

THE EFFECT OF E-TRACKING AND TIMELINESS OF DELIVERY TOWARDS CUSTOMER SATISFACTION ON PT SICEPAT EKSPRES CILINCING DURING THE COVID-19 PANDEMIC

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Abstract: The COVID-19 pandemic has had a major impact on every field of companies in Indonesia, one of which is e-commerce and expedition services. With the increasing number of online transactions, demand for SiCepat Express expedition services in 2020 also increased by 194% compared to previous years. However, there are several problems faced by users who often transact online using shipping services. Among them are the estimated delivery time, the position of the goods at the time of delivery, to the accuracy of the goods in the delivery process. Given these factors, the provision of E-tracking services and the estimated time of the SiCepat Express delivery process are considered as indicators that can affect customer satisfaction. This study uses a quantitative approach with sample data of 102 respondents obtained. Through the stages of validity tests, reliability tests, multiple linear regression tests, T-tests, and F tests, it is shown that SiCepat Express services are increasing because the level of accuracy of e-tracking data and the exact time of the estimated delivery process affect customer satisfaction.

Keywords: E-Tracking, Timelines of Delivery, Customer Satisfaction

Introduction

Covid-19 was discovered for the first time in December 2019 in Wuhan, Hubei Province, China and becomes a catastrophe that persists throughout almost the whole globe until now. Because of a new strain of Corona Virus known as Covid-19, the World Health Organization declared this disease as a pandemic on March 11, 2020 (Centers for Disease Control, 2021). As of July 2021, more than 3.5M cases of Covid-19 have been reported in Indonesia (World Health Organization, 2021).

Due to this critical situation, this pandemic is affecting almost every sector, including the workplace. When situations like these prevail, the company must maximize productivity and quality to stay afloat in this pandemic. Limited mobility in this pandemic condition prompted people to shop online to fulfil their necessities or to send necessary items, this condition leading to a rise in turnover for E-commerce and service business shipping.

SiCepat Ekspres is one of the service companies engaged in logistics in the delivery of goods. As a result of a rise in the demand for services in the pandemic era, it was recorded in 2020, SiCepat Ekspres increased in transactions of more than IDR 3.5 T or around 194% from the previous year (SiCepat Ekspres, 2021). SiCepat Ekspres optimizes the quality of service by enhancing the e-tracking system only by entering the receipt number of the goods, making it simpler for customers to view the most up-to-date location of the items delivered and focusing on efforts to fulfill SiCepat's demands by breaking new ground. Customers can observe where and who is processing the supplied products by setting up a real-time tracking system.

Besides, SiCepat Ekspres also applies on-time delivery as a form of providing quality services in logistics. Timeliness is also important and must be pursued by the company (Adianto, 2018) because timeliness is something that customers often pay attention to, if the time given is not suitable, it will lead to customer dissatisfaction (Shintia Juniariska et al., 2020). It is also important if the company can comprehend its customer's needs it will also bring a good response to customer satisfaction (Mohd. Farid Tiza, 2018).

Currently, there are several problems experienced by customers who often make online purchases, the main problem is their concern about items that they ordered and the estimated times. Many customers want to know where their items are so that they can track them and estimate when the items will

arrive, whether the items are correct and delivered on time. Therefore, SiCepat Ekspres provides E-tracking services to increase customer satisfaction. The purpose of this research is that the authors would like to prove that E-tracking and on-time delivery have a high correlation in uplifting SiCepat Ekspres customer satisfaction.

Literature Review

E-Tracking

E-tracking is a web-based tracking system created by logistics businesses to make it simpler for consumers to follow the status of their products during the delivery process (Shintia Juniariska et al., 2020), as stated by (Wulandari, 2021) the E-tracking service offers a piece of up-to-date information on the items or documents supplied and tracked using a receipt number as a service indicator. Uncertainty in tracking items can lead to customers dissatisfaction, thus this service is offered by the company to alleviate customer worries about the uncertainty of the products that have been estimated by the company, as well as to get the most up-to-date information on the products' status (Fihartini, Yuniarti, and Prasetyo, 2017).

