Influence of Price and Timeliness of Delivery Towards Customer Satisfaction (Shopee Express, Hub Koja, Plumpang, Semper, North Jakarta)

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ABSTRACT

The existence of customer dissatisfaction on the price and timeliness of delivery of goods carried out by Shopee Express Hub Koja, and in the last 3 months experienced price instability and timeliness in delivery of goods. This study aims to determine how much influence the price and timeliness of delivery to customer satisfaction on Shopee Express, Hub Koja, Plumpang, Semper, North Jakarta. The independent variables in this study are the price (X1) and timeliness of delivery (X2), and the dependent variable is customer satisfaction (Y). This study uses quantitative methods with a population that is not known to ensure the number of customers. The sample size was 108 respondents. Sampling is done by Accidental Sampling method. Data analysis techniques used in this study are research instrument test and hypothesis test. The results showed that based on the correlation test variable price and delivery timeliness together have a very strong relationship of 0.810 or 81%. And known by the test coefficient of determination of 65.6% while the remaining 34.4% is influenced by other variables not studied in this study. In addition, based on the results of the simultaneous Test (Test F) has a value Fcount > Ftable is equal to (99.903 > 3.08) which means that the price and timeliness of delivery simultaneously positive effect on customer satisfaction variables. H0 is rejected and H3 is accepted

1. INTRODUCTION

In Price uncertainty and on time delivery are factors that reduce customer dissatisfaction. As a result of fluctuating prices and the time until delivery of goods at the promised service time is not appropriate, consumers choose to switch to better e-commerce. The problem often faced by Shopee Express, Hub Koja is that the prices posted are always changing and when sorting goods, the barcode is often unreadable due to not being careful in handling the package. Of course, this can result in delays in the time the goods are handled until they are sent to consumers.

According to Tjiptono (2008), says that: Price is a price mix regarding strategies and tactics such as discount price levels, payment terms and the level of price discrimination between various customer groups. Pricing is the most crucial and difficult among the elements in the retail marketing mix (merchandise, promotion, atmosphere in the outlet, price and retail service). Price is the only element in the various elements of the retail marketing mix that will bring in retailer profits. Meanwhile, other elements in the marketing mix cost money.

The definition of on-time delivery is something that is made urgent for logistics service business implementers. Where all incoming packages must be sent according to the schedule. According to Mahfudz (2018), "delivery time is the period of time when a customer orders a product until the product arrives in the hands of the buyer." According to Kotler (2014), "Customer satisfaction is the level of feeling where someone states the results of the competition regarding the performance of the product or service received and what was expected."

Research purposes

The objectives of this research are:

1) To find out the effect of price on customer satisfaction with the Shopee Express goods delivery service, Koja Hub in Plumpang, Semper, North Jakarta.

2) To find out the effect of on-time delivery on customer satisfaction with the Shopee Express goods delivery service, Koja Hub in Plumpang Semper.

3) To find out the effect of price and timeliness of delivery together on customer satisfaction with the Shopee Express Hub Koja goods delivery service in Plumpang Semper, North Jakarta.

2. LITERATUR REVIEW

A. Logistics Management.

According to Hernandez et. al. (2013), says that: Logistics Management is part of supply chain management which aims to plan, implement and control the efficient and effective flow and storage of goods, services and information related to the point of origin and point of consumption which aims to fulfill customer requirements.

B. Price can be measured along several dimensions, according to Kotler and Gary (2008: 452):

1. Price Affordability: The actual price of a product written on a product that must be paid by customers.

2. Discount/Price Discount: A price cut given by a seller to a buyer as a reward for certain purchasing activities that are enjoyable for the seller.

3. Payment Method: Procedures and mechanisms for payment of a product for services in accordance with existing provisions.

C. Timeliness of Delivery has three dimensions, namely (Handoko, 2010):

1. Accuracy in goods delivery services

2. Accuracy in determining prices

3. Accuracy in determining time

D. Customer Satisfaction, Hawkins and Lonney quoted in Tjiptono (2014: 101) dimensions that form customer satisfaction consist of:

1. Conformity to Expectations

2. Interested in visiting again

3. Willingness to recommend

Hypothesis I

H0: There is no influence between price and customer satisfaction.

