factors.

Conclusion

Based on the results of data analysis and discussion conducted in this study, it can be concluded that:

1. In Hypothesis 1 (H_1), H0 is rejected, Ha accepted, then timeliness has a positive and significant effect on customer satisfaction.
2. In Hypothesis 2 (H_2), H0 is rejected, Ha accepted, then the shipping price has a positive and significant effect on customer satisfaction.
3. Hypothesis 3 (H_3) accepted, delivery time and delivery price simultaneously positively and significantly affect customer satisfaction.

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4.

In conclusion, the higher the level of delivery time and the lower the delivery price, more satisfied the customers of J&T Express Jakarta branch are.

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