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**THE EFFECT OF PUNCTUALITY AND SECURITY OF GOODS  
ON CUSTOMER SATISFACTION WITH SICEPAT DELIVERY  
SERVICE  
(CASE STUDY OF SICEPAT CUSTOMERS IN BEKASI DURING  
THE COVID-19 PANDEMIC)**

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### **Abstract**

The expedition company discussed in this study is SiCepat delivery service. The purpose of this research is to determine the effect of punctuality and safety of goods on customer satisfaction either partially or simultaneously, especially during the COVID-19 pandemic. The population in this study was the customers of SiCepat expedition service. This study used the non-probability sampling method with a purposive sampling technique. Data was collected by distributing questionnaires to 120 respondents in Bekasi area. This study used descriptive quantitative methods using statistical tools. The results after the T-test are partially punctual and goods safety has a significant impact on customer satisfaction. Simultaneously, SiCepat customer satisfaction is influenced by the punctuality of delivery and the safety of goods.

**Keyword:** punctuality, safety of goods, satisfaction and SiCepat delivery service

### **Introduction**

The COVID-19 pandemic has forced all countries in the world, especially Indonesia, to adapt to some new habits such as adapting to government programs, both PSBB (Large-Scale Social Restrictions) and PPKM (Implementation of Restrictions on Community Activities). Therefore, many sectors in Indonesia need to adapt to these government regulations, especially the business sectors. Based on the data from Badan Pusat Statistik in (Viando 2020), 82.85% of companies recorded a reduction in revenue due to the COVID-19 pandemic. Uniquely, in addition to the reduction, there are also some business sectors that have had increasing income. Some business sectors that have an increase in revenue during the COVID-19 pandemic are e-commerce business and food delivery, as well as streaming services such as Youtube, Netflix, and Iflix, and also

media and telecommunications. Another business sector that has had increased revenue is in the field of logistics. Delivery services are more efficient in sending goods even from home, and they also help us with the services provided to ensure the safety of goods and the punctuality of the arrival when sending the goods.

As a logistics service company that has won many awards since 2020, such as Indonesia Most Engage Delivery Services Brand 2021 award and the 2021 WOW Brand award held by MarkPlus, Inc., SiCepat manages to reach 1.4 million package deliveries every day. To maintain and improve these achievements through customer loyalty which starts from the satisfaction of each customer, the delivery service SiCepat provides new programs such as HaLu (Harga Mulai Lima Ribu), GOKIL (Kargo Kilat mulai dari harga 25 ribu), and SIUNTUNG. However, these have raised several complaints. Some of the things that were stated in the complaints were the fact about goods that did not arrive on time, goods whose whereabouts were not clear, and goods that arrived in bad condition. This meant that the goods were lacking in security. A marketplace user shared that they made a delivery using SiCepat. This customer sent 10 grams of precious metal but it did not arrive. However, in the tracking notes it was written that it was received. This kind of thing happened several times. In addition, there were also cases of complaints because the goods were declared damaged and returned, but the location of the goods was unknown. In addition, there were customers who complained about slow delivery and poor service because the customer service did not answer the telephone, and also complain about the goods that arrived but were in a dented, broken or damaged condition.

Some of these things show that increasing shipments to one million shipments per day not only increased the turnover but has also caused some problems. In achieving the company's target, it is necessary to pay attention to the satisfaction of each customer to continue using the SiCepat delivery service. One of them is by paying attention to the things that make the customer dissatisfied because customer satisfaction can build customer loyalty. According to Tjiptono (2012: 301) in (Apriyani and Sunarti 2017), customer satisfaction is a situation shown by customers when they realize that their needs and desires are as expected and well fulfilled. So, companies need to know the things that can give customers satisfaction. And based on the complaints submitted by SiCepat users above, they expect their goods to arrive on time and not damaged. Therefore, based on several things above, the researchers are interested in knowing how punctuality and safety

of goods can influence SiCepat's customer satisfaction, so the researchers take the title "**The Effect of Punctuality and Security of Goods on Customer Satisfaction with SiCepat Delivery Service**"

## Literature Review

### 1. Punctuality

Handoko (2010) in (Hafizha, Abdurrahman, and Sri Nuryani 2019) stated that punctuality is the time when a customer order a product until the product arrives in the customer's hand. Estimated arrival time is usually the benchmark for the customer to find out whether the delivery service is good or not. There are 3 dimensions of punctuality of delivery: 1) Accuracy in the delivery of goods, 2) Accuracy in determining the price, and 3) Accuracy in determining the time. (Hafizha et al. 2019), stated that the thing needed to create satisfaction in a company engaged in the distribution of goods is the punctuality of delivery of the goods.

*H1: There is a partial effect of punctuality on customer satisfaction*

### 2. Goods Safety

(Pangudi and Yuniati 2018) stated that for shipping businesses, the security of goods is the main capital in getting customer satisfaction. In the research that has been done, the safety of goods partially has an influence on customer satisfaction. Park and Kim (2006) in their research (Mauludiyahwati 2017) stated that security guarantees have an important role in building trust by reducing customer attention about the misuse of personal data and data transactions that are easily damaged. According to Raman Arasu and Viswanathan A. (2011) in (Muhammad Irham Farohi 2017), security indicators include assurance of data security and confidentiality.

