

ANALYSIS OF SERVICE QUALITY AND DELIVERY TIMELINESS ON SHOPEE EXPRESS CUSTOMER SATISFACTION IN ROROTAN YEAR 2023

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Abstract: This research is about service quality, punctuality of delivery affects customer satisfaction. The purpose of the study was to determine the influence of the dependent variable on the independent variable. This research method uses quantitative with purposive sample techniques to obtain respondents and random sampling. The respondents in this study were 100 respondents. The analysis test tool used is Smart PLS 4 with SEM analysis method. The results of this study obtained positive and significant results. The variables of service quality and timeliness of delivery have a positive effect on customer satisfaction, it can be concluded that service quality and service timeliness have a positive effect because at the time of the hypothesis test it can be known that the *T-test* value and *P value* show positive. Then (Ho) refuse (Ha) is accepted, which confirms the positive relationship of service quality and punctuality of delivery to customer satisfaction.

Keywords: *Quality of Service, Punctuality, Customer Satisfaction, SmartPLS, Quantitative Methods*

1. Introduction

Currently, the process of goods delivery activities is something that cannot be separated from logistics activities, therefore freight forwarding service activities are crucial in improving the performance of the flow of goods from one region to another. Traditionally it has been difficult for components of the supply chain to define their role in the overall customer service delivered to end-users. However, the growing trend is for a larger awareness of “their role not only with reference to trading partners but also to the end customer and at the point to the fact that logistics customer service in the supply chain functions as communicating vessels” (Długosz, 2010).

The more advanced and developed the business world is so fast, there will be an increase in competition for a business as well. Therefore the success of the business is influenced by customer satisfaction about how customers quickly adjust to the delivery of goods and goods delivery activities. Customer service is a broad term that holds many elements ranging from product availability to after-sale maintenance. Looking at logistics perspective, customer service is the outcome of all logistics activities or supply chain processes (Sarder, 2010).

Shopee Express is an integral part of the Shopee ecosystem designed to provide a better and efficient online shopping experience for customers. This service offers various advantages, such as fast and reliable delivery, as well as a wide range. Therefore, it is important to undergo an in-depth analysis related to two key aspects, namely service quality and delivery timeliness, to understand the extent to which Shopee Express meets customer expectations.

The assessment of user satisfaction with freight forwarding services can be based on the impact of service quality and delivery punctuality. The term “customer service” needs clear explanation in order to relate with logistics. For example, manufacturers’ first concern always is with how efficiently the cargo reaches its destination without any delay or any sort of

complication. This is important because of the reputation of the company, which solely depends on customer perception (Sarder, 2020).

However, if the quality of good service from warehousing service companies increases, it will increase the satisfaction of its service users. User satisfaction can be realized by providing good service and the right delivery timeliness related to the process of shipping the goods to be as expected by the customer, so it can be understood that the higher the level of service user satisfaction will create a sense of satisfaction so that service users are interested in reusing the freight forwarding service. It should be noted that individual companies in the supply chain are suppliers and customers at the same time. Every supplier is a customer of another supplier, which means that they must all operate on two markets. They form part of the sales market as customers, whereas as suppliers, they operate in the field of procurement (Długosz, 2010).

Therefore, companies must see and pay attention to the needs and desires of service users, and companies must have a strategy in meeting the needs of users. Logistics planners must understand all logistics services offered by the firm so that they can articulate the benefits to the customer. If articulate properly, customer service could add significant value to create demand for the products and improve customer loyalty (Sarder, 2020).

Currently the most important thing in freight forwarding services is how service users make choices ranging from the safety of goods, quality of service and punctuality of delivery is made into an assessment of service users who will use freight forwarding services. Performance variability is important for service customers because it can produce service encounters that either exceed or fail to meet customers' expectations. When service exceeds expectations, customers experience positive disconfirmation and are assumed to perceive higher service quality and be more satisfied than when expectations are not met (i.e., when customers experience negative disconfirmation) (Mcquitty dkk., 2004)

In the Shopee Express company engaged in logistics, this is a freight forwarding service that prioritizes security, safety of goods and punctuality in the warehouse which is supported to produce service user satisfaction. So that it can support the success and welfare of the Shopee Express freight forwarding service that can meet the expectations of service users and consumers to always trust the Shopee Express delivery service.

