

THE EFFECT OF PROMOTION AND DELIVERY TIMELINESS ON COSTUMER SATISFACTION PT. SHOPEE EXPRESS

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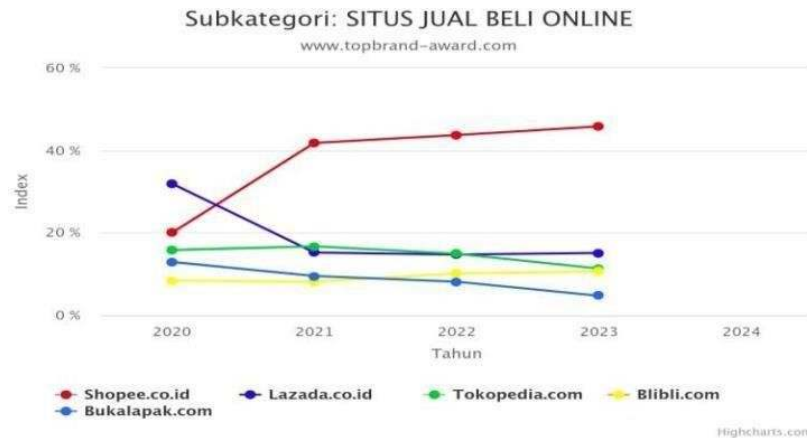
Abstract: Amid the proliferation of online shopping habits, every e-commerce company is competing with each other to get as many user customers as possible. Companies try various strategies in order to attract customers such as promotions and timeliness which are expected to increase customer satisfaction. Promotion and timeliness of delivery greatly affect the credibility of the special goods delivery company from Shopee known as Shopee Express to meet customer satisfaction. This study aims to empirically analyze the effect of promotion and timeliness on customer satisfaction at Shopee Express in Indonesia. This research method uses a quantitative descriptive method with the analytical tool used is SEM-PLS (Structural Equation Model-Partial Least Square) Smart PLS 4.0 software with 120 respondents specifically in the East Jakarta area who were taken using purposive sampling to answer the hypothesis. Data collection using questionnaires for online customer distribution. The results of this study indicate that promotion and timeliness of delivery have a significant influence on customer satisfaction, as evidenced by the results of the Discriminant Validity test, Direct Effect test, Indirect Effect test and Goodness of Fit Test which show that variables X1 and X2 have a significant effect because the test results prove their influence on variable Y..

Keywords: *Promotion, Free Shipping, Delivery Timeliness, Customers Satisfaction, Shipping*

1. Introduction

In the era of Globalization at this time everyone is starting to transform their shopping habits, which initially everyone was accustomed to making traditional or direct purchases, now many have started to switch to online shopping, with the emergence of online shopping habits, this habit is increasingly mushrooming into the community because with the emergence of this trend the community is greatly helped because they don't need to bother or don't need to spend time to take time to the shopping center now they only need to order it from home so they don't need to spend time shopping online, this is what makes people's enthusiasm very high with the trend of shopping online.

Amid the proliferation of online shopping habits, every e-commerce company competes with each other to get as many user customers as possible, they try various strategies in order to attract as many customers as possible. Online shopping companies that currently exist in Indonesia, such as Shopee, Lazada, Tokopedia, OLX, Bukalapak, etc.



Sumber : Highcharts.com

Based on data from <https://www.topbrand-award.com/> in 2023 quarter 2, it shows that the top 5 Top Brand Index (TBI) of online buying and selling sites is held by Shopee. Shopee is an online buying and selling platform subsidiary of Sea Limited. Shopee was first launched in 2015 in Singapore and expanded to Indonesia, Thailand, Malaysia, Vietnam, and the Philippines. Shopee first came in the form of a Consumer To Consumer (C2C) marketplace and has expanded its business in a hybrid model of C2C and B2C (Business to Consumer), this can be seen from the emergence of Shopee Mall for well-known brands.

