

The Influence of Service Quality and Timeliness of Delivery on Customer Satisfaction at the Sicepat Express Delivery Service in Johar Baru, Central Jakarta

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ABSTRACT: Online trading certainly requires goods delivery services. Inappropriate service quality can affect the business where customers can provide an assessment of the service, and timeliness can also affect customer satisfaction if it is not in accordance with the estimates provided by the delivery service. This study aims to analyze the effect of service quality and on time delivery on customer satisfaction at the SiCepat Ekspres delivery service in Johar Baru, Central Jakarta. This research method uses a quantitative method by using a questionnaire via google form. The population of this study was 12,633 of the Johar Baru SiCepat Ekspres customers in January-May 2023 by calculating the number of respondents using the slovin formula with a result of 100 respondents. With the results of service quality research (X1) has an influence on customer satisfaction of 56.5%. Timeliness of delivery (X2) has an influence on customer satisfaction of 72.3%. Service quality (X1) and timely delivery (X2) simultaneously influence customer satisfaction variable (Y) with a value of 73.5%, the remaining 26.5% is explained by other factors not included in this study.

Keywords: Service quality, on time delivery, customer satisfaction



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INTRODUCTION

Currently, the Indonesian population is following internet developments which make carrying out activities easier, more efficient and practical (Wahyudiyono, 2019). One of them is related to the buying and selling process via the internet or online business which is also called E-Commerce. According to research (Harahap, 2018), E-Commerce is a transaction process using social media or other forms such as social networks or buying and selling goods or services online. Online shopping has now become a habit for some people because of its ease of use. People already believe that online shopping is a tool that makes it easier to find products in everyday life, hobbies and other things (Harahap, 2018)

Online trading or E-Commerce certainly requires expedition services or sending goods in packages so that goods purchased by consumers via E-Commerce can arrive safely and on time (Vikasari,

2018). A rapid survey was conducted by (Bayu, 2020). The survey involved 122 respondents throughout Indonesia with a proportion of 41.2 percent from non-Jabodetabek and 59.8 percent from Jabodetabek. The results revealed that during this pandemic, as many as 85.2% or the majority of people used courier services to send goods that had been bought and sold via E-Commerce. This means that people are increasingly carrying out buying and selling transactions online due to the Covid-19 pandemic. Of course, there is an increasing demand for delivery services in the e-commerce industry.

Based on the editorial search results via digital, JNE is still the favorite in the courier services business. Where every month more than 1.2 million people (47.8%) search for this brand directly on the internet. Then followed by SiCepat with 550 thousand searches (21.5%), then J&T 368 thousand (14.4%), Pos Indonesia 246 thousand (9.6%) and TIKI 165 thousand (6.4%).

As we know, there are many service companies in the field of expeditions or goods delivery in Indonesia. However, there are only a few that are most popular in Indonesia. According to cekaja.com (Lestari, 2021), there are the 10 Most Popular Expedition Companies in Indonesia in 2021 which are shown in the following table:

Table 1

Most Popular Expeditions In Indonesia 2021	
ETC	Pahala Express
J&T Express	Vehicle
Indonesian post	Beautiful Logistics
GET IT	Pandu Logistics
SiCepatExpress	First Logistics

Source: cekaja.com

Based on the information above, SiCepat is one of the most popular expedition companies in Indonesia in 2021. However, SiCepat only ranked fifth.

SiCepat Ekspres or SiCepat is an expedition company headquartered in Jakarta, Indonesia. SiCepat was founded on February 21 2014. The company's vision and mission is to provide goods delivery services by providing practical E-commerce solutions in Indonesia. As of 2019, Sicepat has more than 200 branches throughout Indonesia.

Until now, SiCepat has been able to provide good service to many consumers and was able to obtain the "30 Most Promising Growth-Stage Startups" reward from Forbes Indonesia. SiCepat Ekspres is an expedition service that provides various types of delivery services such as regular, best, cargo, SICEPATGo and others. This expedition is of course well known by many people in

The Influence of Service Quality and Timeliness of Delivery on Customer Satisfaction at the Sicepat Express Delivery Service in Johar Baru, Central Jakarta

Pradini

Indonesia, because it has served consumers from big cities to small towns in sending packages from very small to very large sizes.



Figure 1.

Domination of Expedition Service Areas March-June 2020.

Source: infobrand.id (2020)

Based on Figure 1, it can be seen that the DKI Jakarta area is dominated by the SiCepat Express delivery service with a percentage of 13%. Package delivery volumes are still largely influenced by E-Commerce sales. E-Commerce contribution as reported by Katadata.co.id is 60% to 70% (infobrand.id, 2020).

SiCepat Ekspres is a goods delivery service with the motto "When everything is easy", where SiCepat Ekspres can fulfill all the needs and desires of E-Commerce traders. However, the quality of service to customers does not match what has been provided and that can affect the business where customers can provide assessments.

While the author was conducting observations at the SiCepat Express outlet in Johar Baru, it turned out that there were still many problems and obstacles, resulting in complaints from service users.

