

Research Article

The Influence of the Timeliness of Goods Delivery, The Speed of Goods Delivery Time, The Transparency of Goods Delivery Information on Customer Satisfaction and Company Performance Case Study at Posind Kendari Main Branch Office

Adam Nugroho¹; Melia Eka Lestiani²; Saptono Kusdanu Waskito³

^{1,2,3}Universitas Logistik dan Bisnis Internasional, Bandung, Indonesia

Correspondence should be addressed to *Corresponding Author: ¹Adamnugroho992@gmail.com,

²meliaeaka@ulbi.ac.id; ³Saptonokw@yahoo.com

ABSTRACT

This study aims to determine the effect of timeliness of goods delivery on customer satisfaction and company performance with a case study on PosIND KCU Kendari which in the current era of globalization, the development of businesses engaged in the goods delivery industry is increasing. So that consumers have many choices in using shipping services that can be trusted with good service quality. One way to increase competitiveness is to provide quality service in accordance with the interests of consumers by understanding the needs and desires of consumers (Tjiptono, 2012). There are several service considerations that can create customer satisfaction for goods delivery services, including speed of delivery time, timeliness of delivery, and transparency of delivery information. As one of the oldest logistics companies in Indonesia, Pos Indonesia has played an important role in supporting economic activity, both at the local and national levels. With an extensive distribution network covering urban areas to remote areas, Pos Indonesia has a competitive advantage in reaching all corners of the country. One of the main challenges faced by Pos Indonesia is competition with similar technology-based logistics companies, which offer faster and more flexible delivery services. In addition, changes in consumer behavior that are increasingly oriented towards digital platforms, such as e-commerce, require Pos Indonesia to continuously adapt to remain relevant in the market. Operational constraints, such as efficient route management, limited infrastructure in some areas, and high distribution costs, one of which is the imbalance between the increasing demand for distribution services and the limited availability of infrastructure in some areas, are also issues that require serious attention. However, the challenges of managing distribution channels in the digital era are increasingly complex. This research is a quantitative study that aims to determine the effect of on time delivery of goods on customer satisfaction and company performance. The population in this study were POSIND KCU Kendari service users. The study population was 150 customers with a sample size taken as many as 109 respondents determined by the Slovin formula, using the random sampling method. Data collection is done through the distribution of questionnaires. The analysis technique used is the PLS (Partial Least Square) analysis method with SmartPLS3.2 software. The results of this study indicate that the T-Statistic value for the variable speed of delivery time is 4.289 where the T-Statistic > 1.96, p-value = 0.001. This means that there is a positive and significant influence on customer satisfaction. There is a positive and significant influence on the timeliness of delivery of 3.286 where the T-Statistic > 1.96, p-value = 0.001. There is a positive and significant effect of information transparency of 2.896 where the T-Statistic > 1.96, p-value = 0.004. There is a positive and significant effect of customer satisfaction of 29.174 where the T-Statistic > 1.96, p-value = 0.000.

Keywords: On Time Delivery, Speed of Delivery, Transparency of Delivery Information, Customer Satisfaction and Company Performance.

1. INTRODUCTION

In the era of digital and globalization, the logistics industry is experiencing rapid development that requires service providers to improve the quality of service in order to remain competitive in the market. As one of the main players in the logistics sector in Indonesia, PT Pos Indonesia has a strategic role in providing efficient, fast, and reliable goods delivery services. However, in an effort to maintain relevance amidst increasingly tight competition, service quality as measured by the Service Level Agreement (SLA) is an important indicator that influences customer satisfaction and, ultimately, impacts company performance. SWP performance of PosInd Kendari Main Branch Office in 2023 was 96% while SWP performance in 2024 was 95.5% and this performance decreased slightly by 0.40% compared to 2023 while the number of shipments received in 2024 was 534,771 items and in 2023 the number of shipments was 583,240 items, a decrease of 48,469 items compared to 2023, while the income generated in 2024 was IDR 9,892,166,480, and in 2023 it was IDR 9,730,215,814 this is inversely proportional to the productivity of the

delivery produced so that the author wants to know the effect of punctuality in delivery of goods on customer satisfaction and company performance