Shopee offers a secure, convenient, and fast online shopping experience for consumers. The platform connects sellers and buyers in one community, making technology an informative force that can change the world for the better. To retain customers, the company must consider strategies to attract new ones and understand their needs. Promotion is a form of mass communication that helps a product become known for its benefits and be purchased by consumers.

E-commerce companies compete with each other to carry out promotions, such as free shipping and vouchers. Shopee uses these strategies to attract interest and appeal to consumers, increasing sales in every promotional event. However, there are times when vouchers do not apply due to various terms and conditions, such as payment methods, categories, or expired promos. This can lead to dissatisfaction and even cancellation of transactions. Local logistics companies must also pay attention to timeliness, which refers to the service time in fulfilling orders for goods and services. Timeliness ensures that goods arrive on time, meet customer needs, and reduces the risk of delays that can cause additional costs and losses in the business.

In conclusion, Shopee's success relies on its ability to provide a safe, easy, and fast online shopping experience for consumers. By understanding customer needs and implementing effective promotional strategies, the company can effectively attract and retain customers, ultimately leading to increased sales and profits.

Delivery timeliness refers to the time between when a consumer requests an item and its arrival on time, safely, and in accordance with a predetermined time. To improve delivery timeliness, companies must innovate and develop strategies using technology, logistics planning, and effective communication with consumers. Shopee Express has been in the spotlight due to the number of packages lost due to neglect. The company offers four types of delivery times: Instant (3 hours), Same Day (6-8 Hours), Regular (2-4 days), and Save (2-14 days).

Customer satisfaction is another important factor in the shipping business. Free shipping can reduce shipping costs, making it easier for consumers to shop online. Timeliness also affects customer satisfaction as they feel satisfied and their needs are met within the time period given by the company. Overall satisfaction is determined by the suitability of expectations, which is a comparison between perceived performance and expectations. Customer satisfaction is crucial for companies, especially in the logistics sector, as it helps them compete with their competitors. The increasing use of e-commerce in Indonesia is attributed to large-scale promotions, such as free shipping promotions. However, many customers worry about the estimated delivery time being inappropriate, as there are many delays made by shipping service companies. This often occurs due to significant surges in orders on certain dates, where e-commerce companies carry out massive promos and freight forwarding companies often force to accept orders that exceed their operational capabilities. In conclusion, customer satisfaction is a critical factor in the shipping industry, and companies must continue to innovate and develop strategies to improve delivery timeliness. Which is what causes the goods to often not arrive according to the promised estimate, not to mention other factors such as human error during the delivery process is also another cause, which expedition companies should pay attention to the satisfaction of customers who use their services because so that the company can continue to grow and experience an increase in its business. Customer satisfaction is one of the big keys because customer satisfaction is a measure of the success of service companies in providing their services, which is what causes us writers to be interested in raising this research because we want to see “The Effect of Promotion and Delivery Timeliness on Customer Satisfaction”.

2. Literature Review

2.1. Promotion

A company does not only focus on producing goods or services, setting prices, and selling products or services, but many other activities are interrelated with each other, namely promotion. Promotion is a marketing communication activity that aims to influence, persuade, and or remind consumers to recognize the products offered by a company so that consumers become interested in using or buying the products or services offered. Promotion has the aim of informing, persuading, modifying behavior, and reminding consumers that consumers are expected to be satisfied with the products and services that have been purchased or used (Endri, 2018) (Sustiyatik, 2020). To improve marketing activities it is not enough to rely solely on product development, pricing but must be supported by promotional activities.

According to (Kotler & Armstrong, 2008) promotion is a function of demonstration, notification, and influence on consumer decisions. The more often a company promotes the products or services provided, it is possible that consumers will be encouraged to try, buy, and use the product or service directly. It can be concluded that promotion is a form of one-way communication that is useful for informing, persuading, and reminding potential customers of products and services so that they recognize and have the desire to use the promoted product or service.

One example of a promotion that can be done in a freight forwarding company is a free shipping promotion. Free shipping is a form of direct persuasion through the use of various incentives that can attract customers to make product purchases or increase the number of purchases of goods to be purchased by consumers.

