

THE EFFECT OF SERVICE QUALITY AND DELIVERY ACCURACY IN FACING HIGH SEASON ON CUSTOMER SATISFICATION AT LION PARCEL DURING PANDEMIC

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Abstract: The Covid-19 pandemic has had a significant impact on freight forwarding services. It happened due to the increasing behavior of people who shop through the marketplace. Lion Parcel is a freight forwarding service that offers the cheapest shipping prices compared to other shipping services. This study used quantitative research method to determine the effect of service quality and delivery accuracy in facing high season on customer satisfaction at Lion Parcel during pandemic. The population in this study is 138 respondents who use Lion Parcel's freight forwarding services and the data is computed by using the saturated sampling method. The result of this study indicates that there is a positive influence between the independent variable and the dependent variable.

Keywords: Service, Delivery Accuracy, High Season, Customer Satisfaction, Delivery Service, Covid-19 Pandemic.

Introduction

Since the spread of Coronavirus Disease-19 (Covid-19) in Indonesia, economic conditions have declined, especially in various fields such as the manufacturing industry, tourism, logistics, transportation, etc. (Sumarna; Nabil, 2020). But in August to March 2021, this outbreak caused a significant impact on the economy in Indonesia, especially in the field of goods delivery services. This happened due to the increasing behavior of people who shop through the marketplace.

Several freight forwarding companies experienced of increasing the number of delivery of goods which was relatively higher than the previous condition. This has impacted the freight forwarding service industry, which has experienced a reasonably high development. Freight forwarding services have played a crucial role for the marketplace in achieving success and market development because customers want to receive their products

quickly with low delivery prices. If it is fulfilled, the customers will be satisfied with the delivery service.

One of the goods delivery services is Lion Parcel which offers the cheapest shipping prices compared to other shipping services. Lion Parcel also has advantages in shipping goods that only require a minimum delivery time of 1 day and a maximum of 2-3 days. As part of the service, Lion Parcel seeks to increase promotions by carrying out various promotions through application features owned by Lion Parcel, such as cashback promotions, rounding off shipping costs, and many more to attract customers. Lion parcel also has online tracking information facilities and has offices in remote areas. Besides, it can be responsible for the security of the goods , and is reliable in overcoming problems by providing a call center service to serve customers' complaints.

Furthermore, the services expected by consumers have been fulfilled by Lion Parcel although there are still some problems in the operational delivery of goods, such as sending goods to remote areas which were still collaborating with other expeditions. During the high season, it affects the process of shipping goods that were overloaded due to the accumulation of goods in the cargo warehouse and the changes in the flight schedule from the airline due to the impact of the pandemic. The survey shows that conditions are in line, that there is a significant increase in orders during the pandemic and high season as it can be seen from the data below:

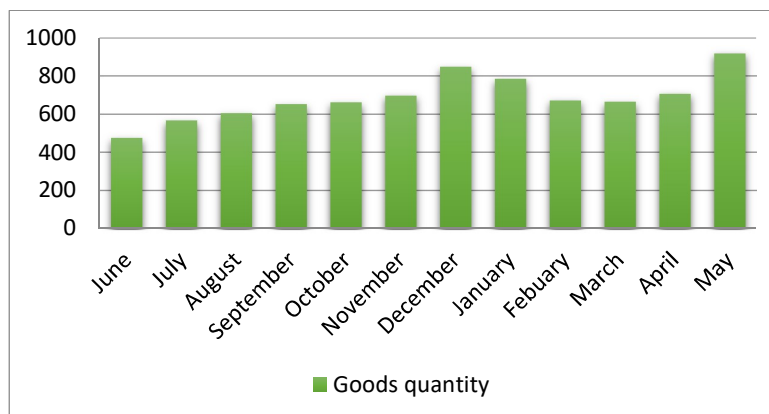


Figure 1. The number of deliveries of Lion Parcel

Source: Lion Parcel Panongan, Tangerang Partner

Based on the table above, the number of shipments during the pandemic is pretty stable and does not affect turnover. Meanwhile, there is a significant increase in December 2020 and May 2021 due to the high season period, which is the new year and Eid al-Fitr. According to the condition, the study is conducted to determine the extent to which Lion Parcel can provide services to the customers.

Literature Review

Service quality

The definition of quality refers to efforts to make improvements and improvements continue to meet the needs and wishes of customers to satisfy customers. (Sholeha et al., 2018). Based on this definition, the meaning of service quality can be concluded, which is a collection of customer desires to use products, services, or goods to meet customer expectations. There are five service quality indicators based on the point of view (Purba et al., 2020) : Tangibles (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee and certainty), and Empathy (empathy).

Delivery Accuracy

Timeliness is when the customer can place an order for a product until it reaches the customer. Time estimation arrival is usually the benchmark for customers to determine whether the service is good or not (Hafizha et al., 2019). Based on this definition, the meaning of delivery accuracy is a delivery process regarding the exact time estimate and according to its provisions as a reference for the fulfillment of customer desires. According to John C. Mowen (2002:92), the indicators of timeliness are delivery, information, and service.

