

Implementation Of Service Quality With Increased Time To Increase Customer Satisfaction On Shopee Express

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Abstract: Shopee Express is one of the services (features) on the Shopee application that uses motorbikes and cars to deliver goods that have been ordered by customers from one place to another. The low level of customer satisfaction with Shopee Express delivery service is the issue brought up, and it presents a challenge for the business to draw in and keep clients in the cutthroat e-commerce sector. This study aims to find out how Service Quality and Delivery Time affect the level of Customer Satisfaction. The method used for this study is non-probability sampling using the purposive sampling technique. The data of this study is customers who have used or are using the Shopee Express expedition service in the DKI Jakarta area by distributing questionnaires to 103 respondents who were analyzed using the SPSS 29 application. The results of this study show that service quality has a positive and significant effect on customer satisfaction level as well as punctuality has a positive and significant influence on customer satisfaction.

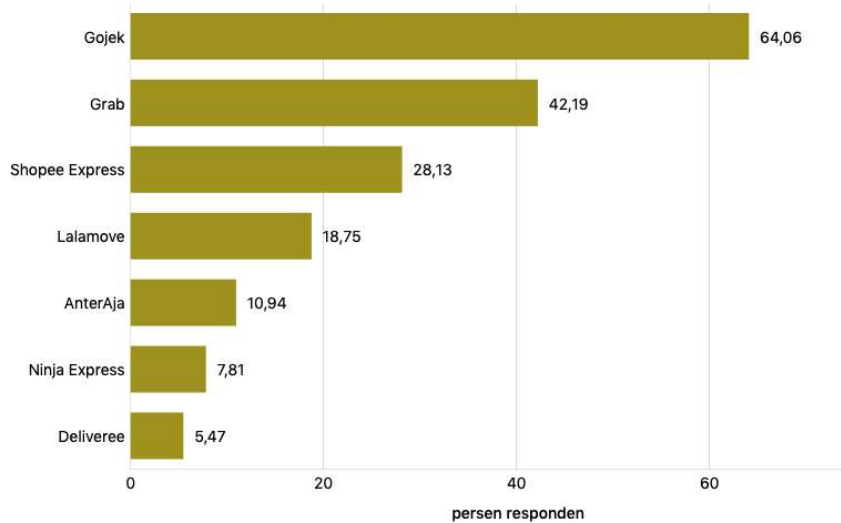
Keywords: *Service Quality, Delivery Time, Customer Satisfaction, Shopee Express, E- Commerce Logistics*

Introduction

Marketing is a human activity directed towards efforts to satisfy desires and needs through the process of exchange or sale. Customer satisfaction is very important for companies in this era of intense business competition. The importance of customer satisfaction for the Company is beyond doubt; certainly, Companies that wish to grow hope to retain their customers in the long term, even if possible for eternity, especially since the role of customers for the Company is crucial for the continuous operation of a sustainable business. Companies that can develop and maintain consumer satisfaction will achieve long-term success. (Kotler, 2012) (Mustofa & Slamet, 2022)

Shopee Express is a Shopee offers a delivery service called Shopee Express to some vendors. There are four Shopee Express delivery options available for the Shopee Express service. Shopee Express Standard is one of the options, where customers can choose the delivery time and status of their goods shipments through the Shopee application. Standard Shopee Express package deliveries take a little longer than expected to complete. Hence, Shopee Express Standard refers to the delivery of items that meet the item's shipping requirements. Shopee Express Deliveries of goods or products on the Same Day are made possible by Same Day express delivery, which offers Same Day delivery of items or products. As a result, the package is labeled as express Same Day delivery, indicating that the items are available for pickup on the day of delivery. The Shopee app allows you to check these items or products. The maximum delivery time for Shopee Express Instant delivery is three hours from the time the products are delivered. Hence, Shopee Express rapid delivery is supplied by Shopee, and Shopee Express savings is the delivery of goods or products from Shopee at a reduced cost of shipping.