But in this study we want to see whether the quality and punctuality provide satisfaction to Shopee Express service users because there are still many service users who are still satisfied with the services provided by the operations because there are still problems related to the delivery of goods that are not in accordance with the time related to the quality of service where we see that there must be an increase from operations and employees regarding the delivery of goods aforementioned.

From the description above, researchers are interested in examining service quality and punctuality of delivery as exogenous variables while still paying attention to service elements and service dimensions. In this study, researchers concluded that 2 things have an influence on service user satisfaction. Therefore, the researcher took the title "ANALYSIS OF SERVICE QUALITY AND DELIVERY TIMELINESS ON SHOPEE EXPRESS CUSTOMER SATISFACTION IN ROROTAN IN 2023".

2. Literature Review

Quality of Service

Kotler's viewpoint is that service quality constitutes an evaluation by consumers, where they assess the alignment between the service they receive and their expected level of service. When the actual service matches their expectations, it is regarded as a good and satisfactory

quality of service. The satisfaction created can encourage consumers to make repeat purchases and are expected to become loyal customers. (Zikri & Ha, 2022)

In general, customers typically assess a company's service quality using various criteria, such as tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding the customer. These ten dimensions can be consolidated into five primary categories: reliability, tangibles, responsiveness, assurance, and empathy. According to (Zeithaml et al., 1996), they propose that there are essentially five dimensions employed for evaluating service quality: 1. Tangibles encompass physical facilities, equipment, employees, and communication tools. 2. Reliability involves the capacity to deliver promised services promptly, accurately, and satisfactorily. 3. Responsiveness pertains to the willingness of staff to assist clients and provide timely service. 4. Assurance covers the knowledge, skills, courtesy, and trustworthiness of staff, ensuring freedom from danger, risk, or uncertainty. 5. Empathy includes the facility to establish relationships easily, effective communication, personal attention, and a deep understanding of customer needs.

Quality is a constantly changing state encompassing products, services, individuals, procedures, and surroundings that either meet or surpass established expectations. (Rosa Beautiful & Suryoka, 2018). Collier in having another view of the quality of this service, which emphasizes more on customers, service, quality, and level or level. The best level of customer service (excellence) and quality of service are the most consistent ways to meet consumer expectations (external service standards and costs) and service performance systems (internal service standards, costs and benefits). (Rahman, 2019). Meanwhile, As per Kotler and Keller, consumer satisfaction is the emotional response a person experiences, which can be either contentment or dissatisfaction, after evaluating the actual performance of outcomes of a product against their anticipated performance of results. (Kusuma, 2015)

Laksana in Jasa refers to actions or activities that can be provided from one party to another, with a fundamental characteristic of not generating any form of ownership. (Sharif Maulana, 2016). According to Abdullah & Tantri, in Service quality comprises a set of attributes and qualities inherent to a product or service that influence its capacity to fulfill both explicit and implied requirements. A company's service quality should be consistent with the anticipated standards of its customer (Zikri & Ha, 2022)

Timeliness

Timely delivery is important because the precision of product delivery is a crucial element in enhancing customer contentment. Delivery time is the time it takes for a customer to order a product until it reaches the customer's location doorstep. The anticipated duration of arrival is often a reference for customers to find out whether the delivery service is good or not (Jaya Sakti & Mahfudz, 2018). What is meant by punctuality is that the delivery process is carried out on a predetermined date and time so as not to cause complaints from customers (Tania & Raymond, 2020)

As per Mahendra Arief in (Setiawan & Muhajirin, 2023), The measures for punctuality include: 1. Timely order placement, Companies offering products or services are expected to ensure the timely initiation of the ordering process by buyers. 2. Absence of order delays, Companies offering products or services are ready to assume accountability for preventing any delays in the ordering process. 3. Offering proof of timely order completion, Companies providing products or services are required to furnish concrete evidence that orders will be finished on schedule, aligning with the terms established in the initial contractual agreement.