Customer satisfaction

The customer satisfaction refers to what the customers felt about the services provided and compared with their expectation. Customer

satisfaction regarding a product or service is tough if the company does not understand what consumers expect (Lubis & Andayani, 2018). Based on this explanation, the meaning of customer satisfaction is a person's feeling of pleasure for the results of the service. According to (Sakti & Mahfudz, 2018), customer satisfaction indicators are conformance of expectations and reality, interest in revisiting., willingness to recommend.

Service

Services are actions offered by one party to another and have intangible properties (intangible such as comfort, pleasure, etc.) and perishable (not durable). (Anandhita, 2013)

Covid-19 pandemic

Coronavirus Disease-19 is a virus that can be transmitted to animals as well as humans. In humans, the symptoms that arise can be the same infection as SARS and MERS. Indonesia is also a country that has been affected by this epidemic, especially in the economic sector. Therefore, it affects customers' interests and demands in marketplace business activities especially in goods delivery services. (Wahidah et al., 2020)

The Framework and Hypotheses

The conceptual framework in this study is shown in Figure 2 as follows:

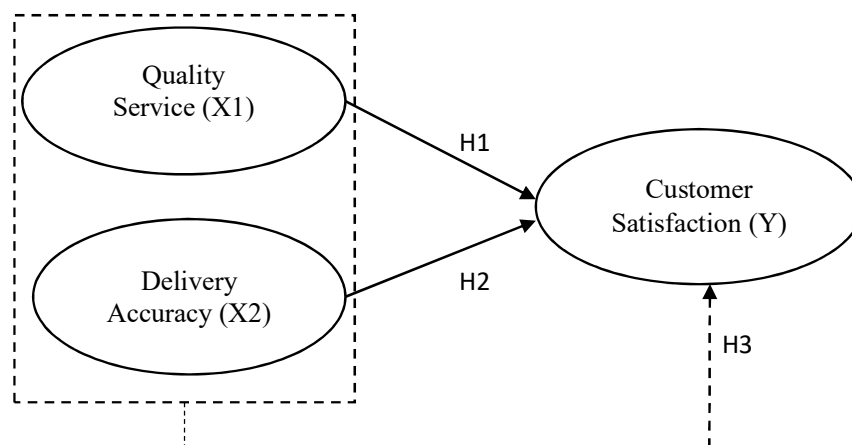


Figure 2. The hypotheses

Based on the picture above, it can be explained that this study has two independent variables (service quality and delivery accuracy) and one dependent variable (customer satisfaction). From the conceptual framework, it can be explained that each independent variable has a partial effect on the dependent variable, and both independent variables have a simultaneous impact on the dependent variable.

H₁: Service quality has a partial effect on customer satisfaction.

H₂: The accuracy of delivery has a partial effect on customer satisfaction.

H₃: Service quality and delivery accuracy have a simultaneous effect on customer satisfaction.

Research methods

This study used a quantitative method. The research method used is the associative approach, which explains the effect of customer quality and delivery accuracy on customer satisfaction in the case study of Lion Parcel Tangerang partners. This study applied primary data from collecting data using a questionnaire and secondary data results from research literature studies or previous journals from the internet. The purpose of using this research method is to find out the information to be studied to several respondents in a population. The population in this study is 138 respondents who use the service delivery of goods with Lion Parcel. The sampling technique used in this research is non-probability sampling. The sampling technique that is used is the saturated sample. According to (Sugiyono, 2015) the saturated sampling technique is a technique for determining a sample where all population members are used as samples. To reduce the impact of deviations when conducting data analysis, the measurement scale used by researchers in this study uses a Likert scale. The measurement of variables in this study is obtained from the results of the questionnaire responses, and the result is processed using the SPSS for Windows program.

Discussion and Results

Validity test

The validity test can be said to be valid or not a data according to Sugiyono (2009:172) that must be met, namely having characteristics that refer to the table r correlation based on the number of samples and the standard error rate of 5% or 0.05. If r count $>$ from r table, then it is declared valid; otherwise, if the value of r count $<$ from r table, the question item is said to be invalid.

Table 2. Validity Test

Variable	Statement	Person Correlation	r Table	Information
Service Quality (X ₁)	X ₁ No. 1	.498	0.1396	VALID
	X ₁ No. 2	.679	0.1396	VALID
	X ₁ No. 3	.625	0.1396	VALID
	X ₁ No. 4	.601	0.1396	VALID
	X ₁ No. 5	.649	0.1396	VALID
Delivery Accuracy (X ₂)	X ₂ No. 1	.737	0.1396	VALID
	X ₂ No. 2	.597	0.1396	VALID
	X ₂ No. 3	.667	0.1396	VALID
	X ₂ No. 4	.613	0.1396	VALID
	X ₂ No. 5	.664	0.1396	VALID
Customer Satisfaction (Y)	Y No. 1	.557	0.1396	VALID
	Y No. 2	.716	0.1396	VALID
	Y No. 3	.740	0.1396	VALID
	Y No. 4	.719	0.1396	VALID

Source: Questionnaire Results from respondents

The table above shows that all instruments with a significance <0.05 with the value of the r table of 138 respondents is $>$ of 0.1396, so the value of r count $>$ r table, the correlation value of 14 items is declared valid.

