

The Effect of Service Quality and Punctuality of Delivery to Customer Satisfaction in Freight Forwarding Services

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ARTICLE INFO

Article history:

Received, Nov 16, 2023
Revised, Dec 15, 2023
Accepted, Dec 21, 2023

Keywords:

Service Quality, Punctuality of Delivery, and Customer Satisfaction.



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Published by UIN Suska Riau*

ABSTRACT

The large number of e-commerce users in Indonesia makes freight forwarding services very much needed. To provide satisfaction to customers who use freight forwarding services, it is necessary to have good service quality and timely delivery of goods. This article is the result of a review that aims to determine the effect of service quality and delivery timeliness on customer satisfaction in freight forwarding services. Based on the results of previous related research. Review results using Systematic Literature Review (SLR) from previous research in journals published on Google Scholar ranging from 2018-2023. Where the results of the study state that: Service Quality has a positive and significant effect on customer satisfaction and punctuality of delivery has a positive and significant effect on customer satisfaction.

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INTRODUCTION

With the advancement of digital technology that continues to increase rapidly and the growth of smartphone users that are increasingly widespread in the community, accompanied by the availability of social media facilities, it can change the shopping lifestyle pattern of the Indonesian people. The shift in people's shopping patterns from going directly to the seller's place to shopping online. Shopping for goods through online has increased rapidly from this lifestyle change, because of the convenience in the process by not having to come to the seller's place to find the desired item but simply through the application on the smartphone. Changes in community behavior cause the service of shipping goods to be important and needed. The need for freight forwarding services today has become a necessity in every online business. An important role in improving the performance of moving goods from one region to another can be found in the provision of freight forwarding services

A delivery service is a form of public service that facilitates the delivery of goods between cities with security, and the recipient of the service is charged by the service provider. This delivery can be in the form of hardfiles, equipment and necessities, electronic goods, and others. To support the success of shipping, the transportation used can be in the form of land, sea, and air transportation. There are several examples of freight forwarding service companies in Indonesia, namely J&T Express, JNE, Ninja Xpress, Shopee Express, and Pos Indonesia.

Customer decisions in choosing delivery services are not easy, they must be good at choosing shipping services with good service quality and determine which delivery of goods on time. Freight forwarding service companies certainly need to pay attention to customer satisfaction that uses these services because it is the main factor in maintaining business continuity and the key to the success of the delivery service company.

Customer satisfaction is an emotional response in the form of joy or disappointment that arises after comparing the performance or results of the product received with the expectations they have. Customers who feel satisfied will usually stick around for a longer time and continue to use the freight forwarding service and even recommend it to others. This can create loyal customers who contribute to long-term revenue. Satisfied customers tend to experience fewer issues or complaints, which can reduce the cost of managing complaints and returns. Because if the customer feels dissatisfied, it will usually end in a complaint. Complaints are a form of customer dissatisfaction with the services provided.

One of the factors that affect customer satisfaction is the quality of service. A company needs to have the ability to provide excellent and quality service to ensure customer satisfaction. Service quality covers various aspects, such as products or services, environment, personnel, and processes, which are able to meet or even exceed customer expectations. The level of customer satisfaction is significantly influenced by the quality of service, because customers who receive optimal service will feel satisfaction, which in turn can encourage customer loyalty. Conversely, if customers often receive negative or

unsatisfactory service, it can cause dissatisfaction and potentially reduce the number of customers for the company. There are 5 indicators of service quality, namely reability, responsiveness, assurance, emphaty, and tangibles.

Punctuality in delivery plays an important role, because this is one of the key factors in creating customer satisfaction. Eviani & Hidayat's (2021) research found that the timeliness of delivery made by the company will be a driver of achieving customer satisfaction. If the estimates given by the company can be processed on time, it will cause satisfaction for customers so as to make customers loyal to the service company. Common indications in the timeliness of deliveries used include set delivery times, delivery history, shipment tracking, communications from providers, reviews and feedback.

Based on the background that has been described, it can be concluded that companies that focus on freight forwarding services must pay special attention to the quality of service and the timeliness of reliable delivery. These aspects can be an advantage for freight forwarding service companies in maintaining business continuity and become the key to company success. Therefore, researchers are interested in conducting a study entitled "The Effect of Service Quality and Punctuality of Delivery to Customer Satisfaction in Freight Forwarding Services".

