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The Influence of Service Quality, Information and Timeliness on Customer Satisfaction For Users of The Expedition PT. XYZ South Jakarta 2024

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Abstract: This study aims to improve our understanding of the factors affecting customer satisfaction with the PT. XYZ expedition service. Many people prefer to shop online rather than offline. This study is a quantitative descriptive study conducted by collecting data through questionnaires distributed to PT. XYZ service users. The analysis used is SEM-PLS (Structural Equation Model - Partial Least Squares). With a total of 110 respondents with criteria having used PT. XYZ for the last 6 months and domiciled in South Jakarta, taking a pure sample to collect data through a questionnaire using a Likert scale of 1-5. The results of this article are: 1) Service quality affects customer satisfaction; 2) Information affects customer satisfaction; 3) Timing affects customer satisfaction. In this study, the satisfaction rate of PT. XYZ customers in South Jakarta was 63.3%; the remaining 36.7% was due to other variables not discussed in this study.

Keywords: Service Quality, Information Quality, Timeliness, Customer Satisfaction.

INTRODUCTION

In this period of rapid technological development, many people utilize technology to shop online and many people are starting to like shopping online compared to shopping offline. With the high public interest in online shopping, goods delivery transportation services are increasingly being used by the public, therefore online goods delivery transportation has the opportunity to grow and can meet customer satisfaction.

There are several marketplaces that are present in Indonesia, for example, such as Shopee, Tokopedia, Lazada. based on data from <https://www.businessofapps.com/data/shopee-statistics/> Shopee users in Indonesia are 103 million users in 2023. There are several reasons why Shopee is in high demand by Indonesians because it provides a variety of products, a free shipping program, many promotions and discounts available, and ease of payment through various payment methods.

According to Adisasmita (Rahmawati, 2020), transporting or delivering cargo, including people and goods, from one point to another is called transportation. Transportation has a big role in supporting the economy in Indonesia. Because more and more people need the role of transportation in their daily lives.

Logistics is the process of transporting goods or services from one point to another, including planning, executing, and monitoring the movement of information and related goods from points of origin to points of use, all with the aim of meeting customer needs. (Raza, 2020)

Customer satisfaction is the part related to creating value for customers that is beneficial to the company (Sambodo Rio Sasongko, 2021). The creation of customer satisfaction can increase the value of a company in the eyes of customers, because customer expectations of the company's services used are met and customers feel satisfied from the service provided so that this can create a good relationship between the company and the customer.

Service Quality is the most important component in retaining customers, which means giving customers peace of mind and allowing them to get more bang for their buck than they thought possible. (Service et al., 2021)

With the availability of good quality information, it can help customers find out information on the whereabouts of goods delivered by delivery services starting from information on the whereabouts of goods, courier names, courier telephone numbers. Online shipping services are offered by PT. XYZ, which facilitates cargo transportation across Indonesia. Although PT. XYZ is new to the people of Indonesia, it has begun to collaborate with online stores.

Based on the explanation of the analysis that the author did based on the literature review and from several sources that the author found, the author is interested in examining more deeply a study entitled "**The Effect of Service Quality, Information Availability, and Timeliness on Customer Satisfaction in the Use of Expedition PT. XYZ South Jakarta in 2024**"

METHOD

Number	Approach	Description
1.	Quantitative	This study utilized a quantitative approach in conjunction with descriptive research methodology.
2.	Analysis Tools	This study used purposive sampling research method. Using a Likert scale from 1 to 5, respondents to a questionnaire via Google Form were asked to rate 18 indicators relating to 4 variables using a purposive sampling method. 110 respondents who met the requirements lived in South Jakarta and had used PT. XYZ in the previous six months formed the sample.
3.	Variable Measurement	The two variables used in this study are independent and dependent variables.

Customer satisfaction is the independent variable, while time, information, and service quality are the dependent variables. A five-point Likert scale was used to measure this research instrument: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree. Smart PLS is the software used.

RESULTS AND DISCUSSION

Researchers involved 110 respondents with the following conditions having used PT. XYZ services in the last 6 months and domiciled in South Jakarta. Based on gender, the female gender who has filled out our questionnaire is 68 people (61.8%) and the male gender who filled out our questionnaire is 42 people (38.2%). The data obtained shows that the shopee application is more often used by women because women's needs such as clothing, skincare, and cosmetics are available in a variety of attractive choices. Meanwhile, men are more interested in other marketplaces or buying goods by visiting offline stores. This data shows that Shopee app users frequently use the PT. XYZ delivery service.

Based on education, high school education as many as 76 people (69.1%), D3 education as many as 1 person (0.9%), S1 education as many as 32 people (29.1%), S2 education as many as 1 person (0.9%), and S3 education as many as 0 (0%). The result of the data based on education is that the last high school education is the most. Because they are looking for services that provide more affordable prices.

Based on occupation, there were 0 students (0%), 84 students (76.4%), 3 civil servants (2.7%), 19 private employees (17.3%), 3 BUMN (2.7%), 1 housewife (0.9%). According to occupational data, students more often use the shopee application and use PT. XYZ services. Due to the many attractive features and the existence of several programs such as free shipping, cash on delivery (COD) and other payment method options.