Customers can provide responses according to their wishes as in Figure 1.2 which is the rating result on Google SiCepat Ekspres Johar Baru.

The Influence of Service Quality and Timeliness of Delivery on Customer Satisfaction at the Sicepat Express Delivery Service in Johar Baru, Central Jakarta

Pradini



Figure 2

Rating of SiCepat Ekspres Johar Baru Source: google.com

Based on figure 2. this is the rating given by SiCepat Ekspres customers. In figure 1.2, Google.com shows that the SiCepat Ekspres rating is an average of 2.6 out of 5 stars, which is very low and could be considered less than feasible. There are 122 reviews divided into 5 ratings. Rating 1 was given to SiCepat from customers with a total of 66, rating 2 with a total of 5, rating 3 with a total of 7, rating 4 with a total of 8 and finally rating 5 with only 36.

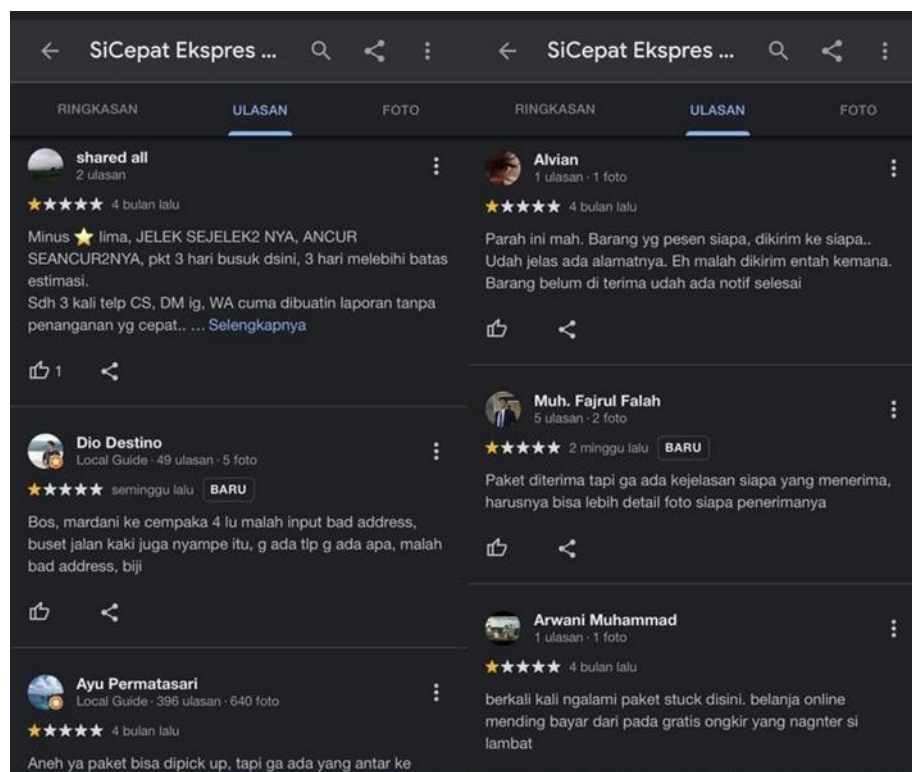


Figure 3

SiCepat Johar Baru Customer Review Source: google.com

From the picture above, there are several reviews from SiCepat Johar Baru customers who were disappointed with the service provided, such as packages that were delayed in delivery not according to estimates, Customer Service that did not respond quickly to reports, couriers did not deliver packages according to the address, and admins were not careful. when filling in address data.

According to (Hartono, 2018) service quality has a significant effect on customer satisfaction(Brunner et al., 2008; Irawan, n.d.). According to (Putri & Utomo, 2017) in order to provide satisfaction to consumers in the service industry, service quality has an important role for companies so that they can do it better(Fandy, n.d.; Song et al., 2017). Service quality is the most important level in order to meet customer satisfaction(Hisham et al., 2021).

Table 2

Number of Sicepat Ekspres Johar Baru Customers for January-May 2023

Moon	Number of Customers	Number of Complaints
January	2890	20
February	1353	13
March	2606	76
April	3980	187
May	1804	34
Total	12633	330

In the table above it is explained that the total customers for the last 5 months were 12633 customers. Meanwhile, 330 customers reported complaints that they were dissatisfied with SiCepat's service. After observations were made, phenomena such as delays in delivery were found in April, as many as 187 customers complained that packages were delivered for quite a long time due to a buildup of packages due to the peak season when the fasting month approached Eid because couriers had limitations in delivering existing packages.

The things mentioned above give rise to customer dissatisfaction, because the quality of service and accuracy of delivery are not optimal. According to (Sakti and Mahfudz, 2018), service quality, on-time delivery and facilities all influence customer satisfaction(Mariansyah & Syarif, 2020).

