

THE INFLUENCE PRICE AND ACCURACY OF DELIVERY ON CUSTOMER SATISFACTION EXPEDITIONARY SERVICES

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Submission date: 04-Jan-2024 02:41AM (UTC+0000)

Submission ID: 220432074

File name: 107-Article_Text-285-1-10-20211001.pdf (886.19K)

Word count: 3047

Character count: 15836

THE INFLUENCE PRICE AND ACCURACY OF DELIVERY ON CUSTOMER SATISFACTION EXPEDITIONARY SERVICES

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Abstract

The high frequency of delivery of these goods is partly due to the large number of online sales in the modern era. The increasingly fierce competition conditions make every company have to be able to survive, and even have to be able to continue to grow. Consumer satisfaction is very important to consider for the survival of the company in market competition. This study aims to determine the effect of price, and delivery accuracy on customer satisfaction of freight forwarding services. Research methods using questionnaires with primary data. The sample used was 100 respondents of purposive sampling. Analysis of the research data using multiple linear regression analysis. The results showed that price has an effect on customer satisfaction. Delivery accuracy has an effect on customer satisfaction, then simultaneously it can be said that the variable price and delivery accuracy have an effect on customer satisfaction. The implication of this research is to increase the long time value to retain old customers and bring in consumers.

Key words : Delivery Accuracy, Customer Satisfaction

INTRODUCTION

Developments in the service sector can be seen from the increasing consumer demand for various industries in the service sector. The high frequency of delivery of these goods is partly due to the large number of online sales in the modern era. Increasingly tight competition makes companies able to survive and continue to grow. The provision of goods delivery services has a strategic role to improve the performance of the flow of goods from and to a region (Lee, 2012). Delivery service providers have a major role, namely as a means of transporting goods from the place of origin of the shipment to the destination. Its role as a means of transportation of goods includes services in providing access to transportation of goods both in short and long distances. In the freight forwarding business, producers and consumers must interact effectively to create superior value during service purchases. Broadly speaking, humans want to fulfill their needs both through goods and services (Kotler & Armstrong, 2013).

Another service quality factor that can affect customer satisfaction is price considerations. The price set by the freight forwarding company can be said to be quite high compared to the price set by other companies, while the service improvement of the shipping company is still not optimal. Another factor that affects customer satisfaction is the accuracy of delivery. The problem that often arises with the accuracy of shipments made by the shipping company is that there are shipments that are not in accordance with the specified time, usually the goods cannot be tracked, causing unrest against customers and causing dissatisfaction.

The results of research conducted by several previous studies regarding the effect of service, time speed, shipping rates and facilities to reach satisfied customers show that quality and timeliness have a positive and significant effect on shipping rates significant positive (Salma et.al, 2019). The results of the research on the effect of price on customer satisfaction and its impact on expedition customer loyalty have research results that show that the price variable has a significant effect on customer satisfaction (Inten and Loebis, 2019) regarding. Price has a significant negative effect on customer satisfaction (Rudika, 2014)

LITERATURE REVIEW

The Effect of Price on Customer Satisfaction

The choice of a product is influenced by opinion, knowledge and belief. With this choice, consumers can have insight and knowledge in positioning the value of a product, which price is appropriate or correct and which is not appropriate or correct. This problem in the world of philosophy is referred to as epistemology. The price or value policy can influence way of thinking of humans, can consider activities by using logic and reason, including thinking to consider a customer for a product. Based on the logic above, a person or customer will choose which product performance is more effective, efficient and suitable to their needs and according to the value of a price or cost, if the performance is effective, efficient and matches their expectations, it means that the customer will be satisfied and will make calculations. expenditure for the procurement of these products.

The success or failure of a product in the market is not only determined by good service from the service but also by other factors such as the price in marketing a product or service, each company must set its price appropriately (Tijptono, 2012). Price has a significant effect on customer satisfaction. In this study, it means that

the better the price will have an effect on the increasing customer satisfaction. (Riri, 2019). Thus it is assumed that there is a positive relationship between price and customer satisfaction. This means that the higher the feasibility of the price level, the higher the customer satisfaction, conversely, the lower the price, the lower the customer satisfaction.

The Effect of Accuracy Delivery on Customer Satisfaction

Timeliness of delivery has a role in influencing customer satisfaction, on time delivery is when an order is delivered completely and precisely on the date agreed between the store and the consumer, or before the agreed date (Djalim, 2011). Timeliness of delivery plays an important role in achieving customer satisfaction, if consumers are satisfied with the services provided to them, it is very likely that these consumers will use the service again and subscribe (Stanton, 2012).

