

# The Role of Timelimenenes in Improving Customer Satisfaction, Customer Loyalty of PT. JNE

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## ABSTRACT

**Purpose:** The cause of this research is to determine the effect of timeliness on customer satisfaction and customer loyalty.

**Design/methodology/approach :** This research exercises explanatory type under a quantitative approach. Data collection techniques in this study were done by time series techniques. The data analysis technique used is Structural Equation Model (SEM) with the Smart Partial Least Square (PLS) tool.

**Findings:** The results of this study indicate that punctuality has a large direct impact on Customer Satisfaction and Customer Loyalty. The results of this study also indicate that customer satisfaction has a good impact on customer loyalty.

**Practical implications :** Incentivize business in the field of transportation operators

**Originality/value:** This paper is original.

**Paper type :** Research paper

**Keyword:** *Timelines, Customer Satisfaction, Customer Loyalty*

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## I. INTRODUCTION

In Indonesia, the ecosystem of online stores and enterprises, or e-commerce as it is more commonly called, is slowly growing. This is impacted with the aid of using the developing reputation of the net, which has ended in an boom withinside the quantity of net customers in Indonesia. As a result, it guarantees to be a exquisite marketplace possibility for on-line traders trying to develop their patron base. According to statistics supplied with the aid of using the Association of Indonesia.

Table 1. Number of Internet Users

year	Internet User (Million)
1998	0,5
1999	1
2000	1,9

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2001	4,2
2002	4,5
2003	8
2004	11,2
2005	16
2006	20
2007	20
2008	25
2009	30
2010	42
2011	55
2012	63
2013	82
2014	88,1
2015	110,20
2016	132,70
2017	143,26
2018	171,17
2019	196,7

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Based at the statistics above, there was an growth withinside the wide variety of net customers in Indonesia from yr to yr, from 0.five million in 1998 to 143.26 million in 2017, with a penetration price of 54.sixty five percent, which endured to upward thrust till 2019, whilst it reached 196.7 million net customers, with a penetration price of 73.7 percent, as proven parent 12.

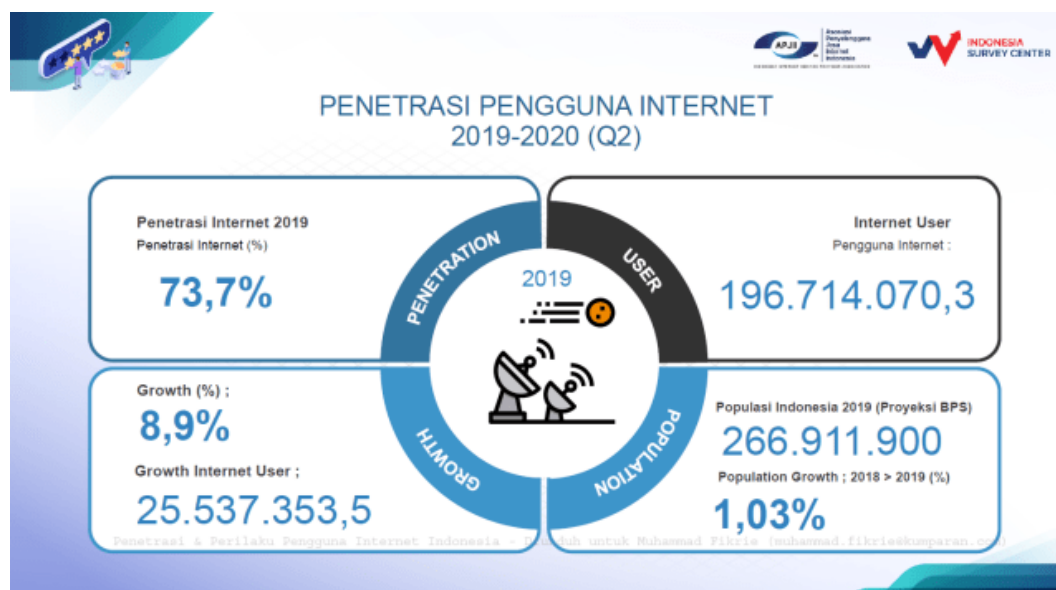


Figure 1. Internet User Penetration in Indonesia

Source : Ahyar (2020)

Based on the data above, it shows that the number of internet users in Indonesia is 73.7% or 196.71 million of the total population of Indonesia of 266 million. This shows that most people have taken advantage of the development of internet technology in their daily lives. The high number of internet users in Indonesia shows the high use of consumers to make online shopping transactions. The existence of goods delivery services not only makes it easier for the general public but also for business people, especially online or e-commerce business people. They use freight forwarding services to deliver goods for customers throughout Indonesia and abroad. The number of online shopping business enthusiasts is increasing day by day. This makes shipping services have a close relationship with business people.

