



JEMSI:
Jurnal Ekonomi Manajemen Sistem
Informasi

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

<https://dinastirev.org/JEMSI> dinasti.info@gmail.com +62 811 7404 455

DOI: <https://doi.org/10.38035/jemsi.v6i6>
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The Effect of Goods Security and Tracking System On Customer Satisfaction of PT J&T Express East Jakarta

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Abstract: This study aims to empirically analyze the influence of goods security and tracking systems on customer satisfaction in J&T Express customers in Indonesia. Amid the mushrooming of online shopping habits, every e-commerce company is competing to get customers, as many companies are trying various strategies to attract customers, such as the development of tracking system features and the security of goods delivery, which is expected to increase customer satisfaction. Methods This research uses a quantitative descriptive method, with the analysis tool used being SEM-PLS (Structural Equation Model-Partial Least Square) Smart PLS 4.0 software. With a total of 120 respondents taken by purposive sampling. This study shows that the tracking system affects the safety of goods and customer satisfaction, and the safety of goods during delivery also affects customer satisfaction, The results of this study indicate that the safety of goods and tracking systems have a significant effect on customer satisfaction, as evidenced by the results of the Discriminant Validity test, Direct Effect test, Indirect Effect test and Goodness of Fit Test which show that variables Tracking System and Safety of Goods have a significant effect because the test results prove their influence on variable Customer Satisfaction.

Keyword: Goods Security, Goods Tracking System, Customer Satisfaction, Goods Delivery.

INTRODUCTION

The population of Indonesia today has used the internet as a medium that helps and provides easy access to the information needed in real-time. Based on data internet users in Indonesia currently have reached 73.7% of the total population of Indonesia; this states that more than 70% of Indonesian people use the internet as access to support information needs and various life activities (Masiaga & Worang, 2022). This affects the growing development of online shopping activities in Indonesia. Online Shopping makes it easier for consumers to buy goods in real-time and without time restrictions.

The development of online shopping has positively affected the progress of courier service providers. This is due to the increasing need for the delivery of goods or products; entrepreneurs engaged in courier services are trying to take advantage of this opportunity by continuing to innovate and develop existing courier services to seize market share and Efforts

to maintain existence in competition between other similar companies. Various expedition service companies currently dominating the freight forwarding service market include JNE, J&T, SiCepat, POS Indonesia, DHL, TiKi, Wahana, Pahala Express, and others.

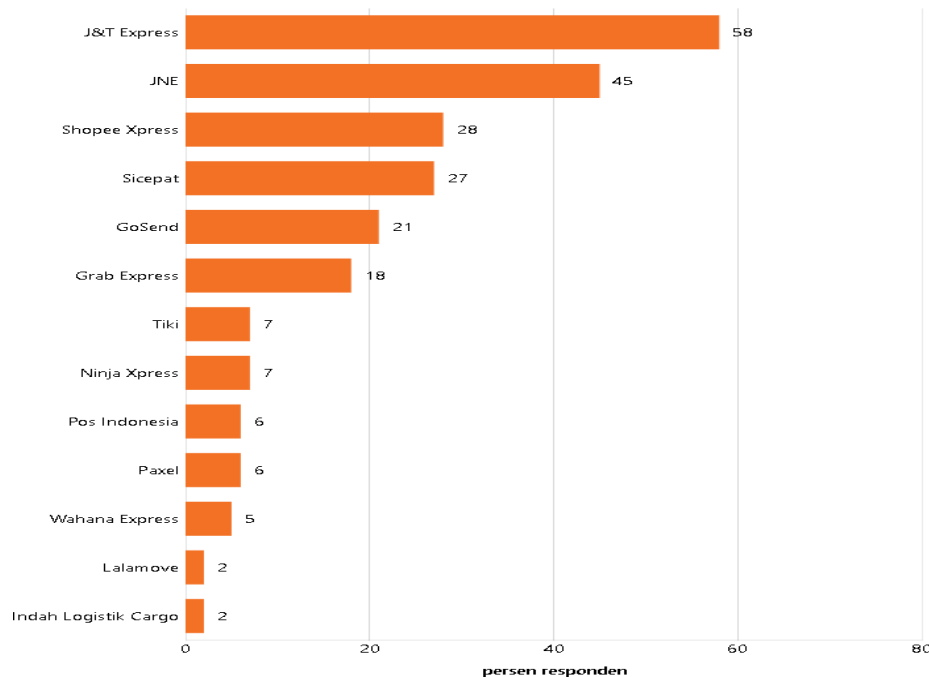


Figure 1. Expedition Service Companies That Dominate the Goods Delivery Service Market