Figure 1. Online Logistics Company with the Largest Delivery Volume



(August-September 2022) Source: Databoks, 2022

After Grab and Gojek, the Shopee Express expedition company has the third-largest delivery volume in 2022, according to the image above. To make themselves accessible to the general public, Shopee Express agents are dispersed throughout many parts of Indonesia. Despite the fact that it hasn't yet become the preferred option for Indonesians seeking expedition services, this factor makes Shopee Express the preferred option. Based on an unstructured survey of 100 Shopee sellers, the researcher discovered that 21% of online sellers said they always use Shopee Express as their preferred expedition, while 79% of online sellers do not utilize Shopee Express as an online logistics service.

Customer satisfaction, according to Kotler (2012), is the degree to which an individual feels satisfied with the performance (results) they receive in comparison to their expectations. Customers will feel content if performance meets or surpasses their expectations, and disappointed if performance falls short of their expectations. Every business wants to satisfy its customers. Meeting client needs can improve competitive advantage in addition to being crucial for the company's existence. When the same requirement comes up in the future, customers who are happy with the service are more likely to utilize it again. (Krisna Gusti Putra, 2021). Customer satisfaction, according to Kotler (2012), is the degree to which an individual feels satisfied with the performance (results) they receive in comparison to their expectations. Customers will feel content if performance meets or surpasses their expectations, and disappointed if performance falls short of their expectations. Every business wants to satisfy its customers. Meeting client needs can improve competitive advantage in addition to being crucial for the company's existence. When the same requirement comes up in the future, customers who are happy with the service are more likely to utilize it again. (Riyani, 2021) (Saifana, 2020)

In service firms, longer implementation times are a sign of desperation to incorporate coordinated factors (Tony et al., 2023). It is specified in the timetable that all arriving packages must be delivered. Naturally, this has to do with consumer happiness, which can either positively or negatively affect the business's ability to continue operating. Longer wait times are essential since timely delivery of purchased goods will play a significant role in raising customer satisfaction. (Mustofa & Slamet, 2022). Delivery time is the amount of time

between when a customer places an order and when the product is delivered to the customer. Customers typically use the projected arrival time as a guide to determine whether or not the delivery service is satisfactory (Nursan & Kahar, 2019). Therefore, the increase in time is closely related to customer satisfaction (Maulyan et al., 2022).

Because of the inconsistent results of earlier research, this study is crucial in bridging knowledge gaps. Its goal is to apply service quality with longer wait times to boost customer satisfaction. As a novel in research, Shopee Express is the subject of this study. The study's title, "Implementation of Service Quality with Increased Time to Increase Customer Satisfaction on Shopee Express," was chosen based on its history.

Literature review

Service Quality

Defined about service quality according to Tjiptono and Chandra (2019:167) in the (Huda et al., 2023), It is possible to define quality as the ideal distribution of goods and services in terms of their form, consistency, and quality. Goetsch & Davis in (Dewantoro, 2020), A dynamic situation involving goods, services, people, procedures, and surrounding that either meet or surpass expectations is what is meant by "service quality". According to Lewis and Boom Tjiptono and Chandra (2019:182) in (Huda et al., 2023), the extent to which clients are served and if the service meets their expectations are both indicated by the quality of the service. According to Yuan & Soocheong (2008) in (Fitriana et al., 2020) The customer's expectations and the service they receive are compared to determine the quality of the service. A service that fosters client loyalty and satisfaction is known as high quality. According to research on service marketing, client perceptions and the evaluation of a product or service's worth are frequently reflected in the quality of the service provide.

H1 : Service quality has a positive impact on customer satisfaction

Delivery Timeliness

According to (Melisari, 2016) in (Artati & Ernawati, 2022) That timeliness is the amount of time that the buyer and seller agree upon for delivery till the item reaches its final address. The only factor that can be used to boost customer trust in the business and make customers feel as though their needs and expectations are being met is the timely delivery of goods to satisfy customer demands. According to Nystrom (2005:28) in (Shintia Juniariska et al., 2020), Being punctual means that the delivery of the goods must take place on the day and date that have been agreed upon; if these dates are not met, customers may become dissatisfied. Additionally, the quantity of goods delivered and those that arrive must be paid for on time, making customers feel satisfied when the goods arrive at the appointed time.

