

THE INFLUENCE OF TIMELINESS OF DELIVERY, PRICE, QUALITY OF SERVICE ON CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION AT PT. TUNAS ANTARNUSA MUDA KARGO**Darmawan Apriyadi¹, Chaidir Tasran², Rifky Arifin³, Muhammad Fawwaz Rasendriya⁴**^{1,2,3,4} Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, IndonesiaCorresponding author: ChaidirTasran@itltrisakti.ac.id

Abstract : This research was conducted to analyze the influence of delivery price accuracy and service quality on the level of customer satisfaction and loyalty. This research method is quantitative. The number of sample in this study was 100 people who were taken by distributing using a goggle form, namely those who had used the service using a non-probability sampling technique with determining the sample size using a purposive sampling technique. The data collection technique uses a questionnaire method in the form of a closed questionnaire with a Likert measurement scale. Data were analyzed using the SEM PLS analysis technique using the SMART-PLS 4 tool. The results of this research are that there is an influence on timeliness of delivery on customer loyalty through customer satisfaction and customer satisfaction influences customer loyalty.

Keywords: *Service Quality, Timeliness of Delivery, Price, Customer Satisfaction, Customer Loyalty,*

Introduction

Electronic trading, has now become a trend in society, giving rise to many providers of similar services, thereby increasing competition in this business. with various advantages and resources. Therefore, research needs to be carried out to serve as a basis for consideration in developing strategies. One of them is identifying the level of satisfaction and loyalty of a customer with the services provided. Service quality determines customer satisfaction and loyalty, and customers have various standards to measure the level of service that is considered good. Service quality is a measure of how good the level of service provided to customers is, whether it meets expectations or not.

In Indonesia there are many providers of land delivery services and one company that is still new to the field of e-commerce cargo services is PT Tunas Antarnusa Muda Kargo which was founded in 2011. As a new company, the company must have accurate targets and a clear strategy. either for the long or short term to be able to compete with other service providers who have long been known to the people in Indonesia. Analyzing service standards that are considered good from a customer perspective is key information for a company to determine service priorities that must be provided. PT TAM CARGO is a company engaged in shipping services for the destinations of Sumatra, Java, Bali and Mataram with the experience of human

resources directly the cargo company offers shipping services with various types of fleets. consumers can choose from small fleets, namely vans to wingboxes that can be borne to send goods ranging in weight from 800kg to a maximum of 12 tons. The company PT. TAM CARGO provides an online receipt check service that is updated every day in order to make it easier for customers to check the journey of the package to ensure that the goods sent or received are real time and ensure to be on time. if there are obstacles, want to report important matters, several branches of the PT. TAM CARGO company office have been spread in several regions and also make it easier to sort and send to the destination location, PT. TAM CARGO provides door to door service, namely pickup is done at the address of origin and delivered to the destination location. either for the long or short term to be able to compete with other service providers who have long been known to the people in Indonesia. Analyzing service standards that are considered good from a customer perspective is key information for a company to determine service priorities that must be provided. The following are the results of the recapitulation of demand or sales data for PT services. Tunas Antarnusa Muda Kargo within the last year. The company is quite maximal because in each region it is really controlled, the goods are dispatched every day with the schedule given by consumers and the facilities to ensure that the goods have been sent can be checked realtime through the website and updated every day. the service provided by PT TAM CARGO is that if there is a delay, there will be a guarantee of compensation. TAM CARGO strives to be committed in optimizing existing resources and providing the best supporting facilities to maximize service and customer satisfaction. The following are the results of the recapitulation of demand or sales data for PT services. Tunas Antarnusa Muda Kargo within the last year.

