

## THE IMPACT OF THE SPEED OF DELIVERY OF GOODS ON CUSTOMER SATISFACTION IN SICEPAT EKSPRES EXPEDITIONS IN INDONESIA

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**Abstract:** The e-commerce business shows a fast-increasing trend. E-commerce requires the role of a logistics company to help ship goods and collect goods. This industry sector helps sellers and customers of online stores. Apart from having a large market, the growth of e-commerce is also supported by a large young population, increasing cellular penetration, and more substantial economic growth. One of the things that support the growth of e-commerce is the logistics and service industry. This study aims to analyze the quality of service and customer satisfaction of users of the SiCepat Ekspres expedition in Cibubur, especially students. The variable used in this study is the quality of service and the speed of delivery of goods by the expedition. This study uses 100 consumers of Sicepat Ekspres expeditionary services. From the results of the consumer satisfaction index, it can be concluded that the efficiency and service fulfillment variables. The results of this study contribute to the quality of SiCepat services for consumer satisfaction in Indonesia, especially students, so they can be used as input or consideration in developing future strategies.

**Keywords:** *e-commerce, SiCepat Ekspres, service quality, and customer satisfaction*

### Introduction

The infrastructure created by the public and private sectors to enable information technology development is becoming increasingly important. The contemporary spread of information technology has led to the development of electronic commerce, or e-commerce, and the penetration of technology in all spheres of life. Information technology is a method for producing, storing, modifying, and utilizing data in all forms. Micro, small, and medium-sized businesses can access the global market through information technology. Although they started tiny businesses like the Amazon bookshop, Yahoo site, and the straightforward auction company eBay three have quickly grown into enormous corporations due to using information technology to expand their businesses. (Suyanto, 2003b).

Often referred to as "e-commerce" for small businesses, the use of information technology in running a trading business can enable speedier delivery of software items to clients, transmit and receive offers quickly and affordably, and support quick transactions without paper. The expansion of information technology, particularly the internet, has replaced the physical space that covers the globe's surface with virtual space.

The development of e-commerce in Indonesia can be said to be very fast. Compared to other countries, One of the things that support the growth of e-commerce is the logistics and service industry. Therefore E-commerce requires the role of a logistics company to help ship goods and collect goods. In addition, this industry sector helps sellers and customers of online stores. Apart from having a large market, the growth of e-commerce is also supported by a large young population, increasing cellular penetration, and more substantial economic growth.

So that as technology develops, consumers no longer need standard service, and companies must have differentiation in terms of service, so that customer expectations follow the services provided and customers are satisfied. So, for example, shipping services have increased. To find out the market achievement in trading, especially in E-commerce, we also need to know the customer satisfaction factor in shopping.

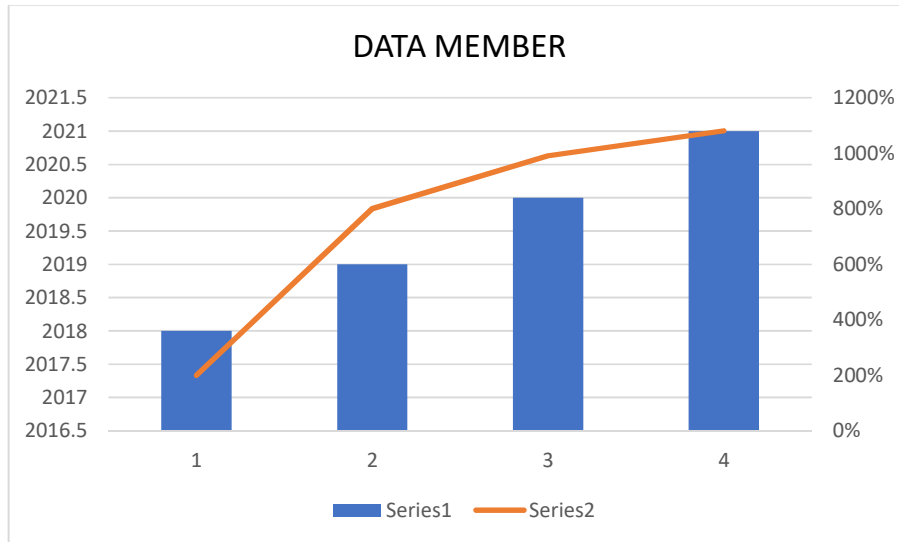
SiCepat Ekspres is a company engaged in shipping services founded in 2004. SiCepat has a vision as the first modern expedition in Indonesia that puts forward practical solutions for e-Commerce which up to now has 212 branch offices spread across Indonesia. SiCepat Ekspres is a trusted partner for its consumers, especially the online shop. Therefore, entrusting the delivery of goods to SiCepat Ekspres is the right thing because SiCepat Ekspres is fully responsible for each consumer. Therefore, the goods will be picked up.

