



**JEMSI:**  
**Jurnal Ekonomi Manajemen Sistem**  
**Informasi**

E-ISSN: 2686-5238  
P-ISSN: 2686-4916

<https://dinastirev.org/JEMSI>    [dinasti.info@gmail.com](mailto:dinasti.info@gmail.com)    +62 811 7404 455

DOI: <https://doi.org/10.38035/jemsi.v6i6>  
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## The Effect of Service Quality and Delivery Timeliness on Customer Satisfaction Sicepat Express Penggilingan in 2023

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**Abstract:** This study discusses how service quality and delivery timeliness affect customer satisfaction at SiCepat Express Penggilingan. The purpose of this study is to test and analyze the effect of service quality variables and delivery timeliness on customer satisfaction. This research uses a quantitative approach with the technique of taking respondents' responses using purposive sampling. The total respondents' responses were calculated using Hair's theoretical formula, resulting in 135 respondents who are users of SiCepat Express Penggilingan services. The population in this study includes 19,529 customers of all SiCepat Express Penggilingan service users during the period January to December 2023, with an average of 1,627 customers per month. The analytical test tool used is Smart PLS 4 with the SEM (Structural Equation Modeling) analysis method. The results of this study show that the results of research with the three variables tested, namely service quality, delivery timeliness and customer satisfaction, have positive and significant results because during the hypothesis test it can be seen that the T-Statistic is 9.937 and P-Values are  $0.000 < 0.05$ , which means  $H_0$  is rejected and  $H_a$  is accepted, so the hypothesis that reads that there is a positive influence between service quality and timeliness of delivery together on customer satisfaction can be accepted.

**Keyword:** Service Quality, Delivery Timeliness, Customer Satisfaction

### INTRODUCTION

Delivery of goods and services has become an essential part of everyday life. The logistics industry is experiencing significant growth due to the increasing demand for fast, efficient, and reliable delivery services. To meet this need, logistics companies must continuously improve operational quality and efficiency by using advanced technology and closely monitoring performance.

The *e-commerce* business opens up many opportunities for logistics services. Forwarders compete to offer the best services at competitive prices, as a result of the high level of online transactions in Indonesia. Offering high-quality services is an important step in taking action. SiCepat Express is committed to determining customer choice through high-quality services.

As poor service can leave customers disappointed and disrupt business, quality and on-time delivery are essential to ensure customer satisfaction.

Customers always look for low prices when buying goods or services, especially for services. Customers who use this delivery service are very concerned about price because they do not consider time estimation. According to (Indrasari, 2019)(Indrasari, 2019), price is the value of goods or services determined by the money the buyer pays.

The development of the number of customers cannot be separated from the quality of service shown by the company. The increase in customers indicates that the services provided meet or even exceed customer expectations, resulting in high satisfaction.

Service quality and delivery timeliness are the two main factors that usually affect customer satisfaction with delivery services. Service quality encompasses many things, such as staff friendliness and professionalism, ease of delivery and receiving, and additional services such as package supervision and responsive customer service. If customers feel valued and treated well, they tend to be more satisfied and more loyal to the service they receive.

Delivery timeliness is an essential factor in customer satisfaction levels. Delays in delivery can cause customer dissatisfaction and damage the company's reputation, but on-time and estimated deliveries increase customer confidence.

According to Zeithaml and Bitner (2011), when customers feel that the product or service they buy meets their expectations, they tend to use or repurchase the product or service. Customer satisfaction will create a positive impression and encourage them to continue using the company's services (Zebua et al., 2023).

Logistics companies need to improve service quality and delivery timeliness to compete in the competitive *e-commerce* industry. Meeting customer expectations is critical to retaining and attracting new customers, while delays and poor service can damage a company's reputation.

Based on this, in this study, we want to analyze the effect of service quality and delivery timeliness on user satisfaction of SiCepat Express Penggilingan services. This is based on the fact that there are around 351 users on Google Reviews are dissatisfied with the service shown by the operational team, especially because of problems related to the delivery of goods that are not always on time. We realize that improvements in operational performance and employees are needed to improve the delivery process.

Researchers are interested in carrying out a study titled "The Effect Of Service Quality And Delivery Timeliness On Customer Satisfaction Sicepat Express Penggilingan Year 2023" based on the background information that has been covered thus far.

## Literature review

### 1. Service Quality

One-way customers assess the level of service they receive is by assessing service quality. Customers definitely expect good service so that they are satisfied (Asti & Ayuningtyas, 2020).

Service quality is defined as an effort to fulfill the needs and desires of customers as well as ensuring proper delivery in accordance with what customers expect (Wulandari & Sevtiani, 2022).

