

Influence of Online Tracking and Timeliness on Customer Trust in Delivery Services with Mediating Customer Satisfaction

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Abstract: J&T Express is a company operating in the field of goods delivery services which is still relatively new in Indonesia. Electronic services or e-services are services that are provided via the internet, an innovation carried out by service companies such as J&T Express and online business players, namely by providing online goods tracking services (web trace and tracking). The data taken from this research were 160 samples using the Structural Equation Model (SEM) calculation method. The results of this research show that e-tracking has a positive influence on customer satisfaction, and e-tracking has an insignificant direct influence on customer trust, e-tracking has a significant indirect influence on customer trust. The variable on-time delivery has a significant direct influence on customer satisfaction and is significant on customer trust.

Keywords: *E-Tracking, Timeliness, Customer Satisfaction, Customer Trust*

1. Introduction

Delivery services today are experiencing very rapid progress due to globalization. The reason for the development of this delivery service is based on several factors, one of which is the increasing interest in people's shopping in the electronics market, which is better known as e-commerce. There are many companies operating in the field of delivery services in Indonesia, both private and state-owned, such as POS Indonesia, TIKI, JNE, J&T Ekspres, Anteraja, SiCepat, etc. Also, there are other companies that provide international shipping services, for example, DHL, FedEx, Nippon Express, etc. Because there are many choices of delivery services, customers can easily adjust their funds and tastes when choosing a delivery service. There are three approaches to being able to handle competition in order to be superior to other companies: differentiation, overall, and orientation (Wardoyo et al., 2015). Nowadays, many customers use delivery services because of the practicality factor when shopping. Customers do not need to go directly to shops or shopping centers. For this reason, companies that run delivery services must be able to satisfy the customers who use their services. There are factors that shape customer satisfaction, namely, online tracking systems (web trace and track), delivery decisions, and customer trust.

The company's speed and accuracy in sending goods data are supported by a system that is now widely used by companies operating in the field of goods delivery services. In research conducted by Kusumah (2019), online tracking facilities make it easy for customers to find out what items are being ordered in real-time. Every delivery service user will use online tracking so that they can check goods or documents that can be monitored at any time. Delivery service companies will only provide information for delivery service users to help reduce risk mitigation and speed warnings.

According to research conducted by (Dewantoro et al., 2020), companies operating in the delivery service sector need to conduct accurate surveys when sending goods. Delivery time is when the goods begin to be sent, when the customer purchases the goods, and when the goods are received by the customer. Delivery time is where the company places the time according to the promised schedule when the goods are sent from the sending area and when the goods are sent to their destination. This is because the company succeeded in sending goods according to the predetermined schedule and made customers satisfied with the services provided by the company. According to (Khakim et al., 2015) customer trust is a form of willingness to partner when carrying out transactions. The company's goal of having good relationships with customers is to foster trust in the company. Customers will have high trust if there is a good relationship between the customer and the company, so they will trust the services or products produced by the company. This is also in line with the results of research conducted by (Soleh et al., 2018), which found that trust has a positive influence on customer satisfaction.

J&T Express is a company that runs goods delivery services, which is still relatively new in Indonesia. J&T Express East Jakarta is one of the many companies operating in the field of document and goods delivery services. J&T Express operates by focusing on the use of IT, starting from the sorting process until the goods are received by the customer. J&T Express also has features for checking delivery receipts, online tracking to monitor real-time delivery of goods, etc. J&T Express has an option that customers can use when they want to send goods, namely the express package, where the package will only take one day to arrive, while there is the regular package, where the delivery time of the goods takes 3-6 days depending on the distance to be traveled. In order to make customers satisfied with J&T Express services, J&T Express provides several services for customers, namely, customer service, which is very responsive to customers, and J&T Express has many branches spread across Indonesia, making it easier for customers to send documents and goods. J&T Express is required to be able to serve customers well because, with good service, customers will have a sense of trust in the company.