Formulation of the problem

Based on the background that the writer has presented above, there are several issues that the writer will formulate as follows:

1. How big is the influence of service quality on customer satisfaction with the SiCepat Express delivery service?
2. How much influence does accuracy have? delivery on customer satisfaction with the SiCepat Express delivery service?
3. How big is the influence of service quality and delivery accuracy on customer satisfaction with the SiCepat Express delivery service?

Research purposes

The objectives of this research are as follows:

- a. To find out how much influence service quality has on customer satisfaction with SiCepatExpress services in Jakarta.
- b. To find out how much influence delivery accuracy has on customer satisfaction with the SiCepatExpress service in Jakarta.
- c. To find out how much influence service quality and delivery accuracy have on customer satisfaction with SiCepat Ekspres services in Jakarta.

METHOD

According to Sugiyono (2016:2) research methods are a scientific way to obtain data with specific purposes and uses. In this research the author used quantitative descriptive research.

1) Population

The population in this study were 12,633 SiCepat Ekspres users in Johar Baru from January to May 2023.

2) Sample

In this research the author used the Slovin technique with the desired sampling accuracy level of 10%, so that the number of samples was obtained from the following formula:

$$n = \frac{N}{1 + N (e)^2}$$

Information:

N = Number of Population

n = Number of Samples

e = Desired Level of Accuracy 10%

$$n = \frac{12.633}{1 + 12.633(0.1)^2}$$

$$\begin{aligned} & \frac{12.633}{1 + 126.33} \\ & = \frac{12.633}{127.33} = 99.214 \end{aligned}$$

From the definition of the formula above, if (N) is a number of people, then the sample (n) taken in this study is 99,214 or rounded up with a total of 100 respondents.

RESULT AND DISCUSSION

In this research, the answer to each variable aims to get a picture of the respondents in this research, especially regarding the research variables used. In this study, analysis techniques were used, namely 100 respondents from the results of questionnaire distribution data using Google Form, measured using a Likert scale of 1 to 5.

In the Service Quality variable there are 5 dimensions with 11 questions, including: tangible, reliability, responsiveness, assurance, and empathy. The following is a table of service quality variables:

1. Tangible

The assessment of the Service Quality variable (X1) from the tangible dimension gets the respondents' scores as follows:

Table 3.

SiCepat Ekspres has a website to make it easier for customers to access information about delivery

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	2	2.0	2.0	3.0
	KS	11	11.0	11.0	14.0
	S	51	51.0	51.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 3, it can be explained that 35 respondents or 35% of respondents said they Strongly Agree, 51 respondents or 51% of respondents said they Agree, 11 respondents or 11% of

respondents said they Disagree, 2 respondents or 2% of respondents said they Disagree, and as many as 1 respondent or 1% of respondents stated that they Strongly Disagree.

Table 4.

The SiCepat Express outlet is easy to reach

X1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	9.0	9.0	9.0
	KS	18	18.0	18.0	27.0
	S	33	33.0	33.0	60.0
	SS	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 4, it can be explained that 40 respondents or 40% of respondents said they Strongly Agree, 33 respondents or 33% of respondents said they Agree, 18 respondents or 18% of respondents said they Disagree, and 9 respondents or 9% of respondents said they Disagree. .

Table 5

SiCepat Ekspres employees are neat and polite

X1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KS	18	18.0	18.0	18.0
	S	61	61.0	61.0	79.0
	SS	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 5, it can be explained that 21 respondents or 21% of respondents said they Strongly Agree, 61 respondents or 61% of respondents said they Agree, and 18 respondents or 18% of respondents said they Disagree.

2. Reliability

The assessment of the Service Quality variable (X1) from the reliability dimension gets the respondents' scores as follows.

Table 6

SiCepat Ekspres package delivery and pick-up services are carried out on time

X1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	5	5.0	5.0	6.0
	KS	19	19.0	19.0	25.0
	S	56	56.0	56.0	81.0
	SS	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 6, it can be explained that 19 respondents or 19% of respondents said they Strongly Agree, 56 respondents or 56% of respondents said they Agree, 19 respondents or 19% of respondents said they Disagree, 5 respondents or 5% of respondents said they Disagree, and as many as 1 respondent or 1% of respondents stated that they Strongly Disagree.

Table 7.

SiCepat Ekspres employees can answer questions about the whereabouts of packages quickly and accurately

X1.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	KS	18	18.0	18.0	22.0
	S	62	62.0	62.0	84.0
	SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 7, it can be explained that 16 respondents or 16% of respondents said they strongly agree, 62 respondents or 62% of respondents said they agree, 18 respondents or 18% of respondents said they disagree, and 4 respondents or 4% of respondents said they disagree. .

3. Responsiveness

The assessment of the Service Quality variable (X1) from the responsiveness dimension gets the respondents' scores as follows.

Table 8

SiCepat Ekspres employees respond well when there are complaints and suggestions

X1.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	KS	27	27.0	27.0	31.0
	S	56	56.0	56.0	87.0
	SS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 8, it can be explained that 13 respondents or 13% of respondents said they strongly agree, 56 respondents or 56% of respondents said they agree, 27 respondents or 27% of respondents said they disagree, and 4 respondents or 4% of respondents said they disagree. .

