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THE INFLUENCE OF SERVICE QUALITY, PRICE, TIMELINESS, CUSTOMER SATISFACTION ON CONSUMER LOYALTY USERS OF INSTANT DELIVERY GOODS

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Abstract: Service quality, price, timeliness, customer satisfaction have an important influence on increasing customer loyalty in instant delivery users and customers. This study aims to determine how the effect of service quality, price, and timeliness on customer satisfaction of instant delivery goods users with a case study on instant delivery goods (Gojek, Grab, and Paxel). This research uses a quantitative approach using structural equation modeling (SEM) using SMART-PLS software. This research data uses primary data from users of three instant delivery goods Grab, Gojek, and Paxel in Jakarta with a sample size of 161 respondents, the sample was obtained by filling out a questionnaire using Google form. The results of this study indicate that service quality, price, timeliness, customer satisfaction have a significant effect on customer loyalty.

Keywords: *Service quality, price, timeliness, customer satisfaction, customer loyalty.*

1. Introduction

Customer loyalty in the context of instant delivery goods is a relatively new and emerging area of research. While there has been extensive research on customer loyalty in traditional retail settings, the unique characteristics and dynamics of instant delivery goods present a distinct research gap that needs to be addressed (Syafiudin et al., 2023). One key research gap is the understanding of the factors that influence customer loyalty in the context of instant delivery. Traditional models of customer loyalty may not fully capture the complexities and nuances associated with instant delivery goodss, which often involve time-sensitive deliveries and real-time tracking (Kall, 2021; Thomas, 2017). Therefore, there is a need to identify and examine the specific drivers of customer loyalty in this context. Another research gap lies in exploring the role of technology and digital platforms in shaping customer loyalty in instant delivery goodss. With the increasing reliance on mobile apps, online platforms, and tracking systems, it is crucial to understand how these technological advancements impact customer loyalty (Vicky et al., 2021). This includes investigating the influence of user experience, ease of use, and personalization features on customer loyalty (Poetry, 2019).

In 2020, Grab dominated the Southeast Asian ride-hailing market, boasting a substantial 78.3% market share, according to a Statista report. In the same period, Gojek and Paxel followed with market shares of 16.1% and 5.6%, respectively. The user base for Grab in Southeast Asia experienced a notable surge, escalating from 12 million in 2018 to an impressive 21 million by 2020. Concurrently, the freight forwarding sector in the region is poised for growth, with a projected 6.1% compound annual growth rate (CAGR) from 2020 to

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2027, as reported by Grand View Research. This expansion is attributed to the upswing in e-commerce activities and the flourishing logistics industry. Notably, a survey by the Indonesian Logistics and Forwarding Association (ILFA) highlights Gojek as the predominant player in the Indonesian logistics market, commanding a substantial 40% market share. Collectively, Grab, Gojek, and Paxel are actively engaged in providing instant delivery goods, with a focus on delivering dependable and efficient logistics solutions. The optimistic outlook for the Southeast Asian instant delivery goods market is underscored by the escalating influence of e-commerce and the continual growth of the broader logistics industry (Syam et al., 2022).

Given the time-sensitive nature of these services, ensuring timely and accurate deliveries becomes paramount. Understanding how service quality dimensions such as reliability, responsiveness, and assurance affect customer loyalty can provide valuable insights for service providers. Little is known about the role of trust and security in influencing customer loyalty in instant delivery goods (Pradnyani et al., 2022). Customers often share personal information and payment details when using these services, making trust and security-critical factors for building long-term relationships. Exploring how trust is established and maintained in this context can contribute to a better understanding of customer loyalty (Ronaldo et al., 2018).

Customer satisfaction is one of the key factors that determine the success and sustainability of a business or organization. Understanding the factors that influence customer satisfaction has important implications for maintaining positive customer relationships, increasing customer retention, and creating business growth opportunities. The three companies that are the focus of this research are Grab, Gojek, and Paxel. These three companies are the leading instant delivery goods providers in Indonesia (Wirapraja et al., 2021).

Service quality, price, and timeliness are important factors that can affect customer satisfaction in using instant delivery goods (Tanasale et al., 2022). Service quality includes aspects such as ease of placing an order, clarity of information regarding delivery status, and responsiveness of customer service to customer complaints or questions. Price is also an important consideration for customers in choosing an instant delivery goods because competitive prices can provide added value for customers. In addition, delivery timeliness is also a key factor in determining customer satisfaction, as customers expect delivered goods to arrive quickly and on time (Setyawati et al., 2019).