E-tracking can monitor the existence of the items because it facilitates GPS (Global Positioning System) (Dewantoro et al., 2020), GTIN, Barcode, RFID, etc. However, not all of these systems are inherently compatible with the industry (Shamsuzzoha & Helo, 2011). According to Wolfinbarger, M. & M.C Gilly (Paramita & Nugroho, 2014), online service quality indicators in service marketing that could influence customer loyalty: (1) Fulfilment/reliability (2) Website design (3) Privacy/security (4) Customer service

Timeliness of Delivery

Timeliness of delivery is the accuracy of the product delivery ordered by the customer until the product reaches the customer with an estimated time that has been arranged (Sakti & Mahfudz, 2018). Arini (2018) argues that timeliness of delivery is when the order is sent completely and accurately on the date agreed between the store and the customer (Soemohadiwidjojo, 2018). (Shintia Juniariska et al., 2020) stated that timeliness of delivery is the primary concern in a service company, then timeliness is needed as a consumer assessment of the company, and the company can know what consumers need. The definition of timeliness quality is that it is supplied following the preferences of customers and under what is scheduled; nevertheless, if the service provider's timeliness is not in line with the schedule, there will be customer dissatisfaction with the service (Razalli, 2012). In research conducted by Aminah (2017) mentions several indicators in the timeliness of delivery : (a) Pledge (b) Trust (c) responsible (Aminah et al., 2017).

Customer Satisfaction

Customer satisfaction refers to the level of customer's response to the results of the services they have received (Sartika, 2021). Satisfaction is formed as the urge to communicate expressions, emotions, thoughts, and certain perspectives (Pungpho & Wanarat, 2018). In compliance with the explanation by (Pandey et al., 2021) and (Bayraktar et al., 2012), if the satisfaction achieved is following the customer's demand and beyond their expectations, positive feedback and recommendation can be acquired as a result of customer satisfaction. It is also propounded by (Nugroho & Hari Magnadi, 2018), service quality can be used as a parameter in ensuring the service performance that is expected by the customer. (Kim & Lee, 2011)

also explained that customer satisfaction is critical for retaining customers and to attract the customer's repurchase.

Several factors affect customer satisfaction, including service quality and the emotional pleasure gained from the service/product (Ratnasari, 2011). In addition, (Tjiptono & Chandra, 2016) also mentioned customer satisfaction indicators including: reaching the expectation, having desire to purchase or to use the services again, and willing to recommend to others.

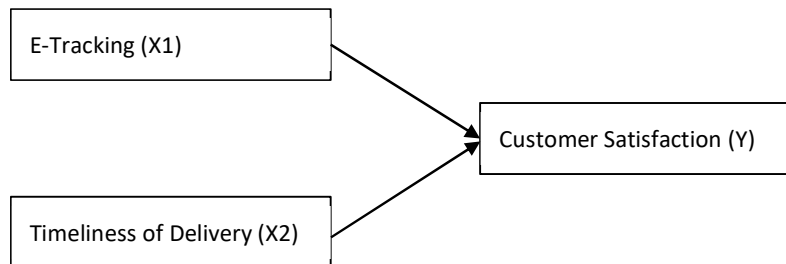


Figure 1. Research Method

Method

This research uses a method with a quantitative approach that is collected from a sample of SiCepat Ekspres service users with different characteristics. This study uses primary data sources and secondary data sources, where primary data sources are collected directly from answering questionnaires given to service user SiCepat Ekspres and secondary data sources obtained from previous research such as articles, journals, and books following the topic being discussed.

In determining the respondents, the researcher first determines the samples from the population, the data obtained is through direct observation to

SiCepat Ekspres Cilincing. The population in this research were all users of SiCepat Ekspres Cilincing service during June 2021. Thus, the total population obtained is 143 people. To determine the minimum sample required, if the population is known, the sampling technique in this research is using the Slovin formula (Pratiwi et al., 2017) : $n = N / (1 + (N \times e^2)) = 143 / (1 + (143 \times 5\%^2)) = 143 / 1.4 = 102$.

