

Delivery Satisfaction Toward Online Shopping Intention Among Generation Z in Indonesia**Yosi Pahala¹, Astri Rumondang Banjarnahor², Rizki Ramadhan Adipratomo³, Frida Gama Fitri⁴**

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Abstract: Shipping satisfaction and its relationship with online shopping intent is how satisfied a customer is with the delivery of a product, which impacts future online shopping intent. Factors affecting delivery satisfaction can have an impact on lower delivery satisfaction. This study aims to find out how satisfied customers are when shopping and delivering goods over the Internet. This research will use quantitative methods by distributing online questionnaires through Google Forms with a sample of > 175 respondents. SMART PLS 3.0 data processing was used to analyze this study using the Structural-Partial Least Square (SEM-PLS) Equation Model. This finding shows significant results that there is a relationship between Logistics Service Quality and Customer Satisfaction. This has implications in that it is proven to have a positive impact on Logistics Service Quality and Customer Satisfaction, which is influenced by Last Mile Delivery and Online Experience.

Keywords: *customer satisfaction, last mile delivery, logistics service quality, online experience, social commerce*

Introduction

The satisfaction of shipment and the connection between the intention of online purchase as one of the customer satisfaction that could affect the online shopping intention for the foreseeable future. Generation Z's phenomenon of constantly utilizing gadgets to purchase online is commonly known as Generation Netit's. Who's continuously connected to cyberspace with technological advancement, which the consumption rate and high-speed internet access have led to the extraordinary growth of e-commerce across the globe for these past couple of years. With the increase of electronic services, digital media, and hardware, the online retailer could stride from comprehensive retail coverage and shift their focus to long-term relationships with their customer. Logistics became the primary role of product shipment for online purchases. The importance of product shipment could influence the customer satisfaction measurement in logistics. Logistics Service Quality is developed to increase customer satisfaction. If the Logistics Service Quality goes well, eventually, the evaluation of the services to the customer will impact the Logistics Service Quality evaluation (Putri et al., 2021).

The need for Customer Satisfaction could be affected by the process of product shipment (Last Mile Delivery) and Online Experience, at which point could be one of the factors of excellence evaluation on the success or failure of the supply chain of the online transaction. (Kiba-Janiak et al., 2021) Stated that Last Mile Delivery on the e-commerce market is one of the many areas of Urban Freight Transport (UFT) and could be defined as a "series of activities and processes needed to process the shipment from one transit point to the last delivery of shipment chain." Therefore, Last Mile Delivery could influence the online experience, which shows significant experience towards the customer trust. Therefore, a positive online experience will create an increase in customer satisfaction. As a consequence, on-time item shipment of the customer's last point (Last Mile Delivery) and online experience of online purchases will have a positive impact on customer satisfaction, which is influenced by the Logistics Service quality. (Novianty & Khoirunnisa, 2020).

This gap requires mediation to renew the image in shipping goods on logistics. Consumers who feel service quality in good online shopping will increase satisfaction with consumers who will make repeat purchases in online shopping. Customer satisfaction is the level of consumer perception that compares a product received in accordance with the desired expectations. The existence of service quality in logistics and customer satisfaction is a criterion to improve between customer satisfaction and service quality in logistics. Service quality in logistics affects the delivery relationship and online shopping experience. This study aims to show sustainability between logistics service quality and customer satisfaction.

Literature Review and Hypothesis

LOGISTICS SERVICE QUALITY

Logistics Service Quality (LSQ) is defined as a company's services for meeting the consumer's need by maximizing the network of item's shipment and services to arrive to a consumer on time, therefore creating positive consumer satisfaction. A company that participates in logistics recommends using growing logistics services, which expands in functioning quality that could meet the consumer's needs (Fernandes et al., 2018). Subjective and objective qualities have been used to relate quality by tailoring services to service providers and perceiving quality as physical objects that are observed and have good quality (Saura et al., 2008). In logistics service, quality research is conceptualized as a broad construction and includes distribution services of condition, availability, and functional nature in an effort to improve the logistics services used (Bienstock et al., 2008). A company could increase its performance on Logistics Service Quality to attract consumers to maintain long-distance relations on delivery of goods activities. The quality of Logistics Service Quality is shown when time punctuality, order quality, availability, and condition could function to process optimizing Logistics Service Quality. With the presence of Logistics Service Quality, which proves to have a significant impact on item shipment of online purchases, the last mile delivery process will

continue to develop rapidly to reach consumers. Therefore, last mile delivery in online shopping is one of the functions for the shipment of goods that supports a higher level of logistics service quality to make it more efficient (Galkin et al., 2019). Another factor contributing to logistics service quality is the online experience, where online shopping decisions positively impact consumers in terms of sustainable purchasing (Esper et al., 2003). Quality customer service through complex and competitive buying and selling, after-sales process services, as well as continuing marketing contacts with consumers (Ricardianto et al., 2023).

