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# **The Influence of On Time Delivery On Customer Satisfaction J & T (Jet & Tony) Drop Point Takalalla In Liliriaja Sub District Soppeng District**

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## **ABSTRACT**

The Influence of On Time Delivery on Customer Satisfaction J&T Drop Point Takalalla in Liliriaja Sub District Soppeng District Thesis Business Administration Study Program. Faculty of Social Sciences and Law, Makassar State University Supervised by Aris Baharuddin and Sulmiah. This study aims to determine how much influence timeliness of delivery has on customer satisfaction at J&T Express Drop Point Takalalla in Liliriaja District, Soppeng Regency. This study used quantitative research with correlational methods with data collection techniques through observation and questionnaires. The sampling method used is purposive sampling. The data obtained from the research results were processed using SPSS version 22 which consisted of validity tests, reliability tests on research instruments and descriptive analysis techniques on the data obtained. The results show that the indicators used in each of these variables indicate that the effect of timeliness of delivery is in the good category, for indicators on the customer satisfaction variable are in the very good category. Based on the inferential statistical analysis there is an influence between the two variables. So it can be concluded that there is a significant influence between on time delivery of customer satisfaction at J&T Express Drop Point Takalalla in Liliriaja District, Soppeng Regency.

**Keywords:** On Time Delivery, Satisfaction Customer, J&T Express

## **INTRODUCTION**

In the Industrial Revolution Era 4.0, there were major changes in the business world and people's spending patterns, namely through digital. Businesses are also increasingly turning to digital (online) and people prefer digital (online) shopping because it is more practical, time-saving and customers are free to choose products from various regions by using an application on their smartphone. So that there is an increase

in the consumption of an item and has an impact on increasing the need for shipping services.

J&T Express is the first express delivery company in Indonesia that applies advanced technology in all business sectors. J&T stands for Jet & Tony which is none other than the name of the founders of this company. The services offered by J&T Express include delivery within the city, between cities, between provinces, to serving e-commerce customers. J&T Express has also succeeded in collaborating with giant e-commerce players in Indonesia such as Tokopedia, Shopee, Bukalapak and being a quick solution to the problems faced by e-commerce, namely in terms of package delivery.

J&T Express is also a company that pioneered free pick-up packages on the spot. Customers can access free pick-up and drop-off services at any time and from anywhere through smartphone applications, websites and call centers.

J&T Express also made a breakthrough by operating 365 days throughout the year without holidays. One of the service considerations that can create customer satisfaction for goods delivery services is timeliness.

According to Soemohadiwidjojo (2018), on time delivery is when the order is delivered completely and exactly on the agreed date between the store and the customer, or before the agreed date. So that the customer will be satisfied with the product/service provided if it is in accordance with what the customer wants. According to Kotler and Keller (2012) "Customer satisfaction is the level of one's feelings after comparing the perceived (performance or results) compared to their expectations."

It is now increasingly recognized that customer satisfaction is an important thing to stay in business and win the competition. One of the success rates of the company is determined by the company's ability to satisfy customers by fulfilling the wishes of their customers. Customer satisfaction can be a mainstay weapon to emerge as a winner in the competition but it can also be the other way around, where it can be a problem that can destroy the company's image in an increasingly complex business world. (Zainal, Henni and Parinsi, Kristina and Hasan, Muhammad and Said, Farid and Akib, 2018)

Researchers use the J&T Express Drop Point Takalalla Soppeng Regency delivery service because in this J&T Express delivery service there are phenomena, namely (1) Timeliness of delivery, complaints about delays in delivery of packages that exceed predetermined estimates, (2) Customer satisfaction, based on on time delivery, if the customer is happy and satisfied with the perceived service then the customer will be satisfied with the J&T Express delivery service.

After making observations, researchers found problems that occurred at J&T Express Drop Point Takalalla, Soppeng Regency, such as data about the inaccuracy of the delivery time of goods or excessive time estimates agreed upon with customers which are usually caused by (1) Lack of officers, number of delivery officers. not balanced with the increase in the frequency and quantity of goods that must be delivered, thus causing delays in the delivery of goods to the hands of end users. (2) Peak season is a busy period, where the busyness that occurs in activities is more than

usual. (3) Incomplete address, this sometimes happens, where there are consumers who include an incomplete address, or even write down the address incorrectly. (4) Inappropriate names, there is a tendency for some consumers to be known by different names in their place of residence, with the name used when buying goods through an online shop. (5) Does not include telephone number.

Based on the above background, the researchers are interested in conducting research to identify the timeliness of delivery, J&T Express Drop Point Takalalla, Soppeng Regency so that it can increase customer satisfaction in fighting over customers who are faced with many choices. Therefore, the researcher took the title "The Effect of Timely Delivery on Customer Satisfaction of J&T Express Drop Point Takalalla Soppeng Regency".

According to Soemohadiwidjojo (2018), on time delivery is when the order is delivered completely and exactly on the agreed date between the store and the customer, or before the agreed date.