This case study will involve customers of the three instant delivery goods companies, namely Grab, Gojek, and Paxel. Data will be collected through an online survey that will be distributed to several respondents who are active users of the three platforms (Zaini et al., 2020). The survey will include questions on service quality, price, delivery timeliness, and customer satisfaction. The collected data will be analyzed using statistical methods to identify the effect of service quality, price, and timeliness on customer satisfaction (Koay et al., 2022).

Previous research has also been conducted in a similar context. Research by Li et al. (2019) on factors affecting customer satisfaction in the use of instant delivery goods in China found that managing service quality, setting wise prices, and improving delivery timeliness are steps that organizations can take to ensure optimal customer satisfaction and build long-term relationships with customers.

Research on the factors that influence customer satisfaction in the use of instant delivery goods has also been conducted. For example, research by Prasetyo et al. (2020) found that

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service quality and price have a positive influence on customer satisfaction in using instant delivery goods in Indonesia. However, the study did not include the variable delivery timeliness as a factor affecting customer satisfaction (Gounaris et al., 2010).

Based on research from Chen et al. (2018) the lack of satisfaction felt by Grab, gojek, and Pixel users can be resolved through Improved Service Management and Monitoring, based on several studies that satisfaction has a relationship with Improved Service Management and Monitoring, based on this, there is still a lack of research in the field of transportation, so this research is needed with the title Effect of Service Quality, Price and Timeliness on Customer Satisfaction of Instant delivery goods Users.

Based on this background, this study also aims to understand the extent to which these factors influence customer behavior and their impact on customer loyalty in the increasingly competitive instant delivery industry. it is hoped that the results of this study can also be an important contribution to the development of knowledge in the fields of marketing management and consumer behavior, especially in the context of instant delivery goods in Indonesia.

2. Literatur Review

This theoretical review discusses key concepts that form the basis for analyzing the effect of service quality, price, and timeliness on customer satisfaction in the context of instant delivery goodss. First, service quality is a key element in shaping customer perceptions of a service. The Gap Service Quality Model by Parasuraman, Zeithaml, and Berry (1985) is the main foundation for understanding the dimensions of service quality such as reliability, responsiveness, insurance, empathy, and physical appearance, which can affect customer satisfaction (Tech, 2020).

Price is an important factor in customer purchasing decisions. Economic theory states that price reflects the relative value of a product or service (Monroe, 1990). In addition, the Customer Value model reveals that customer satisfaction is influenced by the customer's perception of the benefits received compared to the price paid (Woodruff, 1997).

Timeliness in the context of instant delivery goods is a vital element. Technology Economics theory illustrates that technological-advances, especially in terms of timeliness of access and use, affect customer perceptions of service value and quality (Javalgi & Moberg, 1997). The queueing model can also provide insight into the effect of service timeliness on customer satisfaction in fast delivery situations (Prasilowati et al., 2021).

The customer Satisfaction model asserts that customer satisfaction is the customer's emotional and cognitive reaction to the experience the customer has with a product or service (Oliver, 1980). This level of satisfaction can affect customer loyalty and intention to reuse instant delivery goods (Tran & Le, 2020).

Customer Loyalty Theory addresses the relationship between customer satisfaction and loyalty. This theory states that customer satisfaction is a key predictor of loyalty, which is reflected in the intention to keep using the same service in the future (Reichheld, 1996). In addition, the Technology Trust Model highlights that customer trust in technology and delivery platforms also affects the intention to choose a particular delivery service (Handoyo, 2021). The social Influence model is also an important factor. This theory explains that the opinions

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and experiences of others can influence consumer decisions (Katz & Lazarsfeld, 1955). In the context of delivery services, previous customers' views and reviews of a platform can influence new consumers' perceptions and decisions (Rawis et al., 2022; Uzir et al., 2021).

Customer Experience model discusses the importance of customer experience in shaping satisfaction and loyalty. A positive experience can build a good image and increase customer trust in the instant delivery goods that customers use (Meyer & Schwager, 2007). Overall, this theoretical review provides an important foundation for analyzing the variables that influence customer satisfaction in the context of instant delivery goodss. By understanding these concepts, this research can identify the relationships and influences between these variables to gain a deeper understanding of the factors that shape customer satisfaction (Hamidin & Hendrayati, 2022).