Based on the discussion above, our hypotheses can be stated as follows:

H1: Logistics service quality is positively significant related to Last mile delivery.

H2: Logistics service quality is positively significant related to Online experience.

LAST MILE DELIVERY

Last mile delivery (LMD) is one of the series of activities in the transportation of goods that depicts the movement of a transportation system, making the delivery of goods faster to the endpoint, the consumer. Last mile delivery plays a crucial role in the distribution of goods because it affects the time and cost factors in logistics services, making them more efficient. Recognizing the increasing growth of online businesses, which creates high demand, the presence of last mile delivery has a positive impact on ensuring the security of goods during shipping (Vakulenko et al., 2019). Consumers control the function of online shopping delivery to ensure that the last mile delivery process is manageable, providing overall comfort and satisfaction (Esper et al., 2003). According to (Hayat et al., 2023), Every activity carried out by a freight forwarding courier service party produces a delivery service industry that is quite varied with speed, ease of delivery, and high mobility according to the interests needed by consumers. Public demand uses freight forwarding services, more dominant using J&T and JNE, where, in comparison, the market share of courier services compete to increase customer trust, service quality, and punctuality in sending goods (Hayat et al., 2023). In measuring last mile delivery, there are several perspectives, namely the delivery side in online purchases and the consumer side of online shoppers, which tend to create a positive impact on the online experience felt for product purchase decisions (Kiba-Janiak et al., 2021). The presence of a faster last mile delivery process in the shipment of goods will elicit responses of assessment that demonstrate a significant impact on customer satisfaction, fulfilling expectations for repeat online shopping (Ezura & Jalil, 2019). Buying and selling activities to buyers or customers, certainly do not escape the data of goods orders (Syntia et al., 2020).

Based on the discussion above, our hypotheses can be stated as follows:

H3: Last mile delivery positively significant related to Online Experience.

H4: Last mile delivery positively significant related to Customer satisfaction.

ONLINE EXPERIENCE

In the retail environment, online experience (OE) is the activity of interaction between customers and sellers to conduct transactions online, which leaves an impression on a product or service. (Vakulenko et al., 2019) In the growing online purchasing, e-commerce seeks to understand more deeply how online experiences that provide customer convenience become a powerful online experience cycle. Consumers also have expectations based on product availability, prices, and promotions that can be compared with other e-commerce so that which has an impact on how satisfied to provide assessment of the online experience (Esper et al., 2003). According to (Pappas et al., 2014), A good online experience increases customer attitude, confidence, and influences future intentions, where online experience also shows a high level of confidence, while a bad online experience may have a bad impact from the opposite. In measuring user satisfaction with the online experience, it not only includes goods, services, and courier service delivery in online shopping but also assesses and analyzes retailers through the Internet and responses from other consumers to be more trusted (Yunpeng & Khan, 2023). The perceived benefits and ease of consumers increasing the existence of online experience, which tends to be high, can identify the importance of the influence of online shopping intentions (Pappas et al., 2014). There is a perception that consumers are expected to experience in online shopping purchases to produce an online experience that can show customer satisfaction competitively (Fernandes et al., 2018). Online experience factors that influence customer satisfaction can positively control online purchases in order to generate expectations for their willingness to provide an assessment of products and services felt in online shopping (Esper et al., 2003).