According to C. Mowen (2002) Punctuality has indicators, namely in the journal Nasution (2020):

1) Product Delivery

Timeliness in the delivery of products to the intended consumers.

2) Information

Timeliness of product information that is being processed until the product is delivered to consumers.

3) Service

The company's ability to provide services in a timely manner. Availability of fast service.

According to Kotler & Keller (2012) "customer satisfaction is the level of one's feelings after comparing the perceived (performance or results) compared to their expectations. The level of satisfaction is a function of the difference between perceived performance and expectations."

"Customer satisfaction is customer satisfaction or dissatisfaction as a customer response to the evaluation of a perceived discrepancy between initial expectations before purchase (or other norm performance) and the actual perceived performance of the product after the use or consumption of the product concerned". (Tjiptono, 2014)

The indicators of customer satisfaction used in this study are, according to Tjiptono (2014):

1. Conformity of Expectations

Is the level of conformity between the performance of services expected by consumers with those felt by consumers.

2. Interest in Revisiting

Is the willingness of consumers to visit again or re-use related services.

### 3. Willingness to Recommend

It is the willingness of consumers to recommend services that have been felt to friends or family.

## RESEARCH METHOD

The type of research used in this study uses quantitative research with correlational research methods. This method is used to determine the extent to which variations in a variable are related to variations in other variables. This method aims to find out whether or not there is a relationship. If so, how closely related and how significant is the relationship. Quantitative research describes two variables, namely independent variables (variables whose variations affect other variables) and dependent variables (research variables measured to influence the magnitude of the effect or the influence of other variables). This study uses data in the form of numbers as a tool to find information about what we want to examine, and the numbers collected are then analyzed using observation and documentation methods. The population in this study was 950 people and using a sample with the Taro Yamane formula according to Riduwan (2015) stating that the sample is part or representative of the population to be studied. Data collection techniques used through observation, questionnaires and documentation. The data that has been obtained from the research results are processed using the SPSS 22 software application which consists of validity & reliability tests, descriptive analysis techniques and inferential statistical analysis.

## RESEARCH RESULTS AND DISCUSSION

The results of the data description in this study aim to provide an overview or explanation of the research that has been carried out in the field. Researchers used an instrument in the form of a questionnaire to collect research data. The questionnaire consists of 16 questions in the form of statements, for the Variable Utilization of Delivery Time (X), namely 9 questions and 6 questions for the Customer Satisfaction variable (Y). Then, respondents' answers from the questionnaire were recapitulated or tabulated to find out the value of the questionnaire based on the frequency of respondents' answers and the percentage of respondents' answers to each question.

### a. Description of On Time Delivery

The data presented in this study is the data obtained as a means of scoring from the research questionnaire derived from the variable delivery time. According to C. Mowen (2001) the variable on time delivery consists of 3 indicators, namely: (1) Delivery; (2) Information; and (3) Service. Here's a table of score achievement levels:

**Table 1**  
 Summary of Data Analysis Per-Indicator Variable Delivery Timeliness

| Variable Indicator X | Percentage | Category |
|----------------------|------------|----------|
|----------------------|------------|----------|

|  | (%)         |             |
|--|-------------|-------------|
| Delivery   | 77,9        | Good        |
| Information  | 82,9        | Good        |
| Service  | 80,6        | Good        |
| <b>The average achievement level of the indicator variable X</b> | <b>80,4</b> | <b>Good</b> |

*Source: Data processing, 2022*

Furthermore, the three indicators of On time delivery will be described as follows:

**1) Delivery**

The results of the respondent's achievement level data on the delivery sub-indicator get a percentage of 77.9% which is in the good category

**2) Information**

The results of the respondents' achievement level data on the information sub-indicator get a percentage of 82.9% which is in the good category

**3) Service**

The results of respondents' achievement level data on service sub-indicators get a percentage of 80.6% which is in the good category.

The discussion of the indicators above results in a total percentage of delivery timeliness as a whole, which is 80.4% which is included in the Good category.

**b. Description of Customer Satisfaction**

The data presented in this study are data obtained as a scoring tool from research questionnaires derived from the Customer Satisfaction variable. According to Tjiptono (2014) the customer satisfaction variable consists of 3 indicators, namely: (1) Conformance of Expectations; (2) Interest in Revisiting; and (3) Willingness to Recommend. Here's a table of score achievement levels:

**Table 2**

Summary of Data Analysis Per-Indicator of Customer Satisfaction Variables

| Variable Indicator Y       | Percentage (%) | Category |
|----------------------------|----------------|----------|
| Conformity of Expectations | 79,7           | Good     |
| Interested to Come Back    | 77,2           | Good     |

|  |             |             |
|--|-------------|-------------|
| Willingness to Recommend   | 74,7        | Good        |
| <b>The average achievement level of the indicator variable Y</b> | <b>77,2</b> | <b>Good</b> |

*Source: Data processing, 2022*

Furthermore, the three indicators of Customer Satisfaction will be described as follows:

**1) Conformity of Expectations**

The results of the respondent's level of achievement data on the sub-indicator of the suitability of expectations get a percentage of 79.7% which is in the Good category.