Competition withinside the delivery carrier enterprise is turning into an increasing number of fierce. With those conditions, each employer have to be capable of live to tell the tale, even have to be capable of hold to grow. One of the essential matters that each employer wishes to do and be aware of that allows you to live to tell the tale and thrive is to hold timeliness.

Timeliness is the ability to respond back to consumer requests effectively, and on time. These include delivery times, the ability to respond to shipping requests in a timely manner, and the merchant's ability to ship goods and respond to return requests (Jiang et al., 2021). Timeliness refers to the short waiting time for orders and returns and also, orders can be responded to within the promised timeframe (Pungpho & Wanarat, 2017). With this capability, it is hoped that it will create satisfaction for consumers. Many efforts must be made and the company must also determine the right new strategies for the company in order to be able to give satisfaction to its customers.

Happy and happy clients have a tendency to act positively. They will purchase again the products or services offered. Satisfaction is a characteristic of perceived overall performance and expectancies. If overall performance and expectancies are on the identical level, clients will experience happy. If overall performance exceeds expectancies, clients will experience very happy or happy. Satisfaction will now no longer forestall at one point. It will circulate dynamically following the extent of products or services best and its offerings with the expectancies that increase withinside the minds of clients. Consumer pride will substantially effect on patron loyalty. In general, patron loyalty may be interpreted as a person's loyalty to a product, each items and sure offerings. Consumer loyalty describes the continuation of purchaser pride in the usage of the centers and offerings furnished with the aid of using the company, in addition to to stay a purchaser of the company. Customer loyalty is described as a dedication to hold to shop for the favored products or services always no matter situational elements and advertising and marketing efforts that can bring about switching behavior (Chiguvi, 2016). Based in this understanding, it may be described that emblem loyalty is acquired with the aid of using growing a aggregate of court cases and pride. However, purchaser pride is created with the aid of using the value of the company's overall performance in growing pride in addition to minimizing court cases to be able to be acquired with the aid of using non-stop purchases made with the aid of using clients. According to

Melroy and Barnett in Chiguvi & Guruwo (2015) loyalty is a purchaser's dedication to do commercial enterprise with a specific organization, to shop for items or offerings again and again and advise them to colleagues. The courting is stated to hold so long as clients experience they may be receiving higher cost than they might get from a rival supplier. The significance of growing loyalty in a commercial enterprise, so doing this studies is due to the fact researchers are interested by undertaking studies with the title "The Effect of Timeliness on Customer Loyalty Through Customer Satisfaction at PT. JNE". Thus, the goals of this take a look at are: (1) To examine the impact of Timeliness on Customer Satisfaction; (2) To examine the affect of Timeliness on Customer Loyalty; (3) To examine the affect of Customer Satisfaction on Customer Loyalty.

## II. METHOD

### A. Research design

The form of studies used is causal studies. According to Sugiyono (2016:11) causal studies is a form of motive and impact studies due to the fact there's a variable courting to the object, so that during this examine there are impartial and structured variables. Quantitative techniques may be interpreted as studies techniques primarily based totally at the philosophy of positivism, used to have a look at sure populations or samples, records series the usage of studies instruments, quantitative/statistical records analysis, with the goal of trying out predetermined hypotheses.

### B. Population and Sample

#### 1. Population

Population may be interpreted as an entire organization of people (humans), events, or matters that appeal to the eye of researchers wherein the researcher desires to look at and draw conclusions approximately them (Sekaran & Bougie, 2016). The populace on this take a look at had been clients of PT. JNE with an unknown populace.

#### 2. Sample

The pattern is a part of a populace from which the researcher will draw conclusions and generalize them to the populace (Sekaran & Bougie, 2016). The sampling method on this have a look at is Accidental Sampling. According to Sugiyono (2016) unintentional sampling is a sampling method primarily based totally on chance, that is, any affected person who coincidentally meets a researcher may be used as a pattern, if it's far deemed that the individual that passed off to be met is appropriate as a facts source. The pattern length used is a multivariate kind which refers back to the pattern size tips in line with Hair, et al. in Ferdinand (2002:51) which makes use of 5-10 instances the variable indicator. So this have a look at makes use of a pattern of  $10 \times 10 =$  one hundred respondents. Thus the pattern of this studies is clients who've used the shipping provider of PT. JNE.