From the result of the calculation above, the research sample obtained is 102 respondents at PT SiCepat Ekspres Cilincing during June 2021. Specifically, this research uses the multiple linear regression test method to analyze the hypothesis question.

Discussion and Result

After conducting the survey, the results obtained were related to customer satisfaction with the SiCepat Ekspres service through a questionnaire with 102 respondents determined by gender, age, and occupation criteria. The effect of E-Tracking and Timeliness of delivery may be inferred that SiCepat Ekspres Cilincing significantly enhances Customer Satisfaction. This research was conducted to determine the extent to which SiCepat Ekspres service increases customer satisfaction by analyzing the E-tracking service system and the Timeliness of delivery provided by SiCepat Ekspres.

Factors that affect customer satisfaction in the presence of E-Tracking are; SiCepat Ekspres Services must be provided with readily usable services, with a clear system of product positioning accuracy, security, and customer-specific services delivery. Although the elements contribute to customer satisfaction-based delivery timeliness increase confidence in providing reliable information on the expected delivery of products and ensuring the item arrived on

time. Data results and explanations obtained from the questionnaire are explained below.

Table 1. Respondent Profile

Criteria	Sub Criteria	Total	Percentage (%)
Gender	Male	49	48%
	Female	53	52%
Age	17 – 25 Years	60	58.8%
	26 – 30 Years	17	16.7%
	31 – 35 Years	5	4.9%
	>36 Years	20	19.6%
Profession	Student	55	53.9%
	Employers	27	26.5%
	House Wife	12	11.8%
	Other	8	7.8%

Sources : Author

Based on the data above, it shows that SiCepat Ekspres services users are women (52%) with the majority aged 17-25 years (58.8%) and most of the respondents are students (53.9%).

*Validity Test***Table 2. Validity Test**

Variable	Questions	Calculated - r	r-Table
E-Tracking	1	0.771**	0,1927
	2	0.777**	0,1927
	3	0.659**	0,1927
	4	0.745**	0,1927
	5	0.731**	0,1927
	6	0.693**	0,1927
	7	0.808**	0,1927
	8	0.728**	0,1927
Timeliness of Delivery	9	0.760**	0,1927
	10	0.669**	0,1927
	11	0.743**	0,1927
	12	0.758**	0,1927
	13	0.748**	0,1927
	14	0.728**	0,1927
	15	0.804**	0,1927
	16	0.743**	0,1927
Customer Satisfaction	17	0.751**	0,1927
	18	0.692**	0,1927
	19	0.773**	0,1927
	20	0.721**	0,1927
	21	0.748**	0,1927
	22	0.722**	0,1927
	23	0.784**	0,1927
	24	0.730**	0,1927

Sources : Author

The research data above uses the Statistical Product and Service Solution (SPSS) version 2021. The results of the questionnaire validity have been declared as valid. The validity test is declared valid if $r\text{-Calculate} > r\text{-Table}$. Where $r\text{-Table}$ obtained from the number of samples as much as $102 = 0.1927$ with a significant level of 5%. From the result of data processing, the authors can conclude that all statements are valid because $r\text{-Calculate} > r\text{-Table}$ with a significant level of 5% so that all questions can be used in research tools.

Reliability Test

Table 3. Reliability Test

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Item
E-Tracking	0,881	0,881	8
Timeliness of Delivery	0,885	0,885	8
Customer Satisfaction	0,882	0,882	8

Sources: Author

The results of the research data above indicate that the results of the reliability test on variables E-Tracking (X1), Timeliness (X2), and Customer Satisfaction (Y) can be categorized as reliable. It is shown that all questionnaire items obtained from the results of Cronbach's alpha are bigger than the alpha value ($X1 = 0.881 > 0.6$, $X2 = 0.885 > 0.6$, $Y = 0.882 > 0.6$). Thus, the questionnaire can be used as a research instrument because it is consistent.