The following is Sicepat Ekspres's sales data from 2014 to 2017:



From August 2014 to September 2015, SiCepat experienced an increase in revenue, although it was not too significant. But in October 2015, SiCepat experienced a very significant increase. This is because Si Cepat Ekspres has collaborated with online buying and selling websites Tokopedia, Matahari Mall, and Berrybenka. In addition, SiCepat Ekspres also collaborated with food suppliers in Tangerang, which lasted only 1 month. Therefore, it can be seen that in November 2015, sales rapidly decreased drastically.

In July 2016, SiCepat's sales experienced a sharp decline because that month was Idul Fitri. In addition, activities at the office do not run as usual because there is an Eid al-Fitr holiday, and fast members, most of whom are online shops, are still on holiday.



During the last four years, it can be seen from the picture that Sicepat Ekspres has increased its members from year to year. This indicates that the services provided by SiCepat Ekspres are getting better.

This increased sales could be due to SiCepat Express's service, which is always consistent in serving consumers. In addition, the increasing number of members illustrates customer loyalty because SiCepat Express can maintain good relationships with consumers. This is supported by Waguespack in Pramana (2016), saying that service quality cannot be separated because it can increase competitive advantage in gaining consumers.

In a broad sense, a market refers to the world of commerce. In contrast, in a narrow sense, a market can be divided into groups of people associated with the organization for some reason. This is the opinion (Grewal and Levy; 2013: 5) "Marketing is about satisfying customer needs and wants." One of the elements of total customer value is customer satisfaction, where service quality is the main positive element in shaping consumer value. The quality of service for consumers is a form of customer satisfaction (Fandy Tjiptono (2011:24).

## **The Formulation of the Problem**

Based on the condition above, the researcher will identify the problems. Then, which are in the research will be formulated, such as does service quality affect customer satisfaction?

## **Research Purposes**

1. Measuring the quality of the logistics service of PT. SiCepat Ekspres Cibubur
2. Provide strategic recommendations to improve the quality of logistics services at PT. SiCepat Ekspres Cibubur

## **LITERATURE REVIEW**

### **Service Quality**

The degree of clients' or consumers' satisfaction can be used to determine the quality of this service. At the same time, the level of guest satisfaction can be obtained by comparing the types of services that consumers receive with the expected services. The kind of good service quality is the kind of service that meets and adheres to consumer expectations. However, if this service may go above and beyond what the customer expects, it can be described as being of a very high caliber or being really fulfilling. The type of bad service quality, on the other hand, is the kind of service that falls well short of expectations set by customers or does not conform to those standards.

The quality of this service is essential because it will directly impact the company's image. Therefore, good service quality will be an advantage for the company. For example, suppose a company has a positive value in the eyes of consumers. In that case, the consumer will give good feedback and may become a regular customer or repeat buyer. Therefore, it is essential to consider aspects of customer satisfaction related to the quality of service provided. Furthermore, the types of services that can be provided, for example, convenience, speed, ability, and hospitality, are shown through direct attitudes and actions to consumers.