According to Nystrom, punctuality is that the process of shipping goods carried out must be in accordance with the day and date that has been determined if the day and date do not match the specified can be a driver for customers to complain, with the number of

shipments of goods and goods that arrive must be on time so that customers feel satisfied if the goods delivered arrive at a predetermined time.(Juniariska et al ., 2020)

Before deciding to use a delivery service, consumers need information about prices and delivery times that will be used to obtain comparisons between shipping services which will ultimately make customer purchase decisions (Haikal Aliftian Nantigiri dkk., 2021)

Customer Satisfaction

As stated by Kotler and Keller in (Pranitasari & Sidqi, 2021a) customer satisfaction is a feeling of satisfaction or disappointment when product performance is compared to human expectations. According to Hasan, satisfactions and dissatisfaction are assessments made after a purchase, where satisfaction occurs when the chosen option meets or exceeds customer expectations, and dissatisfactions arises when the outcomes fall short of those expectations.

According to Oliver in (Zikri & Harahap, 2022), satisfaction is the level of emotion a person experiences when they evaluate the performance or results they've achieved in comparison to what they expected. Therefore, the level of satisfaction depends on the difference between perceived and expected performance. When expectations are fulfilled, customers won't be dissatisfied. When the performance aligns with customer contentment. On the other hand, if the performance surpasses expectations, it will lead to customer satisfaction. Customer expectations can be created from past experiences, feedback from loved ones and information provided by customers, etc. (Kurniawan et al. 2023)

According to Widjaja in (Rohaeni & Marwa, 2018) Customer satisfaction with a product or service depends on many factors such as switching to other products or services, similarity in quality, quality or service with substitute products or services. Risking. price changes due to substitution. goods or services. and the change in satisfaction resulting from a new product compared to the experience of a previously used product.

According to Soegoto in defining that customer satisfaction is the feeling of customers, both in the form of satisfaction and feelings of disappointment towards customers, which arise when the appearance of a product is evaluated in relation to the customer's expectations of the product.(Bahrin & Gusti Son, 2023)

According to Yamit in (Kurniawan Gultom et al., 2020), customer satisfaction is the evaluation of purchases or evaluation results when comparing impressions with expectations. Meanwhile, according to Nitisusastro in (Haikal Aliftian Nantigiri et al., 2021), the decision to buy or use products and services requires a research process and the acquisition of information or data about brands and analysis of various separate choices for similar products. before you decide to buy a brand.

According to Permana & Djatmiko Customer satisfaction is a summary of the various intensities of emotional reactions that arise within a limited period of time and duration and is aimed at important aspects of product consumption.(Pranitasari & Sidqi , 2021)

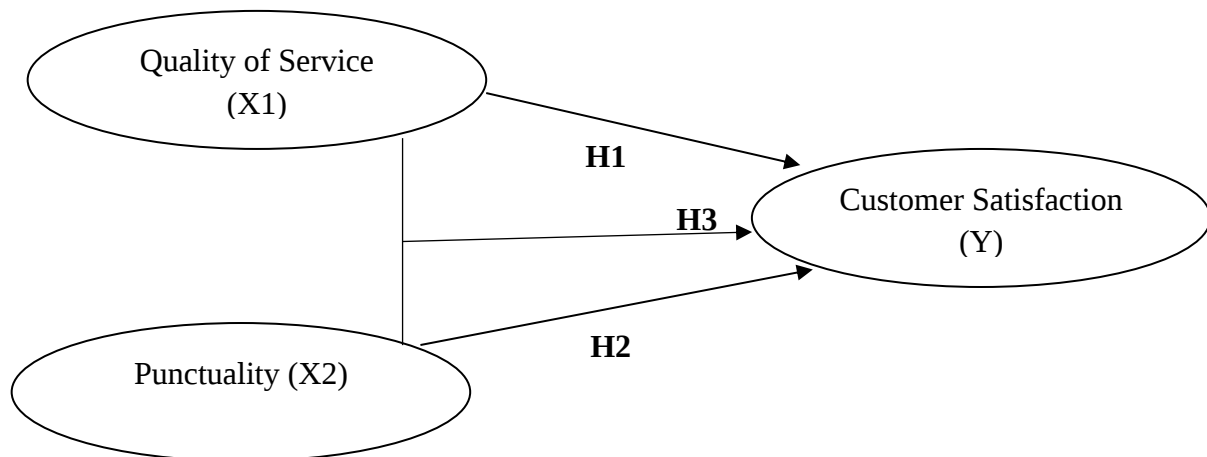
Customers if they are satisfied with the services provided, then the customer or user of the service will tell the satisfaction of the service to other potential customers. However, if the customer is not satisfied with the service provided, then the customer will also tell a disappointing experience. If you disappoint customers, it will worsen the company's image and existence(Rohaeni & Marwa, 2018).