Based on data on the increase in courier service users in 2023 from Databoks.com PT. Global Jet Express became the courier service company that experienced the most significant increase among other companies. Even J&T managed to beat JNE, which usually always occupies the number one position in the increase in its users in the previous year, in terms of the percentage of increase in J&T users is significantly above the cloud in the increase in service users, but amid the increase in the use of its services PT. Global Jet Express also wants to retain its opportunity during the development of PT. Global Jet Express is also active in continuing to innovate for the expedition service business, PT. Global Jet Express has a delivery service different from that of other courier companies, such as PT. Global Jet Express guarantees all its customers all delivery options provided by goods delivered using PT. Global Jet Express did not suffer any damage as long as its goods were in delivery, even PT. Global Jet Express through its company website page stated that it dared to provide a replacement of a certain amount of the value of the goods if it was found that the goods sent using J&T Express courier services were damaged; the guarantee was in the form of replacing the product with money worth 10x the price of the goods delivered with a maximum replacement amount of Rp1,000,000. However, there are still needs to be improved in the claim process, such as certain conditions so that customers J&T Express courier service users can process their claims.

The security of goods during delivery is also an important thing for customers who use courier services because one of the factors for customers in choosing the courier service they use to shop online is the security of goods, according to (Luluk Aulia Rachman, 2020) if the level of security of goods can be accepted by consumers and meets consumer expectations, it is likely that consumers will be willing to disclose their personal information and will buy or use the services of a company with safe. The safety of goods is where the particular circumstances in the container are free from danger. The danger in question is related to everything that can result in loss, damage, and loss to a company. That is why the safety of goods during delivery is one of the crucial references. Without a good guarantee of goods' security, customers tend to be more hesitant to choose a courier service company.

According from the news page [Mediakonsumen.com](http://mediakonsumen.com), the problem of the claim process for replacing damaged goods on J&T Express. has very complicated requirements to make a claim, customers are required to do a video of the goods starting from the delivery of the package courier who delivers the goods and then unpacking the goods in the same video, then the customer is required to submit a claim no later than three days after

The package is received, and the last one is that the complainant must meet the requirements attached to the J&T Express website page, by J&T Express customers are disappointed with the guarantee that has been given because the customers of J&T Express consider J&T Express to be inconsistent with the guarantee he provides on their official website page causing a decrease in the customer's view of J&T Express.

The important thing to continue to be developed in the progress of the logistics business in the digital era is *the tracking system feature*. According to (Eviani & Hidayat, 2021), An online tracking system is a feature available for customers to provide up-to-date information regarding documents or goods received or sent. This can be used to give consumers a sense of trust because they have the right to know the condition and status of their goods in real-time, making communication more efficient. This can be used to give consumers a sense of trust because they have the right to know the condition and status of their goods in real-time, making communication more efficient. The quality of service is like a tracking system. There are four types of J&T shipments, namely J&T Express, J&T Economy, J&T JEMARI (self-pick), and J&T Cargo. The J&T delivery process begins with the consumer's receipt of a receipt number, which means that the package of goods has been included in the delivery. J&T is unique in providing information on the location of goods by providing a visual map of the position of goods, which can be accessed directly on the J&T application or the web in real-time.

In addition, the safety of goods during delivery and the tracking system greatly affect a company's customer satisfaction (Nur Salim et al., 2024). Customer satisfaction is a benchmark for understanding the level of needs, desires, and assumptions that cause repeat purchases in delivery service company customers to be a place to meet the needs of shipping goods. Customer satisfaction is also defined as a comparison of their opinions before using the delivery service and after using the delivery service.

Therefore, we as the author, after conducting a deeper study related to the importance of goods security and this online tracking system, want to see how much of an impact it has on the customer satisfaction of J&T Express company in Indonesia who have known J&T Express since its emergence in 2015.