As one of the oldest logistics companies in Indonesia, Pos Indonesia has played an important role in supporting economic activities, both locally and nationally. With a wide distribution network covering urban areas to remote areas, Pos Indonesia has a competitive advantage in reaching all corners of the country. However, the challenges in managing distribution channels in the digital era are increasingly complex. One of the main challenges faced by Pos Indonesia is competition with similar technology-based logistics companies, which offer faster and more flexible delivery services. In addition, changes in consumer behavior that are increasingly oriented towards digital platforms, such as e-commerce, require Pos Indonesia to continue to adapt to remain relevant in the market. Operational constraints, such as efficient route management, limited infrastructure in some areas, and high distribution costs, one of which is the imbalance between the increasing demand for distribution services and the limited availability of infrastructure in some areas, are also issues that require serious attention. In major cities such as Jakarta, Surabaya, and Bandung, Pos Indonesia can easily provide fast delivery services, but in remote areas and more inaccessible regions, deliveries are often hampered due to a lack of transportation facilities and accessibility. As a state-owned logistics company, Pos Indonesia also has a strategic role in ensuring goods and information can be distributed evenly, even in areas that are difficult to reach by other companies. This is both a plus and a challenge, as distribution in remote areas often costs more and takes longer than distribution in urban areas. These factors not only affect customer perceptions, but are also key components in creating a positive customer experience. When a customer is satisfied with the service provided, the likelihood of continuing to use the service and providing recommendations to others increases, which in turn supports improved company performance.

On the other hand, the high expectations of customers in this modern era pose significant challenges for companies like Pos Indonesia. Many customers now compare Pos Indonesia's services with those of other companies that may be more innovative in their use of technology and operational efficiency. Customer dissatisfaction due to failure to meet SLAs can have a negative impact on the company's reputation, reduced customer loyalty, and decreased competitiveness.

According to Moerdiyanto (2024), company performance is the result of a series of business processes that utilize various resources. The dimensions/indicators of company performance according to Moerdiyanto (2024) consist of financial performance, operational performance, customer performance, market share, and level of innovation. According to SK Singh, et al. (2020), Yanto R (2020), MA Khan, et al. (2020), JM Lee, et al. (2020), Seshadri (2001), company performance is influenced by purchasing decisions. According to Yanto R (2020), purchasing decisions are the main aspect of consumer behavior that leads to the purchase of a product or service. Indicators of purchasing decisions include: perceived quality, customer satisfaction, brand loyalty, purchase intention, perceived value for money.

Soegoto (2013) defines that customer satisfaction is the feeling of customers that arises when comparing a product in relation to customer expectations of existing products, the feeling is pleasure or disappointment. Customers will feel dissatisfied if the expected product appearance does not match reality, if the product appearance is better or as expected, the customer will feel satisfied. That customer satisfaction or dissatisfaction is a response of customers to the evaluation of discrepancies that have been felt by previous expectations after using service products.

According to Haryanti (2012) adds that the level of customer satisfaction is highly dependent on the quality of an existing product. The large diversity of different customer desires results in individual customer satisfaction being very difficult to achieve, this requires an approach in order to get an optimal solution.

Aminah et al, in the journal Sakti and Mafudz (2018), explained that the timeliness of delivery is the period of time when the customer orders the product until the product can arrive at the buyer's hands.

Then Pujawan in the journal Aminah et al., (2017), provides a definition of timeliness is the ability of suppliers to deliver packages on time with small delivery lots. There will be an assessment between suppliers and companies, their production capacity and delivery capabilities in a timely manner.

Supported again timeliness according to Chairil and Ghozali (2001) in the journal Lisnasari et al., (2016) timeliness is, a utilization of information by decision makers before the information loses its capability.

Dikaprio Dewantoro, Lina Aryani, Faisal Marzuki in the journal Proceedings of Biema Business Management, Economic, And Accounting National Seminar Volume 1, 2020 | Hal. 278 - 293 Transparency of Shipping Information is access provided from companies to consumers in order to create a convenience that aims to pamper consumers, with the hope that consumer satisfaction will be achieved. Tracing system itself is a facility based on the use of GPS (global positioning system) according to Hasanuddin (2007) GPS is a satellite navigation and positioning system using satellites. So the tracking system is certainly needed to monitor the whereabouts of the package.