Based on the discussion above, our hypothesis can be stated as follows:

H5: Online experience positively significant related to customer satisfaction

CUSTOMER SATISFACTION

Customer Satisfaction (CS) is defined as a measure to determine the assessment of the experience customers have when using products and services to expand market share and increase profits. Measuring Customer Satisfaction is key to understanding the level of service of a logistics company, which can strengthen communication between service providers and users (Lim et al., 2021). To measure customer satisfaction is an important way to understand the level of service provided and courier delivery services used to strengthen relationships between consumers and retailers. In addition, the evaluation can be used to identify customers who are useful for advantages and weaknesses in online shopping delivery (Lim et al., 2021). In the delivery of goods and services, customer satisfaction requires timeliness and the accuracy of the received items. Customer Satisfaction becomes a factor in the growth of a business, allowing companies to measure the performance of delivery in online shopping, indicating how satisfied customers are with the products, services, and service excellence offered while

maintaining quality (Akil & Ungan, 2022). Customer Satisfaction is closely related to service quality because the results of customer assessments of a product or service determine what customers expect and what they have received. This is used to measure the scale of Customer Satisfaction in the fields of E-Commerce and logistics services (Uzir et al., 2021). The direct and interrelated relationship between logistics service quality, customer satisfaction, last mile delivery, and online experience results in a positive and significant impact on the quality and efficiency of purchasing goods in the e-commerce sector, especially among the Gen Z demographic. Optimal customer satisfaction level will encourage customer loyalty. Satisfaction is measured from how much customer satisfaction is fulfilled (Ruminda Sitorus et al., 2023).

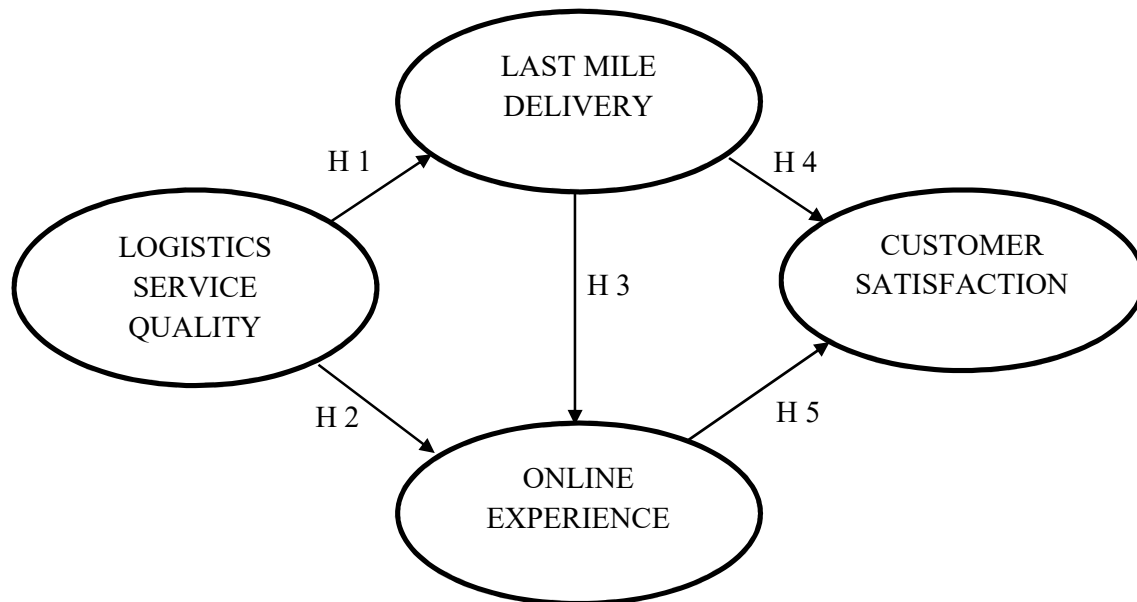


Figure 1. Variable Scheme

Research Method

This research employs a quantitative method, conducting an online questionnaire survey through Google Forms. The research was carried out in DKI Jakarta from August to September 2023, and the research subjects are students at the Trisakti Institute of Transportation and Logistics who have used e-commerce services. The sampling approach used in this observation is non-probability sampling, employing the accidental sampling method. Accidental sampling is a technique for selecting samples based on chance, meaning respondents who coincidentally encounter the researcher can be used as samples if they are deemed suitable as data sources.

The population in this study consists of students at the Trisakti Institute of Transportation and Logistics, as well as residents in the surrounding area. The sample size was determined using the formula recommended sample number of 5-10 from the number of statement items contained in the questionnaire (Hair et al., 2021). The total statements in this study are 20 statements, 5 relational paths between variables, then the sample size of the study is calculated as follows: $7 \times (20 + 5) = 175$ respondents. The minimum number of respondents (175 people) can be sufficient to conduct data analysis in this study.