Literatur Review

1. Safety of Goods

(Hayyu & Yuniati, 2018) States that for delivery service business actors, the safety of goods is the main capital in obtaining customer satisfaction. In the research that has been conducted, the safety of goods partially influences consumer satisfaction. Safety when shipping goods is a very important thing to consider. When the level of security assurance is acceptable and meets consumer expectations, consumers may be willing to disclose their personal information and buy with a sense of security. (Kim & Park, 2013) in his research (Iskandar & Irfan Bahari Nasution, 2019), security guarantees are essential in building trust by reducing customer attention to misusing personal and perishable transaction data. The safety of the delivery of goods is an essential aspect of the delivery of goods. Consumer goods must be protected from theft, damage, or loss during transportation. Consumers will choose a logistics provider with a good safety track record. There is a security indicator that refers to the above (Masiaga & Worang, 2022) Security guarantee, Data confidentiality, Shipping receipt number as proof of purchase, Expedition service issuance receipt.

2. Tracking System

Efficiency in freight forwarding is essential to ensure that goods arrive quickly and without a hitch. Service providers must have an efficient system to plan optimal delivery routes, manage inventory properly, and optimize the use of delivery fleets. The success or failure of an e-commerce business depends heavily on the quality of services provided in an online or electronic environment. As the digital world becomes the center of necessity as it is today, almost all freight forwarding companies have a tracking system that integrates directly with their databases. This makes it easier for the sender and recipient of the package to check the product's existence via the internet (Eviani & Hidayat, 2021). It also includes the use of advanced technology to track shipments properly. Tracking is an electronic-based service used to determine the location and condition of goods during the delivery journey. Electronic-based service quality is a company's effort to meet customer needs accompanied by customer desires and accuracy in terms of delivering information appropriately using electronic media in the hope of meeting customer satisfaction (Simamora & Susanti, 2017) The service quality indicators of the tracking system according to (Saha & Zhao, 2005) are as follows: Efficiency, Reliability, Responsiveness, Fulfillment, Privacy.

3. Customer Satisfaction

Customer satisfaction is a feeling of happiness or disappointment that arises after comparing the perception or impression of performance below expectations with dissatisfied consumers, while performance that exceeds expectations will make consumers feel satisfied and happy (Kotler & Armstrong, 2008). Meanwhile, according to Stopka, customer satisfaction is crucial for companies, especially in the field of logistics, because it is one of the factors that allows companies to compete with their competitors (Wardhani et al., 2020). Customer satisfaction is not only important for maintaining the loyalty of existing customers, but also for attracting new customers through positive recommendations and testimonials. Companies that succeed in improving customer satisfaction levels can generally achieve long-term success in maintaining the growth and sustainability of their business. This study uses four indicators, namely pleasure in service, fulfillment of expectations, satisfactory experience, and customers who feel proud to use the product (Nurrachmi & Setiawan, 2020).

4. The Relationship of the Goods Tracking System to Customer Satisfaction

According to (Trisno et al., 2022), One of the freight forwarding business activities is administration in managing freight forwarding data. The obstacles that occur are data loss due to discipline in the implementation of administration, data errors, or incomplete data on the delivery of goods, which will hampered this expedition service in the delivery of goods. The division of labour of each courier is complicated, so the administration must know which couriers can carry out goods delivery activities. The delivery of goods can occur on time or if there are problems it can cause a long time in delivery. This makes consumers want to Knowing the tracking of goods from the delivery of goods If you have not used the system, the process of tracking goods will be difficult to do. This is what causes frequent misunderstandings between customers and expedition service providers, which can result in time and cost loss. In addition, according to (Dewantoro, 2020) the tracking system facility is a useful system to make it easier for consumers based on the GPS system and is intended for consumers to monitor the goods placed as orders because customers feel anxious about their shipments while traveling. Then according to (Mawarni, 2022) Expedition Service Companies are required to fulfill the desires expected by customers so that reasonable satisfaction is formed for expedition service providers in the eyes of customers.