### Consumer Satisfaction

Customer satisfaction measures how satisfied a customer is with a product or service after comparing it to his or her expectations (Umar, 2005: 65). If a consumer is happy with the value a product or service offers, they are very likely to remain a customer for a very long time. One of the main activities a company undertakes to maintain its company in meeting the needs and desires of its consumers is by carrying out marketing activities. (Kotler and Keller (2016: 27) Understanding the market, especially the needs and desires of consumers, is marketing success. In a broad sense, the market refers to the world of commerce. In contrast, in a narrow sense, the market can be divided into groups of people associated with organizations for specific reasons. This follows the opinion (Grewal and Levy; 2013: 5), "Marketing is about satisfying customer needs and wants." One of the elements of total consumer value is customer satisfaction, where service quality is the main positive element in value formation. Consumers. The quality of service for consumers is a form of consumer satisfaction (Fandy Tjiptono (2011: 24).

Philip Kotler and Kevin Lane Keller, Consumer satisfaction, according to a passage from the book Marketing Management, is a feeling of happiness or dissatisfaction for someone who observes after comparing the performance (results) of items believed to the expected performance (2007: 177).

Every business wants to meet the needs of its customers. Beyond being crucial for a business' existence, meeting customer demands can boost its competitiveness. When the same needs recur in the future, customers who are satisfied with the items and services likely to repurchase and reuse those products and services. This indicates that customer happiness is important for repurchasing, which accounts for the largest share of the company's sales volume.

## Logistics

Logistics is directly or indirectly related to daily activities, not only activities within the company, but as consumers, we also experience the impact of logistics management activities. For example, if we as consumers want to buy a product at the supermarket, it turns out that the willingness for the goods is empty. This means that there is a vacuum in the inventory of goods in the warehouse, which will result in consumers being disappointed or even dissatisfied. Therefore, a management approach in the field of logistics is needed so that it can be said to be logistics management.

Logistics is a strategy for processing, procuring, moving, and storing materials, semi-finished goods, and preparations of finished products and related information flow, through the organization and its marketing channels, in such a way that it can maximize profitability in the present and the future by fulfilling orders with cost-effective order fulfillment (Cahyadi et al.,2019)

The logistics mission is to meet the needs of goods in the right place, at the right time and in the desired conditions to benefit the company. In a broad sense, the scope of logistical activities includes anything moving to, from, and between company facilities. To achieve an orderly flow of products to the market, the manager must pay attention to the design of the logistics system and then to the operation. Therefore, logistics management can be defined as the responsibility for designing and maintaining a system to oversee the strategic flow and storage of materials, spare parts and finished goods to obtain maximum benefits for the company.

So the goal of logistics is to deliver finished goods and various materials in the right amount at the time required and with a minimum total cost. The material flows through the logistical process into the industrialized countries' vast manufacturing complex, and products are distributed through distribution channels for consumption. Logistics provides time, cost, and space use. These uses are an essential aspect of corporate as well as

government operations. All forms of organized behavior require logistical support. Huppertz. (1999)

Logistics operations aim to achieve a predetermined level of support with the lowest possible total cost. The primary responsibility of the logistics manager is to plan and manage an operating system capable of achieving this goal. The main characteristic of logistics is the integration of various dimensions and demands on strategic moving and storage. Therefore, developing concepts and techniques for handling components on an integrated basis is the main strength of logistics.

### **Logistics Service Satisfaction**

Service quality is the company's ability to satisfy needs, which is implicitly influenced by a service's overall characteristics. Meanwhile, service implies that something is intangible and does not result in the ownership of the benefits provided by one party to another. the higher the level of service quality provided by SiCepat Ekspres to customers, the higher the level of satisfaction felt by customers, Kotler (2007: 67).