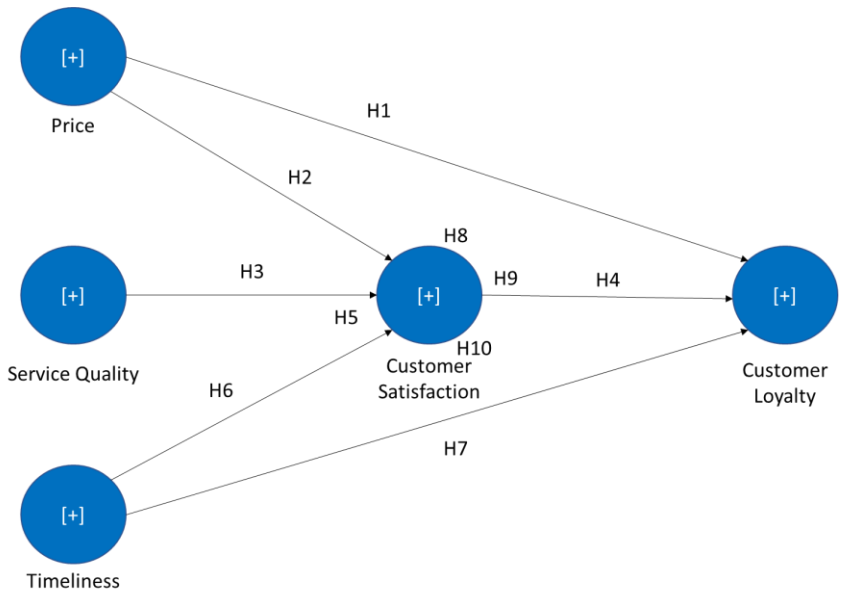
3. Research Methods

The quantitative approach allows this research to objectively measure the effect of certain variables, such as service quality, price, and timeliness, on customer satisfaction. This method explains the phenomenon using primary data. Primary data is collected by giving questionnaires to customers in this study the variables used are the effect of service quality, price, and timeliness on instant delivery goods users using studies on Grab, paxel, and Gojek customers. Sampling using a random sampling method. In this study, the sample of respondents used was 161 people. The technique of measuring answers to respondents uses a Likert scale with a value of 1-5. Questionnaires were collected using Google Forms media with questions about the variables to be studied.

The sample analysis technique uses the SEM-PLS method which is used to examine the data. The SmartPLS version 3.0 tool is one of the commonly used software in statistical analysis, especially in the context of quantitative research and path analysis. This software allows researchers to perform partial regression analysis, structural equation modeling, and hypothesis testing in studies such as the one conducted in this study.

The framework used in this study is as follows:

Picture 1. Research Model



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Based on previous research related to this study, this study formulates nine hypotheses as follows.

H1: Service Quality has a significant effect on customer loyalty (Camilleri, 2020; Chow, 2015; Ho & Hsu, 2022)

H2: Service Quality has a significant effect on Customer Satisfaction (Jain et al., 2021; Suhaily & Soelasih, 2018)

H3: Price has a significant effect on Customer Satisfaction (Castillo Canalejo & Jimber del Río, 2018; Luh et al., 2020; Rohwiyati & Praptiestrini, 2019)

H4: Price has a significant effect on Customer Loyalty
(Daud & Yoong, 2019)

H5: Customer Satisfaction has a significant effect on customer loyalty (Poetry, 2019; Suhaily & Soelasih, 2018; Zaid & Patwayati, 2021)

H6: Timeliness has a significant effect on Customer Satisfaction (Darojat, 2019; Thakur, 2019)

H7: Timeliness has a significant effect on customer loyalty (Mulyono, Hardi Helmi, 2018)

H8: Service Quality has a significant effect on customer loyalty mediated by Customer Satisfaction (Rohwiyati & Praptiestrini, 2019)

H9: Price significant effect on customer loyalty mediated by Customer Satisfaction (Daud & Yoong, 2019)

H10: Timeliness has a significant effect on customer loyalty mediated by Customer Satisfaction (Lee et al., 2019)

4. Results and discussion

The convergent validity test is one of the stages in exploratory factor analysis or confirmatory factor analysis in multivariate statistics. The purpose of the convergent validity test is to assess the extent to which a particular variable measure or construct can be considered valid or measures what is intended. The requirement that indicators are considered valid if they have a value of more than 0.70 is one of the methods commonly used in factor analysis or principal component analysis to assess the extent to which indicators measure the intended variable.