According to Subagyo (2013: 76), Service Quality Variable Indicators, namely:

- a. Physical Evidence (Tangible)
- b. Reliability
- c. Responsiveness
- d. Assurance
- e. Empathy

Based on the researcher's understanding, service quality can be defined as the customer's assessment of the service they get, which focuses on fulfilling customer needs, wants, and expectations to create satisfaction.

## 2. Delivery Timeliness

Deliveries that must arrive by a predetermined date and day to avoid customer complaints are known as on-time delivery (Tania, 2021).

Logistics service businesses prioritize on-time delivery, because every package received must be sent on schedule. Customer satisfaction is very influential, and the company's reputation will be affected by it. (Cesariana et al., 2022).

Aminah (2017) describes the Delivery Timeliness Variable Indicators, namely:

- a. Transportation used
- b. Estimation of goods to the recipient
- c. Distance traveled

Based on the researcher's understanding, it can be concluded that the delivery timeliness is ensuring that the goods arrive on schedule to avoid customer complaints and increase customer satisfaction, which affects the reputation of the logistics company.

## 3. Customer Satisfaction

The difference between what is expected from a product or service when using it results in customer satisfaction (Wati, 2020).

If customers feel that product performance meets or exceeds their expectations, they will be satisfied. Otherwise, customers will feel dissatisfied. Customer satisfaction is defined as a comparison between customers experience when using a product and what they expect from it (Gultom et al., 2020).

According to Tjiptono (2010), the Indicators of Customer Satisfaction Variables are:

- a. Congruence of Expectation and Reality
- b. Interest in Revisiting
- c. Willingness to Recommend

According to the researcher's understanding, customer satisfaction can be calculated by comparing perceived performance to expectations. Satisfaction results when performance meets or surpasses expectations, while dissatisfaction arises when performance falls short of expectations.

## 4. Logistics Management

In general, logistics management means the application of a number of management principles to logistics activities to ensure the efficient movement of personnel and goods. (Widianingrum, 2022).

Planning, executing, and controlling logistics operations, from procurement, storage, to distribution, is part of logistics management as well. This is done to meet customer needs (Rahmatullah et al., 2020).

Based on the researchers' understanding, it can be concluded that logistics management is the application of management principles to organize the movement of goods and personnel efficiently, including planning, implementation, and control of procurement to distribution.

## 5. Human Resource Management

Human resource management (HRM) is a field of science or method that regulates the relationship and role of each person effectively and efficiently so that the common goals of the company, employees, and society can be achieved (Jannah, 2021)

To achieve organizational goals, HRM refers to the management and development of relationships between individuals (Andrian et al., 2022)..

Based on the understanding of researchers, it can be concluded that HRM is the science and efforts to manage relationships and individual roles effectively and efficiently, in order to achieve common goals between companies, employees, and organizations.

### Research Conceptual Framework

Figure 1 shows the conceptual framework used in this journal, namely problem formulation, literature review, and discussion that has been carried out.

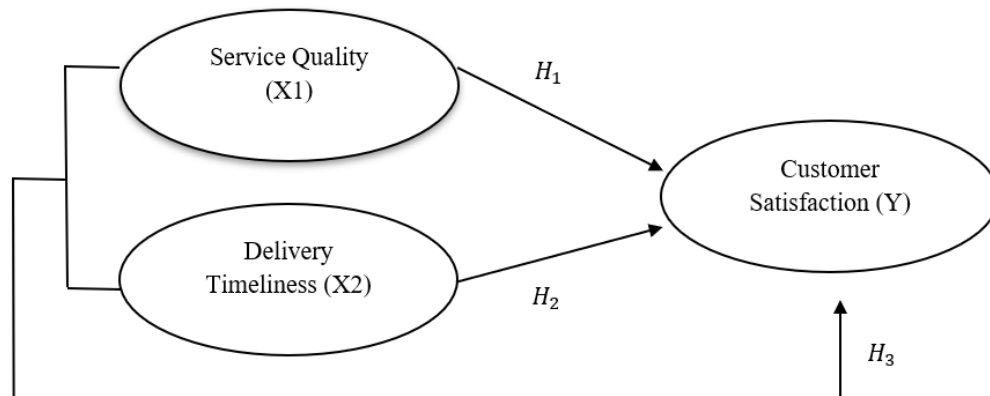


Figure 1. Framework of Thought

The assessment hypothesis can be carried out in the following formulation based on the coverage of the theoretical basis and the framework that has been given:

- H1: It is suspected that there is a positive effect of service quality directly on SiCepat Express Penggilingan customer satisfaction in 2023.
- H2: It is suspected that there is a positive effect of delivery timeliness directly on customer satisfaction SiCepat Express in 2023.
- H3 : It is suspected that there is a positive effect of service quality and delivery timeliness together on SiCepat Express Penggilingan customer satisfaction in 2023.