Table 1. List of tronton recapitulations as of 2022

No	Month	Vehicle	Pickup
1	Jan-22	Tronton	628
2	Feb-22	Tronton	264
3	Mar-22	Tronton	266
4	Apr-22	Tronton	209
5	Mei-22	Tronton	797
6	Jun-22	Tronton	890
7	Jul-22	Tronton	870
8	Aug-22	Tronton	290
9	Sept-22	Tronton	978
10	Oct-22	Tronton	697
11	Nov-22	Tronton	147
12	Dec-22	Tronton	219

In table 1, the results of the recapitulation of the number of trontons used each month are shown. The data shows quite high disparities in numbers from month to month, giving rise to very striking differences in demand each month. This can happen because of the uncertainty in the number of PT's regular customers. Antarnusa Muda Kargo which influences the intention. to use services thereby creating dynamic sales conditions. So, this research was conducted to test several factors that are considered to influence customer purchasing decisions.

Literatur Review

Aminah et al explain that on time delivery is the time period during which a customer orders a product until the product is received by the consumer (Dikaprio dkk, 2012). Meanwhile, according to (Setiawan, 2023) punctuality means that the process of sending goods must be carried out according to the day and date that have been determined. In line with this, the theory according to (Setiawan, 2023) states that timeliness is the time period between a customer ordering a product or service until it arrives on time according to the agreed time. Furthermore, the opinion of (Ekonomi & Manajemen, 2018), defines service quality as an action that focuses on efforts to fulfill customer desires and needs as well as accuracy in delivery to match customer expectations. Meanwhile, according to theory (Widyaningrum, 2016) states that service quality is a measure of how well the level of service provided is able to realize customer expectations. (Ricardianto et al., 2023) Quality is a dynamic condition that is intangible and does not transfer any ownership to other parties. Service quality will influence the level of customer satisfaction and loyalty. Service quality is a term that aptly describes the core of service delivery: excellence (reliability) versus customer-operated sales counters (Anugerah et al., n.d.)

Prices can be defined as the combined result of the demand and supplyactions of goods and services(Simarmata et al., n.d.) Then the theory of Kotler and Armstrong (2008:345), defines price as the amount of value charged for a product or service, or the amount of value that must be spent by customers to obtain and use a product or service. According to (Cannon, et al, 2008:176) Price is everything that consumers give to get the benefits provided by the marketing mix (Murty & Khasanah, 2015). The equivalent meaning is obtained from the theory of Charles W. Lamb, et al (2001:60), that price is something that is used as a means of exchange given to obtain a product or service (Murty & Khasanah, 2015).

Next, the definition of customer satisfaction is an abstract concept where actual satisfaction varies from individual to product, depending on a number of individual expectations (Gultom et al., 2020). Howard and Sheth's theory in Fandy Tjiptono (2014: p.353) reveals that customer satisfaction is a cognitive purchasing condition regarding the suitability or inconsistency between product results compared to the costs that must be incurred. Customer satisfaction is an evaluation that concerns whether the performance of a service or product is good and in line with the purpose of using the service or not. According to Kotler & Keller's

theory (2016: 138), loyalty is a customer's commitment or attachment to buying or supporting a preferred service or product again in the future even though the influence of marketing conditions can cause customers to switch. Tjiptono (2012) added, Customer loyalty is a customer's attachment to a shop or brand, which is based on positive responses and is reflected in consistently repeat purchases of services (Vidya Dara Oktavia, Sarsono, 2022). It can be interpreted that customer loyalty is a form of customer consistency which has a direct influence on the development of a service provider. This statement is comparable to the opinion of Griffin (2005) which states that the higher customer loyalty, the higher the profits the company will obtain.

Hypotheses

1. On Time Delivery – Customer Satisfaction

(K, Galih Rian Putraalingga, 2019) states that satisfaction is a person's feeling of joy or disappointment that arises from the difference between their impression of the product's performance or results and their expectations. With regard to this statement, timeliness of delivery is one element of the performance or results of the services provided. Timeliness is the main factor that measures the synchronization of production and its delay (Ricardianto et al., 2023). According to (Ricardianto et al., 2023), customers have high expectations, so timeliness is a significant variable in customer satisfaction.