H1: There is an influence between price and customer satisfaction.

Hypothesis II

H0: There is no influence between timeliness of delivery and customer satisfaction

H1: There is an influence between timeliness of delivery and customer satisfaction evaluation regarding the equity of the financial pronouncements, as well as consider the vicapability of the venture.

Hypothesis III

H0: There is no influence between price and timeliness of delivery together on customer satisfaction.

H1: There is an influence between price and timeliness of delivery together on customer satisfaction.
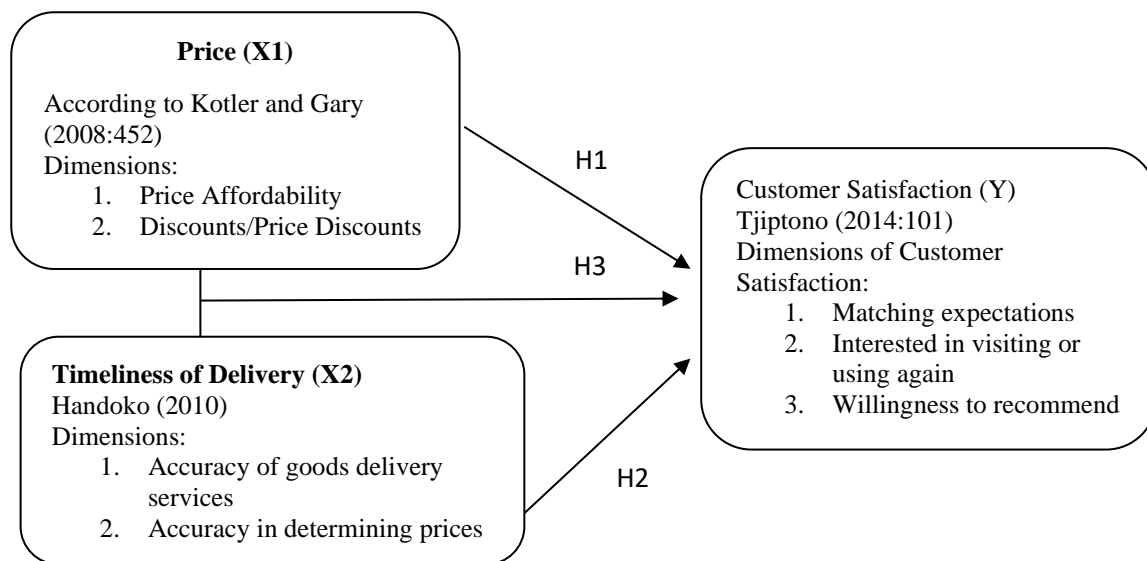
Figure 1 Theoretical Framework

3. METHOD

Data Collection Methods

This research is research that uses a quantitative method approach. Quantitative research methods are a research approach whose specifications are systematic, planned and clearly structured from the start until the creation of the research design.

This research uses an associative quantitative method. According to Jhon W. Creswell (2016: 5), quantitative research is methods for testing certain theories by examining the relationships between variables. And according to Sugiyono (2019), associative is the formulation of a research problem that asks about the relationship between two or more variables. Casual relationships are relationships that are cause and effect. This research refers to the causal relationship which shows cause and effect from the existence of independent variables (influencing variables) and dependent variables (influenced variables).

Population and Sample

According to Sugiyono (2019), population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this research is Shopee Express Hub Koja Plumpang Semper North Jakarta customers.