5. The Relationship Between Tracking Systems and the Safety of Goods

The tracking system has a significant relationship with the security of goods because according to (Radho, 2022) it ensure that the goods are sent, so that unwanted things do not happen, such as goods that are not delivered on time, loss of goods and misuse by irresponsible parties, therefore at this time companies that have a tracking system will be preferred by

customers who use delivery services because customers feel safer when Using shipping services that have tracking features, especially now that expedition companies are competing to advance their tracking services so that they can track goods in real time as long as the goods are delivered, besides that the tracking system also provides a sense of security for users. Tracking systems play a crucial role in ensuring the safety of goods by providing visibility, accountability, and data-driven insights, which together help to protect items from the time they're manufactured until they reach their final destination (Prado et al., 2010).

6. The Relationship of Goods Safety to Customer Satisfaction

To stay in business, freight forwarding companies must prioritize shipping security. Shipping that does not emphasize the safety of product delivery can damage a company's reputation and incur significant costs, such as replacing items lost in shipping, as this will negatively impact customer satisfaction, which encourages repurchases and increases business profit success (Robin & Evyanto, 2023). This is supported by research conducted by (Syahnur et al., 2021) that the safety of shipping goods significantly influences customer satisfaction. Security guarantees are essential for consumers when purchasing, meaning that consumers will use delivery services if security is guaranteed (Suryani & Koranti, 2022).

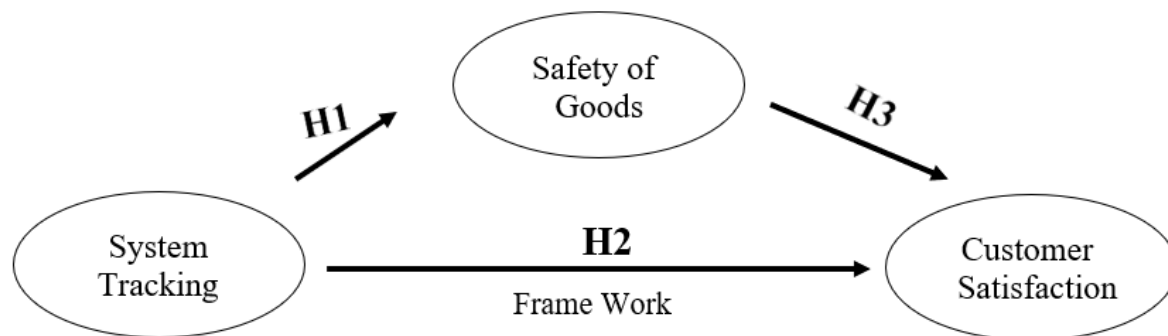


Figure 2. Conceptual Framework

METHOD

According to (I Made Laut Mertha Jaya, 2020) in general, a research method is defined as a scientific activity that is planned, structured, systematic and has a specific goal, both practical and theoretical. It is said to be a "scientific activity" because of research with research and theoretical aspects. It is planned because research must be planned by paying attention to time, funds, and accessibility to places and data. This study is a quantitative research and hypothesis testing using the SEM-PLS (Structural Equation Model – Partial Least Square) method. The population in this study is all customers or users of the sampling technique using purposive sampling. In addition, this study uses a quantitative method, with a questionnaire tool as a data collection instrument. The population in this study is J&T Express Jakarta customers with the number of customers using its delivery services, in determining the research sample are all customers or users of sampling techniques using purposive sampling. So the minimum sample used is the number of samples = the number of indicators multiplied by 10 (Hair, 2017).

The data collection technique used is a scale or questionnaire consisting of a scale of customer trust, a scale of punctuality and a scale of consumer satisfaction. The data collection in this study used a questionnaire to the respondents in a cross-section manner by measuring each research variable using the Ordinal scale indicator with the respondent's answer using the Likert scale in order to measure the influence between free and non-free variables using Smart PLS.

Tabel 1. Previous research

Variable	Operational Definition	Indicator	Source
Tracking System	Tracking is an electronic-based service that is used to determine the location and condition of goods during the delivery of goods	1. TS1 Efficiency, 2. TS2 Reliability, 3. TS3 Responsiveness, 4. TS4 Fulfillment, 5. TS5 Privacy	(Saha & Zhao, United Kingdom (2005).)
Safety of Goods	The safety of the delivery of goods is an important aspect of the delivery of goods. Consumer goods are important to be protected from theft, damage, or loss during transportation.	1. SOG1 Safety Assurance 2. SOG2 Data Confidentiality 3. SOG3 Shipping receipt number	(Masiaga & Worang, 2022)
Customer Satisfaction	Customer satisfaction is a feeling of happiness or disappointment of a consumer that arises after comparing his perception or impression of performance below expectations with dissatisfied consumers while performance that exceeds expectations will make consumers feel satisfied and happy.	1. CS1 Pleasure in service 2. CS2 Fulfillment of Expectations 3. CS3 Satisfying Experience CS4 Consumers Feel Proud	(Nurrachmi & Setiawan, 2020)