*H2: There is a partial effect of goods security on customer satisfaction*

### 3. Customer Satisfaction

A customer-centered company will strive to create high customer satisfaction and strive to fulfill every expectation from customers. Kotler and Armstrong (2001) in their research (Khoirista, Yulianto, and Mawardi 2015), argue that the extent to which the level of performance provided by a product or service is in line with the buyer's expectation. If the performance is below expectations, the customer is dissatisfied. If the performance

meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very, very satisfied. Kotler (2001) (Mardikawati 2013) argues that several indicators to measure customer satisfaction include: service conformity with the expected, the suitability of the service with the rates, and customer satisfaction with the services offered.

*H3: Punctuality and safety of goods affect customer satisfaction Simultaneous Si Cepat delivery service*

## Framework

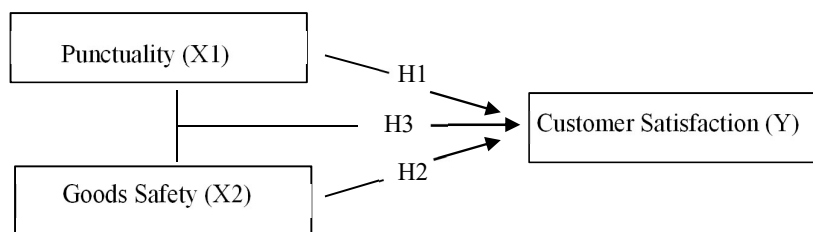


Figure 1. *Conceptual Framework*

## Method

This study was conducted to determine whether there is an effect of the punctuality (X1) and Goods Safety (X2) independent variable on customer satisfaction (Y) the dependent variable. Sampling from this study were users of SiCepat expedition services who have used SiCepat services at least two times during the COVID-19 pandemic in Bekasi area. The sampling technique used is the non-probability sampling method. In sampling, there are various techniques, one of them is a purposive sampling technique that will be used in this study. Sampling using the Roscoe formula, the Roscoe theory according to Sugiyono (2015) in research (Geraldine and Ari Susanti n.d.) is a qualified sample format to support a study ranges from 30-500 samples. From this explanation, the researchers decided that the number of samples taken from this study was from the minimum requirement. There were 30 respondents with 4 Bekasi sub-regions, West Bekasi, East Bekasi, North Bekasi, and South Bekasi, so the number of respondents was 120. The research used a questionnaire data collection technique. In determining the results of the study, the authors use statistical tools, while the tests to be carried out for this research are validity and reliability test, multiple linear regression test, correlation coefficient test, adjusted r2 test, t-test (partial) and the last is f test (simultaneous). In this

study, the authors used a significance level of 0.05 as a determination of whether or not the items used were feasible.

## Results and Discussions

**Table 1. The Result of Validity Test**

Variable/ dimension		Indicator	R Count	Average
Punctuality	X1.1	Goods are sent according to the tracking receipt provided until it reaches the recipient	0.555	3.39
	X1.2	The rates of SiCepat delivery service are worth the distance of delivery of the goods	0.576	3.21
	X1.3	The price of delivery service is worth the weight of the goods to be sent	0.654	3.09
	X1.4	Goods received by the estimated time that has been proven	0.620	3.07
Goods Safety	X2.1	Goods sent by SiCepat delivery service are always safe and undamaged.	0.571	2.69
	X2.2	SiCepat delivery service provides special security according to the type of goods to be sent	0.583	3.06
	X2.3	Customers feel that their personal data are not misused by SiCepat delivery service	0.616	2.96
	X2.4	SiCepat delivery service guarantees customers' data confidentiality	0.697	3.00
Customers' Satisfaction	Y1	Customers are satisfied with the ease of tracking receipts provided until the goods arrive at the recipient	0.773	3.13
	Y2	Customers are satisfied with SiCepat delivery service because the goods sent are safe and undamaged	0.746	3.03
	Y3	Customers are satisfied because the price of SiCepat delivery service is in line with the distance	0.789	3.15
	Y4	Customers are satisfied because the rates of SiCepat delivery service is worth the weight of the goods sent	0.740	3.08
	Y5	Overall, Customers are satisfied with the services provided by SiCepat	0.686	2.99
	Y6	Customers will recommend SiCepat delivery service to others	0.736	2.94

According to (Sugiyono 2017), a validity test is a measuring tool used to find out whether there are statements on the questionnaire that must be discarded or replaced because they are inappropriate in measuring what you want to measure. With 120 respondents (N) then  $df = N-2$ ;  $120-2 = 118$ . So, the R table is 0.1793. The data can be

said to be **valid** because all indicators matched the conditions of the validity test, it is  $R$  count  $>$   $R$  table