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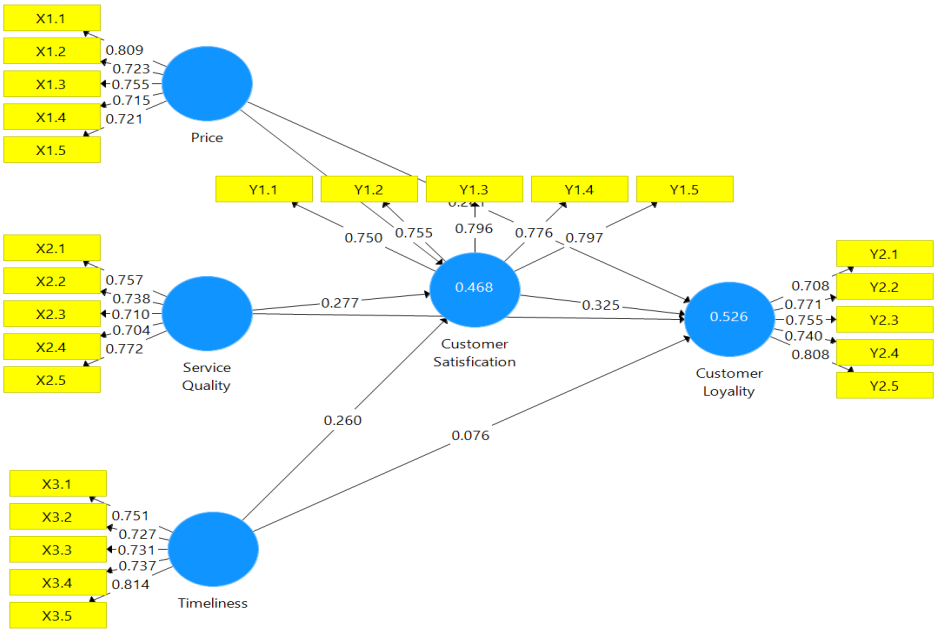
The following are the results of the PLS model estimation:

Picture 2. Loading Factor of Measurement Model and The Path Coefficient of Structural Model.



Based on the results of the validity test, the loading factor results of the variable influence on the indicators are obtained as follows:

Table 1. Loading Factor for Various Indicators and Their Validities

Variable	Indicator	*Loading Factor*	Description
Price (X1)	1	0.809	Valid
	2	0.723	
	3	0.755	
	4	0.715	
	5	0.721	
Service Quality (X2)	1	0.757	Valid
	2	0.738	
	3	0.710	
	4	0.704	
	5	0.772	
Timeliness (X3)	1	0.751	Valid
	2	0.727	
	3	0.731	
	4	0.737	
	5	0.814	
Customer Satisfaction (Y4)	1	0.750	Valid
	2	0.755	
	3	0.796	
	4	0.776	
	5	0.797	

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Customer Loyalty (Y2)	1	0.708	Valid
	2	0.771	
	3	0.755	
	4	0.740	
	5	0.808	

The table above shows the varying factor loading values of each construct indicator. All indicator loading factor values have a loading factor of more than 0.7 (> 0.7), so they are declared valid. Convergent validity testing also involves the use of Average Variance Extracted (AVE) as one method for measuring convergent validity. AVE is a measure that indicates the extent to which the variation explained by indicators (observational variables) is related to certain latent factors. The condition for a variable is said to be valid if it has an AVE value of more than 0.50 (> 0.50). The following are the results of the AVE value for each variable:

Table 2. AVE Value of Research Variables

Research Variable	***Average Variance Extracted* (AVE)**
Customer Loyalty	0.573
Customer Satisfaction	0.601
Price	0.556
Service Quality	0.542
Timeliness	0.567

Source: Data processed with SmartPLS (2023)

According to Ghozali and Latan (2015), AVE (Average Variance Extracted) is used to evaluate the convergent validity of a construct with reflective indicators. The AVE value must be equal to or greater than 0.5, which means that the construct can explain 50% or more of the variance of its items.

The reliability of a variable can be assessed from Cronbach's Alpha value and the Composite Reliability value for each variable. Variables are said to be qualified to have a high-reliability value of Cronbach's alpha and composite reliability values exceed 0.7 (> 0.7).