H1: Timeliness of Delivery has an effect on Customer Satisfaction

2. Price – Customer Satisfaction

According to (Pratama & Rakhman, 2022) there are 3 dimensions that influence Customer Satisfaction. One of them is Satisfaction Toward Value, namely satisfaction with the price with the level of quality received.

H2 : Price has an effect on Customer Satisfaction.

3. Service Quality – Customer Satisfaction

Tjiptono (2012), states that by observing and improving the quality of service to customers, high customer satisfaction will be created as measured by the dimensions of service quality, namely tangibles, empathy, reliability, responsiveness and guarantees which have a direct relationship to the level of customer satisfaction. (Ovidani & Hidayat, 2020). According to Amrullah, Siburian, & Zainurossalamia (2016) and Naufal & Magnadi (2017), service quality has a positive influence on purchasing decisions, which will then have an impact on increasing customer satisfaction and loyalty (Utami Yulihapsari et al., 2023)

Then the view (Psikologi et al., 2019) This means that customers will certainly feel satisfied if the service quality performance is in accordance with what was previously expected, but customers will also feel dissatisfied if the service performance provided is below previous expectations.

H3 : Service Quality has an effect on Customer Satisfaction

4. Customer Satisfaction – Customer Loyalty

Based on Previous research by (Norhermaya & Soesanto, 2019) stated that customer satisfaction has a positive effect on the level of customer loyalty. Strengthened by the presentation in (Supertini et al., 2020) the results of previous research explain that customer satisfaction with a company can arise because of the experience of transactions with that company, giving rise to reactions from customers. This satisfaction will influence customer attitudes and loyalty. Customer loyalty is a loyalty done by the customer without any force and the customer is committed to not lean to other product or services that appeals better (Humairal et al., n.d.)

H4 : Customer Satisfaction has an effect on Customer Loyalty

5. Timeliness of Delivery, Price, Quality of Delivery – Customer Satisfaction – Customer Loyalty

According to Marconi (1993), loyalty is influenced by value (price and quality), company image, comfort and convenience, satisfaction, service quality, as well as warranties and guarantees provided by the brand (Nurhidayati & Cahyani, 2021). From this statement it is suspected that the factors of Timeliness of Delivery, Price, Quality of Service, and Customer Satisfaction influence the level of Customer Loyalty. This theory is in line with research (Abdullah & Rizan, 2017) which shows that price and service quality together have a significant effect on customer loyalty. Marconi's theory can also be used as a reference for creating a research hypothesis that loyalty can be influenced and mediated by the variables in this research. The following is the hypothesis made:

H5 : Timeliness of Delivery has an effect on Customer Loyalty

H6 : Price has an effect on Customer Loyalty

H7 : Service Quality has an effect on Customer Loyalty

H8 : Timeliness of Delivery has an effect on Customer Loyalty mediated by Customer Satisfaction

H9 : Price has an effect on Customer Loyalty mediated by Customer Satisfaction

H10 : Service Quality has an effect on Customer Loyalty mediated by Customer Satisfaction