**Table 2. The Result of Reliability Test**

Cronbach's Alpha	N of Items
0.900	14

Source: Data processed by the author using SPSS 24.00

The reliability test according to (Sugiyono 2017) aims to determine how far the measurement results remain consistent if the measurement is carried out twice on the same symptoms using the same measuring instrument. Based on the table above, all items are reliable because they have matched the requirements, it is Croncah's alpha value 0,900  $>$  0.6

### Multiple Linear Regression Test Results from Punctuality, Goods Safety and Customer Satisfaction

**Table 3. The Result of (T Test)**

Model	Coefficients <sup>a</sup>		Beta	t	Sig.
	Unstandardized Coefficients	Std. Error			
1 (Constant)	4.057	1.491		2.721	0.007
punctuality	0.698	0.134	0.443	5.204	0.000
security of good	0.456	0.128	0.302	3.552	0.001

a. Dependent Variable: satisfaction

Source: Data processed by the authors using SPSS 24.00

T-test is a test performed on multiple linear regression which aims to determine the effect of the independent variable partially on the dependent variable. From the data above, it can be concluded a multiple linear regression equation as follows:  $Y = 4.057 + 0.698X_1 + 0.456X_2$  and 4.057 as a constant value. It can be interpreted that satisfaction will increase depending on the increase in punctuality and safety of goods with guideline values of constants 4.057, 0.698 on punctuality and 0.456 on the safety of goods. Due to the value of sig. on punctuality  $0.000 < 0,05$ , punctuality affects partially customer

satisfaction (H1 is accepted). and sig value. on the security of goods  $0.001 < 0.05$  then the security of goods also affects partially customer satisfaction (H2 is accepted).

**Table 4. The Result of F-Test**

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	490.448	2	245.224	46.641	.000 <sup>b</sup>
Residual	615.144	117	5.258		
Total	1105.592	119			

a. Dependent Variable: satisfaction

b. Predictors: (Constant), security of good, punctuality

*Source: Data processed by the author using SPSS 24.00*

The F test or the regression coefficient test together is used to determine whether the independent variables jointly affect the dependent variable or not. F count  $46,641 > f$  table 3.07 and sig.  $0.000 < 0.05$  means that there is an effect punctuality and security of goods to customer satisfaction SiCepat delivery service simultaneously.

**Table 5. The Result of Coefficient of Determination and Coefficient Corelation**

Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.666 <sup>a</sup>	0.444	0.434	2.293	1.985	

a. Predictors: (Constant), security of good, punctuality

b. Dependent Variable: satisfaction

*Source: Data processed by the author using SPSS 24.00*

According to Ghozali (2016: 95) in (Ernawatiningsih 2019), the coefficient of determination (R<sup>2</sup>) essentially measures how far the model's ability to explain variations in the dependent variable is. The correlation coefficient test is used to determine how strong the connection between one or more independent variables is to the dependent variable. The size of the sample correlation is expressed in the form of r. According to Sugiyono (2016) in (Sari 2017) to see the extent to which the relationship between X and Y variables can refer to the relationship coefficient 0.00 – 0.199 Very Low; 0.20 – 0.399 Low; 0.40 – 0.599 Medium; 0.60 – 0.799 Strong; 0.80 – 1,000 Very Strong.

Based on the table above, the value of R square is 0.444, so it can be interpreted that the variables studied, which are punctuality and security of goods have an influence

of 44.4% on customer satisfaction, and the remaining 55.6% is influenced by variables not examined. And the table shows the correlation value (R) 0.666, which means the independent variable has a strong relationship to the dependent variable.

## Conclusion

From the research of the two independent variables; punctuality and safety of goods that have been tested using this multiple linear regression test, it can be concluded that:

1. Punctuality has a significant influence on customer satisfaction in the delivery service of SiCepat partially (H1 is accepted), it can be seen in the results of the T-test where the value of sig. 0.000 is less than 0.05.
2. The goods' safety also has a significant influence on customer satisfaction for the delivery service of SiCepat partially (H2 is accepted). It can be seen from the T-test where the value of sig. 0.000 is less than 0.05.
3. Punctuality and safety of goods affect customer satisfaction Simultaneous SiCepat delivery service (H3) is accepted, it can be seen in the results of the F-test where the value of sig. is smaller than 0.05 and F count 46.641 greater than F table 3.07. with the magnitude of the influence of 44.4% and 55.6% is the influence of variables that are not examined. And the independent variable has a strong relationship of 0.666 to the dependent variable

## Managerial Implications

Based on the study, the researchers hope that it can be useful for SiCepat delivery services in increasing customer satisfaction through the punctuality and the safety of goods offered.

The managerial implications of this research are:

1. SiCepat delivery service can make improvements to the goods safety system through the packaging system to reduce the risk of goods being damaged or unsafe because it will affect customer satisfaction. This is because this indicator has the lowest response compared to other indicators with an average score of 2.69
2. SiCepat delivery service can maintain a receipt tracking system so that it can always make it easier for customers to find out where the goods sent accurately which will certainly affect customers' satisfaction. This is because this indicator has the lowest response compared to other indicators with an average score of 3.39
3. SiCepat delivery service can also conduct similar research with different variables to help companies innovate to increase customer satisfaction.



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