E-tracking services can increase customer satisfaction: many customers want to know where their products are by entering the goods receipt number, and customers can also see where and who is handling their products by setting up a real-time monitoring system. One way to gain a competitive advantage in the market is to increase customer satisfaction and reduce costs. According to research conducted by (Mariansyah & Syarif, 2020). However, there is bad service. The J&T Express application offers J&T Express e-tracking services that are ineffective and unreliable. Contributing factors include human error, incompatibility of

technology with actual conditions, discrepancy between status and estimates listed with what happens to customer goods, and inconsistent delivery times of goods.

According to (Sari et al., 2020), there are several problems that often occur during the delivery process, including delays in the delivery receipt number, difficulty tracking the receipt number because it is not completely accurate, delivery errors, rescheduled delivery status, not being delivered by the courier for a long time and packages received outside the estimated time period (Sari et al., 2020).

This requires follow-up action from management to prevent cases like this from recurring because the logistics business operates in a service sector that prioritizes trust, and if consumer trust begins to weaken, consumers will switch to other logistics services. Referring to the background that has been explained, the researcher considers it necessary to conduct research with the theme "Influence of Online Tracking and Timeliness on Customer Trust in Delivery Services with Mediating Customer Satisfaction" so that the results of this study can increase customer trust through customer satisfaction, timeliness, and e-tracking.

2. Literature review

2.1 E-Tracking

E-tracking is an online tracking system created by logistics companies to make it easier for consumers to track the status of their products from time to time during the delivery process (Ekonomi et al., 2022). up-to-date information regarding goods or documents that have been submitted and tracked through receipt numbers as an indicator of service. Uncertainty when tracking goods can cause customer dissatisfaction, so companies offer this service to reduce customer concerns about product uncertainty and obtain the latest product status information (Poetri et al., 2017a) in (Adam Arroffi et al., 2021)

A tracking system can be used to observe the delivery process, which entails following the object's trail or interpreting the meaning of being free to follow its path in an activity. Using the position provided by the tracking equipment, the tracking system keeps track of the vehicle's whereabouts. The tool utilized in this system is active tracking, which allows the business or customer to later view the location of the vehicle that is being shipped or picked up right away (Ihsan Edward et al., 2022)

2.2 Timeliness of Delivery

Timeliness of delivery means the accuracy of delivery of the product ordered by the party until the product reaches the customer within the expected time (Jaya Sakti & Manajemen, 2018). Believes that correct delivery means that the order has been precisely and on the day that the customer and the store agreed. According to (Ekonomi et al., 2022), a service company's top priority is timely delivery, so customers should be cautious in how they evaluate them. The company will be aware of what they require. Timeliness is defined as being delivered in

accordance with the preferences and schedules of the customer. Customer dissatisfaction with the service will develop, though, if the service provider fails to meet deadlines in line with schedule regulations. (Adam Arroffi et al., 2021)

2.3 Customer Satisfaction

Customer satisfaction refers to the level of customer responsiveness of the service results received. There is satisfaction that is formed as a desire to convey expressions, feelings, and thoughts from a certain perspective (Pungpho & Wanarat, n., 2017). following by ((Bayraktar et al., 2012) explanations of when satisfaction achieved follows customer needs, and so expectations, positive feedback, and recommendations can be accepted as a result of customer satisfaction. This is also recommended by (Nugroho & Magnadi, 2018)), service quality can be used as a parameter to guarantee the service results that customers expect. (Adam Arroffi et al., 2021)

According to (Aminah et al., 2017), one of the critical elements that has evolved into a standard for measuring customer satisfaction is delivery timeliness. This assertion must be taken into account since the delivery of the goods customers will be satisfied with the services provided if the deadline is met. In the event of delivery, it can stop disgruntled customers from complaining. (Syahnur et al., 2021)

2.4 Customer Trust

Customer trust is an important element for service providers based on reliability and honesty, providing confidence to customers and building long-term relationships. Trust expresses a person's willingness to trust a partner or company they trust and reflects trust or ability in a partner or company, predicting that the party will not show opportunistic or negative behavior (Bauer et al., 2002). (Febrin et al., 2020)

According to (Mayer et al., 1995) In order to gauge a person's level of customer trust, they should be eager to respond to others' efforts in the hopes that others will do the same in return. This can be done by measuring benevolence, agility, and integrity (Al Rasyid et al., 2021).