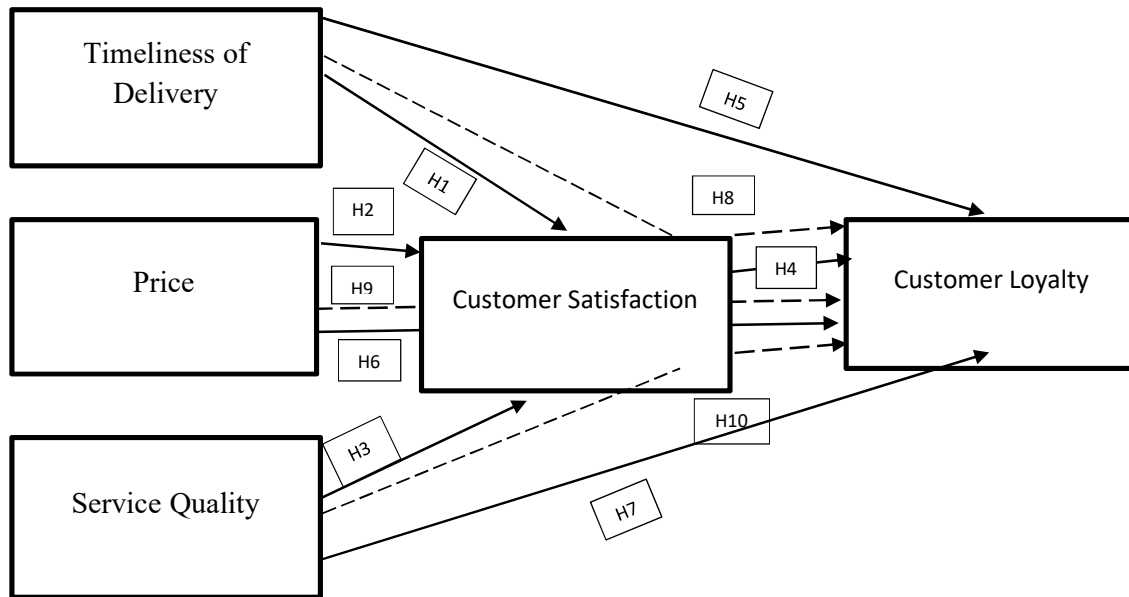


Figure 1. Framelwork

Research Method

In this research, the type of data used is quantitative, namely data in the form of numbers collected through structured statements (Along, 2020). The research sample is part of the total service users of PT. Antarnusa Muda Kargo. The sampling method in this research uses the Nonprobability Sampling technique, namely a sampling technique that does not give each population an equal opportunity to be selected as a sample. The sampling technique used was purposive sampling with the sample size in this study which amounted to 125 people, taken from the entire population of PT. Antarnusa Muda Kargo service users and other delivery services. Then the sample size is determined based on the provisions of Hair et al in Pratita et al. (2018) (Rosnani, 2019) namely that the number of samples in the research is a minimum of 100. After obtaining the data, the researcher used 100 respondents as samples for processing. Data sources in this research are divided into two, namely Primary Data and Secondary Data. Primary data in this research are users of PT services. Antarnusa Muda Kargo and other delivery service users in the form of questionnaire data results. Secondary data in this research is in the form of a recapitulation of tronton truck expenditure or sales per month in 2022. The data collection technique used is a questionnaire technique with the provision that respondents must have experience using PT services. Antarnusa Muda Kargo and has a certain employment

status. The questionnaire will be distributed to the sample in the form of a closed questionnaire with response measurement using a Likert scale. The data will be analyzed using the Structural Equation Modeling (SEM) technique based on the Partial Least Squares (PLS) variant which will be processed using the Smart-PLS 4 tool. This analysis technique is used to test the relationship between variables in a model, both between indicators and constructs and between the constructs themselves, test validity and test hypotheses.

Table 2. Indicators

Variable	Indicator	Source
Timeliness of Delivery	X1. accuracy in goods delivery services	(Eviani & Hidayat, 2021)
	X1.2 Accuracy in pricing	
	X1.3 Accuracy in determining time	
Price	X2.1 Perceived price	(., 2018)
	X2.2 Referenced price	
Service Quality	X3.1 physical evidence (tangibles)	(Tania, 2021)
	X3.2 Reliabilitas (Reliability)	
	X3.3 Responsiveness (responsiveness)	
	X3.4 jaminan (insurance)	
	X3.5 empathy (empathy)	
Customer Satisfaction	Z.1 Satisfaction Toward Quality	(Buchari Alma, 2016)
	Z.2 Staisfaction Toward Value	
	Z.3 Perceived Best	
Customer Loyalty	Y.1 Make reguler repeat purchase	(Mashuri, 2020)
	Y.2 Purchase across product and servise lines	

