

THE INFLUENCE OF THE DELIVERY GOODS SAFETY AND THE TIMELINESS OF DELIVERY ON CUSTOMER SATISFACTION LEVEL ON PT GLOBAL JET EXPRESS (J&T EXPRESS) DURING THE COVID-19 PANDEMIC

Nida Nusaibah Syahnur¹, Wika Apriyani², Dian Anom Baskoro³, Otto Sugiharto Prakoso⁴

1,2,3,4 Trisakti Institute of Transportation and Logistics

✉ corresponding author: nidansbh25@gmail.com

Abstract: This research aims to examine the influence of the delivery goods safety and the timeliness of delivery on customer satisfaction at PT Global Jet Express (J&T Express). To achieve that purpose, fifty respondents became the sample of this study, taken using the purposive sampling technique. The data were obtained from questionnaires, then analyzed by utilizing multiple linear regression analysis with the help of the SPSS calculation tool 25 version. The findings show that, based on the t-test, it was known that the delivery goods safety significantly affects customer satisfaction, and the timeliness of delivery has a significant influence on customer satisfaction. In addition, f-test results reveal that customer satisfaction, the safety of delivering goods, and timeliness of delivery, simultaneously significantly influence customer satisfaction at PT Global Jet Express (J&T Express).

Keywords: The delivery goods safety, the timeliness of delivery, customer satisfaction.

INTRODUCTION

At this time, logistics service providers are going forward very rapidly, including in Indonesia. In that country, the movement of products and services has been unrestricted since the start of free trade. As a result, there is a growing need for product delivery to satisfy community requirements. It highlights the significance of logistics service providers in distributing goods, as they can help with rapid and exact delivery. Specifically, logistics services in Indonesia are generally provided through companies formed by commercial entities and involved in the service trade. Line up with this, the community needs logistics services, especially considering the use of sophisticated technologies.

In response to the demand, as mentioned in the paragraph above, PT Global Jet Express (J&T Express) is one of the companies engaged in delivering goods that utilize e-commerce technology through order services via the website, hotline, and app. This company serves an average of 75

people daily, while the estimated delivery time in one province is one day, while the estimated delivery time outside the provision is 2-3 days. During this pandemic, logistics services reached a level of growth in delivery due to cooperation between businesses, especially online businesses or e-commerce, who use PT Global Jet Express (J&T Express) services to deliver goods to their customers throughout Indonesia and abroad. Regarding the delivery of goods, it continues to rise every day because of the increasing number of online shoppers in the form of packages, documents, and parcels. It requires the provision of logistics services to deliver goods effectively and efficiently. Moreover, delivery of online commodities' logistics service always has more room to do innovations to provide good service.

Furthermore, significant changes experienced by the community during this pandemic created a new habit of shopping online, where goods can be delivered to the destination of orders made by the customers. This pandemic period makes people's wiggle room limited by the government, such as large-scale social restrictions (PSBB) today. This policy was created to prevent the spread of Covid-19, which is increasingly spreading. Therefore, activities that are usually done outside the house must also switch to doing everything at home. Therefore, it can be the motive of people to use this logistics service to deliver their order without leaving the house during this pandemic.

To be a leading express delivery agent, J&T Express must always pay attention to customer satisfaction. Especially in this Covid 19 outbreak, J&T Express needs to pay attention to the safety of the goods delivered and the timeliness of delivery.

With the background as outlined above, this study is aimed at examining the influence of the delivery goods safety and timeliness of delivery on customer satisfaction level on PT GLOBAL JET EXPRESS during the Covid-29 outbreak.

LITERATURE REVIEW

The Delivery Goods Safety

Based on Ariana & Patria (2020: 1369), the safety of delivery of goods is regulated in article 468 of the Commercial Code (KUHD), which contains that the main obligation of the carrier is to carry out transportation and maintain the safety of delivery of goods, ranging from goods delivered to the delivery of goods to the recipient.

In line with the above-mentioned paragraph, customers are very concerned about delivery goods' safety because they buy a delivery service (Andarini 2016: 8),. The customer's expectation is that the goods delivered to the destination are in good condition and no damage.