According to Sugiyono (2013:149) The sample is part of the number and characteristics of the population. Because the population in this study cannot be known with certainty because the customer data is the data center of the Shopee Express application system. So referring to the statement by Hair et. al. (2019) that, "the number of samples can be determined by multiplying the number of indicators by 5 – 10." So the number of samples in this study is:

Sample : Number of Indicators x 6
: 18 x 6
: 108

So the number of samples used in this research is 108 people, which is then used as the number of research respondents, with data collection using a questionnaire instrument with the following description of the respondents:

Table 1. Gender

Gender	Amount	%
Man	36	33.3%
Woman	72	66.7%
Total	108	100%

Table 2. Age

Age	Qty	%
< 25 Years	63	58.3%
25-35 Years	36	33.3%
36-45 Years	6	5.6%
>45 Years	3	2.8%
Total	108	100%

Table 3. Education level

Level of education	Amount	%
SMA/SMK	57	52.8
D3	5	4.6
S1	44	40.7
S2	2	1.9
Total	108	100.0

4. RESULT AND DISCUSSION

From the previous explanation, the customer in this case is the person who makes the delivery to Shopee Express, Hub Koja, Plumpang, Semper, North Jakarta. All questionnaire results from 108 respondents were used for data analysis. So (Sugiyono, 2019):

a. Validity test

In this test, the significance level is 0.05 or 5% with N = 108 or df = 108 – 2 = 106. A statement item is said to be valid if rcount > rtable, conversely if rcount < rtable then the statement item is said to be invalid. Validity test using Pearson product moment, the results obtained were that all question items had an rtable value of 0.189 > 0.05, so it could be concluded that all items were declared valid.

b. Reliability Test

Reliability Test is to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. A variable is said to be reliable if it has a Cronbach alpha > 0.60.

Table 4. Reliability Test Results

No.	Variable	Cronbach's Alpha	Cronbach's Alpha is implied	Information
1.	X1	0.887	0.06	Reliable
2.	X2	0.874	0.06	Reliable
3.	Y	0.894	0.06	Reliable

c. Normality test

Data normality testing is something that is commonly done before a statistical method. A good regression model is a distribution that is close to normal. This test was carried out with the help of the program for society science (SPSS) Normal Probility Plot (NPP) Method.

Table 5. Normality Test Results
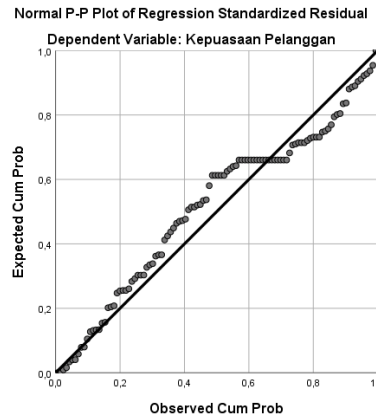
d. Linear Regression Analysis

Table 6. Guidelines for Providing Interpretation of Correlation Coefficients

Correlation Interval	Relationship Level
0.00 – 0.199	Very weak
0.20 – 0.399	Weak
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1,000	Very strong

1) Simple Linear Regression

Simple linear regression is a data model used, usually on an interval or ratio scale. The Simple Linear Regression Formula is:

$$Y = a + bX$$

Table 7. Simple Linear Calculation Results X1

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,574	1,878		1,903	,060
	Price	0,818	,071	,748	11,592	,000

a. Dependent Variable: Customer Satisfaction

Y = a + bX
Y = 3.574 + 0.818X

Table 8. Results of Simple Linear Calculations X2

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,096	1,761		1,758	,082
Punctuality	0,856	,068	,775	12,636	,000

a. Dependent Variable: Customer Satisfaction

Y = a + bX
Y = 3.096 + 0.856X

2) Multiple Linear Regression

This research uses multiple linear regression analysis with the following equation:

$$Y = a + b1X1 + b2X2 + e$$

Table 9. Results of Multiple Linear Calculations

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	,580	1,756		,330	,742
	Price	,403	,099	,368	4,076	,000
	Punctuality	,541	,100	,490	5,423	,000

a.   Dependent Variable: Customer Satisfaction

0.580 + 0.403X1 + 0.541X2

The linear regression equation in this research can be formed from the coefficient results in the Standardized Coefficients column as follows:

a.   The constant value shows a value of 0.580, meaning that if the independent (free) variable value is zero then the dependent (bound) variable value is 0.580.

b.   The value of the price variable (X1) on Customer Satisfaction is 0.403 and is positive, so that if Customer Satisfaction increases by one value, the price will increase by 0.403.

c.   The value of the Timeliness variable (X2) on Customer Satisfaction is 0.541 and is positive so that if Customer Satisfaction increases by one value, Timeliness will increase by 0.541.