Description of Tables And Figures

Table 1. Validity Test

Variable	Service Quality (X1)	Information Quality (X2)	Timeliness (X3)	Customer Satisfaction (Y)	Result
KP 1	0.920				Valid
KP 2	0.908				Valid
KP 3	0.796				Valid
KP 4	0.739				Valid
KP 5	0.701				Valid
KI 1		0.748			Valid
KI 2		0.777			Valid
KI 3		0.802			Valid
KI 4		0.870			Valid
KI 5		0.852			Valid
KW 1			0.816		Valid
KW 2			0.853		Valid

KW 3	0.875	Valid
KW 4	0.856	Valid
KW 5	0.765	Valid
KPP 1	0.821	Valid
KPP 2	0.804	Valid
KPP 3	0.790	Valid
KPP 4	0.800	Valid
KPP 5	0.773	Valid

Based on table 4.2 After evaluating the validity and credibility of the research, it was decided that all indicators involved in this study were valid, with the results of the load factor > 0.5. All variables in this trial are reliable by obtaining Cronbach alpha > 0.70 and Ave > 0.5.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Rho-A	Composite Reliability	Average Variance Extracted (AVE)	Result
Service Quality (X1)	0.900	0.953	0.909	0.668	Reliable
Information Quality (X2)	0.888	0.958	0.906	0.658	Reliable
Timeliness (X3)	0.890	0.893	0.919	0.695	Reliable
Customer Satisfaction (Y)	0.858	0.863	0.898	0.637	Reliable

Table 4.3 shows that an moderate relationship between customer satisfaction and the factors of time accuracy, information quality, and service quality. R is positive as the values are in the range from 0.40 to 0.599. The value of the square table R of 0.633 indicates that the variation in the variables of time accuracy, information quality, and service quality is 0.633, or 63.3%. This means besides variables not covered in this study account for the remaining 36.7% of the variation.

Table 3. R Square

Variable	R square	R square adjusted
Customer Satisfaction	0.633	0.623

This study uses the T-statistic value and the T-table for hypothesis testing. If the T-statistic value obtained is more significant than the T-table value, the hypothesis is accepted. Based on Table 4.3, to evaluate the research hypothesis, the following can be explained:

The Effect of Service Quality on Customer Satisfaction

A statistical examination of the beneficial effect of service quality on customer satisfaction at PT. XYZ shows a p value <0.05 and a t statistic (3.708) > of the t table (1.985). Customer satisfaction with PT. XYZ is positively and significantly influenced by service quality, as shown by the data analysis results in table 4.3. (PT. XYZ). Therefore, H1 is accepted. The results indicate that PT. XYZ constantly provides high-quality services so that it meets customer needs. Service quality is the main factor that must be considered by every

company to increase customer satisfaction to meet customer expectations after shopping. (Cesariana et al., 2022)

The Effect of Information Quality on Customer Satisfaction

The results of statistical testing of the estimated value of the positive impact of information quality on customer satisfaction at PT. XYZ, there is a t-statistic value ($2.178 > t$ table (1.985) and p -value $(0.029) < 0.05$. Based on the results of data analysis in table 4.3, it can be stated that information quality has a positive and significant influence on customer satisfaction using the PT. XYZ expedition. Then H2 is accepted. This can be interpreted that this research shows that accurate information quality can help customers make better decisions and increase customer satisfaction for PT. XYZ users. Customer satisfaction is influenced by the quality of information because that information serves as a standard for customers to meet their needs and expectations in making decisions. (Amarin & Wijaksana, 2021)

The Effect of Timeliness on Customer Satisfaction

The statistical test results show that the value of the timeliness effect on customer satisfaction in PT. XYZ is 0,000, which is less than 0.05, and the t-statistic (6.732) is larger than the t-table (1,985). Time accuracy has a favorable and significant impact on customer satisfaction when using PT. XYZ delivery, according to the data analysis results in table 4.3. (PT. XYZ). H3 is accepted, indicating that the key element that influences how satisfied customers are with the PT. XYZ delivery service is the accuracy of product delivery. Timeliness in product delivery is an important thing that affects customer perceptions of customer satisfaction. (Eviani & Hidayat, 2021)

Table 4. Path Coefficient and T-values

Path	Original Sample (O)	T Statistics	P Values	Result
Service Quality → Customer Satisfaction	-0.327	3.708	0.000	Accepted
Information Quality → Customer Satisfaction	0.201	2.178	0.029	Accepted
Timeliness → Customer Satisfaction	0.608	6.732	0.000	Accepted

Figure

The results in Figure show that the 20 indicators of service quality, information quality, and timeliness factors on customer satisfaction already have a value > 0.70 , other techniques can also ensure convergent and discriminatory validity values. One such approach is to be able to test the Average Variance Extracted (AVE) of each indicator where values > 0.50 indicate a good model.

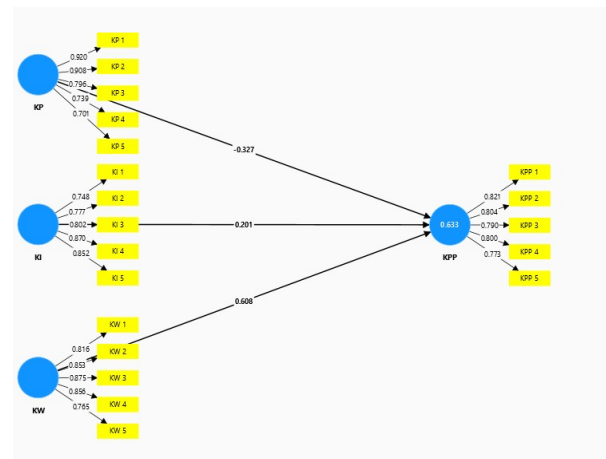


Fig. 1PLS Algorithm

CONCLUSION

According to data analysis carried out to support the problem hypothesis regarding variables affecting customer satisfaction, the quality of information provided, the accuracy of information, and quality of service influenced the client satisfaction rate of 63.3% for PT. XYZ in South Jakarta. One of the key elements that affects how satisfied customers are with PT. XYZ delivery services is the accuracy of product delivery. Therefore, to obtain more thorough results, it is recommended that PT. XYZ need to make a simpler system to ease the customer for looking throughout the information they need and for the future researchers expand the scope of the research field and conduct additional research involving differences in the variables used.

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