Discussion and Result

Validity and Reliability Testing

Validity Test

Results are calculations from SmartPLS :

Figure 2. PLS Algorithm

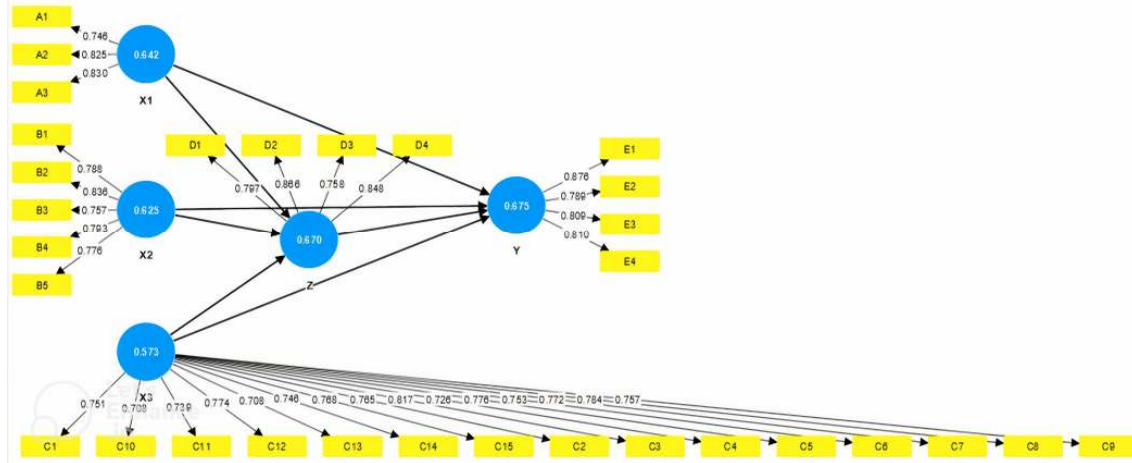


Table 3. Validity Test

Variable	Timeliness of Delivery (X1)	Price (X2)	Service Quality (X3)	Customer Loyalty (Y)	Customer Satisfaction (Z)	Results
Timeliness of Delivery 1	0.746					Valid
Timeliness of Delivery 2	0.825					Valid
Timeliness of Delivery 3	0.83					Valid
Price 1		0.788				Valid
Price 2		0.836				Valid
Price 3		0.757				Valid
Price 4		0.793				Valid
Price 5		0.776				Valid
Service Quality 1			0.751			Valid
Service Quality 2			0.765			Valid
Service Quality 3			0.817			Valid
Service Quality 4			0.726			Valid
Service Quality 5			0.776			Valid
Service Quality 6			0.753			Valid
Service Quality 7			0.772			Valid
Service Quality 8			0.784			Valid
Service			0.757			Valid

Quality 9			
Service	0.708		Valid
Quality 10			
Service	0.739		Valid
Quality 11			
Service	0.774		Valid
Quality 12			
Service	0.708		Valid
Quality 13			
Service	0.746		Valid
Quality 14			
Service	0.768		Valid
Quality 15			
Customer		0.797	Valid
Satisfaction			
1			
Customer		0.866	Valid
Satisfaction			
2			
Customer		0.758	Valid
Satisfaction			
3			
Customer		0.848	Valid
Satisfaction			
4			
Customer	0.876		Valid
Loyalty 1			
Customer	0.789		Valid
Loyalty 2			
Customer	0.809		Valid
Loyalty 3			
Customer	0.81		Valid
Loyalty 4			

This research has several stages of testing the measurement model which aims to prove the requirements for fulfilling the validity of the research, namely having limits. *loading factor* > 0.7 (greater than zero point seven). An indicator that can be said to be valid can be stated by fulfilling the convergent validity test with a value *external loading* > 0.7 (greater than zero point seven), then value *Average Variance Extracted* (AVE) > 0.5 (greater than zero point five). By fulfilling these conditions, it can be declared valid..