Table 9.

Responsive performance of SiCepat Ekspres employees

X1.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	26	26.0	26.0	27.0
	S	59	59.0	59.0	86.0
	SS	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 9, it can be explained that 14 respondents or 14% of respondents said they strongly agree, 59 respondents or 59% of respondents said they agree, 26 respondents or 26% of respondents said they disagree, and 1 respondent or 1% of respondents said they disagree. .

4. Assurance

The assessment of the Service Quality variable (X1) from the assurance dimension gets the respondents' scores as follows.

Table 10

I feel safe when sending goods with SiCepat express

X1.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0

The Influence of Service Quality and Timeliness of Delivery on Customer Satisfaction at the Sicepat Express Delivery Service in Johar Baru, Central Jakarta

Pradini

	KS	18	18.0	18.0	19.0
	S	62	62.0	62.0	81.0
	SS	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table IV.10, it can be explained that 19 respondents or 19% of respondents stated that **Strongly agree**, as many as 62 respondents or 62% of respondents stated **Agree**, as many as 18 respondents or 18% of respondents stated **Disagree**, and as many as 1 respondent or 1% of respondents stated **Strongly Disagree**.

Table 11
SiCepat Express is able to maintain the security of the goods sent

X1.9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	2	2.0	2.0	3.0
	KS	21	21.0	21.0	24.0
	S	57	57.0	57.0	81.0
	SS	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 11, it can be explained that 19 respondents or 19% of respondents said they Strongly Agree, 57 respondents or 57% of respondents said they Agree, 21 respondents or 21% of respondents said they Disagree, 2 respondents or 2% of respondents said they Disagree, and as many as 1 respondent or 1% of respondents stated that they Strongly Disagree.

5. Empathy

The assessment of the Service Quality variable (X1) from the empathy dimension gets the respondents' scores as follows.

Table 12
SiCepat Ekspres employees care about the problems faced by customers

X1.10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	3	3.0	3.0	4.0
	KS	29	29.0	29.0	33.0
	S	58	58.0	58.0	91.0

The Influence of Service Quality and Timeliness of Delivery on Customer Satisfaction at the Sicepat Express Delivery Service in Johar Baru, Central Jakarta

Pradini

SS	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 12, it can be explained that 9 respondents or 9% of respondents said they Strongly Agree, 58 respondents or 58% of respondents said they Agree, 29 respondents or 29% of respondents said they Disagree, 3 respondents or 3% of respondents said they Disagree, and as many as 1 respondent or 1% of respondents stated that they Strongly Disagree.

Table 13

SiCepat Ekspres employees pay attention to customers who ask questions

X1.11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	KS	36	36.0	36.0	40.0
	S	51	51.0	51.0	91.0
	SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 13, it can be explained that 9 respondents or 9% of respondents said they Strongly Agree, 51 respondents or 51% of respondents said they Agree, 36 respondents or 36% of respondents said they Disagree, and 4 respondents or 4% of respondents said they Disagree. .

Table 14

Mean Service Quality Variable (X1)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	1	5	4.17	.779
X1.2	100	2	5	4.04	.974
X1.3	100	3	5	4.03	.627
X1.4	100	1	5	3.87	.812
X1.5	100	2	5	3.90	.704
X1.6	100	2	5	3.78	.719
X1.7	100	2	5	3.86	.652
X1.8	100	1	5	3.98	.681
X1.9	100	1	5	3.91	.753
X1.10	100	1	5	3.71	.715
X1.11	100	2	5	3.65	.702
Valid N (listwise)	100				

Source: SPSS 26 Processing Data, (June, 2023)

Table 15
Recapitulation of Service Quality variables (X1)

No	Variable	Dimensions	Indicator	Mark	Interpretation
1	Service Quality (X1)	Tangible (Real Evidence)	SiCepat Ekspres has a website to make it easier for customers to access information about delivery	4.17	Agree
2			SiCepat Express outlets are easy to get to reachable	4.04	Agree
3			SiCepat Ekspres employees are neat and polite	4.03	Agree
4		Reliability (Reliability)	SiCepat Express package delivery and pick-up services are carried out precisely time	3.87	Agree
5			SiCepat Ekspres employees can answer questions about the whereabouts of packages quickly and accurately	3.9	Sejutu

The Influence of Service Quality and Timeliness of Delivery on Customer Satisfaction at the Sicepat Express Delivery Service in Johar Baru, Central Jakarta

Pradini

6	Responsiveness (capacity)	SiCepat Ekspres employees respond well when there are complaints and suggestion	3.78	Agree
7		Responsive performance of SiCepat Ekspres employees	3.86	Agree
8	Insurance (Jaminan)	I feel safe when sending goods with SiCepat express	3.98	Agree
9		SiCepat Express is able to maintain the security of the goods sent	3.91	Agree
10	Empathy (Empathy)	SiCepat Ekspres employees care about the problems faced by customers	3.71	Agree
11		SiCepat Ekspres employees pay attention to customers who ask questions	3.65	Agree
Total X1			42.9	Sejutu
Recapitulation of Variable X1			3.9	

The Influence of Service Quality and Timeliness of Delivery on Customer Satisfaction at the Sicepat Express Delivery Service in Johar Baru, Central Jakarta

Pradini

In this research, the answer to each variable aims to get a picture of the respondents in this research, especially regarding the research variables used.