From the number of indicators and relational paths contained in this study, a total of 175 samples were obtained, with the following calculations:

$$\text{Number of Samples} = 7 \times (20+5) = 175 \text{ Respondents}$$

The sample size set is 200 people to reduce errors. In the end, the sample was checked, and there were several questionnaires that could not be used because the data was incomplete so that only 175 respondents were successfully processed. Researchers apply certain criteria in sampling, such as only getting significant results to qualify or actually engaging in online shopping. The Likert scale ranging from 1 to 7 is used for more precise results (Soekanto & Mustikarini, 2017). The chosen respondents for this study are members of Generation Z, whose ages range from 17 to 26 years at the time of the research. The research analysis will utilize Structural Equation Modeling-Partial Least Square (SEM-PLS), and data processing will be conducted using SMART PLS 3.0.

Table 1. Indicator

Variables	Indicator	Overview
Logistics Service Quality	On-time Shipment	(Murfield et al., 2017)
	Ability to send quickly	
	Have appropriate protection for shipped goods.	
	No damage during delivery of goods	
	The product shipped is appropriate, and no errors occur.	
Last Mile	Receive exactly what was ordered.	(Vakulenko et al.,

Variables	Indicator	Overview
Delivery	Get the appropriate pick-up service. The product has arrived in good condition. The return process went smoothly. Secure delivery procedure Take control of delivery.	2019)
Online Experience	Providing purchase confirmation Operation is easy to do Clear return policy It has a wide selection of products. Secure online buying process	(Vakulenko et al., 2019)
Customer Satisfaction	Satisfied with the overall experience Make a repurchase Online shopping services can be used in a fun way. Recommend online shopping services to others.	(Vakulenko et al., 2019)

Discussion and Result**Table 2. Demographic**

Variable & Indicator		Outer Loading	AVE
Logistics Service Quality	LSQ1	0.851	0.663
	LSQ2	0.876	
	LSQ3	0.821	
	LSQ4	0.851	
	LSQ5	0.737	

Last Mile Delivery	LMD1	0.655	
	LMD2	0.675	
	LMD3	0.801	0.755
Category		Rate (%)	
Using E-Commerce	Yes	99.5	
	No	0.5	
Gender	Male	33.5	
	Female	66.5	
Age	17-20	21.5	
	21-25	78.5	
	SMA	24	
Education Level	D3/S1	73.5	
	S2	2.5	
	Shopee	73.5	
E-Commerce used	Tokopedia	15	
	Lazada	2	
	TikTok Shop	8.5	
	Blibli	0	
	Others	1	
	Antar Aja	7	
	SiCepat	25	
	JNE	27.5	
Courier Service Delivery is used	J&T	37	
	TIKI	1	
	Other	2.5	
Frequently Purchased Product Categories in Online Shopping	Fashion	39.7	
	Electronic	4.5	
	Beauty Cosmetics	26.1	
	Home Appliances	9.5	
	Automotive	8.5	
Shopping Frequency	Other	11.6	
	1-2 a month	57	
	3-5 a month	28	
	> 6 a month	9	

Table 3. Convergent Validity			
Income	Other	6	
	< 2.500.000	32.5	
	2.500.000- 5.000.000	29.5	
	6. 000.000- 10.000.000	14.5	
	> 10.000.000	10.5	
	Other	13	
Online Experience	LMD4	0.787	
	LMD5	0.676	
	LMD6	0.576	
	OE1	0.750	
	OE2	0.836	
	OE3	0.757	0.686
	OE4	0.779	
	OE5	0.690	
Customer satisfaction	CS1	0.807	
	CS2	0.849	0.584
	CS3	0.844	
	CS4	0.753	

The Presenting Outer Loading indicator is above 0.7, as well as the AVE should be above 0.5. The point is a general measure of Convergent Validity (Horneaux et al., 2018). In Table 3, it shows that all Indicators in this research variable have an Outer Loading value above 0.7, which means they are Valid and can be continued the process. If the figure is not too far from 0.7 (although slightly below 0.7), then it is still considered worthy of use in further analysis. This means that although the indicator may not be as strong as expected, it still makes a meaningful contribution to measuring construct variables. However, lower outer loading and AVE values may indicate that these variables and indicators need to be improved or may be omitted from subsequent analysis.

