

The Effect of Goods Delivery Service Quality on Customer Satisfaction with Timeliness Variables as Mediation at SAPX in East Jakarta in 2023

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Abstrak: This study aims to determine the variable Quality of Goods Delivery Service (X) on Consumer Satisfaction (Y) with the variable Timeliness (Z) as mediation at SAPX. This research uses quantitative methods with non-probability sampling techniques. The sample data collection technique used a questionnaire and the data analysis technique used the SEM-PLS (Structural Equation Modeling-Partial Least Square) method with SmartPls 4.0 software on SAPX users then the questionnaire data used a Likert scale that had been tested for validity and reliability. The results of this study indicate that there is a significant and positive influence, namely the Quality of Goods Delivery Service has a significant effect on the Quality of Goods Delivery Service on Consumer Satisfaction, Quality of Goods Delivery Service on Timeliness, Timeliness on Consumer Satisfaction, Quality of Goods Delivery Service mediates on Consumer Satisfaction through Timeliness, Timeliness on Consumer Satisfaction through Quality of Goods Delivery Service.

Keywords: *Quality of Goods Delivery Service, Timeliness, Customer Satisfaction, SAPX.*

1. Introduction

Freight forwarding is an important element in modern supply chains that deals with the movement and distribution of goods from producers to consumers. In the era of globalization and growing e-commerce, it is important for freight forwarding companies to ensure efficiency, reliability, and high customer satisfaction in carrying out their services. Customer satisfaction is the goal of a company when creating a service. customer satisfaction is a construct that stands alone and is influenced by service quality (Arif 2018).

Service quality encourages customers to commit to a company's products and services, resulting in an increase in the market share of a product. Service quality is crucial in retaining customers for a long time. Companies that have superior service will be able to maximize the company's financial performance.

PT Satria Antaran Prima Express (SAPX) was founded by Budiyanto Darmastono in 2014. The company is engaged in shipping and logistics services, focusing on sending various types of packages from various regions and capitals. PT Satria Antara Prima Express (SAPX) always gives extra attention to customers with the aim of attracting those who want to use goods delivery services. Currently, the company has more than 200 branches and sub-branches, and has more than 11,324 delivery agent partners spread throughout Indonesia, and they plan to continue to grow over time.

In the face of intense competition with many similar goods delivery services such as PT SAP Express, JNE, Pos Indonesia, J&T, and others, PT Satria Antara Prima Express (SAPX) must

develop different marketing strategies to attract consumers. In addition, companies also need to set long-term and short-term goals as a guide in dealing with changes both from within and outside the company and changing times. This helps the company to adapt to the changes that continue to occur.



Figure 1. Logistics Market Growth Data 2020-2024
(Source: processed by the author)

This increase in revenue in Indonesia's logistics sector may reflect economic growth, industry development, and increased trade activity domestically and internationally. It also indicates significant potential for businesses in the logistics industry to grow and expand in Indonesia in the next few years.

Third Party Logistics (3PL) is a third-party (outsourced) company that provides logistics services between two or more locations in the supply chain. Today, many companies use 3PL services to optimize their core business. Broadly speaking, 3PLs can be divided into five: freight forwarders, courier companies, logistics companies, warehouse providers, and logistics technology. 3PL companies play an important role in their enterprise customers and the company's end customers. the quality of logistics services and timeliness of delivery become a very concerned factor in the continuity of working capital that needs to be evaluated regularly.

In this case, the author found several problems related to the delivery of goods, namely delays when sending goods to customers. Delay in delivery of goods is a situation where goods or packages that should arrive at a certain time, do not arrive or arrive late from the schedule determined by the delivery service. Delays can occur due to transportation problems and inaccurate information. SAP Expres is often not on time in delivering goods so that it affects customer satisfaction.

The purpose of this study was to determine the effect of the quality of goods delivery services on customer satisfaction with the variable timeliness as mediation at SAPX in East Jakarta in 2023.

2. Literature review

Service Quality

According to Kotler (2019), service quality is a form of consumer evaluation of the level of service received and the level of service expected. If the service received or experienced is as expected, then the quality of service is considered good and satisfying. one of the main factors that must be owned by entrepreneurs, both those who are just starting a business and those who have been in the business world for years. In other words, service quality is the level of service related to meeting consumer expectations and needs. This means that a service is said to be of quality if it meets most consumer expectations.