In the Timeliness of Delivery variable there are 3 dimensions with 6 questions, including accuracy in goods delivery services, accuracy in determining prices, and accuracy in determining time. The following is a table of variables on timeliness of delivery.

The assessment of the variable Timeliness of delivery (X2) from the dimension of Accuracy in goods delivery services got the respondents' values as follows.

Table 16

SiCepat Express courier delivers orders on time

X2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	KS	28	28.0	28.0	33.0
	S	48	48.0	48.0	81.0
	SS	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 16, it can be explained that 19 respondents or 19% of respondents stated that **Strongly agree**, as many as 48 respondents or 48% of respondents stated **Agree**, as many as 28 respondents or 28% of respondents stated **Disagree**, and as many as 5 respondents or 5% of respondents stated **Don't agree**.

Table 17

SiCepat Express couriers deliver orders according to the delivery address

X2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	12	12.0	12.0	13.0
	S	67	67.0	67.0	80.0
	SS	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 17, it can be explained that 20 respondents or 20% of respondents said they Strongly Agree, 67 respondents or 67% of respondents said they Agree, 12 respondents or 12% of respondents said they Disagree, and 1 respondent or 1% of respondents said they Disagree.

The assessment of the variable Accuracy of delivery time (X2) from the dimension of Accuracy in determining prices obtained the following respondent values.

Table 18
The prices set by SiCepat Ekspres are in accordance with the services provided

X2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	12	12.0	12.0	13.0
	S	53	53.0	53.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 18, then can it was explained that 34 respondents or 34% of respondents said they Strongly Agree, 53 respondents or 53% of respondents said they Agree, 12 respondents or 12% of respondents said they Disagree, and 1 respondent or 1% of respondents said they Disagree.

Table 19
The price set by SiCepat Ekspres depends on the delivery distance

X2.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	KS	10	10.0	10.0	11.0
	S	55	55.0	55.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 19, it can be explained that 34 respondents or 34% of respondents said they strongly agree, 55 respondents or 55% of respondents said they agree, 10 respondents or 10% of respondents said they disagree, and 1 respondent or 1% of respondents said they disagree. .

The assessment of the variable Timeliness of delivery (X2) from the dimension of Accuracy in determining the time to get the respondent's score is as follows.

Table 20

The package sent by the SiCepat Express courier corresponds to the estimated delivery time

X2.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	5	5.0	5.0	6.0
	KS	25	25.0	25.0	31.0
	S	53	53.0	53.0	84.0
	SS	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 20, it can be explained that 16 respondents or 16% of respondents said they Strongly Agree, 53 respondents or 53% of respondents said they Agree, 25 respondents or 25% of respondents said they Disagree, 5 respondents or 5% of respondents said they Disagree, and as many as 1 respondent or 1% of respondents stated that they Strongly Disagree.

Table 21

Packages sent by SiCepat Ekspres rarely experience delays

X2.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	13	13.0	13.0	17.0
	KS	23	23.0	23.0	40.0
	S	48	48.0	48.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 21, it can be explained that 12 respondents or 12% of respondents stated **Strongly agree**, as many as 48 respondents or 48% of respondents stated **Agree**, as many as 23 respondents or 23% of respondents stated **Disagree**, as many as 13 respondents or 13% of respondents stated **Don't agree**, and as many as 4 respondents or 4% of respondents stated that they Strongly Disagree.

Table 22
Mean Variable Timeliness of Delivery (X2)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	100	2	5	3.81	.800
X2.2	100	2	5	4.06	.600
X2.3	100	2	5	4.20	.682
X2.4	100	2	5	4.22	.660
X2.5	100	1	5	3.78	.811
X2.6	100	1	5	3.51	1.000
Valid N (listwise)	100				

Source: SPSS 26 Processing Data, (June, 2023)

Table 23
Recapitulation of Variable Timeliness of Delivery (X2)

No	Variable	Dimensions	Indicator	Mark	Interpretation
1	Timeliness of Delivery (X2)	Accuracy in goods delivery services	SiCepat Express courier delivers orders on time	3.81	Agree
2			SiCepat Express couriers deliver orders according to the delivery address	4.06	Agree
3		Accuracy in pricing	The price set by SiCepat Ekspres is in accordance with the service provided given	4.2	Agree
4			The price set by SiCepat Ekspres depends on the delivery distance	4.22	Strongly agree

The Influence of Service Quality and Timeliness of Delivery on Customer Satisfaction at the Sicepat Express Delivery Service in Johar Baru, Central Jakarta

Pradini

5	Accuracy in determining time	The package sent by the SiCepat Express courier corresponds to the estimated delivery time	3.78	Agree
6		Packages sent by SiCepat Ekspres rarely experience delays	3.51	Agree
Total X2			23.58	Agree
Recapitulation of Variable X2			3.93	

In this research, the answer to each variable aims to get a picture of the respondents in this research, especially regarding the research variables used.