According to Setiawan (2014: 60) Delivery Speed is to deliver the agreed day and overcome delivery problems and quantity reliability such as accuracy and conformity of delivery quantity. The suitability of the contents of the package and the delivery time of the delivered goods Conformity to the quantity and packaging requirements is also guaranteed.

According to Riley and Klein (2019) Delivery Speed is a time interval that includes the period to transport the next order to the position desired by the consumer, this illustrates one of the many critical aspects of the delivery service procurement capability, because delivery speed is considered an additional service of an e-commerce platform.

From some of the theories above, researchers synthesize that Delivery Speed is a vital component in delivery services that includes timeliness, quantity accuracy, and suitability of package contents as promised to customers. This factor is very important in increasing customer satisfaction and business competitiveness, especially in the context of e-commerce, where speed and reliability of delivery are significant added values.

Previous delivery speeds have been widely researched by (Maslikhan et al., 2020), (Wati et al., 2022), (Anggraeni et al., 2024).

This study aims to analyze how the effect of timeliness of delivery, speed of delivery time and transparency of goods delivery information on customer satisfaction and its implications for company performance. By knowing the relationship between these three variables, the research is expected to provide strategic input for companies to improve service quality, create customer satisfaction, and strengthen company performance in the midst of increasingly competitive competition.

2. MATERIALS AND METHODS

This research uses a quantitative approach to test the hypothesis that has been set. According to Creswell (2014), quantitative research is a systematic approach to testing theory by examining the relationship between variables, expressed in numbers and analyzed using statistical techniques. Data collection was carried out through distributing questionnaires to respondents who were customers of PT PosIND Kendari Main Branch Office.

In determining the sample size, researchers used the Slovin formula with a margin of error of 5%, so that a sample size of 109 respondents was obtained from a population of 150 PosIND KCU Kendari customers. Data collection was carried out by distributing questionnaires both directly. The questionnaire used in this study is in the form of structured questions designed to measure variables such as timeliness of delivery, speed of delivery, transparency of delivery information, and customer satisfaction. The collected data is then processed using the PLS-SEM (Partial Least Squares Structural Equation Modeling) application.

According to Hair et al. (2019), PLS-SEM is a structural equation modeling technique suitable for analyzing data with small sample sizes and non-normal data distributions. Furthermore, Ramayah et al. (2021) emphasized that PLS-SEM is particularly advantageous in exploratory research because of its flexibility in handling complex models with multiple indicators and constructs. The SmartPLS application is used to analyze the relationship between variables in the research model, including testing the validity and reliability of research instruments and hypothesis testing.

3. RESULTS AND DISCUSSION

The research Model in this study is presented in figure 1.

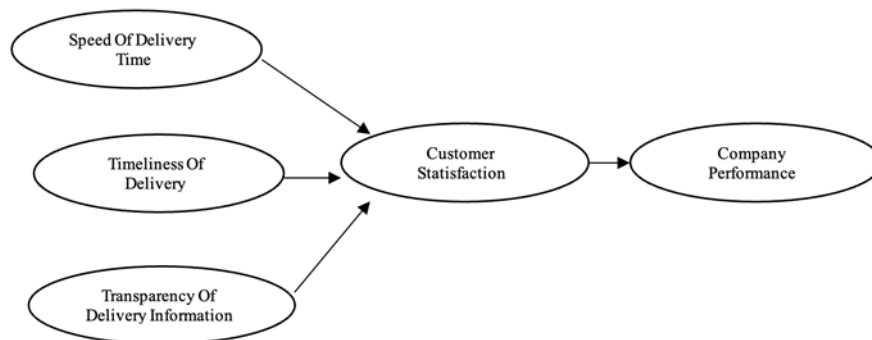


Figure 1. Research Model

Hypothesis: The authors set the following hypotheses:

1. H1: The speed of delivery time of goods has a positive influence on customer satisfaction at Pos Indonesia KCU Kendari.
2. H2: Timeliness of delivery of goods has a positive influence on customer satisfaction at Pos Indonesia KCU Kendari.
3. H3: Transparency of information in shipping has a positive influence on customer satisfaction at Pos Indonesia KCU Kendari.
4. H4: Delivery time speed, delivery timeliness and transparency of delivery information have a positive influence on customer satisfaction at Pos Indonesia KCU Kendari.
5. H5: Customer satisfaction has a positive influence on company performance at Pos Indonesia KCU Kendari, both directly and through customer satisfaction as a mediating variable.

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability
	Cronbach's ...	rho_A	Composite ...
KECEPATAN...	0.937	1.061	0.956
KEPUASAN ...	0.836	0.856	0.903
KETEPATAN ...	0.814	1.014	0.869
KINERJA PE...	0.796	0.805	0.883
TRANSPAR...	0.830	0.849	0.897

Uji Validitas	Kriteria Pengujian	Sumber
Validitas Convergent	Loading Factor > 0.70	Chin & Dibbern, 2010
	AVE > 0.50	
Validitas Discriminant	HTMT < 0.90	Website SmartPLS

Uji Reliabilitas	Kriteria Pengujian	Sumber
Cronbach's Alpha	>0.70	Chin & Dibbern, 2010
Composite Reliability (rho_c)		

The results of the research on the Validity and Reliability test show that: Speed of Delivery Time (x1): Passed the Validity and Reliability Test, Timeliness of Delivery (x2): Passed the Validity and Reliability Test, Transparency of Delivery Information (x3): Passed the Validity and Reliability Test, Customer Satisfaction (Y): Passed the Validity and Reliability Test, Company Performance (Z): Passed the Validity and Reliability Test

Path Coefficients

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	
	Original ...	Sample Me...	Standard D...	T Statistics (...)
KECEPATAN WAKTU PENGIRIMAN_ -> KEPUASAN PELANGGAN	0.337	0.334	0.077	4.366
KEPUASAN PELANGGAN -> KINERJA PERUSAHAAN_	0.941	0.942	0.032	29.148
KETEPATAN WAKTU PENGIRIMAN -> KEPUASAN PELANGGAN	0.259	0.262	0.081	3.204
TRANSPARANSI INFORMASI -> KEPUASAN PELANGGAN	0.241	0.249	0.090	2.689

After the calculation results with bootstrapping were carried out, the following results were found: Speed of Delivery Time x1 to customer satisfaction Y 0.337, Timeliness of Delivery x2 to Customer Satisfaction y 0.259, Transparency of Delivery Information X3 to Customer Satisfaction Y 0.241, Customer Satisfaction Y to Company Performance Z 0.941. As for R Square, namely the price of goods X1 X2 X3 has an influence on customer satisfaction Y of 0.319 or 31% and R Square Against y Queen company performance has an influence of 0.885 or 88%

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square A...
KEPUASAN PELANGGAN	0.319	0.300
KINERJA PERUSAHAAN_	0.885	0.884

The results of the study indicate that the average value for each indicator ranges from 2.488 to 2.806 which falls into the category of fairly good to good variables. Given that these variables have average values that are not yet very good, it can be explained that the variables in this study meet the criteria for further study and refer to the opinion of Waskito (2024) which states that variables that are worthy of study are variables that have an average value of 1,000 to 3,400, it can be explained that the variables in this study meet the requirements for study.

The validity test is a questionnaire test tool to ensure that respondents are given the opportunity to convey the respondent's opinion that the respondent strongly agrees, agrees, moderately agrees, disagrees, and strongly disagrees with the statement on each questionnaire question as well as to test whether the respondent really uses his/her rights by giving an opinion strongly agreeing, agreeing, moderately agreeing, disagreeing, and strongly disagreeing with the questions in the questionnaire.