According to Abdullah and Tantri (2019), service quality is the overall characteristics and characteristics of a good or service that affect its ability to satisfy expressed or implied needs. The quality of service provided by the company must meet customer expectations. consumer. Service quality is the main basis for knowing the level of customer satisfaction. In this case the company can be said to be good if it can provide goods or services in accordance with customer expectations. Good product quality and service performance will greatly affect increasing customer satisfaction.

This is supported by Waguespack in Pramana (2016), stating that service quality is inseparable as it can enhance competitive advantage in attracting consumers.(Impact et al., 2022)

The significance of service quality extends beyond the vision and mission of a company, allowing for the implementation of enhanced services to customers. This objective is driven by the desire to generate satisfaction and cultivate customer loyalty, as emphasized by Jibril et al. (2019). The quality of service holds the potential to mirror the long-term image of a company in the minds of customers.(Adhitia et al., 2022)

From the experts above, it can be concluded that the services provided by the company are efforts made to provide satisfaction to consumers. This service includes various aspects such as the completeness of the facilities used, the friendliness of the company, the quality of the activities provided, the accuracy in providing services, and the company's responsibility in the event of damage to the products purchased by consumers. The importance of this service problem is very large for consumers, so companies need to pay serious attention to improving the quality of their services. This can help companies build good relationships with consumers and gain their loyalty.

Consumer Satisfaction

Consumer satisfaction is the basic level of consumer perception of the quality of service or products obtained by comparing what is received with what is expected and desired according to consumer needs (Irwansyah & Mappadeceng, 2018).

Customer satisfaction is a measure of the success of a company and will affect the level of sales. When consumers are satisfied, they tend to stick to the products sold in the market and build consumer loyalty. When consumers are satisfied with a product they receive, they tend to make repeat purchases, resulting in loyalty (Thungasal dan Siagian, 2019).

From according to the experts above, customer satisfaction is a positive feeling that arises when the product or service they receive meets or exceeds their expectations, while dissatisfaction occurs when the results do not match expectations. Customer satisfaction is an important factor in building long-term relationships between companies and customers.

Timeliness

According to Chairil and Ghozali (2001), timeliness can be defined as the provision of information to decision makers when the information is needed and before the information loses its value or impact on the decision-making process.

According to Kieso (2008) Timeliness in presentation does not automatically ensure relevance, but the relevance of information cannot be achieved without timeliness. Financial reports that are presented on time will be more useful than reports that are provided late. And timeliness is one part of providing information to decision makers when needed and before the information loses its impact. Timeliness in the presentation of information is not only important for relevance, but also increases the ability of information to influence decisions. This is, the importance of accuracy in product delivery to increase customer satisfaction, where the estimated time of arrival is an indicator of the quality of the delivery service.

According to Pujawan (2002), timeliness is the supplier's ability to deliver on time with small delivery lots. This will be assessed by the distance between the supplier and the company, their production capacity and their historical ability to deliver on time.

Timeliness refers to the accessibility of information to decision-makers at the crucial moment when it can impact a decision, preserving its relevance before losing its potential influence, as articulated by Dzakiyuddin (2018).(Edward et al., 2022)

In essence, the conceptual meaning of timeliness pertains to the quality of information being readily available when required or the quality of effective information within a temporal context, as explained by Diandi (2020).(Edward et al., 2022)

According to some of the experts above, timeliness is the provision of information to decision makers when needed and before the information loses its impact. Timeliness in the presentation of information is not only important for relevance, but also increases the ability of information to influence decisions. This is the importance of accuracy in product delivery to increase customer satisfaction, where the estimated time of arrival is an indicator of the quality of the delivery service.