RESULTS AND DISCUSSION

Validity and Reliability Testing

From the results of the calculation with the SmartPLS tool, the following results can be obtained:

Tabel 2. Square Root of AVE and Correlation Between Variables

Variable	AVE	Root of AVE
Tracking System	0,612	0,783
Security of Goods	0,667	0,817
Customer Satisfaction	0,667	0,823

Source : Processed Data (SmartPLS 4.0), 2024

The AVE square root value of all variables is higher than the value of the correlation coefficient between constructs and other constructs, so it can be concluded that the value has a good validity discrimination. From Table 2, it can be seen that the variables of tracking system, security of goods, customer satisfaction can reflect each valid variable because the AVE value > 0.50.

Reliability Testing

In the most common reliability test, the method used is to look at Cronbach's Coefficient Alpha and Composite Reliability values. The instrument can be reliable if the value of Cronbach's Coefficient Alpha is more significant than 0.70 (Ghozali, 2016). Meanwhile, the value of the Composite Reliability method is well accepted if the value is < 0.70 < 0.95 (Hair et al., 2019)

Table 3. Reliability Indicator

Variable	Composite Reliability	Cronbach's Alpha	Result
Tracking System	0,893	0,842	Reliable
Security of Goods	0,857	0,750	Reliable
Customer Satisfaction	0,893	0,840	Reliable

Source: Processed Data (SmartPLS 4.0), 2024

Validity Testing

In this study, validity testing was carried out with two criteria, namely, convergent validity and validity discrimination. Convergent validity is a scale validity test with multi-items that represents a situation where items measuring the same construct have a variant value greater than 70% (Hair et al., 2019). Convergent validity is used to measure the extent to which two measures of a concept are correlated. Drawing conclusions from a concept and then relating them to a summation scale.

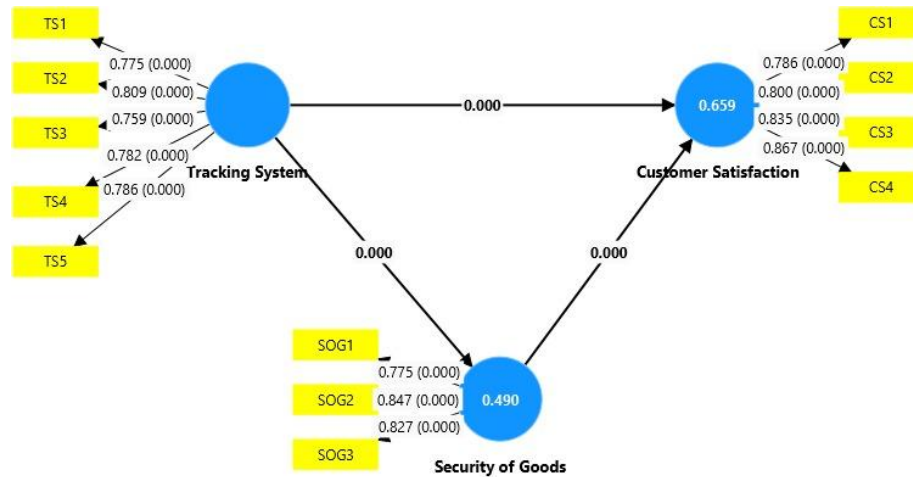


Figure 3. PLS Algorithm

Based on the results of the validity test in the figure above, it shows that the loading factor value of each dimension has a loading factor value of > 0.70, so it can be concluded that it meets the convergent validity criteria.

Discriminant Validity

Validity can be seen from the threshold level of acceptable discrimination validity is also obtained from the value of the Heterotrait-Monotrait Ratio (HTMT) which is smaller than 0.90 as suggested by (Hair et al., 2017).