The tools used to test the quality of the questionnaire were validity and reliability tests. The validity test ensures that respondents are given the opportunity to express their opinions by rating each statement in the questionnaire on a scale of strongly agree to strongly disagree. The validity test also ensures that respondents are correct in exercising their right to provide opinions ranging from strongly agree to strongly disagree. The results showed that the load factor value of all indicators on the variables

studied was greater than 0.700. Therefore, according to Hasnita (2021), all indicators in this study are declared valid. Hasnita (2021) explains that a variable is said to be reliable if each variable has a Cronbach's Alpha value greater than 0.700. All variables have a Cronbach's Alpha value above 0.700 so they are reliable for this study.

The results showed the T-Statistic value for the variable speed of delivery time was 4.289 where the T-Statistic > 1.96, p-value = 0.001. This means that there is a positive and significant influence on customer satisfaction. There is a positive and significant influence on the timeliness of delivery of 3.286 where the T-Statistic > 1.96, p-value = 0.001. There is a positive and significant effect of information transparency of 2.896 where the T-Statistic > 1.96, p-value = 0.004. There is a positive and significant effect of customer satisfaction of 29.174 where the T-Statistic > 1.96, p-value = 0.000. The overall research model can be explained in picture 2 below

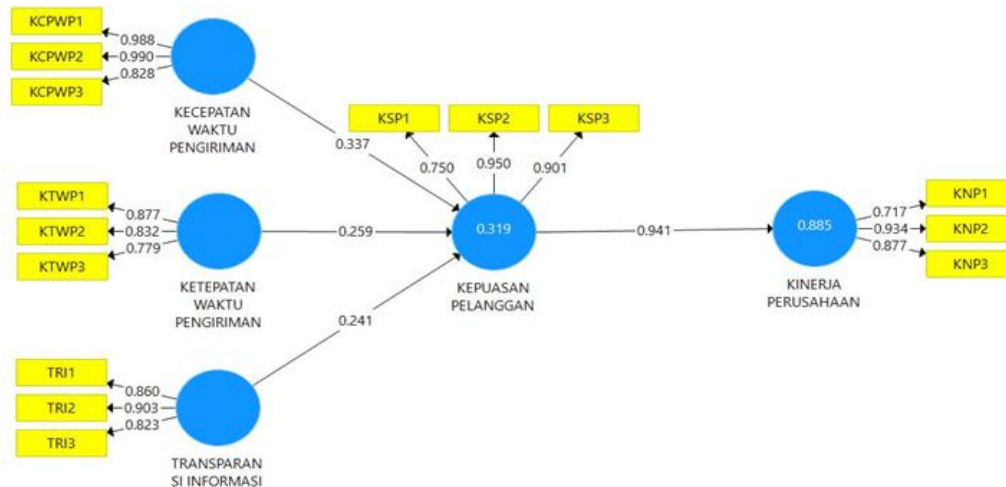


Figure 2. Research Result

From the model/diagram above, it can be concluded that speed of delivery, timeliness of delivery, and transparency of information all contribute positively to customer satisfaction. In addition, customer satisfaction has a very strong influence on company performance, meaning that increasing customer satisfaction will have a significant impact on company performance.

From research conducted at PT PosIND KCU Kendari, the authors succeeded in proving that delivery time speed, delivery timeliness and transparency of delivery information have a positive effect on customer satisfaction, and customer satisfaction has a positive and significant effect on company performance. Given that the variables used in this study still have a relatively small influence on customer satisfaction, the authors suggest that future researchers look for or add other variables that can have a stronger influence on customer satisfaction, such as innovation, technology, customer feedback, and so on.

4. CONCLUSION

From the results of the study, it was found that all variables had a positive effect on customer satisfaction. However, considering the T Statistic value for the information transparency variable 2.922 which is the smallest value, it is necessary to re-evaluate whether the application of information transparency to customer satisfaction will have a significant impact on the performance of PT PosIND KCU KENDARI. Alternatively, the company can provide other options that can encourage customers to continue using services at PosIND KCU Kendari.

ACKNOWLEDGMENT

The author(s) extend sincere appreciation to all individuals and institutions that supported the completion of this study. Special thanks are due to the people who provides the necessary resources, technical support, and institutional guidance throughout the research process.