METHODOLOGY

This study used systematic literature review (SLR) method. Data was obtained from journals published on Google Scholar, with a total of 16 journals that were thoroughly reviewed. In the Systematic Literature Review method, also known as the systematic literature review method, is one method in research that aims to find, assess, and interpret problems that exist in the research subject (Rimbano et al., 2022).

RESULTS AND DISCUSSION

The Effect of Service Quality on Customer Satisfaction

According to (Sakti & Mahfudz, 2018) the results of hypothesis testing yield a t-count value of 5.062 with a significance level of 0.000, while the results of direct testing between customer satisfaction and the quality of service show that there is a positive and significant influence indicated by a regression coefficient of 0.276. According to (Hafizha et al., 2019) the study's findings indicate that the service quality variable's t-count value is 1.189. This indicates that the t-count < t-table ($1.189 < 1.985$) and the significance value of $0.238 > 0.05$, implying that the impact the service quality on customer satisfaction is positive but not statistically significant. (Lestari & Hidayat, 2019) state that there is a positive coefficient value of 0.060 and a sig-value of 0.000 for the relationship between service quality and customer satisfaction. Given that the sig-value (0.000) is less than the sing-a (0.05) threshold, it may be concluded that service quality has a significant and positive impact on consumer happiness. (Mukhlis, 2019) asserts that the level of service quality is higher than the t-table (1,665), with a t-count number of 1,721 larger than 1,665. In summary, consumer happiness is impacted by the quality of the services provided.

The original sample value or correlation value of 0.374 indicates that there is a positive relationship between customer satisfaction and the quality of service, according to (Dewantoro et al., 2020). The test results of the service quality variables on customer satisfaction also show a t-count value of 2.320 > t-table of 1.994 and a significant value of 0.000 < 0.05. According to (Juniariska et al., 2020) the findings of this investigation indicate that Service Quality significantly improves consumer happiness by 0.190, with a t-count of 2.834 for the quality of service variables and significant values of 0.006 < 0.05.

The findings of the hypothesis test indicate that H3 is accepted, according to (Ardila & Irawan, 2022), because the t-count value obtained is 6.726, where the t-count is 6.726 > t-table is 1.977 with a significance value of 0.000 < 0.05. These findings demonstrate that customer happiness is positively and significantly impacted by the quality of service. According to (Artati & Ernawati, 2022), the quality of service variable's t-test statistics yielded a t-count value of 1.886, a t-table value of 1.661 (1.886 > 1.661), and a significant value of 0.062 > 0.05. These results suggest that services quality has an impact on customer happiness. The findings of hypothesis testing, according to (Jayanti et al., 2022) have demonstrated that service quality affects customer happiness. The hypothesis is approved based on the computations' outcomes, which show that the t-count 3.240 > t-table 1.6666 and a significance of 0.002 and less than 0.05.

According to (Nasution & Nofirda, 2023) findings, the study's outcomes indicate that customer satisfaction is positively and significantly impacted by service quality. A significant value of 0.001 less than 0.05 and a t-count value of 3.515 more than the t-table of 1.979 were displayed in the test results. According to (Raldianingrat et al., 2023) the Service Quality variable significantly and favorably affects consumer happiness, according to the results of hypothesis testing. According to (Aprilia et al., 2023), the T-test calculation results yielded t-count 17,935 and t-table 1,662. Consequently, t-count (17,935) exceeded t-table, indicating that customer happiness is partially influenced by the quality of service. According to (Ahmad et al., 2023) it can be concluded that service quality has a significant and positive impact on client happiness based on the results of multiple regression analysis obtained t count > t-table (4.543 > 1.98498) and a significant value smaller than the level of significant value 0.05 (0.000 < 0.05). (Huda et al., 2023) suggest that there is a substantial positive correlation between customer happiness and service quality, with the t-count value results explaining this relationship.

The Effect of Delivery Punctuality on Customer Satisfaction

Results of direct testing demonstrating a positive and significant connection between customer happiness and delivery timeliness are reported by (Sakti & Mahfudz, 2018). A t-count value of 9.379 with a significance level of 0.000 was the outcome of the hypothesis test. According to (Hafizha et al., 2019) the findings indicate that the timeliness t-count variable had a value of 1.972. This indicates that the t-count < t-table (1.972 < 1.985) and the significance value of 0.05 < 0.05 indicates a significant and positive connection between On time delivery and customer happiness.