HYPOTHESIS

H1: It is suspected that there is a positive influence on service quality directly on customer satisfaction

H2: It is suspected that there is a positive influence of shipper punctuality directly on customer satisfaction

H3: It is suspected that there is a positive influence of service quality and punctuality of delivery on customer satisfaction



3. Research Methods

This study applies Quantitative research methods by using purposive as a sample determinant by using 100 service user respondents and obtaining data directly from Shopee Express.

After that, researchers use the Partial Least Square (PLS) approach in the form of a structural equation model (SEM) to analyze the data that has been collected. PLS is a method in SEM that focuses on components or variants. SEM is a field of statistical analysis that allows testing a number of complex connections simultaneously. Therefore, the structural equation model (SEM) refers to the SEM model used.

4. Results and Discussion

Related to this study, an overview of the results of research data analysis is presented. The purpose of this data analysis is to understand the level of service quality (variable X1), punctuality (variable X2), and customer satisfaction (variable Y). Data collection was carried out through the distribution of questionnaires to 100 respondents who were Shopee Express customers, selected based on samples that had been determined in this study. This sample is selected using the purposive sampling method, with the company's customers as the target sample population..

4.1 Outer Model

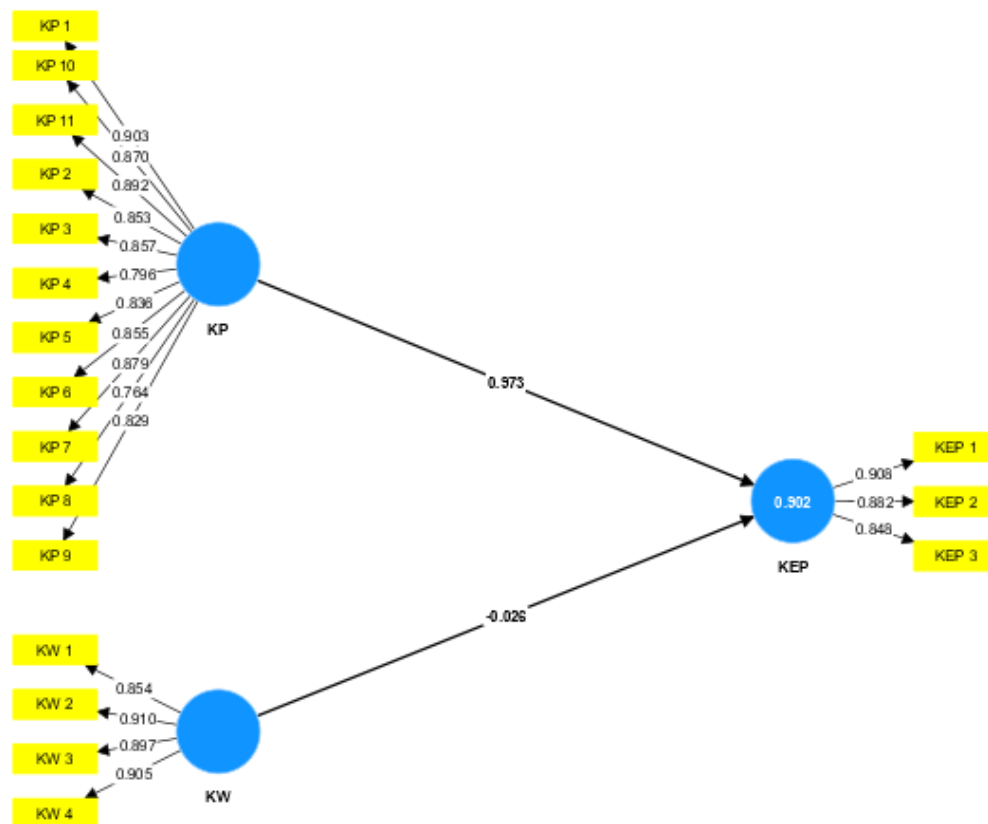


Figure 4.1 Outer Model

Source: Processed by researchers using SmartPLS 4

To assess convergent validity, outside loading values or loading factors are used. The indicator is considered to show strong convergent validity when its outer loading value exceeds 0.7. Below are the outer loading values for each indicator on the research variables.

Validity Indicator (Outer Model)

Variable	Indicators	Loading (>0.70)	AVE(>0.5)
Quality of Service	X1.1	0.903	0.721
	X1.2	0.853	
	X1.3	0.857	
	X1.4	0.796	
	X1.5	0.836	
	X1.6	0.855	
	X1.7	0.879	

	X1.8	0.764	
	X1.9	0.829	
	X1.10	0.870	
	X1.11	0.892	
Timeliness	X2.1	0.854	0,795
	X2.2	0.910	
	X2.3	0.897	
	X2.4	0.905	
Customer Satisfaction	Y.1	0.908	0.774
	Y.2	0.882	
	Y.3	0.848	

Source: Processed by researchers using SmartPLS 4

Outer loadings and Convergent Validity (AVE) indicators

Outer loading or loading factors are used to test convergent validity. If the outer loading factor > 0.7 , then the indicator is considered to meet convergent validity in the good category. The following is the outer loading value of each indicator on the research variable.