H2 : Delivery timeliness has a positive impact on customer satisfaction

Customer Satisfaction

Kotler & Keller (2013) in (Artati & Ernawati, 2022), When a person compares the performance or outcomes of a product to their expectations, they can determine whether they are satisfied. According to Kotler (2014) in (Priambodo et al., 2021), The degree to which a person expresses satisfaction with a product or service after comparing its performance to what they expected is known as customer satisfaction. Perception or impression of performance and expectations determines satisfaction. The customer is not satisfied if the performance falls short of their expectations. The performance will satisfy customers if it lives up to their expectations. When the performance surpasses the customer's expectations, they are extremely delighted or satisfied. According to Meftahudin (2018 : 283) in (Mustofa & Slamet, 2022) Customer satisfaction refers to the integrity of the attitude that customers

exhibit following their purchase and use of goods and services, indicating that they are happy with the primary product or service and that the outcomes also align with the average level that was anticipated. According to (Monavvarian et al., 2015) in (Marlita et al., 2022) In order for the firm to succeed in the long run, it is critical to focus on client satisfaction.

H3 : Both service quality and delivery timeliness have a combined positive impact on customer satisfaction

Research method

The type of research used in this study is:

1. Research Approach

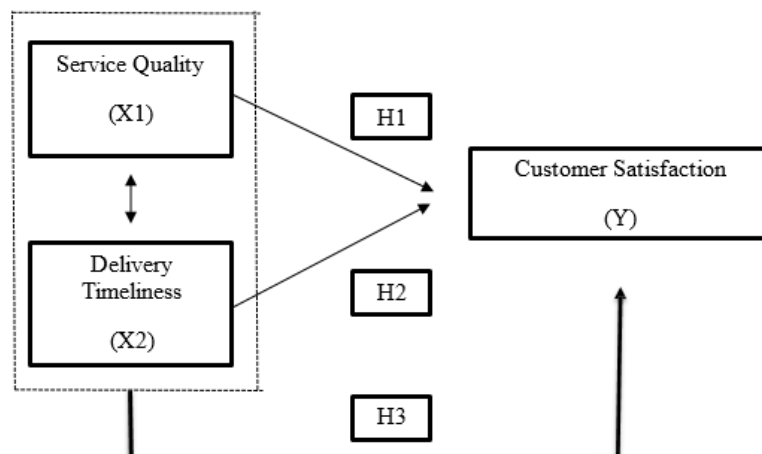
The quantitative method used in this study places a strong emphasis on the analysis of numerical data numbers that have been statistically processed. This approach essentially applies inferential research, or testing hypotheses, and the results suggest that the null hypothesis might be disproved. Using a quantitative method will reveal the significance of group differences or the link between the variables being studied.

2. Data Collection Technique

This methodology is quantitative in nature. In August 2024, this study was conducted in the Jakarta region. All users of the Shopee Express excursion comprise the research population. Purposive sampling is the technique employed in this study because a total of 103 respondents consumers who have made purchases from online retailers and utilized Shopee Expree expedition services in the Jakarta area are the sampling criteria. Google Forms is used to deliver the questionnaire online. Validity tests and reliability tests are conducted as part of instrument testing. Likert scale measurements were performed using SPSS 29 software.

3. Data Analysis Tools

Quantitative research, which this study uses, focuses on the analysis of numerical data that has been processed using statistical techniques. Basically, inferential research, or hypothesis testing, uses the quantitative approach to draw conclusions about the error likelihood of rejecting the null hypothesis. Using quantitative methods, it is possible to ascertain the importance of the relationship between the variables under study or the significance of group differences.



Hypothesis

H1 : Customer satisfaction may be impacted by the quality of the services provided.

H2 : Customer happiness may be impacted by timely deliveries, according to suspicions.

H3 : Customer happiness may be impacted by factors such as service quality and delivery timeliness.

Two independent variables (X) and one bound variable (Y) make up the three variables in this study. We will utilize a likert scale with the following scores:

The following table shows the operationalization of the research variables:

Variabels	Definition	Indicator	Source
Service Quality (X1)	Service quality refers to the extent to which a service meets or exceeds customer expectations.	1. Physical evidence (<i>Tangibles</i>).	(Mustofa & Slamet, 2022)
		2. Reliability.	
		3. Assurance.	
		4. Empathy.	
		5. Responsiveness.	
Delivery Timeliness (X2)	Timeliness is defined as ensuring that a delivery procedure is completed on the designated day and time in order to avoid causing customers to file complaints.	1. The prompt arrival of items that have been delivered in accordance with the scheduled timetable	(Tania, 2021)
		2. The prompt delivery of the items that need to be sent	
Customer Satisfaction (Y)	Customer satisfaction is the result of customer evaluation of the product after consumption which provides a certain level of satisfaction.	1. Conformity of expectations.	(Royan & Setyawan, 2023)
		2. Interest in revisiting.	
		3. Willingness to recommended.	