*Multiple Linear Regression Test***Table 4. Multiple Linear Regression Test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.546	1.614		3.435	<.001
	E-Tracking	.480	.087	.531	5.549	<.001
	Timeliness of Delivery	.329	.085	.369	3.856	<.001

Sources : SPSS 2021

The above analysis data can be obtained from the regression coefficient, with the formula : $Y = 5.546 + 0.480 X1 + 0.329 X2 + e$. From the regression equation above, it is shown that there is a correlation between the independent variable (X1 and X2) and the dependent variable (Y), it can be concluded that E-tracking has a positive effect on Customer Satisfaction and Delivery Timeliness of SiCepat Ekspres Cilincing has a positive effect on Customer Satisfaction.

T-test

Table 5. T test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.546	1.614		3.435	<.001
	E-Tracking	.480	.087	.531	5.549	<.001
	Timeliness of Delivery	.329	.085	.369	3.856	<.001

a. Dependent Variable : Customer Satisfaction

Sources: SPSS 2021

From the result of data above, it can be proven by existence of the equation T-table with the formula: $T\text{-table} = t(\alpha/2; n-k-1) = t(0,05/2; 102-2-1) = t(0,025; 99) = t(1.98422)$. it can be concluded that from the T-table above, the value obtained from the E-tracking variable has $5.549 > 1.984$. Therefore, E-Tracking is acceptable, has a positive and significant effect on Customer Satisfaction. The Timeliness of Delivery variable is also acceptable, has a positive and significant effect on customer satisfaction because it has T-count ($3.856 > T\text{-table} (1.984)$). So that, there is an effect of the E-Tracking service system and Timeliness of Delivery on Customer Satisfaction is partially accepted.

R2 (determinant coefficient)

Table 6. determinant coefficient

Model Summary ^b				
Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.867a	.752	.747	1.787

a. Predictors : (Constant), Timeliness, E-Tracking

Sources: SPSS 2021

Based on the table above, the coefficient of determination is 0.747. These results indicate that the independent variable (E-Tracking and Timeliness of Delivery) on the dependent variable (Customer Satisfaction) is 74.7% and the remaining 25.3% is explained by other variables that were not discussed in the research.

F test

Table 7. F test

ANOVA ^a						
	Model	Sum Of Squares	df	Mean Square	F	Sig.
1	Regression	958.821	2	479.411	150.115	<.001b
	Residual	316.169	99	3.194		
	Total	1.274.990	101			

a. Dependent Variabel : Customer Satisfaction

b. Predictors : (Constant), Timeliness, E-Tracking

Sources: SPSS 2021

Based on the results of the F-table test that the formula is as follows, $F\text{-table} = f(k; n-k) = (2; 102-2) = (2; 100) = 3.09$. With an error rate of 5%, it can be concluded that the value of F-count is 150.115 and F-table is 3.09. So that E-Tracking (X1) and Timeliness (X2) have a significant effect on Customer Satisfaction (Y) caused by $F\text{-count} > F\text{-table}$ ($150.115 > 3.09$).

Conclusion

Based on the research above, it shows that the independent variables have an influence on the dependent variable this is evident from the calculation data obtained from customers of SiCepat Ekspres Cilincing branch. There is a significant relationship between the E-Tracking service Customer Satisfaction. If the service on E-Tracking increases, then customer satisfaction will increase. This means that the E-tracking service system provided by SiCepat Ekspres is relevant with what is expected and desired by customers, both in terms of security, an easy-to-use web system, and easy tracking of the position of goods. But there is also something that must be considered in the SiCepat Ekspres service, the E-tracking service system should be improved in a position to be able to compete with other expedition services.

In addition, the accuracy of delivery of goods also has a significant impact. If the goods sent are on time until the specified estimate, this will increase customer satisfaction. In terms of supporting customers on Timelines of delivery, the promised services are also organized, in this case, the goods sent are in line with the approach. Then give trust to customers by not exceeding the estimated time that has been determined, and the SiCepat Ekspres service has responsibility for the goods sent. It can be concluded that the independent variables (E-Tracking and Timeliness of Delivery) greatly affect the level of the dependent variable (Customer Satisfaction) in the SiCepat Ekspres service at the Cilincing branch.

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