### METHOD

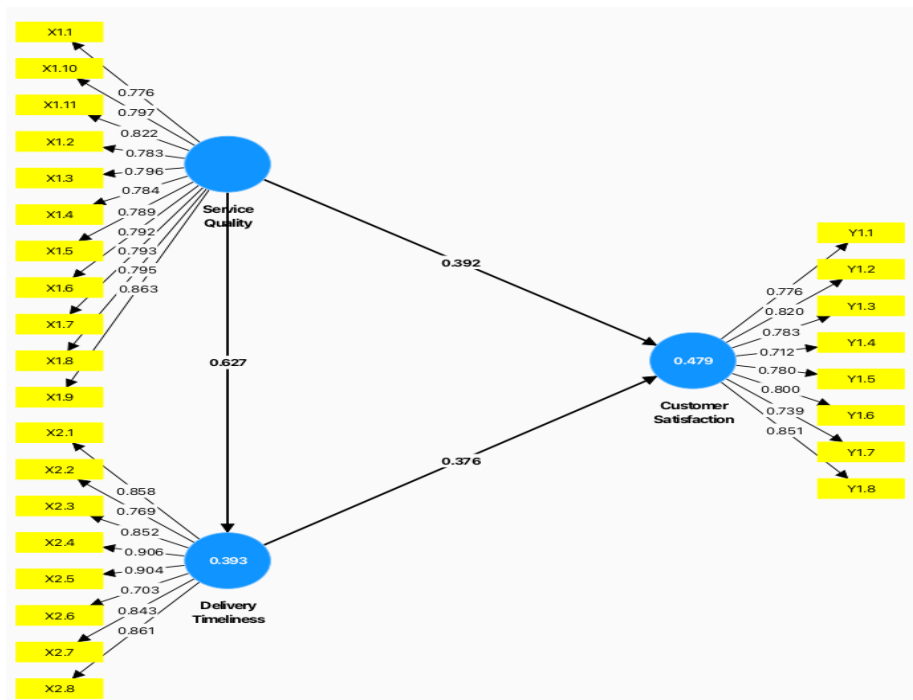
This research was conducted from May 27 to August 14, 2024 at SiCepat Express Penggilingan which is located at Jl. Raya Penggilingan No.5, RT.4 / RW.11, Penggilingan, Kec. Cakung, East Jakarta City, Special Capital Region of Jakarta 13940. This research was conducted using quantitative methods and involved 135 people who used SiCepat Express Penggilingan services. The sample was selected through purposive sampling technique.

After that, researchers analyzed the data that had been collected using the Partial Least Square (PLS) method. PLS is a method in SEM that focuses on components or variants, while SEM is a field of statistical analysis that allows testing various complex connections simultaneously. Therefore, structural equation model (SEM) is the name of the SEM model used.

### RESULTS AND DISCUSSION

Researchers used the Partial Least Square (PLS) test tool through the Smart PLS 4.0 program. The purpose of this data analysis is to determine customer satisfaction (Y), delivery timeliness (X2), and service quality (X1). Data was collected through questionnaires distributed to 135 SiCepat Express Penggilingan users.

### Outer Model



Source: Processed by researchers using Smart PLS 4

**Figure 2. Outer Model**

Figure 2 shows that all indicator factor loadings are above 0.7, which displays that all constructs meet the requirements of convergent validity. The constructs used in this model are valid, and the indicators reflect the measured constructs effectively. These values indicate that the model is reliable for measuring the relationship between the constructs.

### Discriminant Validity Test Results

Discriminant validity ensures that each concept related to each latent variable is distinct from the others. The fact that the squared AVE value for exogenous constructs (primary diagonal) in this model is higher than the correlation value between exogenous constructs and other constructs (lower diagonal) indicates good discriminant validity. The discriminant validity test results show:

**Table 1. Discriminant Validity**

Variable	Customer Satisfaction	Delivery Timeliness	Service Quality
Customer Satisfaction			
Delivery Timeliness	0.652		
Service Quality	0.655	0.647	

Source: Processed by researchers using Smart PLS 4

In the previous table, it is shown that the discriminant validity table has a value above 0.50 in its respective variable constructs. The correlation between Customer Satisfaction (Y) and Delivery Timeliness (X2) is 0.652, and with Service Quality (X1) is 0.655. The correlation between Delivery Timeliness (X2) and Service Quality (X1) is 0.647. So it can be concluded that the constructs of service quality, on-time delivery, and customer satisfaction are valid because the correlation value between these variables shows good discriminant validity, which is above 0.50.

### Composite Reliability Test Results

A composite reliability value of  $> 0.6$  is considered evidence of good composite reliability.