3) Correlation Coefficient Test

a.   Simple Correlation

Used to determine the strength of the relationship between the correlation of two variables where the other variable is considered controlled or held constant (as a control variable).

Table 10. X1 correlation test results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,748a	,559	,555	2.98251

a. Predictors: (Constant), Price

shows a correlation coefficient (R) value of 0.748. This value shows that the influence of price on customer satisfaction is strong.

Table 11. X2 Correlation Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,775a	,601	,597	2.83699

a. Predictors: (Constant), Timeliness

shows a correlation coefficient (R) value of 0.775. This value shows that the influence of price on customer satisfaction is strong.

b.   Multiple Correlation

Table 12. Multiple Correlation Test Results

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,810a	,656	,649	2.64860
a. Predictors: (Constant), Timeliness, Price				
b. Dependent Variable: Customer Satisfaction				

shows that the correlation between the variables and the R value = 0.810, which means that there is a very strong relationship between the price variables (X1) and Timeliness of Delivery (X2) on customer satisfaction (Y).

4) Determination Coefficient Test (Adjusted R2)

Table 13. Coefficient of Determination Test Results

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,810a	,656	,649	2.64860
a. Predictors: (Constant), Timeliness, Price				
b. Dependent Variable: Customer Satisfaction				

The price and timeliness variables together influence the Customer Satisfaction variable by 65.6%. On the other hand, 34.4% of customer satisfaction is influenced by other factors outside this research.

5) Hypothesis testing

a. Partial Significance Test (t test)

Table 14. T Test Results X1

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,574	1,878		1,903	,060
Price	,818	,071	,748	11,592	,000
a. Dependent Variable: Customer Satisfaction					

0.000 > 0.05
11,592 > 1,982
So it can be concluded that H0 is rejected and H1 is accepted.

Table 15. T Test Results X2

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,096	1,761		1,758	,082
Punctuality	,856	,068	,775	12,636	,000
a. Dependent Variable: Customer Satisfaction					

0.000 < 0.05
12,636 > 1,982
So it can be concluded that H0 is rejected and H2 is accepted.

b. Simultaneous Test (f Test)

The F table value can be determined with a significance level of 5% = 0.05 and it is known that F table = F(k;nk)=F(2;106)= 3.08, so the F table value is 3.08.

Table 16. F Test Results

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regressio n	1401,665	2	700,832	99,903	,000b
	Residual	736,585	105	7,015		
	Total	2138,250	107			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Timeliness, Price						

0.000 < 0.05
99.903 > 3.08
So it can be concluded that H0 is rejected and H3 is accepted

1. The Effect of Price on Customer Satisfaction

Based on the results of the recapitulation of the Price variable, results were obtained with an average of 3.53 and this was assessed in the good category. However, unfortunately, there is 1 indicator variable whose results are below average, namely atAdequate payment facilitieswith a value of 3.5. These results can be concluded that the prices on Shopee Express are good and must be maintained and improved.

Based on the test results, it was found that price partially influences customer satisfaction significantly and positively. This can be seen from the results of the t-test which states that the p-value is smaller than the significance value (0.000 < 0.05). Apart from that, for the price variable, the tcount value is 11.592> the ttable value is 1.982, so the price variable is declared to have a positive effect. It can be concludedThere is a significant and partially positive effect of price on customer satisfaction. Apart from that onThe correlation coefficient (R) value is 0.748. This value shows that the influence of price on customer satisfaction is strong. And with a coefficient of determination (R^2) on the Price variable of 0.559. This proves that Customer Satisfaction is influenced by Price by 55.9%.