In conclusion, promotion plays a pivotal role in the success of a company by not only supporting product development and pricing but also by actively engaging consumers through communication strategies aimed at influencing and reminding them about the company's offerings. Effective promotion helps in informing, persuading, and reinforcing consumer

behavior, which in turn can drive interest and sales. For instance, promotional tactics such as free shipping in a freight forwarding company serve as direct incentives that can boost customer acquisition and retention. Thus, a well-executed promotional strategy is essential for enhancing market presence and customer engagement.

2.2. Delivery Timeliness

Delivery timeliness is a condition where the goods sent by the courier service company arrive at its customers according to the estimated time promised according to the service chosen by the courier company's customers (Mahasena Brilian, Mulyawan et al., 2022). In addition, the timeliness of delivery is also very crucial considering that the accuracy of delivery of products that have been ordered will be one of the important factors in increasing customer satisfaction. Delivery time is the period of time the customer orders the product until the product arrives at the customer. The estimated arrival time is usually a benchmark for customers to find out whether the delivery service is on time or not. Not only that, according to (Eviani I & Hidayat YR, 2021) timeliness of delivery is very important, because timeliness is discipline in running time that must be followed by the company. The more consistent the company is in fulfilling its commitments in delivering goods according to the promised time, the better the company's image. This is because customers will feel satisfied and trust the services provided by the company.

In conclusion, delivery timeliness is a critical factor for customer satisfaction and company reputation, as it reflects a company's ability to meet its promised delivery schedules. Timely delivery not only ensures that customers receive their product as expected but also enhances their overall trust and satisfaction with the service. Adherence to estimated delivery time is essential for maintaining a disciplined operational standard and reinforcing a positive company image, ultimately leading to greater customer loyalty and trust.

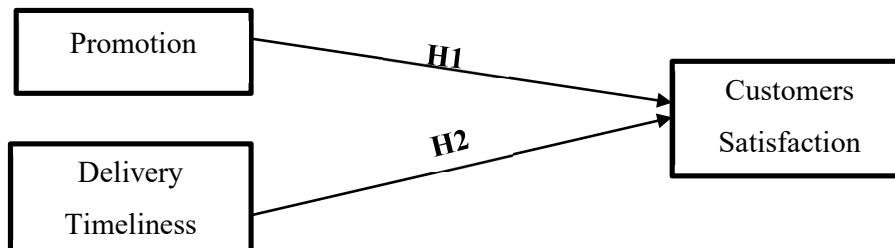
2.3. Customer Satisfaction

Customer satisfaction is a feeling of happiness or disappointment of a consumer that arises after comparing his perception or impression of performance below expectations with unsatisfied consumers, while performance that exceeds expectations will make consumers feel satisfied and happy (Philip Kotler, 2012). In increasing customer satisfaction, companies must assess the extent to which consumers are satisfied with the services or products provided by the company by asking consumers to identify what factors are considered to satisfy consumers. In addition, it is necessary to evaluate employee performance and analyze competitors to understand how to meet consumer expectations properly.

2.4. The Relationship Between Promotion and Customer Satisfaction

Promotions can have a significant influence on customer satisfaction because they can raise awareness about a product or service, attract the interest of potential customers, and provide perceived added value. When promotions are done well, for example by providing clear, interesting, and relevant information, customers tend to feel more satisfied because they feel the value is worth what they are paying for. However, the effectiveness of promotions also depends on the extent to which the product or service matches the expectations built by the promotion. Diverse and attractive promotions will steal the attention of customers and will raise curiosity about the products/services owned by the company, so that this curiosity about a product/service will increase the desire from within the customer to try to use the promotion of the products/services offered by the company to fulfill their satisfaction. Free shipping promo is one of the promotions that can increase customer satisfaction because free shipping can

reduce the costs incurred by customers when shopping online. This is something that Shopee Express must pay attention to to maintain customer satisfaction. This is supported by research conducted by Rianda Hamida Lubis. Therefore, the authors hypothesize whether there is an effect of promotion on customer satisfaction.