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Avarage Variance Extracted (AVE)	Results
Timeliness of Delivery	0.722	0.732	0.843	0.642	Reliable
Price	0.85	0.851	0.893	0.625	Reliable
Service Quality	0.947	0.947	0.953	0.573	Reliable
Customer Loyalty	0.839	0.842	0.893	0.675	Reliable
Customer Satisfaction	0.835	0.837	0.89	0.67	Reliable

The results table shows the overall valueThe Average Variance Extracted (AVE) of each variable shows a value that is greater than the coefficient of the other variables. This measure is acceptable for any variable that has a good value determinant. From the discriminant validity test, all variables of Delivery Time, Price, Service Quality, Customer Satisfaction and Customer Loyalty were validated with an AVE value greater than 0.50.

The Goodness of Fit test

Table 4.8

Gambar Tabel *R-Square*

	R-Square	R-Square adjusted
Custmer Loyalty (Y)	0.75	0.74
Customer Satisfaction (Z)	0.803	0.797

The R-squared value of 0.75 is strong, 0.50 is moderate, and 0.25 is weak. Based on the R2 value of these two variables, it involves the relevance of Q2 predictions. The table above shows that Customer Loyalty has a value of 0.75 or 75%, which means it has a strong level of value. Furthermore, the results for the Customer Satisfaction variable have a value of 0.803 or 80.3%, which means it has a strong level value.

Hypotheses Test

Table 6. Path Coefficients and T-Values

Path	Original Sample (o)	T Statistics	P Values	Results
Timeliness of Delivery -> Customer Loyalty	0.069	0.552	0.582	Invalid
Timeliness of Delivery -> Customer Satisfaction	0.328	3.937	0	Valid
Price -> Customer Loyalty	0.152	1.134	0.259	Invalid
Price -> Customer Satisfaction	0.163	1.556	0.123	Invalid
Service Quality -> Customer Loyalty	0.228	1.458	0.148	Invalid
Service Quality -> Customer Satisfaction	0.446	4.044	0	Valid
Customer Satisfaction -> Customer Loyalty	0.458	2.596	0.011	Valid
Timeliness of Delivery->Customer Satisfaction->Customer Loyalty	0.150	2.132	0.035	Valid
Price->Customer Satisfaction->Customer Loyalty	0.075	1.568	0.120	Invalid
Service Quality->Customer Satisfaction->Customer Loyalty	0.205	1.840	0.069	Invalid

In table 6, the results of hypothesis testing in this study are shown in the T-statistics and T-table values. where the T-statistic value obtained must be greater than the T-table value, so that the hypothesis can be accepted. Based on the table, it can be stated that On time delivery on Customer Loyalty is 0.069, the statistical T table is 0.552 which is smaller than 1.96, and the p value is $0.582 > 0.005$ so it is declared rejected. Timely delivery on Customer Satisfaction is 0.328, the statistical T table is greater 3.937 than 1.96, and the p value is $0.000 < 0.005$, so it is declared acceptable, the Price on Customer Loyalty is 0.152, the statistical T table is 1.134 smaller than 1.96, and the value p value is $0.259 > 0.005$ then it is declared rejected, Price on Customer Satisfaction is 0.163, T statistical table is 1.556 smaller than 1.96, and p value is $0.123 > 0.005$ so it is declared rejected, Service Quality for Customer Loyalty is 0.228, T statistical table is 1.458 is smaller than 1.96, and the p value is $0.148 > 0.005$ then it is declared rejected, Service Quality to Customer Satisfaction is 0.446, the T statistical table is greater 4.044 than 1.96, and the p value is $0.000 < 0.005$ then it is declared accepted , Customer Satisfaction towards Customer Loyalty is 0.458, the T statistical table is greater than 2.596 than 1.96, and the p value is $0.011 > 0.005$ so it is declared rejected, Timeliness of Delivery towards Customer Loyalty Through Customer Satisfaction is 0.150, T statistical table is 2.132 greater of 1.96, and the p value is $0.035 < 0.005$ so it is declared accepted, Price on Customer Loyalty Through Customer Satisfaction is 0.075, the T statistical table is 1.568 which is smaller than 1.96, and the p value is $0.120 > 0.005$ so it is declared rejected. Service Quality on Customer Loyalty through Customer Satisfaction is 0.205, the T statistical table is 1.840, which is smaller than 1.96, and the p value is $0.069 > 0.005$, so it is declared rejected.