Table 4. Discriminant Validity (Heterotrait-Monotrait Ratio (HTMT))

	CS	LMD	LSQ	OE
CS				
LMD	0.658			
LSQ	0.523	0.718		
OE	0.735	0.869	0.668	

The value of the Heterotrait-Monotrait Ratio or commonly called (HTMT) must be less than 0.9 to ensure the validity of the discriminant between the two reflective constructs (Furadantin, 2018). From the results of Table 4, it can be concluded that all HTMT values < 0.9 which means that they are related between constructs and have good Discriminating Validity, so that it has been said to be valid and significant differently from each other and the relationship of variables is in accordance with what is expected in Discriminant Validity based on the calculation of HTMT.

Figure 2. Outer Model (Before Bootstrapping)

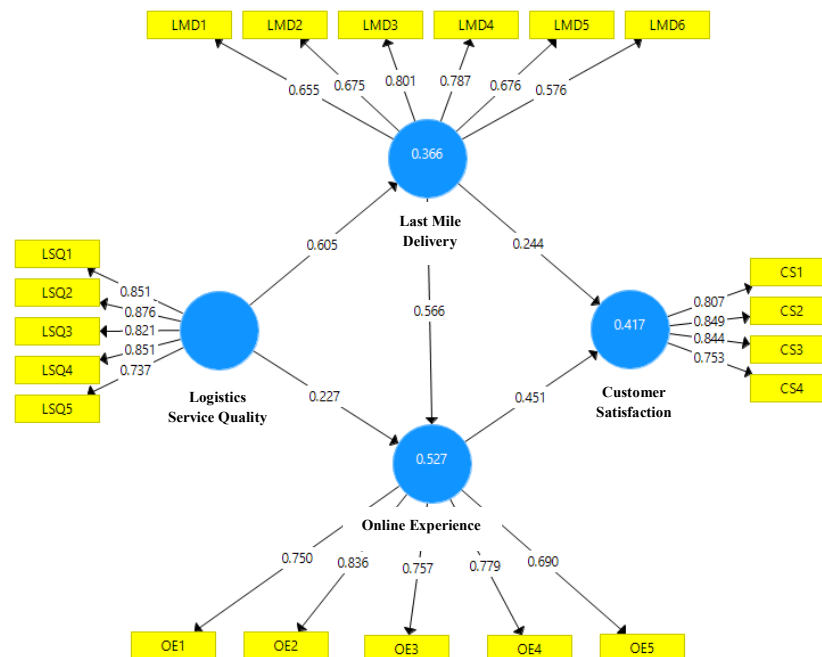


Table 5. Reliability Testing

Variable	Indicator	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
Logistics Service Quality	LSQ1	0.885	0.884	0.916	0.686
	LSQ2				
	LSQ3				
	LSQ4				
	LSQ5				
Last Mile Delivery	LMD1	0.787	0.799	0.850	0.628
	LMD2				
	LMD3				
	LMD4				
	LMD5				
Online Experience	LMD6	0.820	0.822	0.875	0.584
	OE1				
	OE2				
	OE3				
	OE4				
Customer Satisfaction	OE5	0.831	0.845	0.887	0.663
	CS1				
	CS2				
	CS3				
	CS4				

A Composite Reliability value of 0.6 – 0.7 is considered to have good reliability and the expected Cronbach's Alpha value is above 0.7 (Furadantin, 2018). Table 5. above shows that all Research Instruments have Cronbach's Alpha value of > 0.7. It is said that the instruments used to collect the data have a reliable level and the resulting data can be relied upon for further analysis. An Average Variance Extracted or commonly called (AVE) value of 0.5 or more

means the construct can account for 50% or more of the item's variance (Furadantin, 2018). Based on all the AVE values above, it shows that the measured construct can be as expected and is said to be reliable when it has a value of > 0.5 , so that provides a solid basis for further analysis.

Table 6. Hypothesis

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	N/NV
H1	0.605	0.605	0.057	10.613	0.000	Valid
H2	0.227	0.227	0.083	2.724	0.007	Valid
H3	0.556	0.569	0.081	7.008	0.000	Valid
H4	0.244	0.253	0.098	2.481	0.013	Valid
H5	0.451	0.452	0.10	4.515	0.000	Valid

Table 6. shows that each hypothesis has T-Statistics and P Values relevant to a value of < 0.05 . Based on the results of the hypothesis test, it produces T Statistics and P Values with the results of values that make the inter-variables tested declared significant and do not occur by chance. This shows that between variables have a positive and strong impact, so that the results of this hypothesis test have a positive and significant impact for further research.