H1: It is suspected that promotion has a significant effect on customer satisfaction.

2.5. Relationship between Delivery Timeliness and Customer Satisfaction

According to (Samantha & Almalik, 2019) that timeliness is the delivery period agreed upon by the party between the seller and the consumer until the time the product reaches the destination address. Timeliness in delivery can fulfill customer requests is the only variable that is useful in increasing customer trust in the company so that consumers will feel their desires and expectations for using these services are fulfilled, so there will be a sense of satisfaction by these customers. According to (Nur Salim *et al.*, 2024) not only that, timeliness can also increase customer satisfaction in using delivery services. When customers get what they want until the agreed time, they feel valued and satisfied with their experience using Shopee Express delivery services. This can make them satisfied with the services provided by Shopee Express or may even use the service in the future, which in conclusion can reduce competition among the delivery service industry. But on the contrary, untimely delivery can have a negative impact on the relationship between the customer and the courier service provider company. When courier service companies are often late in delivering goods, customers may feel disappointed or even feel that the company does not value their time. This can lead to customers looking for other alternatives that are more reliable and can potentially reduce customer satisfaction. So, we can conclude that punctuality plays a significant role in influencing customer satisfaction. Businesses that are able to protect this timeliness tend to have customers who are more loyal and confident in Shopee Express. Furthermore, it is recommended that Shopee Express companies prioritize punctuality in all aspects of their operations to establish solid relationships with customers and achieve long-term success.

H2: It is suspected that Delivery Timeliness has a significant effect on customer satisfaction.

3. Research Methods

According to (I Made Laut Mertha Jaya, 2020) In general, research methods are defined as a scientific activity that is planned, structured, systematic and has certain practical and theoretical objectives. It is said to be a “scientific activity” because research with aspects of research and theory. Planned because the research must be planned with attention to time, funds and accessibility to places and data. This research is quantitative research and hypothesis testing using the SEM-PLS (Structural Equation Model - Partial Least Square) method. The population

in this study were all customers or users. The sampling technique used purposive sampling. The criteria for respondents used in this study are: (1) at least high school education (2) respondents have sent goods at least 2 times in the last 6 months. Researchers used 12 indicators to measure three variables, so the minimum sample used was the number of samples = the number of indicators multiplied by 10, so that in this study the number of samples was $12 \times 10 = 120$ respondents. Of the many Google Forms distributed to respondents, the answers and valid respondents that can be processed in this study totaled 122 respondents. This number meets the minimum sample size requirement of ten (10) times the number of indicators (Hair 2017). With cross section distribution by measuring each research variable using Ordinal scale indicators with respondents' answers using a linkert scale.

Table 1. Measurement Indicator

Variabel	Indicator	Source
Promotion	P1. Provide attention to consumers. P2. Consumer attraction to services. P3. Desire to obtain advertised services. P4. Consumers decide to purchase the services offered by the company	(Lien, 2015)
Delivery Timeliness	DT1. Accuracy in goods delivery services. DT2. Accuracy in determining prices. DT3. Accuracy in determining time	(Haryo Bagus Handoko, 2010)
Customers Satisfaction	CS1. Product quality, customers will feel satisfied if their evaluation shows that the product they are using is of high quality. CS2. Service quality, customers will feel satisfied if they get good service or as expected. CS3. Emotional, customers will feel proud and believe that others will admire them, if they use certain products that tend to have a higher level of satisfaction. CS4. Price, products with the same quality but relatively low prices offer greater value to customers. CS5. Cost, customers who do not incur additional costs or do not need to waste time to obtain a product tend to feel satisfied with the product.	(Indrasari, 2019)

4. Result and Discussion

4.1. Validity and Reliability Testing

From the calculation results with the SmartPLS tool, the following results can be obtained:

Table 2. Square Root of AVE and Correlation Between Variabels

Variabel	AVE	Root of AVE
Promotion	0,714	0,845
Delivery Timeliness	0,625	0,791
Customers Satisfaction	0,679	0,824

Source : Processed Data (SmartPLS 4.0), 2024

The AVE square root value of all variables is higher than the correlation coefficient between constructs and other constructs so it can be concluded that this value has good discriminant

validity. From table 2, it can be seen that the variables promotion, delivery timeliness, customer satisfaction can reflect each valid variable because the AVE value > 0.50.