Table 8. Reliability for all variables included in the Measurement Model

Research Variable	***Cronbach's Alpha***	***Composite Reliability***	**Description**
Customer Loyalty	0.814	0.870	Reliable
Customer Satisfaction	0.834	0.883	
Price	0.800	0.862	
Service Quality	0.789	0.856	
Timeliness	0.809	0.867	

Source: Data processed with SmartPLS (2023)

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The statements mentioned in the questions show that Cronbach's alpha and Composite Reliability values for all indicators in the study are greater than 0.7. Cronbach's alpha and composite reliability are measures of internal consistency used to evaluate the reliability of a scale or set of indicators. Cronbach's alpha is a measure of the average correlation between all items in a scale, while composite reliability is a measure of the proportion of total variance in indicators attributable to the underlying construct. Both measures range from 0 to 1, with higher values indicating greater reliability. Values of 0.7 or higher are generally considered acceptable for both measures.

Table 4. R Square Model

Variable Endogen	R Square
Customer Loyalty	0.526
Customer Satisfaction	0.468

Source: Data processed with SmartPLS (2023)

The R-Square value on the effect of price, service quality, and Timeliness on customer satisfaction of 0.468 shows a weak influence. This figure means that creative performance is 46.8%, while the remaining 53.2% is influenced by other factors. The R-Square value on the effect of price, service quality, timeliness, and customer satisfaction on customer loyalty of 0.526 shows a moderate influence. This figure means that customer loyalty is influenced by price, service quality, and timeliness by 52.6%, while the remaining 47.4% is influenced by other factors.

Hypothesis testing is the final stage in the data analysis process carried out in scientific research. The purpose of hypothesis testing is to test the truth or validity of a statement or hypothesis proposed in the study. In the context of hypothesis testing, statistics are used as a tool for making decisions based on the data obtained. Statistical hypothesis testing can be done using various methods, one of which is using SmartPLS. SmartPLS is one of the software used in data analysis with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. PLS-SEM is a statistical method used to test the relationship between variables in a structural model. The results of the model estimation as a reference for testing the hypothesis in this study can be seen in the following figure

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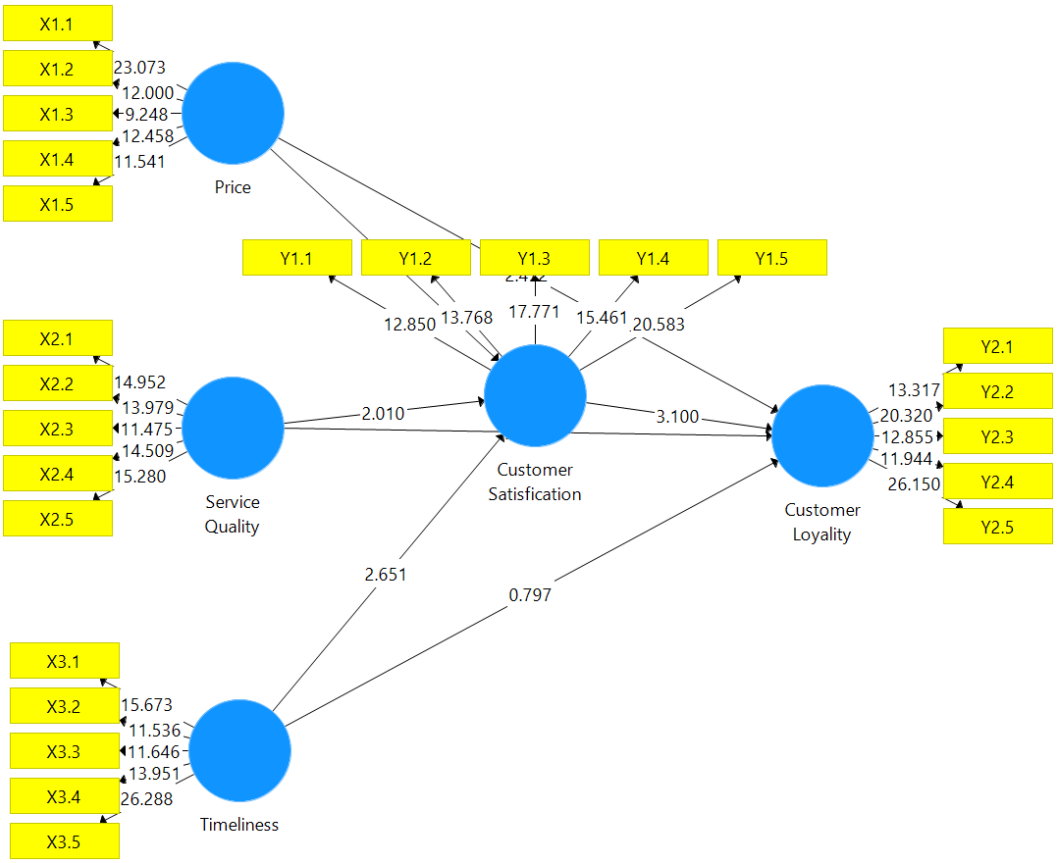
Picture 3. Estimate result Model PLS