The Timeliness of Delivery

It is stated that the timeliness of delivery is one of the important factors that has become a benchmark for customer satisfaction (Aminah et al., 2017: 60),. This claim needs to take into consideration since the delivery of goods following the specified time will satisfy customers with the services offered. It can prevent complaints from disappointed customers in case of delivery delays.

Customer Satisfaction

Customer satisfaction is an expression felt by the clients after using either products or services (Maryati & Husda, 2020: 21), . This feeling is more about whether it is a pleasure or displeasure with the commodity.

Covid-19 Pandemic

According to (Abdul & Rohman, 2021: 74), the Covid-19 pandemic is the first case of the disease to be detected in Wuhan City, Hubei Province, in December 2019. Regarding this, the source of the disease spread is still unknown, but for the first time, a case of the reach of the disease was attributed to a fish market in Wuhan.

In Indonesia, the first case of Covid-19 was found on March 2, 2020 (see Faruq & Ramadhan, 2020: 84). Over time, Covid-19 issues in Indonesia spread rapidly throughout the region and are increasing every day.

Framework

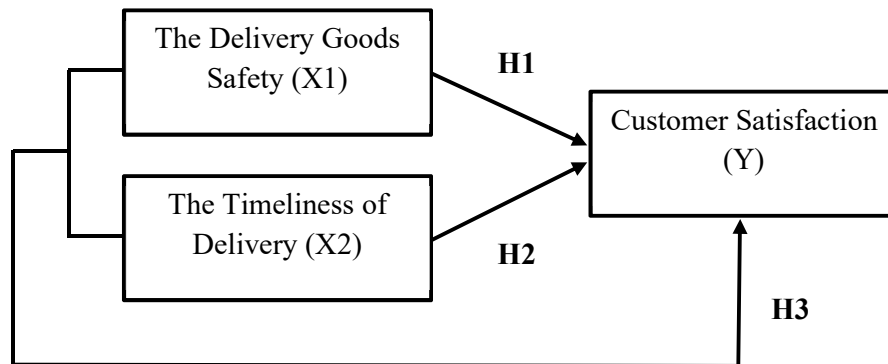


Figure 2. Framework

Hypothesis

- H1: There is a positive and significant influence of the safety of delivery of goods on customer satisfaction at PT GLOBAL JET EXPRESS (J&T EXPRESS) during the Covid-19 pandemic.
- H2: There is a positive and significant influence of the timeliness of delivery on customer satisfaction at PT GLOBAL JET EXPRESS (J&T EXPRESS) during the Covid-19 pandemic.
- H3: There is a positive and significant influence of the delivery goods safety and the timeliness of delivery on customer satisfaction at PT GLOBAL JET EXPRESS (J&T EXPRESS) during the Covid-19 pandemic.

METHOD

Research Design

To achieve the research objective, quantitative approach embracing descriptive research was employed. This choice is hand in hand with Sugiyono's (2019: 15) that the quantitative research method can be interpreted as a research method based on the philosophy of positivism, used

to research a particular population or sample. In this methodology, research instruments were constructed and analyzed quantitatively utilizing a t-test.

Therefore, it is safe to say that the method used is proper since research questions about measuring customer satisfaction among the PT Global Jet Express (J & T Express) customers could be answered.

Data Collection Techniques

In this study, the data collection method is in the form of questionnaires through Likert scales. The Likert scale was used to share and fill out multiple questions or statements by respondents. Specifically, fifty respondents participated in this study, taken from purposive sampling technique. Below is the the description of criteria in the likert scale used in this study.

	Description	Score
(SS)	Very Agree	5
(S)	Agree	4
(N)	Neutral	3
(TS)	Disagree	2
(STS)	Very Disagree	1

Figure 2. Skala Likert
(Source : Sugiyono, 2019: 147)

Data Analysis Techniques

The analysis tool used in this study was the SPSS 25 program, which could help accumulate the processed research data results.

Validity Test

Validity tests are conducted to measure whether or not a questionnaire is valid (Ghozali, 2016: 52). The criteria for validity test assessment are as follows:

- a) If $r\text{-count} > r\text{-table}$, then the questionnaire item is valid.
- b) If $r\text{-count} < r\text{-table}$, then it can be said that the questionnaire item is invalid.