Tabel 1. Indikator

Variable	Indikator	Source
Kualitas Pelayanan	- <i>Tangible</i> (Tampilan Fisik) - Reliability (Keandalan) - Responsiveness (Daya Tanggap) - <i>Assurance</i> (Jaminan) - Empathy (Empati)	Kotler dan Keller (2005)

Kepuasan Konsumen	- Kesesuain harapan - Minat berkunjung Kembali - Kesediaan merekomendasikan	Indrasari (2019:92)
Ketepatan Waktu	- Delivery Time (Waktu pengiriman) - Delivery Flexibility (Melayani diluar jam operasional) - Delivery Accuracy (Pengiriman barang) - After-sales Service (Informasi tracking) - Order Management (Informasi pesanan) - Marketing and Communication (Pemberian informasi yang jelas) - E-Information (Informasi digital internet)	Dinitzen (2010:35)

(Source: processed by the author)

Research Model

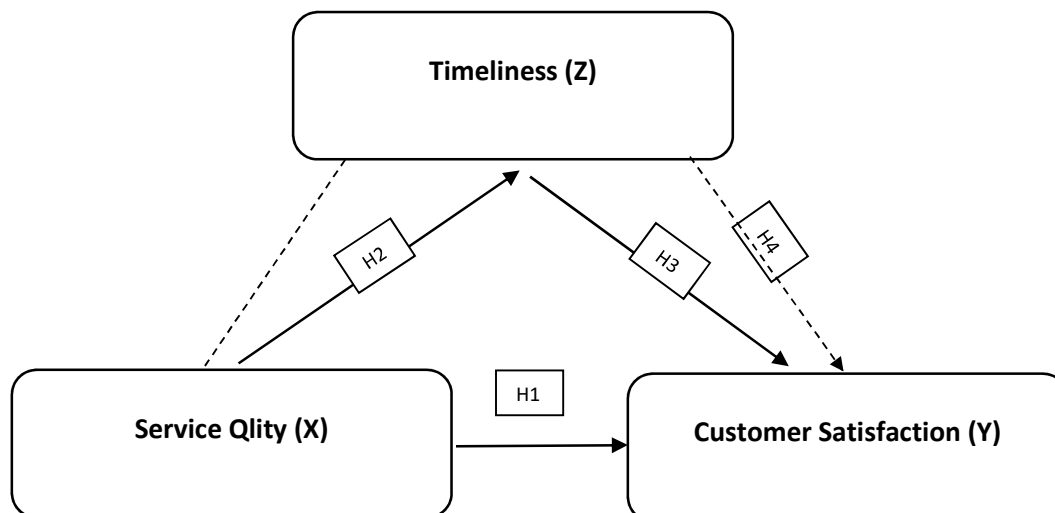


Figure 2. Framework of Thought
(Source: processed by the author)

Hypothesis

The hypotheses used in this study are:

- H₁ : It is suspected that the quality of goods delivery services has a significant influence on customer satisfaction of SAPX in East Jakarta in 2023.
- H₂ : It is suspected that the quality of goods delivery service has a significant influence on the timeliness of SAPX in East Jakarta in 2023.
- H₃ : It is suspected that timeliness has a significant influence on the quality of goods delivery service of SAPX in East Jakarta in 2023.
- H₄ : It is suspected that the quality of goods delivery services and timeliness have a significant influence on customer satisfaction of SAPX in East Jakarta in 2023.

3. Research method

Based on Figure 1 above, this study aims to determine the effect of the quality of goods delivery services, customer satisfaction, with the variable timeliness as mediation at PT Satria Antaran Prima (SAP Express). This research design uses a quantitative approach in which it tests the hypothesis by testing accurate statistical data. Sampling aims for the sampling method by distributing questionnaires to service users of PT Satria Antaran Prima (SAP Express) using non-probability sampling techniques by taking as many as 100 respondent data. This test uses Structural Equation Modeling-Partial Least Square (SEM-PLS) techniques applied to test the relationship between independent variables (quality of goods delivery services, and customer satisfaction) with the dependent variable (timeliness) as mediation. This research calculation uses a quantitative approach with the help of the Smart PLS version 4.0 application. Respondents were asked to rate each statement based on their personal experience using a 1-5 Likert scale, ranging from "Strongly Disagree" to "Strongly Agree".

4. Results and discussion

Validity Testing

Tests supported by SmartPLS 4.0 provide the following results;