**2) Interest in Revisiting**

The results of the data on the level of achievement of respondents on the sub-indicator of revisiting interest get a percentage of 77.2% which is in the Good category.

**3) Willingness to Recommend**

The results of the respondent's achievement level data on the sub-indicator of willingness to recommend getting a percentage of 74.7% which is in the Good category.

The discussion of the indicators above results in a total customer satisfaction of 77.2% which is included in the Good category.

**1. Timely Delivery of J&T Express Drop Point Takalalla in Liliriaja District, Soppeng Regency.**

Based on the results of research conducted at the J&T Express Drop Point Takalalla in Liliriaja District, Soppeng Regency, the indicators used to measure the timeliness of delivery are delivery, information, and service.

Delivery is a marketing activity to facilitate the delivery of products from producers to customers. Through the delivery of goods, the goods sent will be faster to the destination. Wherever the destination is, the delivery service will deliver the goods according to the specified time. Far and near the location has an influence on the shipping costs that must be paid.

Information is the result of data processing so that it becomes an important form for the recipient and has usefulness as a basis for decision making that can be felt as a result directly at that time or indirectly in the future.

Service is any activity that is intended or intended to provide satisfaction to customers, through this service the desires and needs of customers can be fulfilled. With good service, customers will feel satisfied, thus service is very important in an effort to attract customers to use the services offered.

From these three indicators, it can be said that the description of the timeliness of delivery of the J&T Express Drop Point Takalalla in Liliriaja District, Soppeng Regency is in the good category. The results of this study are in line with Hafizha (2019) "On time delivery is one of the supports in increasing customer satisfaction".

**2. Customer Satisfaction with the J&T Express Drop Point Takalalla Delivery Service in Liliriaja District, Soppeng Regency**

Based on the results of research conducted at the J&T Express Drop Point Takalalla in Liliriaja District, Soppeng Regency, the indicators used to measure customer satisfaction are the suitability of expectations, interest in revisiting, and willingness to recommend.

Conformity of expectations is the level of conformity between product performance expected by customers and those felt by customers. Conformity with customer expectations is needed, when customer expectations do not match it will affect customer satisfaction.

Revisit interest is the customer's willingness to visit again or re-use the services that have been used. Interest in returning customers is one of the measuring tools to determine customer satisfaction.

Willingness to recommend is the willingness of consumers to recommend shipping services that have been used to friends or family. Willingness to recommend customers is one of the measuring tools to determine customer satisfaction.

From these three indicators, it can be said that the description of customer satisfaction of J&T Express Drop Point Takalalla in Liliriaja District, Soppeng Regency is in the good category. The results of this study are in line with Sunyoto (2013) "With the creation of customer satisfaction it will have a positive impact on the company, including the harmonious relationship between the company and its customers, increased repeat purchases, the creation of word of mouth promotions by customers, and the creation of customer loyalty" .

### **3. The Effect of Delivery Time on Customer Satisfaction J&T Express Drop Point Takalalla in Liliriaja District, Soppeng Regency**

Based on the test results, it is known that the timeliness of delivery affects customer satisfaction J&T Express Drop Point Takalalla, meaning that it can be interpreted that the time discipline provided by J&T in accordance with the promises given is the company's way to increase customer satisfaction, so that in the future the customer wants to use J&T again. This is reinforced by the results of the output data obtained by  $R^2$  of 0.554 which means that the influence of timeliness of delivery on customer satisfaction is 55.4 percent while the rest is influenced by other variables not examined.

This research is in line with research conducted by Sakti & Mahfudz (2018) which states that the higher the level of on time delivery, the higher customer satisfaction.

### **CONCLUSION**

The delivery time of J&T Express Drop Point Takalalla in Liliriaja District, Soppeng Regency is included in the good category, where the majority of respondents always choose questions based on three indicators formulated on the delivery timeliness variable, namely delivery, information, and service. For the Customer Satisfaction variable, it is included in the good category, where the majority of respondents always choose questions based on three indicators formulated on the customer satisfaction variable, namely the suitability of expectations, interest in revisiting and willingness to

recommend. The results of this study indicate that Timeliness of Delivery has a significant effect on Customer Satisfaction of J&T Express Drop Point Takalalla in Liriaja District, Soppeng Regency, this is evidenced based on the results of simple linear regression test and correlation coefficient test of 0.744 which means the relationship between Timeliness of Delivery on Satisfaction J&T Express Drop Point Takalalla customers in Liriaja District, Soppeng Regency are good/strong. And the Coefficient of Determination Test  $R^2$  was obtained at 0.554, which means that the influence of Timeliness of Delivery on Customer Satisfaction of J&T Express Drop Point Takalalla in Liriaja District, Soppeng Regency, obtained a value of 55.4%, while the remaining 44.6% was influenced by other factors.

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