Reliability Test

According to Ghozali, (2016: 47), a reliability test is used to measure a questionnaire which is an indicator of a variable. The Reliability Test was conducted using the Cronbach Alpha method with the following testing criteria.

- a) If the alpha value > 0.6 , it means a statement is reliable.
- b) If the alpha value < 0.6 , it means the statement is not reliable.

Normality Test

It is stated that normality tests function to test whether independent and dependent variables have normal distributions in the regression model (Ghozali 2016: 154),. In this study, the method used for the normality test was Kolmogorov-Smirnov.

Multicollinearity Test

Multicollinearity tests are utilized to test whether regression models find any correlation between independent variables (Ghozali, 2016: 103), Given the multicollinearity with $VIF < 10$ and $\text{tolerance} > 0.10$, multicollinearity does not occur.

Heteroskedasticity Test

According to Ghozali (2016: 134), the heteroskedasticity test is to test whether variance occurs from one observer residual to another observer in the regression model. If there are patterns such as existing dots forming a regular pattern (wavy or widening then narrowing), it indicates that heteroskedasticity has occurred.

Multiple Linear Regression Analysis

It is clearly stated that multiple linear regression analysis will be conducted when the number of independent variables is at least two

(Sugiyono 2018: 153). In this study, multiple linear analysis was taken to examine the effect of the delivery goods safety and the timeliness of delivery on customer satisfaction.

Coefficient of Determination

The Coefficient of Determination (R^2) is done to see the extent to which the entire independent variable can describe dependent variables (Ghozali 2016: 97),.

T-test

Sugiyono (2018: 223) explains that the T-test is a temporary answer to the problem formulation, asking about the relationship between two or more variables. In this study, the T-test aims to determine how much influence the delivery goods safety and the timeliness of delivery on customer satisfaction simultaneously.

F-test

The F-test is done by comparing the calculation result of the F-value with the F-table value (Ghozali 2016: 96). When the calculated F value is higher than the F-table value, H_0 is rejected, H_1 is accepted, and vice versa.

DISCUSSION AND RESULT**Validity Test Results****Table 1. Validity Test Results**

Variable	R count	R table	Description
X1.1	0,618	0,279	Valid
X1.2	0,678		Valid
X1.3	0,820		Valid
X1.4	0,862		Valid
X1.5	0,906		Valid
X1.6	0,896		Valid
X2.1	0,878	0,279	Valid
X2.2	0,888		Valid
X2.3	0,815		Valid
Y.1	0,801	0,279	Valid
Y.2	0,692		Valid
Y.3	0,717		Valid
Y.4	0,775		Valid
Y.5	0,753		Valid
Y.6	0,687		Valid
Y.7	0,684		Valid
Y.8	0,770		Valid

(Source : IBM SPSS 25, 2020)

The table above shows that the validity test for questionnaire items on the variables of the delivery goods safety and the timeliness of delivery on customer satisfaction is valid.

Reliability Test Results

Table 2. Reliability Test Results

Variable	<i>Alpha Cronbach</i>	Criteria	Description
The Delivery Goods Safety	0,885		<i>Reliabel</i>
The Timeliness of Delivery	0,795	0,60	<i>Reliabel</i>
Customer Satisfaction	0,874		<i>Reliabel</i>

(Source : IBM SPSS 25, 2020)

Based on the table above, it is revealed that the value of Alpha Cronbach in the delivery goods safety variable (X1) is $0.888 > 0.60$; the timeliness of delivery variable (X2) is $0.795 > 0.60$; and the customer satisfaction variable (Y) is $0.874 > 0.60$. Then it can be concluded that the variables in this study are reliable.

Normality Test Results**Table 3. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	2,04428878
Most Extreme Differences	Absolute	0,141
	Positive	0,060
	Negative	-0,141
Test Statistic		0,141
Asymp. Sig. (2-tailed)		,015 ^c

(Source : IBM SPSS 25, 2020)

Based on the table above, the Sig Value of $0.015 > 0.05$. Then it can be concluded that the variables used are normally distributed.