REFERENCES

- [1] Hidayat, S., & Putri, M. (2019). Transportation management strategies to enhance customer satisfaction. *Asian Journal of Business Logistics*, 6(2), 120-132. <https://doi.org/10.1016/j.ajbl.2019.06.002>
- [2] Iskandar, T., & Pratama, R. (2021). Enhancing logistics performance through customer service excellence. *Global Business and Supply Chain Review*, 8(1), 90-105. <https://doi.org/10.1234/gbsc.v8i1.90>
- [3] Salma Hafizha, Abdurrahman, Hanifa Sri Nuryani (2019). The Effect of Service Quality, Timeliness, Shipping Rates, and Facilities on J&T Express Customer Satisfaction. *Journal of Management and Business* Vol.2 No.1 2019
- [4] Dikaprio Dewantoro, Lina Aryani, Faisal Marzuki (2020). The Effect of Service Quality, Delivery Timeliness and Tracking System Facilities on Jne Customer Satisfaction. *Proceedings of Biema Business Management, Economic, and Accounting National Seminar Volume 1, 2020* | Pp. 278 - 293
- [5] Dadang Masuku, Nurzalinar Joesah, Alan Budi Kusuma. (2020). The Effect of Service Quality, Timeliness of Goods Delivery on Customer Satisfaction *Journal of Business, Economics, Management, and Accounting* Volume 1, No. 3, January 2024, p. 208-222
- [6] Septian Nazhif Putransyah. (2024). The Effect of Improving Service Quality on Service Level Agreement (Sla) at Bank Bri Kc. Kendal. *Journal of Innovation Research and Development* Vol. 4 No. 1 March 2024
- [7] Oktaviasari, N., & Rachma, N. 2019. "The Effect of Service Quality, Fares and Punctuality on Customer Satisfaction". *Scientific Journal of Management Research*, 8 (5), p.1-10
- [8] Tjiptono. 2014. "Service Marketing Principles, Application and Research", 1st Edition, Publisher Andi Publiser, Yogyakarta.
- [9] Abu-nazir, W. (2016). The Impact of Customer Service Quality on Business Performance in the Hospitality Industry: An empirical study. 17(4).
- [10] Deviana, S. 2018. "The Effect of Service Quality and Punctuality on Customer Satisfaction of Railway Service Users in an Islamic Economic Perspective". *Lampung*.1-112.
- [11] Abidin, A. Z., Poniwati, A., Negoro, B. K. (2017). The Influence of Service Quality, Price and Delivery Accuracy on Consumer Satisfaction at PT. Go-Jek in Surabaya. *Branchmark Management Journal*, Vol.3 No.3: Pages 826-837.
- [12] Aminah, Rafani, Y., Hariani. (2017). Analysis of the Influence of Timeliness of Goods Delivery Factors and Customer Trust on Customer Satisfaction (Case Study at PT. Jalur Nugraha Ekakurir (JNE) Pangkalpinang). *Progressive Scientific Journal of Business Management (JIPMB)*. Vol 17, No. 2.
- [13] Apriani, M. (2011). Analysis of the Influence of Facilities, Service Quality, and Customer Satisfaction on Referral Interest (Case Study on Consumers of Star Clean Motorcycle and Car Wash Services in Semarang). *Diponegoro University Thesis*, Semarang.
- [14] Apriyadi, D. (2017). Analysis of the Influence of Punctuality, Facilities, and Ticket Prices on Train Passenger Satisfaction at Purwosari Station. *Magistra*.
- [15] Yunus & Budiyanto. (2014). The Influence of Service Quality and Facilities on Customer Satisfaction at Narita Hotel Surabaya, From the Faculty of STIESIA Surabaya.
- [16] Tjiptono, F. (2012). *Service Management Realizing Excellent Service*. Yogyakarta:CV. Andi Office.
- [17] Tjiptono, F. (2014). *Marketing Services Principles of Research Application*. First Edition.Yogyakarta: CV. Andi Office.
- [18] Sugiyono. (2018). *Quantitative Qualitative Research Methods and R&D*. Bandung: Alfabeta