Timeliness of delivery and guarantees of goods ordered by consumers as long as they arrive at the destination are the spearheads of the company in order to gain customer trust and satisfaction (Lupiyoadi, 2013). This shows that the delivery time is the length of time the customer orders the product until the product arrives at the customer (Malhotra, 2010). The arrival and arrival estimates become a benchmark for customers to find out whether the delivery service is good or not. Timeliness of delivery has a positive and significant effect on customer satisfaction. In this study, it is known that the accuracy of the delivery of goods has the greatest influence on customer satisfaction, with the discipline of time being given is a way for companies to increase satisfaction (Salma et.al, 2019).

RESEARCH METHODS

Research Strategy

The research strategy used in this research is based on the characteristics of the main research problem is the associative strategy. Associative research is research that aims to determine the effect of two or more variables, in order to provide an explanation of the effect of price and delivery accuracy on customer satisfaction of freight forwarding services.

Population and Sample

Population is area that has criteria to be able to determine an object of research and then withdraw (Sugiyono, 2017). The general population in this study are all consumers who have used shipping services. Determination of the number of samples to be used in this study is determined using the Moe formula as follows, with a large and unknown population (Arikunto, 2013).

$$n = \frac{Z^2}{4(Moe)^2}$$

$$n = \frac{(1,96)^2}{4(10\%)^2}$$

Information :

N = number of samples

Z = the level of confidence required in determining the 95% sample

Moe = margin of error, which is the maximum tolerable error rate, set at 10%.

Based on the calculation results of the formula above, it is known that the number of samples is 96.04 and it is rounded up to 100 respondents because the number of samples is increasing so that the statistical power is getting better.

Table 1. Sample Characteristic (N=100)

Number	Spesification	Characteristic	Frequency	Percent
1	Gender	Men	66	66%
		Women	34	34%
2	Age	<20 year	20	20%
		20-30 year	78	78%
		30-40 year	1	1%
		>40 year	1	1%
3	Last education	SMA	75	75%
		D3	4	4%
		S1	21	21%

RESULTS AND DISCUSSION

Validity

The validity test is used to determine whether or not each research instrument question is valid. To make it easier to process data this test was carried out using the help of the SPSS 25.0 program. The following are the results of the instrument validity test per item for the price variable (X1) which consists of 8 (eight) statements :

Table 2 . Instrument Validity per Price item

Instrumen	r Count	r Table	Information
H1	0,604		Valid
H2	0,632		Valid
H3	0,739		Valid
H4	0,726		Valid
H5	0,561		Valid
H6	0,669		Valid
H7	0,740		Valid
H8	0,706		Valid

Based on the table above, it can be seen that all statement instruments related to the price variable are declared valid because r count shows a value greater than r table (0.196) so that the statements in the questionnaire are considered valid and worthy of research. Following are the results of processing instrument data per item for the variabel Accuracy of Delivery, which consists of 6 (six) statements :

Tabel 3. Instrument Validity Accuracy of Delivery

Instrumen	r Count	r Tabel	Information
KetP1	0,786	0,196	Valid
KetP2	0,729	0,196	Valid
KetP3	0,735	0,196	Valid
KetP4	0,660	0,196	Valid
KetP5	0,804	0,196	Valid
KetP6	0,824	0,196	Valid

Based on the table above, it can be seen that all statement instrument variables related to delivery accuracy are declared valid because r count shows greater than r table (0.196) so that those in the statement questionnaire are considered valid and worthy of research. The following are the results of processing data instruments per item for customer satisfaction variables which consist of 6 (six) statements :

Tabel 4. Instrument Validity per Item Customer Satisfaction

	r Count	r Tabel	Information
	0,774	0,196	Valid
	0,763	0,196	Valid
	0,805	0,196	Valid
	0,775	0,196	Valid
	0,844	0,196	Valid
	0,838	0,196	Valid

Based on the table above, it can be seen that all statement instruments related to the customer satisfaction variable (Y) are declared valid because r count shows greater than r table (0.196) so that the statement in the questionnaire is considered valid and worthy of research.