Results and Discussion**Validity Test**

A test measuring instrument in the questionnaire is the validity test. The degree to which a test can be precisely assessed and its validity explained is referred to as its validity

If the outcomes are: $r_{\text{Count}} > r_{\text{table}}$, using substantial $\alpha = 0,05$ and *degree of freedom* (df) = $n - k$, then the questionnaire's status is deemed to be valid. And if $r_{\text{Count}} < r_{\text{table}}$, then the questionnaire was declared invalid. Where $df = 100 - 2 = 101$ with a significant degree $\alpha = 0,05$, so $r_{\text{table}} = 0.193$.

Table 2. Validity Test

Variabel	Statement	R Count	R table	Result
Service Quality (X1)	SQ1	0.596	0.193	Valid
	SQ2	0.561	0.193	Valid
	SQ3	0.489	0.193	Valid
	SQ4	0.547	0.193	Valid
	SQ5	0.533	0.193	Valid
	SQ6	0.441	0.193	Valid
	SQ7	0.535	0.193	Valid
	SQ8	0.629	0.193	Valid
	SQ9	0.657	0.193	Valid
	SQ10	0.6	0.193	Valid
Delivery Timeliness (X2)	SQ11	0.614	0.193	Valid
	DT1	0.639	0.193	Valid
	DT2	0.642	0.193	Valid
	DT3	0.571	0.193	Valid
	DT4	0.574	0.193	Valid
	DT5	0.671	0.193	Valid
Customer Satisfaction (Y)	DT6	0.606	0.193	Valid
	CS1	0.448	0.193	Valid
	CS2	0.538	0.193	Valid
	CS3	0.642	0.193	Valid
	CS4	0.544	0.193	Valid
	CS5	0.502	0.193	Valid
	CS6	0.742	0.193	Valid
	CS7	0.717	0.193	Valid
	CS8	0.72	0.193	Valid

Source: Research Results, 2024 (Data processed)

The table above shows that $r_{\text{count}} > r_{\text{table}}$ in order to determine that every question item related to the variables Service Quality (X1), Delivery Time (X2), Customer Satisfactin (Y) is deemed valid.

Reliability Test**Table 3. Reliability Test**

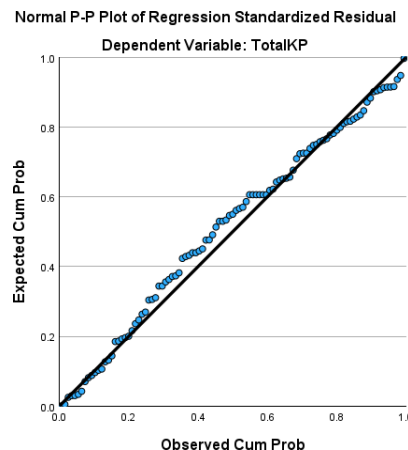
Variable	Cronbach's Alpha	Information
Service Quality	0.782	Reliabel
Delivery Timeliness	0.675	Reliabel
Customer Satisfaction	0.762	Reliabel

Source: Research Results, 2024 (Data processed)

It has Cronbach's Alpha Service Quality (X1) 0.782, Delivery Time (X2) 0.675, and Customer Satisfaction (Y) 0.762 $>$ 0.60 which means that the variables Service Quality (X1), Delivery Time (X2), and Customer Satisfaction (Y) are declared Reliable.

Classical Assumption Test**Normality Test**

Regression analysis using SPSS version 29 was used to calculate the normality test, which was identified using two graph approaches: p-plot normal graph analysis and histogram graph analysis, which contrasted two observations with distributions that were similar to normal distributions.