Figure 3. Inner Model (After Bootstrapping)

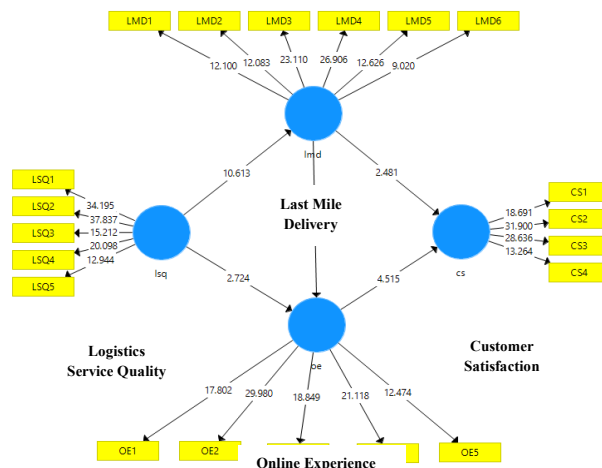


Figure 3, based on Bootstrapping calculations, shows that the results of the relationships in each variable and indicator show significant intensity. This significance can be seen from the T Statistics H1 Logistics Service Quality Value against Last Mile Delivery with a value of 10,613 which means it is statistically valid. In H2, the Logistics Service Quality of Online Experience has a good indicator with a T Statistics value of 2,724. The results of T Statistics 7,008 look good in H3 Last Mile Delivery to Online Experience. From the value of T Statistics H4 Last Mile Delivery to Customer Satisfaction is good with a result of 2,481. Good quality results are also seen in H5 Online Experience to Customer Satisfaction with a T Statistics value of 4,515. From the value of T Statistics, it can be seen how the hypothesis between variables is valid. Because T Statistics has a relationship with P Values, if the P Value value exists in Table 6. The hypothesis has a good value or according to the provisions. Therefore, the variable is declared valid and Significant.

Conclusion

Generation Z, as consumers who tend to be digital-savvy, pay high attention to the quality of logistics services in the context of online shopping. There is a potential positive relationship between logistic service quality, last mile delivery, online experience, and customer satisfaction variables among Generation Z that create a satisfying shopping experience to meet the preferences of generations accustomed to technology.

Based on the results of research analysis and discussions that have been carried out, it can be concluded that logistics service quality is positively and significantly related to last mile delivery. This means that the more logistics service quality increases, the faster the last mile delivery flow will be received by consumers. Logistics service quality has a positive and significant effect on the online experience. This means that the more the assessment of logistics service quality, the better the online experience felt by consumers. Last mile delivery is positively and significantly related to the online experience. This means that the faster the last-mile delivery flow received by consumers, the more consumers tend to have a well-trusted online experience. Last mile delivery has a positive and significant effect on customer satisfaction. This means that the flow of last mile delivery is fast, so the level of customer satisfaction increases. Online experience is positively related to customer satisfaction. This means that if consumers have the expected online experience, it affects customer satisfaction even higher.

Implication

The implication of the findings of this study is that logistics service quality has a positive and significant effect on customer satisfaction, which is influenced by last mile delivery and online experience for online delivery and shopping activities in e-commerce.

The results of this finding have implications for related businesses and consumers involved in online shopping to optimize logistics service quality services so that faster last mile

delivery flows can make a positive impression in the eyes of consumers in the online experience, thus showing the assessment of customer satisfaction to be quality.

Improvements in last mile delivery innovations can also be used such as the use of drones or automation technology, which can improve the effectiveness and efficiency of delivery.

Research Limitation

In this study, it had limitations found that the respondents of this unit of analysis were Gen Z, so it had limited results. Maybe for the next research can be done for all circles who use e-commerce and also use freight forwarding services in online shopping.

Limitations in this study also exist in research surveys that only focus on DKI Jakarta, so maybe the lifestyle in some areas in shipping and shopping online is different, so that further research can be carried out throughout Indonesia.

This study only discusses the variables of Logistics Service Quality, Last Mile Delivery, and Online Experience so that further researchers can use other variables or add exogenous variables to affect Customer Satisfaction.

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