(Dewantoro et al., 2020) reported that a t-count value of $4.773 > t\text{-table of } 1.994$ and a significant value of $0.024 < 0.05$ were seen when the quality of service characteristics were tested for their impact on consumer happiness. This demonstrates that delivery punctuality has a big impact on customer happiness. Based on (Juniariska et al., 2020) the findings indicated that there was a 0.244 significant favorable effect of punctuality on consumer satisfaction, with a t-count of 2.834 and a significant value of $0.018 < 0.05$ for the punctuality variable. This demonstrates how being on time significantly improves customer happiness. (Eviani & Hidayat, 2021) state that the delivery time of goods obtained a t-count value of $9.162 > 1,998$ and a significance value of $0.000 < 0.05$ from the T test results, indicating that the delivery time has a significant positive effect on customer satisfaction.

The findings of the hypothesis test, according to (Ardila & Irawan, 2022), indicate that H2 is rejected since the resulting t-count value is 0.311, where the t-count is $0.311 < t\text{-table is } 1.977$ with a significance value of $0.756 > 0.05$. These findings demonstrate that timeliness affects user satisfaction in a favorable but non-significant way. (Artati & Ernawati, 2022) state that the impact of time provisions on consumer satisfaction was determined by statistically analyzing the t-count value of 3.091 for the punctuality variable, t-table value of 1.661 ($3.091 > 1.661$), and significant value of $0.003 < 0.05$. According to (Wati et al., 2022), the acceptance of H3 is contingent upon the t-test analysis demonstrating that the t-count value exceeds the t-table ($4.258 > 1.987$). This suggests that prompt delivery significantly enhances customer happiness. According to (Wulandari & Seviani, 2022) The value of the t-calculate variable on delivery timeliness has a value of 0.736 with a significance value of $0.000 < 0.05$. So that the timeliness of delivery has a positive and significant influence on customer satisfaction.

According to (Nasution & Nofirda, 2023) the calculation results show that t-count is greater than t-table or $4,933 > 1,979$ with a significance value of $0.00 < 0.05$. This indicates that consumer satisfaction is impacted by the punctuality variable. According to (Raldianingrat et al., 2023) the hypothesis testing results indicate that consumer satisfaction is positively and significantly impacted by the delivery accuracy variable. The timely delivery on goods and customer happiness are related, according to (Huda et al., 2023), who further explain that the computed t-value results have a considerable positive value for consumer happiness.

Discussion

This article is the result of a review of previous journals collected according to the topic discussed. The effect of service quality and punctuality of delivery on customer satisfaction in freight forwarding services is the purpose of this article. Freight forwarding services have become important and much needed because people's behavior has changed to shop online. Companies that provide freight forwarding services must put the satisfaction of their customers first if they want to continue operating. Quality of service and punctuality of delivery are some of the factors that affect customer satisfaction.

Based on earlier studies, as reported by Sakti & Mahfudz (2018), the results of a direct test revealed a positive and significant influence between customer satisfaction and service quality, as indicated by a regression coefficient of 0.276. The results of a hypothesis test produced a t-count value of 5.062 with a significance level of 0.000. H1 is so approved. The findings of the hypothesis test produced a t-count value of 9.379 with a significance level of 0.000, while the direct testing results between the timeliness of delivery and customer satisfaction revealed a positive and significant influence shown by a regression coefficient of 0.500. Therefore, H2 is approved.

Based on previous research, service quality and punctuality of delivery both have a positive and significant influence on customer satisfaction. This means that companies that provide better delivery services will make customers more satisfied. The faster the company delivers the goods, the more satisfied the customer will be.

Freight forwarding service companies that are able to make timely and high-quality deliveries can provide customer satisfaction, which in turn will generate customer loyalty. Thus, companies can build long-term relationships with customers and gain a good reputation, get positive references and reviews, and ultimately improve business continuity.

CONCLUSION

Based on the results of previous research that has been conducted, it can be concluded that service quality has a positive and significant influence on customer satisfaction. That is, the higher the quality of service provided by the company, the greater the level of satisfaction felt by customers. In addition, punctuality of delivery also has a positive and significant influence on customer satisfaction. This shows that the more accurate the company is in delivering goods according to the promised time, the more satisfied customers who take advantage of the delivery service will increase.

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