### C. Variable Operational Definition

Based at the preceding explanation, it's miles acknowledged that there are variables, particularly the structured variable and the impartial variable. The following is the definition of every studies variable used:

#### 1) Timeliness (X)

Timeliness is a aggressive weapon that is going from order placement to shipping completion. Timeliness on this look at become measured via numerous signs relating to Uvet (2020), namely: a. The time among setting requisition and receiving shipping is short b. Deliveries arrive on date promised c. The quantity of time a requisition is on back-order is short

#### 2) Customer Satisfaction (Z)

Customer Satisfaction is an emotional reaction to the assessment of the intake revel in of a product or service. Customer Satisfaction on this have a look at become measured thru numerous signs regarding, namely: a. Overall Satisfaction b. Confirmation of Expectations c. Comparison to Ideal

#### 3) Customer Loyalty (Y)

Customer Loyalty is a customer's dedication to a brand, save or provider primarily based totally on a totally high quality nature in long-time period purchases. Customer Loyalty on this examine become measured via numerous signs relating to Marakanon & Panjakajornsak (2017), namely: a. Repurchase intention b. Complaint behavior c. Price insensitivity d. Word-of-mouth.

#### D. Data Types and Sources

According to Sekaran & Bougie (2016) records may be acquired from number one or secondary sources. Primary records (number one records) refers to records acquired directly (from the primary hand via way of means of researchers associated with variables of hobby for a selected motive of the have a look at. Primary records on this have a look at turned into acquired thru questionnaires (listing statements) which had been allotted to purchasers of the shipping provider of PT. JNE which compiled primarily based totally on predetermined variables via way of means of offering opportunity answers.

#### E. Method of collecting data

The technique used for information series on this examine is to apply a survey technique with the aid of using dispensing questionnaires directly. Questionnaire is a information series approach wherein participants/respondents fill out questions or statements after which after they're stuffed in completely, go back them to the researcher (Sugiyono, 2016:192). The following are the stairs of information series on this examine. 1. Distributing questionnaires to respondents, specifically clients of shipping offerings PT. JNE. 2. Filling out questionnaires with the aid of using respondents with predetermined instructions 3. Collecting the outcomes of questionnaires which have been stuffed out and used as a simple reference for information control for the studies conducted. The series with the aid of using giving questionnaires to respondents is predicted with a purpose to achieve the specified records applicable to the present problems. This technique is accomplished with the aid of using dispensing questionnaires to predetermined respondents. This studies makes use of Likert scale in answering questions about the questionnaire.

#### F. Data analysis technique

This have a look at makes use of records analysis, that's anticipated to be without problems understood via way of means of the reader. The technique used is The Structural Equation Model (SEM). To solution the speculation used Partial Least Square (PLS). The calculation is done the usage of the Smart Partial Least Square (PLS) device, due to the fact it's far withinside the shape of a couple of paths and the version used is reflective. The calculation version is done the usage of the Smart PLS device due to the fact on this have a look at it has a multi-route courting and is formative and reflective. In addition, due to the fact the sampling is much less than a hundred respondents. The formative version is a version that indicates the path of the connection from the indicator to the latent variable. The reflective version is a version that indicates the connection of the latent variable to the indicator.

#### G. Inner Model Test or Structural Model Test

The effects of the evaluation of the extent of suitability of the structural version that became constructed confirmed the realization that the general version became "Relevant" to give an explanation for the variables studied and their results on every variable. For the endogenous latent variable withinside the structural version which has an R2 of 0.sixty seven indicating that the version is "good", R2 of 1/3 suggests that the version is "moderate", R2 of 0.19 suggests that the version is "weak". The PLS output is as defined below:

Table 2. Value of R-Square

	R-Square
Timeliness (X)	
Customer Satisfaction (Z)	0.497
Customer Loyalty (Y)	0.424

The outcomes withinside the desk above display that the Timeliness variable that impacts Customer Satisfaction has an R2 of 0.497 this means that the "moderate" version. Meanwhile, Timeliness and Customer Satisfaction that have an effect on Customer Loyalty have an R2 of 0.424 which additionally means "Moderate" version. Based at the outcomes of the evaluation the usage of partial least squares evaluation, the subsequent version outcomes are obtained.