Bootstrapping model

Source: Data processed with SmartPLS (2023)

Based on Figure 3 in the bootstrapping test results, there is a t-statistics value on each research variable. T-statistic is a measure used to determine the extent to which statistical test results indicate significant differences between groups or variables. A t-Statistics value greater than 1.96 indicates that the difference between the tested variables is significant and the research hypothesis can be accepted. P-values (usually symbolized as ρ-values) are values that indicate the level of statistical significance in hypothesis testing. P-values that are less than 0.05 (usually the significance threshold) indicate that the statistical test results are statistically significant, and the research hypothesis can be considered significant (Garson, 2016).

The direction of the relationship refers to the direction or orientation of influence between two variables in a relationship. In statistical analysis, the direction of the relationship can be determined from the original sample value of each influence relationship. This original sample value illustrates the strength and direction of the relationship between the observed variables.

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Table 5. Hypothesis test result

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price -> Customer Satisfaction	0.304	0.299	0.115	2.644	0.008
Service Quality -> Customer Satisfaction	0.277	0.271	0.138	2.01	0.045
Timeliness -> Customer Satisfaction	0.26	0.273	0.098	2.651	0.008
Price -> Customer Loyalty	0.241	0.235	0.097	2.472	0.014
Service Quality -> Customer Loyalty	0.239	0.235	0.112	2.139	0.033
Timeliness -> Customer Loyalty	0.076	0.078	0.096	0.797	0.426
Customer Satisfaction -> Customer Loyalty	0.325	0.329	0.105	3.1	0.002
Price -> Customer Satisfaction -> Customer Loyalty	0.099	0.097	0.047	2.114	0.035
Service Quality -> Customer Satisfaction -> Customer Loyalty	0.09	0.096	0.064	1.403	0.161
Timeliness -> Customer Satisfaction -> Customer Loyalty	0.084	0.087	0.04	2.134	0.033

Source: Data processed with SmartPLS (2023)

Based on the table above, it can be explained as follows:

Hypothesis 1: Direct Effect of Price Variables on Customer Satisfaction

H01: $\alpha = 0$ → There is no direct effect of Price on Customer Satisfaction.

Ha1: $\alpha \neq 0$ → There is a direct effect of Price on Customer Satisfaction.

The first hypothesis has a p-value of 0.008 (0.008 < 0.05) and a t-statistic value of 2.644 (2.644 > 1.96). Thus, it can be concluded that Ha1 is accepted, namely the Price variable has a significant influence on the Customer Satisfaction variable. price has a significant influence on customer satisfaction in logistics companies. Competitive pricing can increase perceived value, meet customer expectations, and contribute to perceptions of fairness. These factors collectively affect how satisfied customers are with the services provided by logistics companies (Imran et al., 2019; Qin et al., 2021; Uvet, 2020).

Hypothesis 2: Direct Effect of Service Quality Variables on Customer Satisfaction

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Variables

H02: $\alpha = 0$ → There is no direct effect of Service Quality on Customer Satisfaction.

Ha2: $\alpha \neq 0$ → There is a direct effect of Service Quality on Customer Satisfaction.

The second hypothesis has a p-value of 0.045 (0.045 < 0.05) and a t-statistic value of 2.010 (2.010 > 1.96). Thus, it can be concluded that Ha2 is accepted, namely the Service Quality variable has a significant influence on the Customer Satisfaction variable. This is in line with previous research which states that the quality of the customer satisfaction variable has a positive and significant influence on logistics operations (Nugroho et al., 2020). Other research conducted by (Sutrisno et al., 2019) states that the positive service quality received by customers can increase the potential for loyal customers to the company.