In the Customer Satisfaction variable there are 3 dimensions with 6 questions, including: Conformity to expectations, interest in reuse, and willingness to recommend. The following is a table of customer satisfaction variables.

The evaluation of the customer satisfaction variable (Y) from the dimension of expectation matching obtains the respondent's value as follows.

Table 24
SiCepat Express service met my expectations

		Y1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	11	11.0	11.0	13.0
	KS	31	31.0	31.0	44.0
	S	53	53.0	53.0	97.0
	SS	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 24, it can be explained that 3 respondents or 3% of respondents said they Strongly Agree, 53 respondents or 53% of respondents said they Agree, 31 respondents or 31% of respondents said they Disagree, 11 respondents or 11% of respondents said they Disagree, and as many as 2 respondents or 2% of respondents stated that they Strongly Disagree.

Table 25
SiCepat Express courier wants to deliver goods outside working hours

		Y2			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	TS	6	6.0	6.0	6.0
	KS	30	30.0	30.0	36.0
	S	50	50.0	50.0	86.0
	SS	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 25, it can be explained that 14 respondents or 14% of respondents said they Strongly Agree, 50 respondents or 50% of respondents said they Agree, 30 respondents or 30% of respondents said they Disagree, and 6 respondents or 6% of respondents said they Disagree. .

50 respondents or 50% of respondents said they Agree, 30 respondents or 30% of respondents said they Disagree, and 6 respondents or 6% of respondents said they Disagree.

Table 26
I will use the SiCepat Express delivery service again

		Y3			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	STS	2	2.0	2.0	2.0
	TS	6	6.0	6.0	8.0
	KS	23	23.0	23.0	31.0
	S	56	56.0	56.0	87.0
	SS	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 26, it can be explained that 13 respondents or 13% of respondents said they Strongly Agree, 56 respondents or 56% of respondents said they Agree, 23 respondents or 23% of respondents said they Disagree, 6 respondents or 6% of respondents said they Disagree, and as many as 2 respondents or 2% of respondents stated that they Strongly Disagree.

Table 27

I will use the SiCepat Express delivery service again compared to other delivery services

		Y4			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.0	5.0	5.0
	TS	5	5.0	5.0	10.0
	KS	33	33.0	33.0	43.0
	S	46	46.0	46.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 27, it can be explained that 11 respondents or 11% of respondents said they strongly agree, 46 respondents or 46% of respondents said they agree, 33 respondents or 33% of respondents said they disagree, 5 respondents or 5% of respondents said they disagree, and as many as 5 respondents or 5% of respondents stated that they Strongly Disagree.

The assessment of the customer satisfaction variable (Y) from the willingness to recommend dimension gets the respondents' scores as follows.

Table 28

I would recommend SiCepat Ekspres because I feel satisfied

		Y5			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	4	4.0	4.0	6.0
	KS	34	34.0	34.0	40.0
	S	48	48.0	48.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 28, it can be explained that 12 respondents or 12% of respondents said they Strongly Agree, 48 respondents or 48% of respondents said they Agree, 34 respondents or 34% of respondents said they Disagree, 4 respondents or 4% of respondents said they Disagree, and as many as 2 respondents or 2% of respondents stated that they Strongly Disagree.

Table 29
I will state positive things about the SiCepat Express delivery service

		Y6			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	7	7.0	7.0	9.0
	KS	34	34.0	34.0	43.0
	S	43	43.0	43.0	86.0
	SS	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 29, it can be explained that 14 respondents or 14% of respondents said they strongly agree, 43 respondents or 43% of respondents said they agree, 34 respondents or 34% of respondents said they disagree, 7 respondents or 7% of respondents said they disagree, and as many as 2 respondents or 2% of respondents stated that they Strongly Disagree.

Table 30
Mean Customer Satisfaction Variable (Y)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y1	100	1	5	3.44	.808
Y2	100	2	5	3.72	.780
Y3	100	1	5	3.72	.842
Y4	100	1	5	3.53	.937
Y5	100	1	5	3.64	.823

Source: SPSS 26 Processing Data, (June, 2023)

Table 31
Recapitulation of Customer Satisfaction Variables (Y)

No	Variable	Dimensions	Indicator	Mark	Interpretation
1	Customer Satisfaction (Y)	Matching expectations	SiCepat Express courier wants to deliver goods outside working hours	3.44	Agree
2			SiCepat Express service met my expectations	3.72	Agree

The Influence of Service Quality and Timeliness of Delivery on Customer Satisfaction at the Sicepat Express Delivery Service in Johar Baru, Central Jakarta

Pradini

3	Interested in using again	I will use the SiCepat Express delivery service again	3.72	Agree
4		I will use the SiCepat Express delivery service again compared to other delivery services	3.53	Agree
5	Willingness to recommend	I would recommend SiCepat Ekspres because I feel satisfied	3.64	Agree
6		I will state positive things about the SiCepat Express delivery service	3.6	Agree
Total Y			21.65	Agree
Recapitulation of Variable Y			3.60833	

a. Classic assumption test

1) Normality test

The normality test results aim to test whether in the regression model the dependent variable and independent variables are normally distributed or not. A good regression model is one that has a normal or close to normal data distribution. This normality test was tested using the One Sample Kolmogorov-Smirnov test using a significance level of 5%. Data is declared normally distributed if the significance is greater than 0.05.