**Table 2. Reliability Test**

Variable	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
Customer Satisfaction	0.910	0.918	0.927	0.614
Delivery Timeliness	0.939	0.950	0.950	0.705
Service Quality	0.944	0.948	0.951	0.639

Source: Processed by researchers using Smart PLS 4

Based on table 2, it is shown that the Cronbach's alpha value for each variable is as follows: Service Quality (X1) received a value of 0.944, Delivery Timeliness (X2) received a value of 0.939, and Customer Satisfaction (Y) received a value of 0.910. All statement items of the estimated indicators meet the criteria, as all these values display values greater than 0.6. Therefore, these findings indicate that all variables have a good level of reliability, which means that the measurements made in this study are consistent and reliable.

### Evaluation of the Structural Model (Inner Model)

Based on the range of the prior test results, the assessment's next step is to determine the extent to which the exogenous variable, variable X, can account for the endogenous construct, variable Y. This procedure is performed at the R-Square test stage, or  $R^2$ . A strong model is shown by an  $R^2$  value of 0.67, a moderate model by a value of 0.33, and a weak model by a value of 0.19.

**Table 3. R-Square**

Variable	R-square	R-square adjusted	Result
Customer Satisfaction	0.479	0.471	Medium

Source: Processed by researchers using Smart PLS 4

The study's customer satisfaction variable has an R-Square value of 0.479, indicating a moderate category, based on the preceding coverage of Table 3. Ghozali (2018) asserts that if the coefficient of determination is in the range of 0 to 1 or very near to 1, then independent variables can offer enough data to make predictions about the variation in the dependent variable. This leads one to the conclusion that 0.479 percent, or 47.9%, of customer satisfaction is attributed to the factors of service quality and delivery timeliness. 52.1% came from other factors unrelated to this investigation.

The Stone-Geisser Q2 value criterion establishes the value of the Goodness of Fit (GoF) Index. It is determined that the research model has predictive relevance if the Q Square value is  $> 0$ . On the other hand, if Q Square is  $< 0$ , the research model is seen to be less significant (Ghozali & Latan, 2015).

**Table 4. Q-Square**

Variable	Q2predict	RMSE	MAE
Customer Satisfaction	0.369	0.808	0.582

Source: Processed by researchers using Smart PLS 4

The Customer Satisfaction variable achieves a Q2 value of 0.369 through Smart PLS 4.0 measurement, according to the data that has been processed and presented. The following Q-square values are:

$$\begin{aligned}
 Q^2 &= 1 - (1 - Q^2) \\
 &= 1 - (1 - 0,369) \\
 &= 1 - 0,631 \\
 &= 0,369
 \end{aligned}$$

The computation findings reveal that the customer satisfaction Q-square is 0.369, meaning that 36.9% of the variation in customer satisfaction is covered by this study. However, this study does not account for 63.1% of the variation. This leads one to believe that there is a good fit for this assessment.

**Hypothesis Test**

The T test quantifies the impact of each independent variable on the dependent variable. To ascertain if service quality (X1) and delivery timeliness (X2) have an impact on customer satisfaction (Y), the T test is employed. Table subtracting the number of variables from the number of samples yields the degree of freedom (df), the T value was found to be 1.978 from the formula  $df = 135 - 3 = 132$ , and is associated with an error degree of 5% or 0.05 (Dikaprio Dewantoro et al., 2020).

**Table 5. T-Statistic and P-Value**

Hip	Influence	Original Sample (O)	T Statistics	P Values	Result
H1	Service Quality -> Customer Satisfaction	0.392	3.957	0.000	Accepted
H2	Delivery Timeliness -> Customer Satisfaction	0.376	4.041	0.000	Accepted
H3	Service Quality and Delivery Timeliness -> Customer Satisfaction	0.627	9.937	0.000	Accepted

Source: Processed by researchers using Smart PLS 4

The study hypothesis is accepted based on the data displayed in the previous table since it demonstrates a significant effect with a P-value < 0.05. This indicates that there is a significant and positive relationship between the independent and dependent variables.

**CONCLUSION**

According to the assessment results based on Partial Least Square (PLS) analysis of customer satisfaction at SiCepat Express Penggilingan in 2023, the service quality variable (X1) has a positive and significant effect on customer satisfaction (Y), indicating that higher levels of customer satisfaction are associated with better service quality. Furthermore, the delivery timeliness variable (X2) has a positive and significant effect on customer satisfaction (Y), indicating that higher customer satisfaction corresponds with more on-time deliveries. And the service quality variable (X1) and delivery timeliness variable (X2) has a positive and significant effect together on customer satisfaction (Y). In other words, the better these two variables are, the more satisfied customers are with the SiCepat Express Penggilingan delivery service.

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