2.5 The Relationship of E-Tracking to Customer Satisfaction

Web tracking and tracking are usually provided by industrial companies, logistics network operators, or delivery services. Information regarding the status of goods or products still in stock while in transit Customers can check the delivery status of goods and products directly through the online tracking system. (Web Tracking and Tracking) Enter your receipt number on your company website. With the help of the system, consumers are expected to be able to monitor the product location during their journey so that they know and receive satisfaction with the service, according (Eviani & Yusup Rachmat Hidayat, 2021) in their study of online tracking systems affecting customer satisfaction. (Ekonomi dan Bisnis et al., 2022)

H1: E-Tracking have an effect on customer satisfaction

2.6 The Relationship Between Timeliness of Delivery and Customer Satisfaction

According to (Eviani & Yusup Rachmat Hidayat, 2021), delivery speed is very important and has a positive impact on customer satisfaction. It can be understood that punctuality is a temporary discipline that must be implemented by the company. The more the company keeps its promises and is punctual in fulfilling its delivery, the better the company's image will be because customers feel satisfied and trust the services they use. This is in line with the views of (Dewantoro et al., 2020) who claim that on-time delivery has a positive and significant impact on customer satisfaction and timeliness plays an important role for humans. Customers certainly expect packages sent to be received on time as promised by the service provider. (Ekonomi dan Bisnis et al., 2022)

H2: Timeliness of delivery influences customer satisfaction

2.7 The Relationship Between Customer Satisfaction and Customer Trust

It is presumed that the customer's overall happiness with the purchasing process will positively impact his faith in the service provider. According to (Geyskens et al., 1999), reliability has satisfaction as a precondition. Research by (Yoon & Kim, 2000) and Crosby et al. (1990) discovered a strong positive association between satisfaction and trust. However, some research contradicts this, claiming that customers first trust the service provider because of a number of factors that affect satisfaction (Erciş et al., 2012); (Gul, 2014). Thus, research indicates that trust and satisfaction are correlated in both directions. Nonetheless, this study looks at customer satisfaction as a sign of trust and contends that if customers are satisfied with the services provided by a bank, they will ultimately trust the bank. (Leninkumar, 2017)

H3: Customer satisfaction influences customer trust

2.8 The relationship of e-tracking to customer trust

(Wu et al., 2018) state that a belief, sentiment, or expectation regarding the intentions or potential behavior of a buyer can be interpreted as trust. Lack of trust, according to (Chang et al., 2013), is a significant roadblock to the adoption of e-commerce. The three facets of customer trust (competence, integrity, and benevolence) were measured by (Oliveira et al., 2017), who discovered that customers who had high levels of overall trust had higher intentions for e-commerce. According to earlier studies (Chiou & Droge, 2006; Rasheed & Abadi, 2014; Wu et al., 2010, 2018) the quality of e-services influences trust in a positive way. According to (Alrubaiee & Alkaa'ida, 2011) customer satisfaction acts as a mediating factor between service quality's direct and indirect positive effects on customer trust. (Rita et al., 2019)

H4 : e-tracking on customer trust

2.9 The Relationship Between Timeliness of Delivery and Customer Trust

Trust is the belief that a service provider is reliable, trustworthy, and able to fulfill its promises. Trust results from overall service performance, social and ethical behavior, image and ability to meet customer desires (Purwanto, 2010). At the same time, the overall result is the logistics performance of the service provider's service procedure system which includes components visible and invisible to customers. These services include contact centers and physical services. Parts are components that are also used in the marketing mix which are created to enhance inner character and individual solutions (Kotler and Armstrong, 2014; (Purwanto, 2010). in logistics services, consumer trust represents the trust, integrity, and reliability that are important in the minds of customers. fulfilling these elements means that logistics services must be able to maintain consistent service delivery capabilities to maintain consumer trust (Rahayu, 2018). (Munawar et al., 2021a)