The results of the Normality test for the variables used in this research can be seen from table 38 below:

Table 38

Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	21.93668752
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.049
Test Statistic		.076
Asymp. Sig. (2-tailed)		.165 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS 26 Processing Data, (June, 2023)

Based on the results of the normality test, it is known that the significance value is $0.165 > 0.05$, so it can be concluded that the residual value is normally distributed.

2) Multicollinearity Test

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. Statistical tools that are often used to test multicollinearity disorders are tolerance values and variance inflation factor (VIF). If the tolerance value is > 0.1 and the VIF value is < 10 , then multicollinearity does not occur.

The results of the multicollinearity test of the variables used in this research can be seen from table 39 below:

Table 39
Multicollinearity Test Results

Coefficients ^a							
Unstandardized Coefficients				Standardized Coefficients	t	Sig.	Collinearity Statistics
Model	B	Std. Error	Beta				Tolerance VIF
1	(Constant)	-4.390	1.704		-2.576	0.012	
	Total_X1	0.136	0.066	0.183	2.050	0.043	0.344 2.906
	Total_X2	0.857	0.109	0.702	7.874	0.000	0.344 2.906

a. Dependent Variable: Total_Y

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 39, the multicollinearity test for each variable has a tolerance value of $0.344 > 0.1$ and a VIF value of $2.906 < 10$, so that multicollinearity does not occur.

b. Hypothesis

1) Partial Test (T Test)

The t test basically shows how much influence an explanatory or independent variable individually has in explaining variations in the dependent variable. This decision was made based on a comparison of the significance value of the calculated t value of each regression coefficient with the predetermined significance level, namely 5% ($\alpha=0.05$). If the significance of t is greater than 0.05, then the null hypothesis (H_0) is accepted, which means that this variable has no effect on the dependent variable. Meanwhile, if the significance is smaller than 0.05, then H_0 is rejected, which means the independent variable has an effect on the dependent variable (Ghozali, 2012).

The results of the T Test testing of the variables used in this research can be seen from table 40 below:

Table 40
T Test Results

Coefficients ^a						
	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
11	(Constant)	-4.390	1.704		-2.576	0.012
	Quality service	0.136	0.066	0.183	2.050	0.043
	Accuracy delivery time	0.857	0.109	0.702	7.874	0.000
a. Dependent Variable: customer satisfaction						

Source: SPSS 26 Processing Data, (June, 2023)

Based on table 40, the service quality variable has a significance level of 0.043. From the results of the t test on the customer satisfaction variable, it states that the significance of the t test is smaller than 0.05 ($p<0.05$) and the calculated t value is $2.050 > t$ table 1.987 (obtained from a one-way test of 0.025; 100) and the regression coefficient value has positive value of 0.136. Based on these results, the hypothesis which states "service quality has a significant effect on customer satisfaction" is declared accepted.

Timeliness of delivery has a significance level of 0.000. From the results of the t test on the customer satisfaction variable, it states that the significance of the t test is smaller than 0.05 ($p<0.05$) and the calculated t value is $7.874 > t$ table 1.987 (obtained from a one-way test of 0.025; 100) and the regression coefficient value has positive value of 0.857. Based on these results, the hypothesis which states "timeliness of delivery has a significant effect on customer satisfaction" is declared accepted.

2) Simultaneous Test (F Test)

The F test basically shows whether all the independent variables included in the model have a simultaneous influence on the dependent variable. Decision making is made based on a comparison of the calculated F values by looking at the significance level, then comparing it with the predetermined significance level (5% or 0.05). If the significance of the calculated F is smaller

than 0.05, then H_0 is rejected, which means that the independent variable simultaneously influences the dependent variable (Ghozali, 2012).

The results of the F test for the variables used in this research can be seen from table 41 below:

Table 41

F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1518.035	2	759.017	134.176	.000 ^b
	Residual	548.715	97	5.657		
	Total	2066.750	99			
a. Dependent Variable: customer satisfaction						
b. Predictors: (Constant), on time delivery, service quality						

Based on table 41, the F test results obtained an F-calculated value of 134.176 with a significance level of 0.000. Because the significance value is below 0.05 ($p < 0.05$), the hypothesis which states "service quality and delivery timeliness simultaneously influence customer satisfaction" is declared accepted.

c. Correlation Test Between Variables (Pearson Correlation)

Pearson correlation is used to determine whether there is a relationship between 2 variables, namely the independent variable (free) and the dependent variable (bound). If the sig value. (2tailed) < 0.05 then there is a significant relationship.