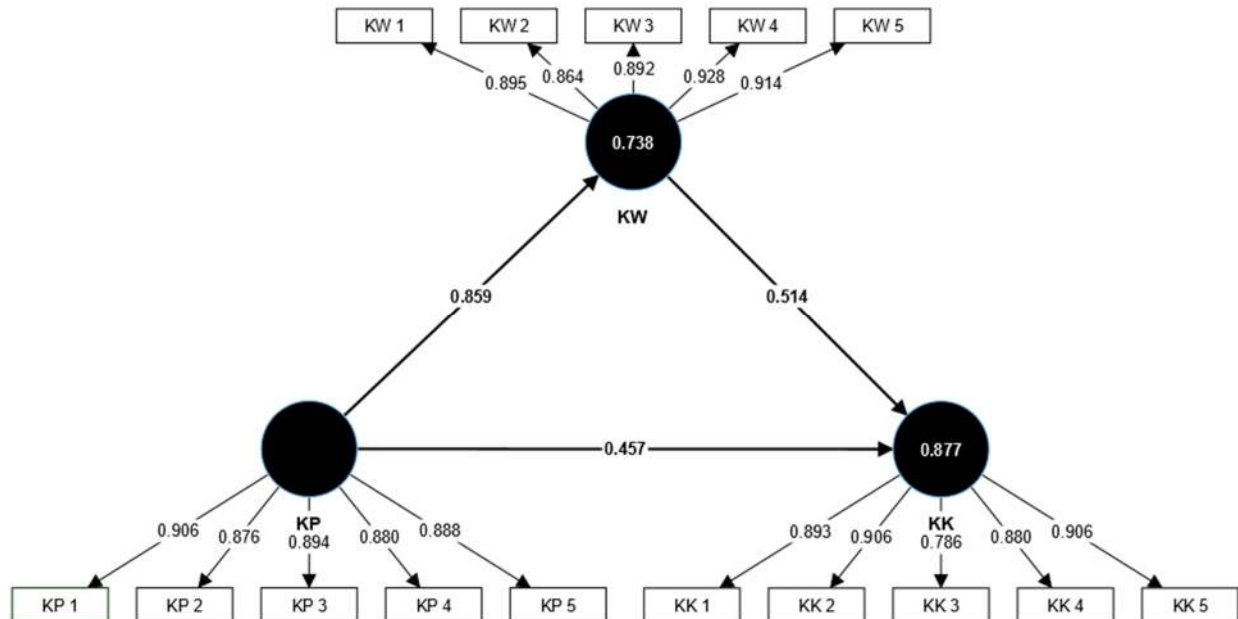


Figure 3. PLS Algorithm Results

(Source: processed by the author)

Based on Figure 3 above, it shows that Service Quality has a direct effect on Customer Satisfaction with a value of 0.457, Service Quality has a direct effect on Timeliness with a value of 0.859, and Timeliness has a direct effect on Customer Satisfaction with a value of 0.514.

Table 2. Validity Test

Variabel	Customer Satisfaction (Y)	Service Quality (X)	Timeliness (Z)	Hasil
Service Quality 1	0,893			Valid
Service Quality 2	0,906			Valid
Service Quality 3	0,786			Valid
Service Quality 4	0,880			Valid
Service Quality 5	0,906			Valid
Timeliness 1		0,906		Valid

Timeliness 2	0,876	Valid
Timeliness 3	0,894	Valid
Timeliness 4	0,880	Valid
Timeliness 5	0,888	Valid
Customer Satisfaction 1	0,895	Valid
Customer Satisfaction 2	0,864	Valid
Customer Satisfaction 3	0,892	Valid
Customer Satisfaction 4	0,928	Valid
Customer Satisfaction 5	0,914	Valid

(Source: processed by researchers using SmartPLS 4)

(Source: processed by the author)

Based on table 2 above, it shows that there are 3 variables with 15 research indicators that have several stages of testing the measurement model which aims to prove the requirements to meet the validity of the research, namely, having a loading factor limit > 0.7 (greater than zero point seven). An indicator can be said to be valid can be stated by fulfilling the convergent validity test with an outer loading value > 0.7 (greater than zero point seven), besides that the value of convergent validity and discriminant validity is also determined by looking, namely by the average Average Variance Extracted (AVE) value must be > 0.5 to be a reference as a good or valid model.

Table 3. Average Variance Extracted Result (AVE)

Variable	Average Variance Extracted (AVE)	Result
Service Quality (X)	0,766	Reliable
Customer Satisfaction (Y)	0,790	Reliable
Timeliness (Z)	0.808	Reliable

(Source: processed by researchers using SmartPLS 4)

(Source: processed by the author)

Based on the table 3 above, it is known that all variables have an AVE value > 0.50 , meaning that they meet the requirements of convergent validity or can be considered valid, so that these variables are declared feasible or valid for use in this study.