Table 4. Reliability Indicator

Variable	Customer Satisfaction	Security of Goods	Tracking System
Customer Satisfaction			
Security of Goods	0,890		
Tracking System	0,881	0,873	

Source: Processed Data (SmartPLS 4.0), 2024

Direct Effect

Table 5 shows the relationship between variables. The hypothesis test was carried out at a significant level of 5% and was accepted if the Tcount > 1.97 Ttables. To find out how much influence there is between variables, this study uses the Smart PLS 4.0 bootstrapping method to test the hypothesis between variables.

Tabel 5. Path Coefficients and T-Values

Path	Original Sample (O)	T Statistics	P Values	Result
Tracking System → Customer Satisfaction	0,424	5,210	0,000	Significant
Tracking System → Security of Goods	0,700	13,947	0,000	Significant
Security of Goods → Customer Satisfaction	0,456	5,453	0,000	Significant

Source : Processed Data (SmartPLS 4.0), 2024

Based on Table 6, the tracking system affects customer satisfaction, which is shown by the calculation of $5,210 > 1.97$. This shows that the tracking system directly influences customer satisfaction, which is measured by a correlation coefficient of 0.424. The tracking system had a positive influence on the security of goods with a count of $13,947 > 1.97$ and with an original sample of 0.700. The security of goods has a direct effect on customer satisfaction. The calculation value of $5.453 > 1.97$ shows that security of goods has a positive influence on customer satisfaction, with a correlation coefficient of 0.456.

Indirect Effect

Table 6 shows that there is an indirect relationship between the tracking system and customer satisfaction through the security of goods as an intervention variable.

Tabel 6. Indirect Effects

	Original Sample (O)	T Statistics	P Values	Result
Tracking System → Security of Goods → Customer Satisfaction	0,314	5,382	0,000	Significant

Source : Processed Data (SmartPLS 4.0), 2023

From table 6, it can be seen that the security of goods is a mediator between the tracking system and customer satisfaction. The results of the indirect influence stated a statistical value of $5.382 > 1.97$, with a P value of 0.000. Proving that the security of goods as a mediator has an influence on the relationship between the tracking system and customer satisfaction.

Goodness of Fit Test

Table 7 shows the criteria for R-squared values with values of 0.75 strong, 0.50 moderate, and 0.25 low

Tabel 7. R-Squared

Variables	R2	Result
Customer Satisfaction	0,659	Moderate
Security of Goods	0,490	Moderate

The suitability of the structural model can be seen from Q-squared as follows: $Q^2 = 1 - (1 - 0.659)(1 - 0.490) = 0.826$. The Q-squared obtained is 0.826 which means that the Q-squared is greater than 0, so it can be concluded that the model is proven to have predictive prediction with a strong value.

The Goods Tracking System and Goods Security have a significant influence on Customer Satisfaction which makes the customers who use J&T Express expedition services feel satisfied with the services that have been provided by J&T Express. The results of this study support the research that has been carried out by (Eviani I & Hidayat YR, 2021) where the goods tracking system is one of the supporting factors that can increase the satisfaction of goods in the expedition service business.

The influence of the goods tracking system on the safety of goods The goods tracking system has a direct influence on the safety of goods, the latest goods tracking system can increase the safety of goods during their delivery. The results of this study prove that The tracking system is a supporting factor for the safety of goods during delivery

The tracking system has a significant influence on J&T Express customer satisfaction, J&T Express's accurate tracking system proves that it can improve customer satisfaction of J&T Express expedition service users. The results of this study also support the results of the study (Mawarni, 2022) that customer satisfaction can be improved when expedition service companies can provide an accurate and up-to-date tracking system.

The influence of goods security on customer satisfaction The safety of goods has a direct effect on customer satisfaction, an expedition service company that can guarantee and provide safe delivery experience will be able to satisfy its customers. The results of this study also support the research conducted (Robin & Evyanto, 2023) where the safety of goods during the delivery process can increase customer satisfaction.

CONCLUSION

Based on the results of our research on PT Global Jet Express or commonly known as J&T Express, it can be concluded that the tracking system affects the safety of goods and customer satisfaction and the safety of goods during delivery also affects customer satisfaction. As seen in the test results that we carried out that the accurate tracking system and the safety of the goods during the delivery process, the customer satisfaction of PT. Global Jet Express will also increase significantly.

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