The results of the Pearson Correlation test for the variables used in this research can be seen from table 42, as follows:

Table 42

Correlation Test Results Between Variables

Correlations				
		Service quality	Punctuality delivery	Customer satisfaction
Service quality	Pearson Correlation	1	.810**	.752**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Accuracy delivery time	Pearson Correlation	.810**	1	.850**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Customer satisfaction	Pearson Correlation	.752**	.850**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on table 42, the results of the Pearson correlation test show a significant value of 0.000 (<0.05), so it can be concluded that "service quality and timeliness of delivery affect customer satisfaction at the express delivery service in Johar Baru, Central Jakarta." have a significant relationship.

d. Coefficient of Determination

In essence, it measures how much the model's ability to explain the dependent variable. The following are the results of the dermination coefficient (R^2) which can be seen in tables 43 to 45 below:

Table 43

Service Quality Variable Determination Coefficient Test Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 ^a	.565	.560	3.030
a. Predictors: (Constant), service quality				
b. Dependent Variable: customer satisfaction				

Source: SPSS 26 Processing Data, (June, 2023) Based on the table above it can be seen:

$$r = 0,752a$$

$$r^2 = 0,565 \times 100\% = 56,5\%$$

Based on table 43, these results provide an understanding that the independent variable, namely service quality, has an influence on the dependent variable, namely customer satisfaction, with a value of 56.5%.

Table 44

Test Results for the Determination Coefficient of Variables on Delivery Time

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 ^a	.723	.720	2.417
a. Predictors: (Constant), on time delivery				
b. Dependent Variable: customer satisfaction				

Source: SPSS 26 Processing Data, (June, 2023) Based on the table above it can be seen:

$$r = 0,850a$$

$$r^2 = 0,723 \times 100\% = 72,3\%$$

Based on table 44, these results provide an understanding that the independent variable, namely timeliness of delivery, has an influence on the dependent variable, namely customer satisfaction, with a value of 72.3%.

Table 45

Results of the Combined Determination Coefficient Test of Independent Variables

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 ^a	.735	.729	2.378
a. Predictors: (Constant), service quality, on time delivery				
b. Dependent Variable: customer satisfaction				

Source: SPSS 26 Processing Data, (June, 2023) Based on the table above it can be seen:

$$r = 0.857a$$

$$r^2 = 0,735 \times 100\% = 73,5\%$$

Based on table 45, these results provide an understanding that the independent variables, namely service quality and timeliness of delivery, have an influence on the dependent variable, namely customer satisfaction with a value of 73.5% while the remaining 26.5% is explained by other factors not included in the research This.

1. From the recapitulation of the results of the service quality variable (X1), for this variable the average result was 4.29, this can be categorized as strongly agree, which indicates that service quality (X1) has a positive influence on customer satisfaction (Y). The significance probability value is $0.043 < 0.05$, which means that service quality (X1) has a positive and significant influence on customer satisfaction (Y). Meanwhile, the Coefficient of Determination (R^2) shows a value of (R^2) = 0.565, meaning it can be concluded that the service quality variable (X1) influences the customer satisfaction variable (Y) by 56.5%, the remaining 43.5% is explained by other factors not included in this research .
2. From the recapitulation of the results of the variable on time delivery (X2), for this variable the average result was 3.93, this can be categorized as strongly agree, which indicates that timeliness of delivery (X2) has a positive influence on customer satisfaction (Y). The significance probability value is $0.000 < 0.05$, which means that on time delivery (X2) has a positive and significant influence on customer satisfaction (Y). Meanwhile, the Coefficient of Determination (R^2) shows a value of (R^2) = 0.723, meaning that the variable on time delivery (X2) influences the customer satisfaction variable (Y) by 72.3%, the remaining 27.7% is explained by other factors not included in this research .
3. The Fcount statistical value is $134.176 > F_{table} = 3.09$ with a significance value of $0.000 < 0.05$, which means that service quality (X1), on time delivery (X2) simultaneously (together) have a significant influence on customer satisfaction (Y). Meanwhile, the coefficient of determination (R^2) shows a value of (R^2) = 0.735, meaning that the variables of service quality (X1) and

timeliness of delivery (X2) influence the customer satisfaction variable (Y) by 73.5%, the remaining 26.5% is explained by other factors. who were not included in this study.

The results of this research provide the meaning that the independent variables, namely service quality and timeliness of delivery, have a simultaneous influence on achieving customer satisfaction.

CONCLUSION

Based on the results of the research and discussion previously stated, the following conclusions can be drawn:

1. Service quality has an influence on customer satisfaction of 56.5%.
2. On time delivery has an influence on customer satisfaction of 72.3%.
3. Service quality (X1) and on time delivery (X2) simultaneously influence the customer satisfaction variable (Y) with a value of 73.5%, the remaining 26.5% is explained by other factors not included in this research.

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