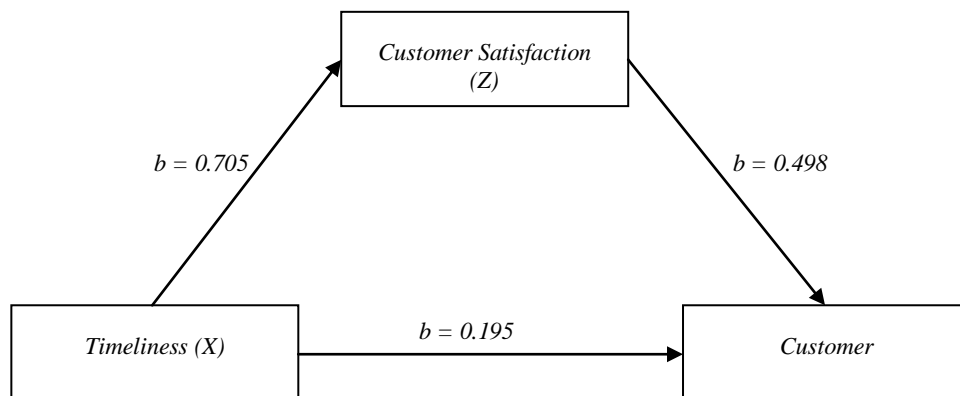


Figure 2. Inner PLS Model

Based at the Inner PLS version withinside the photo above, it's far acknowledged that there are exogenous variables withinside the internal version studied, specifically Timeliness and Customer Satisfaction, and the endogenous variable withinside the internal version studied is Customer Loyalty. The effects of the internal weight values in Figure 1 above display the subsequent structural equations:

$$Z = 0.705 X$$

$$Y = 0.195 X + 0.498 Z$$

Table 3. Hypothesis Testing

	Path Coefficient	p-value
Timeliness (X) -> Customer Satisfaction (Z)	0.705	<0.001
Timeliness (X) -> Customer Loyalty (Y)	0.195	0.021
Customer Satisfaction (Z) -> Customer Loyalty (Y)	0.498	<0.001

Based at the effects of trying out the speculation above, the effects received are: 1. Timeliness has a good sized impact on Customer Satisfaction, that is evidenced via way of means of the P-Value price of <0.001 this means that it's miles extra than 1.96. 2. Timeliness has a good sized impact on Customer Loyalty, that is evidenced via way of means of the P-Value price of 0.021 this means that it's miles extra than 1.96. 3. Customer Satisfaction has a good sized impact on Customer Loyalty, that is evidenced via way of means of the P-Value price of <0.001 this means that extra than 1.96.

### III. DISCUSSION

#### A. Customer Satisfaction and the Impact of Timeliness

Because the T-statistic price is 2,930, that's extra than 1.96, timeliness has a enormous effect on patron pride. Timeliness, which has a giant effect on patron pride, has a high quality route of influence, implying that the extra PT. JNE's ability in phrases of timeliness, the better the patron pride will be. This end is steady with Wibowo (2020) interpretation, which states that one of the variables used to give an explanation for purchaser pride conduct is timeliness of carrier. This pertains to the patron's evaluation of the adequacy of the promised carrier term (from the begin of the utility to the finishing touch of the coins release) and the real carrier time received. As a result, if PT. JNE desires to boom patron pride, it's far very essential for PT. JNE improves its capacity in phrases of punctuality.

## B. Customer Loyalty and the Impact of Timeliness

Because the T-statistic fee is 2,930, that's extra than 1.96, timeliness has a widespread effect on patron loyalty. This studies exhibits that Timeliness has a fine impact on Customer Loyalty, implying that the more potent the organization's talent in phrases of timeliness, the better the Customer Loyalty will be. Punctuality has an excessive affiliation with purchaser loyalty, in line with Yavas et al in Wibowo (2020). In mild of this finding, if PT. JNE need to foster excessive ranges of patron loyalty, it's miles essential for the organization to pay near interest to the diploma of its cappotential to supply spark off service.

## C. Customer Satisfaction's Impact on Customer Loyalty

Because the T-statistic fee of 4.339 is larger than 1.96, Customer Satisfaction has a big effect on Customer Loyalty. This locating demonstrates that Customer Satisfaction has a sturdy tremendous effect on Customer Loyalty, implying that the better the diploma of Customer Satisfaction, the extra the effect on Customer Loyalty. This helps the findings of Firmansyah (2020) who observed in his studies that the delight variable has a tremendous and tremendous impact on loyalty. The top of patron delight is the evaluation among patron expectancies and the real overall performance of a product and/or service, that is historically defined as a conformation/disconformation manner. The manner of intake or enjoy with a product creates a perceived degree of pleasant this is inspired with the aid of using expectancies. Referring to the outcomes of this study, it's miles very critical for PT. JNE to take note of the volume of delight felt with the aid of using every client in order that greater unswerving clients might be obtained.

## D. Conclusion

1. Customer pride is encouraged through timeliness.
2. Customer loyalty is encouraged through the timeliness of service.
3. Customer pride has a first-rate effect on patron loyalty.

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