4.1.1. Reliability Testing

In reliability testing, the most common method used is to look at the Cronbach's Coefficient Alpha and Composite Reliability values. The instrument can be said to be reliable if the Cronbach's Coefficient Alpha value is greater than 0.70 (Ghozali, 2016). Meanwhile, the value

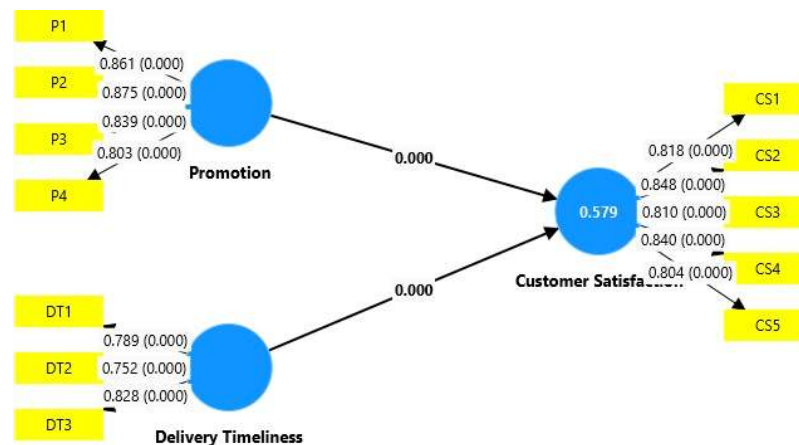


Fig 1. PLS Algorithm

of the Composite Reliability method is well acceptable if the value is > 0.70 < 0.95 (Hair et al., 2019).

Tabel 3. Reliability Indicator

Variable	Composite Reliability	Cronbach's Alpha	Result
Promotion	0,909	0,842	Reliable
Delivery Timeliness	0,833	0,750	Reliable
Customers Satisfaction	0,914	0,840	Reliable

Source : Processed Data (SmartPLS 4.0), 2024

4.1.2. Validity Testing

In this research, validity testing is carried out with 2 criteria, namely, convergent validity and discriminant validity. Convergent validity is a multi-item scale validity test that represents a situation where items that measure the same construct have a variance value greater than 70% (Hair et al., 2019). Convergent validity is used to measure the extent to which two measures of a concept are correlated. Inferring from a concept and then relating it to a summation scale. Based on the validity test results in the figure above, it shows that the loading factor value of each dimension has a loading factor value > 0.70, so it can be concluded that it meets the convergent validity criteria.

4.2. Discriminant Validity

Discriminant Validity can be seen from the cross loading value between the indicator and the measured construct. The correlation between the measured construct and its indicator must have a higher value than the indicators of other constructs.

Tabel 4. Discriminant Validity

	Promotion	Delivery Timelines	Customer Satisfaction
P ₁	0.861	0.429	0.577
P ₂	0.875	0.375	0.575
P ₃	0.839	0.407	0.538
P ₄	0.803	0.436	0.619
DT ₁	0.379	0.789	0.442
DT ₂	0.233	0.752	0.378
DT ₃	0.493	0.828	0.608
CS ₁	0.588	0.427	0.818
CS ₂	0.584	0.510	0.848
CS ₃	0.531	0.550	0.810
CS ₄	0.598	0.549	0.840
CS ₅	0.525	0.535	0.804

Source : Processed Data (SmartPLS 4.0), 2024

From the table above, it can be concluded that the latent construct can predict the indicators in its block well compared to other indicators. So that the indicators used in this study have met the discriminant validity criteria.