Figure 3. Normality Test

It is evident from the graphic representation that the dots are distributed around the diagonal line and in the diagonal line's direction. This demonstrates the normal distribution of the data

Multicollinearity Test

In order to decisions regarding the multicollinearity test in this study, tolerance and VIF values are examined:

Multicollinearity does not exist if the tolerance value is larger than 0.10; on the other hand, multicollinearity does occur if the tolerance values is less than or equal to 0.10. Multicollinearity is absent if the VIF value is less than 10.0, and multicollinearity is present if the VIF value is more than or equal to 10.0.

Tabel 4. Multicollinearity Test

Variabel	Collinearity Satitistics	
	Tolerance	VIF
Service Quality	0.543	1.84
Delivery Timeliness	0.543	1.84

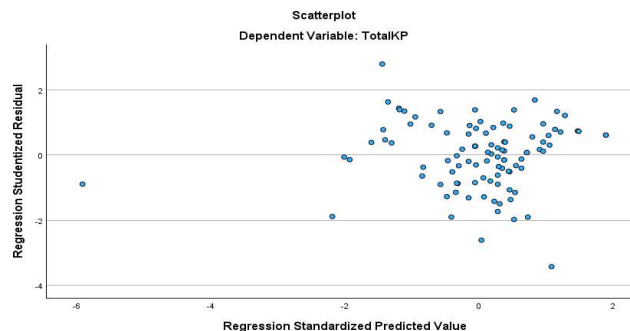
Source: Research Results, 2024 (Data processed)

From the table above, it can be seen that all variables have a tolerance value above 0.1 and a VIF value below 10, so it can be concluded that the regression model in this study does not occur Multicollinearity.

Heteroscedasticity Test

If the dots in the heteroscedasticity test spread above and below the number 0, do not collect data exclusively above or below, and do not form an undulating pattern, then there are no symptoms or issues associated with heteroscedasticity

figure 4. Heteroscedasticity Test



Source: Research Results, 2024 (Data processed)

The image above shows the dots spreading randomly, not forming a clear/regular pattern. Thus there is no heteroscedasticity.

Multiple Linear Regression Test

The use of multiple linea regression is to analyze the magnitude of the relationship and the influence of the Service Quality (X1) and Delivery Time (X2) variables on Customer Satisfaction (Y). According to (Suraya & Ratnasari, 2019) the form of the equation of multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Information:

Y =Variabel depend on

a =Konstana

x1 =First independent variable

b =Sum

Table 5. Multiple Linear Regression Analysis

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.779	2.828		1.336	.184
	TotalKL	.283	.079	.348	3.586	<.001
	TotalW	.617	.144	.416	4.289	<.001

a. Dependent Variable: TotalCS

Source: Research Results, 2024 (Data processed)

Based on the table above, it can be seen that the multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 3.779 + 0.283 X_1 + 0.617 X_2$$

Information:

- Constant (a) = 3.779 means that if the free variable is ignored then there is no Quality of Service and Delivery Time, then the Shopee Express Expedition Customer Satisfaction will be worth 3.779.
- The value of the coefficient 1 = 0.283 means that every change in the Service Quality unit assuming Delivery Time, then the Shopee Express Expedition Customer Satisfaction will increase by 0.283.
- The value of the coefficient 2 = 0.617 means that every one-unit change in the Delivery Time assuming the Service Quality variable, then the Customer Satisfaction of the Shopee Express expedition will increase by 0.617.

Hypothesis Test

Test T

The t-test is used to determine whether there is a significant influence between the variables of Service Quality and Delivery Time partially on the variables of Customer Satisfaction. With the following decision-making basis:

Table 6. Test T

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.779	2.828		1.336	.184
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	TotalW	.617	.144	.416	4.289	<.001

a. Dependent Variable: TotalCS

Source: 2024 Research Results (Data processed)

Based on the table above, it can be explained:

1. The significant value of Service Quality, $0.001 < 0.05$, then H_a is accepted H_0 is rejected so that Service Quality has a significant effect on Customer Satisfaction.
2. The significant value of Delivery Time, $0.001 < 0.05$, then H_a is accepted and H_0 is rejected so that Delivery Time has a significant effect on Customer Satisfaction.