From the Average Variance Extracted (AVE) table above, it can be seen that Service Quality has a value of $0.766 > 0.50$, which means it can be declared reliable, Customer Satisfaction has a value of $0.790 > 0.50$, which means it can be declared reliable, and Timeliness has a value of $0.808 > 0.50$, which means it can be declared reliable.

Reliability Testing

Table 4. Reliability Test

Variable	Cronbach'a alpha	Rho-a	Composite reliability	Result
Kualitas Konsumen(Y)	0,923	0,929	0,942	Reliable
Kualitas Pelayanan(X)	0,934	0,934	0,950	Reliable
Ketepatan Waktu(Z)	0,940	0,943	0,954	Reliable

(Source: processed by researchers using SmartPLS 4)

(Source: processed by the author)

Based on table 4 above, it is known that the Cronbach's alpha value for each latent variable measured is greater than 0.70, so it can be said to have an acceptable or high reliability value.

Furthermore, it is known that the composite reliability value for each latent variable measured is greater than 0.70 so that it can prove that all variables in this study have high reliability.

Model Fit Test

Table 5. Model fit test

	R square	R square Adjusted	Result
Customer Satisfaction (Y)	0,877	0,874	Strong
Timeliness (Z)	0,738	0,735	Medium

(Source: processed by researchers using SmartPLS 4)

(Source: processed by the author)

Based on table 5 above, the value for the R-squared value of 0.75 is strong, 0.50 is medium, and 0.25 is weak. Based on the R² value of the two variables, it involves the relevance of Q² predictions. From the table above, it shows that Customer Satisfaction has a value of 0.877 or 87.7%, which means it has a strong level of value, and then the results of Timeliness have a value of 0.738 or 73.8%, which means it can be said to have a moderate level of value, because it is above 0.50 below 0.75.

Hypothesis Test

Table 6. Uji Path Coefficients and T-values

Path	Original Sampel (O)	T Statistik	P Values	Results
Kualitas Pelayanan (X) -> Kepuasan Konsumen (Y)	0,457	4,093	0,000	Accepted
Kualitas Pelayanan (X) -> Ketepatan Waktu (Z)	0,859	22,374	0,000	Accepted
Ketepatan Waktu (Z) -> Kepuasan Konsumen (Y)	0,514	4,871	0,000	Accepted
Kepuasan Pelanggan (X) -> Ketepatan Waktu (Z) -> Kepuasan Konsumen (Y)	0,441	4,713	0,000	Accepted

(Source: processed by researchers using SmartPLS 4)

(Source: processed by the author)

Based on table 6 above, the hypothesis test uses a significance level value of 0.05 or 5%. The hypothesis is accepted if the T statistic is higher than 1.96 and the P value is lower than 0.05. It can be seen from the results of bootstrapping hypothesis testing in the SmartPLS application in table 4 above.

Based on table 4 above, hypothesis testing in this study uses the T statistical value and T table, if the statistical T value obtained is greater than the T table, it means that the hypothesis is supported (accepted). It can be stated that Service Quality on Customer Satisfaction is 0.457, the statistical T table is 4.093 greater than 1.96, and the p value is 0.000 < 0.005, so it is declared accepted, Quality of Goods Delivery Services on Timeliness is 0.858, the statistical T table is 22.374 greater than 1.96, p value 0.000 < 0.05 then it is declared accepted; Timeliness on Customer Satisfaction is 0.514, table T statistic is greater 4.871 than 1.96, and p value 0.000 < 0.005 then it

is declared accepted, Customer Satisfaction and Consumer Satisfaction have an effect of 0.441, table T statistic is greater 4.713 than 1.96, p value $0.000 < 0.005$.

Effect of Goods Delivery Service Quality on Customer Satisfaction

The test results show that it can be stated that there is a mutual influence because Service Quality on Customer Satisfaction is 0.457, the statistical T table is 4.093 greater than 1.96. That the hypothesis of the Effect of Goods Delivery Service Quality on Customer Satisfaction is supported by these results. The results of the analysis of the Effect of Goods Delivery Service Quality have a positive and significant effect on Customer Satisfaction. This shows that the better the quality provided by PT Satria Antaran Prima (SAP Express), which can lead to satisfaction for consumers. (Martua & Djati, 2018)