Multicollinearity Test Results**Table 4. Multicollinearity Test Results**

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16,541	2,691		6,146	0,000		
	The Delivery Goods Safety	0,314	0,084	0,411	3,720	0,001	0,757	1,321
	The Timeliness of Delivery	0,931	0,224	0,459	4,155	0,000	0,757	1,321

(Source : IBM SPSS 25, 2020)

Based on the table above, it can be seen that the tolerance value of the delivery goods safety variable and timeliness of delivery variables are $0.757 > 0.10$, and the VIF value of both variables is $1,321 < 10$. So, with the calculation above, it does not occur multicollinear.

Heteroskedasticities Test Results



Figure 3. Heteroskedasticities Test Results

(Source : IBM SPSS 25, 2020)

Based on the picture above, it can be seen that the dots spread above, below, on the left, and on the right of point 0 do not form a specific clear pattern. Therefore, it is inferred that there is no heteroskedasticity.

Multiple Linear Regression Test Results

Table 5. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,541	2,691		6,146	0,000
	The Delivery Goods Safety	0,314	0,084	0,411	3,720	0,001
	The Timeliness of Delivery	0,931	0,224	0,459	4,155	0,000

(Source : IBM SPSS 25, 2020)

Based on the table above, the test results with the SPSS 25 version program is categorized as the linear regression, which means:

- The result of multiple linear regression coefficients showing a constant value of 16,541 systematically states that if the value of the independent variables of (X1) and (X2) are linear to 0, then the value of $Y = 16.541$. In other words, customer satisfaction without the delivery goods safety and the timeliness of delivery is 16,541.
- The Regression coefficient of the delivery goods safety variable (X1) of 0.314 means that each increase in the delivery goods safety by one unit, then customer satisfaction (Y) increased by 0.314 units or the delivery goods safety can explain customer satisfaction.
- The regression coefficient of the timeliness of delivery variable (X2) of 0.931 means that with each increase in the timeliness of delivery by one unit, the customer satisfaction variable (Y) increases by 0.931 units, or the timeliness of delivery is able to explain customer satisfaction.

Coefficient of Determination Test Results (R²)

Table 6. Coefficient of Determination Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 ^a	0,566	0,547	2,087

(Source : IBM SPSS 25, 2020)

Based on the table above, the test result of the R Square value is 0.566. It means that the delivery of goods safety and timeliness of the delivery have correlation with customer satisfaction of 56.6%. In comparison, the remaining 43.4% is influenced by other factors not included in this study.

T-test Result**Table 7. T-test Result**

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,541	2,691		6,146	0,000
	The Delivery Goods Safety	0,314	0,084	0,411	3,720	0,001
	The Timeliness of Delivery	0,931	0,224	0,459	4,155	0,000

(Source : IBM SPSS 25, 2020)

Based on the table above, it can be seen that :

- T-count of the delivery goods safety 3,720 > t-table 2.01174 and a significant value of 0.001 < 0.05 (alpha value). Therefore, it is concluded that the delivery of goods safety has a significant influence on customer satisfaction.
- T-count of the timeliness of delivery 4,155 > t table 2.01174 and significant values of 0.000 < 0.05 (alpha value). Hence, the conclusion is that the timeliness of delivery has a significant influence on customer satisfaction.

F-test Results**Table 8. F-test Results**

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	266,603	2	133,302	30,595	,000 ^b
	Residual	204,777	47	4,357		
	Total	471,380	49			

(Source : IBM SPSS 25, 2020)

Based on the table above, it is shown that $f\text{-count } 30,595 > f\text{-table } 3.19$ and significant values of $0.000 < 0.05$ (alpha value). This f-test shows that the delivery goods safety and timeliness of delivery variables have a significant effect on customer satisfaction.

Discussion

H1 : The delivery goods safety influences Customer satisfaction

Based on the first hypothesis test (H1) result, the table t-test result obtained a calculated t value of 3,720 at a significant rate of 0.001. The calculation of the t-table value was derived from the t-table of 2.01174. The test results of this delivery goods safety variable showed that the calculated t-value $> t\text{-table}$ and significance level of $0.001 < \alpha \text{ value } 0.05$. Therefore, H_0 was rejected and H_a accepted, which means that the delivery goods safety significantly influences customer satisfaction.