H5: Timeliness of Delivery influences customer trust

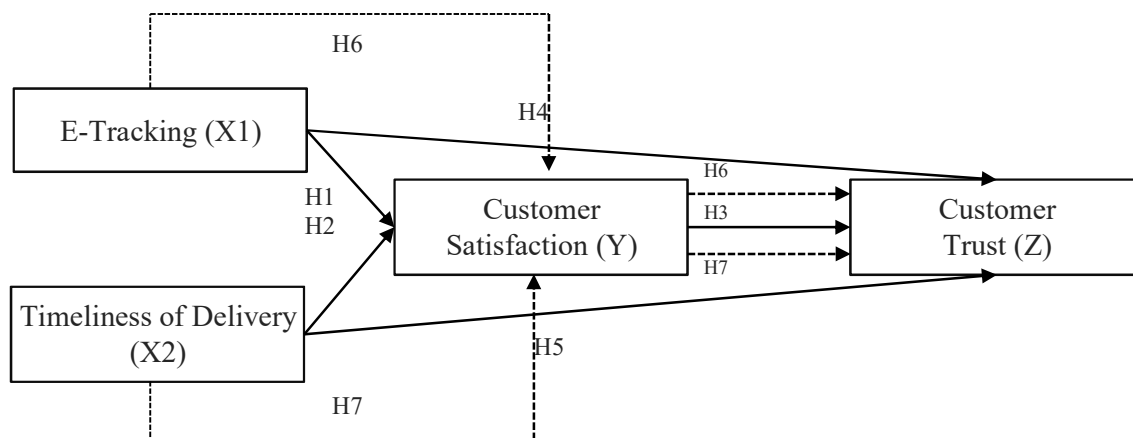


Fig. 1. conceptual framework

3. Research method

Participants in this quantitative study are J&T Express customers. A total of 160 respondents provided the data, which was computed using Smart PLS 3.0. (Hair et al., 2017) states that the amount of data used needs to be ten times greater than all research indicators. There are at least 140 respondents for this study, which includes 14 indicators. This study employed a purposive approach, which involves sampling according to predetermined

standards or variables. The research criteria include the respondent's residence in East Jakarta, age at least 17 years old, and the number of times they have used J&T Express services. The research sample received the questionnaire directly, and answers were recorded on a Likert scale. The SMART PLS application was utilized to process the research data using the Structural Equation Model Partial Least Square (SEM PLS) approach. When analyzing the relationship between variables, the structural equation model partial least squares (SEM PLS) is used to clarify the significance of the dependent variable and validate the measurement model and measurement hypothesis.

Table 1
Measurement Items

Variable	Indicator	
E- Tracking (Ivchenko & Ameer, 2022)	ET1	Delivery Time
	ET2	Availability
	ET3	Package tracking option
	ET4	Delivery of several types of goods
	ET5	Presence of a separate application
Timeliness of Delivery Amen et al., (2017) in (Quintania et al., 2023)	TOD1	Guarantee
	TOD2	Price conformity
	TOD3	Responsibility
Customer Satisfaction (McDougall & Levesque, 2000)	CS1	Core Quality
	CS2	Relationship Quality
	CS3	Perceived Value Directly
Customer Trust (Mayer et al., 1995)	CT1	Benevolence
	CT2	Ability
	CT3	Integrity

4. Results and discussion

Result

Table 2
Convergent Validity and AVE of J&T Express

Construct	Item	Outer Loading	AVE
E-Tracking	ET1	0.811	0.660
	ET2	0.724	
	ET3	0.844	
	ET4	0.863	
Timeliness of Delivery	TOD1	0.747	0.689

	TOD2	0.884	
	TOD3	0.853	
Customer Satisfaction	CS1	0.781	
	CS2	0.893	0.739
	CS3	0.901	
Customer Trust	CT1	0.788	
	CT2	0.854	0.665
	CT3	0.803	

According to (Hair et al., 2017), the load factor is considered valid if the tested value exceeds 0.50 (>0.50). In Table 2, all external loadings are presented in the form of average variance (AVE) with a numerical value of 0.50. Based on this, it can be said that the indicators used in the research have reached their maximum level.