4.3. Direct Effect

Table 5 shows the relationship between variables. Hypothesis testing is carried out at a significant level of 5% and is accepted if $t_{\text{count}} > 1,97 t_{\text{table}}$. To find out how much influence between variables, this study uses the Smart PLS 4.0 bootstrapping method to test the hypothesis between variables.

Tabel 5. Path Coefficients and T-Values

Path	Original Sample (O)	T Statistics	P Values	Result
Delivery Timeliness → Customer Satisfaction	0,377	4,782	0,000	Significant
Promotion → Customer Satisfaction	0,502	6,766	0,000	Significant

Source : Processed Data (SmartPLS 4.0), 2024

Based on table 5, delivery timeliness affects customer satisfaction as shown by $t_{\text{count}} 4,782 > 1,97$. This shows that ontime delivery has a direct influence on customer satisfaction, as measured by the correlation coefficient of 0.377. Promotion has a positive influence on customer satisfaction with a $t_{\text{count}} 6,766 > 1,97$ and with an original sample of 0,502.

4.4. Goodness of Fit Test

Goodness of fit test is a statistical hypothesis test used to assess how well the observed data matches the expected value of a statistical model.

Table 6, shows the criteria for R-squared values with values of 0.75 strong, 0.50 medium, and 0.25 low.

Variable	R ²	Result
Customer Satisfaction	0,579	Medium

The suitability of the structural model can be seen from the Q-squared as follows:

$$Q^2 = 1 - (1 - 0,579) = 0,579$$

The Q-squared Obtained is 0,579 which means that Q-squared is greater than 0, so it can be concluded that the model is proven to have predictive relevance with a strong value.

Promotion and timeliness of delivery have a significant influence on customer satisfaction which makes Shopee Express customers satisfied with the services provided by Shopee Express. The results of this study support research that has been conducted by (Basuki & Sorowutun, 2024) where promotion and timeliness of delivery are strong supporting factors to increase Shopee Express customer satisfaction.

The influence of Free Shipping Promotion on Customer Satisfaction has a direct influence on customer satisfaction, free shipping promotions that are often carried out by Shopee Express make customers want to continue using its services because it feels more economical. The results of this study also support the results of research conducted by (Reza Alfarozi Ritonga & Taufiq Risal, 2023), that customer satisfaction can be increased when expedition service companies often provide free shipping promotions.

The existence of the effect of delivery timeliness on customer satisfaction has a direct influence on customer satisfaction, the timeliness of delivery that can be provided by Shopee Express proves that by sending goods exactly at the estimated time they promise to Shopee Express customers can increase customer satisfaction. The results of this study also support research conducted by (Mahasena Brilian, Mulyawan *et al.*, 2022) that the timeliness of delivery is a supporting factor for Shopee Express to increase its customer satisfaction.

5. Conclusion

Based on the results of the research that we have conducted at the Shopee Express company, it can be concluded, both promotion and timeliness of delivery are crucial factors in enhancing customer satisfaction for Shopee Express. The study highlights that free shipping promotions significantly contribute to customer satisfaction by offering economical benefits. Additionally, timely delivery reinforces customer satisfaction by ensuring that products arrive as promised. The combined impact of effective promotional strategies and reliable delivery performance underscores their importance in fostering customer loyalty and satisfaction for Shopee Express. As seen from the test results that we have done that free shipping promotions are often given and guaranteed delivery timeliness, Shopee Express customer satisfaction will also increase.

6. Implications

Based on the study result, it can be concluded that all variables have a significant positive effect either directly or indirectly on the typing of each variable.

Based on the above conclusions, in this study the authors provide useful suggestions as follows:

- 1) Customer satisfactions is directly influenced by a promotion. Shopee Xpress uses its

- expected that Shopee Xpress can consistently maintain and improve the information and promotional content on its social media platforms.
- 2) Customer satisfactions is also directly influenced by delivery timeliness, and Shopee Xpress uses its expected that Shopee Xpress can consistently maintain and improve the service in delivery timeliness.
 - 3) It will be useful for future researchers looking into Promotion in customer satisfaction, delivery timeliness. Future researchers should prioritize research into variables not included in this study.

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