Test F

The F test is used to determine whether or not there is a simultaneous influence of all independent variables (Service Quality and Delivery Time) on (Customer Satisfaction) as follows:

- a. $H_0 = 0$, meaning that if the value of the value (sig) > 0.05 or < 0.05 , then there is no influence of the variable and simultaneously on the variable Y.
- b. $H_a = 0$, meaning that if the significant value (sig) < 0.05 or > 0.05 , then there is a variable and simultaneous influence on the variable Y.

Table 7. Test F (simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1243.437	2	621.719	47.882	<.001 ^b
	Residual	1298.427	100	12.984		
	Total	2541.864	102			

a. Dependent Variable: TotalCS
b. Predictors: (Constant), TotalDT, TotalSQ

Source: Research Results, 2024 (Data processed)

Where $F_{table} = 3.09$ (df numerator = $k = 2$ and F responder = $n-k-1 = 100$)

Based on the results of the data processing above, the number of F_{cal} is 47,882 with a significance level of 0.001. after the calculation of F, then F_{table} (sig = 0.05) is because the value of F_{cal} is greater than that of F_{table} ($47,882 > 3.09$) with a significant level of $0.001 < 0.05$ It can be concluded that Service Quality (X1) and Delivery Time (X2) simultaneously affect Customer Satisfaction (Y).

From the table above, it can be explained that with a sig value of $0.001 < 0.05$, H_a is accepted and H_0 is rejected so that it can be concluded that there is a significant influence between Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empty (X5) simultaneously on Customer Satisfaction (Y).

Test Coefficient of Determination

The determination coefficient test, which is commonly represented by R^2 , examines the significant impact that the independent variable has on the bound variable. The effect of all independent variables on the bound variable or value is reduced when the determination coefficient number in the regression model stays modest or approaches zero. R^2 . The influence of each independent variable on the bound variable increases with proximity to 100%.

Tabel 8. Test Coefficient of Determination

Model	R	Model Summary ^b			Std. Error of the Estimate
		R Square	Adjusted Square	R	
1	.699 ^a	.489	.479		3.60337

a. Predictors: (Constant), TotalDT, TotalSQ
b. Dependent Variable: TotalCS

Source: Research Results, 2024 (Data processed)

The aforementioned table indicates that the variable Service Quality, Delivery Time has a 48.9% degree of influence on Customer Satisfaction; the remaining 51.1% has been the subject of investigation.

Conclusion

Customer satisfaction is significantly impacted by the caliber of service and the promptness of delivery, according to the findings of our Shopee Express research. Despite being one of Indonesia's biggest online delivery services, Shopee Express hasn't been able to overtake other options for the majority of online businesses. According to earlier studies, Shopee Express continues to struggle with a variety of issues pertaining to customer satisfaction, including a high volume of complaints from customers, differences in delivery time estimates, and lost or stolen goods. Improving customer happiness is crucial for business success, so efforts must be made to make improvements, one of which is to raise the caliber of services provided, particularly with regard to delivery times. Customer satisfaction can be impacted by good service quality, which includes dependability, assurance, responsiveness, empathy, and tangible proof. Consequently, in order to raise the caliber of its services, Shopee Express needs to be aware of these variables.

Implications

For the management of Shopee Express: The findings emphasize the necessity of ongoing enhancements to delivery time efficiency and service quality. In order to match customer expectations and improve service delivery, management should make training investments in staff and make sure that logistics procedures are optimized.

Regarding E-Commerce Logistics: The results highlight how crucial timely and dependable logistics services are to e-commerce. To enhance their own operations, logistics companies might gain insights from Shopee Express's accomplishments and obstacles in providing high-quality services.

For Future Research: This study provides opportunities for more investigation into particular areas of service quality, such as interactions with customers or the use of technology in delivery procedures, that have the greatest impact on customer satisfaction.

For those who create policy: The research findings may hold significance for policy makers and regulators who seek to enhance the logistics industry in Indonesia by guaranteeing that service standards meet customer demands and foster economic expansion.

Research limitations

The results of this study cannot be applied to other delivery services or to different places because it just focuses on Shopee Express delivery services in Indonesia. We gathered the data for this study by surveying or asking Shopee Express customers questions. The goal of this

research is to enhance service quality, not only delivery timeframes. Understanding these constraints will likely lead to more study that expands and complements the current body of work to yield more thorough studies.

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