Table 3

Discriminant Validity (HTMT)

	Customer Satisfaction	Customer Trust	E-Tracking	Timeliness Of Delivery
Customer Satisfaction				
Customer Trust	0.793			
E-Tracking	0.646	0.689		
Timeliness Of Delivery	0.527	0.692	0.732	

Table 3 shows Discriminant Validity using the Heterotrait-Monotrait Ratio (HTMT). Discriminant validity between two reflective constructs has been demonstrated if the HTMT value is less than 0.90. Reliability testing uses the composite reliability method and Cronbach's alpha according to (Hair et al., 2017) that research instruments can be relied on if the value is above 0.70 (>0.70) and the results of this research can be seen in Table 4 below.

Table 4

Reability Testing of J&T Express

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0.822	0.82	0.895	0.74
Customer Trust	0.757	0.772	0.856	0.665
E-Tracking	0.827	0.834	0.885	0.66
Timeliness Of Delivery	0.778	0.826	0.869	0.689

Table 5

R-Square

	R Square	R Square Adjusted
Customer Satisfaction_	0.314	0.306
Customer Trust_	0.544	0.535

The square value of 0.75 is strong, 0.50 is medium, and 0.25 is weak (Latan & Ghazali, 2015). Based on the R² value of the two variables, enter the relevance of Q2 predictions. The table above shows that the value of customer satisfaction is 0.331 or 33.1%, which indicates a weak level of value because it is above 0.25 and below 0.50, and the value of customer trust is

Variable	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Remark
Customer Satisfaction → Customer Trust	0.478	0.078	6.092	0.000	Significant
E-Tracking → Customer Satisfaction	0.424	0.075	5.681	0.000	Significant
E-Tracking → Customer Trust	0.155	0.083	1.864	0.063	Not Significant
Timeliness Of Delivery → Customer Satisfaction	0.195	0.072	2.707	0.007	Significant
Timeliness Of Delivery -> Customer Trust	0.248	0.079	3.152	0.002	Significant

0.544 or 54.4%, which indicates a strong level of value because it is above 0.50.

Table 6

Direct Effect

Hypothesis 1

P-value is 0.000 where e-tracking has an effect on customer satisfaction. And the coefficient value is 0.424, which is where e-tracking can make customers feel satisfied, because customers can track goods in real time, so customers know where the goods are. (Poetri et al., 2017b).

Hypothesis 2

The direct influence of timeliness delivery on customer satisfaction has a P-value of 0.007 and a T-value of 2.707, based on existing data, on-time delivery has a significant influence on customer satisfaction. In this way, the delivery service is always on time in sending goods so that customers feel satisfied with the accuracy of delivery of goods. (Adam Arroffi et al., 2021).

Hypothesis 3

The direct influence of customer satisfaction on customer trust has a P-value of 0.000 and a T-value of 6.092. Based on existing data, customer satisfaction has a significant influence on customer trust. Thus, customers who feel satisfied with the services provided by a company can make customers believe in using the service, because customers feel well served and the company has good service quality. (Halim & Claudia, 2023)

Hypothesis 4

The direct effect of e-tracking on customer trust has a P-value of 0.063 and a T-value of 1.864. Based on existing data, e-tracking has an insignificant direct effect on customer trust. Thus, e-tracking users must feel satisfied with the system, such as the information provided is accurate regarding the delivery of goods and with this the customer must first feel satisfied with the online tracking system. If the customer feels satisfied, then the customer feels confident. (Rita et al., 2019)

Hypothesis 5

The direct influence of timeliness of delivery on customer trust has a P-value of 0.002 and a T-value of 3.152. Based on existing data, timeliness of delivery has a significant influence on customer trust. The delivery time sent by J&T Express is accurate and on time, so customers feel confident in sending goods by J&T Express. (Munawar et al., 2021a)

Table 6

Hypothesis Testing (indirect effect)

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Tracking -> Customer Trust_	0.203	0.201	0.053	3.825	0.000

Timeliness Delivery Customer Trust_	Of					
	->	0.093	0.097	0.037	2.524	0.012

Based on the data above, the indirect effect of X1 – Z – Y is 0.203 (positive), P value $0.000 < 0.05$ (significant) and the indirect effect of X2 – Z – Y is 0.093 (positive), P Value $0.012 < 0.05$ (significant)