Conclusion

Based on the data that has been analyzed, it can be concluded that there is no significant influence between Timeliness of Delivery and Customer Loyalty. However, there is a significant influence between Timeliness of Delivery and Customer Satisfaction. There is no significant influence between price and customer loyalty. There is also no significant influence between price and customer satisfaction. Next, there is no influence between Service Quality and Customer Loyalty. However, there is a significant influence between Service Quality and Customer Satisfaction. And Customer Satisfaction has a significant effect on Customer Loyalty. Furthermore, there is an influence between Timeliness of Delivery and Customer Loyalty through Customer Satisfaction. On the other hand, there is no influence between price and customer loyalty through customer satisfaction. And there is no significant influence between Service Quality and Customer Loyalty through Customer Satisfaction.

Implications

Practical Implications

With the influence in customer satisfaction from the customer's perspective to assess each customer's satisfaction, it shows that from PT. Tunas Antarnusa Muda Kargo in South Jakarta

which has a customer satisfaction factor in terms of assessing customer satisfaction. in this study, the researcher suggested that PT. Tunas Antarnusa Muda Kargo has service quality standards for each employee's performance in terms of shipping service company operations. with the service quality standards for employees in terms of shipping goods and SLA (Service Level Agreement) time can be maintained and run well. PT Tunas Antarnusa Muda Kargo must also pay attention to every employee's performance in terms of providing quality service standards in each field and looking for employees who qualify and according to the desired criteria. In addition, these findings have significant implications for future research. Further research could explore the specific dynamics between different customer segments and their preferences regarding delivery accuracy, service and service quality, or how small changes to one factor can have a significant impact on customer loyalty. This research reinforces the idea that in a competitive business, it is not just the product or price that matters, but also the overall customer experience. The research confirms the importance for companies to understand and respond to customer needs and expectations in order to build sustainable and mutually beneficial business relationships. Therefore, staying in a stable quality in all aspects is a good thing to stay at the desired level for what you want to aim for so that PT. TAM CARGO can improvise or survive in the business of business in the field of services and services.

Implications Teoritis

From the results of this study, suggestions or input can be given that can be considered by the company PT Tunas Antarnusa Muda Kargo in South Jakarta to improve employee quality standards in accordance with their fields and meet predetermined qualifications and criteria so as to maximize employee performance in their fields. With the qualifications that are in accordance with the needs and in accordance with the predetermined criteria, the company must strive to fully support in the future and provide training programs in accordance with their fields in order to improve the ability of employees in each field. The results that will be obtained will be faster, more effective and more efficient. this will also affect the impact that will occur in the future masses aimed at staying at the desired and competitive level, this research can be used as an expolaration material that what satisfies customers and gains customer loyalty is not only about the accuracy of delivery, price and quality of service but getting customer satisfaction that matches expectations with the quality standards provided by the company to customers from all aspects. With this, it makes it easier for companies to immediately evaluate and improvise so that they can gradually reach the level that the company or customer wants.

Research limitations

This section provides a transparent and honest assessment of the limitations of the study. a study aims to identify customer satisfaction of PT. Tunas Antarnusa Muda Kargo. the target population is users and users of the services of PT. TAM CARGO with professional backgrounds and age categories, the sample population is taken based on a Likert scale distributed through social media reaching 100 people. however, these results still have room

for information that can be sought, because the form is small compared to the total population. therefore, the results of this study cannot be generalised in the context of a larger population, but are suggested with appropriate results.

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