Service quality is an important thing that must be considered in goods delivery services to support customer satisfaction. The relationship between service quality and customer satisfaction is that the better the service provided to consumers for purchasing a service product can provide satisfaction. Service quality indicators are physical evidence, reliability, and empathy.

The service quality variable consists of 5 indicators, namely the space used, the speed of service time, helping difficulties, employee friendliness, and attention, which positively and significantly affect customer satisfaction. This means that the room conditions that are neatly arranged and clean can make customers who come to SiCepat Ekspres feel comfortable. Arranging furniture and equipment in the room and keeping the room clean must be maintained by SiCepat Ekspres so that customers remain satisfied.



## Method

The research uses quantitative type research. This research first collects data, theory, and data analysis. This quantitative method is through using data retrieval techniques by spreading questionnaires. Then the author collects Primary Data, namely by filling out a questionnaire. Subjects in this study, we took the Customers of SI Cepat and took a sample of 30 respondents.

## Discussion and Result

### Simple Linear Regression

**Table I Simple Regression of The Speed of Delivery (X) to Customer Satisfaction (Y)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	57,175	20,117		2,842	,008
	X	,323	,210	,280	1,542	,134

a. Dependent Variable: Y

Obtained from the regression coefficient above, a regression equation can be made as follows:  $Y = 57.175 + 0.323 X$

Where:

Y = Customer Satisfaction.

X = The Speed of Delivery

The simple linear regression equation means that any increase in the application score on Variable X (The Speed of Delivery) of 0.323 will be followed by an increase in Y (Customer Satisfaction). From the above equation, then the value of Y will be 57.175.

## Correlation Coefficient

Table II Correlations

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,280 <sup>a</sup>	,078	,045	8,469	2,452
a. Predictors: (Constant), X					
b. Dependent Variable: Y					

The calculation results have a correlation coefficient of 0.280, stating that the three variables have a so low and linear positive relationship according to the table of correlation levels and relationship strength.

## Coefficient of Determination

Table III Coefficients of Determination

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,280 <sup>a</sup>	,078	,045	8,469	2,452
a. Predictors: (Constant), X					
b. Dependent Variable: Y					

It can be known that the coefficient of determination is adjusted or ( $r^2$ ) of 0.280. This result means that independent variables (The Speed of Delivery) can account for 28% of the dependent variable, i.e. (Customer Satisfaction). The remaining 82% is explained by other variables not included in this model.

## T Test

Table IV T Test the Speed of Delivery (X) on Customer Satisfaction (Y)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	57,175	20,117		2,842	,008
	X	,323	,210	,280	1,542	,134
a. Dependent Variable: Y						

The calculated t value for The Speed of Delivery is 2.842 while the table t value is 2.048. Then it can be known  $t_{count} 2.842 > t_{table} 2.048$  and the

significance value is  $0.008 < 0.05$ . So that the hypothesis is that reads there is a positive and significant influence on The Speed of Delivery.

### Conclusion

Based on the data that has been obtained and has gone through the results of the analysis that has been carried out in this study, the researcher provides conclusions on the results of this study as follows:

1. The simple linear regression equation means that any increase in the application score on Variable X (The Speed of Delivery) of 0.323 will be followed by an increase in Y (Customer Satisfaction). From the above equation, then the value of Y will be 57.175.
2. The calculation results have a correlation coefficient of 0.280, stating that the three variables have a so low and linear positive relationship according to the table of correlation levels and relationship strength.
3. It can be known that the coefficient of determination is adjusted or ( $r^2$ ) of 0.280. This result means that independent variables (The Speed of Delivery) can account for 28% of the dependent variable, i.e. (Customer Satisfaction). In comparison, the remaining 82% is explained by other variables not included in this model
4. The calculated t value for The Speed of Delivery is 2.842 while the table t value is 2.048. Then it can be known  $t_{count} 2.842 > t_{table} 2.048$  and the significance value is  $0.008 < 0.05$ . So that the hypothesis is that reads there is a positive and significant influence on The Speed of Delivery

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