From the information listed in the table above, it can be seen that most of the indicators in the research variable have an outer loading value of > 0.7 . The above outer loading values are sufficient to meet convergent validity requirements.

Based on the data presented in the table above, an outer loading value of $0.7 - 0.8$ is considered sufficient to satisfy the convergent validity requirements. The data show that all indicators can be considered valid and suitable for use in research, and can be further analyzed..

4.2 Inner Model

Coefficient of determination (R^2)

The coefficient of determination is used to measure the degree of accuracy in predictions. In general, the value of R^2 is 0.75, the prediction is considered to have a high degree of accuracy, the value of R^2 0.50 indicates a moderate level of accuracy, and when the value of R^2 is 0.25 the prediction is considered to have a degree of accuracy (Joseph F Hair et al., 2017, p. 211). The results of the value of the coefficient of determination can be seen in the following table.

Model Goodness of Fit Test

Following data analysis performed with the SmartPLS 4 software, the *R-square* and *Q-square* values were acquired as follows:

Variable	R-Square
Customer Satisfaction (Y)	0.902

Table Data 4.2

Source: Proessed by researchers using SmartPLS 4

Based on the presentation of data in the table 4.2 above, it can be seen that the *R-Square* value for the service user satisfaction variable is 0.902. The acquisition of this value explains that the percentage of service user satisfaction can be explained by the quality of service and punctuality

The assessment of goodness of fit is known from the Q-Square value. The Q-Square value has the same meaning as the coefficient determination (R-Square) in regression analysis, where the higher the Q-Square, the model can be said to be better or more fit with the data. The results of calculating the Q-Square value are as follows:

$$\begin{aligned}\text{Q-Square} &= 1 - (1 - R1) \\ &= 1 - (1 - 0.902) \\ &= 1 - 0.098 \\ &= 0.902\end{aligned}$$

From the calculation results above, a Q-Square value of 0.902 is obtained. This value shows that most of the diversity in the research data can be explained by the research model, which is 90.2%. Meanwhile, only about the remaining 9.8% was explained by other factors that were beyond the scope of this research model. Therefore, the results of this study show that this research model has a good level of goodness of fit.