Reliability

Reliability test is carried out to ensure that the instruments of the questionnaire answers that have been distributed have consistency as a measuring tool so that the level of reliability can show consistent results. In this study, reliability testing used Cronbach's Alpha > 0.60 measurements. The results of the research instrument reliability test are as follows :

Tabel 5. Reliability Test Results

Variable	Cronbach's Alpha	Provisions	Information
Price	0,890	0,60	Reliable
On Delivery	0,913	0,60	Reliable
Customer Satisfaction	0,932	0,60	Reliable

Source : Processed Data (2020)

Based on the results of the table above, it has shown the results of testing on respondents, that all instruments of all variables have a Cronbach's Alpha value > 0.60. Thus it can be concluded that all variables are declared reliable, so that they can be used in this study.

Hypothesis Testing

Table 6. Hypothesis Testing

Information	t	Sig	F	Sig
Price	2.712	0.008	127.51	0.000
On Delivery	9.721	0.000		
Adjusted R Square	0.719			

Discussion

Effect of Price on Customer Satisfaction

This study found that price does not have a significant effect on customer satisfaction of JNE delivery services at the pineapple garden branch. These results are obtained from the t test hypothesis where the significant result t has a value of 0.008 which is smaller than the significant 0.05. This research is supported by a statement given to the respondent with the statement "the price given by JNE is in accordance with my delivery distance". Prices get a positive response by JNE customers, where the questionnaire administration greatly affects customer satisfaction, JNE has provided prices according to the distance or delivery area, the public remains loyal in using JNE delivery services.

This research is not supported by research by Inten and Loebis (2019) which found that price has a significant effect on customer satisfaction. Price is proven to have a positive and significant relationship with customer satisfaction. This means that the better the perception of prices will affect customer satisfaction.

Effect of Delivery Accuracy on Customer Satisfaction

This study is known that delivery accuracy has a significant effect on customer satisfaction of JNE delivery services. These results are obtained from the t test hypothesis which has a significant value of 0.000 smaller than the significant value of α 0.05. This research is supported by a statement given to the respondent with the statement "I feel that JNE is always right in making the delivery". Delivery accuracy gets a positive

response from JNE delivery service customers and affects customer satisfaction. The accuracy in taking the time given by JNE always meets the estimates of JNE customers, which makes customers think that the inter-JNE service is good and gives satisfaction so that they want to use JNE's delivery services again.

This study is in accordance with research conducted by Salma et.al (2019) who found that delivery accuracy has a significant effect on customer satisfaction. Timeliness has a positive and significant effect on customer satisfaction of expedition users. This means that the more punctual the company is in delivering goods to its customers, the better customer satisfaction will be in using shipping services.

The Effect of Price and Delivery Accuracy on Customer Satisfaction

This study is known that simultaneously the price, service quality, delivery accuracy has a significant effect on customer satisfaction JNE freight forwarders. This result is obtained from the coefficient of determination of 71.9% and the F test hypothesis has a value of 0.000 which is smaller than the significant result of α of 0.05. This research is supported by a statement given by the researcher to the respondent with the statement "I am willing to visit again to use the delivery service at JNE." The better the price, quality of service and accuracy of delivery together, the more customer satisfaction of JNE delivery services will increase. The price given by JNE is in accordance with the distance or delivery area, the availability of JNE employees in paying attention to its customers, and the accuracy in taking the time given by JNE always fulfills its customer estimates, if they are jointly increased it will also increase JNE customer satisfaction so that customers are willing to visit back to use the delivery service at JNE.

This research is in accordance with research conducted by Salma et.al (2019) who found that service quality, timeliness, shipping rates and facilities have a significant effect on customer satisfaction. This shows, if the increase in service quality, timeliness, shipping rates, and facilities together will have a positive influence on customer satisfaction.

CONCLUSION

Based on the description of the research results above, it can be set aside as follows :

1. Prices have a significant effect on customer satisfaction, prices get positive responses from customers of JNE shipping services so that they are always loyal in shipping goods using JNE expeditions.
2. Delivery accuracy has a significant effect on customer satisfaction, the timeliness provided by JNE is always in accordance with JNE customer estimates, which makes customers think that the service between JNE is good and provides satisfaction so they want. use JNE shipping service again.
3. Price and delivery accuracy simultaneously have a significant effect on customer satisfaction. The price given by JNE is in accordance with the distance or delivery area, JNE employees pay attention to their customers, and the timeliness provided by JNE always meets the expectations of its customers, if it is increased together it will also increase JNE customer satisfaction so that customers are willing to visit again to use JNE service delivery.

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