2. The Effect of Timely Delivery on Customer Satisfaction

Based on the results of the recapitulation of the Timeliness of Delivery variable, the results obtained were an average of 3.54 and this was assessed in the good category. However, unfortunately, there is 1 indicator variable whose results are below average, namely atWhen the goods arrivedwith a value of 3.45. These results can be concluded that Shopee Express delivery timeliness is good and must be maintained and improved. The results of the hypothesis test state that the timeliness of delivery partially influencesCustomer Satisfactionsignificantly and positivelysignificance value of0,000is smaller than 0.05, then the ttable value is1.982 is greater than tcount, namely 12.636> ttable value of 1.982, based on the results of this calculation it can be concluded that the hypothesis that has been formed can be accepted, there is an influence of Timeliness on Satisfaction. With the correlation coefficient test, the correlation coefficient (R) value is 0.775. This value shows that the influence of price on customer satisfaction is is 0.601. This proves that Customer Satisfaction is influenced by Timely Delivery by 60.1%.

3. The Effect of Price and Timeliness of Delivery on Customer Satisfaction

Based on the results of hypothesis testing, it shows that price and timeliness simultaneously (simultaneously) influenceCustomer SatisfactionThe simultaneous test (F-test) carried out produces valuesFcount is 99.903, which means that the independent variable has a significant relationship

with the dependent variable. With a significance value of 0.000. So, it is hypothesized that there is a simultaneous influence of price and timeliness on Customer Satisfaction.

5. CONCLUSION

1. The influence of price on customer satisfaction based on the correlation coefficient (R) value of 0.748 shows that the influence of price on customer satisfaction is strong. The magnitude of the influence was tested using the coefficient of determination test (R2) which produced a value of 0.559, this proves that Customer Satisfaction is influenced by Price by 55.9% and the remaining 44.1% is influenced by other factors. Meanwhile, the results of the t test which has a t value show a result of 11.592> 1.982. This means that H0 is rejected and H1 is accepted or there is an influence between price and customer satisfaction.

2. The influence of timely delivery on customer satisfaction based on the correlation coefficient (R) test value of 0.775 shows that the influence of timely delivery on customer satisfaction is strong. The magnitude of the influence was tested using the coefficient of determination test (R2) which produced a value of 0.601. This proves that Customer Satisfaction is influenced by Timeliness of Delivery by 60.1% and the remaining 39.9% is influenced by other factors. Meanwhile, the results of the t test which has a t value show a result of 12.636> 1.982. This means that H0 is rejected and H2 is accepted or there is an influence between Timeliness of Delivery on Customer Satisfaction.

3. The simultaneous influence of price and timeliness of delivery, the multiple correlation coefficient (R) value is 0.810, indicating that the influence of price and timeliness of delivery on customer satisfaction is strong. The magnitude of the effect was tested using the coefficient of determination test (R2), producing a value of 65.6%. On the other hand, 34.4% of customer satisfaction is influenced by other factors not examined in this research. Meanwhile, the f test shows a result of 99.903 > 3.09. This means that H0 is rejected and H3 is accepted or there is an influence between price and timeliness of delivery on customer satisfaction simultaneously.

SUGGESTION

1. Based on the recapitulation of price variables, there is an instrument with the smallest results, namely the indicators adequate payment facilities of 3.5. Therefore, it is hoped that Shopee Express be able toprovide more complete and adequate payment facilities so that customers can make payments more easily, safely and comfortably.

2. Based on the recapitulation of the timeliness of delivery variable, there is an instrument with the smallest results, namely the indicator Fast in providing a shipping price of 3.5. Therefore, it is hoped that Shopee Express have a price range database for each shipping volume so that you can quickly provide shipping prices.

3. Based on the summary of customer satisfaction variables, there are instruments, the smallest results are indicators Customers will provide recommendations to business partnersof 3.83. Therefore, it is hoped that Shopee Express will pay more attention to the aspect of excellent service so that it can compete better with other delivery services, and of course so that it can satisfy customer satisfaction.

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