The Effect of Quality of Goods Delivery on Timeliness

The test results show that it can be stated that there is a mutual influence because the Quality of Service on Timeliness is 0.858, the statistical T table is 22.374 greater than 1.96. That the hypothesis of the effect of Goods Delivery Service Quality on Timeliness is supported by these results. The results of the analysis of the effect of the quality of goods delivery services have a positive and significant effect on timeliness. This shows that the better the quality provided by PT Satria Antaran Prima (SAP Express), resulting in more precise delivery timeliness. (Hafizha et al., 2019)(Akbar Maula Fachreza, Ari Arisman, 2022)

The Effect of Timeliness on Customer Satisfaction

The test results show that it can be stated that they are mutually influential because the effect of timeliness on customer satisfaction is 0.514, the T statistical table is greater than 4.871 than 1.96. That Timeliness on Customer Satisfaction is supported by these results. The results of the analysis of Timeliness have a positive and significant effect on Customer Satisfaction. This shows that the better the timeliness provided by PT Satria Antaran Prima (SAP Express), which makes consumers feel satisfied. (Apriyadi, 2017)

The Effect of Goods Delivery Service Quality and Customer Satisfaction on Timeliness

The test results show that it can be stated that they have a mutual effect because the effect of the Quality of Goods Delivery Services and Customer Satisfaction on Timeliness is 0.441, the T statistic table is 4.713 greater than 1.96. That the Quality of Goods Delivery Services and Customer Satisfaction on Timeliness is supported by these results. The results of the analysis of the Quality of Goods Delivery Service and Customer Satisfaction have a positive and significant effect on Timeliness. . This shows that the better all the services provided by PT Satria Antaran Prima (SAP Express) which makes consumers use this service again. (Hafizha et al., 2019)

5. Conclusion

From the data that has been analyzed and the discussion in the previous chapter, regarding the Effect of Goods Delivery Service Quality on Consumer Satisfaction with Timeliness Variables as Mediation at PT Satria Antaran Prima (SAP EXPRESS) in East Jakarta in 2023, it can be concluded by the author that everything studied results in a positive and significant

interrelationship between variables and can be proven by the explanation, among others:

1. There is a significant and positive influence between, Quality of Goods Delivery Service on Customer Satisfaction of 0.457, the statistical T table is 4.093 greater than 1.96, and the p value is $0.000 < 0.05$, so it is accepted.
2. There is a significant and positive influence between the Quality of Goods Delivery Services on Timeliness of 0.858, the statistical T table is 22.374 greater than 1.96, p value $0.000 < 0.05$, so it is accepted.
3. There is a significant and positive influence between, Timeliness on Customer Satisfaction of 0.514, the statistical T table is 4.871 greater than 1.96, and the p value is $0.000 < 0.05$, so it is accepted.
4. There is a significant and positive influence between, Quality of Goods Delivery Service and Consumer Satisfaction has an effect of 0.441, the T statistic table is greater than 4.713 than 1.96, p value $0.000 < 0.005$, so it is accepted.

6. Implications

Practical Implications

With the influence of work facilities and human resources on the performance of goods delivery, it shows that the work facilities and human resources provided by PT Satria Antaran Prima Express (SAPX) in East Jakarta have a factor in influencing the performance of goods delivery. In this study, researchers suggest that PT Satria Antaran Prima Express (SAPX) has more fleets within the city and outside the city (cross) as the operational fleet of the delivery service company. By adding a new fleet to optimize performance in shipping goods and SLA (Service Level Agreement) time can be maintained and can run well. Human resources provided by PT Satria Antaran Prima Express (SAPX) must also be improved in terms of employment (drivers) who are still lacking in qualifications and how to add employees according to the qualifications of the drivers.

Theoretical Implications

The results of this study can be input for PT Satria Antaran Prima Express (SAPX) in East Jakarta to improve the work facilities and human resources needed to maximize performance in shipping goods. By adding work facilities that can support the performance and productivity of drivers in the future and providing training to drivers so that they can understand more about their fields. So that the performance carried out can be faster, more effective and efficient.

7. Research limitations

This study has several limitations that can be used as a reference for further research to produce better research, namely:

1. This research was conducted by distributing questionnaires to users of Satria Antaran Prima (SAP Express) services.
2. This study only uses 100 respondents who have used Satria Antaran Prima (SAP Express) services.
3. This research uses non-probability sampling techniques.

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