Hypothesis 3: Direct Effect of Timeliness Variable on Customer Satisfaction Variable

H03: $\alpha = 0$ → There is no direct effect of Timeliness on Customer Satisfaction

Ha3: $\alpha \neq 0$ → There is a direct effect of Timeliness on Customer Satisfaction.

The third hypothesis has a p-value of 0.008 (0.008 < 0.05) and a t-statistic value of 2.651 (2.651 > 1.96). Thus, it can be concluded that Ha3 is accepted, namely the Timeliness variable has a direct influence on the Customer Satisfaction variable. Previous research on Timeliness in Customer Satisfaction the results of the research are Timeliness plays an important role in customer satisfaction in logistics companies. The ability to deliver goods and services quickly not only meets customer expectations but also contributes to an overall positive experience (Imran et al., 2019; Lai et al., 2022; Uvet, 2020).

Hypothesis 4: Direct Effect of Price on Customer Loyalty

H04: $\alpha = 0$ → There is no direct effect of Price on Customer Loyalty.

Ha4: $\alpha \neq 0$ → There is a direct effect of Price on Customer Loyalty.

The fourth hypothesis has a p-value of 0.014 (0.014 < 0.05) and a t-statistic value of 2.472 (2.472 > 1.96). Thus, it can be concluded that Ha4is accepted, namely the price has a significant influence on the customer loyalty variable This result is supported by previous research which states that the price variable has a positive and significant effect on customer loyalty in logistics companies (Choi et al., 2019). One reason for this positive relationship is that customers often associate price with quality. When logistics companies offer competitive prices, customers may feel that customers are receiving high-quality services at a reasonable cost. This perception increases customer satisfaction and trust in the company, thereby increasing loyalty (Masudin et al., 2020).

Hypothesis 5: Direct Effect of Service Quality on Customer Loyalty Variables

H_{05}: $\alpha = 0$ → There is no direct effect of Service Quality on Customer Loyalty.

H_{a5}: $\alpha \neq 0$ → There is a direct effect of Service Quality on Customer Loyalty

The fifth hypothesis has a p-value of 0.033 (0.033 < 0.05) and a t-statistic value of 2.139 (2.139 > 1.96). Thus, it can be concluded that Ha_5 is accepted, namely the Service Quality. variable has a significant influence on the Customer Loyalty variable. These results are by previous research which states that service quality plays an important role in influencing customer

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loyalty. Logistics companies are responsible for managing the flow of goods and services from the point of origin to the point of consumption. The services provided directly impact customer loyalty (Gaudenzi et al., 2020; Handayani et al., 2021).

Hypothesis 6: Direct Effect of Timeliness on Customer Loyalty Variable

H_{06}: $\alpha = 0$ → There is no direct effect of Timeliness on Customer Loyalty.

H_6: $\alpha \neq 0$ → There is a direct effect of Timeliness on Customer Loyalty.

The sixth hypothesis has a p-value of 0.426 (0.426 > 0.05) and a t-statistic value of 0.797 (0.797 < 1.96). Thus, it can be concluded that H_6 is rejected, the Timeliness variable has no significant effect on the Customer Loyalty variable. Previous research states that the timeliness variable has no significant effect, researchers agree that factors such as service quality, competitive pricing, relationship building, product differentiation, and overall customer experience play a greater role in determining customer loyalty (Surahman et al., 2020; Zaato et al., 2023).

Hypothesis 7: Direct Effect of Customer Satisfaction on Customer Loyalty Variable

H_{07}: $\alpha = 0$ → There is no direct effect of Customer Satisfaction on Customer Loyalty.

H_{a7}: $\alpha \neq 0$ → There is a direct effect of Customer Satisfaction on Customer Loyalty.

The seventh hypothesis has a p-value of 0.002 (0.002 < 0.05) and a t-statistic value of 3.100 (3.100 > 1.96). Thus, it can be concluded that Ha_7 is accepted, namely the Customer Satisfaction variable has a significant influence on the Customer Loyalty variable. Based on the results of previous research conducted in banks, the results of the research are that customer relations have a positive effect on the image of micro-banking companies, customer satisfaction, and customer loyalty. In addition, customer satisfaction affects customer loyalty. Research conducted by (Akıl & Ungan, 2022; Huma et al., 2020; Restuputri et al., 2021) the results showed that Customer Satisfaction has a positive and significant effect on Customer Loyalty.

Hypothesis 8: The Indirect Effect of Price on Customer Loyalty through the Customer Satisfaction Variable

H_{08}: $\alpha = 0$ → Price does not affect Customer Loyalty through Customer Satisfaction.