H2 : The timeliness of delivery influences Customer satisfaction

Based on the second hypothesis test (H2) result, the table t-test result obtained a calculated t-value of 4,155 at a significant rate of 0.000. The calculation of the t-table value was derived from the t-table of 2.01174. The test result of this delivery goods safety variable showed that the t-counts $> t\text{-table}$ and the significance level was $0.000 < \alpha \text{ value } 0.05$. Hence, it is inferred that H_0 was rejected and H_a accepted, which means that the timeliness of delivery significantly influences customer satisfaction.

H3 : The delivery goods safety and timeliness of delivery influences on Customer satisfaction

Based on the results of the third hypothesis test (H3), the statistical calculation results produced a significant rate of 0.000, and it was known that the magnitude of the f-value was 30,595. Additionally, the f-table value was 3.19. Therefore, the test results revealed that the significance of the f-count value of $149,559 > 2.67$ with $0.000 < 0.50$, meaning that H_0 was rejected and H_a accepted. This finding indicates that the delivery goods safety and

timeliness of delivery variables influence customer satisfaction simultaneously.

CONCLUSION

Based on the results of the research and discussion described earlier, the conclusions are drawn as follows.

- 1) The delivery of goods safety positively and significantly influence customer satisfaction at PT GLOBAL JET EXPRESS (J&T EXPRESS) during the Covid-19 Pandemic.
- 2) The timeliness of delivery has a positive and significant influence on customer satisfaction at PT GLOBAL JET EXPRESS (J&T EXPRESS) during the Covid-19 Pandemic.
- 3) The delivery goods safety and timeliness of delivery simultaneously have a positive and significant influence on customer satisfaction at PT GLOBAL JET EXPRESS (J&T EXPRESS) during the Covid-19 Pandemic.

REFERENCES

- Aminah, RAFANI, Y., & HARIYANI. (2017, September). ANALYSIS OF THE EFFECT OF PUNCTUALITY FACTORS ON DELIVERY OF GOODS AND CUSTOMER CONFIDENCE IN CUSTOMER SATISFACTION. *STIE-IBEK Journal of Progressive Business Management*, 17, 49-61.
- Andarini, S. A. (2016). CUSTOMER-CONSIDERING SERVICE FACTORS. *FEB Student Scientific Journal*.
- Ghozali, I. (2016). *Multivariate Analysis Application : with IBM SPSS 23 program*. Semarang : Diponegoro University Publishing Board.
- Hafizha, S., Abdurrahman, & Nuryani, H. S. (2019). THE EFFECT OF SERVICE QUALITY, PUNCTUALITY, SHIPPING RATES, AND

FACILITIES ON J&T EXPRESS CUSTOMER SATISFACTION
(Case Study on J&T Express Customers of Sumbawa Besar City
Branch). *JOURNAL OF MANAGEMENT AND BUSINESS VOL.2
NO.1, 2.*

Maryati, F., & Husda, N. E. (2020). THE INFLUENCE OF FACILITIES
AND QUALITY OF SERVICE. *Magisma Journal Vol. VIII No. 1, 8,*
19-26.

Patria, D. K., & Ariana, I. P. (2020). RESPONSIBILITY OF EXPEDITION
SERVICES COMPANY. *Kertha Semaya Journal, Vol. 8 No. 9 Year
2020, 15,* 1366-1374.

RAMADHAN, G., & AL FARUQ, U. (2020). WORK FROM HOME AND
ITS IMPACT ON SERVICE WORKERS. *Journal of Education,
Economics and Business, Vol. 5 No. 2, 5,* 84-91.

Rohman, S., & Abdul, F. W. (2021, April). EFFECT OF SERVICE
QUALITY AND ACCURACY. *Indonesian Journal of Logistics
Vol.5, No.1, 5,* 73-85.

Sugiyono, P. D. (2015). *STATISTICS For RESEARCH.* Bandung:
ALPHABET.

Sugiyono, P. D. (2018). *Quantitative Research Method.* Bandung:
ALPHABET.