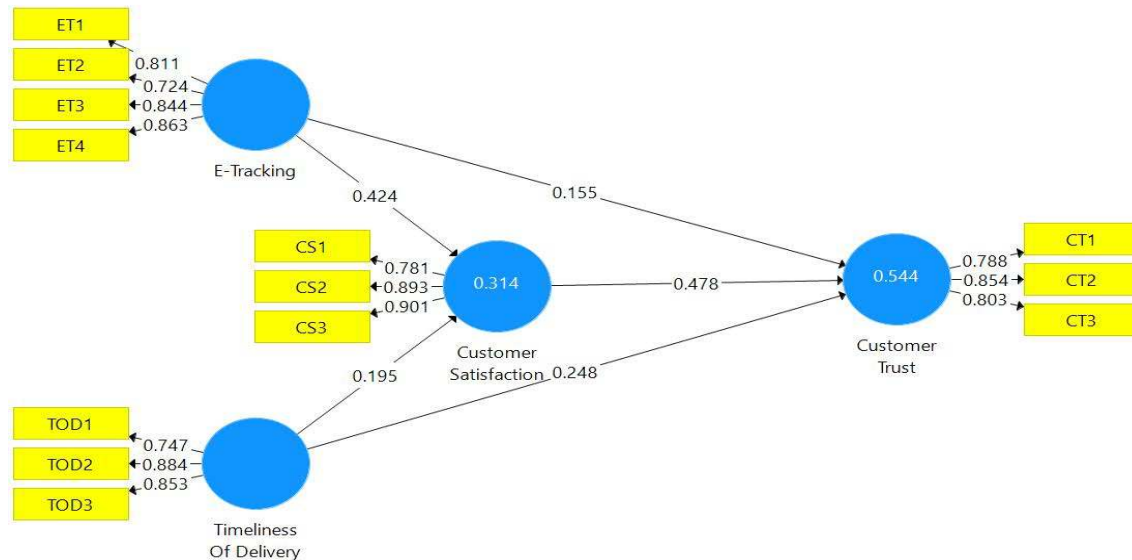


Fig. 2. Conceptual Framework

Discussion

1. Effect of E-Tracking on Customer Satisfaction

Based on the results of statistical calculations (table 5), it can be concluded that the e-tracking variable has a positive and significant direct effect on customer satisfaction variables. This is evidenced by the test results which show a path coefficient value of 0.424 (>0) and a T-Statistic value of 5.681 ($t \text{ count} > t \text{ table significance } 5\% = 1.96$), so Hypothesis 1 is accepted.

Respondents stated that the use of the e-tracking system at J&T Express makes customers feel satisfied because they can track their goods in real time and also customers feel satisfied because customers can see where their goods have arrived. This is also in line with research conducted by (Adam Arroffi et al., 2021) which states that there is an effect of e-tracking on customer satisfaction.

2. Effect of Timeliness of Delivery on Customer Satisfaction

Based on the results of statistical calculations (table 5), it can be concluded that the timeliness of delivery variable has a positive and significant direct effect on customer satisfaction variables. This is evidenced by the test results which show a path coefficient value of 0.195 (>0) and a T-Statistic value of 2.707 ($t_{count} > t_{table}$ significance 5% = 1.96), so hypothesis 2 is accepted.

Timeliness is how customers assess J&T Express's performance in accordance with the company's promise. With the time discipline provided by J&T Express, it can be concluded that J&T Express fulfills its promises well. company to make customers happier, so that customers will be happier in the end and want to use J&T Express again. This is in line with research (Adam Arroffi et al., 2021) which reveals the effect of punctuality on customer satisfaction.

3. Effect of Customer Satisfaction on Customer Trust

Based on the results of statistical calculations (table 5), it can be concluded that the customer trust variable has a positive and significant direct effect on customer trust variables. This is evidenced by the test results which show a path coefficient value of 0.478 (>0) and a T-Statistic value of 6.092 ($t_{count} > t_{table}$ significance 5% = 1.96), so hypothesis 3 is accepted.