H_{a8}: $\alpha \neq 0$ → Price affects Customer Loyalty through Customer Satisfaction.

The eighth hypothesis has a p-value of 0.035 (0.035 < 0.05) and a t-statistic value of 2.114 (2.114 > 1.96). Thus, it can be concluded that Ha_8 is accepted, namely that there is an influence of the Price variable on Customer Loyalty through Customer Satisfaction. This means that if there is an increase in the Price variable, it will result in the Customer. The satisfaction variable also increases, which is also followed by an increase in the Customer Loyalty variable. The effect of price variables on customer loyalty through customer satisfaction in logistics companies can be explained by several factors. Price is an important element in the purchasing decision-making process, and directly affects customer satisfaction. When customers feel that customers get good value for the money customers spend, customers tend to be more satisfied with customer purchases and develop loyalty to the company. In the context of logistics companies, where customers often rely on these services for the customer's business operations, the price variable becomes even more significant.

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Hypothesis 9: The Indirect Effect of Service Quality on Customer Loyalty through the Customer Satisfaction Variable

H_{09}: $\alpha = 0$ → Service Quality does not affect Customer Loyalty through Customer Satisfaction.

H_{a9}: $\alpha \neq 0$ → Service Quality on Customer Loyalty through Customer Satisfaction.

The ninth hypothesis has a p-value of 0.161 (0.161> 0.05) and a t-statistic value of 1.403 (1.403 < 1.96). Thus, it can be concluded that H_9 is rejected, namely that there is no influence of the Service quality variable on Customer Loyalty through Customer Satisfaction. Service quality has a direct influence on customer satisfaction in logistics companies. However, the relationship between customer satisfaction and customer loyalty is complex and can be influenced by various factors other than service quality (Handayani et al., 2021).

Hypothesis 10: The Indirect Effect of Timeliness on Customer Loyalty through the Customer Satisfaction Variable

H_{010}: $\alpha = 0$ → Timeliness does not affect Customer Loyalty through Customer Satisfaction.

H_{a10}: $\alpha \neq 0$ → Timeliness affects Customer Loyalty through Customer Satisfaction.

The tenth hypothesis has a p-value of 0.033 (0.033 < 0.05) and a t-statistic value of 2.134 (2.134 > 1.96). Thus, it can be concluded that Ha10 is accepted, namely the variable Timeliness variable on Customer Loyalty through Customer Satisfaction. This means that if there is an increase in the Timeliness variable, it will result in the Customer Satisfaction variable also increasing, which is also followed by an increase in the Customer Loyalty variable (Alvarez & Fournier, 2015; Yulian & Moko, 2022).

5. Conclusion

This study analyzes the factors that influence customer satisfaction in using instant delivery goods in Indonesia, focusing on leading companies such as Grab, Gojek, and Paxel. The results show that service quality, price, and delivery timeliness play a significant role in shaping customer perceptions of service quality. Good service quality, competitive pricing, and reliable delivery timeliness are key factors in increasing customer satisfaction, which in turn has a positive effect on customer loyalty. The findings provide valuable insights for instant delivery goods companies in improving their service quality and maintaining loyal customer market share while highlighting the importance of adapting to changing market dynamics in the evolving instant delivery industry.

6. Implications

The findings from this study have several important implications for businesses in the instant delivery goods industry and for future research. Some of the key implications include the expansion of instant delivery goods in an increasingly competitive industry, adoption of the latest technologies such as artificial intelligence and IoT, focus on sustainability and environmental aspects, use of transparent pricing strategies, and improvement of customer experience through a customer-oriented approach. On-time delivery timeliness and the development of loyalty programs are also key factors in retaining customers. Investments in data analytics and continuous research support adaptation to the changing market dynamics that are constantly evolving in the instant delivery sector. Implications reflect the importance

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of prioritizing customer satisfaction as a key driver of success in this industry, while continuously monitoring market trends and evolving customer expectations.

7. Research limitations

This study may be limited in addressing other factors that affect customer satisfaction beyond the variables investigated, such as product quality, driver behavior, and brand reputation. In addition, this study may have limitations in covering a wider range of customer preferences in the instant delivery industry, such as special handling needs or specific product needs. This research is only in one region so future research could enlarge the coverage area. Awareness of these limitations will help in interpreting the research results appropriately and guide the direction of future research.

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