Reliability Test**Table 3. Reliability Test**

Reliability Statistics					
Variable	Cronbach's Alpha	> / <	Constant	Number of Questions	Information
Service Quality (X ₁)	0.819	>	0.6	5	RELIABLE
Delivery Accuracy (X ₂)	0.847	>	0.6	5	RELIABLE
Customer Satisfaction (Y)	0.845	>	0.6	4	RELIABLE

Source: Research data through SPSS 25 (2021)

From the table above, it is shown that the service quality variable has a Cronbach's Alpha value of 0.819, delivery accuracy is 0.847, and customer satisfaction is 0.845, so it is also said to be reliable because this value exceeds 0.6 and it can be concluded that the instrument is reliable.

Multicollinearity Test**Table 4. Multicollinearity Test**

Coefficients			
Variable	Tolerance	VIF	Information
Service quality	.346 > 0.10	2.891 < 10.00	Multicollinearity does not happen
Delivery accuracy	.346 > 0.10	2.891 < 10.00	Multicollinearity does not happen

Source: Research data through SPSS 25 (2021)

From the results of the table above, it can be seen that if the VIF (Variance Inflation Factor) is less than (<), 10.00 and tolerance is greater (>) 0.10, it indicates that there is no multicollinearity or no effect on the independent variables. So, it can be concluded that the variables of service quality (X₁), delivery accuracy (X₂), to customer satisfaction (Y) do not occur multicollinearity.

t-test

Table 5. Results of *t*-test analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
		B	Std. Error	Beta		
1	(Constant)	.379	.976		.388	.699
	Service quality	.512	.077	.559	6.695	.000
	Delivery accuracy	.258	.072	.300	3.592	.000

a. Dependent Variable: Customer satisfaction

Source: Research data through SPSS 25 (2021)

a. Hypothesis Test I

The result from the table above explains that there is a partial influence between the independent variable and the dependent variable. It shows that the service quality variable (X_1) has the *t*-count value of 6.695 > *t*-table 1.65597, with a sig. of 0.000. The significant value indicates that the number is (0.000 < 0.05), then H_0 is rejected, and H_1 is accepted.

b. Hypothesis II Test

The result from the table above shows that there is a partial influence between the independent variable and the dependent variable. It can be seen that the delivery accuracy variable (X_2) has the *t*-count value of 3.592 > *t*-table 1.65597 with a sig value.of 0.000. The significant value indicates that the number is (0.000 < 0.05), then H_0 is rejected, and H_2 is accepted.

F test

Table 6. *F* Test Analysis Results

ANOVA						
Model		Sum of Squares	df	Mean Square	<i>F</i>	Sig.
1	Regression	614,980	2	307,490	139,691	.000b
	Residual	297165	135	2.201		
	Total	912.145	137			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Delivery accuracy, service quality

Source: Research data through SPSS 25 (2021)

c. Hypothesis Test III

From the table above, it is described that the results of the F test are as same as the calculated F (139.691) $>$ F table (3.06) with a significant value of ($0.000 < 0.05$), then H_0 is rejected, and H_3 is accepted. This proves that there is a significant influence between service quality and delivery accuracy on customer satisfaction.

Coefficient of Determination Test**Table 7. Results of the Analysis of the Coefficient of Determination (R²)**

Model Summary					
Model	R	R Square	Adjusted R Square	Std. An Error of the Estimate	Durbin-Watson
1	.821a	.674	.669	1.484	1,753
a. Predictors: (Constant), delivery accuracy, service quality					
b. Dependent Variable: customer satisfaction					

Source: Research data through SPSS 25 (2021)

The result of the data above in this study shows R -value of 0.821. This indicates the value of the Coefficient of Determination (R²) is 0.674. Service quality (X_1) and delivery accuracy (X_2) are influenced by the customer satisfaction variable (Y) worth 67.4%, while other factors outside of this study influence the remaining 32.6%.

Conclusion

Based on the results of research and discussion regarding the delivery of goods at Lion Parcel in facing the high season during the pandemic, it can be concluded as follows:

- a. There is a significant and positive influence of service quality on customer satisfaction partially.
- b. There is a significant and positive influence of delivery accuracy on customer satisfaction partially.
- c. There is a significant and positive influence of service quality and delivery accuracy on customer satisfaction simultaneously.

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