With this, respondents stated that they were satisfied with the quality of service provided by J&T Express, such as goods delivered on time, according to the estimated time, and customers can track where their goods are in real time. Customer satisfaction can make customers trust J&T Express, so customers will continue to use J&T Express expedition services. This is in line with research by (Halim & Claudia, 2023) which reveals the effect of punctuality on customer satisfaction.

4. Effect of E-Tracking on Customer Trust

Based on the results of statistical calculations (table 5), it can be concluded that the e-tracking variable has a positive and insignificant direct effect on customer trust variables. This is evidenced by the test results which show a path coefficient value of 0.155 (>0) and a T-Statistic value of 1.864 ($t_{count} > t_{table}$ significance 5% = 1.96), so hypothesis 4 is not accepted.

Respondents stated that customers have not been able to directly trust this e-tracking system, because there are problems such as difficulty tracking the receipt number. This research is in line with (Rita et al., 2019).

5. Effect Timeliness on Customer Trust

Based on the results of statistical calculations (table 5), it can be concluded that the timeliness variable has a positive and significant direct effect on customer trust variables. This is evidenced by the test results which show a path coefficient value of 0.248 (>0) and a T-Statistic value of 3.152 ($t \text{ count} > t \text{ table significance } 5\% = 1.96$), so hypothesis 5 is accepted.

Respondents stated that the timeliness of the delivery of goods was in accordance with the estimated time that had been calculated, the respondents were happy with the services provided by J&T Express. This research is in line with (Munawar et al., 2021).

5. Conclusion

Based on the research results above, the following conclusions can be drawn:

1. E-tracking has a significant effect on customer satisfaction and has an indirect positive effect on customer trust. This shows that the e-tracking system in J&T Express is able to provide good service, so customers feel satisfied with e-tracking because they can track where their goods have arrived and also check the estimated delivery time. If e-tracking increases, then customer satisfaction also increases. If customer satisfaction increases, customer trust will also increase.
2. The timeliness of delivery has a significant effect on customer satisfaction and has an indirect positive effect on customer trust. From the results, this means that the timeliness of delivery implemented by J&T Express in the East Jakarta area, when delivering goods sent by J&T Express, is never mixed up, the delivery made by J&T Express is never to the wrong address, and the timeliness of J&T Express delivery is in accordance with the time of early delivery. This can indirectly affect customer trust. So if timeliness increases, it will increase customer satisfaction. As stated by (Jaya Sakti & Manajemen, 2018) on-time delivery affects customer satisfaction, according to (Adianto, 2018) Punctuality is indirectly related to customer trust, which will determine whether a company runs smoothly or not. So the punctuality implemented by J&T Express can be well received by customers.

The advice to J&T Express is to focus on services based on the results of the analysis that has been carried out. It is hoped that to improve the quality of J&T Express services and maintain a competitive advantage, the company can do several things. First, companies can improve the quality of e-tracking services by using the latest technology to increase operational efficiency and make it easier for customers to access tracking information and delivery status in real time. As well as the delivery timeliness variable, repeated checks should be increased to avoid delivery delays.

6. Implications

This research has a significant impact on the understanding of courier services and customer satisfaction. The findings suggest that E-Tracking plays an important role in improving customer satisfaction, and courier companies, such as J&T Express, can utilize this information to improve customer experience by developing better E-Tracking features. In addition, this research underscores the importance of trust in business, where customer satisfaction contributes to the formation of customer trust. Companies can take steps to strengthen their integrity and ability to build stronger trust among their customers. With this in mind, J&T Express can improve its informative features so that customers can see clearly and in detail where their goods are located.

7. Research limitations

The use of non-probability techniques with purposive sampling may result in bias in the sample, so the research findings may not be universally applicable. In addition, this study is limited to predetermined variables and does not consider other factors that may affect customer satisfaction and trust. In addition, this study is a snapshot at one specific point in time and may not take into account changes in customer preferences or service improvements that may have occurred after the study was conducted. Another limitation of this study is that e-tracking does not have a significant relationship with customer trust directly, perhaps the results are different in other companies because the systems and mechanisms are different.

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