Based on the data obtained in table above, it can be seen that the R-Square value for the customer satisfaction variable is 0.902. The results of this value show that about 90.2% of customer satisfaction levels can be explained by service quality and punctuality. Then, the RSquare value obtained for the customer satisfaction variable is 0.902. The result of obtaining this value explains that about 90.2% of the employee's performance level can be explained by service quality, punctuality, and customer satisfaction. And less 9.8% to get good results in service quality and punctuality where the results outside this study such as good communication with customers will provide good value for this company and the response of every human resource in handling customer goods well and in accordance with company SOPs will support increased customer satisfaction.

4.3 Test the hypothesis

Based on the data processing carried out, the results can be applied to add research hypotheses. In this study, the examination of the research hypothesis was carried out through the assessment

of T-value and *P-value*. A research statement can be formulated if the P-value is less than 0.05. The following are the results of hypothesis testing conducted in this study using an internal model:

Table of T-Statistics and P-Values 1

Hypothesis	Influence	T Statistics	P Values	Result
H1	Quality of Service to Customer Satisfaction	14.843	0.000	Accepted
H2	Punctuality to Customer Satisfaction	0.335	0,738	Not Accepted
H3	Quality of Service and Punctuality to Customer Satisfaction	7.460	0.001	Accepted

Table Data 4.3

Source: Processed by researchers using SmartPLS 4

Based on the data presented in the table above, it can be seen that H1 has a rundown of 14.843 and H3 has a runoff of 7.460 which means that the hypotheses proposed in this study can be accepted because each has a positive and significant influence because it has a $P < 0.05$. While H2 has a runer of 0.335 which has a positive but insignificant effect because it has a P value of > 0.05 .

5. Conclusion

Based on the data that has been presented in the previous chapter, the author concludes that there is a positive and significant influence of the service quality variable on customer satisfaction and there is also a positive and significant influence of the two dependent variables on the independent variable because the results are in accordance with the provisions set by experts. However, the punctuality variable on customer satisfaction has a positive influence but is not significant because the P value exceeds the limit determined by experts. From the point variables above, it can be concluded to get positive results and significance of the punctuality variable on customer satisfaction with points outside this study as a supporter of the delivery of human resources or employees more able to optimize their ability to understand the area they deliver so that the speed of delivery of goods is fast and provides satisfaction to customers and also the condition of the goods that customers order by maintaining the condition of the goods with Wrapping goods neatly and thickly so that the goods purchased by service users are maintained.

6. Implications

Although the variable of timeliness in relation to customer satisfaction indicates a positive influence, it is regrettable that this influence is not significant, as reflected in the P-value exceeding the specified threshold. This implies that, even though timely delivery may contribute positively to customer satisfaction, other factors may also play a crucial role that needs attention.

In order to enhance service quality, a focus on the development of human resources or employees becomes crucial. Ensuring that employees have a profound understanding of their respective fields is a crucial step in optimizing their performance. This involves not only understanding the products or services offered but also understanding customer needs and expectations.

It is also important to pay special attention to the aspect of delivery speed. Communicating the message to employees to prioritize delivery speed can help improve customer satisfaction. Additionally, carefully maintaining the condition of goods through neat and sturdy packaging is a crucial step in ensuring that the products received by customers remain in optimal condition.

Therefore, through the optimization of human resources and a focus on specific aspects such as delivery speed and the maintenance of product conditions, companies can enhance not only customer satisfaction but also their overall reputation in the industry.

7. Research Limitations

Limited generalization: In this study researchers could not directly understand the characteristics of each service user in PT. Shopee Express dropship Rorotan revealed that due to time constraints, researchers cannot provide a more detailed statement about the problems felt by service users because this research was conducted within 1 day for data collection within this research time may not be optimal in understanding the problems felt by service users.

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